



Interview with Frédéric JOACHIM, advisor Pôle emploi La Cité des métiers of Paris la Villette, 10 January 2017

1 / What is your role in the European Netme-in project?

I am the animator of the Workshops of the Cité des métiers proposed within the framework of the project. As such, I designed the animation framework, powerpoint support and I have articulated the navigation on the sites concerned.

2 / How do you think social networks can help build its professional project?

They can allow access to many companies that communicate about their business and their needs. In particular, companies and trades can be researched by sector of activity. Moreover, the main interest of social networks is that one can target and exchange with professional contacts in order to refine its collection of information and to develop its professional project.

3 / In your opinion, what other tool can help you to build your professional project?

There is a lot of specialized paper documentation (ONISEP, CIDJ, Guide to employment resources ..). In addition, career guidance softwares (Inforizon, Pass' avenir, Transference) are available to the public at La Cité des métiers.
Finally, other digital resources are exploitable (Emploi store, jobboards, sites of professional federations).

4 / What do you think are the needs of 16-25 year olds?

They need to work on professional representations. They need a real demystification of professional contact on social networks, in order to become more accessible and more open to their demands. A learning of some codes on social networks seems necessary : how to introduce yourself, what you can write or not, how to become more credible in professional terms.

5 / What could be the best tools to meet their needs?

Professional social networks better suited to young people with professionals from all accessible sectors and guidance professionals who could better accompany and shed light. A job offer dedicated to the young public. There are already such initiatives with the JobIRL career guidance site for example.



6 / In your opinion, how can the Netme -in project be a plus for helping NEETS (drop-outs aged 16-25) to find training, internships, jobs or create their own business?

It makes it possible to better assimilate the use of social networks in the professional posture and to become truly aware of the importance of its digital identity.

The project provides a better glimpse of the type of information a young person can obtain and use: how and why to exchange with contacts, why to develop contacts.

7 / Which projects do you want to develop to help the public (including young people) to build their professional project?

It seems obvious that we must insist on managing our digital identity: how to better use certain social networks (twitter, facebook) in the professional setting to control and make effective its e-reputation.

Other tools, such as the "Emploi store", are also to be developed more towards this audience given the resources available.

A collaborative platform (eg Slack) could be interesting to develop in order to create exchanges and set up participant networks.