

# Go Digital ASEAN

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## Module 1:

# Digital Tools for Jobseekers

## Slide Guide

With support from



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## Program Opening and Overview

Refer to PPT file “Go Digital ASEAN - Program Opening and Overview”

Slide	Description	Trainers Notes and Key Messages
1	Welcome Slide	Flash this slide with Zoom instructions upon starting/opening of meeting room.
2	Go Digital	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Welcome everyone and thank you for joining us and helping us in our goal to increase access and inclusion to the digital economy.</li> <li>• We’re very happy to welcome you to Go Digital ASEAN in the Philippines. Before we begin our workshop, please allow us to give you a quick overview of our program.</li> </ul>
3	Goal and Objectives	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Go Digital ASEAN aims to expand economic opportunity throughout Southeast Asia by equipping learners with the necessary digital skills and tools to <u>effectively</u> participate in the online economy.</li> <li>• We aim to do this by increasing the abilities of MSMEs to utilize digital tools to grow their business and expand their markets, as well as equip underemployed youth with basic digital tools to help them secure economic opportunities.</li> <li>• In the Philippines, Go Digital aims to reach jobseekers and MSMEs from developing areas in the country</li> <li>• An increasing number of Filipinos are now online, especially with effects of the pandemic. Though many Filipinos are familiar with the social and entertainment capabilities of the internet such as Facebook, YouTube, and the like, Filipinos have yet to fully harness how these basic internet tools can be utilized to translate into economic opportunity.</li> <li>• There remains a large potential pool of users who stand to gain by participating in this digital economy, especially because the population has been thrust online in the last few months.</li> <li>• This program is implemented by The Asia Foundation with support from Google.org, Google’s philanthropic arm.</li> </ul>
4	Curriculum	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• The project has developed modules which will cover four main topics:                             <ul style="list-style-type: none"> <li>• Digital Tools for Jobseekers</li> <li>• Harnessing Social Media for MSMEs to broaden their market</li> <li>• Getting a business online</li> </ul> </li> <li>• Learners are welcome to participate or take up any of these modules by simply registering and reserving their slots.</li> </ul>
5	Program Features	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• The program also includes Dynamic Delivery Methods that consolidate learnings and best practices to deliver training content in the developing “New Normal”</li> </ul>

		<ul style="list-style-type: none"> <li>• Our program content includes the discussion of the changing risks we encounter online, but more importantly the program emphasizes how to keep users safe online.</li> <li>• We understand that much of the learning actually takes place outside of training sessions and classrooms. As we let our trainees apply what we've taught them, we will also provide avenues for the learners to seek follow up support from the program.</li> <li>• To maintain motivation and momentum of learners in applying the digital tools and skills they've acquired, the program aims to periodically gather learners who've completed the program and start-ups or other relevant stakeholders to provide linkages and opportunities</li> <li>• For more information, you can head over to The Asia Foundation's website at <a href="http://asiafoundation.org">asiafoundation.org</a>.</li> </ul>
6	Pre-training Questionnaire	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Before we get started, we'd like to ask you to fill out this pre-workshop questionnaire which helps us understand your current internet skills</li> <li>• This will better help us understand how we can more effectively train our participants.</li> <li>• Please access the questionnaire by typing link on the screen, by scanning the QR code with your smartphone's camera, or by clicking the link provided on your Learner's Guides.</li> </ul> <p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Also provide link through chat box for convenience (<a href="https://bit.ly/2EoAKRK">https://bit.ly/2EoAKRK</a>)</li> <li>• Before heading into the module content, facilitators should distribute Learner's Guides for Day 1</li> </ul>

Topic 1.1: The Internet and Me

Slide	Description	Trainers Notes and Key Messages
1	Title slide	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Emphasize that the internet may be used in ways other than for than social media or video streaming and that the module will go through simple tools to help people boost their businesses or gain employment opportunities.</li> </ul> <p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>• Before continuing onto the following slides, ensure facilitators have distributed the Learner’s Guides for Day 1 already. These may be sent as attachments or shared as a download link.</li> </ul>
2	House Rules	<p><b>Key Message:</b> Trainer briefly runs through some reminders to make sure everyone has an understanding of how best to participate and learn from the session: Reminders:</p> <ul style="list-style-type: none"> <li>• Microphones should be muted</li> <li>• Questions are welcome, but should be in the chat box or during open forum(s)</li> <li>• Use the interactive buttons</li> <li>• Practice respect for trainer and other participants</li> <li>• Bio breaks</li> </ul>
3	Module Outline	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Provide an overview of what to expect in this, and the following topics.</li> </ul>
4	What is the Internet	<p><b>Prompt:</b> How do you use the internet?</p> <p>(Trainer calls on participants to provide examples)</p>
5	Familiar Faces of the Internet	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Establish working understanding of internet by focusing on familiar and common uses such as platforms reflected on slide.</li> <li>• The internet, or simply “the Net”, is a global system of computer networks providing a variety of information and communication facilities.</li> </ul> <p><b>Prompt:</b> Are there are other uses of the internet that aren’t on here? ex. Mobile banking, online gaming, research, emailing, etc.</p>

6	The Digital Economy	<p><b>Key Message:</b> The internet and technological innovations paved the way for what we call the “Digital Economy”. This is the result of billions of everyday online connections among people, consumers, businesses, devices, data, and processes. The term refers to all economic activities that occur other the vast network of stakeholders. This may come in the form of transactions, trade, or the like.</p> <p><b>Prompt:</b> Can you name some activities under the digital economy? (E.g. mobile banking, e-commerce sites, market trading, music streaming services, buy and sell transactions, rideshare applications, online booking of services, etc.)</p> <p><b>Key Message:</b> In the examples shared, we see how the internet plays an important role in connecting various people, buyers, traders, and other stakeholders to access almost anything under the sun. We might not realize it, but the emerging technology has become an integral part of how we do business and everyday tasks and transactions. With the growth of the digital economy comes an entire industry to support the demand and has seen the creation of new jobs and functions that provide livelihood and economic opportunities.</p>
7	Jobs formed in the Digital Economy	<p><b>Key Message:</b> There are many jobs that have been created with the introduction of the digital economy. Some of these are on a formal employment basis, while some are on a per job basis. We have all seen how recent experiences have reshaped what we think of as employment opportunities and seen how work-from-home arrangements are possible using digital tools and innovations. Here are some examples of the jobs created and now thriving in the digital economy:</p> <ul style="list-style-type: none"> <li>• <b>Digital Marketing Specialist</b> - creates strong online marketing strategies to attract and engage customers on their businesses’ website, social media, and other digital platforms</li> <li>• <b>Social Media Manager</b> - in charge of representing a company across social channels as the sole voice of the brand. They respond to comments, compile campaigns and create content. These experts provide organizations with the guidance needed to enhance their online presence.</li> <li>• <b>Virtual Assistant</b> - provides various services to entrepreneurs or businesses from a remote location. From digital marketing tasks, scheduling appointments and managing events to personal tasks.</li> <li>• <b>Freelancer</b> - is a self-employed person who offers services, often working on several jobs for multiple clients at a time. These individuals usually earn on a per-job basis, charging hourly or daily rates for their work. Freelance work is usually short-term.</li> </ul> <p>While new job opportunities in the formal sector have been generated by an entirely new industry, the digital economy has also spurred growth for those who are part of the “Gig Economy”.</p>
8	Gig Economy	<p><b>Key Message:</b></p>

		<p>In a gig economy, temporary, flexible jobs are commonplace, and companies tend toward hiring independent contractors and freelancers instead of full-time employees. A gig economy undermines the traditional economy of full-time workers who rarely change positions and instead focus on a lifetime career.</p> <ul style="list-style-type: none"><li>• The gig economy is based on flexible, temporary, or freelance jobs, often involving connecting with clients or customers through an online platform.</li><li>• The gig economy can benefit workers, businesses, and consumers by making work more adaptable to the needs of the moment and demand for flexible lifestyles.</li><li>• At the same time, the gig economy can have downsides due to the erosion of traditional economic relationships between workers, businesses, and clients.</li><li>• In the 2019 Global Gig Economy Index, the Philippines placed sixth, following the US, UK, Brazil, Pakistan, and Ukraine revealing a 35% growth in freelance earnings. Some of the many types of works Filipino freelancers are engaged with are data entry/internet research (34 percent), virtual assistance (13 percent) and customer service (8 percent).</li></ul> <p>It is important to understand that before we can take advantage of these economic, livelihood, or employment opportunities, we need to equip ourselves with basic online tools.</p>
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Topic 1.2: Basic Internet Tools

Slide	Description	Trainers Notes and Key Messages
9	Topic title slide: Basic Internet Tools	<b>Key Message:</b> In this section, we will share essential tools that will you to operate and maximize the economic and employment opportunities there are on the net. We will also explain the value of each tool and how to utilize these.
10	Basic Internet Tools	<b>Key Message:</b> Basic tools include the use of email, communications platforms, online storage, and emerging payment technologies. (Trainer explains the bullets and provides examples of products in each category for audience to relate). Trainer explains that for day, the session will use Google’s readily available tools
11	Email	<b>Key Messages:</b> <ul style="list-style-type: none"> <li>• Email has been around for more than a decade and business continues to use email as a vital solution to operate and communicate with colleagues, partners, and clients.</li> <li>• Short for electronic mail, e-mail or email is information stored on a computer that is exchanged between users over the internet. More plainly, e-mail is a message that may contain text, files, images, attachments, or other information sent through a network to a specified individual or group of individuals. Why use email? <ul style="list-style-type: none"> <li>• <b>Free</b>- Once you are online, there are no further expenses required to send and receive messages.</li> <li>• <b>Quick</b>- Once you have finished composing a message, sending it is as simple as clicking a button no matter how many recipients.</li> <li>• <b>Convenient</b> - Messages that have been sent and received can be stored and searched safely and easily. It is a lot easier to go through old email messages rather than old notes written on paper.</li> <li>• <b>Powerful</b> – Email allows you to share more than just messages. You can attach anything from links, pictures, data, documents, and other files or information.</li> </ul> </li> </ul>
12	Step 1	<b>Prompts:</b> <ul style="list-style-type: none"> <li>• Trainer demonstrates creating an email as the participants go through the same process on their own devices.</li> <li>• Ask participants to follow your steps as you guide them through the process.</li> </ul> <b>Key Message:</b> <ul style="list-style-type: none"> <li>• If you do no have an email account yet, head to Google.com and click on the Gmail icon on the upper right-hand corner.</li> <li>• Follow the simple steps to create your account.</li> </ul>
13	Step 2	<b>Key Messages:</b> <ul style="list-style-type: none"> <li>• <b>Step 2</b></li> <li>• Enter your first and last name</li> </ul>

		<ul style="list-style-type: none"> <li>• When choosing a username, it is best to use your name, initials, or a combination of both. Feel free to use an underscore or period when creating a username. This makes your email address sound more professional and adds credibility when communicating with clients, colleagues, or potential employers. If the system says your intended username is taken, you can try different versions or variations of your name.</li> <li>• Avoid informal usernames like: coolgirl01; 0v3rl0rd; lilmissy. These types of usernames are not taken seriously for businesses, clients, or employers</li> <li>• Passwords shouldn't be predictable or easy for anyone to determine. To make sure your password is secure and that not just anyone can guess it, email servers like Gmail require you to use a minimum of eight characters with a mix of upper- and lower-case letters, numbers, and symbols.</li> <li>• Remember your password and never share it with anyone else!</li> </ul>
14	Composing an Email	
15	Content of an Email	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Before sending out an email, it's important to know what to put in your email. Here is a breakdown of the different elements of an email             <ul style="list-style-type: none"> <li>• <b>Recipient(s)</b> – the email address(es) you are sending the email to.                 <ul style="list-style-type: none"> <li>• Recipients in the Carbon Copy (CC) or Blind Carbon Copy (BCC) will also receive your email. However, they are only “copied” on your email, and are not considered the main recipient or addressee of the email.</li> </ul> </li> <li>• <b>Subject</b> – A brief title or description of the topic of your message</li> <li>• <b>Salutation</b> – A greeting for your recipient</li> <li>• <b>Body</b> – Contains the main message that you want to share with the recipients.</li> <li>• <b>Contact Information</b> – Other contact details where the recipient can reach you outside of email. This is usually a cellphone or landline number.</li> <li>• <b>Attachments</b> – Documents or files that will be transmitted in the email. Your recipient will receive these files on the email for them to view or download.</li> </ul> </li> </ul>
16	Sending an Email	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Insert the details and contents of your message on the pop-up tab.</li> <li>• Remember to include your attachments, if any. You can simply drag files to the email.</li> <li>• In this case, an email was used to apply for a position in Company X. You can see this from the subject and the body of the email.</li> <li>• Always remember to double check all the details before you click send.</li> <li>• Some common errors include:             <ul style="list-style-type: none"> <li>• Wrong grammar</li> <li>• Typos</li> <li>• Sending to a wrong email address</li> <li>• Misspelling your name on the signature</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>Forgetting the attachment</li> </ul>
17	Video Call	<p><b>Key Message:</b> A <b>video call</b> is a call using an internet connection that utilizes video to transmit live pictures between users. Video calls are made using a computer's webcam or other electronic devices with a video-capable camera, like a smartphone, tablet, or video-capable phone system.</p> <p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>Why is this tool important? What is the value of video communication?</li> </ul> <p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>Video conferencing boosts productivity, saves time, reduces travel expenses, and promotes collaboration. The advantage of video conferencing is the ability to facilitate all these benefits without requiring constant travel for face-to-face communication. With recent developments, these tools have also allowed us to facilitate a more human connection compared to just exchanging messages. Because you are able to see and hear the people you are talking to, you are able to communicate more efficiently going beyond written means.</li> </ul>
18	Common Video Call Tools	<p><b>Key Message:</b> Here are the most common video-communication tools used in the Philippines. Some of these may be used for specific purposes more often than others. For example, Facebook Messenger/Rooms may be more often used for informal purposes, such as video calls between friends or family, whereas Zoom is usually preferred for more formal purposes, such as webinars or office use. Though each platform has its own strengths, they all provide the same basic premise – video chats of conferencing services.</p> <p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>Ask participants for other video call platforms they're familiar with</li> </ul>
19	Google Meet	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>Google Meet is a recent tool released for free use available to all Google account holders. This was previously exclusive to paid Google business accounts. Now, this powerful tool is available to individual free account holders to use for work or play.</li> <li>Google Meet allows unlimited number of meetings with up to 100 participants for up to an hour – <u>all for free and all with the use of your Google Account.</u></li> <li>Like other apps, Google Meet can be used over your desktop or laptop computer, or through the official Google Meet app on your smartphone.</li> <li>It is also one of the easiest tools to use with minimal set-up. It just requires a few clicks and anyone with your meeting link can join!</li> <li>In this section, we will walk you through how to start your meeting or join a meeting.</li> </ul>

		<p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Ask participants to follow your steps as you guide them through the process.</li> <li>• Demonstrate how to set up or join a meeting as the participants go through the same process with their own devices.</li> </ul>
20	Starting a Meeting	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• We will first look into how to set-up your Meeting.</li> </ul>
21	(inbox screenshot)	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Upon signing in or creation of your Gmail account, you may see this prompt on your screen.</li> <li>• The first step is to click “Start a meeting” from your inbox.</li> </ul>
22	(meet.google.com screenshot)	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Alternatively, you may also start a meeting from Google Meet’s homepage at meet.google.com and “Start a Meeting” from there</li> </ul>
23	(permission screenshots)	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• A separate window will pop-up for the video-call</li> <li>• Google Meet will need to access your microphone and camera. If these messages pop-up, grant Google Meet access.</li> </ul>
24	(meeting ready screenshot)	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Make sure you have your microphone and camera turned on for you to be heard and seen during the call.</li> <li>• You can turn these on and off before entering the call through the buttons shown on screen.</li> <li>• Take note of the link on top of the “Join now” button. This will be the link to share with others for them to join your meeting.</li> <li>• The code immediately following “meet.google.com/” serves as the meeting code, which you can also share for other users to join your meeting.</li> <li>• Remember that each meeting will have a specific link and code, so these meeting links cannot be reused.</li> </ul>
25	(meeting ready screenshot)	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Now you are ready to enter the meeting room. Just hit the “Join now” button to enter the room!</li> </ul>
26	Your meeting room	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Upon joining the meeting room, the link will reappear for you to copy and share to invite other people to the meeting.</li> <li>• An alternative way for you to invite other participants is through the “Add people” option below. This will allow you to enter the email address of people you want to invite to the call.</li> </ul>

		<ul style="list-style-type: none"> <li>When clicked, all you have to do is enter the email addresses of people you wish to invite and click “Send email” for the participants to receive their email invite.</li> </ul>
27	Admitting someone to your meeting room	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>People with the email invites to the meeting should be able to enter the room without any problems</li> <li>However, when people click your link or enter a meeting code to access your meeting room, Google may ask for your permission before adding that person to the room</li> <li>As host, you will be able to Admit or Deny entry into a Meeting Room</li> <li>This is part of Google’s security measures to make sure you can control the participants</li> </ul>
28	Your meeting room controls	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>This is what your Meeting Room will look like when other participants join in.</li> <li>You will notice that you can see and hear all participants who have their camera and microphone on. (click)</li> <li>The meeting tools and settings can be seen at the bottom of the screen.</li> </ul>
29		<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>When you click on the “Meeting details” on the left side, the meeting link will reappear, which you can copy and share.</li> </ul>
30		<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>There are three buttons in the lower middle portion of the screen.</li> <li>The first button turns your microphone on or off</li> <li>The second button ends the call</li> <li>The third button turns your camera on or off</li> </ul>
31-33		<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>The buttons on the lower right are for the Closed Captions, Presentation Controls, and Meeting Settings</li> <li>The Closed Captions interprets the discussion into readable text to provide assistance and access, particularly for those who are hard of hearing or Deaf. This works primarily in English. Filipino languages are not yet recognized. (click)</li> <li>The “Present now” option allows you to select a window, screen, or Google Chrome tab to share via video on the call. (click)</li> <li>The last button opens the other options and settings to change the layout, go full screen, and other settings of the call.</li> </ul>
34-35		<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>Take a look at the buttons on the upper right corner of the screen</li> <li>(click) The first button on the options on the upper right allows you to see the participants in the call and add people through email invites</li> </ul>

36		<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• The second button on the options on the upper right allow you to see the chat of the participants.</li> </ul>
37	Joining a Meeting	•
38	(ways to join a meeting)	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• There are three very simple ways to join a meeting – through meeting invites, meeting links, or meeting codes.</li> </ul>
39	Join via Invite	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• First, is by invite.</li> <li>• This is what a meeting invite sent via email looks like when opened in your email inbox.</li> <li>• To access the meeting, all you have to do is click the “Join Meeting” button which redirects you to join the meeting.</li> <li>•</li> </ul>
40-41	Join via Link	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Alternatively, you can take note of the code on the meeting link indicated below.</li> <li>• What’s great about using links is that you can send it via email, text, instant messengers or other platforms, and once clicked, it should redirect you to the meeting.</li> <li>• Recall that earlier, we mentioned a method using a code, which follows the “meet.google.com/” (click)</li> <li>• This code can also be an alternate method to join meetings from Google Meet’s home page, from your inbox, or from the Google Meet app.</li> <li>• All you have to do is enter this code and wait for the host to admit you into the Meeting Room.</li> </ul>
42	Join via Code	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• This is the homepage of Google Meet which you can access by typing in the link above.</li> <li>• Enter the code in the space below and click “Join”</li> </ul>
43	Join via Code	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• From your inbox, you can see the “Join a meeting” option on the left side of the screen.</li> <li>• When you click the “Join a meeting” button, you’ll be prompted to enter the meeting code.</li> <li>•</li> </ul>
44	The Waiting Room	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• After clicking the email invite, the link, or entering the code, this is what you should see.</li> <li>• This is the waiting room. You can check your microphone and camera settings while waiting for the host to admit you.</li> <li>• Once you’re admitted by the hose, the “Join” button should become available. Just hit “Join”</li> </ul>
45	Questions	<b>Prompts:</b>

		<ul style="list-style-type: none"> <li>• Ask the participants for questions</li> <li>• Ask your teammates for assistance in moderating</li> <li>• Ensure that the open forum is timed (5-10 mins)</li> </ul>
46	Cloud Storage	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• What is cloud storage?</li> <li>• <b>The Cloud</b> is a term used to describe services provided over a network by a collection of remote servers. This abstract "cloud" of computers provides massive, distributed storage and processing power that can be accessed by any internet-connected device running a web browser.</li> <li>• Cloud storage allows you to save data and information on a central server and access this across more than one device. It allows you to synchronize data and information remotely. That means that you can work on a file on your desktop computer and when it's saved on cloud storage, you can access the file and make updates from your tablet, or mobile phone. As long as you have access to the internet, you can access your files from virtually anywhere!</li> </ul>
47	Popular Cloud Storage Solutions	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• These are some of the most popular cloud storage solutions in the market. They all have free and paid services for cloud storage.</li> <li>• Dropbox offers 2Gb for its basic plans, which are free.</li> <li>• Microsoft OneDrive offers 5Gb free.</li> <li>• Google Drive offers 15Gb free.</li> <li>• Today, we'll run through some of the powerful features of Google Drive.</li> <li>• Alongside many other powerful tools that your Google account offers, Google Drive provides dynamic cloud storage solutions that not only allow you to store and share files from your account, but also allow you to create and work on documents using other tools, like Google Docs, Google Sheets, and Google Slides</li> </ul>
48	Google Drive Notable Features	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Google Drive offers very powerful features but remains one of the easiest tools to use.</li> <li>• Not only does it offer the largest amount of free storage per account, it has other notable features that you can utilize: <ul style="list-style-type: none"> <li>• <b>App Compatibility:</b> Google Drive, like many other Google apps, is designed to work with other apps such as Gmail, Google Photos, Google Forms, and other office solutions. This makes it easier to work not only across different devices, but across different apps as well. A simple example of this will be the ability to save files on your drive from attachments on your Gmail!</li> <li>• <b>Share your content:</b> By sending access via email or links, you can provide specific people with different levels of access. You can choose to restrict access, allow some people to view the file, or allow other people to edit the file.</li> <li>• <b>Accommodate any file type:</b> This includes photos, videos, presentations, PDFs – even Microsoft Office files. No matter what type of file it is, everything can be stored safely in Drive.</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>• <b>Cloud-based collaboration:</b> Because your files are online and can be shared, it's possible to work with different people on a single document, worksheet, or presentation at once. All changes made by the different users are saved on the cloud and appear in real time!</li> </ul>
49	Collaborative Online Working	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• What is Collaborative Online Working?</li> <li>• As the need to work online and remotely increases, so does the need to maintain a strong sense of teamwork and efficiency.</li> <li>• Online collaboration is the process of connecting users digitally to communicate or work in an online space. Online collaboration is usually supplemented using a software system that lets team members chat using video, audio, or text. It is mainly a way for companies to improve communication and bolster project efficiency.</li> <li>• This means that there is less time spent waiting on others and lessens the “back and forth” between team members. This works faster compared to the old and outdated way of sharing information through attachments.</li> <li>• Working collaboratively also minimizes room for error due to outdated or overlapping versions of documents. This way, your team can refer to one central and master document.</li> <li>• Because the collaboration is online and on the cloud, people can work and update documents, spreadsheets, and slides, with changes seen by other teammates or colleagues in real time.</li> <li>• All you need to do to collaborate with others is share access to the document, which we will discuss in the next section.</li> </ul> <p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Are there areas or aspects of your work that you think Online Collaborative Working will help you with?</li> <li>• Provide examples:             <ul style="list-style-type: none"> <li>• Asking for edits or clearance on word documents</li> <li>• Correcting mistakes or errors of colleagues that you've spotted</li> <li>• Making updates to file content</li> </ul> </li> </ul>
50	Accessing Google Drive	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• To access your drive, you can go to drive.google.com or download the official app of Google Drive.</li> <li>• You can also access drive from your Gmail inbox.</li> </ul> <p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Trainer proceeds with live demonstration of Google Drive to demonstrate the following:             <ul style="list-style-type: none"> <li>• Access of Google Drive from inbox or Google home page</li> <li>• Preview of what Google Drive looks like</li> <li>• Creating files from within Google Drive</li> <li>• Using Google Doc and Sheets templates</li> <li>• Uploading files and folders</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>• Navigating and moving files from within Google Drive</li> <li>• Sharing files with contacts/emails from within Google Drive</li> <li>• Sharing files via link</li> <li>• Differentiating permission types (viewer, commentor, editor)</li> </ul>
51	Drive Features Recap	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• As earlier mentioned, Google Drive offers very powerful features, yet remains one of the easiest tools to use.</li> <li>• There are loads of other features that you can use when you try exploring this tool for yourself. From using templates, sharing documents, and working collaboratively, you can achieve so much with the simple tools available on your Google Drive.</li> </ul> <p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Which among these tools do you find most helpful?</li> <li>• How do you plan to use these tools to address some of your everyday needs?</li> </ul>
52	Recap	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Before concluding this lesson, let's do a quick recap of what we discussed.</li> </ul>
53	Digital Economy (recap)	<p><b>Prompt:</b> Who can remind us of what the Digital Economy is? (call on volunteer participant)</p> <p><b>Key Message:</b> The Digital Economy is the result of billions of everyday online connections among people, consumers, businesses, devices, data, and processes. The term refers to all economic activities that occur through the vast network of stakeholders. This may come in the form of transactions, trade, or the like.</p>
54	Google Meet (recap)	<p><b>Prompt:</b> What are some of the ways we can join a meeting?</p> <p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• There are three very simple ways to join a meeting – through meeting invites, meeting links, or meeting codes.</li> </ul>
55	Cloud Storage (recap)	<p><b>Prompt:</b> What are some of the best reasons to use Cloud Storage?</p> <p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Cloud storage allows you to save data and information on a central server and access this across more than one device. It allows you to synchronize data and information remotely. The cloud also enables online collaboration between users.</li> </ul>
56	Questions?	<p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>• Ask the audience for questions</li> </ul>

	(open forum)	<ul style="list-style-type: none"> <li>• Ask your teammates for assistance in moderating</li> <li>• Ensure open forum is timed (5-10 mins)</li> <li>• Suggested questions:             <ul style="list-style-type: none"> <li>• Which among these tools do you find most helpful?</li> <li>• How do you plan to use these tools to address some of your everyday needs?</li> </ul> </li> </ul>
57	Individual Activity	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Let’s try out some of the tools and features that we just discussed through two simple exercises.</li> <li>• The first will allow you to access a Google Meeting.</li> <li>• A link will be posted via chat box for you to join.</li> <li>• Access the link for you to join and experience a video call through Google Meet.</li>   <li>• In the second exercise, a separate link to a Google Doc will be provided for you to access.</li> <li>• Once you are able to access the link, simply type your name and the date today.</li> </ul> <p><b>Prompts:</b></p> <ol style="list-style-type: none"> <li>1. Share screen for participants to see live demonstration of the Google Meet call and Google Doc sharing set-up.</li> <li>2. Trainer sets up a Google Meet call and provides the call link to participants on the chat box.</li> <li>3. Advise participants that turning on their cameras and microphones is optional in this exercise and the objective is just to join a video call. (This will also prevent technical difficulty if participants’ devices are unable to simultaneously use cam and mic while on the workshop Zoom call).</li> <li>4. Admit participants into Google Meet call. Participants complete the activity if they can access the call.</li>   <li>5. Before reaching this exercise, trainer should have a Google Doc on standby.</li> <li>6. Ensure the document is not restricted and can be accessed publicly via link.</li> <li>7. Share the link with the participants to input names and the date simultaneously.</li>   <li>8. Total activity time should be no longer than 10 minutes</li> </ol> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Understand how link sharing works by accessing call and document links</li> <li>• Experience efficiency of collaborative working (for Google Doc activity)</li> <li>• Allow participants to navigate and operate the tools</li> </ul>
58	10-minute break	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Before we continue, let’s take a 10-minute stretch break. You can drink water, answer the call of nature, and we’ll continue shortly.</li> </ul>

		<ul style="list-style-type: none"><li>• There is no need for you to leave the meeting room. You can leave your microphone on mute during the break.</li></ul> <p><b>Prompt:</b></p> <ul style="list-style-type: none"><li>• Start timer for 10 minutes</li></ul>
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Topic 1.3: The Jobseeker’s Toolkit

Slide	Description	Trainers Notes and Key Messages
59	Topic Title slide	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• In this topic, we'll look at the essential tools that you'll need to apply for economic or job opportunities online.</li> <li>• Later, we'll go through why these are important, how to set these up, and some of the common mistakes and best practices.</li> </ul>
60	The Jobseeker’s Toolkit	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• What are the tools that you will need? The most important and basic tools are your Resume and Cover Letter.</li> <li>• A Resume is a short document used to summarize a job seeker’s experience and qualifications for a prospective employer that includes the job seeker’s contact information, work experience, education, relevant skills, and other information. These are all summarized in one to two pages. A Curriculum Vitae (CV) contains a thorough listing of your professional, academic, and other experiences and is typically longer than a resume.</li> <li>• A Cover Letter is sent together with and complements your resume. It acts more like a sales pitch, in the sense that its purpose is to explain why you are the best candidate for the job. Your cover letter is a potential employer’s first impression of you and can be the most vital part of the application packet. A well written letter entices the employer to read your resume. A poorly constructed cover letter may doom your resume to the “No Need to Read” pile.</li> <li>• <u>When writing these documents, it is important to consider the perspective of the reader. Writing a good resume and cover letter should cover all the important points and be able to sell you as the best candidate without appearing too lengthy.</u></li> <li>• <u>Remember, you’re most likely not the only person who’ll be applying for a job.</u> It’s important to be straight to the point. <b>A hiring manager has to be engaged by your resume within the first eight seconds of reading it.</b> If the reader isn’t engaged by your cover letter or resume, there’s little chance that you’ll make it to the shortlist.</li> </ul>
61	Resume vs. CV	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Here are the main differences between a Resume and CV.</li> <li>• Although many of the information on both documents seem the same, you can see that these are used very different or distinct purposes.</li> <li>• Essentially, your resume is a summary and is aimed at <b>convincing the reader that your experience and expertise are a fit for a position</b>, whereas your CV is a more detailed document that serves as a more nuanced record that may not be tailored to highlight how you’re suited for a particular position.</li> <li>• For now, we’ll focus on the Resume. Because your resume is meant to be easily read, it’s important to keep it as concise as possible to keep it effective.</li> </ul>

62	Anatomy of a Resume	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• For your resume to be effective, it has to have the essential elements to help recruiters or employers comb through the information. <ul style="list-style-type: none"> <li>• <b>Header &amp; Contact Information</b> - Allows potential employers to easily see your name and contact details</li> <li>• <b>Professional Summary</b> - Brief description describing your professional profile and why you're perfect for the position</li> <li>• <b>Skills</b> - Clearly lists your qualities and capacities relevant to the position</li> <li>• <b>Work Experience</b> - Details your history for employers to match your career experience with what they're looking for</li> <li>• <b>Education</b> – Lists your academic credentials and achievements</li> <li>• <b>Additional Experience</b> - Optional, but potentially a valuable summary of other relevant credentials, certifications, interests, or achievements</li> </ul> </li> <li>• We'll take a closer look at these elements to provide you with a more detailed understanding of what each part entails and how best to put these together.</li> </ul>
63	Header and Contact Info	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• You'll want to make sure that the person reading your resume remembers your name and knows how to contact you. This is why it's important to make sure your name and contact information is easily and clearly visible and is usually placed on the header of the Resume</li> <li>• The email address also says a lot about the candidate applying for a job. Using professional email usernames assures the recruiter that they are dealing with someone who understands professional etiquette. These can be usernames like j.delacruz@gmail.com or juan.dc@gmail.com. <b>When choosing a username, do not insert numbers, special characters, or alter egos and stick to reflecting your name.</b> Don't go with something like chunkeymonkey1@email.com or ihatework@gmail.com. Using unprofessional email usernames will likely throw off the reader.</li> <li>• More importantly, make sure the email and contact number you provide are those you actually use and check frequently. You don't want to give an email address that you won't end up checking because that won't do you any good if the recruiter decides to contact you.</li> </ul>
64	Professional Summary	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• This is a prominently featured brief description that uses adjectives and verbs with key words to succinctly match your qualifications with the job. In this description, you'll be able to portray the scope of your roles, responsibilities, and achievements to reflect your professional profile, what you do, and why you're perfect for the job</li> <li>• If you're familiar with the objective statement, this is a feature that is now outdated. Previously, the objective statement focused on the kind opportunity the jobseeker desires. In order to stand out, you</li> </ul>

		<p>have to make it clear to the recruiter or employer the value you bring to the company, which is what a professional summary aims to provide.</p> <ul style="list-style-type: none"> <li>• To write this professional summary, ask yourself the following: <ul style="list-style-type: none"> <li>• Who are they looking for? –What kind of profile is the employer looking for and how do you fit that profile?</li> <li>• What value do I bring to them? – Assess the strengths, skills, and experiences that you possess that match the employer’s needs</li> <li>• What would I look for if I were the recruiter? – Study the position and requirements. Determine if there’s anything else worth highlighting here to grab the employer’s attention.</li> </ul> </li> <li>• Here we have an example of a simple Professional Summary (Trainer reads sample on slide). <ul style="list-style-type: none"> <li>• “Experienced, resourceful, and effective retail manager with proven proficiency in all aspects of boutique management. “</li> </ul> </li> </ul>
65-66	Skills	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Before listing your skills, it’s important to know how these skills are usually classified.</li> <li>• You need to recognize if your skills are hard- or job-specific skills. For example, if you’re applying for a position in finance, you’ll probably need accounting or bookkeeping skills.</li> <li>• Highlighting certain soft skills, or transferable skills that you possess will also be useful. Soft skills may be applied to different sorts of jobs or positions because these refer to how someone works. Strong organizational skills, or communication skills are examples of soft or transferable skills.</li> <li>• As we’ve previously mentioned, we want to make sure that your resume is tailor fit for a particular job opportunity. When listing your skills, make sure that you highlight skills that are relevant to the position.</li> <li>• Make sure the skills you list are those that you actually possess.</li> <li>• Remember that not every skill needs to be included in your resume, such as obsolete skills or those that have nothing to do with the position.</li> <li>• Here are examples of hard skills (or job-specific skills) and soft skills (or transferable skills) (click)</li> </ul> <p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>• What other hard or soft skills can you think of? Enter these into the chatbox to share with the group</li> </ul>
67	Work Experience	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Your work experience is the critical section of your resume.</li> <li>• This section is what recruiters and employers refer to, to see if your career history has prepared and qualified you for the position. This is why this section usually lists previous positions or titles, companies, dates, and responsibilities.</li> <li>• Though it’s important to see what functions you’ve performed in your previous work experience, how this information is arranged and worded is just as important as the substance of this section and where hiring managers match your accomplishments with the job requirements.</li> </ul>

68	No Work Experience	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Don't worry if you don't have any professional work experience to showcase just yet. There are still a lot of achievements that you can feature on your resume.</li> <li>• These are some areas that you can highlight or emphasize on your resume: .             <ul style="list-style-type: none"> <li>• Internships</li> <li>• Volunteer Work</li> <li>• Projects</li> <li>• Extra-curriculars</li> <li>• Awards and Recognition</li> <li>• Courses and Certifications</li> <li>• Skills</li> <li>• Education</li> </ul> </li> </ul>
69	Education and Additional Experience	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Including your academic information may be useful, especially when it's directly related to the job you're applying for.</li> <li>• In this section, you can include the following:             <ul style="list-style-type: none"> <li>• Your degrees, schools attended, and year graduated</li> <li>• Your GPA, if you graduated with a strong GPA within the last three years</li> <li>• Academic awards and achievements</li> <li>• Professional development courses and certifications you've completed</li> </ul> </li> <li>• Although optional, placing additional experience relevant to the position you're applying for may also add value to your resume. This section may include volunteer or community experiences, initiatives, or even interests that help highlight that you're a fit for the job.</li> </ul>
70	How do I make my resume stand out?	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• By focusing on accomplishments rather than tasks, functions, or responsibilities, you allow the reader to see how the progression of your experience has prepared you for the position applied for.</li> <li>• Use of action verbs at the start of each accomplishment provides the reader with a more concrete understanding of your skills and expertise. These are always written in past tense.</li> <li>• Numbers can speak louder than words and are faster processed by readers. By including a figure, you help readers measure your accomplishments. You can quantify nearly anything – from number of projects, customers, sales, likes or shares of a post.</li> <li>• Highlight accomplishments most relevant to the position. Including irrelevant accomplishments or information may lessen your chances of being shortlisted.</li> </ul>
71	Samples	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Here are some samples using keywords and figures to highlight accomplishments gathered from different resumes used to apply for various jobs.</li> </ul>

		<ul style="list-style-type: none"> <li>You'll see that using action verbs in Bold text add more impact to highlight the accomplishment.</li> <li>Together with this is the use of numbers to measure what your accomplishment achieved.</li> </ul>
72	Resume Styles	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>When people think of Resumes, most think that it's a simple list of work experiences with details like former employers, dates, and the like. Though this is partly true, the art of writing your resume has changed over time. With the different types of jobs and more efficient ways to screen the viability of a candidate, how resumes are written has also changed over time.</li> <li>In this section, we'll look at how different a Chronological resume is from a Functional resume, who benefits from each type, and when to use each type.</li> </ul>
73	Chronological	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>The Chronological format is probably the most familiar. It is also the most frequently used style, partly because it's the most favored by human resource (HR) managers and recruiters.</li> <li>This lists your career experience by date starting from the most recent position you held. This is ideal for those whose work history shows progression of your experience.</li> <li>The work history emphasizes how relevant experience in your career history has helped prepare you for the position applied for.</li> <li>This format may not work well for everyone, especially if:             <ul style="list-style-type: none"> <li>You don't have an extensive career history yet</li> <li>You're changing careers and your work isn't as relevant to the position you are applying for</li> <li>If you have gaps in your work history</li> <li>If you've frequently changed jobs that aren't relevant to the position applied for</li> </ul> </li> </ul>
74	Functional	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>A functional resume helps draw attention away from areas in your career that a hiring manager may find problematic, such as career gaps or changes.</li> <li>The function resume draws attention to the skills an applicant has, and possibly how these skills have been exhibited in past work experiences.</li> <li>In this example, we see "Customer Service" as the skill we want to highlight. Listed below that is an instance wherein this skill was maximized and added value to a company.</li> <li>Although it's important to remember that if you don't have a reason to use the Functional style, then stick with the Chronological style. The Chronological style is what most recruiters prefer and some companies may require you to elaborate on your chronological work history.</li> </ul>
75	Avoid these Mistakes	<p><b>Key Messages:</b></p> <p>The following are some mistakes to avoid:</p> <ul style="list-style-type: none"> <li><b>Including wrong Information</b> – Putting incorrect contact numbers, emails, or other contact information, or mislabeling the filename of your resume.</li> </ul>

		<ul style="list-style-type: none"> <li>• <b>Not triple checking</b> – it’s not enough to double check your work, you have to make sure that there are no mistakes that the HR or hiring manager can spot. It’s best to check your work after around 24 hours to give yourself fresh perspective to review your resume. This will allow you to see if the information you put on the resume makes sense or if there are typographical errors or grammatical mistakes that you have to correct.</li> <li>• <b>Using inappropriate formatting</b> – Make sure the filename is also professional. Something like <i>J Dela Cruz – Resume</i> will do. Also, make sure that you don’t go overboard with aesthetics and design elements. Your fonts and colors you use should not be too whimsical or informal for a professional job application. When in doubt, stick to the basics – black text, either Calibri, Times New Roman, or Arial fonts.</li> <li>• <b>Including bio information</b> – Information such as birthdays, complete addresses, TIN numbers, or SSS numbers don’t need to be in a resume. Why? First, because this information is very sensitive. If it gets into the wrong hands, it can be used against you. Considering your resume serves as a document you’ll be sharing with multiple companies as you apply, you only need to share relevant information such as contact details and perhaps the city you’re based in. Birthdates, SSS numbers and other sensitive information do not need to be included and can be provided later, after you’re accepted for the position.</li> <li>• <b>Including skills or work experience you don’t have</b> – This maybe self-explanatory. Don’t lie on your resume. One way or another, the hiring manager will be able to verify if you have the skills or experience that you list on your resume, whether through background or reference checks, or during your interview.</li> <li>• <b>Making your resume too text heavy</b> – Your resume is not the only one that the hiring manager will be reading. As earlier mentioned, it’s best to be concise and straight to the point. This way, your resume will be easier to appreciate and won’t be too heavy for the reader.</li> <li>• <b>Including irrelevant information</b> – A resume helps hiring managers better know how fit you are for the job. It’s best to provide only the information relevant to the job position. If you have professional social media accounts, such as Kalibrr or LinkedIn, it would be a good idea to include that on your resume. However, there’s no need to include personal social media information such as Facebook or Instagram. There’s also no need to include unrelated hobbies or interests.</li> </ul>
76	Recap	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Parts of an effective resume: <ul style="list-style-type: none"> <li>• <b>Header &amp; Contact Information</b> - Allows potential employers to easily see your name and contact details</li> <li>• <b>Professional Summary</b> - Brief description describing your professional profile and why you’re perfect for the position</li> <li>• <b>Skills</b> - Clearly lists your qualities and capacities relevant to the position</li> <li>• <b>Work Experience</b> - Details your history for employers to match your career experience with what they’re looking for</li> <li>• <b>Education</b> – Lists your academic credentials and achievements</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>• <b>Additional Experience</b> - Optional, but potentially provides a valuable summary of other relevant credentials, certifications, interests, or achievements</li> <li>• Resume Styles:             <ul style="list-style-type: none"> <li>• <b>Chronological</b> – lists work experience chronologically with most recent experience first and shows progression</li> <li>• <b>Functional</b> – Features skills and should only be used if When you’re just beginning your career, changing careers, if you have gaps in your work history, or when you’ve frequently changed jobs</li> </ul> </li> </ul>
77	Questions	<p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>• Ask for questions to be entered via the chatbox or prompt people to raise their hand and call on them to share their questions.</li> </ul>
78	Quick Group Activity	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Refer to the sample resumes on your Learner’s Guides.</li> <li>• Imagine you’re the hiring manager and you have to go through hundreds of resumes sent in by applicants for a job, which means you only have a limited amount of time to go through this particular applicant’s resume.</li> <li>• In the next few moments, go through the sample resume.</li> <li>• Identify the following:             <ul style="list-style-type: none"> <li>• What mistakes were made?</li> <li>• Why are these considered mistakes?</li> <li>• What can you do to address this mistake?</li> </ul> </li> </ul> <p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>• Activity should be done within 10 minutes</li> <li>• Flash the document on the screen</li> <li>• Ask participants to identify mistakes, why this is a mistake, and what they think would be a better way to write the resume.</li> <li>• When discussing each mistake, emphasize how improvements can be made to for the learners to understand how to transform their own resumes into effective resumes.</li> </ul> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Demonstrate how to apply best practices and key concepts to improve and enhance resumes</li> <li>• Generating critical thinking to analyze how to transform outdated and ineffective resumes into more attractive resumes</li> </ul>
79	5-minute break	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Before we continue, let’s take a 5-minute stretch break. You can get a drink; answer the call of nature and we’ll continue shortly.</li> </ul> <p><b>Prompt:</b></p>

		<ul style="list-style-type: none"> <li>Start timer for 5-minutes</li> </ul>
80	Jobseeker’s Toolkit	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>Welcome back! As we started this topic, we mentioned there are two particular tools that you’ll need as you apply for jobs. The first being the resume, which we just discussed, the second being the cover letter.</li> </ul>
81	The Cover Letter	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>Many people will ask why a cover letter is necessary if a resume already provides the relevant information and work history.</li> <li>Though a resume provides a comprehensive listing of information, the cover letter serves as more of a sales pitch and allows employers to screen for applicants to determine who they will interview.</li> <li>The cover letter doesn’t repeat the information on a resume but highlights and emphasizes how an applicant is a good fit for the job, based on his or her skills and experience.</li> <li>In this sense, the cover letter supports or complements the resume in highlighting you as the best candidate for the job.</li> <li>Just like you your resume is written, you want to make sure each cover letter is tailored to the particular job at the particular company you’re applying for. It’s okay to use a general template, but make sure you edit and customize it for each application you make. More often than not, hiring managers will be able to tell if you’re using a template and just changing the hiring manager’s name and company.</li> <li>Some job postings will explicitly require a cover letter. Even if a cover letter is not required, it is recommended to include one when applying for a job.</li> </ul>
82	What to include in your cover letter	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>A good cover letter should be able to convey the following: <ul style="list-style-type: none"> <li>Which job you are applying for</li> <li>How you heard about the position</li> <li>Why you are qualified for the job</li> <li>What you have to offer the company or employer</li> <li>Why you want this particular job and to work at this particular company</li> </ul> </li> </ul>
83	Components of a Cover Letter	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>Just like a regular letter or piece of business correspondence, there are essential elements you need on your letter. Also remember to keep the tone formal.</li> <li>The basic components include the following: <ul style="list-style-type: none"> <li><b>Header</b> – A cover letter should begin with both your and the employer's contact information (name, address, phone number, email) followed by the date. Note that if this is an email rather than an actual letter, include your contact information at the end of the letter, after your signature.</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>• <b>Salutation</b> – Start your cover letter with “Dr./Mr./Ms. Last Name”. If you are unsure of the name, go with “Dear Hiring Manager”, but do not write “To Whom it May Concern”. The latter shows lack of sincerity and makes the letter sound more procedural than genuine.</li> <li>• <b>Introduction</b> – Start with the position you’re applying for and where you heard about it. Mention how your skills and experience match the position and the company you’re applying for. Though brief, how you convince the reader that your skills and experience are a match to the position is crucial and will determine if the reader is interested to go through the rest of the sections.</li> <li>• <b>Body</b> – In one or two paragraphs, this section is where you explain and elaborate why you are interested in the job and why you are an excellent fit for the job. Remember, this cover letter is not restating your resume. As you write this section it would be useful to recall concrete examples from your work experience. You may also describe why you like this particular job and company and mention what contributions you can make to the company.</li> <li>• <b>Closing</b> – As you conclude your cover letter, refresh the reader’s memory and restate why you think your skills and experience make you the best match. Don’t forget to thank the reader as you conclude.</li> <li>• <b>Signature</b> – Sign the end of your letter with your signature over your typed name. If this is an email, simply include your typed name followed by your contact information.</li> </ul>
84-91	Cover Letter Writing Tips	<p><b>Key Messages:</b></p> <p><b>Include the Manager’s Name</b></p> <ul style="list-style-type: none"> <li>• Addressing the reader by name helps provide a sense of distinction and respect to the reader. It goes a longer way compared to using a generic and static salutation of “To Whom It May Concern”.</li> <li>• Although if you’re unsure of the name or title because can’t find a hiring manager’s name, you may address the letter to the human resource department or department concerned.</li> </ul> <p><b>Use an attention-grabbing opening line</b></p> <ul style="list-style-type: none"> <li>• The first few sentences of your cover letter will set the tone and capture the interest of the reader. Remember that the person reading this is looking for a particular set of skills and expertise while going through numerous other applicant’s resumes. It would help to immediately highlight and draw attention to your compatibility with the position and make a strong case for this.</li> <li>• For example, you’re applying for a sales associate job. You can say something simple like, “With over three years of experience as a sales assistant, I am excited to apply for (job) at (company).”</li> <li>• Not only will you keep your reader’s attention, you may also spark the reader’s interest.</li> </ul> <p><b>Match your cover letter with your resume</b></p> <ul style="list-style-type: none"> <li>• Because your cover letter is your opening sales pitch, the hiring manager or reader will naturally be inclined to see the details of the skills and expertise mentioned in the cover letter on your resume.</li> </ul>

		<ul style="list-style-type: none"> <li>• That means if you claim to have strong sales experience on your cover letter, it should be elaborated and validated by the information on your resume. Whether its sales, customer service, information technology, or other skills, the pitch and claims you make on your cover letter should be complemented and validated on your resume.</li> </ul> <p><b>Highlight your most relevant skills</b></p> <ul style="list-style-type: none"> <li>• You may have a wide skillset. Regardless of how strong, useful, or transferable your skills are, these won't be of any use if you can't convince the hiring manager that you're a good fit for the job.</li> <li>• The best way to do this is to identify what the position requires and highlight the skills and experience that matches those needs.</li> </ul> <p><b>Keep it short and simple</b></p> <ul style="list-style-type: none"> <li>• Cover letters don't need to be long. The cover letter ultimately serves as a brief sales pitch to highlight your application and to lead the reader to review your resume.</li> <li>• A lengthy cover letter will defeat its purpose and bore the reader. In fact, there's little chance that a lengthy cover letter will be fully read.</li> <li>• Often, using simple language is the best way to compose a cover letter. Using highfaluting or complex words often backfires, especially if you use words beyond your usual vocabulary.</li> <li>• Keep it short, simple, and easy to read.</li> </ul> <p><b>Make it perfect</b></p> <ul style="list-style-type: none"> <li>• Despite all your hard work to make sure your cover letter is as convincing as it can be, a small mistake can have big effects.</li> <li>• A minor typo error can lower your credibility as the reader can think that you may not pay enough attention to detail.</li> <li>• A wrong digit or letter on your contact information can result in the hiring manager not being able to reach out to you</li> <li>• Attaching the wrong file may render your application useless.</li> <li>• Everything from grammar, to typos, and other seemingly small details matter. This is why it helps to review your work over and over again until you're convinced that it's error free.</li> </ul> <p>(Open forum)</p>
92	Individual Activity	<p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Tell participants that for the next few minutes, they will start working on their new resume and cover letter using online tools.</li> <li>• Trainer informs participants that they will be able to access a guided activity through the link on the learner's guide. Link: <a href="https://bit.ly/2FGoX1W">Resume Writing (https://bit.ly/2FGoX1W)</a></li> <li>• Ensure link is also provided on chat box.</li> </ul>

		<ul style="list-style-type: none"> <li>• Tell participants to follow the instructions on the video tutorial to see how they can use online tools to come up with their jobseeker’s toolkit.</li> <li>• Trainers should be available to address questions or concerns.</li> <li>• Facilitator’s should be on standby to assist should there be questions or concerns.</li> <li>• Activity will run for 20-30 minutes.</li> <li>• At the end of the activity time, call all participant to wrap up the session.</li> <li>• Remind participants that this activity does not need to be finished within session and they can continue to work on it outside of session.</li> </ul> <p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>• Utilize free digital tools and templates to create a resume</li> <li>• Apply best practices and key concepts discussed to craft an effective resume</li> <li>• Commence the resume and job searching process of learners</li> </ul>
93	Not finished? Don’t worry!	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Resume writing and cover letter writing takes time, certainly not a few minutes.</li> <li>• Don’t worry about having to finish your drafts within this session. You can continue to work on these even outside of our workshop.</li> </ul>
94	Recap/Debrief	<p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Run through some of the highlights of the session</li> <li>• Ask participants about what concepts they remember and what was useful as they started to prepare their documents</li> <li>• Call on certain participants to ask about their experience in using online tools and templates to write their Jobseeker’s toolkit</li> <li>• Suggested debrief questions: <ul style="list-style-type: none"> <li>• Were the tips helpful in helping you write or rewrite your toolkit?</li> <li>• Were the digital tools helpful in preparing your toolkit?</li> <li>• What are some of the challenges you encountered while crafting your toolkit?</li> </ul> </li> </ul>
95	Reminders	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Refer to Learner’s Guides for additional information and references.</li> <li>• Remind participants about the start time of day 2.</li> </ul> <p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>• Emphasize start time for day 2. Repeat this numerous times to make sure it is clear to all participants.</li> </ul>

Topic 1.4: Online Job Portals

Slide	Description	Trainers Notes and Key Messages
1	Welcome Slide	(Display as participants enter the room)
2	What to expect	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Provide an overview of yesterday’s sessions and the topics in today’s session.</li> </ul>
3	House Rules	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Before we begin, let’s go over a couple of simple house rules.</li> </ul>
4	Recap	<p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Run through some of the highlights of the previous day’s session</li> <li>• Ask participants about the concepts they remember and what was useful as they started to prepare their documents</li> <li>• Call on certain participants to ask about their experience in using online tools</li> <li>• Ask how the progress is on their Jobseeker’s toolkit</li> <li>• Before heading into the module content, facilitators should distribute Learner’s Guides for Day 2</li> </ul>
5	Online Job Portals (Module 1.4)	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• For this session, we’ll look at the online job portals. You’re probably familiar with the concept of using the internet as a way to post job opportunities and apply for jobs.</li> <li>• In the last few years, job sites globally and in the Philippines have grown and diversified the options for employers and potential employees.</li> </ul> <p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>• Before continuing onto the following slides, ensure facilitators have distributed the Learner’s Guides for Day 2 already. This may be sent as an attachment or shared as a download link.</li> </ul>
6	Why use Job Portals?	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• What exactly makes online job portals so popular? <ul style="list-style-type: none"> <li>• <b>Efficient</b> – From job searches, to collating or updating information or your career history, all of these can be done within the job portal</li> <li>• <b>Tailored Job Searches and Alerts</b> – Unlike previous ways of looking for a job, you now have the opportunity to go through job listings that you feel are relevant to you</li> <li>• <b>More Opportunities</b> – Posting jobs on an online platform is beneficial for both the employer and jobseeker, which is why many more companies are using online methods to post their job opportunities. This means that it’s easier for you to search for jobs from different companies on just one platform.</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>• <b>Cost-Effective</b> – Unlike the old fashioned way of looking for jobs wherein you have to print and mail your resume, or sometimes physically head to the employer to seek job opportunities, most, if not all services on a job portal are free for jobseekers</li> <li>• In the next few sections, we'll take a look at some of the most popular online job portals.</li> </ul>
7	Most Popular Job Portals	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Here are some of the leading job portals in the Philippines</li> </ul> <p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Go through each portal</li> <li>• After going through each, ask participants if they're aware of these or other portals</li> <li>• Ask participant volunteers to name other job portals</li> </ul>
8	Full Time Employment Portals	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Here are other examples of job portals</li> </ul>
9	Freelance Job Portals	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• These particular sites focus on Freelance Job Opportunities</li> <li>• If you recall from the previous session's discussions, the internet has also paved the careers of those who are into freelancing work.</li> <li>• Freelance job portals earn somewhat differently compared to job portals with full time jobs or positions.</li> <li>• Because freelance job portals are need based and support posting on an "as needed" basis, they aren't paid by large corporations or companies for each job posting made.</li> <li>• Instead, these websites get their profit from small processing fees, either on the freelancer or client's side for the services.</li> <li>• The rate and who shoulders the fee, will depend on the freelance site you use.</li> <li>• We've included a detailed list of more of these sites on your guide for your reference.</li> </ul>
10	LinkedIn Intro	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• We encourage all of you to browse through these portals yourselves and see which best suits you and the kind of work you're looking for.</li> <li>• Though there are numerous options to choose from when considering a job platform, let's take a deeper look at LinkedIn.</li> <li>• What makes LinkedIn special? Or why does LinkedIn enjoy the prestige and wide range that it does today?</li> </ul>
11-14	Why LinkedIn?	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• A LinkedIn profile serves as a record of your skills, expertise, academics, and other accomplishments, and experiences. Hiring managers heavily rely on LinkedIn when looking for candidates for a job. And yes, people look at LinkedIn profiles, even if you applied through another method.</li> </ul>

		<ul style="list-style-type: none"> <li>• Some of the best companies are on LinkedIn. Not only do they post job announcements on LinkedIn, they also screen the suitability of candidates based on information on their LinkedIn profile. Apart from this, LinkedIn also serves as a great research tool for a jobseeker to read more on a company or position before applying or to prepare for an interview.</li> <li>• Keeping in touch with your network is more manageable and more convenient. This platform lets you connect with friends in colleagues in what is still in a professional setting.</li> <li>• Your LinkedIn profile can be enhanced by recommendations you receive from colleagues and people from your network. This allows hiring managers to affirm the information on your resume or profile when they consider you for a job.</li> <li>• For these, and so many other reasons we can't fit into a PowerPoint slide, LinkedIn has certainly proven itself as a very effective tool and asset to employers and jobseekers.</li> </ul>
15	Enhancing your LinkedIn Profile	
16	Use a Professional Photo	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Just remember some of these tips.</li> <li>• <b>Use a headshot</b> – Photos appear smaller on profile itself. Use something fairly recent and make sure your face is centered. It's advisable that you keep your headshot to just your face, neck, and maybe up to your shoulders.</li> <li>• <b>Choose the right photographer</b> - Choosing or taking a professional photo doesn't need to be expensive. You don't need to hire a professional photographer. Just get a friend or family member to take your photo, but make sure they know how to handle a camera. You want to make sure you choose someone who knows how to make you look good on camera.</li> <li>• <b>Dress professionally</b> – Because LinkedIn is a professional social network, you'll want to portray yourself in the appropriate manner as well. You don't necessarily need a suit, but wear something business appropriate such as shirts with a collar.</li> <li>• <b>Keep it simple</b> – It's usually good to be creative but remember that this is a headshot. Hiring managers use this as part of their process of getting to know candidates. There is no need for complex filters, stickers, or fancy poses. Also make sure that you're the prominent feature of the photo. Don't make it a group shot or include your dog or significant other. Your ability to project also reflects how professional you are.</li> <li>• <b>Smile</b> – You want to make your you look like you're welcoming hiring managers and anyone interested in reading your profile. This isn't a passport or visa photo, so you're welcome to flaunt those pearly whites!</li> </ul>
17	Write a good profile summary	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Your profile summary is your chance to make an impression on those who visit your profile. This will be especially useful if hiring managers rconsider you and use LinkedIn to get to know you better.</li> </ul>

		<ul style="list-style-type: none"> <li>• <b>Broader than a resume summary, but not too general</b> - A LinkedIn summary works like your professional summary on a resume. However, as we mentioned, your resume’s content should be tailor fit for each position you apply for. - You LinkedIn summary, on the other hand, should speak to all potential hiring managers, employers, or companies you wish to be considered for. In this sense, your professional summary should address a wider audience. Remember, unlike your personal career objective, it’s not about what you want, but what you can offer. Though your LinkedIn summary is broader than a resume summary, it will go unnoticed if it’s too broad and unfocused.</li> <li>• An effective summary should             <ul style="list-style-type: none"> <li>• <b>Make an impact on your first sentence</b> - Though summaries on your LinkedIn profile may be longer than your resume summary, it won’t matter if you’ve lost the reader’s interest, regardless of how interesting the rest of the content is. To stand out, you have to capture the interest of hiring managers or employers. Include some of the keywords or possible key areas your readers are looking for. Make sure your first sentence makes an impact, to capture not only the reader’s attention, but the reader’s interest as well.</li> </ul> </li> <li>• <b>Be authentic</b> - Don’t be afraid to add a little personality to your profile summary. In fact, this can help set you apart from the other static entries or summaries from other candidates. Don’t be afraid to communicate something personal while remaining positive and professional.</li> <li>• <b>Share metrics and accomplishments</b> – As we discussed previously, numbers help readers better appreciate accomplishments. So if you helped increase or customer satisfaction by a certain percentage, or helped save an amount from a company or department’s budget, or if you generate a certain number of likes or shares as media manager, it’s worth putting in your summary. Remember, everything can be measured.</li> <li>• <b>Describe your skills and talents</b> – Where do you excel? What are you good at? This summary is an opportunity to show what you do best. An efficient summary will help introduce the reader to the profile owner.</li> </ul>
18	Create and enrich your experience profile	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Your experience section is the most important and substantial section of your LinkedIn profile. After attracting the attention of recruiters with a good-looking headshot and dazzling them with your profile summary, the measure of your suitability for a position really comes down to this section.</li> <li>• The experience section of your resume is the most vital and is the one hiring managers will focus on. Similarly, your LinkedIn profile’s section is what will provide readers with more extensive information to understand your career history and compatibility with a certain position.</li> <li>• Unlike your resume however, your LinkedIn profile may contain more extensive information on previous work experience. This is because your profile speaks to a wider audience compared to a targeted reader of a resume.</li> <li>• To fill in the experience section of your profile, you can extract the information from your latest resume. Make sure the information on your resume and your profile match as some recruiters that receive a copy of your resume may conduct a more thorough search on LinkedIn.</li> </ul>

		<ul style="list-style-type: none"> <li>As you continue to gain more job experience and accomplishments, it would be useful to reflect this on your profile to show a progression in your experience.</li> </ul>
19	Include your education and other accomplishments	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>Because your LinkedIn profile allows you to put in more details compared to a targeted resume, you can post more information about your educational background, awards and other recognitions received, certifications or other trainings you've attended, as well as whatever volunteer work you have.</li> <li>LinkedIn has special sections where you can enter this information and displays this information in an organized manner on your profile.</li> <li>Again, because your LinkedIn profile speaks to a wider audience, you can include more information instead of just targeted information.</li> </ul>
20	Grow your network	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>Building your network of contacts, colleagues, and peers isn't a popularity contest. Unlike social media profiles, where the number of friends you have makes an impression, you may want to keep your contacts on LinkedIn limited to those people you've connected with in one way or another. On LinkedIn, the number of connections you have won't impress people. You want quality over quantity.</li> <li>Having too many connections with people you don't know, haven't worked with, or haven't connected with can saturate your network. You want to make your network an asset. Connecting to people you hardly know or have no affiliation with defeats the purpose of growing and sustaining your professional networks.</li> <li>While it's fine to add friends and maybe family as connections, keep in mind that this is a professional social network. Through this platform, you can catch the attention of a hiring manager, showcase your experience and skills, or connect with professionals or experts that you can work with or for.</li> <li>You'll want to maintain professional decorum on LinkedIn. That not only includes connections, but the content that you share on your LinkedIn feed. If your contacts get the sense that you're not a professional, this may have negative effects on your network beyond LinkedIn. It may affect your relations with prospective employers, business partners, or other peers.</li> <li>On your profile is a section where your contacts can endorse you for certain skills or qualities. Make your profile stand out to hiring managers and employers through the endorsements and recommendations of your connections. These recommendations and endorsements not only help you stand out, but also makes you and your profile more credible. As you build your LinkedIn network, take the time to ask for recommendations from trusted contacts and colleagues. Do not ask for recommendations from people you do not know or who cannot vouch for your skills or qualifications. Invest in making a name for yourself by getting others to recognize and recommend your skills.</li> </ul>
21	Include your profile address on your resume	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>Apart from providing your basic and fundamental contact details on a resume, it is a good idea to include your LinkedIn username or link on your resume. LinkedIn automatically assigns a profile link to each user, but you may customize this to make it easy to remember and access. Similar to choosing an</li> </ul>

		<p>email address, remember to keep your LinkedIn username professional. It can be something like j.delacruz or juan.dc or something similar.</p> <ul style="list-style-type: none"> <li>• Sharing your LinkedIn profile on your resume provides hiring managers or employers with an opportunity to review your career history, skills and experience at a deeper level. This might mean that they might see you as a better fit for the job you're applying for.</li> <li>• Of course, before you invite anyone to review your profile, you'll want to make sure that you update the information on there. If your resume mentions positions and accomplishments within the last 6 months that's nowhere to be found on your LinkedIn, that's a red flag and will discourage hiring managers from pursuing your application.</li> </ul>
22	Search and follow company profiles	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• One of the advantages of using LinkedIn is that profiles aren't only for fellow jobseekers, connections, or colleagues, but for companies as well. A company's profile consolidates useful information in better understanding a company. This can be especially useful for you as a jobseeker.</li> <li>• For one, LinkedIn can help you understand what a company does, how they work, where they work, and ultimately if you see yourself as being able to help contribute to this company.</li> <li>• On that note, the information on a company's profile can also help you prepare for an interview. Companies usually share relevant information, such as their mission and vision, objectives, their area of focus, and other key aspects that can help you better prepare for an interview.</li> <li>• Similar to how an individual's account has connections, so does a company's profile. By browsing their profile, you'll be able to see the professionals that work at or are affiliated with certain companies. You'll also be able to see if you have any connections with someone from this company.</li> <li>• One of the key advantages of following a company's profile is that you'll be able to see when companies post job opportunities for which you can apply.</li> </ul>
23	Apply for Jobs	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• On that last note, one of the best features of LinkedIn is that it brings all of their platforms features together to help you apply for jobs.</li> <li>• We earlier saw how the various job portals available, but we've just gone over what makes LinkedIn unique and why it's one of the largest and most trusted professional social networking sites.</li> <li>• There is of course the actual job page within LinkedIn. Here you can type and search through jobs by city, industry, position, and many other filters. On this job page, you can even save jobs you're interested in, check the status of applications you've send in through your account, set-up job alerts, and so much more.</li> <li>• In the last slide, we emphasized that following a company profile can help you go through job opportunities they have posted.</li> <li>• Because LinkedIn is a dynamic tool, it's worth noting how you can use other features to seek job opportunities, and this lies in the social function of LinkedIn. Remember that your network is your asset. As you build your network and credibility among your connections, your chances of being referred may</li> </ul>

		also increase. Some companies look for connections and referrals from within their employees. This means that if you are well connected to someone from a company you want to work for, they can potentially put in a good word or recommend you for the position.
24	Examples LinkedIn Profile	<p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Access the links below to exhibit a couple of ideal LinkedIn profiles for different types of Jobseekers</li> <li>• Go through the sample screenshots on the links below and emphasize how the discussed tips were applied to make the sample LinkedIn profile effective</li> <li>• Access the links below: <ul style="list-style-type: none"> <li>○ <a href="https://klaxos.com/best-linkedin-profile-examples/college-student/">https://klaxos.com/best-linkedin-profile-examples/college-student/</a></li> <li>○ <a href="https://klaxos.com/best-linkedin-profile-examples/k12-higher-education/">https://klaxos.com/best-linkedin-profile-examples/k12-higher-education/</a></li> </ul> </li> </ul>
25	Recap	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• As a group, let’s go over these ways to maximize our LinkedIn experience.</li> </ul> <p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>• After reading each tip, ask for a volunteer to share what they remember from the discussion on that particular tip.</li> </ul>
26	Questions	<p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>• Gather and address questions or clarifications from participants</li> <li>• Ensure facilitators are able to take note of questions asked in the chat box and by those turning on their mics</li> </ul>
27	Create a LinkedIn Profile	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Creating your LinkedIn profile is simple and easy.</li> <li>• Head over to LinkedIn.com and start setting up your account.</li> </ul>
28	Individual Activity Creating an Effective Linked In Profile	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• For the next 20 minutes, we’ll let you put these principles into practice by letting you enhance your LinkedIn profile.</li> <li>• Using the resume you prepared on Google Docs, use the tips and best practices discussed to enhance your LinkedIn profile.</li> <li>• You won’t have to finalize your profile within the session, but we want you to experience enhancing the different parts of your profile.</li> <li>• You can start changing your photo and background image, add in your experience and career history, including your education and other accomplishments.</li> </ul> <p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Start the timer for 20 minutes</li> </ul>

		<ul style="list-style-type: none"> <li>• All trainers expected to provide support to participants as they create their LinkedIn profiles</li> <li>• Check in two minutes before time is up</li> <li>• Anticipate a 10-minute extension (total of 30 minutes for the activity)</li> <li>• At the end of the activity, ask if anyone would like to share their profile (ensure that Share Screen for participants is activated)</li> <li>• Remind participants that they may continue this at their own pace outside of the session.</li> </ul> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Create or enhance LinkedIn profiles of participants</li> <li>• Apply best practices and tips from discussion to create an effective LinkedIn profile</li> <li>• Familiarize participants with use, features, and navigation of LinkedIn</li> </ul>
29	Debrief	<p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• Provide a quick recap but focus on feedback from the participants.</li> <li>• Use the suggested debrief questions below:             <ul style="list-style-type: none"> <li>• Did you encounter some companies or job postings that you're interested in?</li> <li>• What were some of the features you found most useful?</li> <li>• What do you need more help with in setting up your LinkedIn account?</li> </ul> </li> </ul>
30	5-minute break	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Before we continue, let's take a 5-minute stretch break. You can drink water, answer the call of nature, and we'll continue shortly.</li> <li>• There is no need for you to leave the meeting room. You can leave your microphone on mute during the break.</li> </ul> <p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>• Start timer for 5 minutes</li> </ul>

Topic 1.5: The Job Interview

Slide	Description	Trainers Notes and Key Messages
31	Topic Title Slide	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>In this session, we'll share a couple of tips on how best to prepare for an interview. We'll also aim to simulate some preparations to gear up for the interview using digital tools.</li> </ul>
32	Individual Activity Elevator Pitch	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>This activity will help you brainstorm some of the essential elements that you need to put together in preparing for what we call an “Elevator Pitch”. <u>This is not the full-length interview, but an important part of the interview, where you introduce yourself and talk about why you’re a good fit for the job in a minute or less.</u> This part of the interview is usually done somewhere at the start and can set the tone for the rest of the interview.</li> <li>We hope that this activity will help kickstart the interview preparation process and allow you to identify areas that you can work on to improve you interview skills.</li> </ul> <p><b>Prompts:</b></p> <p><b>Activity Instructions</b></p> <ul style="list-style-type: none"> <li>Instruct participants to navigate to the Job search section of LinkedIn to search for a position they would apply for as the basis for the elevator pitch.</li> <li>Emphasize guide questions to help craft elevator pitches.</li> <li>Remind participants that this pitch should be delivered in less than 60 seconds.</li> <li>Start timer for 10 minutes. Trainers are expected to provide support to participants for elevator pitch drafting</li> <li>Call on a 2-4 volunteers, or volunteer people, to deliver pitches</li> <li>Not all participants are expected to deliver pitches</li> <li>Activity serves as basis and reference of following section on best practices and tips</li> </ul> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>Experience job search function of LinkedIn</li> <li>Kickstart participants interview skills</li> <li>Inform succeeding discussions on best practices and tips</li> </ul>
33	Review the job description	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>Review the job description to see if there are specific underlining skills the employer is looking for. Think about your skills and work experiences that fit and align with those requirements.</li> <li>Prepare to emphasize how your strengths and skills make you a fit for the position.</li> </ul>

34	Research the job and company	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• By researching the position and the company you're applying to work for, you'll be able to better see how you think you'll be a good fit and an asset to the company. From checking the company's website, LinkedIn profile, social media accounts and other resources, there are numerous ways to help prepare you for the interview.</li> </ul>
35	Prepare to talk about specific accomplishments	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>• Your resume did a good job of highlighting your skills, work experience, and accomplishments. To make it as far as the interview means that the hiring manager has taken a particular interest in your application. Be prepared to talk more about your experience and accomplishments.</li> <li>• In order to stand out, don't be too general or vague in talking about your work experience. This is an opportunity to share the details of your accomplishments. Include numbers or something measurable for the hiring managers to realize the impact of your accomplishments.</li> <li>• These accomplishments are yours and you know these very well. Own and be proud of them! To make it easier for you to share these accomplishments, it's advisable for practice how you'll discuss prior to the actual interview.</li> <li>• This brings us to the next point.</li> </ul>
36	Practice answers to common interview questions	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Prepare answers to common questions like, "Tell me about yourself and why you're interested in this role with our company?"</li> <li>• There are a lot of common interview questions that you prepare for by searching these on the net. This not only helps you anticipate the questions from interviewers, but it can also increase your confidence.</li> <li>• Rehearse how you'll answer these interview questions with a mirror, or with a friend.</li> <li>• Practice delivering your answers and experiences in a brief and concise manner without diluting the substance of your answers. This doesn't happen instantly. Make it habit to practice your interview skills regularly to gain the confidence to deliver these key points naturally.</li> </ul>
37	Dress for the job or company	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• The way you dress for an interview is significantly influences people's impressions. You have to make sure you dress appropriately and look the part, <b>even if you're conducting the interview through a video call.</b></li> <li>• This may not automatically mean that you need to get an expensive suit. Take the time to get to know the company profile and culture.</li> </ul>
38	Practice good nonverbal communication	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• There are many aspects of communication that go beyond the spoken word. This includes how body language communicates confidence throughout the process.</li> </ul>

		<ul style="list-style-type: none"> <li>• They say actions speak louder than words, which is true in this case. If you seemingly have all the answers prepared for an interview and say you're ready, but it takes you forever to utter a word, or if you're visibly shaking from nervousness, or if you can't seem to make eye-contact, then it's pretty clear that you're not ready for the interview.</li> <li>• Getting better control of your nonverbal communication or body language takes time. Remember that you've been asked for an interview because based on your resume, they think that your skills and work make you a good candidate.</li> <li>• The hiring managers aren't on the lookout for mistakes. They're interviewing you to get to know you.</li> <li>• This is also true even when conducting an interview through video or voice calls. On video, the interviewer will still be able to see you. When on voice calls, remember that because the interviewer cannot see you, they'll be more focused on your verbal communication. This means that it will be more apparent if you don't sound too confident in your answers.</li> <li>• Take the time to rehearse and keep calm. Keep in mind that this interview is an opportunity, not a performance test.</li> </ul>
39	Use appropriate language	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Appropriate language doesn't mean non-use of cuss words (although it goes without saying that you shouldn't use cuss words in an interview).</li> <li>• Appropriate language refers to professional language. Do not use slang or references to age, race, religion, politics, or sexual orientation, especially in a negative way. Doing so can quickly harm your application.</li> <li>• Appropriate language also refers to simple language. Unless the position requires it, there's no need to use much jargon. Often, simple language and terms are most preferred over highfaluting words and jargon.</li> </ul>
40	Prepare smart questions for your interviewers	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Interviews are a two-way street. Employers expect you to ask questions to gauge how serious you are about the job and working at their company.</li> <li>• Don't ask about salary expectation here, unless the interviewer asks you directly.</li> <li>• Here, you may ask more details about the role or position, the units or departments you'll work with, how the company processes work, or how teamwork is facilitated.</li> <li>• Asking smart questions will not only show your interest in the position, but your capacity to fulfill the position by trying to understand more about the processes.</li> </ul>
41	Send a thank you letter after the interview	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• This is important not only because it's common courtesy to do so, but it will also help the hiring manager or employer see you as a serious candidate for the position. It's best to include some points or highlights during that came up during the interview to and make sure that each email is unique. Again, more often than not, hiring managers can determine if they're reading a template.</li> </ul>

		<ul style="list-style-type: none"> <li>This small effort can really help your application or maintain relations with a company for future consideration.</li> </ul>
42	(open forum)	<p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>Gather and address questions or clarifications from participants</li> <li>Ensure facilitators are able to take note of questions asked through in the chat box and by those turning on their mics</li> <li>Open forum should last for around 5 minutes to provide enough time for the activity</li> </ul>
43	Debrief	<p><b>Key Message:</b></p> <ul style="list-style-type: none"> <li>The activity that we just conducted wasn't able to simulate the entire interview process, but hopefully it was able to provide you with a better sense of how an interview will go, or where you think you can improve.</li> </ul> <p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>Ask participants to share some experiences</li> <li>Use the suggested debrief questions: <ul style="list-style-type: none"> <li>What tips did you find most useful in preparing for your elevator pitches?</li> <li>Did your pitch go as you intended it?</li> <li>Were you able to identify areas or parts in your elevator pitch that you think you can improve?</li> </ul> </li> </ul>

Topic 1.6: Online Safety and Protection

Slide	Description	Trainers Notes and Key Messages
44	Topic Title Slide	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• In the previous topics, we’ve discussed many of the tools we can use, why these tools are valuable, and how exactly we can use various digital tools. While digital tools can be used to greatly benefit users, find someone a job, help businesses, connect people, and do so much more, they can also be used to exploit people when used maliciously.</li> <li>• This is why it’s important to remember that we need to remain cautious and vigilant when using digital tools.</li> <li>• In this topic, we’ll look into a couple of best practices to remember when going online. We’ll also look into a real-life scenario wherein digital tools have been used maliciously to exploit others and analyze what steps should be taken to make sure we’re not vulnerable online.</li> </ul>
45	Data Privacy	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• In a world where data is the most valuable resource, it’s increasingly important to make sure we protect our data and information.</li> <li>• Data Privacy refers to the right of individuals to have control over how their personal information is collected and used.</li> <li>• Data Privacy is essential to ensure our online safety and protection.</li> <li>• Though major and trusted companies that collect our data have taken steps and initiatives to make sure we are aware of what data they collect and what our data is used for, other companies seek to illegitimately collect our data, and worse, use it against us.</li> <li>• The good news is that we can take simple proactive steps by understanding what these threats are and how to avoid them.</li> </ul>
46	Luring in the User	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Cyber attacks may start with a seemingly unsuspecting communication. It may be a phone call, email, text, message, or other communication. This communication, or the person contacting you, claims to be or represent a legitimate person, business, website, or app that you trust. This is called spoofing – the impersonation of a legitimate entity to get you to trust them.</li> <li>• This is often accompanied with a call-to-action. It can be to open an attachment, a link, or for you to provide information like names, birthdays, passwords, PINs or codes, credit card numbers or the like. This step is called phishing – luring users to willingly provide their sensitive information to the cyber criminals.</li> <li>• By opening the attachment or whatever suspicious file is sent to you, you may leave your computer open to malware or viruses, which hackers can use to illegally obtain sensitive data or corrupt your device.</li> </ul>
47	How to Avoid Cyber Threats	

48	Never Share Personal Information	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Scammers and cyber criminals will find ways to collect passwords, PIN codes, verification codes, account data, or other information to use this against you.</li> <li>• Never share this personal and private information.</li> <li>• PINs, codes, passwords, and account data are intended to be used only by the account holder.</li> <li>• Providing this information to anyone else can leave your accounts or information vulnerable.</li> </ul>
49	Check the Source	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Watch out for fake websites, emails, text messages, call, or other forms of communications from sources claiming to be legitimate institutions, organizations, or somebody that you can trust.</li> <li>• Before clicking a link or opening any attachments, you are absolutely sure and able to verify that it is from a legitimate source.</li> <li>• Make sure you report and suspicious activity or any phishing attempts to your bank, the website, or institution being spoofed.</li> </ul>
50	Look for Early Warning Signs	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Examine the communication to make sure there are no red flags, such as system warnings like the one on the screen. Other warning signs can come in inconsistent branding, wrong, outdated, or pixelized logos.</li> </ul>
51	Change your passwords regularly	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Use strong passwords that are not easy to guess.</li> <li>• Add the additional security layer by enabling two-step verification. This allows websites to verify log-in attempts to your accounts by confirming the log-in attempt through a different method.</li> <li>• This is commonly done by sending a pin code via text or answering a security question that only you know the answer to.</li> </ul>
52	Report Cybercrimes	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• Though we all hope we would never have to, there are agencies where you can report cyber crimes if you think that you feel that you are in danger or if you feel threatened.</li> <li>• Threats can come in many forms, shapes, or ways. It may not be in terms of fintech, or scams, but a threat is still a threat.</li> <li>• If necessary, you can file a report through the PNP Anti-cybercrime Group’s website, facebook page, or mobile number to seek the assistance of the authorities.</li> <li>• Make sure you have as much information on your case as possible. This includes dates, names, numbers, screenshots, emails, communications, photos, and any other piece of evidence or information that you feel will be helpful in filling your complaint.</li> </ul>
53	(open forum)	<p><b>Suggested Debrief Questions:</b></p> <ul style="list-style-type: none"> <li>• Did you find the online safety exercise useful?</li> </ul>

		<ul style="list-style-type: none"> <li>Which areas or aspects made you realize that you were dealing with a scam?</li> </ul>
54	That's a wrap!	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>This concludes our module! Thank you very much for joining us and we hope it was as fun and interactive for you as it was for us.</li> <li>Before we end, we have a couple of reminders to share.</li> </ul>
55	Post-training Survey	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>We'd like to ask you to fill out a quick survey to help us assess the effectivity of our activities. This will better help us understand how we can more effectively train our participants in the future.</li> <li>Please access the questionnaire by typing link on the screen, by scanning the QR code with your smartphone's camera, or by clicking the link provided on your Learner's Guides.</li> </ul> <p><b>Prompt:</b></p> <ul style="list-style-type: none"> <li>Provide the link through chat box for convenience (<a href="http://bit.ly/GoDigiPost">http://bit.ly/GoDigiPost</a>)</li> </ul>
56	Join our Facebook group!	<p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>We'd like to invite you to our Go Digital ASEAN community in the Philippines. Join our Facebook group, which is exclusive to learner's who've completed the program.</li> <li>This will help us stay connected and share updates and invitations to future special events and networking opportunities.</li> <li>When posting on social media, please don't forget to use the hashtag #GoDigitalASEAN</li> <li>You may also follow The Asia Foundation on Facebook, Instagram, and Twitter. Feel free to contact us at <a href="mailto:godigital@asiafoundation.org">godigital@asiafoundation.org</a></li> <li>Lastly, we invite everyone to take a class photo before we go.</li> </ul> <p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>As necessary and appropriate, invite all participants to turn on their cameras for a class photo.</li> <li>Prior to taking screenshots, announce to participants that you'll start taking the photo.</li> </ul>