

DIGITAL IDENTITY AND NETWORKING

CONTENT

UNIT 1: UNDERSTAND THE NOTION OF DIGITAL IDENTITY

- Define digital identity with some examples
- Put forward your personal brand depending on your career plan to be visible and readable
- Track your digital footprint

UNIT 2: DISCOVER NEW RECRUITMENT METHODS

- Know non specialized social media and the ones associated with research and science
- Know how to use it for your job search and your professional career, the differences and similarities between academic and private sectors in terms of habits
- Understand 2.0 recruiting practices; identify emerging trends and seize opportunities to get noticed
- Understand the benefits / risks of using different means of communication on your profile (writing, video, sound, etc.)

UNIT 3: IMPROVE YOUR DIGITAL VISIBILITY AND READABILITY: PRACTICAL EXERCISE (WITH A COMPUTER AND INTERNET CONNECTION)

- Become aware of your current visibility on the internet to improve it
- Create alerts to monitor your personal brand on the internet
- From a blog to Twitter, from LinkedIn to Twitter, from Doyoubuzz to Facebook, from Research Gate to Academia: do not get lost and identify media to privilege
- Identify information to broadcast in order to arouse recruiters' interest
- Create or update profiles on the chosen media and socio-professional networks (practical exercise to implement the advice of the other participants and the trainer)

UNIT 4: EXPAND YOUR PROFESSIONAL NETWORK, IDENTIFY AND SEIZE OPPORTUNITIES THROUGH SOCIAL NETWORKS

- Learn about professional practice through digital tools
- Be a player in your professional development, know the trends of the job market, professions and organizations, identify more job offers through digital tools
- Build your professional network by relying on social media: how to make contact? How to identify groups of interest and who to contact between head of network and player of similar level to yours? How to turn each contact into three new contacts?