

Building My Skills

# Checkpoint 2

## Online Appearance

Name: \_\_\_\_\_

Tutor: \_\_\_\_\_

Date: \_\_\_\_\_

## Online Appearance

Social Media is a key player when applying for jobs today. Sites such as Facebook, Twitter, LinkedIn allow employers to see who you are outside of your application. 92% of employers use Social Media for hiring offering job seekers the opportunity to learn and connect with companies of interest and hear about job vacancies. Therefore, it is incredibly important to give potential employers the correct impression.

To be taken seriously in a professional world you should be careful with what you share with the world online. Offensive status', inappropriate profile pictures, distasteful comments and out of date profiles could affect your chances of employment before you reach an interview.

You should consider using your online appearance in a positive way as a self-marketing tool to demonstrate your strengths, shine a positive light on unique hobbies, and communicate your values, skills and experiences to potential employers.

There are many different forms and types of social media but you might have only heard of a couple of types. These include:

- Social Networking: Facebook, LinkedIn, Google+
- Video Sharing: YouTube, Vimeo
- Live-Streaming: Periscope, Blab
- Microblogging: Twitter, Tumblr
- Blogging: LiveJournal, WordPress
- Social News: Digg, Reddit
- Photo Sharing: Instagram, Flickr
- Content Curation: Pinterest

No matter what platform you should be vigilant to not post anything you wouldn't mind an employer or potential employer seeing. Make sure you check your privacy settings

### Task 1 (Compulsory):

Look in the 'Building My Skills' booklet.

Assess and annotate 2 'dummy profiles' attached of Facebook and Twitter. Using the writing frames on the following page, **identify 3 positives and 3 negatives** for each and explain the reasons why.

Google your name. Can you be found on social media? Using the writing frames on the following page, identify **3 positives and 2 negatives** relating to your online appearance. In addition, Using the writing frames on the following page, identify 3 positive interests or accomplishments that you could post on social media individual to you.

### Task 2 (Optional):

Using the writing frames on the following pages, research and write 300 words on what LinkedIn is used for and how you might benefit from it when planning your career. Consider: your headline, personal summary, connections, education, work experience, buzzwords, achievements, projects/volunteering.

**Facebook: Billy Mike Skill**

	3 Positives:	Reasons why:
1	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
2	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
3	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
	3 Negatives:	Reasons why:
1	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
2	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
3	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

**Twitter:** Bob My Skills

	3 Positives:	Reasons why:
1	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
2	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
3	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
	3 Negatives:	Reasons why:
1	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
2	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
3	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

Your social media:

	3 Positives:	Reasons why:
1	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
2	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
3	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
	3 Negatives:	Reasons why:
1	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
2	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
3	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

Identify 3 positive interests or accomplishments that you could post on social media that are individual to you.

	Your 3 positive interests or accomplishments:
1	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
2	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
3	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>