



Digital communication for job search

Training Course

Consulta Europa Projects & Innovations



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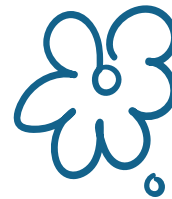
Digitalisation of employment and digital jobs

Online platforms and professional social networks allow people to search for:

Employment opportunities

Eliminate geographical barriers

Facilitate access to a wide range of job offers



The CARE4YOUTH App Active job search:

digital world roach

The Internet is already the preferred way for both companies that want to attract talent and for those who are searching for new professional opportunities.



Active job search

Digital world



Create your digital CV

Create a LinkedIn account so people know what your work experience is and any posts about the work you do.



Use email, and job boards to keep up to date with offers and even generate alerts.

Create your profile on video conferencing apps like Zoom, Google Meet o Teams for interviews.



Communicating in the digital world involves all types of material that can transmit information through digital channels.

In the context of job seeking, your CV is your main channel of communication as well as the job search platforms.

Digital Communication facilitates interaction

Now there is no meeting, you only do an “online meeting” when you want to be interviewed for a job.



Digital Communication

How many job searching apps do you know?

Infojobs.
LinkedIn Jobs Search.
Corner Job.
Job and Talent.
Work Today.
Trovit.
Indeed.
Glassdoor



Higher quality jobs are found faster through all these means.

SOCIAL NETWORK

In recent decades, new technologies and the Internet have gained great relevance and along with them, social networks.

In the working world, they have not gone unnoticed either.

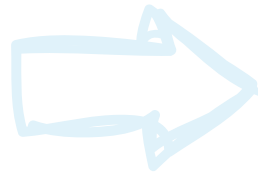
- 1 Job seekers
- 2 Establish and maintain a network of contacts
- 3 Know the latest updates in a professional field
- 4 Seek opinions from potential employers

Which social network comes to mind for you to look for a job?



To use LinkedIn to find a job, you should have your profile same as your resume.

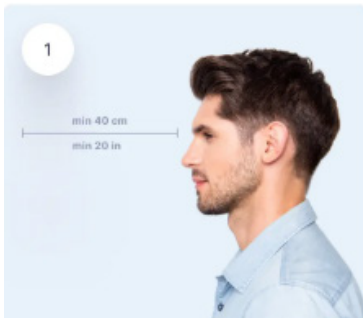
The profile photo you choose should be professional and, if possible, related to your field of expertise or what you are passionate about.



What if I don't have a photo?

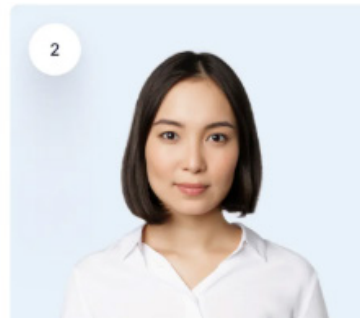
I take one with my phone or any camera or I ask someone else to take it for me, I remove the background in Canva and now I have a photo.

All in just 5 minutes.



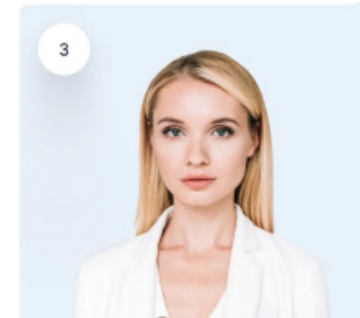
Camera distance

The distance between your face and the camera should be about 40 cm. Ideally, the photo should be taken by another person.



Face in front of the camera

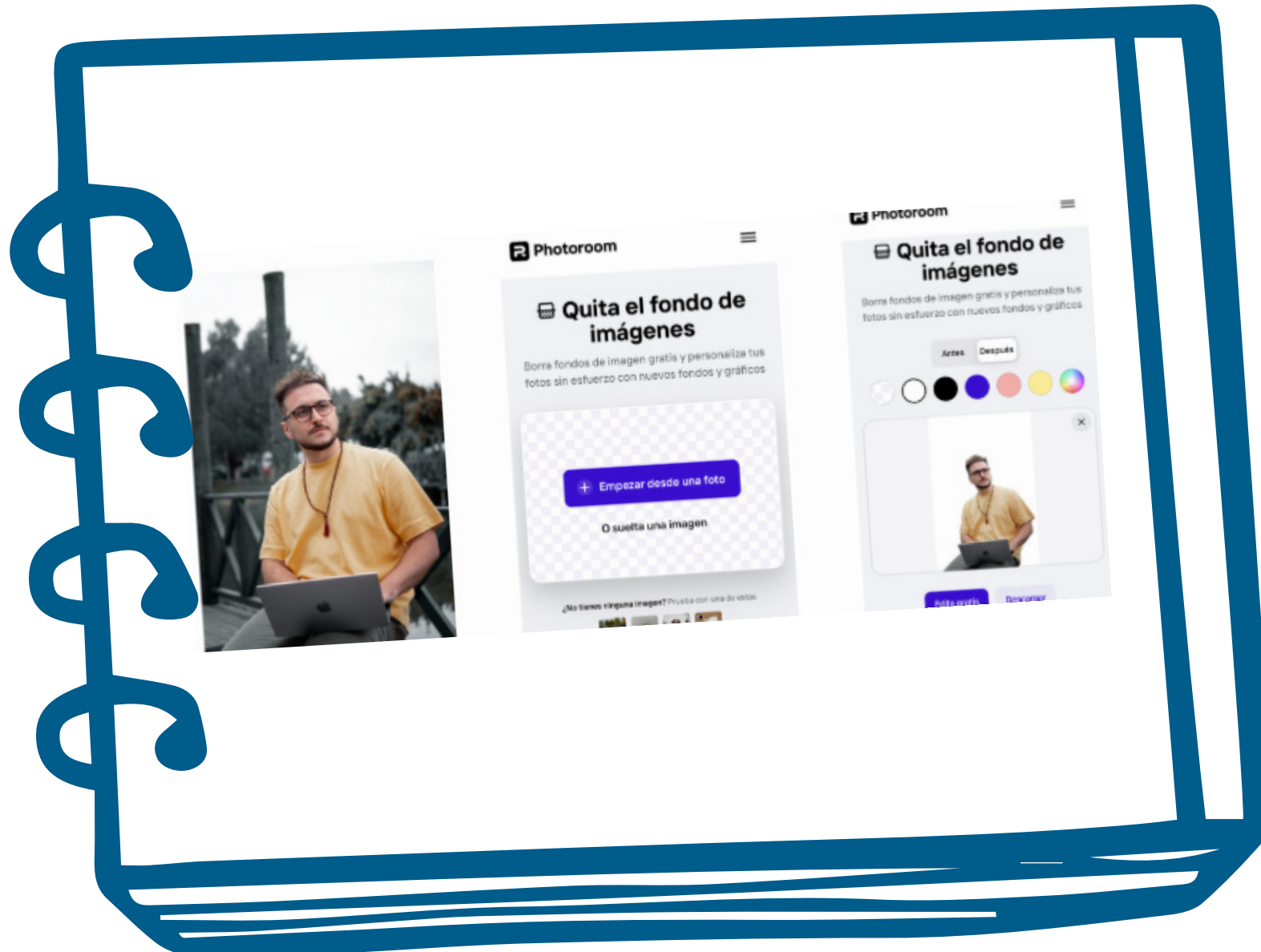
Position your face in front of the lens and keep a neutral expression on your face. Hold the camera at face level.

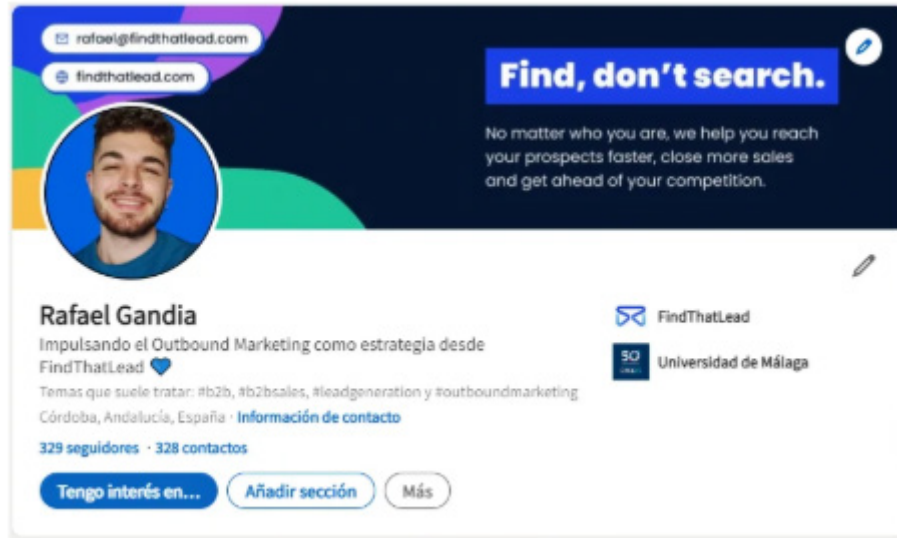


Even illumination

Stand in front of a light source, such as a window. Don't worry about the background.

Remove background





Having an updated and organized profile is crucial to encourage processing of your application.

Contact information

It is important to keep this section updated.

Add headline

A brief description about you, never hurts.

Add key words to be found.

The maximum is 120 characters.

LinkedIn profile background image

Put a famous quote that inspires you and that is aligned with your personal life. Not so that it looks good, but so that when people ask you why you put it, it makes sense.

Add a background image related to your studies and taken from an image bank, not from Google.

Post a picture of yourself doing what you like. This picture is sure hard to replicate. It could be at an event, contest, or work presentation. And if you add a phrase to it, even better.

Design your background in Canva!

Format: 1,584 x 396px



About

About

Identifying myself as the first-generation immigrant in United States has largely shaped my unique perspectives and aspirations. I understand how it feels to be financially/food insecure or without opportunity and go above and beyond when an opportunity arises. I take great pride in persistence, diligence, and empathy. This is why I love finance and its functions as societal tools that allow individuals/corporations to overcome financial hurdles and accelerate growth.

I also credit my resourceful working style for my love of piano. Life has taught me to seek out opportunities, whether or not they are risky. As a recipient of piano scholarship for four years in a consecutive row, this lesson has made me better in the long run.

Please feel free to contact me via LinkedIn. I'm always looking forward to an insightful conversation over coffee, or even better, a round of skydiving!

What can I put in “about” or “summary”?

Talk about your most important skills and knowledge, and how these can contribute to your next career challenge (it's a way to sell yourself as a worker).

Talk about why you it is interesting to work with you. This will further reinforce why they should contact you.

Don't just focus on yourself. Talk about the people you've worked with, your colleagues, bosses, clients or companies. This will strengthen your teamwork, integration, leadership and communication skills.

Structure

Introduction

Experience, studies or aspirations

Career objectives (job position)

Interests and values

Call to action (contact).

Delete unnecessary information

You have up to 2,000 characters to write your story, but keep in mind that you may not always need to use all of them. It's better to be clear and brief.

Include keywords

Add relevant keywords such as “creative,” “strategist,” “leader,” and use specific terms to highlight achievements, as this will improve your visibility in searches.



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Your achievements

A justified achievement is worth much more than empty words.

- Rather than saying that you are consistent, you can say that you have studied music for 7 years, or that you have a blog, or other networks where you post regularly.
- Rather than saying that you like working on a team you can say that you have been in youth groups or that you organized parties, camps or any other event for a certain number of people.
- Rather than saying that you are a hard-working, results-oriented person, you can say that you paid for your studies while working.
- Rather than saying that you are a person who knows how to get by, you can say that you have been on ERASMUS, you have participated in competitions, you have studied away from home...

LinkedIn in

"I am a motivated person eager to learn, currently looking for opportunities to develop myself professionally. I have completed various online courses in areas such as digital communication and technological tools, which has allowed me to acquire knowledge in the utilization of platforms such as LinkedIn and Europass. I am interested in the social and collaborative field, and I am willing to continue training to add value to work teams and organizations."

"Passionate about technology and teamwork, I am looking for my first work experience in the digital sector. Although I have no formal work experience, I have participated in various digital skills and CV creation workshops, as well as carrying out personal projects that have allowed me to learn about time management and working towards objectives. I am open to learning and acquiring new skills in a professional environment."

"I am a student looking for my first job, with a strong interest in customer service and teamwork. During my studies and training, I have developed skills in communication, problem solving and organization. I consider myself an adaptable person, eager to learn and grow in the work environment. I am ready to take on new challenges and contribute positively to any project or company."



Professional and academic career

This section allows us to show where and what we have studied, in which places and positions we have worked and for how long.

What are intensifier verbs, or verbs of action?

Intensifier or action verbs are **keywords that describe your skills, achievements and responsibilities in a dynamic and professional way**. They help showcase your impact and add strength to your resume



Why use them on your CV?

They make your achievements visible:

They highlight what you achieved in each experience

They bring clarity and conciseness:

They express responsibilities in a brief but powerful way

They convey professionalism:

They give a tone of confidence and preparation.

They help capture the attention of the recruiters:

Words of action such as "coordinated", "improved" or "implemented" highlight key achievements and skills recruiters are looking for.

Practical advice: Think about your tasks and accomplishments. What specific actions did you do? Choose verbs that highlight those actions to show your contribution in a unique and relevant way.

Example in action

- Instead of writing: "I helped at an event",
- Write: "I coordinated and managed the logistics of an event with 50 attendees, improving the organization and experience of the participants."



Examples of intensifier verbs:

For organizational roles:
I coordinated, I managed, I planned.

For creative tasks:
I designed, I created, I developed.

For team works:
I contributed, I assisted, I supported.

For achievements or improvements: I optimized, I increased, I achieved.



Professional and academic career

Besides inspiring trust and closeness, our professional and academic past is the perfect excuse to start conversations with people who have studied in the same center, or people in our field who have the same position as us, or simply connect with other passionate people of a field.

Volunteering



Internships



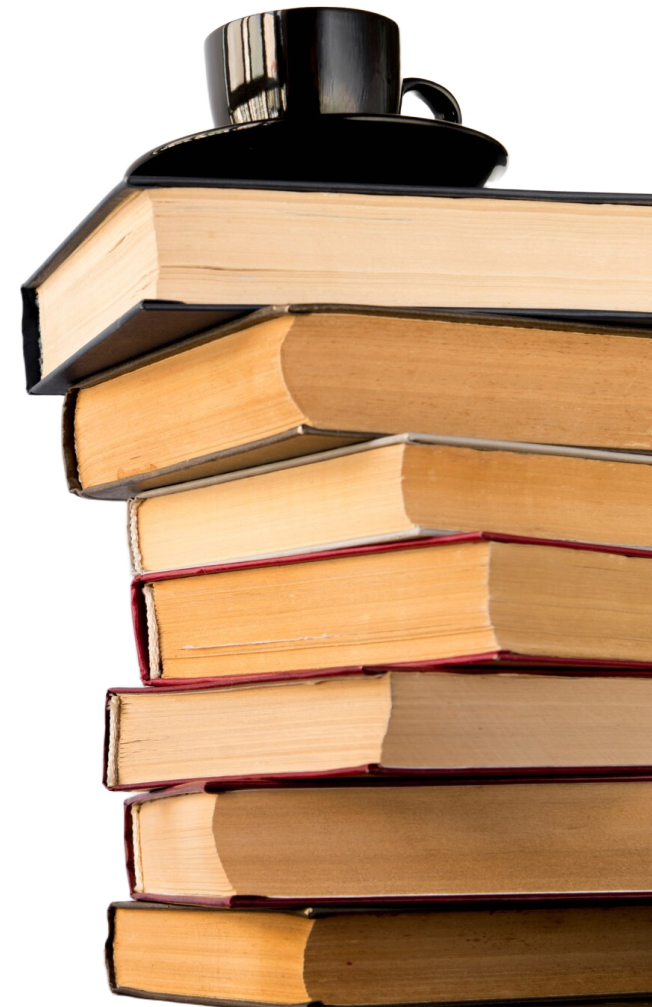
Projects



Activities that showcase
attitud for the job.

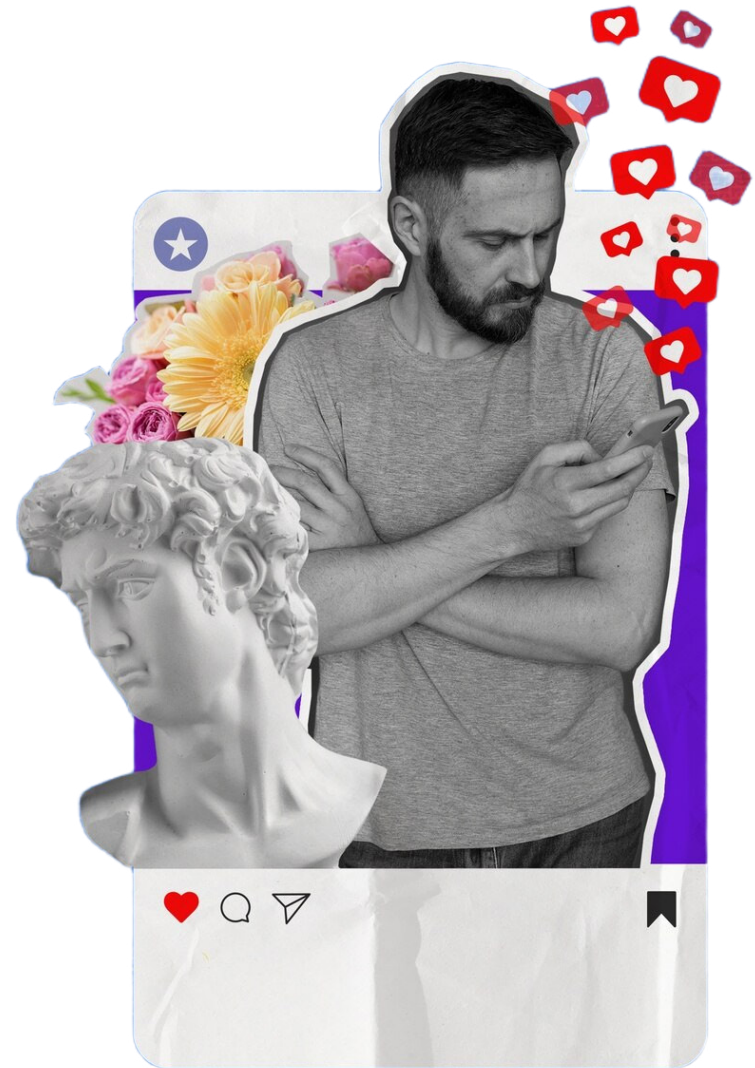
Besides adding your recent work experience:

- Compulsory Secondary Education (ESO): is usually essential to access the labour market in Spain.
- Baccalaureate: shows early specialization
- Vocational Training (FP): highly employable training in Spain.
- University studies: postgraduate, masters and doctorates
- Courses: always validate specific skills.



The rest of Social Networks

Many companies are active on social media such as Facebook, Twitter/X and Instagram, so there are options to connect with them on these platforms as well.



Online Training and Learning

People can access online courses and educational resources:

- Improve skills
- Increase employability
- Flexibility and adaptability

Remove schedules and a single location



HubSpot Academy

For the most sought-after skills in the business world.
Marketing, Sales, Services, Web Design, Web Development, Data Privacy.

Grow with Google

Courses in:
Artificial Intelligence (AI), Cloud computing, Programming and web development, Communication, Data & Analysis, Design, Digital marketing, Digital well being, International expansion, Job search, Online security, Productivity, Online sales.

eu|academy

The EU Academy is an online learning platform owned by the European Union, which contains first-hand content, high-quality educational resources and high-value knowledge.

[Click here](#)



How to develop skills?

- Youtube Tutorials
- Free online course platforms
- SEPE courses
- European Union Courses

EUROPASS

We have already learned about LinkedIn and we have enough material to create our CV in EUROPASS

Click here



This platform allows us to easily generate our CV: Let's use it

The Europass CV or European Curriculum is a European Union initiative to create an easily recognizable and common document to help workers seeking employment throughout Europe.

The minimum information you must include in the structure of your European CV is:

- Contact information.
- Work experience.
- Academic training.
- Languages

Besides, it allows you to add:

- CV photo
- About me information
- Resume skills
- Other data of interest
- Customize colors.

Europass is very useful to apply for jobs within European institutions, scholarships, volunteering or to participate in social projects.



europass
Unión Europea



Your CV on Canvas

Templates of all kinds ready to use in:





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