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Digital Job Identities Curriculum

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digi.job.id – research on good practice on social media use for professional development and job identities

The digi.job.id research on good practice on social media use is an Intellectual Output of Digital job identities (digi.job.id) Erasmus+ Project, implemented between September 2015 and August 2017. The project is being developed by a consortium of six partners from six European countries. All the partners have the technical expertise and the experience in the VET field to achieve the project objectives.

- BFI OOE – AT
- AKLUB – CZ
- CEPS PROJECTES SOCIALS – ES
- ENAIP VENETO – IT
- OZARA - SI
- NWRC – UK

INTRODUCTION

1. Aims and goals

Aim of IO1 was to carry out an exploratory study on existing good practices on social media use for professional development, job searches and application processes on European and national levels.

The output of this research will serve as a starting point for the development of educational modules:

- “Training module for young people on social media use” and
- “Training module for teachers and trainers”.

2. Methods

For conducting the research under IO1, the partnership used the following methods:

- Desktop research (IO1-1)
- Interviews (IO1-2)
- On-line survey (IO1-3)
- Data processing
- Analysis
- Data summarising

Guidelines for implementing the research were prepared by Lead partner to guide partners in conducting the research in their own countries.

The following templates were further on used to collect the data:

- Desktop research template questionnaire (IO1-1)
- Interview with experts template questionnaire (IO1-2)
- On-line survey among youngsters (IO1-3)

The following countries were involved in the research: **Austria, Czech Republic, Italy, Northern Ireland (UK), Slovenia and Spain.**

The IO lead partner then collected all the results, processed, analysed and summarised the data, providing detailed **summary reports separately for IO1-1, IO1-2 and IO1-3**, as well as **joint summary report with conclusions** on all the three.

3. Target groups

Target groups within the research were:

- Partners themselves (for conducting Desktop research IO1-1)
- Experts in different areas related to the research (for responding to Interview invitation IO1-2)
 - Experts on social media use, ICT and ICT safety
 - Career portal/agency managers, career advisers
 - HR managers in big companies
 - Labour market experts

- Experts/managers involved in similar social media use related projects
- Young people as social media users (for on-line survey among youngsters IO1-3)

4. Reference documents

- Annex 1: IO1-Guidelines with annexes:
 - Annex 1: Desktop research template
 - Annex 2: Questions for interviewing experts
 - Annex 3: Questions for on-line survey among youngsters
- Annex 2: IO1-1-Report on Desktop research
- Annex 3: IO1-2-Report on Interview with experts
- Annex 4: IO1-3-Report on On-line survey among youngsters

SUMMARY REPORT ON IO1-1 DESKTOP RESEARCH

1. Introduction into IO1-1 Desktop research

Desktop research was one of the methods used within the project to carry out an exploratory study on existing good practices on social media use for professional development, job searches and application processes on European and national levels.

The output of this research will serve as a starting point for the development of educational modules:

- “Training module for young people on social media use” and
- “Training module for teachers and trainers”.

All project partners were involved in the study by trying to find relevant initiatives/projects related to the social media use linked to a job search in their country.

5-10 initiatives/practices/projects were planned to be selected by each partner/country.

6 partner countries were involved: Austria, Czech Republic, Italy, Northern Ireland (UK), Slovenia and Spain. All together **50 good practice examples were collected**.

For collecting information a template was used (see **Annex 1: IO1-Guidelines with its Annex 1**).

2. Conclusions on IO1-1 Desktop research

Altogether, project partners from six countries (Austria, Czech Republic, Italy, Northern Ireland (UK), Slovenia and Spain) collected 50 good practice examples, and show a wide variety of good practices intended for on-line job search. Of course, most of them are connected with the simultaneous use of at least one available social network (LinkedIn, Facebook, Twitter, Google+ etc.) thus requiring either a profile or an account that, for some groups of users (like disabled persons and other disadvantaged/marginalised social groups) demand quite an amount of ICT knowledge and skills which sometimes can represent a problem, particularly for elder population.

In **Austria**, the majority of the provided good practices offer private job search platforms that present the description of current vacancies, usually together with the possibility of creating an online CV and/or job application. Next to that, one of the websites offers an online questionnaire, by which candidates are asked about their job search strategies, application documents, and previous contacts with companies etc. Finally, the total result shows the level of their skills regarding the submission of job applications, and subsequently they are redirected to the actual database of vacancies. One of provided good practices also entails the possibility of making a direct contact with the employer(s).

As for the **Czech Republic**, their good practices seem to be primarily focused on making good self-representation of personal profile, possibly with the use of adequate video tools. One of the practices also suggests making a short film, which is then offered either in the form of a web-stream, or even publicly presented, on one of the existing TV channels. Some of the practices described also deal with the definition of individuals' competences and/or answer the general questions on occupational choice, facilitate making contacts with other individuals sharing similar experience etc. The interested web users can also take part in an integral media workshop where they can learn how to design various web products: podcasts, blogs, profiles etc.

In **Italy**, several websites offer information about vacancies together with the relevant information on public tenders, local institutions, and so on. In addition, some good practices include web training by the use of social networks that consequently includes making a good and relevant profile on Facebook, Twitter or some other networks. One good practice also describes a private system of job search that aims at the NGOs willing to accept a trainee with no qualification – and, as it is well known, the existing job vacancies usually require some period of work experience (thus, it is very refreshing that somebody actually seeks people that have none). Similarly, another Italian good practice promotes employability of young people who, at the time, are not included in any kind of education and employment by focusing on the acquisition of their digital skills. We can also observe the emergence of projects offering free classes to young entrepreneurs.

The situation in **Northern Ireland (UK)** is perhaps somewhat different than in other partner countries. Most of their good practices focus on concrete private companies, or corporations with global reach that have websites with the descriptions of vacancies created by themselves. The job seekers are thus implicitly advised to look for jobs that are advertised directly on the company website, and not necessarily located in Northern Ireland, but all over the world (if they so desire). Therefore, job seeking practices in NI are far from being locally limited – rather, that is seen as a disadvantage. However, among the

listed good practices there is a very good example given by University of Kent advice on using social media in job hunting that provides its users with a guide on social media tools that can be used in finding a job (LinkedIn, Facebook, YouTube, Instagram, blogs). Some of the practices include raising awareness on the possible downsides of social network participation.

According to research conducted in **Slovenia**, in 2013 more than half of job search or employment activities were performed by the means of internet with major emphasis on the use of social networks. Already as many as 7 out of 10 employers use social networks in order to look for appropriate job candidates. The number of social network users increases annually. Nevertheless, the skills of young people related to job search via social networks are still insufficient, and HR managers are slowly beginning to recognise their potential for advertising. The Slovenian list of good practices includes e-manual with a collection of job search methods divided in 10 steps that together form an integral approach to job search. Project YEU, Start:up Initiative Slovenia, Tovarna podjetij (Venture Factory) and Young Entrepreneur Institute all focus on providing initiative and means for the development of entrepreneurship. Some of the practices include raising awareness on the possible downsides of social network participation.

Many good practices from **Spain** are centred on video self-representation accompanied with various forms of digital CVs which are then submitted to pages offering different vacancies. Most of them require registration in one of the most common social networks (Facebook, LinkedIn, Instagram, Google+, with the exception of a platform that focuses exclusively on university students looking for job. Many of the practices listed have been developed internationally, one of them providing business apprenticeship scheme – nonetheless, by the USA based company (Deloitte).

In general, the collected good practices of social network job search do share some common features, on the basis of which we could form some suggestions regarding the content of e-modules for trainers together with useful instructions concerning prospective employers and employees. The educational modules for young people and teachers/trainers should, thereafter, consist of a selection of best practices offered by partner countries – of course, with the addition of clear and distinctive guidelines for their implementation. Consequently, the e-modules could include the following separate topics/units suitable for all kinds of job searchers (some suggestions):

1. How to make a relevant social network profile intended for job search
2. How to choose a proper social network
3. What (not) to include in a good on-line video presentation
4. How to define my advantages/disadvantages (possibly an on-line questionnaire)
5. How to limit my job search options
6. How to choose the right company to apply for a vacancy
7. How to write a good online CV
8. How to write a good job application or offer
9. When to include a cover letter
10. Where to look when starting an enterprise (self-employment)
11. How to get to the right business idea (self-employment)
12. How and where to apply for a financial means supporting the new enterprise development (self-employment).

SUMMARY REPORT ON IO1-2 INTERVIEW WITH EXPERTS

1. Introduction into IO1-2 Interview with experts

Interview with experts was one of the methods used within the project to carry out an exploratory study on existing good practices on social media use for professional development, job searches and application processes on European and national levels.

The research output is a collection of good practice examples reported by different experts and will as such serve as a database and a starting point for the development of educational modules:

- “Training module for young people on social media use” and
- “Training module for teachers and trainers”.

The **targeted experts** were:

- Experts on social media use, ICT and ICT safety
- Career portal/agency managers, career advisers
- HR managers in big companies
- Labour market experts
- Experts/managers involved in similar social media use related projects
- Young people as social media users

All project partners were involved by involving **at least 3 experts/country**, who completed a questionnaire “**interview with experts**”. **6 partner countries** were involved: Austria, Czech Republic, Italy, Northern Ireland (UK), Slovenia and Spain. All together **21 experts were interviewed**.

A template was used for conducting the interviews (see **Annex 1: IO1 Guidelines with its Annex 2**).

2. Conclusions on IO1-2 Interview with experts

All together **21 experts** from **6 countries** were interviewed bringing into the research their vast knowledge and expertise in HR, career management, labour market, social media, IT and other. Conclusions can be summarised in the following points:

- Existing practices of job search are different in each country, but many practices are similar: employment agencies, job centers, job platforms, such as info jobs, social network platforms, corporate websites, recruiting companies, webpages of companies and organizations, local and national newspapers, advertising...
- The use of social media is potentially growing in each country and becoming more and more important in relation to job search.
- LinkedIn is the most important tool for job search/professional use/presentation of skills but it is not a perfect tool.
- LinkedIn, Facebook and Twitter are most often used tools between young population, but only LinkedIn is used for professional purposes.
- Young people are not aware of the importance of self-presentation and of the impact of their postings.
- Employers are not sufficiently aware of the importance of social media, but they often use them to obtain background information about the job seekers, especially Facebook.
- Non-maintained profiles are hardly noticed.
- **Training needs exist in every country, and proposed themes for training are:** data protection, application strategies, how to minimize the risks of using social media, learn the jobseekers how to effectively use LinkedIn and the platforms like info jobs, how to create the templates, basic principles of the use of the social media for job search, the right content - my strengths, examples and results of my work, my offer, the right form (CV, videos, photos, graphical elements, links, hashtags etc.), suitable channels (LinkedIn, YouTube, Blog, Personal website etc.), how to prepare quality profile and digital CV, how to build a web reputation in line with his/her professional expectations, intelligent use of social media and platforms as LinkedIn, using a smart communication for the formation of their digital identity, how to use social media to disseminate proposals and offers and to retrieve information and potential candidates, how to enter your data and how to search for a job opportunity, how to know the specifics of the different social available, in any case sector-specific social media missed, technical language and the English vocabulary used in the profiles, how to conduct the proper search of data in social networks, how to design a public image with all possible social networks and how to make a proper strategies of public image presentation, how to prepare distinguished personal presentation, how to find useful information, presentation on social networks (particularly about what not to publish on them), how to communicate with potential employers via social networks, how to build network and not to be pushy.
- The future of social media is bright. Social media are changing the job market and this trend will be continuing.

See Annex 3: IO1-2-Report on Interview with experts for conclusions, specified per country, and for more details on experts' inputs.

SUMMARY REPORT ON IO1-3 ON-LINE SURVEY AMONG YOUNGSTERS

1. Introduction into IO1-3

On-line survey among youngsters was one of the methods used within the project to carry out an exploratory study on existing good practices on social media use for professional development, job searches and application processes on European and national levels.

Main aim of the survey is to assess existing practices and needs of the youngsters in regard to using social media for professional purposes.

The research output is a collection of feedback on social media use reported by youngsters and will as such serve as an important information for the development of educational modules:

- “Training module for young people on social media use” and
- “Training module for teachers and trainers”.

The **target group** were youngsters (16-26 years), who use social media for different purposes. Anticipated number of participants was 50 – 100, however all together **378 survey inputs** were recorded, of which 334 survey inputs English on-line survey, and 44 separately in Spanish.

The survey was available in English on-line [here](#). A set of closed-ended questions was used (see template **Annex 1: IO1 Guidelines with its Annex 3**).

Important note: Spanish partner decided to translate the questionnaire into Spanish and therefore provided results separately from all the other partners. The survey in Spanish was available on-line [here](#). Results of the Spanish survey are included in the joint summary table, however as the survey was modified slightly, and the graphic analytics of the results were provided to the Lead partner with a slight delay, the analysis is carried out only on the sample of those 334 inputs, that were carried out into the main English questionnaire. The 44 Spanish results are available in the separate excel sheet.

2. Conclusions on IO1-3 On-line Survey among youngsters

In this section, we shall present the main findings regarding the attitudes of youngsters towards the use of social media, the function that the social media perform in youngsters' lives, positive influences of social networking, as well as possible downsides of an ever expanding virtual reality. Next to that, we wish to emphasise the existence of yet undiscovered potential concerning social media and suggest some guidelines for further development.

There were 334 questionnaires taken under analysis. App. 75% of respondents age between 16 and 20 years old. Although the targeted group were youngsters between 16 and 26 years, there were also slightly over 10% under-aged respondents identified, as well as 2% of those over-aged. Female gender is represented with a slightly higher percentage (app. 60% versus app. 40%).

As it could be expected, the majority of young people use social media, only 0,6% of the respondents don't use them. The most commonly used social media is YouTube (92,2%), closely followed by Facebook (91,9%) and Wikipedia (63,5%). Instagram, Messenger, Snapchat and Google+ are also popular among young population, whereas other social media are less frequently used.

That also suggests that many respondents believe Facebook is used for communication (72,2%), social networking (62,3%), personal use (61,1%), conversation (59%) and entertainment (57,2%). 21% of them see Facebook as relevant for self-presentation, but only 10,2% consider it suitable for professional use, and only 7,2% for work related activities. Very few respondents (6,9%) believe that Facebook can also be used for recruiting and sharing career related articles.

Concerning the opinion of respondents on the purpose of Social publishing platforms (e.g. Twitter, blog) there are many shared opinions, however, there is no one and overarching purpose recognised. The most commonly identified purposes were: expressing opinion (41,6%), entertainment (40,1%), personal use (38%), social networking (36,2%), communication (34,4%), self-presentation (32,6%). Professional use has been stated only by 20,4%, and work related activities in 12%. Just 11,7% believe that these platforms are used also for recruiting and sharing career related articles.

The opinion of respondents on the purpose of image based networks, such as Pinterest, Instagram, Tumblr, Flickr is also of great importance. The responses suggest that three purposes are especially appreciated: personal use (52,4%), entertainment (51,8%), and self-presentation (50,9%), followed by expressing social networking (32%), opinion (29%), communication (25,4%) and advertising (21,3%). Professional use has been recognised in only 11,1%, and work related activities even less, in 6%. 6,3% believe that these platforms are used also for recruiting and sharing career related articles.

Considering the opinion of respondents on the purpose of using video networks, such as YouTube, Reddit, Vimeo, Vine, the findings are quite similar: the majority of respondents are convinced that the purpose of these social media is entertainment (80,8%), followed by learning (55,1%), advertising (47,3%), and personal use (42,8%). High rating has been recognised also for the following purposes: self-presentation (34,1%), professional use

(30,2%), social networking (25,1%), and communication and creating social media community which both received 24,6%). Professional use has been recognised with 30,2%, and work related activities in 19,2%. 12,9% believe that these platforms are used also for recruiting and sharing career related articles.

The results regarding the opinion of respondents on the purpose of business focus networks (Linked in) might be surprising as almost half of the respondents did not know what is the purpose of these networks (49,1%). The result is corresponding with results of question 1, where Linked in was presented with only 3,6%. The reason for both results probably lies in the selected target group, as majority of respondents were young people under 20 years old having none or very little experience in job search, and professional activities. The second highest response was 41,3% for professional purpose, followed by work related activities with 26%. Recruiting and sharing career related articles turned out to be on the fourth place with 14,7%. Not to be neglected, the business focus networks were also recognised relevant for self-presentation (14,4%), advertising (14,1%), communication (13,5%), learning (11,7%) and social networking (11,4%). A very low percentage of respondents saw these networks also as an opportunity for entertainment, personal use, playing games, shopping etc. (between 1,5% and 6,3%).

The opinion of respondents regarding the purpose of using conversational networks (Messenger, forums, Viber, Snapchat) is also more or less predictable: most respondents believe the conversational networks are obviously used for communication (71%), followed by conversation (65%), and personal use (59%). Social networking fared quite high with 41,9%, expressing opinion with 25,4%, self-presentation with 18,3%, and creating social media community with 16,2% were also recognised as relevant purposes. Professional use was recognised in 8,1%, work related activities in 7,8%, and recruiting in only 3,3%.

The answers in relation to the frequency of social media use among respondents also reflect an expectable state of affairs: thus 83,2% of respondents use it on a daily basis, followed by 9% for using them few times a week. This clearly shows the potential of social media spreading into all possible aspects of life. There were only a few respondents, who stated they use social media only yearly, monthly or weekly.

The data regarding the continuous use of social media provide the following picture: the results are more or less equally distributed between less than one hour (29,6%), 2-3 hours (27,2%) and 1 hour (24%). Approximately 19% of respondents use social media at least 4 hours per day.

The results identify weaknesses in using social media by the respondents. The majority (46,1%) identified as their weakness the time spent for social media, 26,3% using them only for entertainment, and 20,4% recognised their communication as a weakness, which could mean either weak communication skills, using them only for communication purposes, spending too much time for communication via social media, not knowing how to use them for communication appropriately or other.

The question related specifically to the use of social media for job search purposes gave more or less surprising answers. The highest score was allocated to the answer "never" with 38%, followed by rarely and sometimes, each with 23,1%. 11,1% of respondents use them for job search activities "often" and only 1,5% "exclusively for job search".

As to the success in relation to job search using social media, the majority of respondents answered with "never" (49,1%), followed by partly (35,6%), and "yes" (15,3%).

Generally, the most important issues that should be addressed in the field of social media are usually connected with personal safety, and the degree of individual privacy that should be maintained when exchanging personal information. Similarly it can be pointed out that social networks significantly contribute to lack of personal contacts and genuine communication that could be verified with respect to the degree of honesty and truth. As a result there are still too many opportunities to hide between the fake profiles which are obviously intended to mislead and abuse people's trust to some sort of personal advantage.

Yet, on the other hand, the social media offer a vast economic potential for exchange of information, practice and applicable knowledge that remains relatively untouched. This is because the majority of their users still regard them mainly as a source of entertainment sharing mostly information of low quality, and using them merely as a means of on-line self-representation diary with photos, music, apps etc. which doesn't have any specific purpose.

In consequence, it would be more than desirable to develop on-line modules that would educate people about particular kind of advantages or disadvantages of each social network, and how to use them to one's personal success, be that in planning of one's career, or simply for an expansion of individual interests and hobbies.

However, it is also more than true, that nowadays it is getting increasingly difficult to choose from vast array of social networks and/or on-line portals offering different digital services. So, it is consequently very hard to decide which social network/media offers the best option for which group of individuals.

Perhaps, then, the upcoming on-line module should offer some concise guidelines helping the users to decide which kind of social media is most suitable for achieving of their particular goal (i.e. job search, education, improvement of communication skills etc.

CONCLUDING REMARKS

Desktop research, on-line survey among youngsters and interviews with experts showed that social media are very often used between general population, especially young people, but mostly not in regard to job search and not for professional purposes. Youngsters, employers and potential employees are not entirely aware of the importance of using social media for self-presentation, job searching and recruiting potential candidates. Most people, who cooperated in surveys agree, that importance of social media will grow potentially in next years and gain importance between professionals. Social media are changing the job market and this trend will be continuing.

Survey among youngsters showed, that the majority of young people use social media, and that the most commonly used social media is YouTube, closely followed by Facebook, Wikipedia, Instagram, Messenger, Snapchat and Google+. Other social media are less frequently used.

Many young people use Facebook, but only few see it as relevant for self-presentation, for professional use and for work related activities. Very few believe that Facebook can also be used for recruiting and sharing career related articles. The results regarding the opinion of respondents on the purpose of business focus networks (LinkedIn) are also surprising as almost half of the respondents did not know what the purpose of these networks is. Young people are also not aware of the importance of self-presentation and of the impact of their postings and have low knowledge on data security importance.

Interviews with experts showed, that the existing practices of job search are different in each country, but many practices are similar. Most frequently used are employment agencies, job centers, job platforms, such as info jobs, social network platforms, corporate websites, recruiting companies, webpages of companies and organizations, local and national newspapers, advertising etc. The use of social media is potentially growing in each country and becoming more and more important in relation to job search. Experts recognized LinkedIn as the most important tool for job search/professional use/presentation of skills but it still has its weaknesses. Employers are not sufficiently aware of the importance of social media, but they often use them to obtain background information about the job seekers, especially Facebook.

The most important issues that should be addressed in the field of social media are usually connected with personal safety, and the degree of individual privacy that should be maintained when exchanging personal information. Similarly it can be pointed out that social networks significantly contribute to lack of personal contacts and genuine communication that could be verified with respect to the degree of honesty and truth. As a result there are still too many opportunities to hide between the fake profiles which are obviously intended to mislead and abuse people's trust to some sort of personal advantage.

Yet, on the other hand, the social media offer a vast economic potential for exchange of information, practice and applicable knowledge that remains relatively untouched. This is because the majority of their users still regard them mainly as a source of entertainment sharing mostly information of low quality, and using them merely as a means of on-line self-representation diary with photos, music, apps etc. which doesn't have any specific purpose.

The collected good practices of social network job search do share some common features, on the basis of which we could form some suggestions regarding the content of e-modules for trainers together with useful instructions concerning prospective employers and employees:

1. How to make a relevant social network profile intended for job search
2. How to choose a proper social network
3. What (not) to include in a good on-line video presentation
4. How to define my advantages/disadvantages (possibly an on-line questionnaire)
5. How to limit my job search options
6. How to choose the right company to apply for a vacancy
7. How to write a good online CV
8. How to write a good job application or offer
9. When to include a cover letter
10. Where to look when starting an enterprise (self-employment)
11. How to get to the right business idea (self-employment)
12. How and where to apply for a financial means supporting the new enterprise development (self-employment).

Among the variety of possible choices offered by an ever increasing number of social network profiles it is definitely hard to pick the correct one that would cover all possible interests. Then, the individuals should always bear in mind that they should satisfy both sides of job search – the employer's, and, last but not the least, the employee's as well. And sometimes, it is very hard to strike a valuable compromise that, in the end, would be beneficial for both sides. After all, it is in both sides best interest to find the most agreeable job possible.

Another problem that presents itself is how to select a proper social network. As we know, presently there are numerous social media offering all kinds of possibilities for job search, even those that have mostly been associated with predominantly social or gaming function. Considering the array of choices offered it is perhaps the best solution for an individual to make a short survey by comparing different networks. In relation to job search, LinkedIn would certainly be an option to consider.

Next to that, it is also very important to think about what to include in/or to exclude from an online presentation. As we know, some companies are more in favour of casual lifestyle whereas others have again begun to encourage a more formal style of attire. Besides, it is very important whether we should include a section about our leisure time activities. Some modern companies are very much inclined towards engaging in some kind of sport activity after work, whereas other seem to be more reluctant.

In order to define one's advantages/disadvantages it is always advisable to look for an appropriate (on-line) questionnaire that can provide us with some useful findings about our strong points and good sides of our character. To this aim, we should remember that it is never very appropriate to stress one's negative sides, as this may give an impression we are lacking self-confidence, and are afraid of taking any kind of job. Therefore, we should, of course, focus on our positive sides thus providing a good argument why we are just the person for the job.

Of course, it is also very significant that we are able to limit our job options. Indecisiveness is always a bad advisor, and if we simply do not know which job to choose we might try to sketch a list from 1 – 10, write down possible options, and then look for relevant arguments or counterarguments, as to why we would like to have this job and what we

don't approve in it. This way, we should gradually narrow our options slowly coming towards a suitable job choice.

On the other hand, it is often very helpful, if we already know for which company or which job vacancy we want to apply. That seems to be a very common practice in most Anglo-Saxon countries where youngsters, in general, enter labour market at an earlier age than their counterparts in Europe. Furthermore, employment and/or social security practices differ significantly, thus encouraging a very particular attitude towards job and job search as in other countries. However, it would maybe be welcome to include at least one case of such practice into the emerging learning modules.

Naturally, part of every good job search consists of being able to write a good CV. Now, in the abundance of digital tools this should not represent a very big problems, as there are numerous websites all around the web (also country-specific) that offer all kinds of different digital CV platforms and templates that enable their users to include all kinds of materials (audio, video, writing only etc). Yet, again, it could be very difficult to choose from different possibilities. Nevertheless, it is perhaps the best to narrow down one's options and to focus on content (skills, experience, and knowledge).

A good job application or offer should always consist of two parts. In the first one we should be able to argue, why we are the right person for the job, and in the second one we should explain what it is about the company/workplace that makes it particularly attractive for us. Now, of course, this includes some research about the nature and position of a given company – to our employer, this shows that we are genuinely interested in company's work, and that we are also ready to make our contribution to the common good.

Usually, a cover letter should be included in the situation when a company or job we are applying for requires some kind recommendations. If that is the case, it is always important to know that recommendations themselves are suitable, that they are coming from the right persons, and that they are appropriately connected to the nature of the job we are interested in.

Nowadays, a lot of people wish to start their own enterprise. In the collection of our practices, there are also many websites in different countries offering free advice on how to begin a start-up (Slovenia, Spain etc.), how to apply for different grants or subsidies, and, of course, how to present a right business idea. Understandably, it is crucial to make a good business plan including the calculation of cost and expenses, plus offering the right/product or service to the right environment.

Last but not least, our learning modules should also include some lessons about the downsides of the internet, including data protection, privacy, availability, spam advertising practices etc. All this should in turn serve as a good orientation for our prospective users or job applicant and provide them with the best know-how we are able to gather and offer.



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.