

# Social Media Savvy 2

February 2022 / SMS2 Newsletter 3

## Update Progress



## Next SMS2 appointments:

- \* 25th February 2022: SMS2 days in Campobasso (Italy)
- \* from the 18th to the 19th of May 2022: Transnational Project Meeting in Leiden (Holland)
- \* 20th May, 2022: Multiplier Event in Leiden (The Netherlands)



## LTT Campobasso

This is the third newsletter of the Social Media Savvy project - Part 2 (2020-2-UK01-KA205-079587 - SMS2)

## SMS 2 Days Campobasso

28th December, 2021 – Inflazione Caotica Coworking, Campobasso (Italy)  
The SMS Days were conceived as an unique opportunity to bring together all the actors on the ground (e.g. representatives of SMEs, young people, youth workers, representatives of employment agencies, etc.) at local level, in each of the partner countries, and discuss together about the importance of using social media for job hunting.

The first of the SMS2 days was held on the 28th of December 2021 at ARES coworking space, the Italian partner of the project.

Despite the numerous invitations sent, not many participants attended the event due to the new pandemic peak which occurred precisely in conjunction with the date of the event, but in any case the participants and in particular the young participants were very interested in the themes of the project and the its activities.

Paola Pietrangelo and Rebecca Viglione illustrated to the participants the importance of self branding and the use of social media for job search and how the SMS2 project with its activities will contribute to promoting these issues at local and national level in each of the countries.

There was a lot of interest and great curiosity for the topics of the project and many were amazed on the use of social media in a professional way for job search.

The second of the SMS2 Days will be organized very soon and, as there was a lot of interest for the first event, certainly we'll have many participants and the event will be an opportunity to present the platform and explore the topics covered in the first event.

Co-funded by the Erasmus+ Programme of the European Union



## Tips and tricks to be Social Media Savvy

### Six Ways to Make Your Social Media Look Professional to Employers (by MARK WILKINSON)

Whether it's old drunken pictures from your university days or a slightly inappropriate Tweet from 2013, social media accounts can make or break your chances of landing yourself a dream job.

Or at least that's what one 2017 study revealed. According to Career Builder's insight, 70% of employers are snooping candidates' social media profiles.

In fact, the same survey revealed some staggering statistics in regards to why employers decide against hiring someone. For instance, 39% of businesses didn't hire a candidate because they found inappropriate or provocative photographs, videos or information via social.

While referencing drinking consumption/taking drugs and making discriminatory comments via social channels put off 39% and 38% of employers altogether.

If these examples set off a few alarm bells in your head, you may need to take a long look at your social media accounts before applying for your next role.

Who knows, it might just make the difference.

#### Check your photographs and videos

We all like to let our hair down from time to time and enjoy a night out on the tiles. But broadcasting this to the world via social media won't always paint you in the best light.

Especially if you have friends who like to take pictures of you when you're a tad worse for wear. You have two choices here depending on the type of social media channel. For instance, on Facebook, you can change the settings of an album and your tagged photos so that the public or certain individuals can't view these photos or videos.

You can also adjust your privacy settings on Facebook, Instagram and Twitter as well so you'll have to accept someone's request before they can view anything.

If you have any inappropriate videos or photographs on LinkedIn, you probably shouldn't be using it anyway as it's designed for professional use.



#### Think profile

Once you've adjusted your privacy settings and cleaned up your image content, you should really think about your profile picture.

On LinkedIn, I recommend taking a photo of you smiling with a clear background to make you look more approachable.

You can find more tips on how to enhance your LinkedIn profile in our previous blog.

On more personal social accounts like Twitter, Pinterest, Instagram and Facebook, avoid images of you partying or doing anything inappropriate where possible.

Profile pictures of you with a partner will show a caring side, while one with friends suggests that you're sociable.

Selfies on your own aren't always the best solution either, as this could tell employers that you are vain or don't have many pictures of yourself in a social setting.

#### Get grammatical

Making spelling mistakes and using poor grammar can really make you look lazy.

As a solution, either double-check any posts beforehand or get free tools like Grammarly to do all the hard work for you!

As a result, any snooping employers will see a level of care and the impression that you know the basic rules of the English language.

#### Google yourself

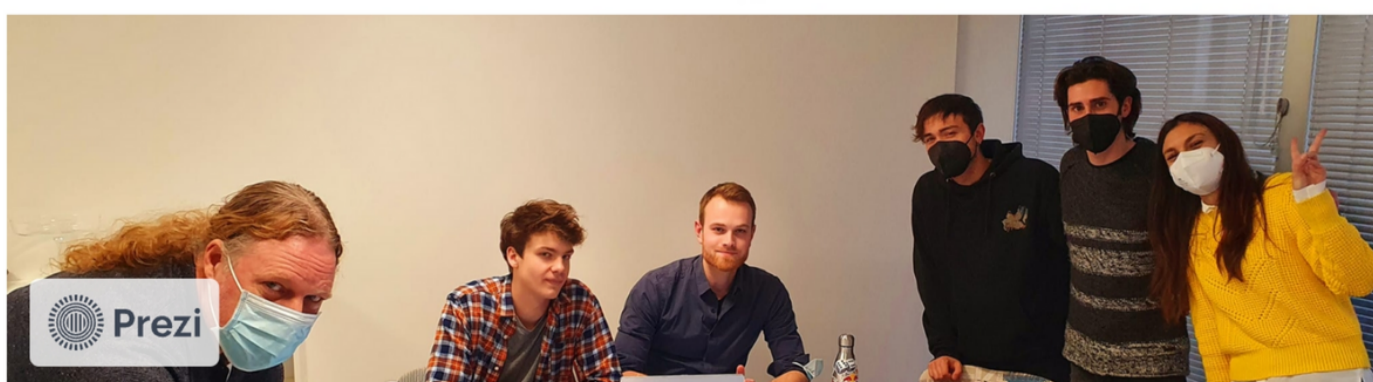
It may sound vain, but you'll never know what the general public can find out about yourself until you search for yourself in Google.

If you have a particularly common name, put your name in quotation marks so Google only searches for those exact words. You can then report any photos or videos posted without your permission to Google or directly to the webmaster of the specific site it appears on. To be extra thorough, you should carry out the same process on Bing and Yahoo too.

#### Update your bio

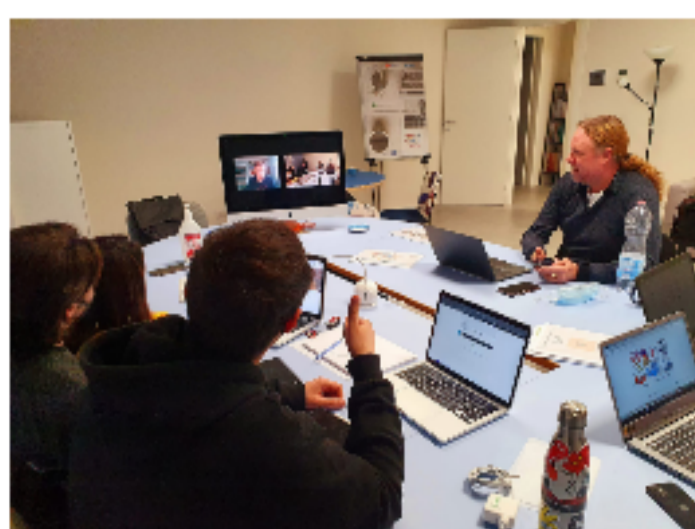
This one is particularly relevant to LinkedIn users. As a professional platform, you should continually update your bio to keep employers and recruiters in the loop about your current situation. However, employers might be interested to see a bit more about your personal life, hobbies and other job prospects via Twitter and Instagram as well. Where applicable, use hashtags, links and @s to showcase some of the various things you are involved in.

For example, if you play football on a weekend, "@ the club account into your Twitter bio. Alternatively, if you do some extra charity work for a certain organisation, you can do the same and even include a hashtag to raise awareness. These little elements might make all the difference in determining the outcome of your application.



# SMS2 Learning Mobility in Campobasso (Italy)

3 -7 January 2022, ARES - Campobasso (Italy)



The SMS2 project includes, in addition to the numerous activities, a short 5-day training course that has been organized in Italy with the involvement of not only the project partners, but also young people from the three partner countries. It was not easy to organize this activity during the height of the fourth wave of the Covid-19 pandemic, but after numerous contacts and exchanges of phone calls and emails between the project partners, it was decided that, with many precautions, the training activity would take place face-to-face.

So 2022 started at its best, with the ARES headquarters full of young people interested in the themes of the project who spent 5 days under the guidance of Pieter van Schie (WS) and Paola Pietrangelo, who gave their contribution and suggestions to improve the overall to achieve the objectives of the SMS2 project.



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Three Dutch boys and three Scottish boys and four Italian boys took part in the learning mobility.

After a detailed presentation of the project content and activities, there were some training interventions by trainers of ARES communication experts.

Massimiliano Muzio (ARES) stimulated the young participants by involving them in a game to explain the web reputation and Annamaria Cacchione (ARES) intrigued them with a presentation entitled "Sharing is Caring. Choose your content carefully! The guys, despite being experts in the use of social media, were very surprised by how important their online reputation is for job search and/or professional use.

Pieter van Schie (WS) explained the use of the SMS2 platform and the importance of obtaining the SMS2 Passport after completing the online training to become a Social Media Savvy. During the last two days of the training, the participants had the opportunity to discuss and collaborate independently to find interesting content that could be published both on the project website and on the platform, and to contribute ideas for the project activities.

## Stay active, but not too active

Some of these tips for cleaning up your social media presence might make you wonder whether it's worth having them at all. However, if you delete them, your employers may become sceptical about who you are and what you get up to behind closed doors.

As a rule, try not to post every day. Doing so could indicate that you're likely to use social media during work hours.

Every few days or weeks is perfectly normal. In other words, be available but not too visible.

## Wrapping up

A lot to take in, right? On the whole, social media should be viewed as an opportunity for you to share moments with your friends and loved ones online.

So injecting your personality and giving sneaky employers a snapshot into your life will probably play in your favour.

The key is not to reveal everything. Staying private and avoid posting inappropriate images and comments will reflect badly on you before they've even had the chance to see your great qualities.

## Keep it simple.



The most valuable of all capital is that invested in young people!



Dutch Foundation of Innovation

