

DIGITAL TAYO

Digital Opportunities

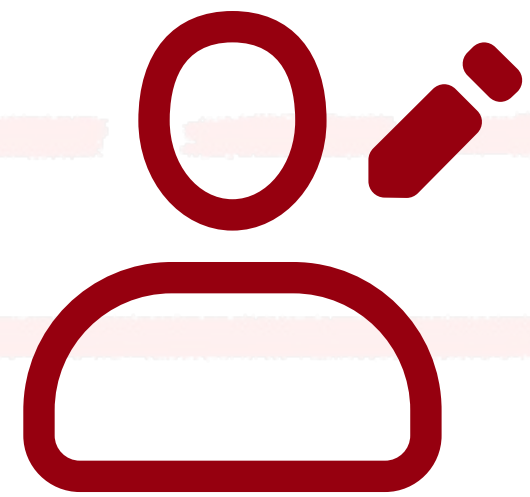




Check-In

In our Zoom chat, type out your answer to the question:
What types of content usually are seen on your feed?

House Rules

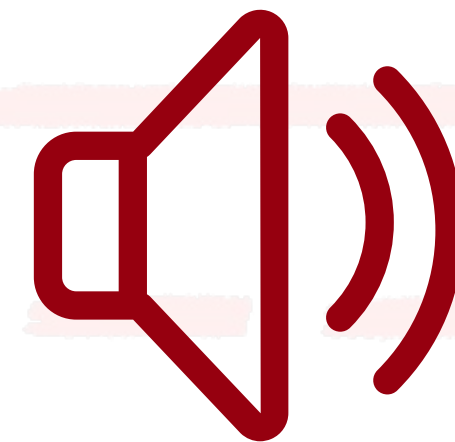


Kindly change your name to:

ORG_NAME
(e.g. AHA! BD_Juan Dela Cruz).



Always show respect.
This is a safe space.



Unmute only when you are speaking.

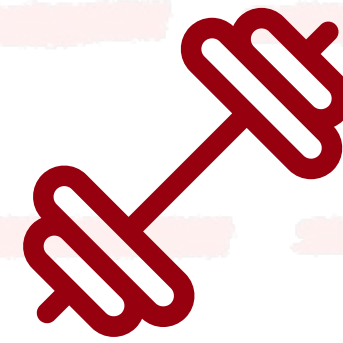


Press Zoom's Raise Hand button if you want to speak. When called, kindly unmute yourself and answer.

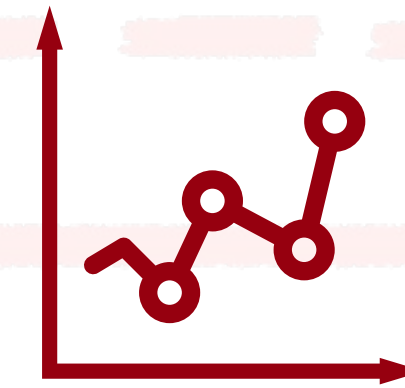
Learning Objectives



Explore their unique experiences and understanding their own baseline.

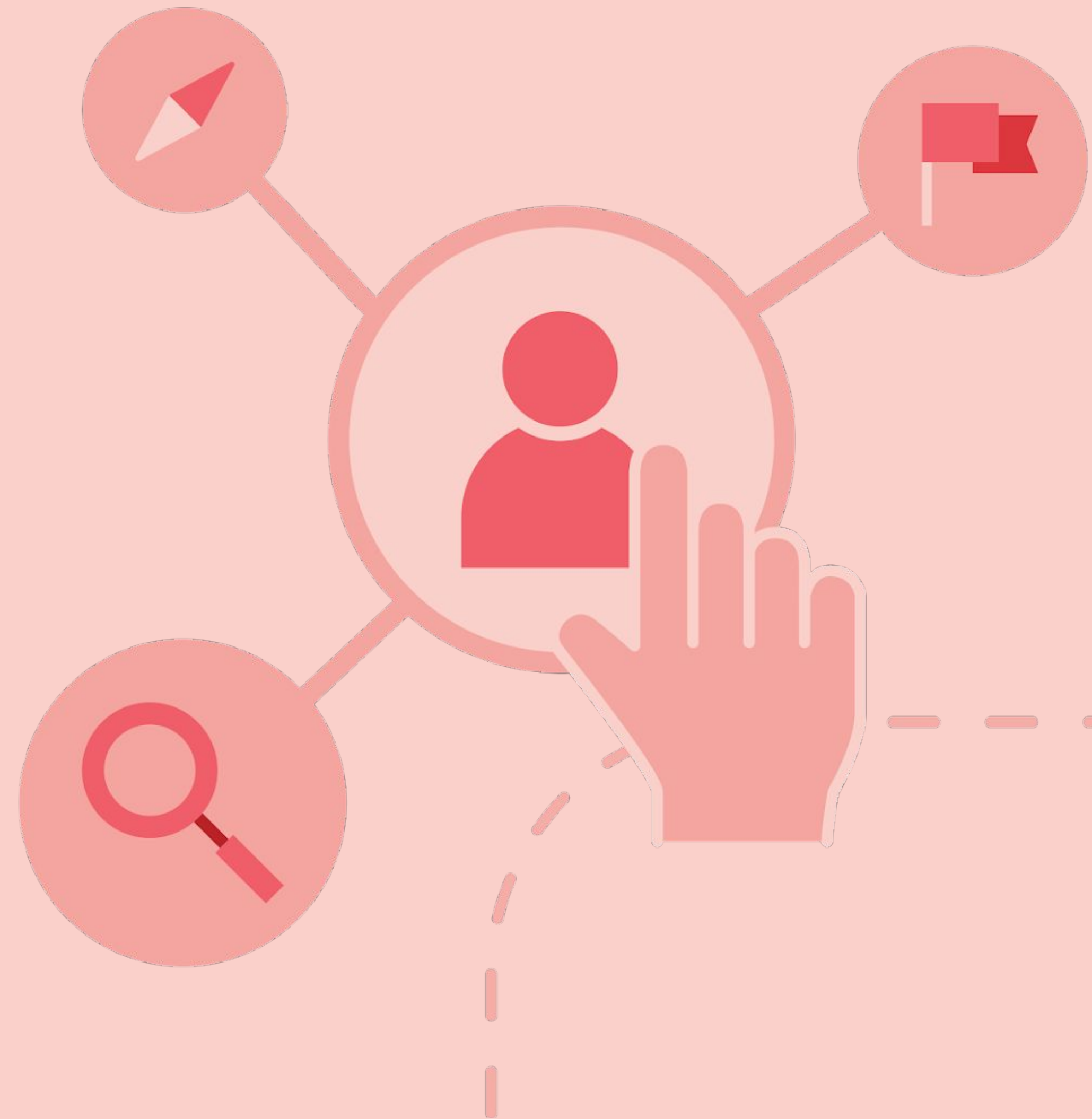


Identify own strengths and creating a CV based on that



Understanding how social media algorithms work and using that in order to find the right opportunities online using certain keywords and platforms etc.

Exploring Experiences



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How do our experiences
make us **unique**?



Choose one of your most memorable experiences and discuss...

Why is it memorable?

How has the memory shaped who you are today?

Has this memory defined parts of your personality? How?



Activity

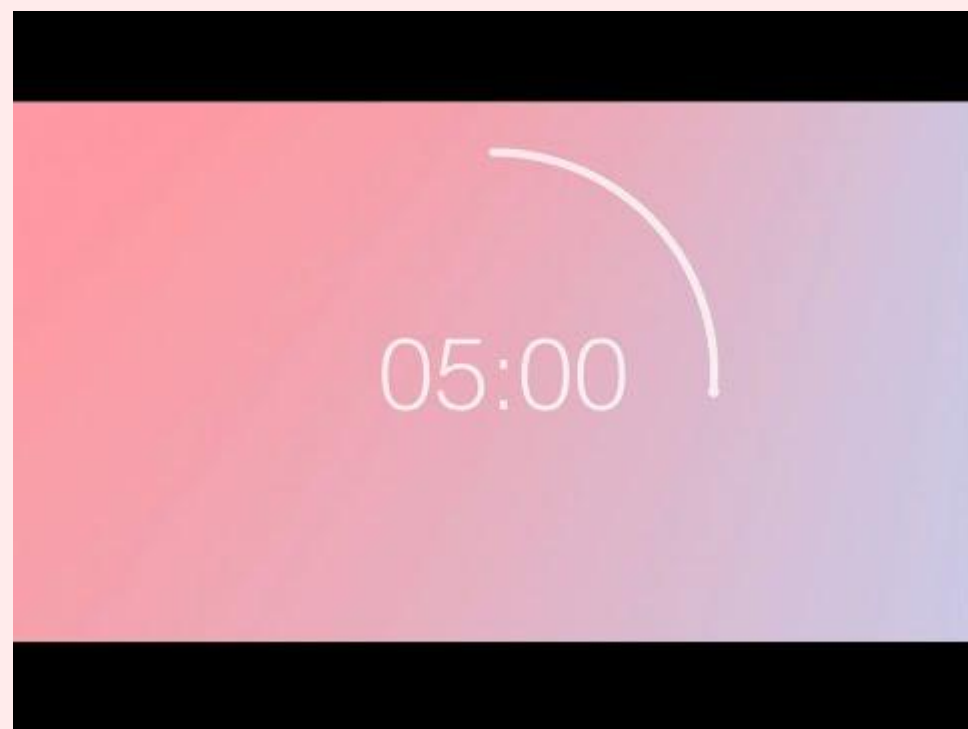
Taking on a new challenge





Activity

Share a time to your group when you faced a challenging goal



How did you achieve it?

How did your past experiences shape how you approached the challenge?

When you begin something new that seems difficult, think of the three key things we discussed.

Our purpose and things that motivate us.

Ways we have successfully approached difficult experiences in the past. What have we learnt?

How can we gain a new perspective around a challenge?



Activity

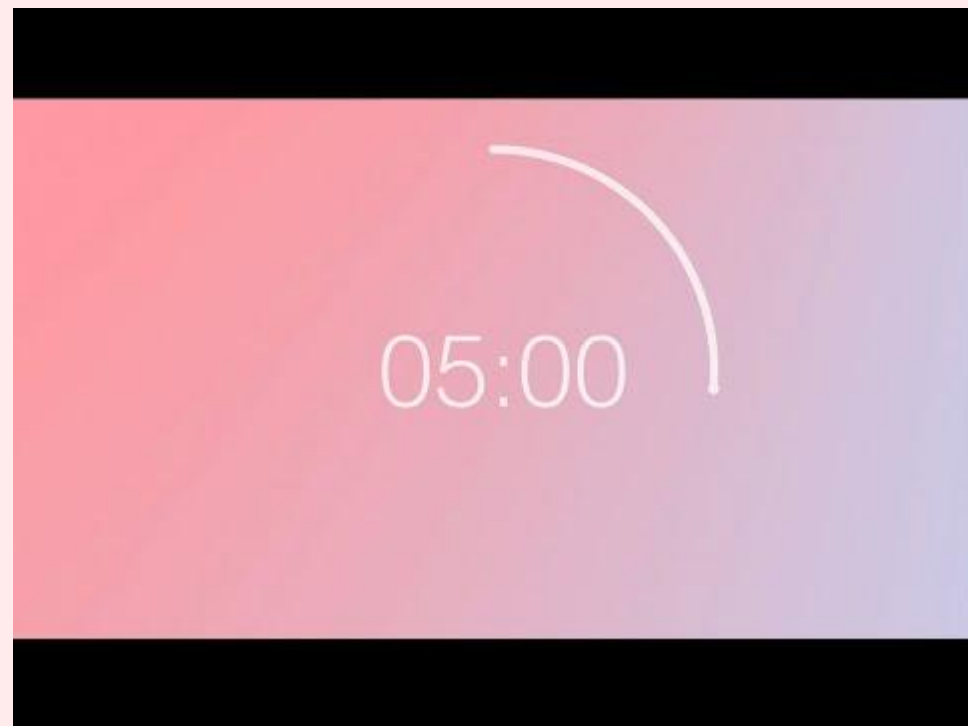
My goal plan



Share some steps you're going to take to try and achieve your goal.



Have past experiences shaped the steps you intend to take? How?



Identifying Our Strengths



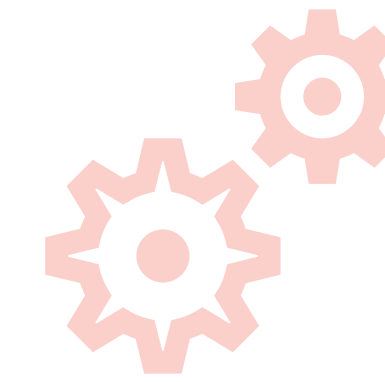
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What can **YOU** uniquely offer?

Let's explore our skills and strengths to pursue opportunities we're excited about!

Assessing your skills!



Transferable Skills

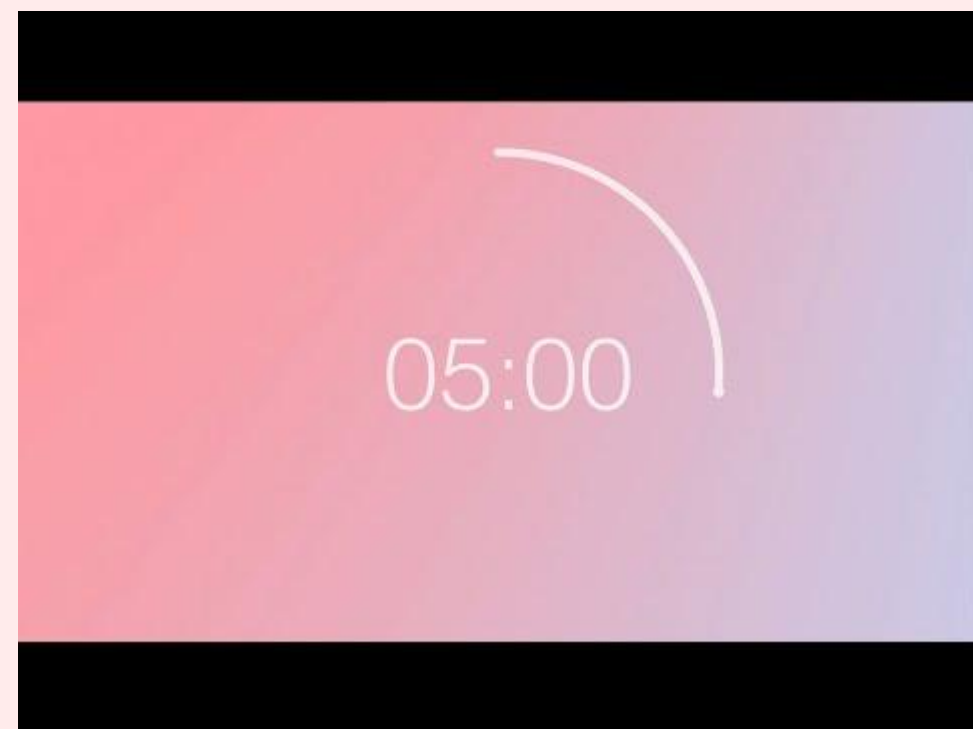


Knowledge or Domain Skills



Activity

Write down the transferable skills on your worksheet.



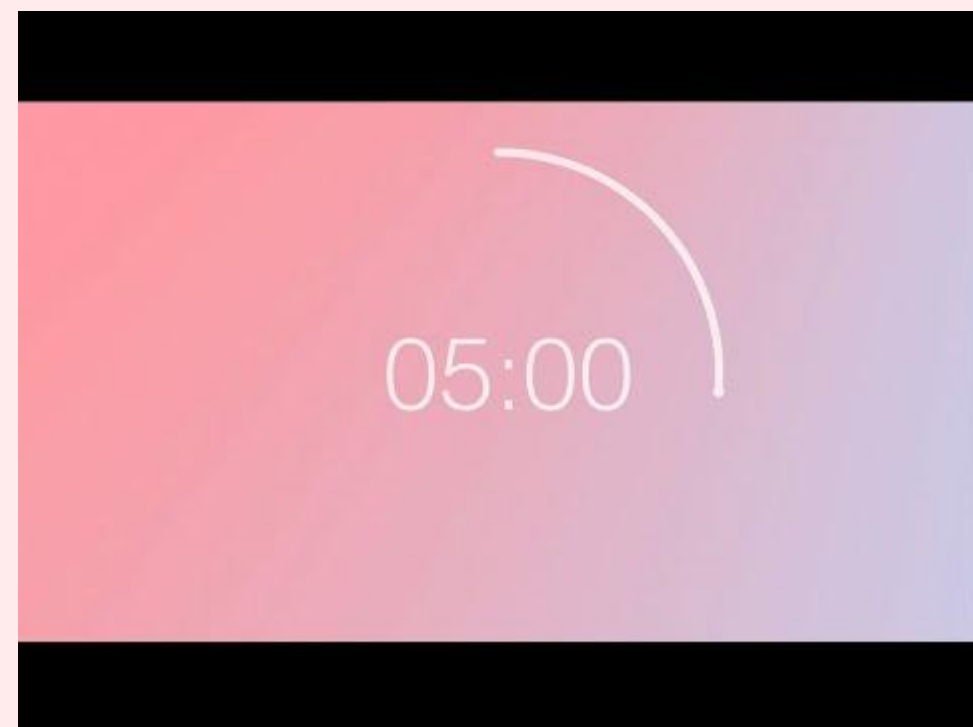
Transferable/Functional Skills

- Actions taken to perform a task, transferable to different work functions and industries
- Based on ability and aptitude
- Expressed in **verbs**
 - Organize
 - Promote
 - Analyze
 - Write



Activity

Write down the personality traits on your worksheet.



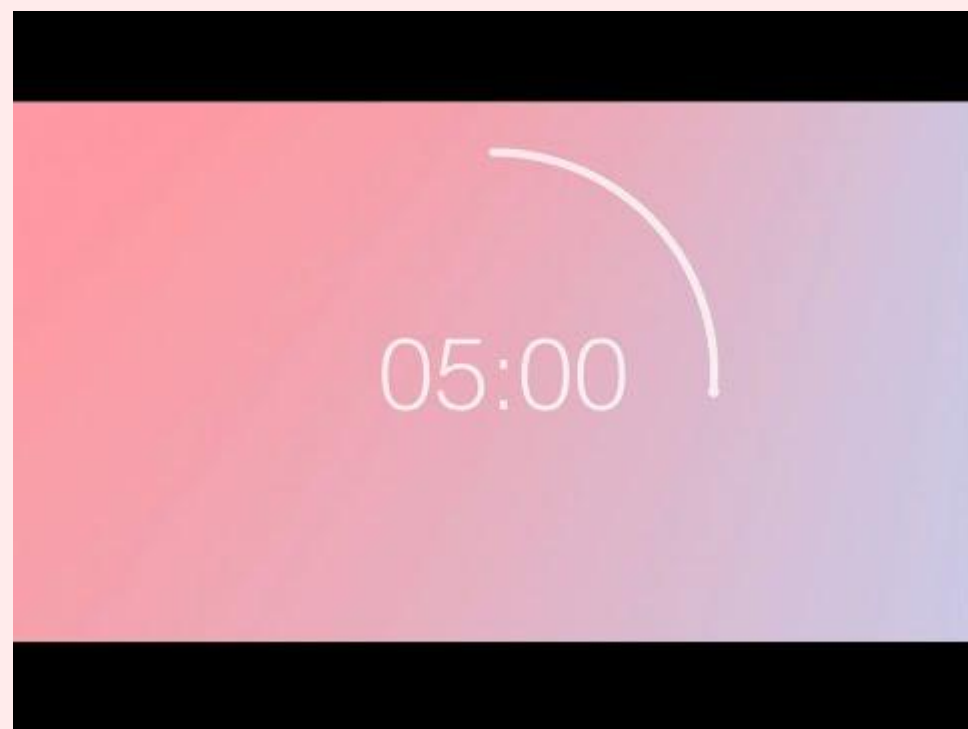
Personal Traits/Attitudes

- Traits or personality characteristics that contribute to performing work
- Developed in childhood and through life experiences
- Expressed in **adjectives**
 - Patient
 - Diplomatic
 - Results-oriented
 - Independent



Activity

Write down the knowledge-based skills on your worksheet.



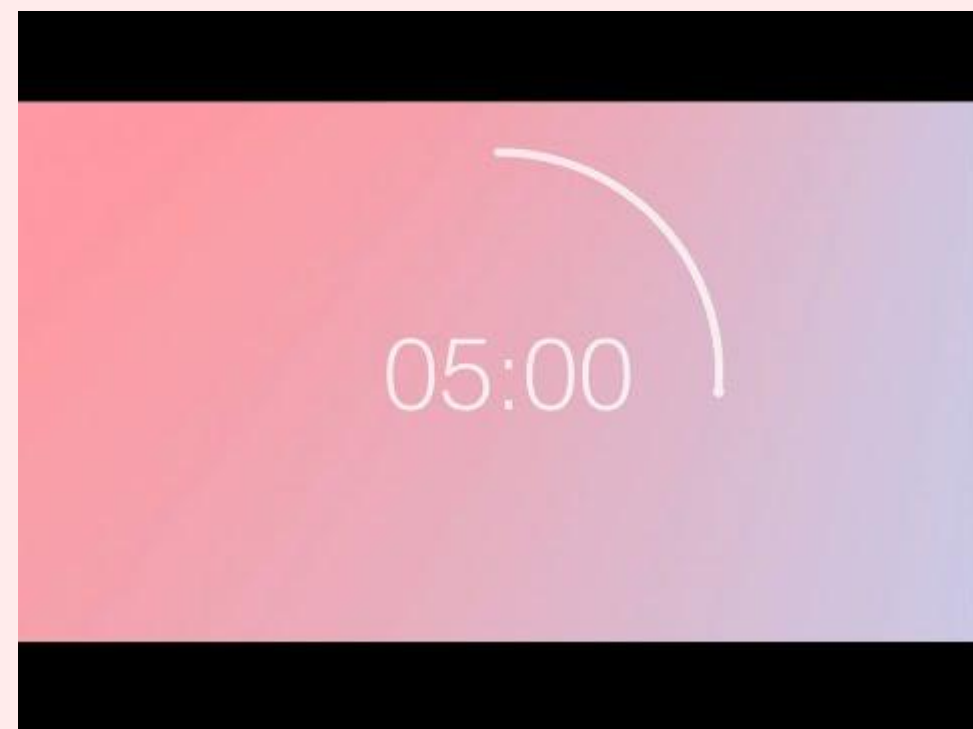
Knowledge-based Skills

- Knowledge of specific subjects, procedures, and information necessary to perform particular tasks
- Acquired through education, training, and on-the-job experience
- Expressed in **nouns**
 - Personnel Administration
 - Contract Management
 - Accounting



Activity

Check all!



Transferable or Functional Skills



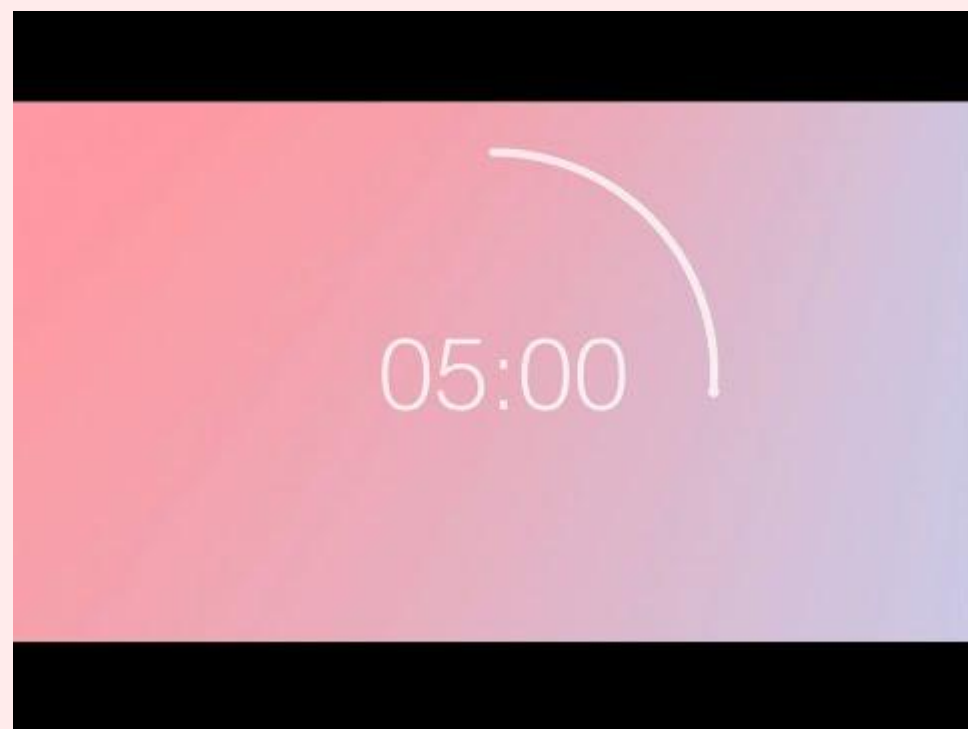
Personal Traits or Attitude



Knowledge-based Skills



Activity



After writing down the list:

1

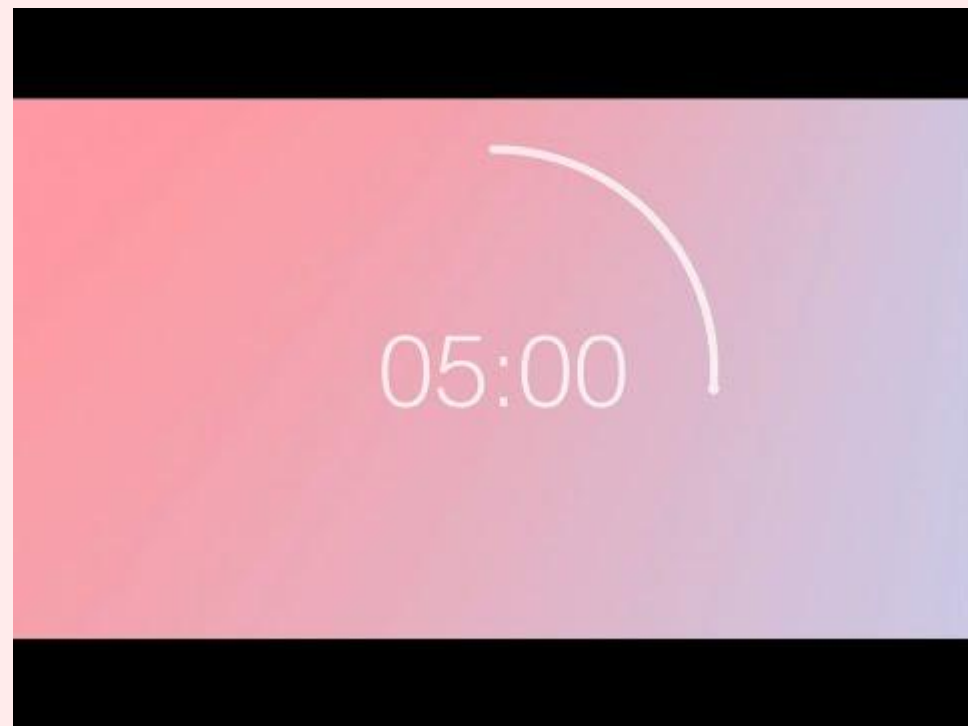
Give a specific example of a time you used each skill.

2

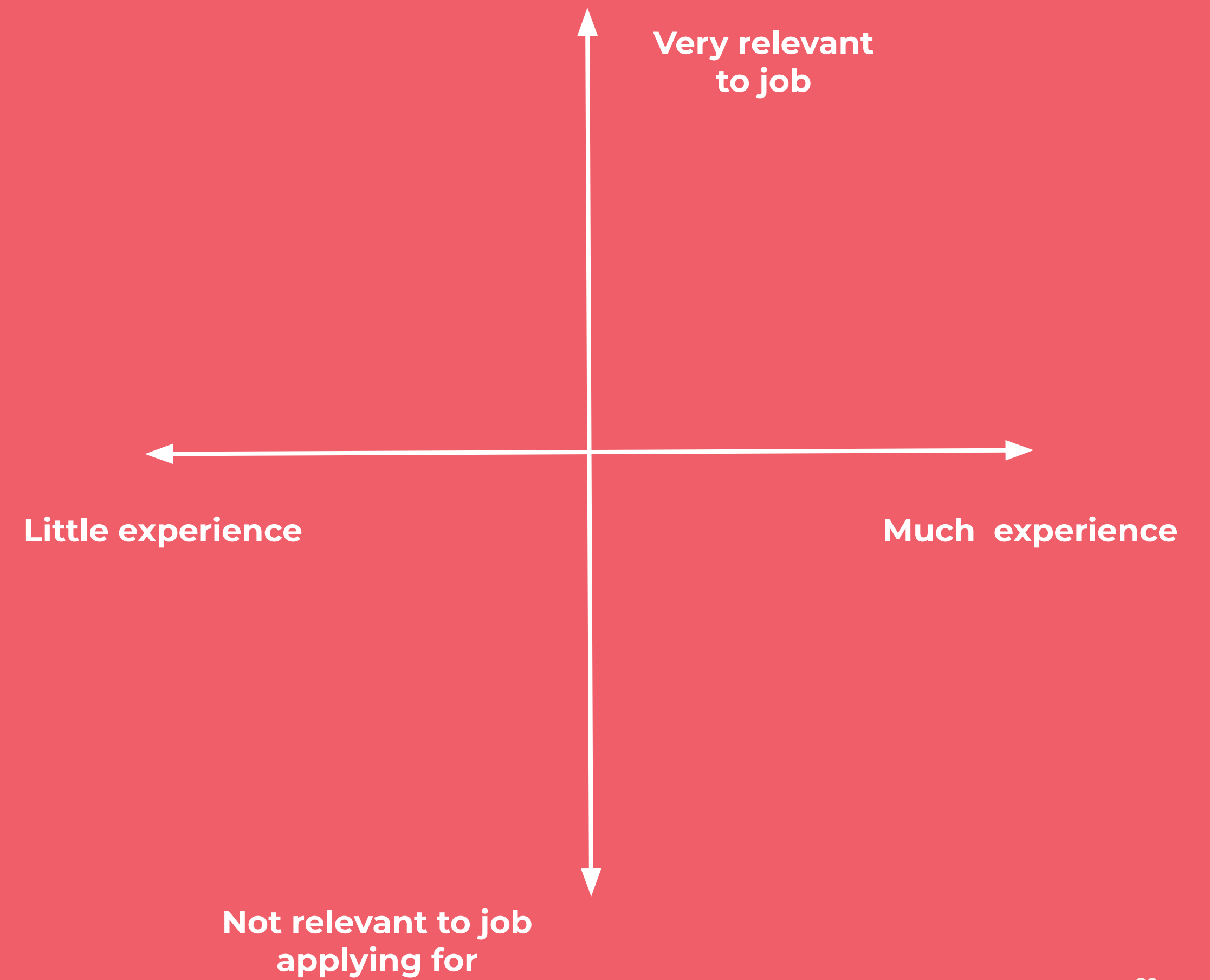
From your list of 10 skills, how can you combine some of these skills to succeed?



Activity

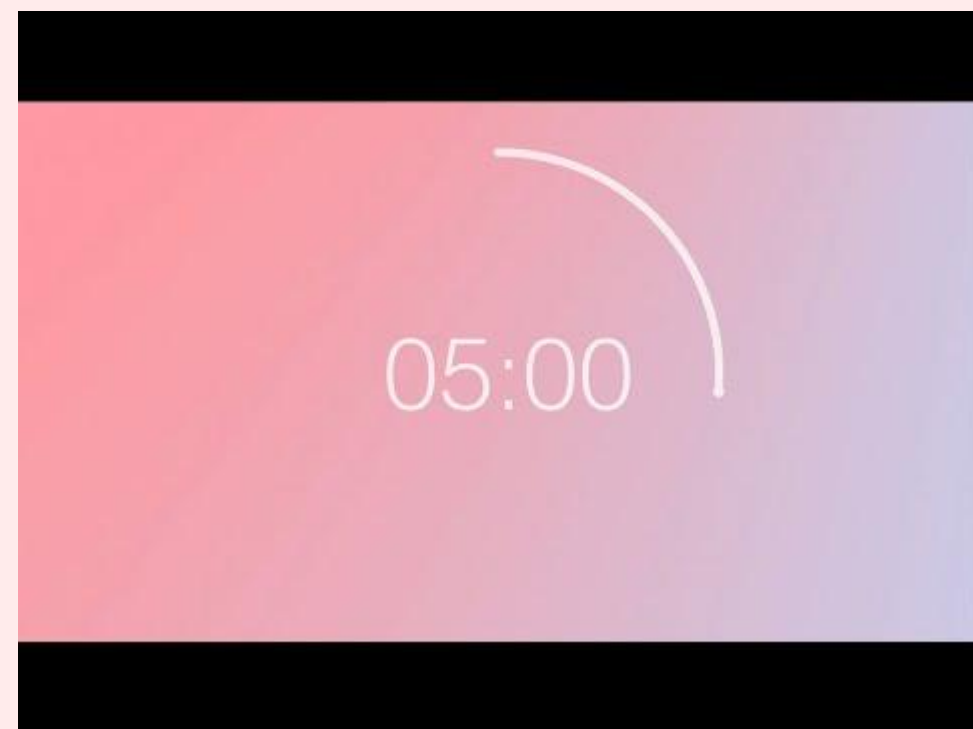


Let's narrow down these skills by plotting on your worksheet!

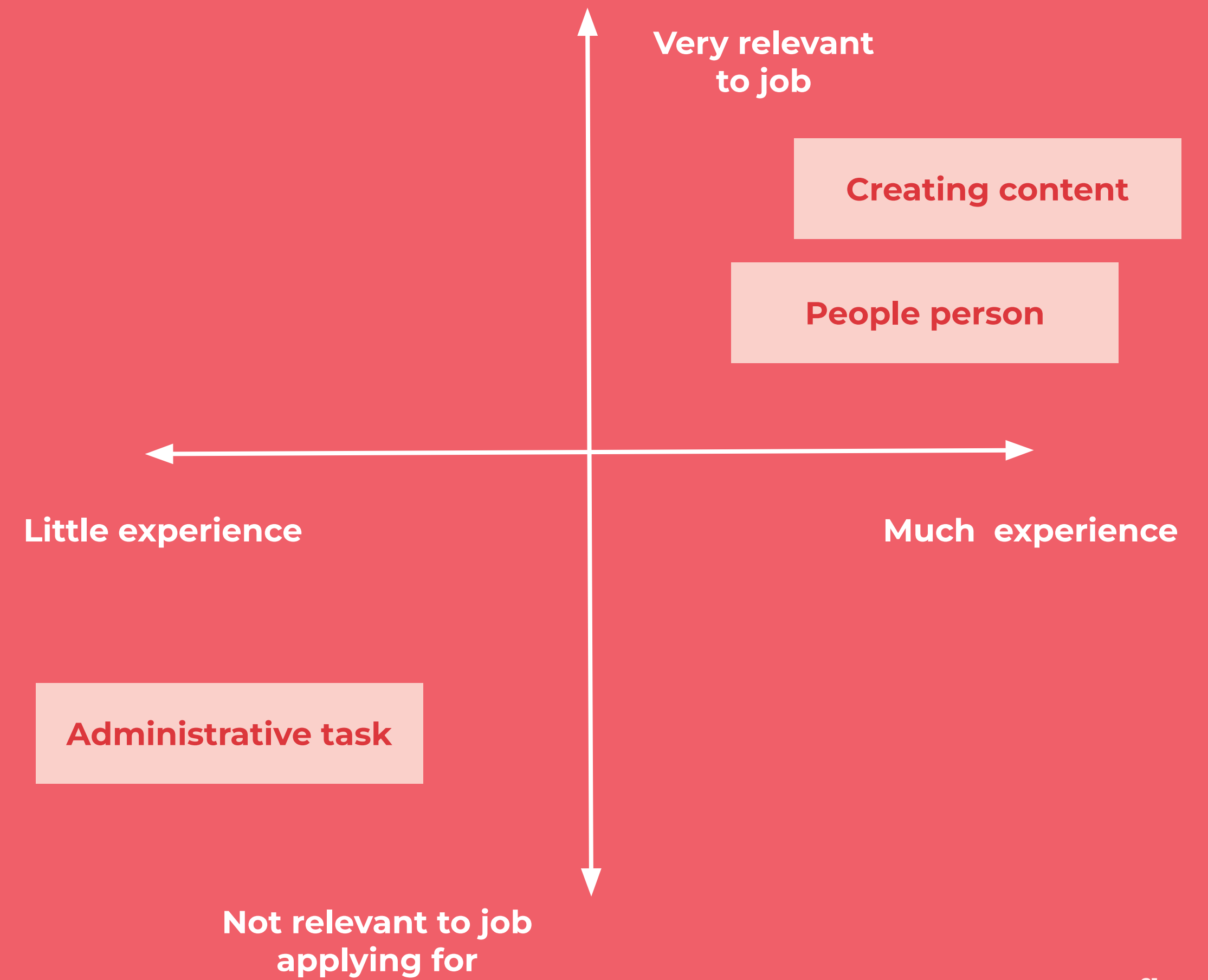




Sample



Job: Social media marketing



Creating a CV



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What is a CV?



Think of your favorite character from a movie or TV show

What positive quality or skill does this person have?
When did they demonstrate this skill?

**What was the
situation?**

**What actions did
they take?**

**What was
the result?**

Think of your favorite character from a movie or TV show

What positive quality or skill does this person have?
When did they demonstrate this skill?

What was the
situation?

CONTEXT

What actions did
they take?

ACTIONS

What was
the result?

RESULTS

**Your CV gives a quick snapshot
of your story and how you can be a value add!**



That means every CV has a different story because it needs to highlight different things depending on the job you are applying for.



**Let's check the list of skills you have
and let's narrow it down based on the job
you want to apply for.**



**What was it like
creating one?
What were your
challenges?**





Bring out your CVs





A Digital Portfolio

LESSON 3

Creating a CV



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Think of your favorite character from a movie or TV show

What positive quality or skill does this person have?
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**What actions did
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Think of your favorite character from a movie or TV show

What positive quality or skill does this person have?
When did they demonstrate this skill?

What was the
situation?

CONTEXT

What actions did
they take?

ACTIONS

What was
the result?

RESULTS



Remember!

This is a safe space!

**We are here to learn
together.**

**No one is here to
judge you.**



Elements of a good CV



Elements of a good CV

- It paints your career journey.
- It portrays your awesome written skills.
- It shows understanding of your talents and skills.
- It is the best personal branding tool.
- It tells powerful mini-stories about you.
- It is customized for the job.



Activity

Based on the characteristics of good CV what are things you think you want to work on or improve?

- It paints your career journey.
- It portrays your awesome written skills.
- It shows understanding of your talents and skills.
- It is the best personal branding tool.
- It tells powerful mini-stories about you.
- It is customized for the job.



05:00

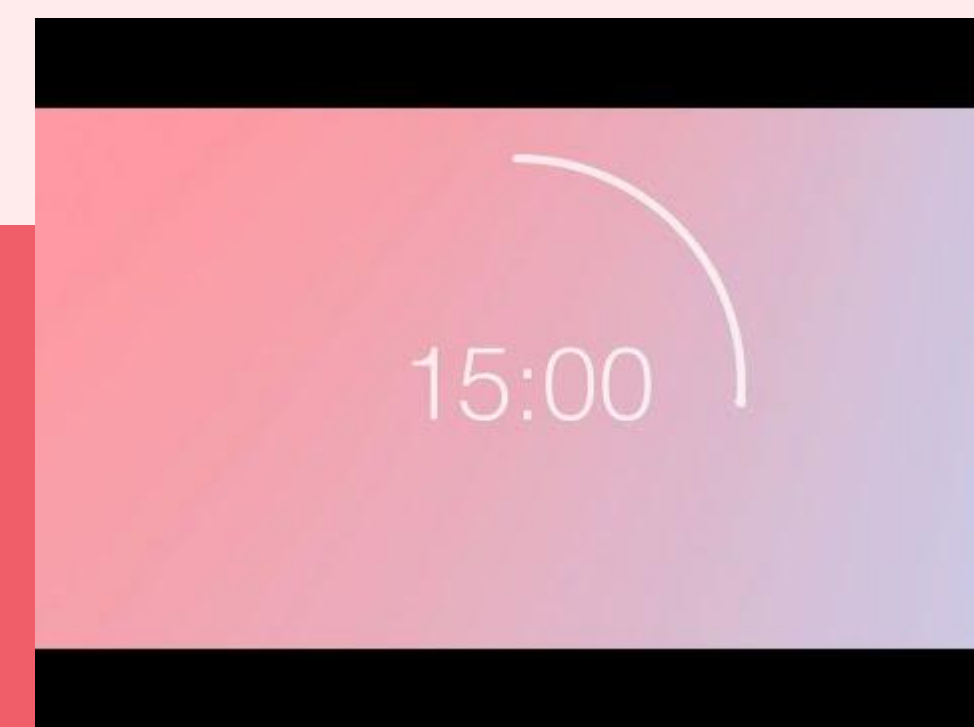


Activity

**Choose a partner
and share your
thoughts.**

**Help each other
find solutions and
improvements to
the criteria
identified!**

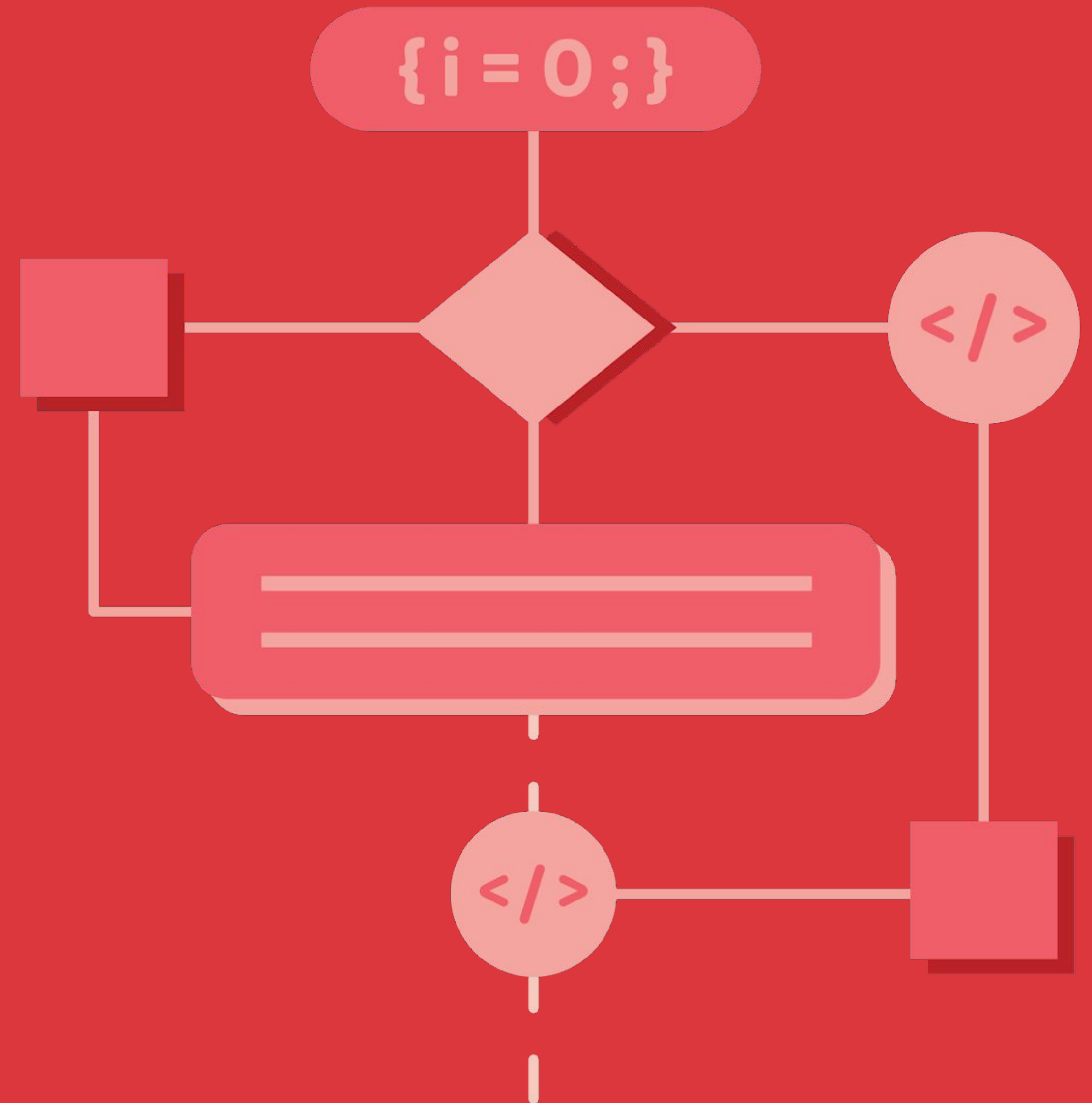
- It paints your career journey.
- It portrays your awesome written skills.
- It shows understanding of your talents and skills.
- It is the best personal branding tool.
- It tells powerful mini-stories about you.
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A Digital Portfolio

What is an Algorithm?



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**Let's think for a second,
when you are on your
phone or on social media,
do you think the content
you see is random?**



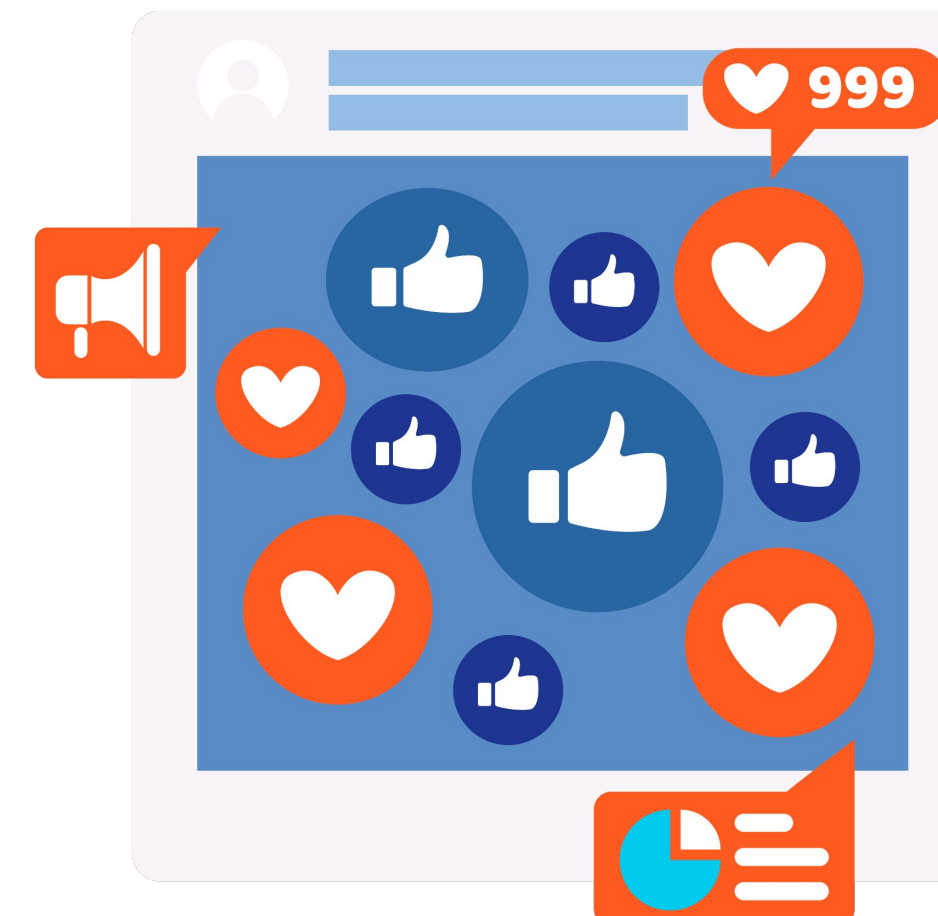
What is an algorithm?

In computer science, an **algorithm** is a sequence of precise instructions that tell a computer how to solve a problem or accomplish a task.



Why should it matter?

The algorithm is the basic formula that will determine what ads will appear the most and what posts and content you will see on different platforms depending on what you search, click and scroll through!



Social media algorithms are a way of sorting posts in a users' feed based on relevancy instead of publish time.

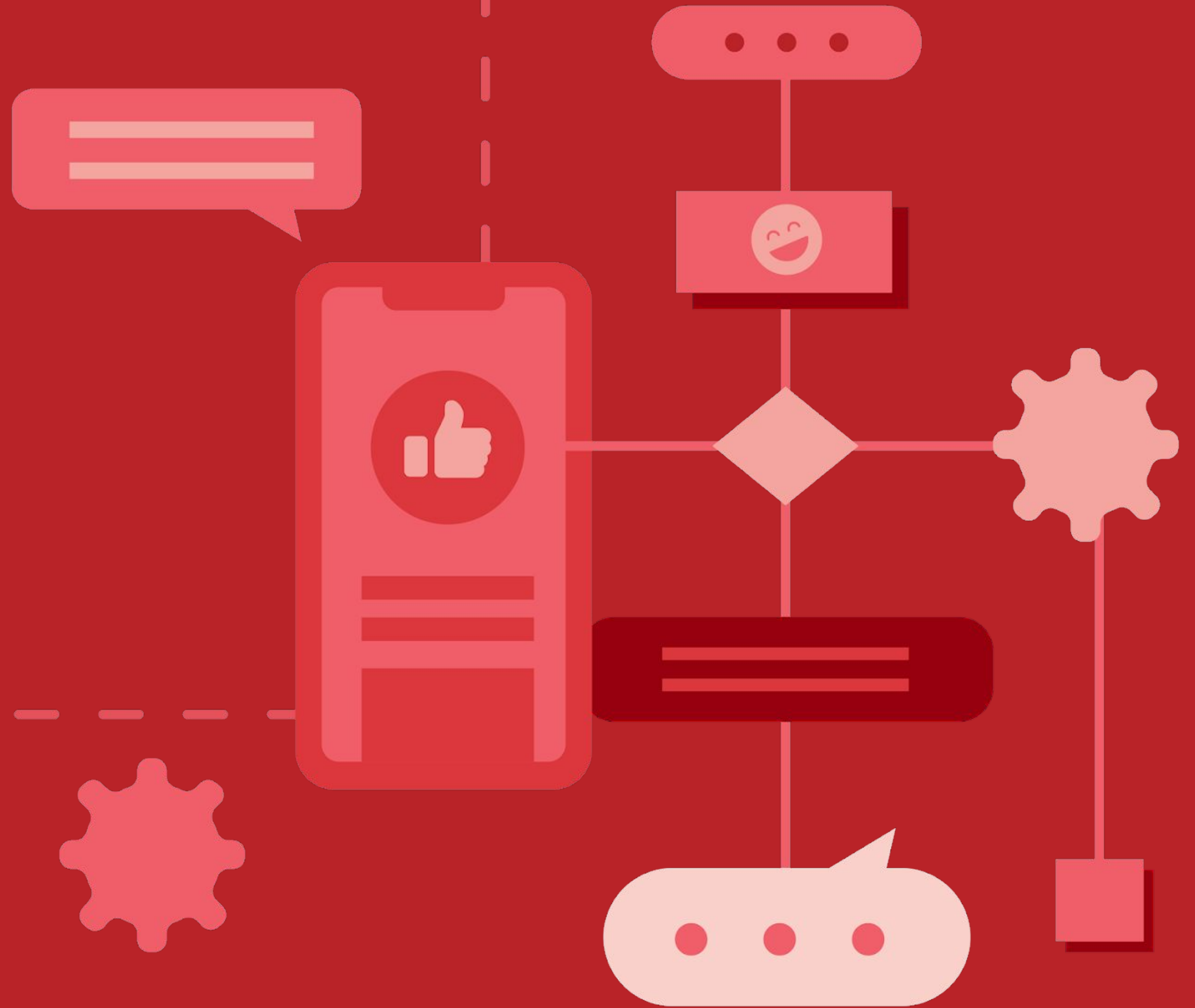
Reminder

That is why, **social media** is a **great tool for finding opportunities** but just be careful how it **affects how you think**.

Double check things when you can because networks can also be transparent about what'll help content rank and be seen as high-quality on their platform.



Social Media and Algorithms



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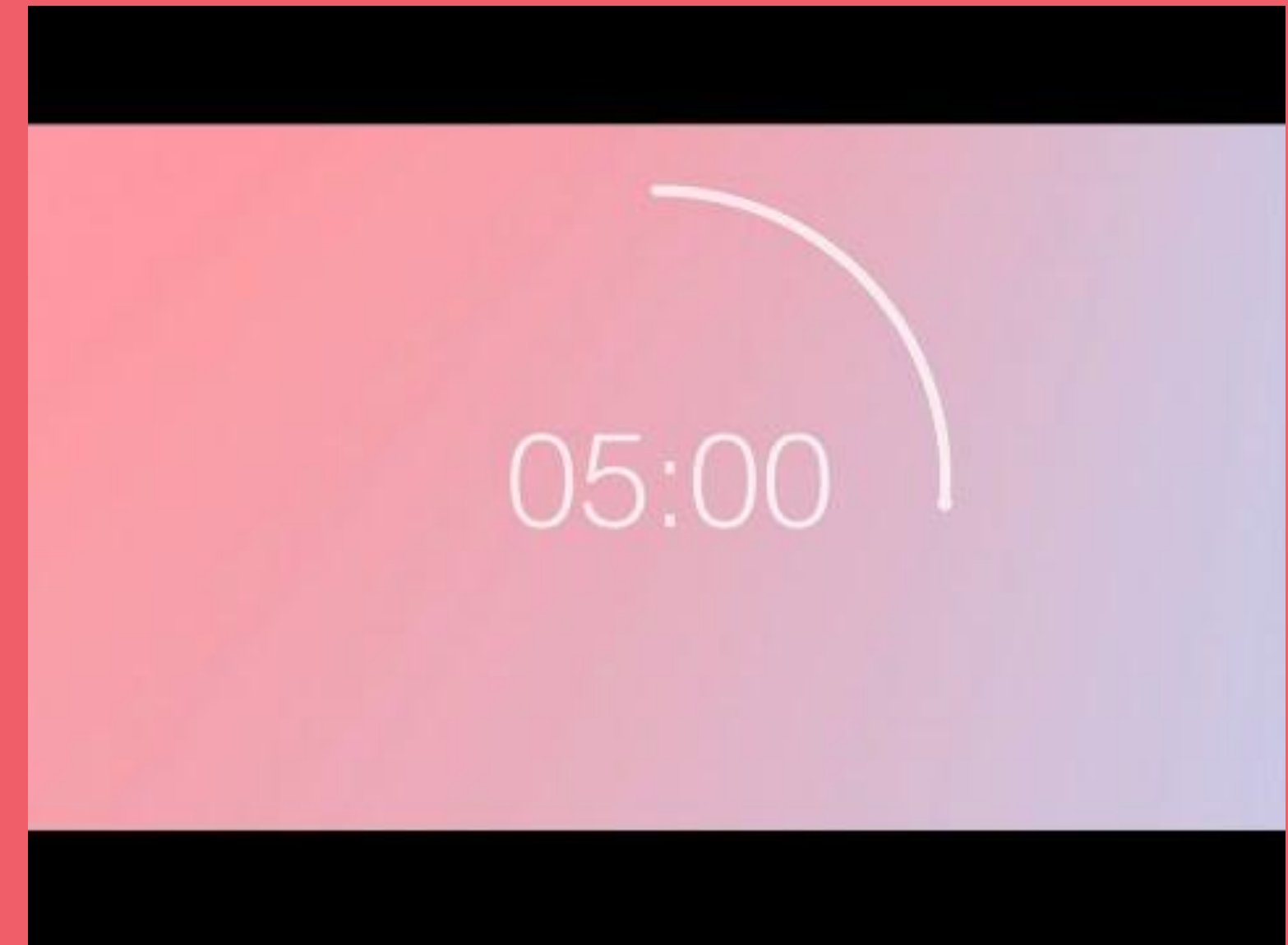
Let's talk about your Social Media Feed





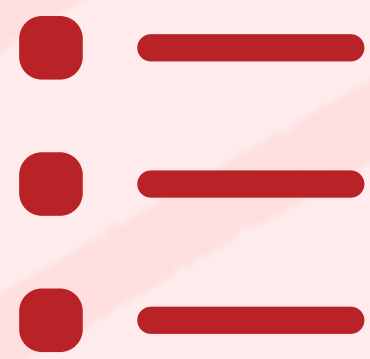
Activity

Choose a social media timeline that you have and compare with someone. See how similar or different it is. Discuss possible reasons why!

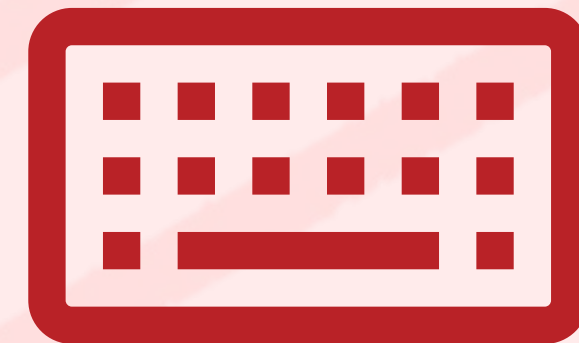


What algorithms can mean for you

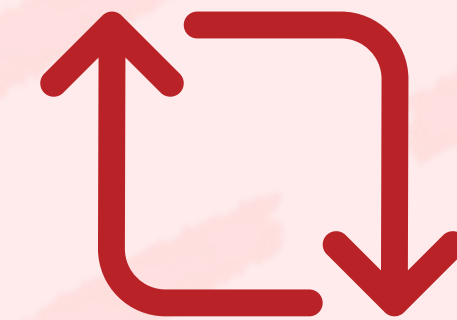
Example: Finding a job



Step 1: Build a list of targeted keywords



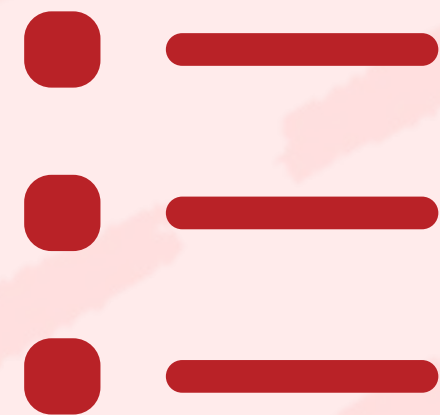
Step 2: Customize your application materials using keywords



Step 3: Keep pushing, and recheck and use it to build your profile in different platforms



Activity



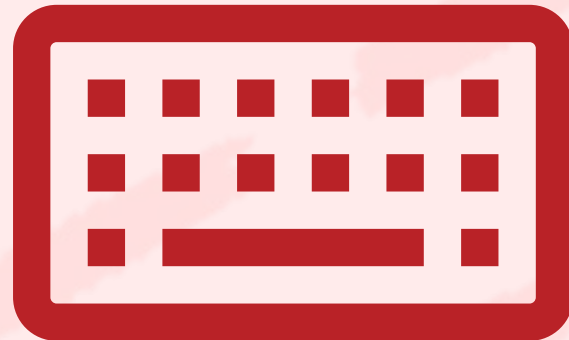
Step 1: Build a list of targeted keywords

WHY: Because how often or how much something appears will depend on what you search.

TIP: Find job descriptions in your field and for any position you're interested in, now or in the future.



Activity



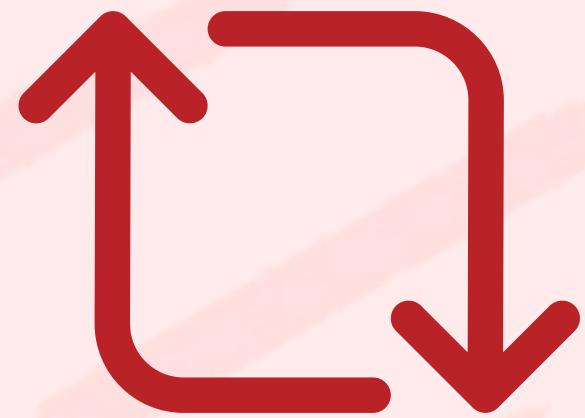
Step 2: Customize your application materials using keywords

WHY: As you're customizing your resume to each position you're applying to, add keywords from your target list into descriptions wherever it's appropriate and still sounds natural. Also include keywords in any supplementary written materials, such as cover letters, sample work, emails, and job board fields.

TIP: You still want your job application materials to be readable by humans. So the rules of grammar and sentence structure are still important. You don't have to use every word on your keyword list, or use the top ranking words over and over again. Just where appropriate is fine.



Activity

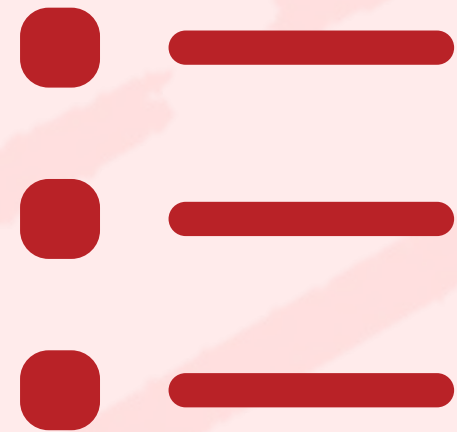
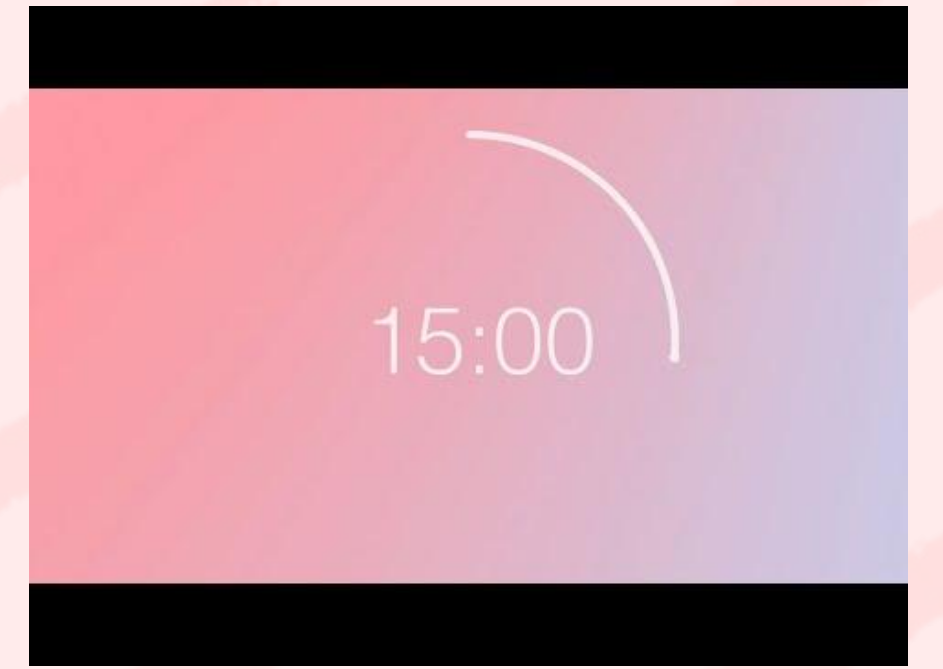


Step 3: Keep pushing and rechecking, and use it to build your profile in different platforms

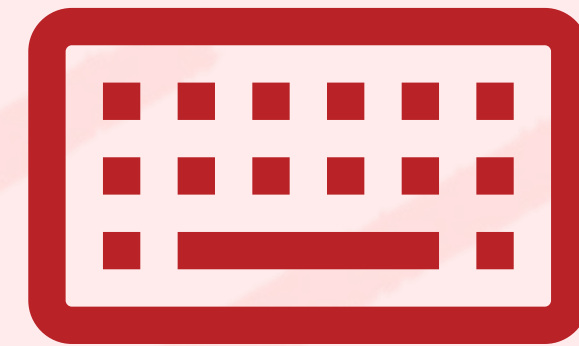
WHY: ALL platforms have algorithms used to track candidates.

TIP Use the same keyword list to help you build and edit your profiles or any other writing you publish on the web. After all, a fresh algorithm might come crawling past your page at any time.

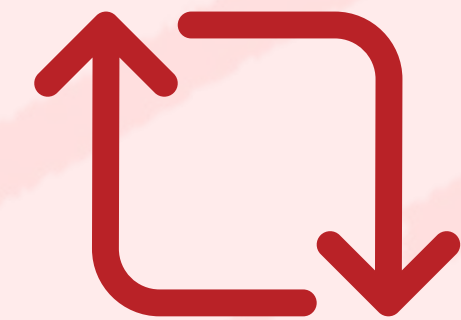
Let's do this together!



Step 1: Build a list of targeted keywords



Step 2: Customize your application materials using keywords



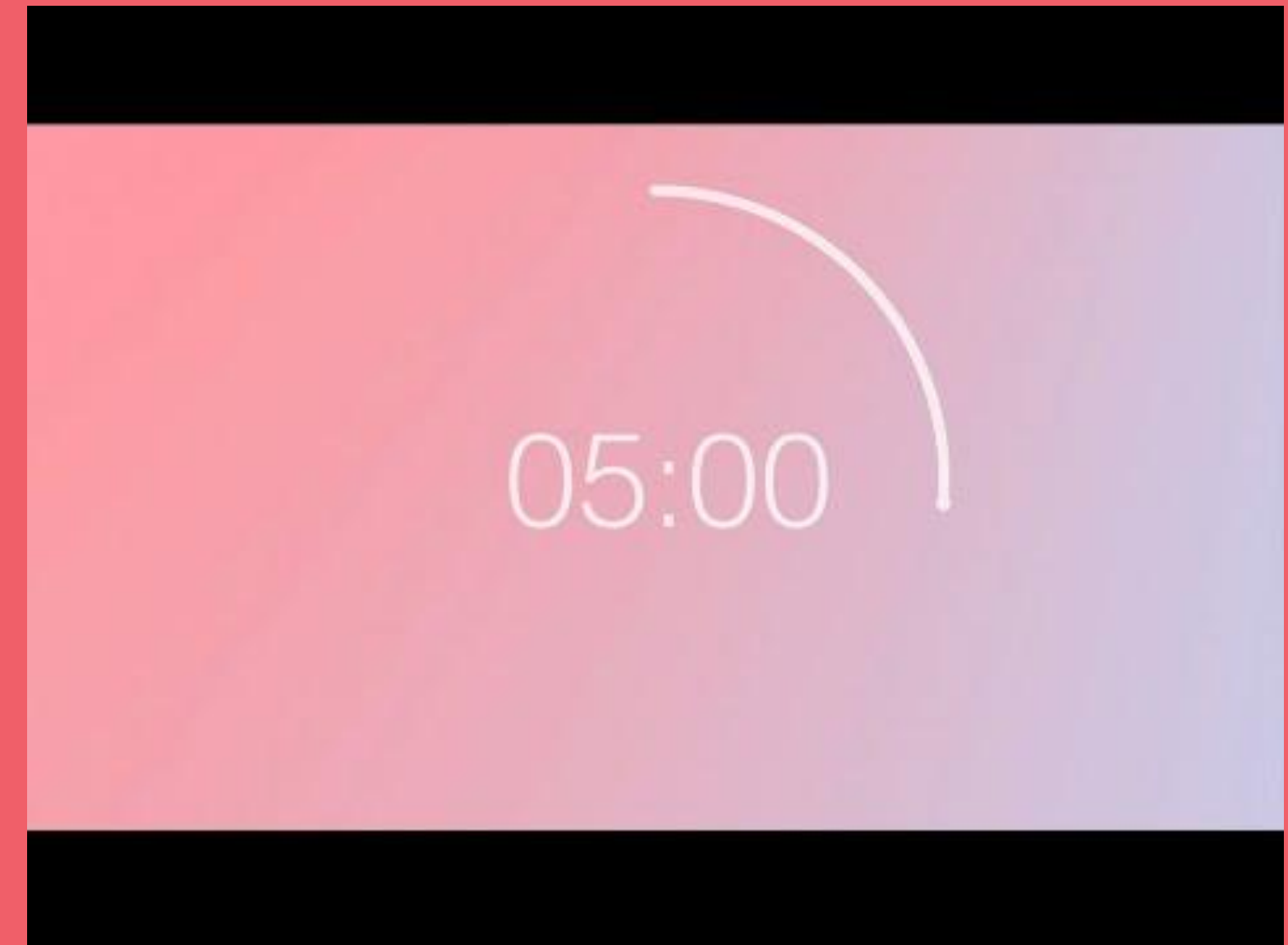
Step 3: Keep pushing and rechecking, and use it to build your profile in different platforms



Activity

BRING OUT YOUR WORKSHEETS

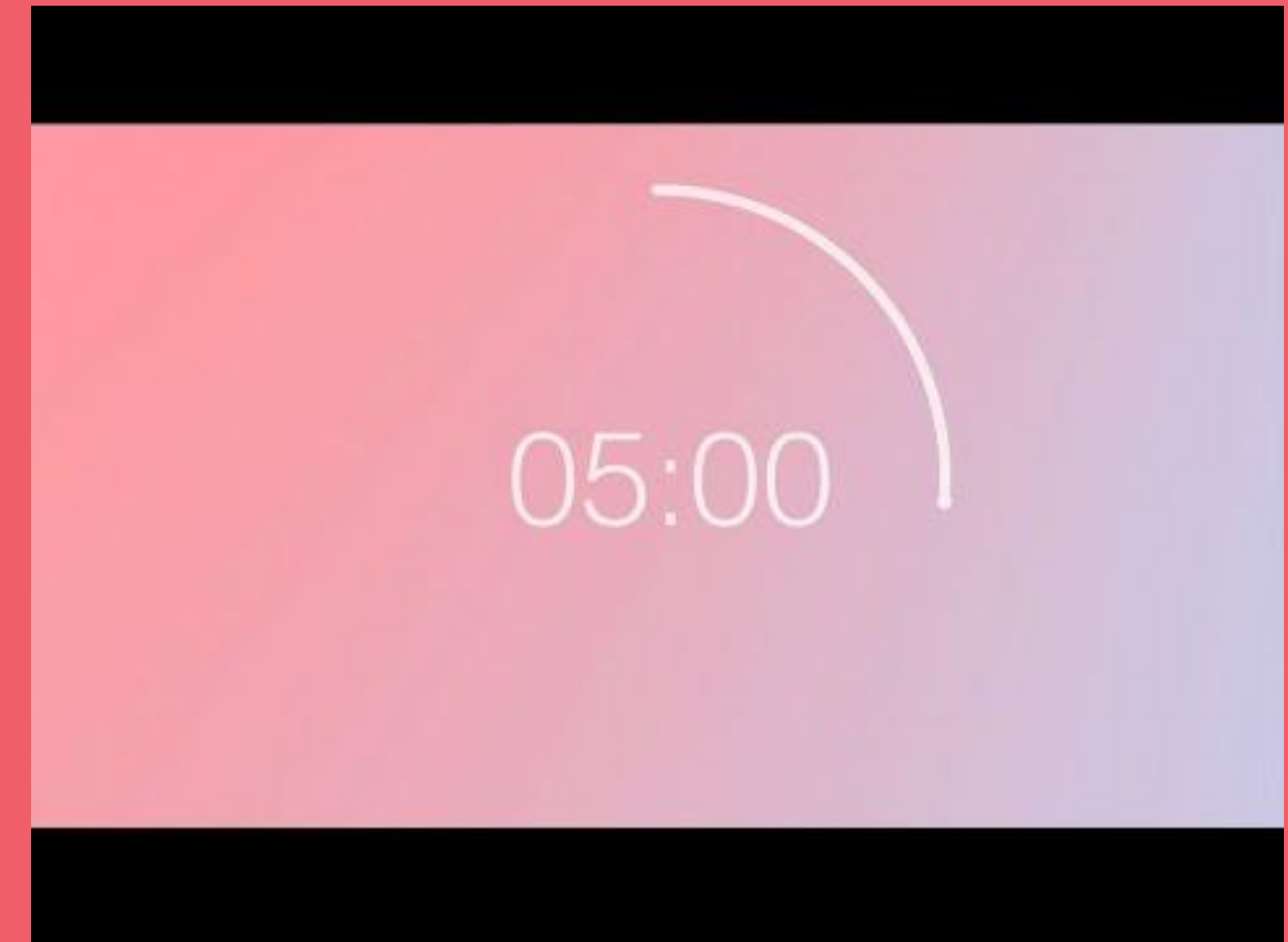
**In your groups discuss
how you think
algorithms affect what
you see and how you
think!**



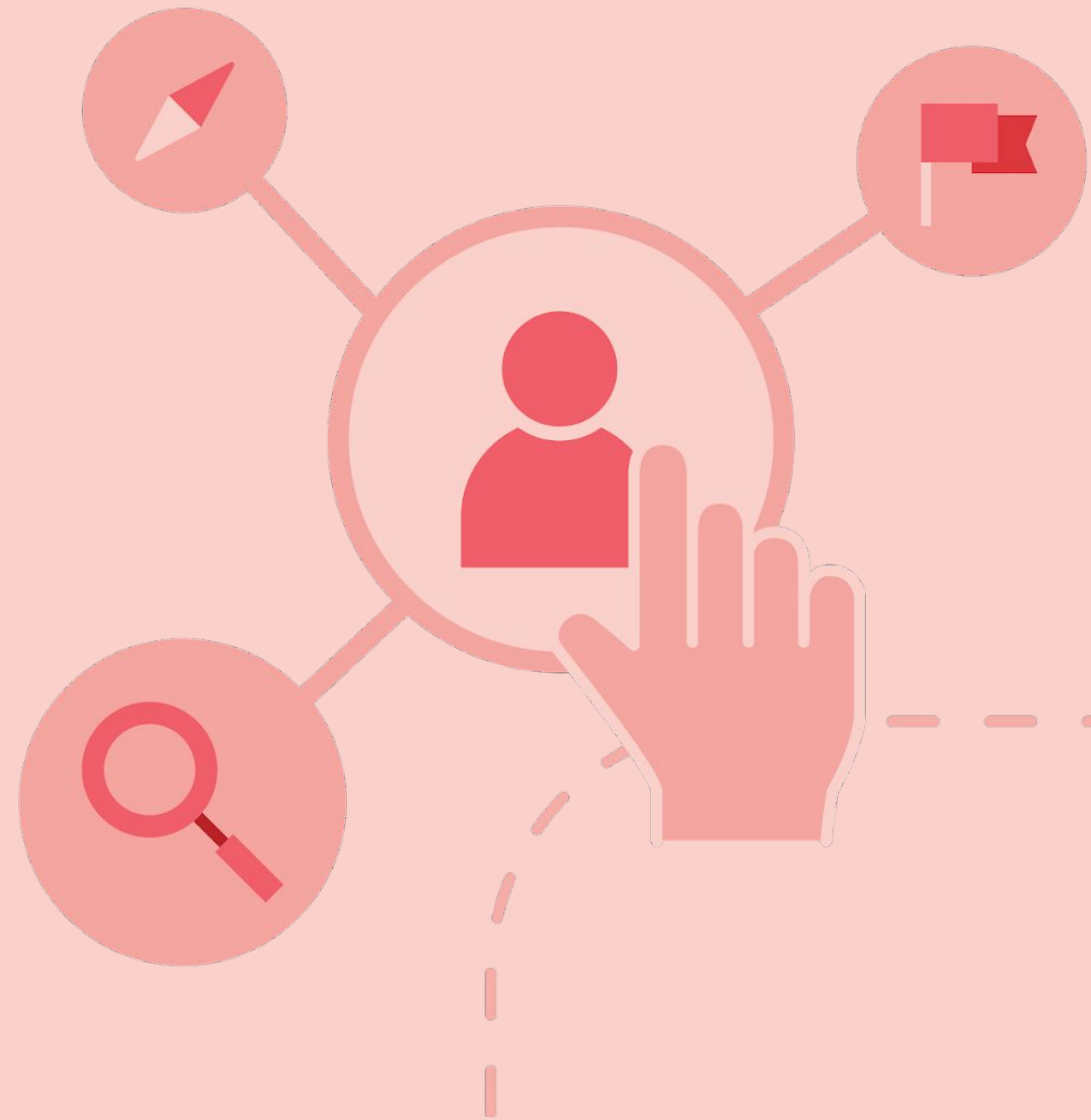


Activity

Now that you know more on how it works, what are the things you can do more or less of to improve your online experience?



Wrap-up

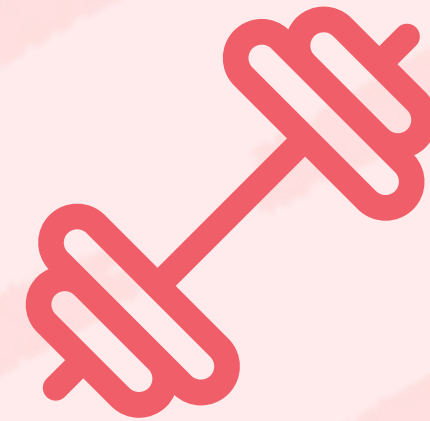


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Key Points



We all have **unique experiences** that helped **shape who we are today**. These experiences also **motivate us towards goals** that we may have for ourselves.



To help us achieve our goals, we can **identify our strengths** that can help us build opportunities. These can be **transferable skills, personal traits, and/or knowledge-based skills**.



The strengths you are able to identify can be put in your **CV**, which is **snapshot of your experiences, skills, and value-add!**

Key Points



An algorithm in the context of social media **will determine what you see online (ads, posts, and content)**, and it **will depend on what you search, click, and scroll through.**



You can **use certain keywords** to target changes in your algorithm, so it can **help you further discover and explore opportunities for you.**



**What are your Top 3 KEY
TAKEAWAYS?**

Share them with 3 people after this.



MODULE 9

DIGITAL TAYO

Digital Opportunities

