

A4

Using social media for job search and career



Goal	The main goal of this course is to give the participants an overview of different Social Media platforms that can be used for the job search and provide practical tips on how to build a personal profile and make use of the features available via the selected platforms.
Format	Webinar
Recommended duration	1 hour
Content of the training activity	Topic 1: Overview of professional social networks <ul style="list-style-type: none">● LinkedIn● Academic social networks (Researchgate, AcademiaEdu etc.) Topic 2: Practical tips on how to build a profile in LinkedIn (and/or another network)
Expected learning outcomes	After taking this course/training activity, the PhD student should be able to: <ul style="list-style-type: none">● Know various social media that can be used for job search and understand differences and commonalities between using them for job search and other purposes (e. g. communicating research outcomes)● Create and build his/her own profile on social media platforms● Conduct effective job search on respective media platforms● Be able to find relevant information regarding job search in the given region
Link to career opportunities in life-sciences	Especially in the field of life science social media platforms like LinkedIn have a high significance for job seekers as well as for (small) companies for applying, recruiting and networking.
Recommended further steps	<ul style="list-style-type: none">● Active use of the social media and job portal possibilities● Creating profiles on respective media platforms● Development of competencies relevant for better employment
Trainer/facilitator qualification	This webinar can be covered by in-house trainer with an experience in using social media for professional purposes (should be an active user). Involvement of expert for specific platforms might be considered but is not inevitable.

Recommendations and suggestions for course/activity setup and methods used:

Course/activity set-up and methods used	Duration	Activity description
	5 min	Opening: ask participants which social media do they use and whether they also use them for professional purposes (can be done as a poll or quiz)
	20 min	Introduction and overview of social media (presentation) <ul style="list-style-type: none"> • Social networks suitable for job search in the private sector • Social network suitable for job search in academia • Differences and commonalities between using social network for job search and research outreach activities.
	30 min	How to build a good LinkedIn Profile (practical demonstration) <ul style="list-style-type: none"> • Do's and Don'ts of a good LinkedIn profile • How to grow the network of contacts in the LinkedIn. • What do recruiters look at when screening the profiles?
	5 min	Q&A
Recommended number of participants	If online, the number of participants is not limited.	
Forms of active engagement	<ul style="list-style-type: none"> • Asking questions with the help of online tools (e. g. Mentimeter, Slido) • Discussions 	
Assignments outside of the classroom time	All participants can be asked to create a LinkedIn profile (or improve it building upon the tips provided in the presentation) and invite other training participants to their network.	
Training handouts	Presentation	
Reflection questions	<ul style="list-style-type: none"> • Why should researchers join professional social networks? • How are these networks different compared to research oriented social networks? • What would you like to communicate about yourself in your LinkedIn profile? 	
Engagement of external experts	Optional: Experts who can promote and introduce specific social media platforms or researchers with a strong presence in social media.	
Venue requirements	Preferably a webinar	