
NET THAT JOB!

USING SOCIAL NETWORKS TO FIND THE JOB YOU WANT.



Instructor Information

Instructor	Email	Office Location & Hours
Jen Eric	jen.eric@gmail.com	Learning & Development, 3 rd floor, Block 1, Megabux, Dublin 2

Programme Outline

Description

This is an 8 week course. Students attend 90 minutes of class per week (single session) and must complete all 8 modules. Classes will comprise a presentation, demonstration, practical application and discussion time. Homework will be given to support learning goals.

Expectations and Goals

The goal of this programme is to provide a structured framework for staff members, with 15 or more years of service who are being made redundant, to develop the social networking skills necessary to allow them to successfully negotiate the changed employment market. This will be achieved through a series of workshops in which students will learn about social media and its use in employment-seeking and then actively participate in using the relevant social media.

By the end of the course, students will have established profiles on a series of social networks, which will support their transition from employment at Megabux. Staff who complete the course will be capable of using a series of social networking tools to engage with companies and individuals that they are interested in working for or with. They will understand the means which employers are now using to advertise to potential employees and to appraise potential employees. Students will also understand the behaviours they should exhibit in their

online engagements and will have built a digital footprint which will support their pursuit of alternative employment.

Course Materials

This course focuses on developing social networking skills for job-seeking. PCs will be available in the classroom to support practical training during class, however students are expected to have access to a computer at home to enable them to complete homework assignments.

Course Schedule

Week	Topic	Assessment/Homework
1	Social networking and online searches	Complete an advanced Google search to find a dream job.
2	LinkedIn (part 1)	Complete the LinkedIn profiles created in class and connect with 5 people known to the student.
3	LinkedIn (part 2)	Complete an advanced LinkedIn search for a dream job, using the geographic locator function.
4	Facebook	“Like” 4 companies and follow Facebook Newsfeed for a week to see can be learned about the companies and what jobs are offered via Facebook.
5	Twitter	Follow 5 companies on Twitter and track how many jobs are offered over the course of the week.
6	Google+	Follow 5 companies using Google+ and track the information appearing for those companies on Google+ over the week.
7	Meetup.com	Join at least 1 business-related Meetup group and 1 purely social Meetup group and attend a meeting of each.
8	Digital footprints	None.