DIGITAL ACCESS PROJECT

LEARNING MODULE

Advanced social media knowledge

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Contents

LEARNING HOURS: [ALL UNITS LEARNING HOURS]

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SUMMARY

To develop an understanding of online Virtual communities, Professional social networks and job-seeking websites to expand the users digital horizons and allow the user to understand and create a digital presence on the internet,

KEYWORDS

Virtual communities, Professional social networks, Online Job boards, digital profile, Digital CV, forums, hangout, lurker, podcast, comment, chat, blog, Blogger, Bio, Avatar

Visit this site for a expanded list of terms with explanations

https://www.hallaminternet.com/social-media-glossary/

MODULE OBJECTIVES

Actions / Achievements		
Open up options on online work search and access to digital communities		
Knowledge	**Skills**	**Competencies**
Professional social media	Understanding the difference between Social and professional media.	The ability to create and maintain a professional profile on LinkedIn
Virtual communities	What are virtual communities and how to be part of them	The creating digital mobility by using virtual communities
Online job seeking	The ability for search for and apply for a job online	The use of a LinkedIn to search for jobs.

UNIT 1: **Professional social media**

Understanding the difference between Social and professional media.

The ability to create and maintain a professional profile on social media

Professional social media

In the U.S., 3 out of every 4 adults who use the Internet also use social media.* That makes social media a powerful tool. But there's a big difference between using online communication casually and using it for a specific purpose. If you master social media, you can more easily build a professional presence and potentially enhance your career. Here are some tips to help you use social media more professionally.

Know Why You're Using Social Media

You can't build an effective online presence without understanding the benefits of doing so. From a professional standpoint, social media allows you to:

- Create a far-reaching network of peers and leaders in your chosen career area.
- Stay up-to-date on the latest ideas and trends in your field.
- Announce your accomplishments and present yourself as a thought leader in your profession.
- Share your knowledge and provide information that enhances your industry.

Know the Difference Between Social Media Platforms

Not every social media site is the same. Here's a quick overview of the major sites and how professionals use them.

- LinkedIn: A professional network where you can establish your credentials through a résumé-style profile, post or share content relevant to your field, and connect with others who work in your industry.
- Facebook: A casual network where you can connect with peers and leaders on a more personal level and participate in groups focused on specific topics.
- Twitter: A sounding board where you can post 140-character thoughts related to your profession, follow other professionals, and share links to pertinent content.
- YouTube: A video-sharing site where you and other professionals can post clips of motivational speeches, product demonstrations, lectures, etc.

- Instagram: A photo-sharing site where you and other professionals can post images of new products, trade show displays, convention gatherings, inspirational ideas, and more.
- Tumblr: A blogging platform that allows you and other professionals to write essays, commentaries, and how-tos focused on your industry.

- Pinterest: An idea-sharing site where you and other professionals can share image collections, articles, and posts that you find interesting or inspirational.

Begin as a Follower

If you're not familiar with all of these online social platforms, give yourself an education before you start participating. Many social media sites allow you to "lurk," which is simply Internet slang for anyone who reads the posts of others without posting anything themselves. Observing in this manner allows you to see how other professionals are utilizing social media, and helps you identify those with whom you'd like to connect.

Establish Your Presence

Joining a social media network is a lot like walking in the door at an in-person social gathering. Yes, you can eavesdrop by standing in the corner all night, but the real point is to mingle and meet people. How do you do that on social media? There are multiple ways to participate:

- Like: Most social media sites allow you to click or tap a button to show that you "like" what another professional has posted. People find it gratifying to receive "likes," and they'll appreciate you for providing positive feedback.
- Follow Back: When you are notified of a new follower who shares your professional interests, follow them in return. It's an important step to making connections.
- Comment: Write a response to what someone else has posted. It can be as simple as a note of thanks, or you can ask a question or make a respectful remark with the intent of starting a productive, positive conversation.
- Post: Share articles, personal thoughts, images, videos, and relevant content from credible sources. You don't have to share much or share often, but posting is how you ultimately create your professional image. For your posts, share something you find interesting and think others in your profession would find useful as well.
- Hashtag: Hashtags (the # symbol followed by words) is a method of indexing. You can search social media sites by hashtags and get a list of all posts that use a specific tag. Tags don't have to be registered; simply add a # symbol in front of a word or combined series of words—with no spaces—and anyone who searches for that tag will find your post. Specific events and discussions will often use a hashtag. If you join a conversation with a hashtag, use the hashtag to increase the chances of people seeing your contribution.

Remain Professional

Behave in a respectful manner in all of your social media encounters, just like you have done conversing with others in your online degree program. Keep your posts, comments, and other interactions focused on productive conversations about your industry. That doesn't mean you shouldn't have a personality or that you can't disagree with someone. In fact, you want to show your personal side and well-reasoned ideas, because that helps make you

more interesting and memorable. Just remember: You're doing this for your career. Treat others as you would at your office or at a conference, and you'll put yourself in a great position to benefit professionally from social media.

LinkedIn as an example

LinkedIn is the top online site for professional, social and career networking. The site functions as an online directory of individual professionals and organizations and facilitates the process of professional networking without having to leave your office.

LinkedIn has millions of members in more than 200 countries, including executives from all of the Fortune 500 companies.

While individuals use LinkedIn for professional networking, connecting, and job searching, companies use LinkedIn for recruiting and for sharing company information with prospective employees. You might use Facebook to connect with friends, family, and colleagues, while LinkedIn offers professional networking rather than connecting based on interests and personal relationships.

It's a terrific site for job searching, as well. You can learn to use LinkedIn effectively and understand the best way to use LinkedIn's resources for job hunting and building your career.

The following sections contain links to a great deal of useful information to help you take advantage of all the resources and tools LinkedIn has to offer.

Getting Started

You'll find it quick and easy to get started using LinkedIn. Start by signing up for an account and create your online profile. The site offers two main tiers of membership: Basic and Premium. The Premium tier branches into four subcategories including "Job Seeker," "Sales Navigator," "Recruiter Lite," and "Business Plus," each with its own cost.

The basic account features such as messaging, profile creation, and ways to apply to job postings come with the free membership, while the Premium Account has added features and resources to expand your online presence and let you get more out of the service.

As soon as you log in, you can start using LinkedIn to connect, network, job search, and boost your career.

LinkedIn 101: Why Use LinkedIn?

LinkedIn offers useful resources for job seekers, providing information, acting as a billboard to highlight your unique value proposition, and making your information public for recruiters who may be looking for what you have to offer.

Signing Up

Ready to get started? It's simple. Navigate to LinkedIn.com, enter your first and last name and email address in the indicated area, and create a password. Here's information on how to sign up for LinkedIn, how to create a strong profile, and how to log in once you have created a profile.

Choose a Professional Photo

Click on the paragraph header to read tips and advice on how to take and choose a professional-looking photo to use in your LinkedIn profile, including what to wear, what type of photo to use, and how to pick a picture that will make a great impression.

Write a Good Profile Summary

How can you write a good LinkedIn summary? Follow the link above for questions that will help you get the best result from those 2,000 characters, with examples of LinkedIn summaries that make the best impression.

Improve and Tweak Your Profile

Your profile deserves some focused attention since it serves to connect you with people who want to join your network. Your profile helps you get found on LinkedIn because it contains searchable keywords in the information you post about your skills and experience.

Your profile benefits from including relevant keywords that search engines and hiring managers alike look for in a candidate. Including these buzzwords in your summary, interests, former job titles, and skills can really help you stand out from your competitors.

Request LinkedIn Recommendations

Follow the above link to see who to ask for a recommendation on LinkedIn, the best way to ask, tips for getting great recommendations, and how to manage the recommendations you get.

Use LinkedIn Endorsements

Endorsements help other users understand where your expertise lies. You may have good success requesting and receiving them from your professional contacts, considering how quick and easy they can endorse you on the site as opposed to writing a recommendation letter. Information on LinkedIn endorsements, including what they are, how to get them, and how to turn them off so they don't show on your profile.

Include Your LinkedIn Profile Address on Your Resume

You can easily create a custom LinkedIn URL and include it on your resume. This makes it

easy for prospective employers to visit LinkedIn to learn more about you and your skills and qualifications.

Building and Using Your LinkedIn Network

How Big Should Your Network Be?
How many people do you need in your LinkedIn network to make it an effective tool for job searching and career networking? No easy answer exists, because it depends more on your career objectives and goals for using the site. Review these guidelines for determining the best network size.

Guidelines for Sending Messages and Invitations
Once you sign up for LinkedIn and create a profile you can start to build a network of contacts, including people with whom you connect on a professional basis, an educational basis, or based on another common interest. Building your network will become a key part of using LinkedIn, and certain do's and don'ts apply.

While you want to build a network, send your contact invitations to people who you want to have as professional contacts. You will be able to send messages to others who have profiles on LinkedIn, and you'll increase your response rate the more you keep your messages on point.

Perform Your Job Search on LinkedIn

Applying for Jobs
Job seekers can search and apply for jobs directly on LinkedIn. In addition, you can view and contact your LinkedIn connections who may be able to refer you for the job. Check the link for step-by-step instructions for searching and applying for jobs on the site.

Job Search Tools and Tips
How can you ensure that you're using the full power of LinkedIn to assist with your search for a new job? It's important to effectively use your connections and all of the information available on LinkedIn when you're applying for new jobs.

Targeted searches such as the advanced people or company finders can sharpen your scope and help you find exactly what you are looking for. You can filter the advanced search by location, industry, alumni status, or number of employees to get more concise, specific search results.

Searching Company Profiles
LinkedIn company profiles make a good way to find, at a glance, more information on companies in which you have an interest. You'll be able to see if you have any connections at the company, new hires, promotions, jobs posted, related companies, and company statistics.

More Tips for Using LinkedIn

Update Your LinkedIn Profile
The more complete your LinkedIn profile, the more chances you will have to be found and contacted. Use your LinkedIn profile like a resume and provide prospective employers with detailed information on your skills and experience. You can customize your profile's unique URL to make it easier to find and increase its visibility.

How to Update Your LinkedIn Profile When You're Unemployed
Updating your LinkedIn profile to reflect that you're unemployed can create an issue. Even though you might be unemployed, you must still present yourself in a positive light to prospective employers and to networking contacts. Click the link for tips on what to include in your profile when you're in between jobs.

Use LinkedIn Mobile

LinkedIn Mobile features include searching and viewing profiles, inviting new connections, access to LinkedIn answers, and actionable network updates. You can send and receive messages, look up user or company profiles, and even upload your resume to job openings all in the palm of your hand. Use it to keep your job search moving forward when you're on the road.

Avoid Being Scammed
LinkedIn has the same challenges as other sites, so watch out for scammers. Review how to spot a scam, and what to do if it happens to you.

But, if you're not a fan of the most popular professional networking site, then we suggest that you try out one the following eight alternatives.

Twylah

Twylah is a solid option if you're looking to increase your presence on Twitter through brand pages. This allows you to determine your true brand identity and how your brand pages are doing with your audience. Another useful feature is the allowance of page optimization, which can to visibility to generate traffic from search engines.

Opprtunity

Opprtunity uses a scientific approach approach to find the right sales leads, job opportunities, job candidates via an algorithm that uses data points, such as location, industry types, skill sets and other signals from around the Internet. And, you can sign in with your LinkedIn account.

PartnerUp

The most appealing feature with PartnerUp is how the site focuses on the needs of small business owners and entrepreneurs. There's also a lot of beneficial articles written by small business owners that could come in handy. The company has now moved to the Google + Communities, but the advice and connections are still there.

Meetup

Meetup is an online social networking portal that facilitates offline group meetings with like-minded people, both professionally and personally, in your area. Known for posting a ton of events, MeetUp is a great tool to network in the really real world.

Zerply

Not only can you post a resume on Zerply, you can actual showcase your work through videos, portfolios or even story boards. The perfect location for creative and talented job seekers and employers.

AngelList

Known primarily as platform for startups, AngelList can connect you with thousands of startups seeking your skills and talent. As a whole, the site is extremely efficient, easy to use and secure.

BranchOut

If you have Facebook, then you might have spotted BranchOut before, it's only the most popular app for professional networking on Facebook platform. While it resembles LinkedIn, recruiting and job hunting is achieved through Facebook connections, which means no awkward introductions and the ability to tap into any company.

UNIT 2: **Online job seeking**

The ability for search for and apply for a job online

The knowledge to use, access and function on online as a job seeker

Online job search

When you're looking for a new job, many of your applications will be completed online either directly on an employer website or via a job board. Before you start job searching, you should first prepare to complete online job applications. It requires gathering all the information you'll need to apply. It will be easier to get your applications in if you have all the employment information employers want on hand.

Review the best sites to look for jobs, how to upload your resume and cover letter, the information you'll need to provide, and tips on how to streamline the application process.

What You Need to Apply

To apply for a job online and to complete online job applications, you'll need Internet access, an email address to use for job searching, an up-to-date resume, a cover letter for some jobs, your employment history, and your availability to work if you're applying for a part-time job.

Also, as part of the job application process, you may need to take an online employment test and be prepared to provide employment references.

Get Your Resume Ready

Before you start looking for jobs and completing online job applications, you'll need an updated version of your resume ready to upload. You may also need a cover letter to apply for some jobs.

Make sure your resume includes your current contact information and work history. Save your resume as yournameresume.doc, rather than with a generic file name like "resume." This way, the hiring manager will connect you with the resume when they review it. Here's how to name your resume and cover letter.

Have a basic cover letter ready that you can customize for each job you apply to. You should always include a cover letter when applying for a job unless the job listing specifically says not to.

Some sites let you upload an existing resume from Microsoft Word on your computer with the click of a button. Sometimes you will be asked to convert the document to a PDF or other kind of file. On other sites, you may need to copy and paste your resume into an online profile or use a resume builder that is incorporated into the job application system.

Know Your Employment History

Have the details of your employment history ready. Online application systems typically ask for the same information as paper job applications, including your contact information,

educational background, and employment history including job titles, starting and ending dates of employment, and salary for each position.

You may need the full address of your previous employers, along with the phone number of the company and your supervisor's name.

Review Sample Job Application Forms

Download a sample job application form and complete it before you start your online applications. Print and fill it out, so you know exactly what information you will need to enter when you apply for jobs online.

Use the completed sample job application as a guide when you're completing your job applications.

Also, review this list of questions asked on a job application to prepare to fill out applications.

Create Accounts on Job Sites

Some job boards and company websites require users to create an account when they apply for jobs. It's a good idea to start your online job search by creating an account on at least one of the major job boards including Monster, CareerBuilder, and Dice for tech jobs. If you're seeking a professional position, it's also important to create a profile on LinkedIn.

To create an account, you'll need to register with a current email address so that your account can be confirmed. Your username will either be your email address or a name you select. You'll be able to choose a password for your account.

Some sites allow job seekers to register with their Facebook or LinkedIn information. On those sites, you'll able to use your Facebook or LinkedIn username and password to access the site. You may also be able to import your employment history from the site you use to connect.

Use Job Search Keywords

When you look for jobs online, the most effective way to search is to use job keywords to find jobs in the career fields and industries you are interested in.

Keywords can be more effective than using the predefined search options in the job banks because they search the entire listing (job description, job title, contact information, etc.) for the keyword(s) that you use.

Create a list of job search keywords that reflect your job interests, including the location where you want to work, type of position, industry, etc. Also, review these lists of skills for resumes so that you can match your skills to the job requirements.

Search for Jobs Online

In addition to using job boards (which post jobs submitted by employers), using a job search engine can save you a lot of online job search time. When you use a job search engine, you can search for jobs found across various job boards and employer websites.

For example, the job search engine LinkUp searches for jobs only on company websites, so all the listings you get will be current openings. Indeed.com searches jobs on job boards, newspapers, associations, and company websites, including most of the Fortune 1000 companies.

Search using the job search keywords list you created and you'll get a list of job openings that match your specifications very quickly. When you click on a job opening, you'll get instructions on how to apply and/or be directed to a company website to apply.

Apply for Jobs on Company Websites

Company websites are a good source of job listings, especially if you know what companies you are interested in working for. You can go directly to the site and search for and apply for jobs online directly on many company websites. At most company sites, you can apply for all level positions online – from part-time hourly jobs to top management positions.

Apply directly on the company website whenever possible, even if you find the listing elsewhere. Your application will go directly into the company's applicant tracking system and you'll be able to monitor its progress.

When Are You Available to Work?

Especially when applying for part-time jobs, you may be asked what days and hours you are available to work. Know your schedule and availability before you apply.

If you are flexible with your schedule, be sure to emphasize this in your job application (and later in your interview). Employers appreciate job candidates who are willing to work flexible hours and work shifts that others might not want to take (such as night, evening, or weekend shifts).

Job Application Instructions

It's important to follow all instructions when applying for jobs online. You may need to fill out a profile, upload your resume and cover letter, and/or take an employment test as part of the online application process.

Regardless of how you apply, it's important to follow the company's application instructions, to submit all the required materials, and to carefully proofread your application before you click the "Submit" button.

Keep track of the job site accounts you create so you can track your applications, apply for more jobs, and keep your resume updated. Here are the best ways to organize your job search.

Email Job Applications

In addition to applying for jobs directly online, you may also need to apply via email.

Some employers, especially smaller companies, don't have systems in place to handle online job applications. There is a right way – and wrong ways – to send your resume and cover letter.

One important thing to do early in the job search process is to set up a professional email account for your job search. Avoid unprofessional email addresses like partyperson@email.com. Stick to addresses that simply include your name and some numbers.

Here's information on how to apply for jobs via email, including how to attach your resume and other documents, what to include in your email message, what to put in the subject line, and what information you need to include in your email signature.

Employment Tests

Along with filling out a job application online, you might also be asked to take an employment test. Some tests, called talent assessments, assess your skills or even your personality to see if you are a good fit for the job and company. Sometimes you are told immediately after taking the test whether you moved on to the next round of the hiring process or not. Others take more time.

There are many other kinds of pre-employment tests, including cognitive tests and emotional intelligence (EI) tests. Read here for more information on the kinds of tests you might be asked to take online, and how to handle them.

Online Job Application Follow-Up

If you have contacts at the company, they may be able to help get your job application noticed by the hiring manager.

After sending your application, check LinkedIn for contacts you may have at the company. If you have a contact, ask for a referral or an introduction, if a contact person is listed in the job posting. If there is no contact person listed, ask if your acquaintance knows who is on the hiring committee, and ask for an introduction.

If you're a college grad, check with your career office to see if they can provide you with alumni contacts at the company.

Here's more on how to find contacts at companies.

Links and details to the biggest job sites

Indeed is the most well-known aggregator of job offers and resume in the world. Indeed is not known for the quality of the available job offers displayed on the site, but it publishes such a large number of job offers that today it is the most used aggregator. Indeed has remained the most used job board on a global scale despite its lack of relevance.

Monster is most certainly the most popular job board around the world for employers and career job. Thanks to its numerous adverts across different types of media and the power of its search engine, Monster's leadership in the recruitment market is without question. In terms of quality to price ratio, this is the job board that stays the most balanced.

CareerBuilder is one of the most popular job boards in the world, with a powerful search engine and a multitude of features. Careerbuilder is equipped with a resume database and recruitment resources (advice, recruitment practices, and an HR magazine). We highly recommend the use of Careerbuilder across the whole of Europe and North America.

Craigslist is a classified advertisement site based in the United States of America with a section for job offers and advices on how to improve your job career. Craigslist has expanded on a global scale and is now available across the continents. The job offers division of the site is enormous and must been seen to be believed.

LinkedIn is a recruitment giant for job search finding. The social professional network gathers a huge amount of job offers from around the world and brings together recruiters from SMEs and major companies. The site has over 900 million visits per month and represents one of the leaders in e-recruitment.

Finn jobb is a Norwegian news website that boasts a substantial job offer section. Finn.no is the best job board for recruiters who want to set up a subsidiary or search for Norwegian talent. It is the most visited site in Norway. If you want to post a job offer on Finn.no and you

don't speak Norwegian, then we advise you to use our service at sales@jobboardfinder.com, where we can help you with your recruitment needs.

Seek is the number 1 job board in Oceania and is present in both New Zealand and Australia. Seek.com.au is very easy and clear to use; it even offers a search engine for job seekers and recruiters alike.

Simply Hired is an aggregator for job offers around the world. You just need to have an idea of what you are looking for, as only one search input at a time is available on the site. With Simply Hired you can have quick access to the most popular job titles but also the most searched job companies.

Glassdoor is a multifunctioning website that allows users to search job offers, consult a range of employee salaries, as well as allowing users to read opinions about companies and leave their own reviews. A career advice center is also available on Glassdoor.

UNIT 3: Virtual Communities

The creating digital mobility by using virtual communities

What Is a Virtual Community?

Everyone is different. We all have different things that interest us and scare us, and our opinions about some topics vary significantly. Many of us search the Internet looking for other individuals having similar interests, fears, and opinions and who are willing to share. The best forum for such sharing is a virtual community (VC).

Let's define a virtual community as an online gathering of individuals who share interests, fears, and personal opinions. For example, we may join a VC to support a presidential candidate, to provide support to a family with a child recently diagnosed with cancer, or to cheer for our favorite sports team. People join a VC to gain freedom of expression and to interact with others without being concerned with country boundaries, ethnic backgrounds, sexual orientation, religious beliefs, or political views.

Basis for Virtual Communities

People create and establish VCs online to provide a forum by which individuals can share information regardless of the subject matter. One community may focus on specific member characteristics, such as age or gender, while another focuses on types of merchandise, like specialized carpenter tools. Engaging in fantasy sports is another popular VC theme, while at the other extreme, some VCs provide emotional support for seriously ill or injured patients and their relatives.

Some VCs are composed of individuals engaged in work-related activities. These are called professional communities, which are often referred to as Communities of Practice (CoP). In this type of community, members typically share trade secrets. For example, a world renowned chef may exchange a secret recipe with other community members. Additionally, a customer-based VC formed by commercial companies establishes an environment where customers can openly share and disseminate information to other customers and company representatives. A customer community encourages product-related feedback and is also a good source for tips and advice about using more efficiently the device you just purchased.

These communities have several advantages and disadvantages

Advantages

The technology has the power to bring enormous leverage to ordinary people

Through the power of social media the development of these virtual communities had rapidly increased in number and is now able to reach the ordinary people for as long as there's a computer with internet connection since the use of these social media has already been widely adapted worldwide.

Provides a forum for people to discuss topics of interest

One of the main factors to the rapid development of virtual communities through social media is because of the concept on common topics of interest that people can freely talk about and widely discuss through these virtual communities using social media.

Allows participation at the convenience of the participant

Since the internet technology has been developed its mobility characteristic has encouraged people to build virtual communities at their own convenience whenever wherever.

Text based

Text based meaning people are free to express ideas in these virtual communities using the language and medium that they are comfortable in using which is the use of words also known in the virtual community as text.

Allows participation by many different people from many different places

Since these virtual communities has been mobile all thanks to the internet technology, people can now then get easy access to these communities anywhere they may be in the world.

Hides race, gender, sexual orientation, disabilities, age etc

One of the best advantage of virtual communities is its anonymity characteristic, where in you can just filter the personal information that you want to share in this community and choose to share only the information how you want other people to see your image as a member of the virtual community.

Promotes interaction with others that can lead to physical meetings

Having the internet as the platform for these virtual communities, people which are sociable in nature would long to see other members of their virtual community personally and share deeper interaction with each other.

Provides a sense of anonymity

Being a community in the virtual world, one wouldn't really know if those information found for that person in that virtual community is a genuine information since one can just easily choose to hide information which are sensitive wherein only chosen people would know.

Some arenas are moderated

Most of these virtual communities are moderated by site administrators so all activities are tracked and monitored

Not a broadcast medium

These virtual communities though they are publicly visible but the activities happening within these communities are monitored and regulated so the posts within these communities stays within the community's vicinity

Media is not "fixed"

The media used for these virtual communities are not fixed which make these communities flexible and diverse

No built in opinion restraints

Anyone can freely do whatever he/she wants within these communities as long as it follows the regulations specific to each community.

Disadvantages

Requires knowledge of reading and writing and typing

Since these communities exist in the internet so basic IT technical and content writing skills are needed

Discrimination is different, but not absent

Discrimination exists everywhere even within these communities, though they may not be present in the same form as to how discrimination is present in our society but still discrimination exists within these communities

No built in opinion restraints

Since there are no built-in option restrains so contents can only be filtered and screened once it has already been submitted onto these virtual communities plattform

Easy for a few to dominate discussion

Since this is an online community, various people all over the world can gain access to these communities that's why people with different skills share information and knowledge through these communities

Obtaining network access can be a problem

Due to poor infrastructures especially in the Philippines many people don't have internet connection and are not able to access these communities or even those that have internet connections are not able to access these communities because of weak and o poor network infrastructures

Must have a computer, or access to a computer

Since these communities are virtual so a computer with internet connection is needed however since many Filipinos still doesn't have these things that's why they are not able to join and connect with these communities

Takes time

Due to a tremendous number of people using / accessing these communities, then interactions and discussions would take time

Possibility of losing touch with reality

Of course since this is a virtual community and most of the people spend greater time here then there's a great possibility of these people to lose touch with reality

Difficult to navigate and find items of interest

For people without technical/computer background finds it hard to join these communities and would need computer training sessions in order for them to join in.

Text based

Since these communities are mostly text based then it would be harder to identify specially the emotions of these people when interacting with the people in the virtual communities

Provides a sense of anonymity

Another disadvantage is that since it provides a sense of anonymity so acts of fraudulence, information security, authenticity and identity theft can easily be done and is prevalent within these communities.

Here are a few online communities to try out

Mumsnet. My favourite community. Highly active, highly ambitious, highly important to members. Has interviewed 2 Prime Ministers and companies clamour for their attention.

Teachers Connect. 4,279 posts in the last 24 hours. The community for teachers. A great example of why forums still succeed where other platforms fail.

Threadless. Designers unite, this is the coolest community for one of the coolest audiences. A true example of building a business for a community and not a community for a business.

SK-Gaming. Game-mechanics overload and a very active online community for today's top gamers. If your custom designing a site, this isn't a terrible design.

FIFA. Almost 10m posts and counting. Why is a community about a video game so much more popular than any other product? Figure that out and you're on to a winner.

TripAdvisor. They don't get much more successful than this travelling behemoth. An amazing influence on the travelling community and a staggering collection of knowledge.

MyGarden. The place to be for the UK's gardeners. Highly active and very useful. The dominant UK gardening community.

EXERCISES

Exercise 1 - Creating a LinkedIn profile

Create you profile on a professional media site.

Signing Up to Join LinkedIn

1. Navigate to the LinkedIn sign up page.
2. Type your first and last name, email address, and a password you'll use.
    o *Note:* You must use your true name when creating a profile. Company names and pseudonyms are not allowed.
3. Click *Join now*.
4. Complete any additional steps as prompted.

Learn more about:

- What to do if you get a message that states that your email address is already registered
- How LinkedIn can help you
- Signing in and out of your account

Exercise 2 – Search for Jobs on LinkedIn

Use your new LinkedIn profile to search for opportunities that have been posted by companies and recruiters, based on a keyword, title, or location.

FURTHER READING AND RESOURCES

Online job hunting tips

https://www.job-hunt.org/findingjobs/findingjobs_job_sites.shtml

Further reading on Virtual communities

https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=16&cad=rja&uact=8
&ved=2ahUKEwjbrvyp5YLeAhWMCsAKHcLBAdYQFjAPegQIAxAC&url=http%3A%2F%2Fwww.
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w8I3L5mvn

Preparing your CV to go online (Video)

https://youtu.be/9gqsnA2Lk-0

Using LinkedIn (Video)

https://www.youtube.com/watch?v=_kwqqtpprrE

More social media sites

https://smallbiztrends.com/2016/05/popular-social-media-sites.html

Creating an Indeed account (Video)

https://www.google.com/search?client=firefox-
b&biw=1920&bih=966&ei=QZ7BW93FBqnTgAbL_4XYAg&q=how+to+create+an+indeed+prof
ile&oq=how+to+create+an+indeed+profile&gs_l=psy-
ab.3..0.7718.17107.0.19323.16.16.0.0.0.0.399.2158.2-5j2.7.0....0...1c.1.64.psy-
ab..9.7.2153...0i7i30k1j0i8i7i30k1j0i8i30k1.0.ovsEUYD6SrM#kpvalbx=1

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https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=13&cad=rja&uact=8
&ved=2ahUKEwissLnW9YLeAhWED8AKHeVRCDYQwqsBMAx6BAgBEAQ&url=https%3A%2F%
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DIGITAL ACCESS

SOLUTION OF EXERCISES

Solution of Exercise 1 – Setting up your LinkedIn profile

Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

6 to 16 characters

Join Now *

Already on LinkedIn? Sign in.

Sign Up for LinkedIn

1. Fill out the simple form on LinkedIn's homepage (pictured above) with your name, email address and desired password.
2. Then you'll be asked to fill out a profile form that is only slightly longer, asking for your job title, employer's name and geographic location.
3. You'll be asked to confirm your email address by clicking on a link in a message sent to you by LinkedIn.
4. Finally, you'll choose whether you want a free or paid account.

That's it. The process should take about five minutes.

Let's take a closer look at each of these forms and the choices you'll make in filling them out.

The Join LinkedIn Today Box

Everyone starts by filling out the "Join LinkedIn Today" box on the homepage at linkedin.com. It may seem obvious, but this is one service where everyone should sign up with their real names. Otherwise, they lose the benefits of business networking.

So enter your real name and email address in the boxes and create a password for accessing LinkedIn. Don't forget to write it down and save it. Ideally, your password will contain a mix of numbers and letters, both upper and lower case.

Finally, click the **JOIN NOW** button at the bottom.

The form will disappear and you will be invited to create your professional profile by describing your current employment status.

How to Create a Basic Profile on LinkedIn

Filling out a simple form allows you to create a basic professional profile on LinkedIn in a minute or two.

The profile boxes vary based on which employment status you select, such as "currently employed" or "looking for work."

The first box by default says you are "currently employed." You can change that by clicking the small arrow to the right and selecting an alternate status, such as "I am a student." Whichever status you select will cause other questions to pop up, such as school names if you're a student.

Enter your geographic details—country and zip code--and your company name if you are employed. When you start typing a business name, LinkedIn will attempt to show you specific company names from its database that match the letters you type. Selecting a company name that pops up will make it easier for LinkedIn to match you with co-workers at that company, by ensuring that the business name is entered correctly.

If LinkedIn can't find your company name in its database, choose an industry that matches your employer from the long list that appears when you click on the small right arrow next to the "Industry" box.

If you are employed, type your current position into the "Job Title" box.

When you're done, click the "Create My Profile" button at the bottom. You have now created a bare-bones profile on LinkedIn.

**The LinkedIn Screen You Can Ignore**

LinkedIn will immediately invite you to identify other LinkedIn members you already know, but you should feel free to click the '"Skip this step" link at the bottom right.

Connecting with other members takes some time.

Right now, it's a good idea to stay focused and finish your account setup before you start trying to identify potential connections for your LinkedIn network.

Confirm Your Email Address

Next, LinkedIn will ask you to validate the email address you provided on the first screen. You should follow the instructions for confirming, which vary based on the address you gave.
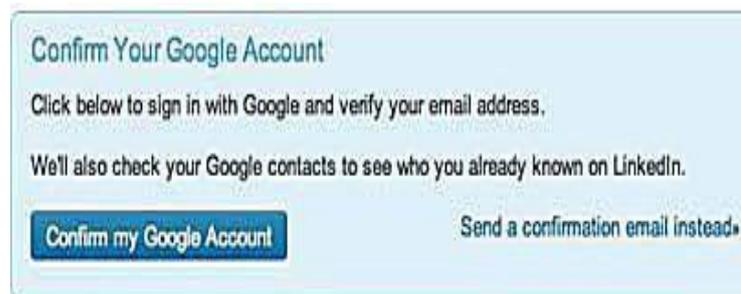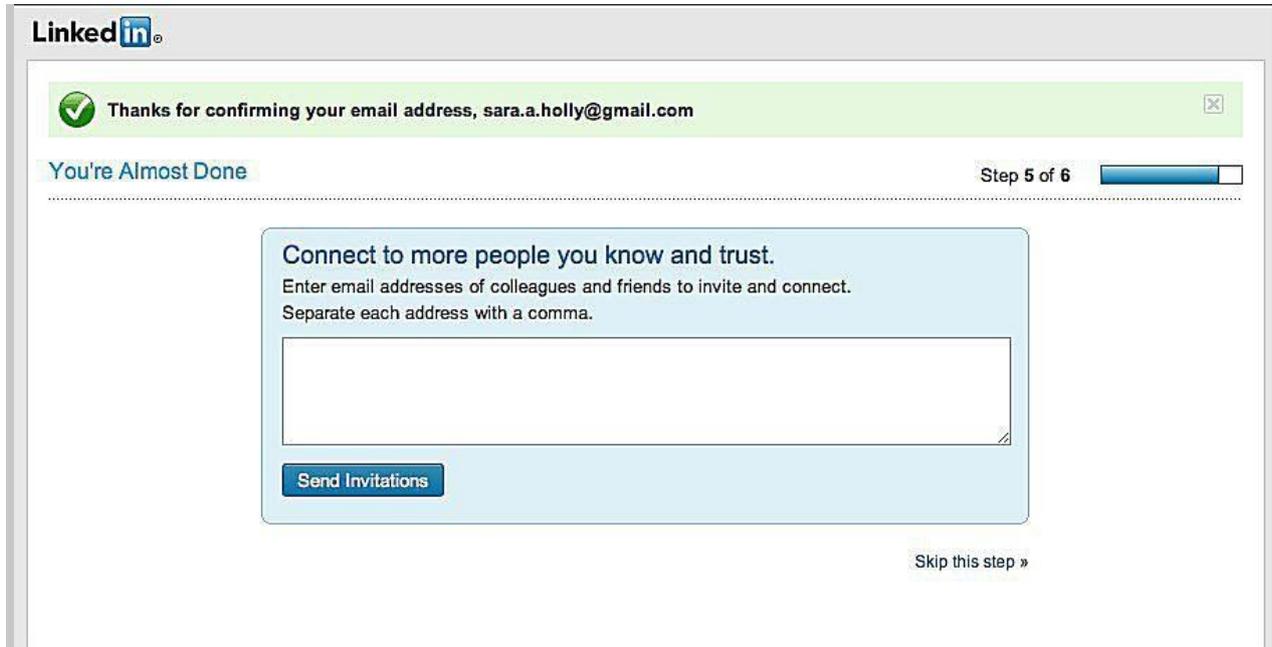

If you signed up with a Gmail address, it will invite you to sign into Google directly.

Alternately, you can click the link at the bottom that says, "Send a confirmation email instead." I recommend you do that.

LinkedIn will then send a link to your email address. You can open another browser tab or window to go and click on that link.

The link will take you right back to the LinkedIn website, where you'll be asked to click yet another "confirm" button, and then sign into LinkedIn with the password you created at the beginning.
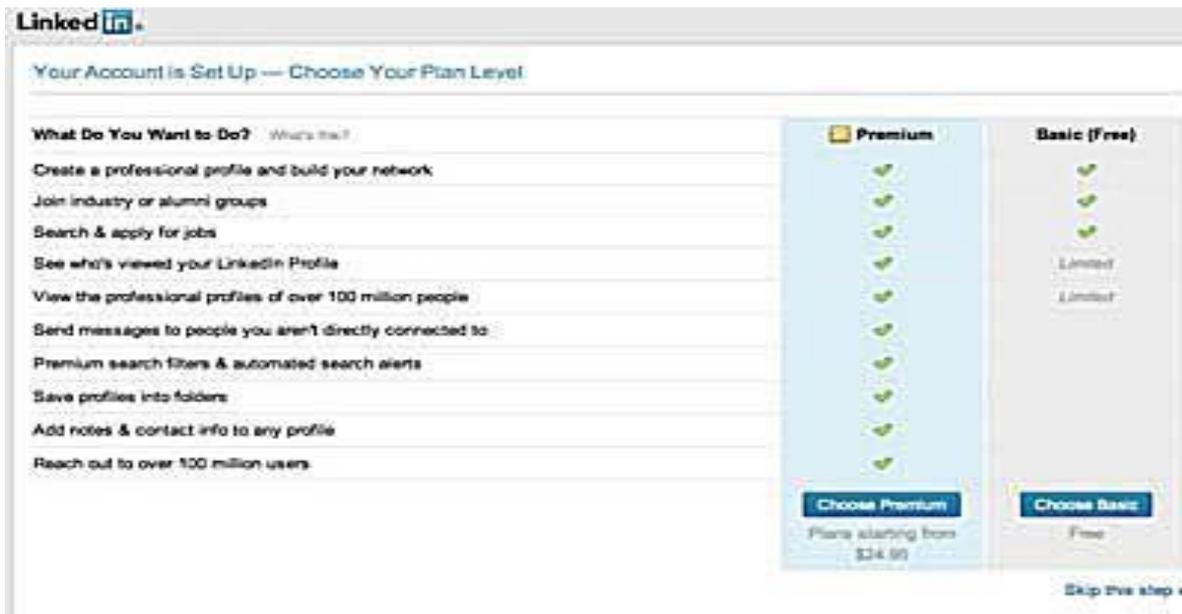
You're Almost Done

You'll see a "Thank you" and "You're almost done" message, along with a big box inviting you to enter email addresses of your colleagues and friends to connect with them.

It's a good idea to click "skip this step" again so you can finalize your account setup. As you can see, you're on step 5 out of a total of 6 steps, so you're close.

Choose Your LinkedIn Plan Level

After clicking "skip this step" on the previous screen, you should see a message that "your account is set up."

Your final step is to "choose your plan level," which means deciding whether you want a free or a premium account.

The main differences between the account types are listed in the chart. Premium accounts, for example, allow you to send messages to people you are not directly connected with. They also allow you to develop fancier search filters and see more detailed results, as well as seeing everyone has viewed your LinkedIn profile.

The easiest option is to go with the free account. It offers a lot of the same features, and you can always upgrade later after you learn how to use LinkedIn and decide that you need some of the advanced features.

To select the free account, click the small "CHOOSE BASIC" Button at the bottom right.

Congratulations, you're a LinkedIn member!

Watch this video for step by step process

https://www.linkedin.com/learning/learning-linkedin-for-students/set-up-a-new-linkedin-account

Solution of Exercise 2 – Searching for Jobs on LinkedIn

Here's how you can search for a job that suits your professional skills and specifications.

Search for a job on LinkedIn

1. Click the *Jobs* icon at the top of your LinkedIn homepage.
2. In the *Search jobs* field, type a job title, keyword, or company name. Keep in mind that you can use Boolean search modifiers to help refine your job search.
3. You can use the *Search location* field to type a city name, state/province/territory name, or country name. Your desired location may be pre-filled for you, but it can be updated by typing a different one into the textbox. A dropdown list will appear where you can select your desired location.
4. Click *Search*.
5. Use the filters at the top of the page to further refine your search by *Date Posted*, *LinkedIn Features* (including *In Your Network*, *Under 10 Applicants*, and *Easy Apply*), *Company*, *Experience Level*, and more. Click *All filters* to view additional filter options.
   - You can click the *Sort by* dropdown at the top of the your search results to sort your search results by *Relevance* or *Post Date*.
   - The number of days the job has been posted for is listed at the bottom of each job summary.
6. Click a job title to view the job details.
7. Click *Easy Apply* or *Apply* (options may vary). Learn more about applying for jobs on LinkedIn.
8. If you don't want to apply for a job at this time, you can save it by clicking *Save* above the job description. You'll be able to access your saved jobs at any time to begin the application process.