



## **SPOUSE CARE**

PART 3: Job hunting 2.0, using social media

**Information for employers who care about their expats and the spouses experiencing life in the Netherlands**



### **Spouse Care Part 3:** *Job hunting 2.0. using social media*

The Spouse Care or Partner Care program part 1 & 2 can also be extended with part 3: Job hunting 2.0, using social media

In this workshop we will help the partners of expats to be more effective online. We will talk about job hunting, job marketing and other opportunities via LinkedIn, Twitter and Facebook. It can help to familiarize with a vacancy or potential employer.

We will also help them to find interesting people online with who they wouldn't normally come into contact.

Social media can enhance career opportunities in different ways. In the current job market it's crucial to be visible online. You want recruiters and/or searchers to be able to find you.

Social media is a key source of information for recruiters who are increasingly finding suitable candidates via LinkedIn. Social media helps to be found and to maximize your chances on the Job Market that way.

Social media can be easy and fun if you know how to use it!

#### **What to expect?**

The workshop is a combination of a theoretical framework, live examples and immediate implementation on each one's own computer.

#### **Beginners and advanced users:**

You are a beginner or a passive user with a short personal profile and/or less than 100 connections on LinkedIn.

You are an advanced user with an active profile and/or you have more than 300 connections with a low social selling index (SSI) on LinkedIn.

#### **What to learn as a beginner?**

##### At the end of this session

- You have learned more about SEO (search engine optimisation) on LinkedIn and how recruiters and employers search
- You know how to build your network online quickly
- You know how to find and connect with interesting people and companies in your network

- You will know how to use LinkedIn in a professional way:
  - You will receive tips for creating an excellent personal profile on LinkedIn
  - You will find out more about the most important LinkedIn settings
  - You will receive LinkedIn tips & tricks and do's & don't's
  - You will know how to become a (active) member of a group
  - You will know more about (job)searching and search results on LinkedIn
- You will have a better understanding of Twitter and Facebook as job search and orientation tools

### **What will you learn as an advanced user?**

#### At the end of this session

- You will know how to use social media to your advantage. Your focus is to expand and to maintain your online network and find a job.
  - You will know how to inform your network and maintain updates and activities
  - You will know how to search and share information for personal branding purposes
  - You will know how to apply for a job via LinkedIn
- You will learn more about SEO (search engine optimisation) on LinkedIn and how recruiters and employers search
- You will get advice on how to optimize your LinkedIn profile and show your specialties and competencies on LinkedIn
- You will know how to use the most important LinkedIn features
- You will know how to profile yourself in the best possible way and how to be visible and easily found
- You will leave with a network strategy and plan of action of how to use LinkedIn to achieve your goals

### **What we need from the spouses/partners:**

They have to bring their own laptop/notebook to the workshop.

That they already have a LinkedIn account and have set up a profile before they participate in this workshop.

To prepare for the workshop they will receive a questionnaire to determine their level of social media knowledge and an assignment.

They have to send an e-mail with the link to their personal LinkedIn-page, Facebook and Twitter account to the trainer, no later than 5 working days before the workshop.

### **Result**

They will be social media proof and will know how to use social media to their best advantage jobwise and achieve their goals faster and easier.

### **Time and place**

From 10:00 to 13:00 at the Projob office. A take away lunch will be arranged. hosted by:

Masja van Loon, trainer Social media

Shereen Leissius, Career coach & trainer at Projob

Saskia Stuve, Recruitment consultant & trainer at Projob