

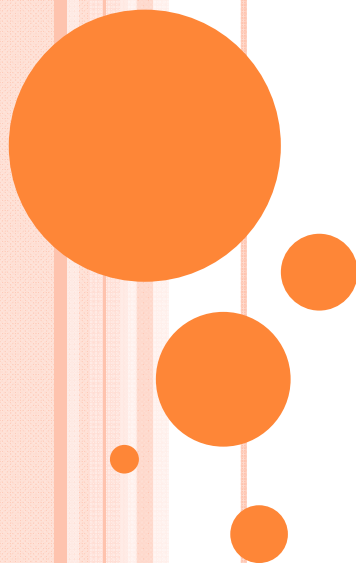


Erasmus+



KBC “Building my networks on Professional Social Networks (PSNs)”

**Illustration of the animation
“*Developing employability
on social networks*”**



A group of young people from “La Mission Locale de Paris” attend the workshop at “La Cité des métiers” in Paris.



Theme

"develop employability on social networks."

netme-in

cité des métiers



Mathieu, one of the young people of “La Mission Locale de Paris”, is looking for a job and wants to use this workshop to find a job. He discovers its contents.



Présentation

1. Evolution of NICTs and the labour market
2. E-reputation, what does this mean?
3. Top 10 : social networking
4. Social networks: who does what?
5. E reputation and digital media networks
6. Social professional networks
7. Use
8. My contact network
9. Boost my visibility
10. To go further ...

Mathieu discusses with his neighbors at the workshop.



Usually, Mathieu uses Whatsapp to ask questions about his job search to close friends and others more distant.



As part of the workshop, Mathieu meets a participant who is a professional in a computer company.



Mathieu uses LinkedIn to learn more about this professional. He understands its usefulness and functioning thanks to the intervention of the workshop facilitator.



Situations in which to use professional social networks?

(non-exhaustive list, source Jean Christophe Anna)



1. Validate their professional project (survey business, network)
2. Target its market (businesses)
3. Identify a contact person in a company
4. Analyze its competitors profiles
5. Prepare its applications
6. Prepare a maintenance (ex: info on the recruiter)
7. Apply several times (HR, Job boards)

Mathieu uses Facebook to share his photos and comments after the workshop.



How to act on Facebook?



- * Be aware of what people say and who they say: all actions on Facebook are visible and accessible by all (Eg recruiters, employers)
- * Configure personal information and access rules
- * Protecting yourself: creating and setting up personal and pro lists

The professional proposes to Mathieu to share a coffee in order to know more about his professional motivations.



The professional explains how his business and organization work. Mathieu talks about what he can do.



The professional advises Mathieu to contact a friend of his network likely to be interested in his know-how. He gives him his name, as well as his own business card.



Mathieu returns to LinkedIn to invite these two professionals to be part of his network.



What do I expect from my network contact?

(Source: Gilles Payet)

1. A name, a phone number
2. A key date, an encrypted info
3. A recommendation
4. An advice, an opinio
5. An appointment
6. An upcoming « HR process »
7. A transfer of documents
8. A support.



The two professionals agree to be part of the Mathieu network.



Then, Mathieu uses the recruiter's email, which is displayed on his LinkedIn account, in order to propose his candidacy.



How to boost its visibility?

By **participating in newsgroups/ communities**:

- Interact with the members of the group (opine, participate in debates, discussions,...)
- Access the contact list of this group
- Perform a watch and share on a topic.

By **posting statutes** :

This fuels the news feed of its contacts

- Share your voice
- (Be concise, interesting, set the recipients).

By **commenting on the status** of its contacts.

