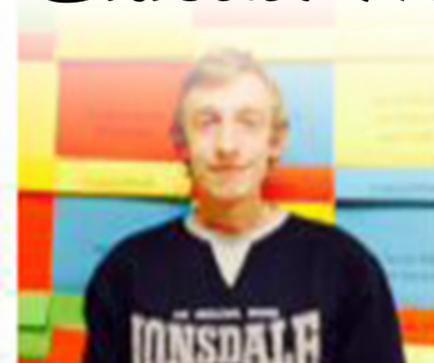


# MediaPloyment Manual:



## Employment vs Social Media



## Table of Contents

<i>Introduction</i>	3
<i>Participating organizations</i>	4
<i>Hosting organization:</i>	11
<i>Participants</i>	12
<i>Project agenda</i>	13
<i>Beware of social media! How to avoid problems?</i>	14
<i>Don` t say bad things about business</i>	14
<i>Tagging into Trouble</i>	14
<i>Folletto On Mars</i>	15
<i>Follow the Dark Side</i>	15
<i>Think twice or block your postline</i>	16
<i>Internet is not that safe</i>	16
<i>When u write keep it correct</i>	17
<i>Story of Mark Clause</i>	17
<i>How to create social media CV</i>	18
<i>How social media can influence the youth</i>	19
<i>Pellin`s story</i>	19
<i>Lee`s story</i>	19
<i>Ewa`s story</i>	19
<i>Recommended websites</i>	20

<i>Social Media in Turkey:</i>	20
<i>Social Media in UK:</i>	20
<i>Social Media in Poland:</i>	20
<i>Social Media in Spain:</i>	20
<i>Social Media in Moldavia:</i>	20
<i>Social Media in Armenia:</i>	20
<i>Pictures</i>	20
<i>Social Bookmarks</i>	20
<i>Comments and reputation</i>	20
<i>Crowdsourced Content:</i>	20
<i>Employability:</i>	20
<i>Social Media in general:</i>	21
<i>Cyberbullying:</i>	21
<i>The end?</i>	22

### Disclaimer

„This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”



## Introduction

### Mediemployment Manual - what is that?

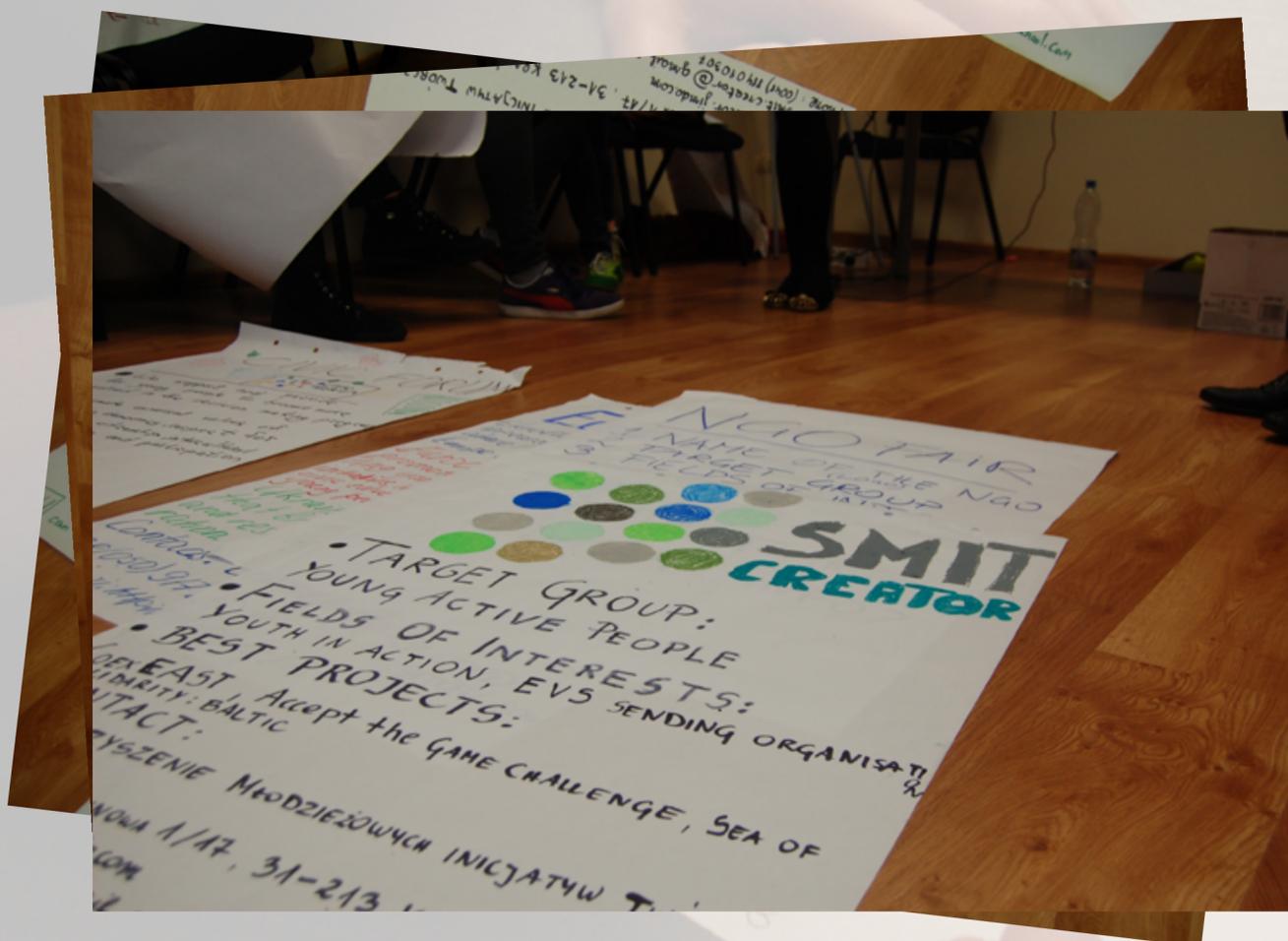
What you have just opened is not a normal pdf document, this is a wonderful example of work of people from twelve different European countries who spent one week learning how to use social media in order to fight the biggest enemy of youth nowadays - unemployment. After this fruitful week they summarized the knowledge and experience gained during the event and created this Manual in purpose of promotion of action and also to transfer the results in pleasant and interesting way.

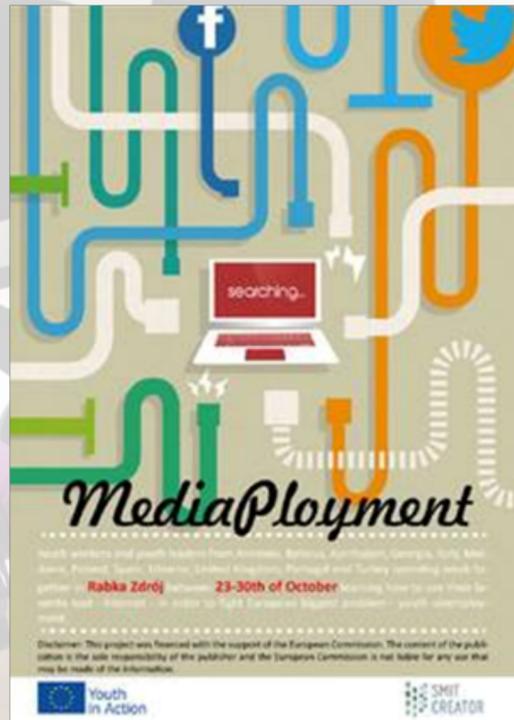
### How was the manual created?

Benjamin Franklin said “Tell me and I forget. Teach me and I remember. Involve me and I learn.” We were guided by those words while giving participants freedom to choose their own medium to transfer their knowledge. They had chance to divide into groups by choosing the thing they wanted to work on. Then with background help of trainers and productive discussions they decided what were the most important issues of the project, remained themselves most useful answers and tips they found out and put it all together creating tools understandable for other people and also kind of tools which are fun to use.

I hope that after reading or even seeing the photos from the project you will understand how much good work those 24 people have jointly carried out during the week in Rabka Zdroj between 23rd – 30th of October 2013.

Agnieszka Kusek





### About the project:

Training course called MediaPloyment brought together to Rabka-Zdrój, Poland between 23rd to 30th of October 2013, 24 experienced youth leaders, trainers, project managers from Armenia, Belarus, Azerbaijan, Georgia, Italy, Moldavia, Poland, Spain Ukraine, UK, Portugal and Turkey. The main aim was to raise visibility and awareness of how useful social media can be for youth finding employment and increase knowledge of danger which comes with it. By using non-formal education methods and organizing meeting with a specialist we showed participants how to take advantage of pages which they use every day in order to help themselves to find a good job or at least do not get in trouble because of the internet.

### Participating organizations



Sending organization:

**Armenia**

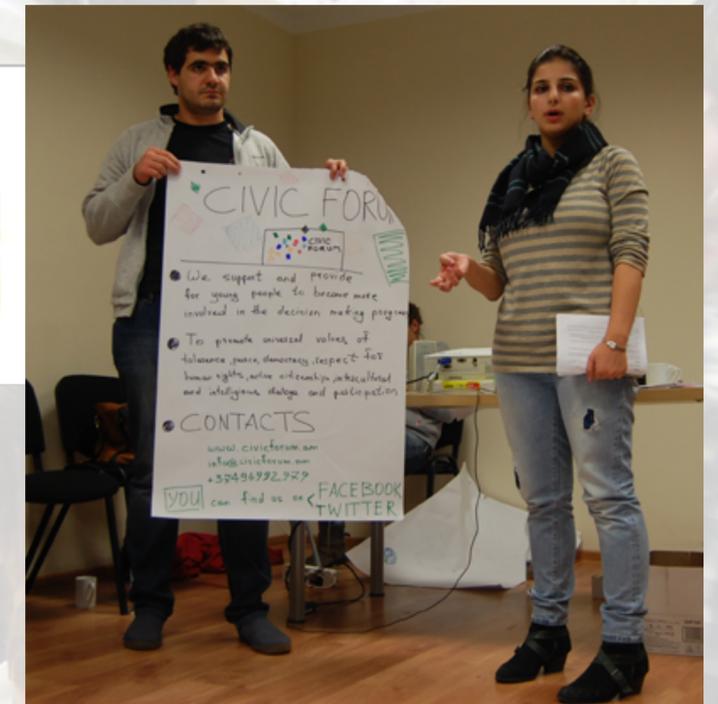
**Civic Forum:**

The objectives of the organization are:

- > To promote Armenia's successful integration into European structures;
- > To focus public attention on different problems that society and the world faces and to find solutions to these shared problems;
- > To create the opportunity for young people to become more involved in the decision making process;
- > To support and provide opportunities to young people with fewer opportunities and with a disadvantaged background;
- > To encourage and foster greater civic activism and awareness through the creation of opportunity for free expression of ideas;
- > To work towards the elimination of discrimination and to promote equal opportunities;
- > To promote universal values of tolerance, peace, democracy, respect for human rights, active citizenship, intercultural and interreligious dialogue and participation;
- > To build strong partnerships with local stakeholders and organizations from around the world that share the same ideas and values.

[www: www.civicforum.am](http://www.civicforum.am)

contact: [info@civicforum.am](mailto:info@civicforum.am)





National Assembly of  
Youth Organizations of the  
Republic of Azerbaijan

Sending organization:  
**Azerbaijan  
National Assembly of Youth  
Organizations of the  
Republic of Azerbaijan  
(NAYORA):**

National Assembly of Youth Organizations of the Republic of Azerbaijan (NAYORA) is a united youth platform which was founded by 11 youth organizations

on 21st of November of 1995 and was registered in the Ministry of Justice of the Republic of Azerbaijan on 31st of January of 1996. Since its creation the number of members has reached to 93. NAYORA is a united youth platform, the leading youth organization cooperating with international organizations, organizing international integration of youth. NAYORA is a full member of European Youth Forum since 2000, the World Union of Turkish Youth, and Islamic Conference Youth Forum. Since 2002 NAYORA has Consultative Status in United Nations ECOSOC. NAYORA is one of the founders of two international organizations, such as Great Silk Way International Youth Union and World League of Turkic Youth. It is umbrella organization which provide interests of youth and youth organizations in the various fields such as education, culture, active citizenship, voluntariness and etc. Working towards strengthening civil society is the one of the main activities of NAYORA. It implements many projects as a result of the cooperation with international partners. NAYORA organized “1st UN – NGO Community Relations Conference” in Baku, Azerbaijan in a partnership with UNDP in February, 2002. The officials of our organization participated at the United Nations General Assembly Special Session on Children in New York. NAYORA is actively participating at the Interagency Task Force on Youth Health and

Development which is supported by UNICEF Azerbaijan. NAYORA and UN office in Azerbaijan organized joint conference titled “Youth: Opportunities, Achievements and Perspectives” with participation of the representatives of UN in 2010. With the support of Youth Forum, NAYORA and YEU organized youth event. For the first time, more than 20 youth participants from Europe participated in Internet Governance Forum (IGF). Our organization in cooperation with the European Youth Centre, Budapest organized Study Session “Together we can overcome the challenges for Equal Participation in Budapest on December 2-9, 2012. Our organization also holds GUAM Youth Leaders Forum in Baku on 22-24 December, 2012. We are partners in different YIA projects and get accreditation EVS Sending and Hosting Organization.

Our aims are as the following:

- To coordinate activities of child and youth member organizations;
- To raise the participation of youth and youth organizations in the process going on in society and especially in decision making;
- To represent the interest of youth organizations in regional and international level and create conditions for their development;
- To impact positively on formation of policy concerning the youth and youth organizations;
- To achieve solidarity among youth and their organizations in solution of nationwide problems;

[www: www.nayora.az](http://www.nayora.az)

contact: international@nayora.az



Sending organization:

**Belarus**

**Office for Initiatives Promotion:**

Overall aims of Office for Initiatives Promotion:

- Realization of projects in the sphere of education, culture and social development.
- Realization of forums, conferences, seminars, round-table sessions and other educational activities with non-formal methods,
- Realization of festivals, fairs, exhibitions and other events in the sphere of education, culture and social development,
- Organization of volunteer groups for participation in cultural, educational and social activities,
- Realization of books, magazines and other periodicals publication,
- Support of youth entrepreneurship skills.

Contact: ngo.oip@gmail.com



Sending organization:

**Georgia**

**International Youth Association “Quant”:**

International Youth Association “Quant” is a non-government organization with the mission to promote the establishment of a modern, healthy, educated and perfect society. In order to meet this task the association has been implementing the educational a youth development programs.

International Youth Association “Quant” was established in by the young people with 4-5 years working experience in NGO sector. Association is working mainly in education field with different target groups (children, youth, student, refugees, IDPs, etc.) It is mostly focusing its activities to the Caucasian region and cooperates with different NGOs in Europe.

Association provides activities on:

- Civil and human rights education
- Peer education
- Culture and Sport
- Environment
- Youth policy development

Email:

Quant\_association@yahoo.com



Sending organization:

### Italy - Connect:

#### About

No-profit Youth Organization that promotes non formal education, ecology, art and culture, mobility, social inclusion

#### Mission

We want more and more young people involved in the society to build a better world all together without discrimination!

#### Company Overview

We are a group of young motivated people, active in the social field. We promote social inclusion using Sport, Nature and Art and we take advantage of different activities such as voluntarism, art expo, creative recycling, theater forum, guerrilla gardening, street performances and flash mobs. Our volunteers have already had intercultural experiences such as Youth exchange, training courses, EVS, Erasmus, international intership, working holiday period, study holiday, International Civil Service etc.

#### Description

Our members are all active young citizens interested in volunteering and multicultural learning. Our main aim is to involve youngster in both local and european projects, using creativity and non-formal education tools in order to help their personal development and to raise their awareness of European citizenship values such as cultural diversity, active participation, ecology, peace, democracy, human rights. We promotes all the European programmes for mobility and help people that want to apply.

Our board members are already experienced in Youth in Action so we are ready for partner NGOs from all over Europe!

#### General Information

e-mail: [connectassociation@gmail.com](mailto:connectassociation@gmail.com)

[www.salto-youth.net/tools/otlas-partner-finding/organisation/connect.3662/](http://www.salto-youth.net/tools/otlas-partner-finding/organisation/connect.3662/)

Sending organization:

### Moldawia

### CREATORII:

CREATORII is non-governmental organization that has the main aim to offer development opportunities for young people, especially from rural and deprived areas, with fewer possibilities. The organization creates youth exchanges, training courses and seminars for young people aged from 16 to 30 years, active leaders of the society, volunteers or any other people interested in personal development. Also it creates video spots, documentary movies, banners and organization of photo galleries, flash-mobs, and other social events for the development of creativity, practical and theoretical skills of the young people. Our main aim is to be actively involved in solving most painful problems in our society.

Contact: [mail.creatorii@gmail.com](mailto:mail.creatorii@gmail.com)





Sending organization:

**Portugal**

**Experimentáculo Associação Cultural:**

The youth organization Experimentáculo Associação Cultural is a non-Governmental organization with the mission to promote cultura, art and patrimony. Experimentáculo was founded in 2006, in Setúbal, Portugal, and since then has been implemented more than 100 projects and activities. Experimentáculo promotes concerts (e.g. F.U.M.O. festival), movie festivals (e.g. Curtas Sadas), produces documentaries and short-movies and gives formation on those areas. We also work with Youth In action and European projects since 2009.

Contact: [experimentaculo@gmail.com](mailto:experimentaculo@gmail.com)



Sending organization:

**Turkey**

**Education and Research Community:**

Education and Research Community is a non-governmental and non-profit youth organization founded in 2004 as a student forum in Istanbul by university students who have considerable experience on international youth projects. EREC means more than 240 members involved in local and international youth activities since its establishment.

EREC aims at:

- Fostering Euro – Mediterranean cooperation by specialized projects and policy formulations;
- Increasing civil society's role in youth policy development and in implementation in the European and Mediterranean countries;
- Contributing to personal development of youngsters;
- Raising awareness on respect, empathy and tolerance between youngsters;
- Promoting intercultural dialogue as a tool for solving common issues and conflicts;
- Focusing on issues related to human rights and acceptance of personal limitations;
- Emphasizing social cohesion and its role in developing multicultural communities.

[www: www.erec.boun.edu.tr](http://www.erec.boun.edu.tr)

contact: [ercc@boun.edu.tr](mailto:ercc@boun.edu.tr)



CONSELL COMARCAL DEL  
**BARCELONÈS**



**Joves per la  
Igualtat i la  
Solidaritat**

of Youth promotes the coordination and support of youth politics in the municipalities of the Barcelones area. Our working lines are working in network, support to youth housing, youth emancipation and European mobility.

In the Centre Europa Jove (European Youth Center) we work especially with European exchange programs, the Youth in Action program, inform and assess other mobility options for young people since 2001.

[www: www.barcelones.cat](http://www.barcelones.cat)

contact: [consell@barcelones.cat](mailto:consell@barcelones.cat)

Sending organization:

**Spain**

**Consell Comarcal del Barcelones**

Consell Comarcal del Barcelones is the local administration of the country council of the Barcelones region, situated in the Barcelona area. It includes the municipalities of Badalona, Santa Coloma de Gramenet, Sant Adria de Besos, l'Hospitalet and Barcelona. It has several competences that are delegated by the Generalitat de Catalunya which is the local government and other different municipalities of our territory. The CCB is a member of the Catalan association of municipalities and counties. We have competences in: education, school transport, road network, housing and youth policies. The youth politics are delegated by the General Secretary of Youth of the Generalitat de Catalunya, amongst them we develop the Country Plan of youth, take care of youth hostels, coordinate youth information services, counselling and support to youth associations. The County Plan





Sending organization:

**Ukraine**

**Donetska oblasna molodizhna organizacia "Euroclub":**

As an Ukrainian youth NGO, active in the spheres of European awareness, promotion of intercultural learning, non-formal education and volunteering. Donetsk Euroclub aims to integrate questions of youth entrepreneurship in this activities. We inform local youth about educational and volunteering opportunities abroad. Our trainers developed and conducted trainings, workshops, summer camps etc on creativity, social cohesion and leadership. In 2009 and 2011 our team implemented the EU Delegation in Ukraine's projects for the national network of Euroclubs. At our discussion and debate clubs issues of trafficking in human beings is among topics most actively discussed.

[www: www.euroclub.dn.ua](http://www.euroclub.dn.ua)

contact: euroclub.dn.ua@gmail.com



Sending organization:  
**United Kingdom**  
**Momentum:**

Momentum is a not-for-profit social enterprise, registered in England as a Community Interest Company limited by guarantee. We provide personal development and leadership programmes for young people, together with a range of other services, working across both the formal and non-formal education sectors. The main focus of our work is international. Our mission is to enhance the career opportunities of young people, and we are especially committed to working with those who have fewer opportunities.

Momentum has extensive experience working with young people in the UK and internationally over many years, encompassing international and intercultural youth projects, large scale residential youth events and summer schools; development of youth networks; wide-ranging practical grass-roots youth and community work (both within and beyond the formal education system); outdoor education; youth film and digital media projects. As well as the UK, we have experience of working in many other countries in Europe and around the world. We have run many previous Youth in Action projects and training courses, and we have a growing network of international partners. We have also worked with the UK National Agency to run



inclusion training and valorization events.

Momentum is not connected to any particular group or geographical region. We have no political or religious affiliation, and are committed to the personal development of all young people regardless of social, cultural, economic or other circumstances. Our current thematic priorities are inclusion, enterprise and skills for employment.

In 2012 we launched “2020 Education”, a major international initiative for schools and youth groups, aiming to empower and develop young people through local projects related to global issues.

[www: www.momentumworld.org](http://www.momentumworld.org)

contact: [info@momentumworld.org](mailto:info@momentumworld.org)

Hosting organization:



SMIT „CREATOR” was founded in 2011 by active young people with extensive international experience and different expertise. It’s a non-government, non-political, non-religious organization from Krakow working in the fields of project management, research and training for and with youth. SMIT CREATOR’s main purpose is to exchange creative ideas, promotion of values, tradition and art in the countries of Europe and beyond. It aims to contribute to intercultural dialogue and exchange, creating a common ground for cooperation with scientific, cultural and educational fields at an international level.

OUR EXPERIENCE as for a young organization is already vast. We have been sending our members to many countries and various projects, preparing our staff to be ready to create and run fantastic projects.

OUR TEAM consists of young professionals, among which are: a trained psychologist, youth leader, experienced volunteers, and many others. All working for you and your benefit.

[www.smitcreator.jimdo.com](http://www.smitcreator.jimdo.com)

contact: [smit.creator@gmail.com](mailto:smit.creator@gmail.com), [office@smitcreator.pl](mailto:office@smitcreator.pl)

## Participants



3rd row starting from the left: Yulia, Alberto, Aleksandra, Mateusz, Tudor, Elena, Lee, Pedro  
2nd row starting from the left: Nadine, Arman, Roberto, Uğur, Giacomo, Alona, Timur, Sali, Kuba, Agnieszka  
1st row starting from the left: Hikmat, Ewa, Aleksandra, Anna, Sintare, Pelin, Sara, Nara, Thea

# Project agenda

23rd of October	24th of October	25th of October	26th of October	27th of October	28th of October	29th of October	30th of October
	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST
	ENERGISER	ENERGISER	ENERGISER	ENERGISER	ENERGISER	ENERGISER	ENERGISER
Arrival of the participants	Group building activity/Fears, Expectation, Contribution/ Contract	What is social media?	Meeting with Social Media specialist	Social Media can destroy your career	Work game	Workshop: Design of the manual	Departure of the participants
	CULTURAL BREAK	CULTURAL BREAK	CULTURAL BREAK	CULTURAL BREAK	CULTURAL BREAK	CULTURAL BREAK	
	Team Building Activity	Safety concerns about social media	Good Practice for youth using Social Networks	Cyber Bullying & Online Hazard: Important factors to know	SWOT analysis - where do I stand?	Workshop: Design of the manual	
	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	
	Youth in Action Programme	Social media as a CV	Social Media for Trainers and youth workers	Is there equality in Social Media? Is it accessible to all?	Help vs harm? The ins and outs of working with young people	Future steps?	
	CULTURAL BREAK	CULTURAL BREAK	CULTURAL BREAK	CULTURAL BREAK	CULTURAL BREAK	CULTURAL BREAK	
	NGO Fair	Employment through Social Media	Has Social Media replaced interaction?	Theatre of discrimination	Workshop: Design of the manual	Final evaluation	
	Reflection group	Reflection group	Reflection group	Reflection group	Reflection group	Youthpass time!	
	Free time	Free time	Free time	Free time	Free time	Free time	
	DINNER	DINNER	DINNER	DINNER	DINNER	DINNER	
Free time	Free time	Free time	Free time	Free time	Free time		
Welcome party	International Night vol. 1	Movie night	Polish Night	Intercultural night vol.2	Free evening	Farewell party	
End Program	End Program	End Program	End Program	End Program		End Program	

Beware of social media! How to avoid problems?

### *Don't say bad things about business*

Story by Elena and Tudor

For this topic our team can propose for you an example when a guy was fired because of that.

Tom worked at McDonlad's about three months. After some time he found the second job in Burger King. The McDonald's rule doesn't allow their employees to work for the rival company. Tom knew about that, but continued to work for both companies.

Of course, nobody from McDonald's checked him. The manager really believes that every employee respects the requirement. Tom was happy that he found two jobs and in this way he can help his family.

In his free time Tom enjoys staying on facebook and sharing with friends all his activities. One day he made a great mistake when he posted on his timeline a photo of him in Burger King's T-shirt and at photo description he wrote the following sentence: "I really enjoy Bugers' nuggets because they are prepared always in fresh oil, what I can't say about McDonald's nuggets and French fries. They changed the oil just when corpo-

ration control comes."

Few days later the manager of McDonald's noticed that and fired him without any kind of explications.

Now Tom is now looking for another job :(.  
Our conclusion is to think twice when you are posting or commenting on something bad about business.

### *Tagging into Trouble*

Story by Nadine and Thea

Today we saw again how easy it is to make a mistake through social media when working in a profession involving confidentiality contracts. Maria S (23) was a nurse from Tameside Hospital working in the emergency department.

Maria's friend Bob M (25) had an embarrassing accident at a married lady friends house, after beginning to get intimate with her in the front room he heard a key in the front door and panicked. Abandoning his clothes, he tried to make a run for it and on the way managed to trip on a table leg, and break his nose on the arm of a chair on the way down.

During his trip to the emergency department, he saw his friend Maria S on duty, he told her his story and expressed his embarrassment to which she expressed her amusement.

On Bob's arrival home, he visited Facebook to find himself tagged in a status by Maria which read ,I saw Bob at work tonight, he somehow managed break his nose while running away from his new shag's husband! Hahaha!'

As Maria should have known, this was in fact a breach of the Confidentiality Act and unfortunately for her she forgot that she was friends with members of the legal department at Tameside Hospital on Facebook, who felt obliged to report her to the General Medical Council for breaching a patients confidentiality through social media.

Maria has now lost her nursing licence and is unable to ever register with the GMC again, making her nursing qualification useless. It just goes to show that you should always be aware of what you are writing on social media websites, what may seem like an innocent story between friends, if seen by the wrong person could lead to huge consequences for your career and life.

## *Folletto On Mars*

Story by Ewa, Alberto, Giacomo, Roberto

Once upon a time in New York City, there was a man working in vacuum cleaner company, the Folletto S.p.a.

His boss was a sexy woman. Very sexy. She reminded him of his aunt but it's not important for the story.

Both of them had Facebook profiles. Who doesn't nowadays?

They were friends on Facebook and both had single relationship status. But actually the man was engaged.

One evening only they remained in the office and the rest... the rest you can imagine by yourself.

Thereafter they've just keep on meeting in the same way for a long time, so they began a kind of love/sex story...something like that.

One day, when the sun was setting down in the sky and birds were singing a Byrds song (Mr. Tambourine Man), the fiancée of the guy with the single status on Facebook, working for a vacuum cleaner company wanted to surprise him and came in the office to take him to the restaurant for a romantic dinner. She came in the office, silently, like a ninja. But not a normal ninja, a jedi ninja, with the laser sword and all the equipment (you know what I mean) [the reader has to blink his eye].

But what's important is that she arrived at the men's desk. She hugged and kissed him like frog with the fly. [the reader has to show how]

When the sexy boss came into the room and saw everything, she exclaimed:

"What the hell are you doing with her?"

And the girl answered:

"YOLO!"

20 minutes later, the man found himself in the middle of the street, alone, sitting on the sidewalk, thinking that he has just lost both the lover and the girlfriend.

He looked up at the moon. The sky was full of stars. Then, he saw a strange light, a bright blue light, getting even brighter and brighter. Very very bright indeed!

So the aliens came with their starships and stole all the Folletto's vacuum cleaners because they got tired of arguing with their wives about dust problem on Mars.

That's all (for the humans at least, and above all social media).

*Conclusion:* Never lie about yourself in social media, it can cause even a global catastrophe.

## *Follow the Dark Side*

Story by Ewa, Alberto, Giacomo, Roberto

A long time ago, in a galaxy far far away...

Alpha 558 was a stormtrooper working in the Death Star as a war clone for the Empire. He had a Twitter account. Who doesn't?

In a recent top secret mission he had to kidnap princess Leyla for Darth Vader.

He spent some time staring at her in jail, and so he fell in love with her.

After a poker match with a Velociraptor, a gangster and some American Indians, he was so drunk that he subscribed on fanpage and he started to follow princess Leyla's profile for show them her sexy photos.

The day after, in the Death Star echoes an Aerosmith song (feat Run DMC) "walk this way". The emperor and Darth Vader arrived! All the people there were pissing in their pants.

Darth Vader arrived in front of Alpha 558 and said: "I feel you are the one who follow Leyla on twitter ah?"

Alpha answered: "maybe...not?"

'Pziuuuuu', and he cut him in half.

So Alpha 558 was fired... into space.

*Conclusion:* Beware of what you like.

## *Think twice or block your postline*

Story by Aleksandra and Sali

20 years after graduation from secondary school, Mary Johnson, middle-aged housewife discovered website called „Nasza Klasa”. She received an invitation from her schoolmate with who she kept in touch. She has been looking after her children for last 10 years so an invitation looked like something worth exploring. In a week she registered an account, uploaded photos with her family, which taken in their house. What’s more she posted all her thoughts on the “Nasza Klasa” wall. While being excited about connecting with people who she didn’t remember at all, she got more than 100 friends in 7 days. Those were schoolmates, neighbours, friends of the friend and so on. Her husband Mathew was too exhausted after whole days working in the office to pay attention to what his wife was doing. The summer holidays began. Whole family was waiting for spending time together at the seaside. Mary knew that in that place she would’t have access to Internet. One hour before leaving her house with her family she posted an information about their holiday destination. Commented it in this way: “ Finally, relax with family, 2 weeks

without Internet “. In 5 minutes she got 2 comments from her friends asking when exactly they would be coming back. Mary again gave detailed information and left her house. 2 weeks of great holidays came to the end. Relaxed and full of energy Mary was coming back home. When they arrived to their surprise, found out that all valuable things from their house disappeared. As the effect Mary had the most expensive holidays ever.

## *Internet is not that safe*

Story by Aleksandra and Pelin

Teenage girl- Rita, who was new in the city felt a bit lonely in her new school, she was really smart, and other girls in the class didn’t really like her just because they were jealous. She started spending more and more time online. She was looking for friends... One day someone wrote to her on massager, just said Hi and that it would be really nice to talk because he also does not have to many friends in the city... For her it was like a additional Christmas during a school year.. They were talking every day, Rita felt like she finally found her soul mate... Everything seemed

perfect, but only for her... Her parents become worried because she was spending more and more time online, her marks were getting worse... They were talking with her, but she did not want to say anything about her new friend, so they were getting worried and worried. Her mother decided that she should invite the boy for the dinner, but he always had something else to do...

Parents worried with the situation decided to find this guy, they pretend to be a teenage girl and start talking with him... and they had a bad feeling so they wrote him that police already know his identity and they are going to find them the same day...

After few hours telephone in their house rang- it was mom of one of the girls from Rita’s class. The girl confessed that she was pretending to be the guy, just to have fun.

## *When u write keep it correct*

Story by Basia

Jenny had her blog for many years, she was quite proud of it because many people followed her notes, she had quite nice feedback about her notes. Everything looked perfect for her, especially that she was trying to get internship in one of local marketing company for a summer. She created very good CV, she highlighted her advantages in it. She even put the link to her university page where was written that she won one of the contests for the best business idea. She went for an interview and during it one of the recruiters told her that they checked her blog and they really appreciate her initiative but there is only one problem, she showed publicly her big weakness which was punctuation. And the problem is not that she has problems with comas, but that she didn't take care of, didn't find a way to correct is before making her notes public. After the conversation Jenny was really destroyed and she was looking for a way to make it up. So she decided to publish publicly that she never thought it could jeopardize her career because of that. She also created a note about many things she read about how your online activity can become an obstacle on your way to dream work. She also put more effort to write her notes correctly. After that she decide to apply for the internship once again after few months, and she got it because of a big change she went through.

## *Story of Mark Clause*

By Basia

It was a sunny morning, Mark Clause – a young creative and enterprising man with a lots of ideas appearing every second in his head. Sitting on his balcony he decided to open a new business. But the become more visible on the market he wanted to make people hear about him. So he started a long process of choosing where on Internet he can put the information. In the end he selected the easiest way and easy place – Facebook. Finally he achieved his goal and he created fun page of his business. To get more and more followers (likers) he was recommending this site to all of his Facebook's friend, and then them to their friends and so on. Each day he was trying to do something with this page, so he was posting stupid and sometimes offending texts, photos and videos that wasn't really related to the main idea of this fan page. Finally people started to make negative comments under his posts. Because of that people started to be discouraged to this brand new company. Beside all of the posts, the page was really chaotic, you couldn't find the basic information about what it is, where to find it, how to get in touch with this company. Instead of getting more interest in the cybernetic world he discharged his idea in the very beginning, by being careless, inattentive and regardless.

## How to create social media CV

One in six job seekers credit social media with helping them land their current job and 92% of employers use some form of social media in their recruiting. That's why it's so important anyone currently looking for a job maintain a social media resume. A social media resume can help you network with others in your field, can provide links so potential employers can see your past projects firsthand, and can be updated instantaneously. While LinkedIn is currently the most popular site when it comes to social media resumes, you may also consider creating one on WordPress, Tumblr, ResumeSocial.com, Razume.com, Ziggs.com or VisualCV.com. And, while you can't really set up a resume on Twitter or Facebook, don't forget to maintain them and keep them professional as well.

- 1 in 6 job seekers credit social media for landing their most recent/current job.
- A social media CV enables you to keep a portfolio of work which you can easily update.
- Make sure you have built a social media CV on LinkedIn.
- Recruiters like positivity – so include membership in a professional organisation or examples of volunteering .
- Fonts
  - Print – times new roman
  - Online – Georgia
- Useful links
  - LinkedIn
  - Razume.com
  - Ziggs.com
  - Resumesocial.com
  - Visualcv.com
- Make sure your resume shows your personality and represents who you really are. Also, don't bore job recruiters.
- Using a resume design or structure that strays away from the

typical printer paper size is a surefire way to get noticed.

If you decide to make a video, be sure not to just rehash what's on your print resume. Have fun with it and show your personality. Even as a social media person, you'll have to interact with the offline world. For those instances — if you are job hunting — you may want to make a resume T-shirt, which would have your resume on the back and something silly or informative on the front.

### Examples

[Dearlisarudgers.com](http://Dearlisarudgers.com)

[Europass-CV-20131026-Rossi-EN.pdf](#)

[cv-mike.wmv](#)

[MediaPloyment-Times.docx](#)



## How social media can influence the youth

### *Pellin's story*

I was very active in social media especially Facebook. I use Facebook to build network to find a job. Once I found a translation community of Istanbul university this community also has a Facebook group and I'm the admin of this group. When I applied for a freelance translation in a very big translation company. They said that they were impressed by the Facebook group that I created. I feel really happy for this because it's an important job for me.

### *Lee's story*

I was 16, there was online forum. I met Japanese girl. First we talk a little and then we became friends. Before long things became more serious we started to talk every day. First we speak by typing and eventually we started to use voice chat. After a few month I started to feel special connection. I always wanted to go to Japan. So when my 18th birthday was near, I decided to go to Japan to meet her. I was extremely excited to go, but when I arrived nobody came. I went from being the happiest man alive, to wanting no life. But the story has happy ending. I was able to meet new people and I still talking with my friends 9 years later in social media. Once a year I get to meet with my new friends that I met in Japan.

### *Ewa's story*

During preparing to some exam at university, my friend found a song which title as the surname of author one of the books we had to read for exam. Song was strange but entertaining so that my friend decided to create a group on Facebook and added me and my few friends to it. We all liked it and posted only this song and some „good luck” before the exam on the wall. However, like a month after teacher of subject we had exam about found about our group and transmined to our faculty a message that the group had to be canceled. We were afraid about the consequences but we just made our group closed and invisible for others.

<https://www.facebook.com/photo.php?v=659069417458578&set=o.175781389291389&type=2&theater>

<https://www.facebook.com/photo.php?v=659051217460398&set=o.175781389291389&type=2&theater>

<https://www.facebook.com/photo.php?v=659042180794635&set=o.175781389291389&type=2&theater>

*Recommended websites*

*Social Media in Turkey:*

[Hocom.com](http://Hocom.com)

[Itusozluk.com](http://Itusozluk.com)

[Eksisozluk.com](http://Eksisozluk.com)

[Incisozluk.com](http://Incisozluk.com)

[Uludogsozluk.com](http://Uludogsozluk.com)

[Kariyer.net](http://Kariyer.net)

[Genetur.com](http://Genetur.com)

*Social Media in UK:*

[Momentumworld.org](http://Momentumworld.org)

[Gumtree.co.uk](http://Gumtree.co.uk)

[Reed.co.uk](http://Reed.co.uk)

[Mystudentstyle.co.uk](http://Mystudentstyle.co.uk)

[Ragezone.com](http://Ragezone.com)

*Social Media in Poland:*

[Goldenline.pl](http://Goldenline.pl)

[Photoblog.pl](http://Photoblog.pl)

[Tablica.pl](http://Tablica.pl)

[Pracuj.pl](http://Pracuj.pl)

*Social Media in Spain:*

[www.infojobs.com](http://www.infojobs.com)

[www.laboris.net](http://www.laboris.net)

[clicjob.com](http://clicjob.com)

*Social Media in Moldavia:*

[www.e-jobs.ro](http://www.e-jobs.ro)

[www.tocmai.ro](http://www.tocmai.ro)

[www.bestjob.ro](http://www.bestjob.ro)

[www.t-jobs.ro](http://www.t-jobs.ro)

[www.odnoklassniki.ru](http://www.odnoklassniki.ru)

*Social Media in Armenia:*

[HAYLAND](http://HAYLAND)

[Yeresbook](http://Yeresbook)

[Hr.am](http://Hr.am)

[Job.am](http://Job.am)

*Pictures*

[www.smugmug.com](http://www.smugmug.com)

[www.flickr.com](http://www.flickr.com)

*Social Bookmarks*

[www.diigo.com](http://www.diigo.com)

[125 social bookmarking sites: importance of user generated tags votes and links](#)

*Comments and reputation*

[disqus.com](http://disqus.com)

*Crowdsourced Content:*

[www.newsvine.com](http://www.newsvine.com)

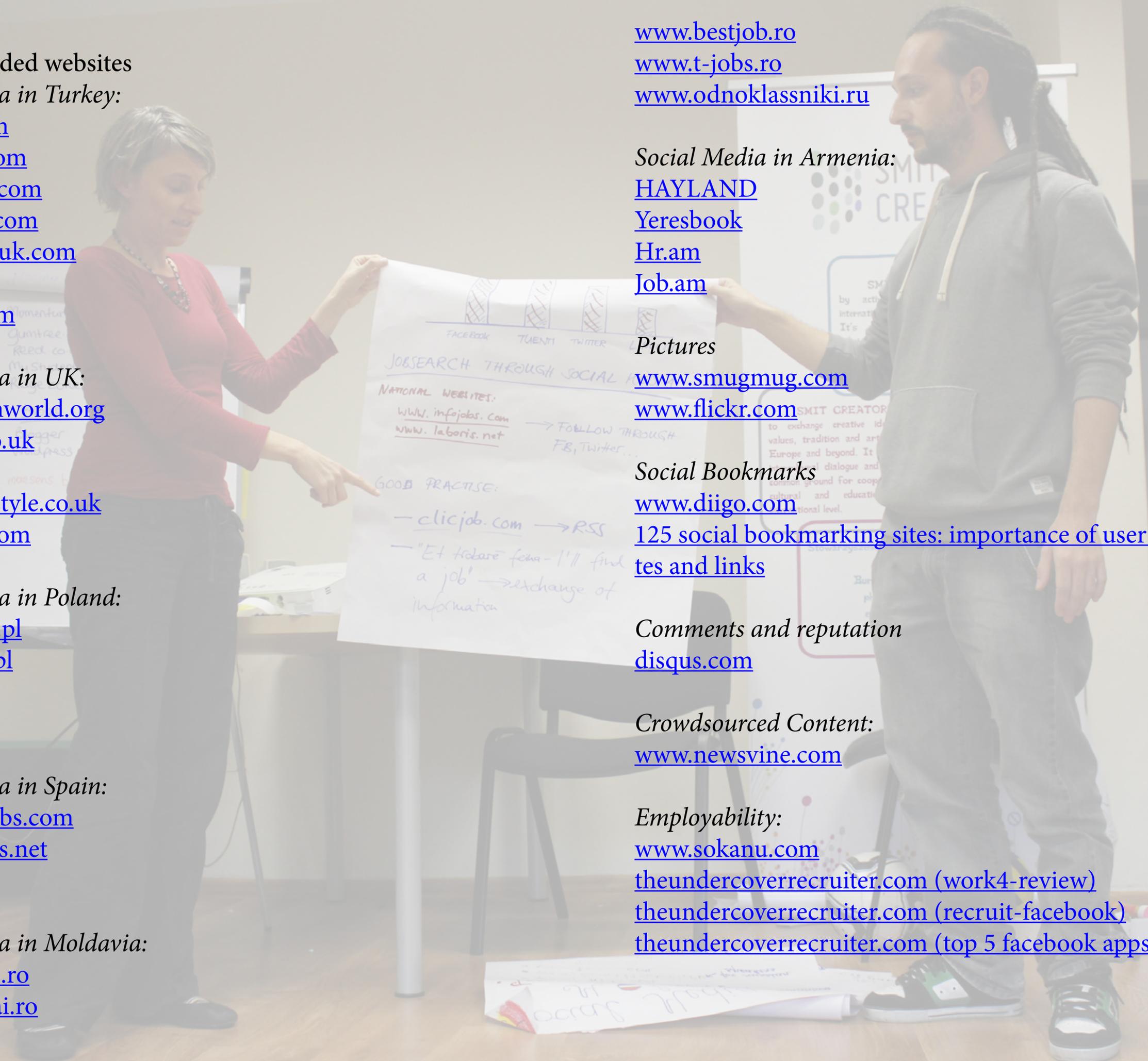
*Employability:*

[www.sokanu.com](http://www.sokanu.com)

[theundercoverrecruiter.com](http://theundercoverrecruiter.com) (work4-review)

[theundercoverrecruiter.com](http://theundercoverrecruiter.com) (recruit-facebook)

[theundercoverrecruiter.com](http://theundercoverrecruiter.com) (top 5 facebook apps for recruiters)



### *Social Media in general:*

<http://www.lifehack.org/articles/technology/make-your-linkedin-profile-kick-ass.html>

<http://www.lifehack.org/articles/communication/10-steps-avoid-when-promoting-social-media.html>

<http://www.lifehack.org/articles/technology/how-safe-your-social-network.html>

<http://www.lifehack.org/articles/work/impressing-employers-with-social-media-profiles.html>

<http://www.lifehack.org/articles/technology/how-google-like-boss-become-master-google-search-with-these-little-known-tips-2.html>

<http://www.lifehack.org/articles/technology/you-know-whos-watching-you.html>

<http://www.lifehack.org/articles/technology/5-ways-start-blog-and-get-big-traffic-from-the-first-day.html>

<http://www.lifehack.org/articles/technology/20-tips-use-google-search-efficiently.html>

<http://www.lifehack.org/articles/technology/top-10-myths-about-facebook.html>

<http://www.youtube.com/watch?v=KOYbnbXHR6U>

<http://www.youtube.com/watch?v=5yxuljHX09I>

<http://www.youtube.com/watch?v=5mid8p4A6Eg>

<http://www.youtube.com/watch?v=jQ8J3IHhn8A>

<http://www.youtube.com/watch?v=UjcBvBtViE8>

<http://socialmediatoday.com/gillpolard/1584666/20-things-you-didn-t-know-about-social-media-marketing>

<http://www.searchenginejournal.com/25-insane-social-media-facts/79645/>

[http://www.mediabistro.com/alltwitter/100-social-media-stats\\_b33696](http://www.mediabistro.com/alltwitter/100-social-media-stats_b33696)

### *Cyberbullying:*

<http://www.youtube.com/watch?v=A2mnV88R1Ss>

<http://www.youtube.com/watch?v=bdQBurXQOeQ>

<http://www.youtube.com/watch?v=NbtajOvAU10>

<http://stopcyberbullying.org/educators/howdoyouhandleacyberbully.html>

<http://www.stopbullying.gov/prevention/in-the-community/community-action-planning/community-action-toolkit.pdf>

<http://www.barnardos.ie/resources-advice/young-people/teen-help/bullying/cyberbullying.html>

The end?

I was told to say thank you, I wanted to do it, but then I thought how I can do it... I am the one who has trouble wishing more than happy birthday to my friends, so how can I be the one saying than I am so thankful for this creative week. That is why... shortly... I like! Even if I wanted to say more after reading it I want to say I am happy that I was working with you guys and that all of us met there to create it.

Aga

Thanks to wonderful and hardworking 8 days, during training course we manage to put together this manual. Thank you:

- Youth in Action Programme – without your support it couldn't happen!
- Partner organizations – we did it and the outcome is astonishing! It's just the beginning of our life long partnership and cooperation!
- Dear participants – great job! Miss you already and see you soon!
- Support stuff – great team, great cooperation and amazing fun! We have to do it again!
- Graphic designers – thank you for priceless help, and amazing work,
- Thank you for support, city of Rabka-Zdrój and Hotel Royal.

Thank you

Anna