

**DIGI.JOB.ID**

Digital Job Identities Curriculum

# UNIT 6 – Digital Online CV Information booklet for trainers

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Digital Job Identities



## Editorial information:

This collection of training material has been developed by the ERASMUS+ project partnership [digi.job.id](http://digi.job.id), [digijobid.eu](http://digijobid.eu), coordinated by NWRC.

NWRC has been responsible for developing and editing this unit.

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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.



## Information for Trainers:

Unit Descriptors	Content
Unit Title	Digital Online CV
Learning Hours	7 - 8
Unit Description	<p>The aim of the Digital Online CV unit is to give learners an understanding of the tools available for creating an online CV to assist in job searching, tips for assembling an online CV and the time and support to develop an actual online CV.</p> <p>At the completion of this unit the learners will have started to develop an actual online CV that follows recognised guidelines and that has the potential to assist them in taking steps to achieving success in seeking employment.</p>

### Learning Outcomes

On completion of this unit, students will:

#### LO 1

Recognize the most effective online tools and social media products that can be used for presenting their own strengths to potential employers through development of an online CV, appropriate to the profession of choice

#### LO 2

Know how to:

- develop a professional CV using an online CV tool
- use appropriate social media tools to create an effective presence that focusses on gaining a job, in particular in using a professional networking tool such as LinkedIn or similar tool

#### LO 3

Know the details that are necessary to include in their professional profiles and the appropriate language to use.

#### LO 4

Have developed an online resource that can be use in seeking a job

## Competences, Knowledge and Skills

Competences	
At the end of the unit, the learner will have acquired the responsibility and autonomy to:	
	<ul style="list-style-type: none"> <li>Decide what tools to use to develop an appropriate online CV for a specific professional area (LO 1).</li> <li>Identify appropriate content to be included in a professional networking tool, such as LinkedIn or other similar tool commonly used in their country (LO 2)</li> <li>Identify use of language for an online CV, appropriate to the profession of their choice (LO 3)</li> </ul>
Skills	
	<ul style="list-style-type: none"> <li>Assemble and update professional and personal details to an online tool that will form an online resource to assist in obtaining a job (LO 4)</li> <li>Use of language appropriate to present oneself to prospective employers</li> </ul>
Knowledge	
At the end of the unit, the learner will:	
	<ul style="list-style-type: none"> <li>Be able to identify useful online tools, including social media products, for seeking a job (LO 1)</li> <li>Know how to develop a professional online presence that focusses on getting a job (LO 2)</li> <li>Know the need for regular updating of the professional profile to ensure it reflects all matters of interest to potential employers (LO 2)</li> <li>Know what language is appropriate for effective online professional profiles (LO 3)</li> </ul>

## Assessment Criteria

LOs	Application & Skills
LO 1	Identify the most appropriate online tools for gaining employment
LO 2	How to effectively present oneself to prospective employers, online CVs and professional networking tools, as an ongoing process
LO3	How to use appropriate language when creating an online professional profile
LO4	Have developed an online resource that can be use in seeking a job



## Teaching Schedule

The trainer will introduce the unit:

- A statement of the aims of the unit, including learning outcomes
- A short overview of what content will be covered
- Get a sense of what trainees already know about this area of work – does anybody have online CV or professional networking profile (check with learners current knowledge)
- An overview of the assessment required to complete the unit (worksheets and assessment).

Time – approx.15 mins.

The Unit learning and teaching materials consists of:

- PowerPoint presentation in 4 sections
- Worksheets + Assessment

Time – approx. 3 hours (to work through worksheets + assessment)

Outputs expected from each trainee are:

- Digital version of “traditional” CV
- Professional networking profile created, using LinkedIn or similar tool.

## Part A) Tools for Creating Online “Traditional” CVs

Part A of the presentation.

Review purpose of CV – collect information related to getting a job

Overview what information this might include

Mention online version of “traditional” CV

Overview social networking tools that do the same thing, that is collect information related to getting a job, plus connect you, dynamically, with others who may have a job you want, or know where you might get such a job

This part may take approx. 25 minutes.

Show a typical CV

Talk about various digital CV builders

Get the trainees to do a live Google search to see how many they can find

Show slide with search results

Show UK Open University one, or one from own country

### Europass

Demonstrate Europass site CV builder

Point to video that explains how to use the tool

Exercise – get trainees to create own CV using Europass builder

This part may take approx. 60 minutes.

## Part B) Professional Branding Tools

Ask trainees if they know what a Professional Branding Tool is. See if they can name some

Explain that the Professional Branding is CV meets social networking, your professional details, made available dynamically to a network of contacts

Review the group of top professional branding tools, individually

Point out the one that is most common in their country

Time- approx. 40 minutes

Get the trainees to decide, guided by you, which tool they are going to use to create their digital professional profile

## **Part C) Presenting Your Digital CV**

Introduce this section as one that will address what information building blocks are essential to let you create an effective digital professional profile

Explain that whilst there are some images from LinkedIn, the same principles apply, whatever the specific tool that has been used.

The essentials:

Picture – professional, mostly head and shoulders

Eye-catching heading of name and title

Name – your known name, but not nickname or full set of first names

Title – profession, with strong descriptors

Go through all other key elements of content

Explain “To Shine” – making yourself stand out from others

Explain “To be Found” – knowledge and use of key words in your professional field

Importance of precision, care and accuracy – spell check, check facts

Go through some examples, of good and bad digital professional profiles (use worksheet to help identify the difference between effective and non-effective profiles)

Time- approx.60 minutes.

## **Part D) Ongoing maintenance and networking.**

Show some examples of out-of-date profiles

Ask about impact of these on prospective employers

Review tips for keeping profile current:

- Check regularly – create your personal schedule

- Add stories/posts

Tips for establishing and increasing network size:

- Comment on others posts

- Endorse others

- Join and contribute to groups

Discuss ways to avoid becoming outdated

Time – approx. 60 minutes.