



Social Media for Beginners

Friday 15th January 2016

Central London IT Centre

Description

Advanced technologies of the 21st century are significantly impacting on the way the employment market is accessed. This requires individuals to develop and utilise new skills and competencies including using social media to learn about and apply for training and job opportunities and to plan and manage their careers. To facilitate this all careers professionals need a basic understanding of social media to review and develop their career education and employability programmes and their personal practice.

This lively interactive course has been designed to help careers professionals gain a basic understanding and confidence of social media and its place in career management. The course is aimed at careers professionals with only a limited understanding of social media, who are keen to learn more.

Aims

To provide an overview of social media for beginners and equip delegates with the knowledge, skills and confidence to set up their own social media account(s).

To promote the use of social media as an essential component of a modern career management.

Additional information – Delegates may want to bring with them a digital photo to upload onto a social media site, as part of the learning experience.

Learning Outcomes

Participants will have:

- Defined Social media and identified at least three social media sites
- Gained an operational understanding of social media, including the skills to follow the CDI on Twitter
- Considered the consequences of poor social media usage and management
- Become equipped to set up their own social media account(s)
- Identified the role of popular and sector specific social media sites in career management

Target Group

Careers professionals seeking an understanding of social media and wanting to explore using social media personally and professionally, as well as considering the importance of social media in a modern career management context.

Methods of Delivery

Practical online social media activities, demonstrations, PowerPoint presentation, group discussions and activities. All delegates will have access to laptop/PCs/tablets to practice what they are learning during the day.

Delivered by

- Highly skilled and experienced career professionals
- Career Development Institute members and registered practitioners
- Holders of Masters and Post Graduate level Careers related qualifications
- Committed, enthusiastic and entertaining individuals, who are experienced and qualified to deliver in a range of educational settings.

Overview of the Day

- 9:30 Registration and refreshments
- 10:00 Welcome and introductions
- 10:15 What is social media and how does it impact on you?
- 11:15 Break
- 11:30 Operating Social Media Sites
- Popular social media platforms (including following CDI on Twitter)
- Sector specific social media
- 12:45 Lunch
- 13:30 Setting up a social media account
- 14:15 Break
- 14:30 Inappropriate management of social media and its consequences
- Privacy settings
- 15:00 Social media in Career Management
- 15:45 Summary and action planning
- 16:00 Evaluation and finish

Trainer Biographies

John Ambrose is a member of Lincolnshire's CEIAG Team and strategically supports schools with workforce and curriculum development. John has a national profile, including a 2010 secondment to the Department for Children Schools and Families. His work influenced the introduction of the Quality in Careers Standard (QICS), validating CEIAG quality awards. He is an Adviser and Assessor for a QICS validated careers quality award and is a Member of the Career Development Institute. John has worked as both a Careers Adviser and a Careers Educator and has achieved a Masters in Careers Guidance.

John is passionate about the importance of social media in careers education programmes. He is active on various social media platforms including, Linked-in, Twitter and Facebook.

Janet Hutchinson is a member of Lincolnshire's CEIAG Team and strategically supports schools with workforce and curriculum development. Janet has worked in education for over 30 years originally teaching English and maths, then moving into pastoral and career work. Since leaving teaching in 2001 she has supported those who work directly with learners through training, consultancy and as an Adviser and Assessor for a QICS validated careers quality award. She is a Member of the Career Development Institute and is a passionate career educator with an MA in In Career education, development and guidance and an ILM Level 5 accredited Coach/Mentor.

Janet firmly believes it is crucial that young people are taught the necessary skills and knowledge to use 21st century technology to their advantage.

Venue

Training Room Hire Company
Asra House (2nd floor),
1 Long Lane, London
SE1 4PG

Centrally located 2 minutes walk from Borough Underground station (Northern Line) and 8 minutes walk from London Bridge mainline and underground stations (Jubilee and Northern Lines).

<http://www.trainingroomhire.co.uk/locations/>

Booking information

£145 + VAT for CDI Members

£195 + VAT for non-members

£289 inc VAT – price for 12 months membership plus attendance at this event

£60 + VAT student members of CDI (places limited to 3)

Please book your place through our online events system – <http://www.the CDI.net/Skills-Training-Events>