

WP3 Module 3: Tasks

WP3 Module 3 – Task 1

Personal digital branding

This task is designed to equip you with the skills to leverage online platforms and social media for effective career management. In this workshop, you will delve into the creating compelling online content and develop strategies to engage young adults in meaningful career management activities. Through hands-on activities and collaborative discussions, you will not only enhance your digital branding proficiency but also contribute to the broader conversation on integrating online platforms into career development. Get ready to explore the dynamic intersection of technology and career readiness!

Introduction

Begin the session by emphasizing the importance of a strong online presence in today's digital landscape. Discuss the objectives of the activity, emphasizing the integration of online and social media strategies into effective career management. Outline the key components participants will work on during the session.

Step 1: Self-reflection and goal setting

Guide participants through a self-reflection exercise. Ask them to define their career goals, target audience, and personal brand. Discuss the importance of aligning online content with career objectives. Participants should jot down key points.

Step 2: Resume enhancement

Provide guidance on crafting compelling resumes tailored for an online audience. Discuss the inclusion of key achievements, skills, and experiences. Participants start drafting or revising their resumes, ensuring a focus on clarity and relevance for online platforms.

Step 3: Digital profile creation





Introduce the concept of digital profiles (LinkedIn, personal websites, etc.). Guide participants in creating or enhancing their digital profiles. Discuss the significance of professional visuals, concise summaries, and multimedia elements. Encourage them to start building their online presence.

Step 4: Multimedia integration

Explore the integration of multimedia elements (images, videos, projects) into digital profiles. Participants should understand how visuals enhance engagement. Provide practical tips on creating and selecting multimedia content. Allow time for hands-on implementation.

Step 5: Peer review

Facilitate a peer review session. Participants exchange their resumes and digital profiles, providing constructive feedback. Emphasize the importance of receiving diverse perspectives. Encourage participants to make notes on improvements.

Step 6: Personal branding exercise

Lead a discussion on personal branding. Participants identify their unique selling points and values. Guide them in incorporating these elements into their resumes and digital profiles. Stress the importance of consistency in personal branding.

Step 7: Presentation and group discussion

Each participant presents their completed resume and digital profile to the group. Facilitate a group discussion on different approaches, strengths, and lessons learned. Encourage participants to ask questions and provide additional insights.

Step 8: Reflection and Q&A

Conclude the activity with a reflection session. Participants share their key takeaways and challenges faced. Open the floor for a Q&A session, addressing any lingering concerns or uncertainties.

Conclusion



Summarize the main points covered during the activity. Provide participants with resources for ongoing learning and improvement. Emphasize the importance of consistently updating and refining their online presence.

WP3 Module 3 – Task 2

Navigating my career journey

Welcome to the "Navigating my career journey" self-directed learning activity, a transformative experience designed to empower you in taking charge of your career development. Over the course of this activity, our objectives are to enhance your understanding of the Career Management Skills (CMS) Framework, encourage self-reflection on your skills and aspirations, and guide you in crafting a personalized career development plan.

Throughout this journey, you will delve into the key themes of the CMS Framework: Self, Strengths, Horizons, and Networks. By doing so, you will gain insights into the essential components that contribute to effective career management. The overarching goal is to equip you with the tools and knowledge needed to navigate your career path with confidence and purpose.

This self-directed learning activity is estimated to take approximately 3 hours to complete. However, the duration may vary based on individual preferences and the depth of reflection. It is recommended to allocate dedicated time for each step, ensuring a comprehensive exploration of your skills, strengths, aspirations, and networking capabilities.

Introduction to CMS Framework:

Begin this self-guided exploration by delving into the Career Management Skills (CMS) Framework. Familiarize yourself with the four key themes: Self, Strengths, Horizons, and





Networks. Take time to understand how each theme contributes to effective career management and lays the foundation for your personalized journey.

Link: <https://www.skillsdevelopmentscotland.co.uk/what-we-do/scotlands-careers-services/career-management-skills-explained>

Reflecting on yourself:

Find a quiet, reflective space to ponder your skills, strengths, and achievements. Consider the various facets that shape your identity within society. Write down key insights and realizations about who you are, acknowledging both your personal and professional dimensions.

Discovering your strengths:

Engage in activities, be they online assessments or reflective exercises, to uncover and evaluate your strengths. Take note of those strengths that resonate most with you and contemplate how they can be harnessed to propel you forward in your career journey.

Link: <https://www.youtube.com/watch?v=bt9VdqvYDSc>

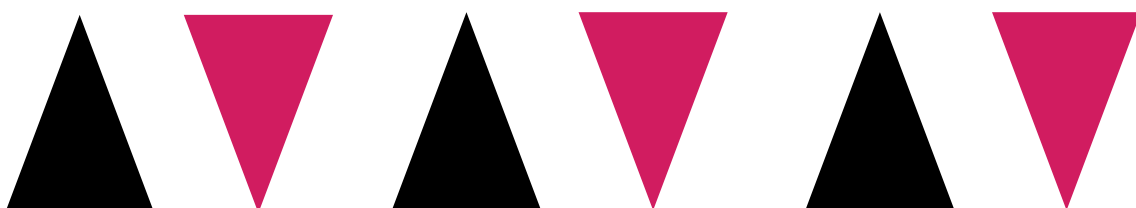
Exploring diverse horizons:

Dive into comprehensive research about various career paths. Explore online platforms, industry reports, or educational websites to broaden your understanding of potential opportunities. Jot down careers that align with your interests and aspirations, envisioning the diverse horizons available to you.

Gathering information independently:

Challenge yourself to independently seek and critically evaluate career-related information. Utilize a mix of sources such as websites, books, or online courses to enhance your knowledge about your chosen field. Develop the ability to gather information autonomously.

Reflecting on change management:





Recall a specific instance when your career plans underwent a significant change. Reflect on how you adapted to the change, learned from the experience, and managed the transition. Write down the lessons you derived from navigating unexpected changes in your career trajectory.

Link: <https://www.youtube.com/watch?v=GSWGPTx24JY>

Creative career planning:

Engage in a solo brainstorming session to generate creative and innovative ideas for your career development. Consider unconventional paths and approaches that align with your unique strengths and aspirations. Capture your thoughts on paper, allowing your creativity to flourish.

Link: <https://www.youtube.com/watch?v=TRsrgy-gpZQ>

Assessing your networking skills:

Evaluate your current networking skills using available resources or tips. Identify areas for improvement and outline concrete steps to enhance your ability to build and maintain professional networks. Consider how effective networking can contribute to your career journey.

Link: <https://www.youtube.com/watch?v=y0080zymOa8>

Solo reflection time:

Find time for personal reflection. Contemplate the entire process, from self-discovery to envisioning diverse horizons. Document your insights, challenges, and any newfound discoveries about your career aspirations. This personal reflection is essential for your ongoing growth.

Crafting your personalized plan:

Synthesize your reflections and research into a personalized career development plan. Set achievable goals, outline specific steps for continuous learning, and establish milestones.





This plan becomes a tangible guide for your future career endeavors, rooted in your self-discovered strengths and aspirations.

Link: <https://www.youtube.com/watch?v=jVssNpBk37k>

WP3 Module 3 – Task 3

Developing your online engagement strategy

Welcome to the "Developing your online engagement strategy" self-directed learning activity, an empowering journey designed to equip you with the skills and insights needed to develop effective online strategies for engaging young adult learners in career management activities. Throughout this activity, our objectives are to enhance your understanding of online engagement principles, foster creativity in campaign development, and encourage reflection on your professional practice.

Over the course of this journey, you will explore various online and social media strategies, drawing inspiration from real-world examples and best practices. By delving into topics such as content creation, audience targeting, and campaign evaluation, you will gain practical skills and knowledge to design impactful online initiatives.

The overarching goal is to empower you to create compelling online experiences that resonate with young adult learners and support their career management journey. This self-directed learning activity is estimated to take approximately 3 hours to complete. However, the duration may vary based on individual exploration and engagement levels. It is recommended to allocate dedicated time for each step, ensuring a thorough understanding and application of online engagement strategies in your educational practice.

Review of the brainstorming session:

Review the ideas generated during the brainstorming session from the in-class training. Reflect on the various online and social media strategies discussed and consider their potential for engaging young adult learners in career management activities.





Link: <https://www.youtube.com/watch?v=OJ2guxkhvKU>

Selection of online strategy or campaign:

As you progress through this activity, take a moment to review the various online strategy and campaign ideas. Consider which one stands out to you as the most relevant and compelling for your situation. Think about whether it aligns with your goals, is feasible to implement, and has the potential to make a meaningful impact on your intended audience. By carefully weighing these factors, you'll be able to choose the online strategy or campaign that best suits your needs and objectives.

Link: <https://www.voicesofyouth.org/engaging-online>

Link: <https://yerp.yacvic.org.au/be-heard/involve-young-people/using-social-media-to-involve-young-people>

Research and planning:

Conduct research to further explore your chosen online strategy or campaign idea. Identify relevant case studies, best practices, and resources that can inform the development of the strategy. Develop a detailed plan for implementing the strategy, including specific goals, target audience, messaging, content creation, and distribution channels.

Link to an inspirational YouTube video “Student Engagement Through a Different Lens“: <https://www.youtube.com/watch?v=rbTylVjogil>

Content creation:

Create content for the selected online strategy or campaign. Develop social media posts, graphics, videos, or other materials that will be used to engage young adult learners. Ensure that the content is informative, engaging, and tailored to the preferences and interests of the target audience.

Link to an article “How to Develop a Content Strategy in 7 Steps: A Start-to-Finish Guide“: <https://blog.hubspot.com/marketing/content-marketing-plan>

Video: <https://www.youtube.com/watch?v=iyJ4fN-Xh0k>





Implementation and evaluation:

Launch your online strategy or campaign, monitoring its progress and effectiveness over time. Collect data on key metrics such as engagement levels, reach, and feedback from young adult learners. Evaluate the success of the strategy based on the predefined goals and objectives, making adjustments as needed to optimize performance.

Reflection:

Reflect on the experience of developing and implementing the online strategy or campaign. Consider what worked well and what could be improved for future initiatives. Document insights, lessons learned, and recommendations for future reference.

Link to an article “The importance of reflection in digital marketing”:
<https://inflowing.net/blog/the-importance-of-reflection-in-digital-marketing/>

Reporting and sharing:

Prepare a brief report or presentation summarizing the online strategy or campaign, including key findings, successes, challenges, and recommendations. Share the report with colleagues, supervisors, or peers to disseminate learnings and insights from the self-directed learning activity.

Feedback:

Seek feedback from colleagues or mentors on the online strategy or campaign developed. Use it to iterate and refine the strategy for future implementations.

Video “Receiving Feedback: How to Ask for Feedback”:
<https://www.youtube.com/watch?v=ihShcUlep2Y>

Conclusion:

Conclude the self-directed learning activity by reflecting on the overall experience and its impact on your professional development. Identify any additional learning needs or areas for further exploration related to online engagement strategies and career management activities.





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Module 3 - Evaluation questionnaire

Your name:

Age:

Gender:

Occupation/Student Status:

1. Please rate the following aspects of the module on a scale of 1 to 5, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree."

- The topics covered in the module are relevant:
- The content of the module is clear and well-organised:
- The resources provided in the module are useful:

2. Please indicate the extent to which you feel the module helped you achieve the following learning outcomes on a scale of 1 to 5, where 1 represents "Not at all" and 5 represents "Completely".

- Understanding of the CMS Framework:
- Understanding of the emerging needs of young adults related to career management:
- Developing my skills to create online strategies to engage young people:

3. Please rate the effectiveness of the facilitator/trainer on a scale of 1 to 5, where 1 represents "Poor" and 5 represents "Excellent":

4. Please rate the pace and engagement level of the sessions on a scale of 1 to 5, where 1 represents "Too slow" and 5 represents "Too fast":



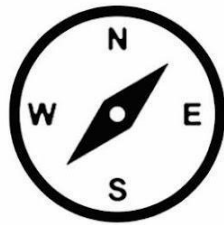


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5. Please share any additional comments or suggestions for improving the module.





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