

DIGI.JOB.ID

Unit 4 – Social Media Communication

Worksheets

DIGI.JOB.ID.
Digital Job Identities



Editorial information:

This collection of training material has been developed by the ERASMUS+ project partnership digi.job.id, digijobid.eu, coordinated by BFI OÖ.

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Unit 4: Social Media Communication

1.LO 1 - Identifying the most important social media channels

Work through the worksheet tasks as shown below to complete this section of the course.

Task 1.

Make a list of companies where you would like to work

Wish list of Companies:

Task 2.

Checking the social media profiles of the companies you listed in the previous exercise, complete the next table with the information you find,

Company Name	Social Media Platforms used	How they interact
Xxxxx limited	Facebook Linkedin Twitter ...	Topics posts Tone of Voice How often they post. Job opportunities

Task 3.

Group discussion about the exercises' conclusions.

2.LO 2 – Recognizing the correct social media channels

Work through the worksheet tasks as shown below to complete this section of the course.

Task 1.

List similar profiles to your profile that have been hired by some companies you are interested in. Check how these profiles interact on social media.

Social Network used	Post's Topics	Type of post	How often they post
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Task 2.

List the social media platforms most active in your sector and check how the companies interact.

Task 3.

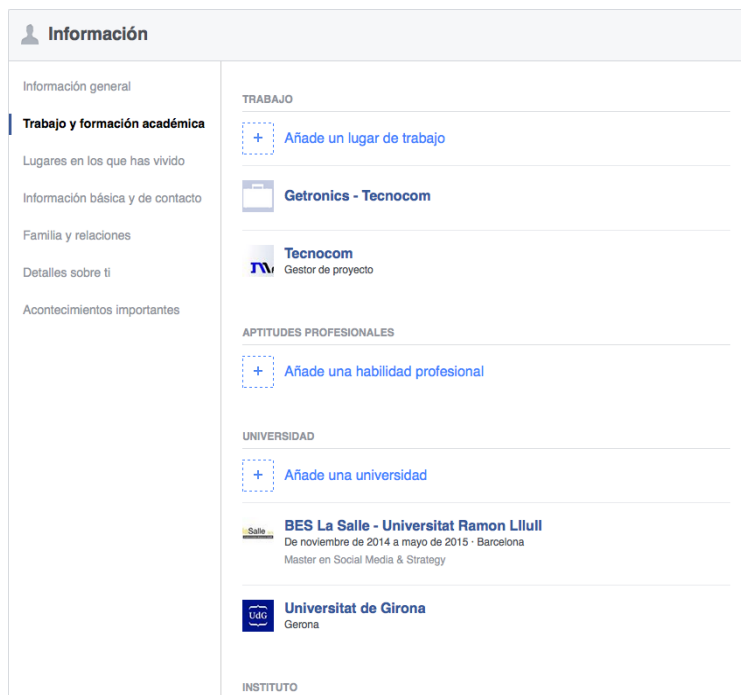
Group discussion of **the conclusions' exercises**. The target of the discussion is to decide which social media platform best fits your objective.

3.LO 3- Tips & Tricks in using the most important social media platforms

Work through the worksheet tasks as set out below to complete this section of the course.

Task 1.

Fill in your professional history on Facebook.



The image shows a screenshot of a Facebook profile's 'Información' (Information) section. The left sidebar contains navigation options: 'Información general', 'Trabajo y formación académica' (highlighted), 'Lugares en los que has vivido', 'Información básica y de contacto', 'Familia y relaciones', 'Detalles sobre ti', and 'Acontecimientos importantes'. The main content area is divided into sections: 'TRABAJO' (Work) with a '+ Añadir un lugar de trabajo' button and a listing for 'Getronics - Tecnom' (Gestor de proyecto); 'APTITUDES PROFESIONALES' (Professional Skills) with a '+ Añadir una habilidad profesional' button; 'UNIVERSIDAD' (University) with a '+ Añadir una universidad' button and two listings: 'BES La Salle - Universitat Ramon Llull' (Master en Social Media & Strategy, 2014-2015) and 'Universitat de Girona' (Gerona); and 'INSTITUTO' (Institute) which is currently empty.














Comments:

Task 2.

Classify your Facebook contacts in lists.

Amigos

[+ Crear una lista](#) [Ver todos tus amigos](#)

-  Universitat de Girona
-  Getronics - Tecnocom
-  IB Badia del Valles
-  Área de Barcelona
-  IB Badia del Valles
-  Getronics - Tecnocom
-  Tecnocom
-  Conocidos 3
-  Familia
-  Mejores amigos 20+
-  colegas 7
-  BES La Salle - Universitat Ramon Llull
-  Acceso restringido

Crear nueva lista

Crea una lista de personas para que puedas compartir fácilmente con ellos y ver sus actualizaciones en un solo lugar.

Nombre de la lista

Miembros

[Cancelar](#) [Crear](#)

Comments:

Task 3.

Check/Create your public Twitter profile.

Comment on what elements of your profiles you should update:

- Follow/contact companies
- Follow/contact partners

Task 4.

Design a calendar post in Twitter.

JANUARY

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	

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