

Social Media for New Jobs

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Minutes

The teachers involved are mostly registered on the YEES platform. They are teachers with professional teaching classes, some of them class directors and course directors. They have extensive experience since the average years of service are around 20 years.

The workshop aimed to elucidate the teachers about the theme, the main lines of the project, the products created so far and the operation of the MOOC course.

At first, some ideas were presented about the impact that social networks are having on the way people use and communicate through the internet, with the idea that millions of people around the world use daily social networks for all kinds of activities: sharing information, news, photos or videos, for business networking, to make known a company, a project or Initiative, private, public or social. Some statistics about the evolution of social networks in Portugal and how the Portuguese are diversifying their use, in which it was reported that among users of social networks ... 94% have Facebook account and 43% on Youtube. 37% use smartphone to access social networks between 6pm and 8pm. 25% consider having increased the time dedicated to social networks in the last year. 67% follow public figures and 62% follows brands in social networks. 87% usually watch videos on social networks.

Particular emphasis was placed on how social networks store and maintain information about the individual, some care to be taken, as well as the preservation of digital reputation and the construction of digital identity

as a way to enhance employability. Being reinforced the idea that social networks do not forgive and much less forget. That our online behaviors are also now of interest to recruiters and employers, who are desperately trying to translate them into "digital reputations" and use them to find talent online.

It also addressed the growing importance that social networks are having for companies, fostering their expansion, internationalization, product diversification and customer loyalty. Referring to some aspects such as the fact that social networks have a positive impact on the growth of companies, and that relational capacity determines the growth potential of companies, as well as influencing the process of identifying new business opportunities and helping to build and maintain the relationships of social networks, as an integral part of the internationalization process.

The main lines of project operation, the different partners, the target audience, the products created and the final experimentation based on the crowdsourcing platform were discussed.

Next, the two guides - Personal Digital Identity and Digital Identity for Companies - were presented. Their structure, the way they were constructed and their use in the classroom and in the course were discussed.

Finally, it was approached the operation of the mooc course, having presented its design, its structure, care to be taken in its realization and forms of transposition to the context of the classroom.

At the end of the session there was a period of questions and they were answered very satisfactorily. The expectations of the teachers involved were met because we believe that they were endorsed to start the course and then to move forward with their students