

SkillBott

SOCIAL MEDIA AND INTERNET SKILLS MODULE

Today's graduates must have the social skills, communication skills, and leadership skills as well as the skill it takes to wisely use the Internet and Social Media for their future academic and employment goals. "Some 21% of schools polled by the National Association for College Admission Counseling said they used social-networking sites to research applicants. And a recent Career-Builder survey found that 45% of employers use sites like Facebook to research candidates; 35% found content that led them to reject a prospect." (Cheney, Karen 2010)

The SkillBott module Social Media and Internet Skills is designed to complement the other modules in the curriculum by focusing on and addressing the important issues of web use.

Lesson 1 explores networking. Since the onset of Facebook, Twitter, LinkedIn and the vast throng of other social and business networks, people from all walks of life have been meeting and connecting for a multitude of reasons. While these networks can prove fruitful for business and personal relations, there are many hazards to avoid to protect the integrity of the subscribing member and the institution (s)he may represent. "SM sites are a great foundation for practice and presentation of your ability to transition into the workforce from school. Creating a professional presentation of yourself online will help train your brain to think more constructively towards your goals and better prepare you for future digital interaction with professionals." (Morris, Josh 2009)

Lesson 2 takes a good look at new developments and improvements in high-tech innovations. Changes are happening so quickly, they seem to make yesterday's models obsolete. Today's students are scrambling for the latest in products and gadgets. Although the skills to operate such devices appear to come effortlessly, the most productive usage can get lost in wasted time and energy. Whether you are searching for a college, a job, or simply networking, the computer or PDA can become a real time-killer instead of a time-saver. This lesson specifically addresses up-to-date information on PDA etiquette. "When used to its fullest potential, actively engaging a network online can transcend your social media game from person to personality. However, like most good things, social media can be a real killer for job seekers who use it inappropriately." (Morrison, Tony, 2012)

Lesson 3 takes an in-depth look at social media from the business point of view and outlines legal matters involving the Internet and Social Media. It reaches beyond the classroom into the future workplace and directly attacks the issues concerning Using Social Media Wisely. The lessons offer students the opportunities to make the most of their search for continued education and future employment, while at the same time, allow them to discover those aspects of web-surfing and networking which could be detrimental to their cause.

Lesson 4 examines the use of social media and the Internet for the purposes of self-assessment and gives our learners tips on how to use the Internet to discover more about your personal interests, to choose a college major and to find an institution that offers the field(s) of study in which you are interested.

Lessons 5 and 6 delve into the popularity of online job sites. These sites literally provide millions of jobs at anyone's fingertips. It has also made the job applicant pool significantly larger and more competitive. For this reason, some job search experts suggest that the Internet is an ineffective job search tool. On the other hand, the Internet actually can be a

great resource for job seekers – if you know how to use it. The student is presented with the advantages and disadvantages of electronic job searching and interviewing and recommendations on how to create a balance between face-to-face and computer-to-computer meetings.

Finally, lesson 7 allows our students to examine and evaluate the latest version of the Internet which is changing the workplace as we know it. Knowledge workers are becoming self-service learners, taking on responsibilities that once resided with supervisors and a training department. Today, knowledge work requires judgment and decision-making, and employees are beginning to use those abilities to manage themselves---even in entry-level careers.

Once again, the Web's impact on your job, your career and your life all depends upon how you manage it. This SkillBott lesson will introduce you to some proven Internet management techniques that will help you take advantage of the Web At Work.

Resources:

- 1. Title:** Protect Your Kids on Facebook
Author: Cheney, Karen
Journal Citation: CNN Money Magazine
Publication Year: Nov. 2010

- 2. Title:** 5 Steps for Wise, Effective Use of Social Media
Author: Morris, Josh
Journal Citation: *Culpwrit*
Publication Year: Dec. 2009

- 3. Title:** 5 Ways Social Media Could Be Hurting Your Job Search
Author: Morrison, Tony
Journal Citation: socialmediaenclose / Mashable
Publication Year: Feb, 2012