UNIT 1
Introduction to DIGI.JOB.ID

DIGI.JOB.ID.
Digital Job Identities

Erasmus+

What do we learn in the introduction module?

In the introduction module we get the chance to gain a first overview about the training content of DIGI.JOB.ID. Therefore the module is structured as follows and also gives an idea about the following modules:

a) Identificaion of personal strenghts and occupational skills for a digital application process and a digital CV

b) Recognising the internet as most important job recriutment tool and understanding social media as possibility to present yourself

c) Awareness that entering information in the internet has dangers aswell

What do we learn in the introduction module?

d) Understanding that there are special communicaion rules in social media

e) Realiszing that a professional appearance is cruical to a successful application process

f) Preferring individual CVs as unique selling points

a) Personal strenghts and occupational skills

Self-image

Public-image

To gain an authetic image about yourself, one has to know about her/his competences and skills. To do so one has to reflect upon her/his professional life and collect impressions from the outside (from working collegues…).

An authentic self-image is also base for a successful job application. Only one who knows about her/his own personal and professional skills, is able to produce an individual CV.

positive

negative

b) Job exchanges & social media as presentation area

Today the internet dominates job exchanges. Digital job exchanges offer thousands of free posts daily. Also companies use the internet to gain information about their potential workers – for example via profiles in social media.

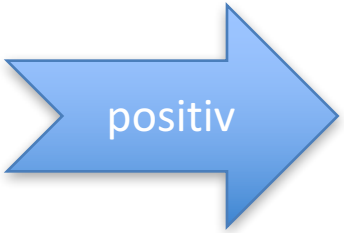
c) The internet has dangers aswell

Apart from all positive possibilities the internet offers, there are also dangers with negative impacts on a job applications. Photos of parties, negative posts and tweets about work or revealing photos can easily start a negative spiral.

Click on the picture to start the video.

d) Communication rules

Social Media have special communicaion rules. These have to be followed when uploading posts, photos and other comments. Positive news create positive reactions and therefore create positive attention.



e) Profesionalism

Professional job application forms and professional self-marketing also need professional photos and videos. It is possible to create useful quality media for your own social media channels or applicaion forms by following simple criteria.

f) Individuality of CVs

To stand out against other applicants, it is wise to take different roads and try out new ways. CVs, which have to be included in every job application, offer this possibility. The use of video CVs, infographics , presentations or CVs in social media grow in popularity. As they have to be produced with greater effort, they get greater attention.

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