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HOW TO DEVELOP A PROFESSIONAL ONLINE PRESENCE

A guide for trainers, teachers, advisors, and
counsellors working with job-seekers and job-applicants

➤ Table of Contents

A Guide to Developing an Online Presence

Introduction	2
An Online Reputation - what is it?	3
KoReTTA ^{LaV} or an Online Presence - how does it work?	4
A manual for building an online presence using KoReTTA ^{LaV}	5
The KoReTTA ^{LaV} -Method	7

1. Kontrollieren (Checking)

Self-Google	8
-------------	---

2. Reflektieren (Reflecting)

A guide to creating your skillset-profile	9
A table to collect and specify skillsets	11
An example of a skillset profile by a job trainer working in adult education	12
Articulating Goals	13

3. Tools

A guide to strategically experimenting with social media tools	14
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4. Themen (Themes)

Introduction	17
Data Protection and Online Security	17
Copyright Law online	19

5. Aufbauphase (Building an online presence)

A guide to strategically developing your online presence	21
Networks	23
A raster for concept-development: an example from a career coach	25
Implementation plan: an example from a career coach	26
Imprint	27
Writers	27

A GUIDE TO DEVELOPING AN ONLINE PRESENCE

➤ Introduction

This guide has been developed for trainers, coaches, teachers, social workers, advisors, and counsellors working with job-seekers and job-applicants but who have either little or no experience using social media. These individuals are highly skilled at identifying the practical needs of job seekers and applicants; for example, analysing and developing skillsets or writing and putting together job applications. However, they often remain unable to guide job applicants in establishing an online presence via social media, which represents a strategic approach to navigating the digitalisation of the job application process. For example, more and more companies are developing strategies to attract new employees with particular skillsets, and are frequently turning to social media profiles in order to find them.

An assertive and competent use of social media can become an indispensable part of your work. You will be able to offer your clients a deliberate and well thought-out approach to seeking employment using social media in order to establish an online presence. The effective use of social media requires not only a theoretical approach but also a practical one. Thus, you should also be able to pass on your social media expertise to your clients, aid them in their own development of social media competency and, consequently, improve their chances of finding gainful employment.

We have developed the KoReTTA^{LaV}-Method as a way to simultaneously create an online presence and to develop a critical approach to the use of social media.

This guide will discuss the following:

- Step-by-step instructions, checklists, models for each phase of developing an online presence using KoReTTA^{LaV}
- General information and follow-up information, also available in the form of hyperlinks, about themes central to the use of social media, such as data protection and copyright law
- The original German version of this guide also included detailed instructions for the general use of the most well-known social networks and other social media tools. As these tools are in permanent change and as you can find a lot of free and up-to-date tutorials in English online, we decided not to include these material in the English version of this guide.

The strategic development of your online presence using KoReTTA^{LaV} is an opportunity to illustrate your professional skillset(s) and to build a positive online reputation. A positive online reputation can help you attract new customers and clientele and/or contribute to your employer's reputation. Possibly, your newfound media literacy and interaction with other social media experts online might even further your professional perspectives.

This guide has been produced by the FrauenComputerZentrumBerlin e. V. (FCZB) within the framework of the development project "Perspektive 2.0 - Beruflich einsteigen mit kritischen Medienkompetenzen" ("Starting a career/beginning the job search using a critical approach to media literacy").

In 2013/2014, this guide was additional material in the syllabus entitled "Training of Trainers in Social Media", used in a blended learning course requiring both in-class and online study, a full online course with teaching support, and an independent online course. As a result, this guide has been tested, refined, and optimized.

➤ An Online Reputation - what is it?

Have you ever googled your name? And, if so, were you happy with what you found? Everything that Google and other search engines find about you is your online profile. In turn, the quality of your online profile is critical to the development of your online presence and, furthermore, your overall reputation online.

If you have not been in control of your online presence so far, you might come across a variety of information that you have either posted yourself or, without your knowledge, has been posted about you by someone else. On the other hand, you might find nothing about yourself online and be glad for it—you are not being watched by the NSA and other intelligence agencies. Or, perhaps you cannot find anything about yourself because all of the information about “you” is actually about other individuals with the same name.

What an individual “leaves behind” about themselves online plays a role of ever-growing importance in attracting new employees. It has become taken for granted that an applicant’s online profile will be “googled” before their job interview even takes place. In fact, in the last two years it occurs more and more often that job vacancies are no longer posted. Instead, an individual’s online social media or job-networking profile will be sought out by potential employers—a trend that is becoming increasingly common. Especially freelancers and those who are self-employed turn to the Internet to establish their own “brand” in order to find work.

The use of social media tools represents an outstanding means for professional self-promotion. Usually, these tools are password-protected online platforms which offer their users the following: the chance to contact other users, to network, to communicate, to interact, to get informed, to distribute, and even to share, information. These social media tools are social and professional networks, blogging and microblogging platforms, Wikis, chatrooms and social bookmarking tools.

If you no longer want to leave your online presence to chance you should take an active and strategic role in its creation by using ORM (Online Reputation Management). You must carefully consider how you want to present yourself, and therefore appear, online. For example, you should have full control over how your profile text (self-description), profile photos, posts on Facebook, Twitter, and similar social media websites appear and are seen by others.

Ultimately, the goal is to develop an online presence that highlights your professional skills while nevertheless making sure your privacy is sufficiently protected. You decide on the image of yourself you want to present to others.

How social networks and other social media platforms can be used to establish a successful online presence will be discussed in the following chapters.

➤ KoReTTA^{LaV} or an Online Presence - how does it work?

You need both patience and know-how to create an online presence. Ideally, you will start with small steps. Firstly, you must begin by identifying your skillsets and goals; these are the foundation of your online presence. Secondly, give yourself time to investigate social networks, blog platforms, and other social media tools. Then, create a simple online profile using one or two social networks with which you can be regularly active online without causing yourself too much stress. An online presence is more than an internet-business card; it requires continuous management and a willingness to share information with others.

We would therefore recommend the use of the KoReTTA^{LaV}-Method, which we have developed and refined, in order to strategically and critically build your online presence.

KoReTTA is an acronym for **K**ontrollieren (Checking)-**R**eflektieren (Reflecting)-**T**ools (Tools)-**T**hemen (Themes)-**A**ufbauphase (Development Phase)

LaV stands for **L**ernen **a**m **V**orbild (Learning via Example/Role Model) and is the heart and soul of the process of creating an online presence.

LaV – Lernen am Vorbild

A social media platform is for those who still have little or no experience using these platforms a kind of unknown social space, like a country where the language and culture remains to be discovered. This space is special. It is a virtual space that is continually changing. Unlike in a foreign country, many of the familiar means of orientation do not exist here. In this space, the facial expressions and gestures of other people remain mostly unseen. At first, you are unable to navigate or “get a feel” for this space because you neither speak the language nor recognize the cultural cues of its inhabitants. You might even be concerned about possible online dangers, such as data espionage (hacking and tracking) or cyber-bullying. Or, you would like to believe that you are in a state of digital-anonymity, although you are highly visible in such a public and social space.

In order to get a feel for this space, it is immensely helpful to find people who are experienced in using social media. They can help you navigate these spaces and are confident doing so. Ideally, they would be both interested in the same subjects as you are and in discussing them over social networks. Take these individuals as your examples or role models, learning from them how to actively and successfully engage in virtual social media spaces and effectively promote yourself. By paying attention to and analysing their activities, your own expertise will develop and you will be able to apply these skills to your own endeavours, particularly to the creation of a convincing online profile. Following the example set by your role models can help you use social media to showcase and advance your professional skillsets, which correspond to your own requirements and goals.

If your online presence is to become useful professionally, then you should keep your online profile up-to-date by frequently repeating the KoReTTA^{LaV} process. The KoReTTA^{LaV} method describes a spiral or helical-formed process with five steps. Each time you finish the process it begins again but at a more advanced level. Once you begin strategically and consciously using social media tools, the enhancement of your knowledge and skillsets will follow. For instance, you will acquire skills in media, communication, and writing. Moreover, you will engage with social-political issues, such as data protection. In the long run, all of this can lead to the development of new professional goals. New skillsets and new goals necessitate a specific type of online image, which is both a means to self-promote and to showcase your abilities on social networks.

The following manual offers an overview of the five steps making up the KoReTTA^{LaV} process, as well as suggestions for finding information and material in our guide, which can support you in developing your online presence.

➤ A manual for building an online presence using KoReTTA^{LaV}

1. Kontrollieren (Checking)

Self-Google

What is your current online presence like? Try and google your name. Or use a meta-search engine, like Metager, to find out what the internet “knows” about you.

2. Reflektieren (Reflecting)

To articulate your skillsets and goals requires some time and can be stressful; however, it is fundamental and indispensable for the strategic development of an online presence. Ideally, you will proceed in the following order:

Constructing a skillset-profile

Identify your skillsets and put them into words. This so-called skillset-profile is critical to the structure of your social network profiles, and can be used as a kind of toolbox.

A guide to create a skillset profile, starting on page 9

Articulating Goals

Identify your professional goals and articulate them using s.m.a.r.t., in order to render them achievable.

Tips for articulating your goals using s.m.a.r.t. on page 13

3. Tools

Explore the most well-known social media platforms. The goal is to find out whether a social network, or another social media tool, fits with your objective. Are you able to find your “themes” or subjects, interesting key players by whom you want to be seen? The best way to do this is to carry out your investigation in three steps.

Getting informed

What is typical for a social media tool? What is known about its users?

This information is only included in the German version of this guide. You can easily find out all important facts concerning social media tools e.g. through Wikipedia.

Observing and Analysing

In order to form an opinion about social media tools, you must get to know the most interesting ones “from the inside.” Register - perhaps under a pseudonym - and then take some time to observe what happens. If you find active members using social networks the way you would like to, analyse their actions. Learn from these role models!

First steps

If you have found a social network or other social media tool that meets your needs and has to do with your desired subjects, you should take action. Share content. Experiment with your first online posts. Your personal style will develop after some time and with repeated efforts. Allow yourself the necessary time to do this.

Advice on dealing with the most important social networks is only included in the German version of this guide. Instead you might use tutorials that are provided within the different tools or that you, in many cases, might find on YouTube.

4. Themen (Themes)

At the latest, by the time you have taken your first steps on a given social network you will have been confronted with the central themes surrounding social media. Often, there will be no easy answers to your questions. An objective and well-informed approach to these themes will help you to develop your own attitude on your road to discovering social media. This refers to the advancement of your comfort-level when using the social networks you choose. The most important of these themes are:

Data protection and Copyright law

Find out what you need to know about copyright law as it pertains to the use of Internet content and how you can protect your personal data.

General information, starting on page 18

5. Aufbauphase (Building Phase)

Once you have seen what takes place on the social networks you chose to observe over an extended period of time and after you have already taken your first steps (as listed above), begin strategically developing your online presence. In this case, we are also recommending a three-step process.

Making choices

Out of the social networks you have explored, which are the most appropriate for the online presentation of your skillsets and building of a contact network, and why?

Making plans

Which networks, with which goals, and which content do you want to use? Which themes would you like to explore and exchange information with others? On which networks would you like to do this? How active do you want to be, and on which networks, and with whom do you want to connect online? Create an action plan and a schedule describing your activities through which you would like to build an online presence via social networks.

Implementation

By putting your words into actions you will become active on your chosen social networks. Proceed in small steps. Start with activities that you find easy. Pay attention to the quality of what you express and make public. Quality before quantity! Get feedback from friends.

You can find a model raster for skillset development, as well as an implementation plan, starting on page 26

6. Kontrollieren (Checking)

How does your online presence appear currently? You have now arrived at the next level of the KoReTTA^{LaV}-spiral.

➤ The KoReTTA^{LaV}-Method

1. Kontrollieren

Checking

Self-Google

What image comes up when my name is googled?

2. Reflektieren

Reflecting

Creating a skillset-profile

What am I good at? What am I trying to convey?

Articulating goals

What are my professional goals?

5. Aufbauphase

Building an online presence

Making choices

Which tools are the most appropriate for the online presentation of your skillsets?

Making plans

When do you want to use which networks, with which goals, and which content?

Implementation

3. Tools

Tools

Getting informed

get an overview of the most important social media tools and how they are used.
From a technical standpoint, how do I use these tools to meet my desired goals?

Observing and Analysing

Look for role models. How are others presenting themselves on social networks?

First Activities

Possibly undertaken using a nickname or pseudonym.
Getting a feel for social networks.
First posts and content-sharing.

4. Themen

Themes

Data protection + Copyright law

Tips and general information.

1. KONTROLLIEREN (CHECKING)

➤ Self-Google

- **Firstly, assess the current online information about you and what kind of image it conveys.** To do so, you can proceed as follows:

Searching with Google

Go to <http://www.google.de> and enter your first and last name, in quotation marks, into the Google search bar and press the "Enter" key. Note that your name should be in quotation marks in order for Google to produce search results with a combination of two or more terms (in this case, your first and last names). It is worth it, in some cases, to look at more than the first ten search results. This will show you some slightly older online entries which you have written or which (?) have been written about you. Look at the pictures Google associates with your name. Click on the "images" button, which is above or below the search bar.

Searching with Metager

Go to <http://www.metager.de> once again enter your name in the search bar in quotation marks, and press the "Enter" key. Metager, a so-called "Meta search engine", makes it possible to simultaneously get results from 20 - 30 search engines from one search term (which, in this case, is your name).

Searching with Yasni

Take a look at what Germany's most-used people search engine can find about you. Enter your name at <http://www.yasni.de> and see what kind of publicly available information can be found under your name.

Tip:

It is not always easy to gauge what kind of image is produced by a given search result. Thus, it is very helpful to ask someone you know to use the aforementioned search engines and to search your name, so that they can tell you what they have found.

- **Regularly check the information that can be found about you online.** This is the only way to keep an eye on your online presence and to be able to react if there is any undesired information being spread about you online.

2. REFLEKTIEREN (REFLECTING)

➤ A guide to creating your skillset-profile

The most important aspect of building an online presence is the identification and articulation of your skillsets and goals. You must be very aware of your skillsets and goals. By doing so, you will be able to decide which social media tools would best help you to present yourself online and, moreover, how you would like to use them.

What is a skillset profile and what is it used for?

A skillset profile represents both the foundation for the development of a convincing job application and for the creation of a successful online presence. A skillset profile could be used like a construction kit containing blocks, which can be taken out and used, as needed, to put together a particular job application or web presence. A skillset profile is an authentic representation of a person's skills, experiences, knowledge, and values. It describes what makes a person unique, and what distinguishes them from others. A skillset profile should be regularly updated at different stages, and thereby reflect one's personal development.

Building a Skillset Profile

A skillset profile contains the following:

- Who am I?
- Important information concerning my job, family, volunteer work, and free-time activities up until this point
- What I have experienced by doing so
- My skills - skills pertaining specifically to me - that have been developed, and can be further developed, via my job, family, volunteer work, and free-time activities
- My interests
- My values, which are the foundation for my particular skills and upon which they can develop

What does a skillset profile look like?

No specific criteria exist concerning how a skillset profile should look. Skillset profiles are only rarely made public and viewable to others. Each person designs a skillset profile based on their personal requirements and needs. In order to be used as a construction kit, a skillset profile should be in written form - perhaps as a table or mind map. Using images to convey your skillsets can also be very helpful, lending a quality of well-roundedness to your profile.

Creating a skillset profile

One of the better options for developing a useful and detailed skillset profile would be by investing both time and money in order to consult a professional job coach. If this is not possible, you might like to use the material allocated in this guide, questionnaires and tests, available for free online. This is how to use these materials:

- **First, answer the following questions.** The texts and free online tests, which can be found by following the links mentioned below, will support you in your thought process.
- **Write down the answers!** These answers will build the foundation for your skillset profile. Take the time to think everything over and to form responses to the questions.

1. Who am I?

- Which qualities make me unique? Describe yourself in a sentence.
- What do I most enjoy doing? Which activities cause me to forget everything going on around me? What did I most enjoy doing during my childhood that I perhaps still enjoy doing today?
- What are my interests?

2. Important Experiences and Skills

Keep your position as job coach, trainer, advisor, teacher, in mind. Taking a close look at your favourite familial, volunteer, and free time activities can also be very revealing. Whether your favourite activities are personal or professional, your most important skillsets become obvious when you examine the things you like to do most. Eventually, it might be helpful to put the answers to the questions below into a table. A template can be found on page 11.

- What have I done/what do I do?
The most important stages, up until now, in my personal/professional lives, as a volunteer, or in my free time:
My focal points were/are:
For example, development, design/conceptualization, planning, implementation, communication, guiding, leadership, evaluation, testing, construction...
- The skills I brought to the table while undertaking certain activities were/are:
For example, working in a structured and dependable way, cooperating well with others, being creative, having the ability to remain calm in stressful situations, carrying out tasks meticulously and deliberately.

Supporting Tests and Texts:

For those who still have very little professional experience:

[Kompetenzbilanz-Online von Kobra](#)¹

For those with professional experience:

[Interaktiver Kompetenzatlas](#)² (J. Erpenbeck)

Tip:

The method used in [ProfilPass](#)³ could also be applicable here. This allows for the selection of particularly successful cases. These cases can then be divided into individual tasks which can then be analysed with regards to how effective they were and, moreover, whether they would remain just as effective in other contexts.

¹ http://www.kompetenzbilanz-online.de/kompetenzbilanz/?no_cache=1

² http://kompetenzatlas.fh-wien.ac.at/?page_id=1096

³ <http://www.profilpass-online.de>

3. Values and Personality

Your personality and values greatly influence your skillsets by contextualizing and developing them. Being aware of your values is worth it.

- What is important to me?
- What drives me? What is my primary motivation?
- I conduct myself professionally according to the following values:

Supporting Tests and Texts:

[Typentest](#)⁴

[Big Five Test](#) (This version from Oliver D. John)⁵

or [Big Five Test](#) (This version from Dr. Satow)⁶

4. Qualifications

- I have the following professional qualifications:
University degrees, certificates...

- **Organise the knowledge you have acquired in a clear way.** The table found on the following page might be helpful for you. The goal is to articulate and write down your main skillsets and when you have most typically used them.

Bear in mind that this skillset profile is for you. It represents the foundation for the strategic development of your online presence. If you later decide to work on your online profile using a variety of social media, your skillset profile will act as a box filled with building blocks. An example of a skillset profile can be found on page 12.

⁴ <http://www.typentest.de>

⁵ <http://de.outofservice.com/bigfive>

⁶ <http://www.psychomeda.de/online-tests/persoenlichkeitstest.html>

➤ A table to collect and specify skillsets

Task	What, specifically, is being done	Required skillsets	When?	Where?
Conducting a training session	<ul style="list-style-type: none"> ➤ Planning What is the objective of the training session? What is the target group? ➤ Designing teaching methods ➤ Putting together or developing materials Constructing information sheets Looking for photos online ➤ Developing assignments ➤ ... 	<ul style="list-style-type: none"> ➤ Planning skills The ability to gauge subjects can be worked on by which target group; which materials and how much time would be required to do so. ➤ Preparing materials Writing skills, organisational skills, having knowledge of, for example, copyright/intellectual property rights. 	Since 2005	Schule am Kreuzberg (Kreuzberg School)



➤ An example of a skillset profile by a job trainer working in adult education

I am a qualified linguist and have held a variety of positions in adult education for the past ten years, with an emphasis on assisting and supporting individuals looking to change their profession.

My main tasks include/have included

- Job application-training in private and group settings:
- Putting together required application documents, preparing for job interviews, tips for research and meet-and-greets with potential employers, reviewing reference letters
- Job profiling
- Keeping a record of how the training session unfolded, providing interim and final reports
- The planning, organisation and carrying out of “skillset identification” as well as taking part in a project funded by multiple parties
- Analysing the job market, particularly the regional job market, as well as evaluating and assessing the general development of the job market and current trends
- Taking part in the production of employment postings

What I am able to do well and what is important to me

- In my seminars and one-on-one coaching sessions I place a great deal of value on the use of creative exercises and practical examples, which serve to strengthen the resources already brought to the table by participants. I find it particularly satisfying to develop these exercises and examples based on the specific group I am working with, or to use existing material that suits the participants’ needs and wants.
- In seminars, I am very conscious of the diverse qualities that participants bring to the table. My broad methodological knowledge, professional experience, and additional training as a solution focussed counsellor are particularly helpful to me. In order to motivate participants, I like to work with everyday examples—smiling and laughing are allowed in my seminars.

- In my one-on-one coaching sessions, my excellent ability to empathize allows me to support participants as they identify and develop their skillsets, even when finding themselves in difficult personal situations.
- As a consequence of my easygoingness and self-confidence I am able to handle “difficult” situations in both group and one-on-one settings and to allow for the expression of other opinions and views. I am able to recognize “negative” voices and to address them accordingly.
- With regards to record-keeping, planning, and activities requiring analysis, I work in a very structured and accurate way - I not only have a good eye for details, but also for the big picture. I am able to work in a fast and timely manner, and to take on a great deal of work due my ability to prioritise.
- I enjoy working in teams and, when doing so, it is of great importance to me that constructive and respectful exchanges take place and that there is a fundamentally cooperative and appreciative attitude.
- In working together with colleagues, I place a great deal of value on helpfulness and mutual support, as well as on loyalty and discretion.
- Both professionally and privately, I place a great deal of value on the sustainable and environmentally-friendly use of resources.
- In my personal life, I like to travel “through Asia with my backpack”, I enjoy photography and working in the garden to relax.

➤ Articulating Goals

Being able to use social media tools allows for the successful development of your online presence. To do so, you need to create a strategy - but a strategy is always made with a specific goal in mind. The better you can contemplate and articulate your goals, the easier it will be to use social media to turn them into a reality.

The following questions, examples, and tips serve to motivate you to identify and articulate viable goals.

- **Look for a picture that can act as a representation for your goal. If it is a digital image, print it out. Put it where you can see it as you articulate your goal or goals.**
- **If you have many goals, make sure to articulate each one as concretely as possible.**
 - Identify your goal.
 - When do you want to have met this goal?
 - How will you know when you have met this goal?
 - Imagine your goal in a concrete way.
 - What does your goal look like?
 - How does your goal sound?
 - What will you be doing when you have met your goal?
 - How does your goal feel?
 - Where will you be when you have met your goal?
 - How will you know when you are well on your way to meeting your goal?
 - How likely is it that you will be working towards your goal in the next 48 hours?

Staying where I am											On my way
	1	2	3	4	5	6	7	8	9	10	

- **Verify your goal.** Have you articulated it using s.m.a.r.t.?

s.m.a.r.t. is an acronym that, for instance, can be useful in the realm of project management. In order to be able to implement and verify goals, it is particularly helpful to concretely articulate them.

spezifisch (specific)
The goal is concrete and well-identified.

messbar (measurable)
Whether or not the goal is achievable must be clear.

attaktiv (attractive)
The goal must be articulated in a positive way, and be advantageous.

realistisch (realistic)
Goals must be achievable. If a goal is "too large", it might be helpful to divide it into smaller steps (which should also be articulated using s.m.a.r.t.).

terminiert (keeping a deadline)
A particular deadline must be established for when the goal should be achieved.



3. TOOLS

➤ A guide to strategically experimenting with social media tools

The goal of experimenting with different social media tools should be to find out which are the best to use for the creation, and even the further development, of your skillsets. You can recognize useful social media tools by the input they provide regarding “your” themes, and if you would enjoy discussing these themes with other individuals using these tools.

In addition to this, you should focus on developing your first skills for working with social media tools. This would include, among other things, being able to register on social media networks - but without, for example, making all of your contacts’ email addresses publicly accessible online. Moreover, you will need to decide which social media tools you would like to try out and whether or not you would like to use your real name a pseudonym, or a nickname. We suggest that you proceed in the following way in order to achieve these goals:

Getting Informed

In the original version of this guide we described on the following pages some of the most quintessential social media tools, which in 2014 were used by many individuals to, among other things, promote themselves professionally. As these tools are in permanent change and as excellent tutorials and descriptions especially in English can be found online we don’t describe these tools in the English version of our guide.

These tools are:

Twitter:	A microblogging service
Xing:	The most prominent professional network in Germany, Austria, and Switzerland
LinkedIn:	The most prominent international professional network
Facebook:	The most prominent social network worldwide
Google+:	Google’s social network
YouTube:	The most prominent video-sharing website
Blogger:	One of the most prominent blog-publishing services
Diingo:	One of the most prominent social-bookmarking services

In the descriptions of these tools you could find:

- General information
- An explanation of technical jargon - groups, tweet, follower, to like - what does all of this mean?
- A guide to their most fundamental usage - how to tweet, how to blog, how to establish contacts, how to create a YouTube channel?

There are many more social media tools which are well-suited to building an online reputation. Within the scope of our guide we have limited ourselves to the most well-known social media tools. These serve as examples for how other social media tools can be used and play a special, and extremely important, role in “being found” online.

Let yourself be inspired

It can also be very inspiring to check out the online profiles of experienced social media users. The individuals mentioned below have rather well-developed online profiles, which have a direct effect on their online reputations. Perhaps you will find inspiration in their online profiles for building your own.

● Google the names of the individuals below

Miss Bartoz:	Fashion blogger and consultant for digital brand promotion
Klaus Eck:	PR blogger, online presence and digital business expert
Jochen Mai:	Job, career, and job application expert
Annette Schwindt:	Communications and social web expert

Observing and making your first decisions

In order to determine whether or not a social network, a professional network, or another social media tool is well-suited to the development of your online presence, you should get to know them “from the inside” and observe the activities of its users over a certain period of time. For your first investigation, we suggest you proceed in the following steps:

● Decide which social media tool you will look at first

- Choose a social media tool.
- Before trying out any social media service, take note of what you already know or have heard in reference to various themes and target groups.
- After a trial period of approximately two weeks, take note of the impressions this social media service has left you with.

Tip:

If social media tools are completely new to you, it would be best to begin with the microblogging service Twitter. Twitter is not as complicated as other tools, and you can therefore find your way relatively easy navigating it.

● Decide whether or not you want to become active online using a nickname or you real name.

Those who are new to social networking are frequently unsure about which information should be made public online. Consequently, many first-time users choose to become active under a pseudonym (nickname). It goes without saying that in public forms, and when writing on Wikipedia, a nickname should be used. An email address with a creative name is the only thing needed to become active online using a nickname.

However, if social networks are to be used professionally, and thus for the building and development of professional skillsets, it would be best to work online under your real name right away. On most networks, certain privacy settings allow you to decide precisely when and which personal information to make public or only available to particular friendship/contact groups. Most individuals find it very difficult to build an authentic online profile using a nickname, as one’s identity is greatly tied to one’s own name. Additionally, those using a nickname should not seek to establish

any professional contacts. A part of social media etiquette is to use a photo and profile of yourself, using your real name, to show who you are.

Tip:

Even when intending to become active online under your real name, it would be best to set up a new email address which can be used specifically whenever you would like to register on social networks, blogging services, etc. By doing so, you will be able to keep track of your inbox and protect your contacts’ email addresses. Having a Gmail address is especially practical for using social media services, because you will automatically be registered for many of them as soon as you sign up for a Google account. **With a Gmail address you can use many social media tools without having to sign up for each one separately.**

At the very latest, you are now probably wondering whether signing up for a Gmail account is the best decision with regards to data-protection. This is not easy to answer. In order to be found easily by Google and to use many of its helpful services, a Google account is required. However, you might want to reserve your Google account for using social networks and direct the rest of your email “traffic” to another email address. More on the subject of data protection can be found starting on page 18.

Lurking

Using a social network without first becoming active on it is referred to as “lurking”. For many people, lurking is seen as something negative; however, almost everybody does it. This is because if you observe other users’ online activities, you can find out how a network works and thereby be able to navigate it more easily. This process can take a lot of time - sometimes even weeks.

● Look to orient yourself by first seeking out subjects familiar to you offline.

Each social media tool has a search bar. Simply enter the name of the person you are looking for or a keyword for “your” subject. This is how you can find out how your offline-contacts use this network, who is posting on “your” subject, and in what way “your” theme is being discussed.

Learning via Example/Role Model

If you found neither fascinating subject matter nor individuals on a given network, then you have yet to find a suitable social media tool. However, if you have found interesting users related to “your” subject, whose profiles and online activities you like - so, your role models - you should closely analyse what they are doing online. Start learning from your role models now!

- **Observe your role model over a long period of time, and analyse them based on the following:**

- What kind of impression does your role model make, and how?
- How does your role model express themselves and about which subjects?
- How often and how consistently are their online activities?
- Are the profile text and photo suited to the impression made by their online activities?
- Is it possible to find anything about your role model’s contact network?
- Tips on doing so are found in the chapter entitled “Networks” on page 24.
- What do you like in particular about the online activities of this individual? Which of these would be useful for you?
- What could your role model do to further develop their online presence?
- Is your role model active on other networks? As related to which subject matter and how?

- **Developing first ideas**

- How could you present yourself on this network?

First Activities

To make sure that you “really” want to use a given social media platform, you should definitely experiment with being active on it.

- **Share information, make your first posts, contact other people whom you find interesting.**

After spending some time simply observing what is taking place on the social media platforms you have chosen, you will have become comfortable using the technical jargon. Even so, your first posts will probably require a great deal of effort and time. A personal online-activities style can only be developed by being active! Your personal online-activities style contributes to your online presence so make sure to give yourself enough time to develop it.

An online-activities style cannot be developed in isolation. You will need to connect with other users on a given network and interact with them. Slowly but surely you will begin building a contact network. However, for the reasons mentioned above, please bear in mind that professional contacts should only be established using your real name.

Once you feel confident enough using online media to both build and further develop your skillsets, you should start making a strategic plan for how to begin creating your online presence. Tips on how to do this can be found starting on page 26.

In fact, it is worthwhile to try out several social media platforms instead of just one. By doing so, you will quickly develop a certain self-confidence when it comes to working with social media tools. In particular, by actively engaging with these tools you will be confronted with the themes most central to social media. General information on these complex themes can be on the following pages.

4. THEMEN (THEMES)

➤ Introduction

At the very latest, after deciding to register for a social media service using your real name, you will have many questions. Which personal data do you want to disclose? By registering with Facebook, Twitter, and others, are you not opening yourself up to hackers? The truth is, you pay to use social media platforms with your personal data. However, it is not only social media services that see data as currency; whether you are using social media or the Internet generally, you are leaving behind traces of personal data.

Without having to take time and location into account, your decision to use these wonderful tools will allow you to engage with others about specific subjects and develop your ideas about them, as well as being able to present yourself and your skillsets online to a wide audience. As an alternative to the complete avoidance of social media tools as a result of concerns regarding data protection, we suggest instead that you use them consciously and, with regards to data protection, that you remain up-to-date. As social media tools will help you do this, it should be easy to accomplish.

The following offers many helpful links to excellent sources of information which can help support you in asserting and understanding your rights. Everyone has the right to informational self-determination and therefore to decide exactly the way in which all personal information is revealed. Additionally, we have put together some tips regarding how to fundamentally protect your privacy which can be done, for example, by adjusting your browser preferences and those offered by any given social media networks.

As soon as you become active on social networks, you will quickly be confronted with the complex nature of German copyright law. You have taken a photo of one of your participants at a workshop. Are you allowed to post it on Facebook? And, if so, under which conditions? Starting on page 20, we discuss the fundamental aspects of this theme and have compiled online links under which more detailed information can be found.

➤ Data Protection and Online Security

Under Germany's data protection laws, both personal data and an individual's private life are protected. The Federal Data Protection Act states the following:

Section 1: Purpose and Scope

(1) The purpose of this Act is to protect the individual against his/her right to privacy being impaired through the handling of his/her personal data.¹

Leaving data behind in everyday life

The amount of data you leave behind every day is so great that the world of video cameras, credit cards, client cards, telephones and cell phones does not even compare to it. All of your online activities—whether surfing on the web, email traffic taking place via a certain internet provider, shopping online or activities on social platforms like Facebook, Twitter, and so on—leave traces of data behind. Without even including government monitoring and observations, companies gather a great deal of our personal data out of economic interest in order to produce customer profiles.

How does the gathering of data online work and why does it take place?

Cookies are not dessert

Your online movements are tracked using a part of your browser function by so-called "cookies". The cookies, consisting of small text files, track your online movements; this information is then received by the so-called "sender" of the cookies. Cookies are not intended to "spy" per se because websites use them to be able to "remember" which computers they have been in contact with. There are, however, so-called "tracking-cookies". These allow the administrators of any given website to view which pages you have visited in order to find out which themes and products you are interested in.

¹ http://www.gesetze-im-internet.de/bdsg_1990 ; English: http://www.gesetze-im-internet.de/englisch_bdsg/englisch_bdsg.html

Find out what “like” and “+1” means

Further means to track online movements are the so-called “social plugins” like the Facebook-functions “share” or “like”. These functions allow users’ data to be tracked by Facebook without the user to be logged into their Facebook account, having only clicked the “like” button on a certain page, or even having a Facebook account at all.²

Reading Along

Additionally, your email subject lines, as well as the emails themselves, are scanned for key words in order to allow your webmail operator to find out which themes you are interested in.

Entrance Fee

Before being able to use most social media platforms, you must complete a registration process and provide general personal information for your profile regarding, for instance, your job, your job history, your hobbies, and your marital status. Often, you will also include a profile photo. When put together, this information allows the web administrator to put together a profile about you. Attributes that are interesting for advertisers are filtered via algorithms, and then put together with other similar profiles. Advertisements based on this information then appear to specific users. Business done using the (anonymous) profile data provided by web administrators and email portals is a billion-dollar industry; and, the more specific the information, the higher the price.

The first steps for protecting your private life

A fundamental understanding of virtual realities and knowledge of the dangers that come with being online is the first step to protecting your private life and to taking an easygoing approach to the Web. Moreover, as a user of the internet and social networks, the nature of the relationship between the web and your own interests and intentions should be totally clear. Encrypting emails and hard drives is not necessarily required; instead, there are a few rules for behaving online and tools which can help secure your professional environment.

² <http://www.klicksafe.de/themen/downloaden/urheberrecht/irights/datenschutz-auf-facebook-wem-gehoeren-meine-daten/teil-4-cookies-und-tracking-per-gefaellt-mir-button-und-facebook-id/s/cookies>

● Preparing your professional environment

- Be sure to pay attention to network security, never use unencrypted WIFI because data can “fly” openly through the air and is therefore very easily intercepted.
- Always use the newest version of your browser because they contain the most up-to-date security measures. Make sure to select the AUTOMATIC-UPDATE function.
- Make sure to “unselect” the browser setting ACCEPT COOKIES FROM THIRD PARTIES. With Firefox this can be done in the following way: go the OPTIONS tab and select PRIVACY, then “unselect” or uncheck ACCEPT THIRD-PARTY COOKIES
- AddOns are small extra programs which you can install on your browser. We suggest installing a popup blocker, such as AdBlockPlus³, because popup windows very often consist of unwanted advertisements. Additionally, we would recommend the AddOn Ghostery⁴ in order to recognize and turn off the tracking cookies as described above.

● Use Strong Passwords

- It is important to use long (a minimum of 8 characters), complex passwords (symbols, capital and lower case letters, various numbers) for everything you do online. Use a different password for every service you use because, if your password for one is stolen, it is possible to break into your other accounts as well.

● Learn about data protection regulations

- Become familiar with the data protection regulations and data use policy of networks. By doing so, you will learn how your data is used and where and how it is saved.

³ <https://adblockplus.org/de/firefox>

⁴ <https://addons.mozilla.org/de/firefox/addon/ghostery>

Recommendations

Trying things out using nicknames

If you only want to try out different social media services, you should sign up using a dummy email address (it is a good idea to use a Gmail address because that way you can use it to try out all of Google's services). By using the dummy email address you can easily decide which social networks are most suited to your needs.

If you decide to use your real name, you should decide beforehand which personal information you want to reveal. A professional online presence requires some key personal.

Posts and Comments

Before contributing anything publicly online, make sure that you consider the fact that it will always be publicly-accessible at any time. Only then should you press the "enter" button. Otherwise, just be yourself & have fun!

Further Information:

https://www.bsi-fuer-buerger.de/BSIFB/DE/SicherheitImNetz/Soziale-Netze/Schutzmassnahmen/schutzmassnahmen_node.html
<http://www.klicksafe.de/materialien/>

Mobile devices like a tablet or smartphone

Always make sure to update any apps you install whenever you receive notifications to do so. Do not uninstall important applications. Ensure that all devices have reliable anti-virus software installed.

Further Information:

https://www.bsi-fuer-buerger.de/BSIFB/DE/MobileSicherheit/Basis-schutzHandy/basisschutzHandy_node.html

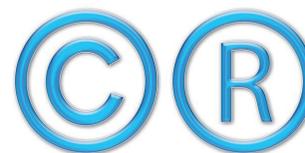
➤ Copyright Law online

"From a technological standpoint, the Internet is a huge machine for the reproduction, distribution, and presentation of the disembodied. ... And computer technology is constantly getting better. The easier and faster it can be used to blog, rip, mix, and photoshop, the more often the formerly passive consumer of online material will be its producer. Conversely, copyright law requires neither an official registration as a work's creator, nor anything similar to it; it does not even require any kind of internal drive or ambition to become the creator of a work. Thusly, the individual who produces the creative and the new automatically achieves the legal status of creator, whether they want to or not."

John Hendrik Weitzmann¹

Copyright Law in Germany

Personal rights over to a certain work—like a picture, text, photo, music, or even a computer program—is regulated by copyright law. The producer of any new and original work is that work's creator, or author, whether they want to be or not. They are also responsible for the work they have created. As they are responsible for their work, they therefore are granted the right to decide how it will be used. In order for a work to be protected by copyright law, it must achieve a so-called "threshold of originality." This means that the work, such as a photograph, must be clearly recognizable and cannot exactly be reproduced by anyone with a camera.



Copyright Law, source: <http://pixabay.com/de/urheberrecht-urheberrechte-marke-15182>

¹ Im Lizenzbaumarkt: Creative Commons als alternatives Modell: <http://irights.info/im-lizenzbaumarkt-creative-commons-als-alternatives-modell>

Excerpts taken from German Copyright Law²

Article 1 General

The authors of works in the literary, scientific and artistic domain enjoy protection for their works in accordance to this Act.

Article 2 Protected Works

(1) Protected works in the literary, scientific and artistic domain include, in particular:

1. Literary works, such as written works, speeches and computer programs;
 2. Musical works;
 3. Pantomimic works, including works of dance;
 4. Artistic works, including works of architecture and of applied art and drafts of such work;
 5. Photographic works, including works produced by processes similar to photography;
 6. Cinematographic works, including works produced by processes similar to cinematography;
 7. Illustrates of a scientific or technical nature, such as drawings, plans, maps, sketches, tables and three-dimensional representations.
- (2) Only the author's own intellectual creations constitute works within the meaning of this Act.

International Copyright Law

Copyright law, which can be violated online, is different in every country. Hence, there is a huge difference between German copyright law and copyright law in other countries. This difference is not easily assessed. How to make certain rights applicable on the internet remains in question due to the difficulty in establishing jurisdictions without any clear territorial boundaries.³

Further Information:

<http://www.klicksafe.de/themen/downloaden/urheberrecht>

<http://www.irights.info>

<http://www.medienrecht-urheberrecht.de/10-irrtuemer-im-internet-recht-und-urheberrecht>

² <http://www.gesetze-im-internet.de/urhg/BJNR012730965.html#BJNR012730965BJNG000101377>

³ <http://bibliothekarisch.de/blog/2013/10/14/infografik-unterschied-zwischen-urheberrecht-und-copyright>

Creative Commons (CC) Licensing

In addition to the countless legal professionals writing cease-and-desist letters and lawsuits, one solution to this problem is the Creative Commons. CC offers each creator of a work the right to make autonomous decisions regarding what happens to their works without requiring them to have any legal training. There are six simple licensing variations available for use. These are clarified in simple terms on CC's website and as you are putting together the license itself (which can be done by clicking on the desired type of license). The branding of specific works using the appropriate type of license mostly takes place online; for instance, by embedding HTML text or by copying a particular license-button and pasting it in the newly-licensed document (work).⁴



Logo CC Creative Commons, source: <http://creativecommons.org/about/downloads>

What does this mean for your activities on social networks?

As the creator of a work, you could use this work online without any hesitation. When using photos, you must be careful to take into account that, should you photograph individuals, written permission from the photographed individuals is required - this is also true of group photos.

If you are not personally the creator of the above-mentioned works, you cannot use them without the creator's permission. Therefore, you should avoid using things like photographs, sections of city maps, etc., for your social media activities. According to copyright law, it is only acceptable to provide links to these works. Additionally, you must keep in mind that quotations can also be protected by copyright law. The only "safe" quotations are those attributed to individuals who have been deceased for a minimum of 70 years.

⁴ Creative Commons Germany: <http://de.creativecommons.org>

5. BUILDING AN ONLINE PRESENCE

➤ A guide to strategically developing your online presence

There are many different ways an online profile can look. You probably noticed this when you examined the online profiles of the individuals you took as your role models. The tools best suited to your needs and how you want to present yourself online is primarily dependent on your professional goals, your professional profile and skillsets, and the social media services used in your professional environment. Whether you are more analytic in your thinking and perhaps a more reserved individual, or instead are very open and enjoy trying new things, as well as how comfortable you are with social media and how your overall approach to using it has developed, all play an important role, too.

The individual who is new to social media platforms is often simply looking to create a kind of digital business card, such as a well-developed Xing profile. If you have a more international focus, you might want to develop an additional profile in a second language on LinkedIn. These digital Internet business cards are sufficient if you only want to be locatable online. Whoever googles your name should be able to find your contact information in this way.

However, this is not enough to establish a reputation as an individual who is competent in a particular subject. Thus, it is important to be active on social media services. An online profile, on which the development of your online presence depends, is made out of many different mosaic pieces put together. Together, these mosaic pieces are all the traces of yourself that you have left behind online. So, your profile text, your profile photos and online contributions, which you have posted or shared on various social and professional networks and many other places, such as on your Amazon wish list, your Pinterest photo collection, your collection of links on social bookmarking services, and so on. However it is not only the content of what you share that is relevant for your online profile, but also the way in which you share information. Therefore the relevancy, actuality, and quality of your posts contribute greatly to how authentic your online image is.

How you present yourself online is another factor that is extremely significant for the overall effect of your online profile. Do you only express yourself when it comes to professional themes, or can the individuals you interact with online see a more personal side of you?

Feel free to share things with others that you enjoy, or your personal thoughts and opinions, but it goes without saying that these should never be used to insult or degrade anyone else. Moreover, insulting others would only show your immaturity and do nothing for your online presence. Should you become angry with someone, make sure to avoid expressing your feelings on social networks.

Overall, the point is that a convincing online profile is achieved via a carefully-balanced expression of your “personality,” skillsets and expertise that is done without revealing your personal life.

The development of this kind of profile takes time, and should be undertaken in small, carefully thought-out steps. If you invest time and effort into this process, you will be rewarded accordingly. Well-reflected social network activities will allow you to advance in both your professional and personal development. We have made a few suggestions as to how you can begin the strategic building of your online profile:

Different types of online profiles

According to our own observations, which tools you would like to use in order to build your online profile firstly depends on how you want to present yourself.

Professional-only

If the most important thing for you is to depict your professional themes and skillsets, you will probably begin by presenting yourself using a profile on Xing and/or LinkedIn, which will allow you to start building a network. Eventually, you will also have a website that presents both you and your work. As websites do not belong to the category of social media tools, they will not be discussed further in this guide.

Acting as an expert

If you would like to be seen as an expert in a particular field, a profile on Xing and/or LinkedIn should act as your foundation. If you do not want to use any other social media tools, you can still demonstrate your expertise by making high-quality posts, participating in online professional groups or by sharing professional events that are taking place.

Another, or even an additional, option for you might be Twitter. Twitter is a particularly ideal social media service for individuals engaged in the fields of education and career-building. In only a short time, you can get in touch with many interesting individuals who are active online and who are working in the fields of career-building and coaching. You will also be able to demonstrate your personal expertise via credible posts and by forwarding relevant information.

If you would like to invest a little more time, it would be worthwhile for you to set up a blog discussing “your” themes or subjects. This should be planned out meticulously. A blog can only be convincing if you regularly make interesting posts on it. By using Twitter, you can bring attention to new posts you have made on your blog. Hopefully, by doing this your blog will attract many followers in a short amount of time.

Another way to present yourself as an expert can be done by using, for instance, a publicly-accessible collection of links on “your” themes or subjects via a social bookmarking service such as Diigo.

Authentic and Professional

Once you feel a bit more confident using social media tools and would like to begin building not only an exclusively-professional online profile, but also an authentic one—a kind of self-brand—you can start by showing your personal side via social media platforms. This means that you are showing parts of your personality, that are not directly related to your professional life, and depicting it in, and on, social media. A job coach who enjoys discovering new restaurants and is interested in art could, for example, document her restaurant visits or give tips on Twitter about visiting art exhibitions or other events in the art world to be passed on to her followers. Additionally, your professional perspective and your position on general themes, which you express on social networks, or your comments

on current events, serve to establish your self-brand. Google+ is especially well-suited for doing this.

Expressing personal information online does not mean completely giving up your privacy. You control very carefully what you want to reveal about yourself. For most users, private information, such as information about people with whom you share your life, has no place on social media.

Choosing tools and themes

After going through the first four steps of the KoReTTA^{LaV} process you will have gained your first experiences using social media tools. You now know how to make posts and share information. You know what tweeting and liking mean. You know how to use the privacy settings on the social media platforms you use, and how to adjust them as needed. You are able to establish contact with other users. Ultimately, you are able to orient yourself and behave appropriately on a social network.

● Pool your experiences and the results of your work together using steps one through four and evaluate them. Based on this, decide which of the tools and themes you want to use to develop your online presence:

- Once again, take a look at your skillset profile and your goals, which you have identified.
- Would you like to add something? Maybe, as you were trying out some of the social media tools, you discovered some new skills that have an effect on your skillset profile and the goals you have already identified?
- In writing, articulate the image of yourself that you want to create using social media.
- You should make your choice now. Out of the social media tools that you have tried out or used to analyse and learn from the profiles of your role models, which would be best-suited to show off these skillsets? Why do you want to use these tools? What is your objective? What kind of effect would you like to have?

On page 26 you will find a table that can be used to apply this information.

Developing an implementation plan

- **Now, develop a realistic implementation plan that has a clear deadline:**
 - Which content would you like to convey using the social media tools you have chosen?
 - In order to achieve the effect you want using the tools you have chosen, which preparations are needed?
 - Texts (such as samples of work) need to be collected or perhaps even re-written.
 - Presentations on professional themes must eventually be made and/or redone.
 - Find an appropriate photo of yourself.
 - Audio recordings and videos that represent you and/or your characteristic way of working must eventually be made and worked on.

You can find a template for this kind of implementation plan on page 27.

Implementation

Using the social media tools you have chosen, it would be best to begin by writing a profile text, or re-doing one, and uploading an appropriate photo.

Tip:

Your skillset profile can help you with writing your profile text. The terminology you have used in your skillset profile can also be effectively used in your profile text, or as keywords for Xing and/or LinkedIn profiles.

Implement your plan and, before doing anything else, begin by establishing your network. Your posts being shared or “liked” by others represent important feedback for your network which helps you to develop your own personal online style on social media.

➤ Networks

The concept of a network is central to a meaningful use of social media. Those who are good at networking will always have current and interesting information available to them and, online, can receive assistance and perhaps even a job offering. Being connected to the “right” people and managing your network well are deciding factors.

● Finding individuals with whom you can network

- Which individuals, who are important for your work, do you know personally? Ask them if they use social networks and, if so, which ones? Connect with these individuals as soon as possible and, by doing so, strengthen your connection with them offline.
- Or, google the name of the individuals who have a connection with your themes/subjects. If you find them in your social networks, establish contact with them.
- Check out the contacts that active members of social networks have who have a connection to your themes, and in which groups they participate in. You can easily check out the social network profiles of other individuals and think about whether or not you would like to connect with them, too.
- On Xing, you can enter the tags, for example, that you use in your own profile, in the Xing search bar. By doing so, you will find all the people who also use these tags in their profiles.
- Be aware: when you visit the profiles of other individuals, they are able to see that you have looked at their profiles.
- Participate in a professional conference that discusses your themes. There, you will meet important “players” who will give you their business cards which, if applicable, will reference their own online profiles.
- There are many conferences which can be followed via livestream or videoconferencing. In addition to this, it is often the case that large professional conferences are tweeted using a particular hashtag (#) both before and as they occur; for example, #HRMExpo (HRM Expo = Europe’s largest HR exhibition, which took place in October 2014). This hashtag is announced via Twitter, by the event organisers, and

at the conference itself. Additionally, those who do not participate in a given conference personally can still see what takes place by following the conference's hashtag and thereby very easily find out who the most important conference "players" are.

● Making contact with other individuals on social networks:

- Twitter:** Very simply, follow individuals whom you find interesting.
- Facebook:** You must send friend requests. As many individuals prefer to use Facebook privately, you must bear in mind that "making friends" is not so easily done. You should, however, be prepared to try.
- Xing/LinkedIn:** Contact requests are required on both of these business networks. Whoever writes a short piece explaining why he or she would like to establish contact with others usually has a good chance of receiving a positive reply to their contact request.
- Google+:** Simply make an effort to add interesting individuals to your own groups.

Be sure to carefully consider with whom you want to make contact should you receive contact requests. You can easily delete or ignore contact requests. On Twitter, you can unfollow and/or block individuals who make you uncomfortable.

● Keep in touch with your social network contacts:

- Pay attention to both the profile text and photo on your social networks. Do they depict what you want them to? Use key terms related to your themes on your profile so that others can quickly and easily recognize what you are interested in.
- Be social! That means passing along information that you yourself find interesting and is valuable to others by tweeting or posting it.
- Support others by mentioning, retweeting, liking or giving their work a rating of +1 on Google+. For example, if you hear a good talk at an event or meet an individual from your social network, tweet about it.
- Congratulate others over social networks.
- Do not irritate others with senseless and huge amounts of posts.

● Strategically build a network for yourself

- Create a graphic overview regarding the themes that you are interested in professionally in the form, for instance, of a mind map.
- After that, think about which individuals are connected to these themes.
- Try to find out which social networks these individuals use and then add this to your mind map.
- As described above, examine the profiles of these individuals and, by doing so, find more contacts. Make these visual as well.
- Perhaps you might even find someone who can serve as an example for using a social network with your particular themes in mind. Learn from this person!
- When analysing the profiles of your contacts, try to find new subject areas in which you could be interested.
- Add these to your own mind map and again look for key "players" in these subject areas.
- Get active! Share your knowledge! This will allow you to broaden your network, bit by bit.

➤ A raster for concept-development: an example from a career coach

	Twitter	Xing	Facebook
Goal	<ul style="list-style-type: none"> ➤ to emerge as an expert for professional development ➤ to connect with and maintain a customer base and to network ➤ to attract new customers and clientele ➤ to interact with other experts in order to develop new approaches 	<ul style="list-style-type: none"> ➤ digital business cards ➤ the development of a professional network 	<ul style="list-style-type: none"> ➤ to project an openness towards other cultures
would like to be seen as...	<ul style="list-style-type: none"> ➤ an expert for professional development, a solution focussed counsellor, who is well-informed, open to new holistic methods 	<ul style="list-style-type: none"> ➤ as a professional career coach and solution focussed counsellor 	<ul style="list-style-type: none"> ➤ travel fan who enjoys getting to know other cultures and is very open towards other people
Themes	<ul style="list-style-type: none"> ➤ career coaching ➤ using social media in professional development 	<ul style="list-style-type: none"> ➤ career coaching ➤ social media in professional development, taking a solution focussed approach 	<ul style="list-style-type: none"> ➤ cultural events in Berlin ➤ travelling among other cultures
Target group	<ul style="list-style-type: none"> ➤ other career experts, (potential) customers and clientele 	<ul style="list-style-type: none"> ➤ other career experts, (potential) customers and clientele 	<ul style="list-style-type: none"> ➤ other career experts, (potential) customers and clientele
The goal will be achieved by...	<ul style="list-style-type: none"> ➤ regularly posting and re-tweeting high-quality information on the above-mentioned themes and on my own work 	<ul style="list-style-type: none"> ➤ actively networking ➤ tags that are suited particularly to the "I am offering" (haves) and "I am looking for" (wants) rubrics 	<ul style="list-style-type: none"> ➤ comments and photos on my travels and cultural events in Berlin
How frequent the activity is done	Once daily	Once per week	At least once per week

It would be worth it to enter this table into a table-calculation program; that way, you will have a lot of space to write and can apply the table to many other social media tools.

➤ Implementation plan: an example from a career coach

Twitter	Finished	Xing	Finished	Facebook	Finished
CW 30	CW 30	CW 30	CW 30	CW 30	CW 30
<ul style="list-style-type: none"> ➤ set up profile ➤ find at least 20 relevant “players” in the field of “career” and follow them ➤ observe the Twitter-behaviour of the individuals I am following 		<ul style="list-style-type: none"> ➤ continue looking through Xing for example profiles ➤ set up profile 			
CW 31	CW 31	CW 31	CW 31	CW 31	CW 31
<ul style="list-style-type: none"> ➤ 4 tweets about my current work ➤ follow at least 20 other people ➤ retweet 10 other career-themed tweets 		<ul style="list-style-type: none"> ➤ revise the “I am offering” and “I am looking for” tags ➤ look for at least 10 of my offline contacts (other coaches, clientele) on Xing and send them contact requests 		<ul style="list-style-type: none"> ➤ set up profile ➤ look for friends and other individuals with whom I already have professional contact and send them friendship requests ➤ make posts about my weekend activities (text and photo) 	
CW 32	CW 32	CW 32	CW 32	CW 32	CW 32
<ul style="list-style-type: none"> ➤ 4 tweets about my current work ➤ 4 tweets about what is new in the career world ➤ follow at least 20 other people 		<ul style="list-style-type: none"> ➤ look for at least 10 more of my offline contacts (other coaches, clientele) on Xing and send them contact requests ➤ check my profile for completeness ➤ ask for feedback from my colleagues 		<ul style="list-style-type: none"> ➤ look for friends and other individuals with whom I already have professional contact and send them friendship requests ➤ make posts about my weekend activities (text and photo) 	

This table can be used with other social networks in which you would like to become active; it can also be used to include other calendar weeks.

➤ Imprint

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