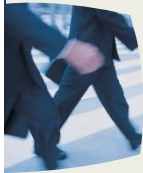




▶ HOW SOCIAL MEDIA CAN INFLUENCE THE YOUTH



▶ SOCIAL MEDIA: PROS AND CONS



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# MediaPloyment *Times*

WHAT IS SOCIAL MEDIA?  
AND HOW THEY CAN HELP IN JOB SEARCH?

*In human history communication has never been so fast. We have come a long, long way since the advent of the first postal service, all the way back in 550BC.*

## SOCIAL MEDIA: Pros and Cons

by Lee PRICE

Arguably cave paintings could be seen as an earlier form of social media and communication between humans. That being said, the postal system is the first direct use of social media between humans.

Prior to using a postal system, if I wanted to communicate an idea, I would have to take myself with it. This could be a long, time consuming process, in some cases even a dangerous journey.

Now when I want to send a message, I can send my thoughts or news around the world. It will arrive sooner than I can reach my neighbours door. Being able to send information so quickly means that we now have access to more knowledge than ever before.

We can travel far and wide, while remaining in contact with our loved ones back home. For instance, as I sit here in beautiful Rabka, Poland - I have many options to speak with my wife back in Scotland.

Contact through social media will never be the same as being close enough to shake anothers hand, or to share a hug. But it is still a great convenience. International friendships and trade can more easily grow.

Like many convenient things, communicating through social media has it's negative side. Conversation over great distances is possible, but it is without many of the non verbal clues that we all use to understand each other.

Social media can remove eye contact, we don't see the clues from body language, and we lose the all important physical contact. Being disconnected from this sensory input can lead to an atrophy in someones ability to converse person to person.

There is also a risk of becoming addicted to social media. To feel the need to always be "plugged in", to our virtual worlds.

This is due to a fear of missing something important. I have lost count of how many people that have walked into me, while they remain blissfully ignorant of the world outside their smart phone.

Electronic communication is a concrete part of our modern life. But we should still keep up our "traditional" communication. Even our science has proven that person to person contact is essential for good health. It is much harder to feel the warmth of a hug through the internet! Social media has not only changed the way we communicate, but the way our whole world's culture is evolving.

Just one hundred years ago, if I were running a business, I would be much more limited with my choice of staff. Now I can attract people from nearly anywhere. Of course this is also true when searching for work. Now there is the chance to find work much further away, even overseas.

You may be trained as a baker, then find yourself with no work in your town. With social media on your side you can find work in many places, often without first having to be there.

This is one of the greatest uses for social media. If you take the time to promote yourself in the correct way, the work will come to you!

An important consideration is the privacy of your information. If you would not show a picture to a stranger or tell them something personal, it shouldn't really be online. In some cases it may even stop your chances of getting your dream job. All social media portals have their own privacy settings and controls. It is prudent to explore your account, and make sure that you are happy with who can see the information you share.

Take the time to learn how to present yourself and even consider using seperate private and professional accounts.

It is wise to treat your private accounts in a professional way. Many employers will search for your online presence before giving you a job. Make it easy for them, display yourself in the way your future employers will expect. If you can do this, the world is yours, my friend.



# How social media can influence the youth

*Real life social media stories*

### Lee's story

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

### Pellin's story

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

### Ewa's story

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



## EXPERT CORNER: Experience vs. Discipline

**Hi! My name is Mary. Next week I'll have my first job interview, and a friend told me that interviewers' questions could be difficult to answer, I'm a little nervous. What will me ask?**

Hi Mary,  
First of all, It's normal to be a little nervous, everyone has a first interview in their work history and After interviewing the first time, it will get much easier.  
Most common questions in a fist job interview are: questions about you and your resume. Why do you want to work at X Company? What motivates you to do a good job? What's your greatest strength? What's your biggest weakness? What salary are you looking for? Are you good at working in a team? Why I should hire you? Even though you're probably going to be really nervous when you go on your job interview, the key to a successful interview is to prepare for the interview, practice interviewing, dress appropriately and try to stay calm. Remember, your interviewer is mostly likely used to interviewing first time job seekers.

On Internet you can find a lot of web pages that can be useful to answer these questions, for example: [www.wisebread.com](http://www.wisebread.com), [www.totaljobs.com](http://www.totaljobs.com), or just google it!  
Good luck, Mary

