In person trainer guide – Telephone skills and social media

Remember to share the information sheet with the group following the session.

# **Slide 1: Telephone skills and social media (5 minutes)**

Welcome everyone to the session.

Talk about any domestics of the room (heating, lighting, where the toilets are, if there are any fire alarms scheduled, where the fire exits are).

Explain when the break will be.

Answer any questions the group may have and explain there will be opportunities to ask any questions as we progress through the modules.

Read the objectives.

This session should last about 2 hours depending on size of the group.

# **Slide 2: Objectives (3 minutes)**

Talk through objectives and check for understanding.

# **Slide 3: Phone calls (10 minutes)**

Start a discussion: Do you answer calls from unknown numbers or numbers you do not recognise?

Do you have a voicemail? What is it like?

Ask everyone in the group to get their phones out. This may be against what you have agreed in the ground rules, but is allowed for the start of this session.

Get everyone to check who their last call was from and go round the group.

Lead the group in discussing why they should answer any call they get.

Lots of companies call from unknown numbers. People will leave messages about jobs if they can’t answer the phone.

# **Slide 4: Answering the phone (10 minutes)**

Check with the group how they answer the phone.

In a role play with an adviser, ask each person to practise answering the phone professionally.

“Hello, Dave speaking, how can I help?” or whatever they feel comfortable with.

Think about how they end a phone call (not just hanging up, saying thank you and goodbye).

Does anyone have any other ideas on how to start or end a call?

# **Slide 5: When we use the telephone to make a call (3 minutes)**

Go through each point on the list.

The last point is going to be our focus for today: contacting potential employers for paid or voluntary work.

# **Slide 6: How to make that call (5 minutes)**

If you are going to make a call or are expecting a call, there are things you can do in advance to prepare for it.

Go through the points below to prepare for the call.

* Stand up if you can.
* Find a quiet location.

Make sure you have:

* good mobile reception
* plenty of charge on your phone
* enough credit when calling employers to find if they have vacancies or opportunities.

Discuss the following points after this as techniques to use while on the call.

# **Slide 7: Techniques to practise (3 minutes)**

Go through techniques on the slide.

Can the group think of ways they could practise these skills after the group today?

Practising with a friend, family member or support worker?

Practising in the mirror?

Breathing techniques to maintain control?

# **Slide 8: The importance of listening (3 minutes)**

Although making notes to prepare what you would like to say on the call, it’s very important to listen to the other person on the call.

Go through each point on the slide and discuss with the group.

Do they have any examples of when they have done this?

Remind of the listening levels from the Communication Skills Module.

# **Slide 9: Activity 1 (2 minutes)**

Ask the group to open their workbooks and introduce Activity 1.

You have seen an advertisement in the paper for a job you would like to apply for.

The job advertisement states that you need to telephone for an application form.

There is no detail of whether this is a full-time or part-time vacancy.

Encourage the group to discuss how would they prepare for the call.

Now you are going to roleplay being the contact, Caroline Jones. We will go around the group so everyone can practice calling Caroline to ask for an application form and ask how many hours a week this vacancy is for.

They can make notes to support them to prepare in their workbook.

If no one volunteers encourage them to complete this activity with you in their next one to one.

# **Slide 10: What else can you use a phone for? (5 minutes)**

Telephone skills are important to practise and build your confidence when job searching.

But phones are great tools for other parts of job searching.

What else can you use your phone for when looking for work, volunteering or training?

Encourage the group to share what they have used their phone for when job searching?

* Signing up to job sites like Indeed?
* Emailing potential employers?
* Using the notes app to support them
* Other apps they find useful
* Social media

# **Slide 11**: **Activity 2 What is social media?** (**10 minutes**)

Ask the group what social media is. How would they describe it?

As a group think of as many social media sites as possible.

How many people worldwide use them?

They can use their workbook to make notes in.

# **Slide 12: Top social media for job searches (5 minutes)**

People may come up with YouTube, TikTok, Threads, Snapchat and WhatsApp, but the main ones we are interested in are:

Facebook – 2.9 billion active users

Instagram – 2 billion active users

LinkedIn – 900 million active users

Twitter – 556 million active users

[Stats are for 2023 from Statista](https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/)

[LinkedIn stats are from 202](https://kinsta.com/blog/linkedin-statistics/)3

# **Slide 13: Activity 3 Why is social media important for work?** (**10 minutes**)

Encourage the group to talk about why they think social media is important to the world of work.

Give them time to think of these individually. They can make notes in their workbook

Ask them to share what they think with the group.

Ask the group to discuss what problems you might face using social media to look for work.

We will go into more depth on this later.

# **Slide 14: Why use social media in a job search?** (**10 minutes**)

Where do hiring managers and recruiters look?

Around 91% of UK employers say they use social media as part of their hiring process.

The social networks that employers use most are:

LinkedIn – 91%

Facebook – 66%

Twitter – 53%

[2023 UK stats from Standout CV](https://standout-cv.com/pages/job-search-statistics-uk)

LinkedIn is the number 1 social recruitment platform with 91% of companies using it daily.

Searching for candidates is the most popular reason for recruiters to use a social platform and 100% of social recruiters used LinkedIn for candidate search.

Although Facebook is 1 of the least popular tools overall, it’s rated the best for screening candidates with over 3 in 10 recruiters using it solely for that purpose.

# **Slide 15: Facebook (5 minutes)**

## **Ask your friends**

There is no shame in posting a simple, polite, professional status asking if anyone knows of a place that is hiring.

You may even want to be a more specific about your needs and ask if anyone knows of an open position in the area you want to work in.

Chances are that at least someone knows about a potential job opportunity. Even better, you may have someone to ask for an interview!

## **Search**

Put jobs into the search bar and see what comes up.

## **Like pages**

What are your interests? Like pages of employers you would like to work for. They will often post their jobs on Facebook as it is cheaper than traditional advertising.

# **Slide 16: Twitter (5 minutes)**

## **Follow companies**

Follow employers you might want to work for. They may post links to their jobs on their Twitter profile.

## **Search hashtags**

#Job is a good way to see jobs posted. You might need to narrow down the search to UK or local area only #job

As Twitter is a global network, it is best to search in times when local companies would be posting jobs between 9 am and 5 pm.

Some other useful hashtags are:

#Hiring or #NowHiring

#Jobs

#Careers

#TweetMyJobs

#JobOpening

#JobListing

#JobPosting

#HR

#Graduate Jobs

Career- and industry-specific hashtags too, like:

#ITJobs

#TechJobs

#Marketing

# **Slide 17: Profile photo** (**3 minutes**)

On your social media accounts, in particular LinkedIn, having a professional-looking photo on your LinkedIn profile is important.

Choose your LinkedIn photo carefully, as first impressions count.

Ask the group which of the photos would impress an employer more?

Discuss why this might be.

# **Slide 18: Profile tips for LinkedIn** (**10minutes**)

Go through each tip and encourage discussion with the group.

## **Skills and expertise**

The skills and expertise section of your LinkedIn profile is where you can list your skills using keywords. Be honest about your skills and be prepared to demonstrate them. Make sure the skills most relevant to the career you want are first in your list.

You can add up to 50 skills to your profile. Pick the 10 most relevant to your career aim.

## **Summary**

The summary is the hardest part of the LinkedIn profile. You must sum up:

* who you are
* what you have done
* your skills and expertise
* why you are the candidate that recruiters are looking for
* all without writing everything that is going to come in the rest of the profile.

Remember that LinkedIn is not Twitter or Facebook. You need to use the kind of professional language that would impress a potential employer.

Know your strengths and skills and highlight them in your summary.

## **Experience**

Remember that you have gained essential transferable skills from all your jobs and volunteering.

Mention temporary roles in a couple of lines to show your customer service experience or that you can work as a part of a team.

Go into more detail about anything you have done that is related to the career you want to follow. Outline what the role entailed and what the main responsibilities were.

## **Education**

As with a CV, list your most recent qualifications first. Leave off those that do not fit your job search.

Use the activities and societies like a hobbies and interests section and include teams and clubs.

# **Slide 19: Job searching on LinkedIn (5 minutes**)

LinkedIn has a job search function.

Click the jobs tab at the top of the page - <https://www.linkedin.com/jobs/>

Share your screen to show the LinkedIn jobs search page. Explore the different sections with the group and functions available.

Go through the other points on the slide.

# **Slide 20: Activity 4 How might social media have a negative effect on work? (15 minutes)**

As a group discuss this. The group can make notes in their workbook.

Some people may have examples of people who have said bad things online and got fired. Here are a few examples:

Screen share links with group or read through some examples with them.

[Tribal Impact – 7 employees that ‘got it wrong’ on social media. Or did their employer? March 2021](https://www.tribalimpact.com/blog/7-employees-that-got-it-wrong-on-social-media.-or-did-their-employer)

[AWH Solicitors article – Social media misuse can get you in serious trouble – February 2022](https://awhsolicitors.co.uk/articles/employment/fired-for-social-media-mis)

[My](https://www.myhrdept.co.uk/latest_news/employee-dismissed-for-facebook-posts/) HR (Human Resources) Dept – Employee dismissed for Facebook posts

[The Muse – Yes you can get fired for your social media posts: 9 times people learned this lesson the hard way – June 2020](https://www.themuse.com/advice/yes-you-can-get-fired-for-your-social-media-posts-9-times-people-learned-this-lesson-the-hard-way)

After sharing the articles, discuss the following.

What are common mistakes people make?

How might this impact you journey into work?

What might a hiring manager think if they saw this?

# **Slide 21: Most common social media errors job seekers make (3 minutes)**

Although many people use social media to express themselves and their personality, the reality is that everyone can see it. This includes employers. Before posting things, check you’re happy for everyone to see it.

# **Slide 22: Social media tips for your job search (7 minutes)**

Go through the slide and use the information below as discussion points for each topic.

## **Read or check social media policies**

Most companies have a social media policy. Make sure you follow it as it can affect your job prospects. Find [Scope’s social media policy](https://in.scope.org.uk/people-and-teams/sisc/Documents/Social%20media%20policy.docx) if you need an example. You do not need to go through the whole policy. Say this is standard for most companies and is something to be aware of.

Consistency across social media when job searching is important, especially if a hiring manager is going to Google you and not just look at your LinkedIn profile.

Make sure your accounts are private. Delete any ‘dodgy content.’ Use Tweet Eraser to search for offending tweets.

## **Be consistent**

Got a great Twitter profile, but it is under the handle @wizardman67? Nobody will find it. If a potential boss cannot see you are up to date with social media, that could affect your employability.

Use your name across everything, keep a consistent tone and think of it as your personal empire.

Your Facebook 'About' will be different from your LinkedIn profile description, but if you keep things consistent and the general tone similar, you will look in control.

## **Google yourself**

Go beyond the first page. Employers will go a few pages back.

## **Request your Twitter archive**

Go into your settings and into the Account tab. You can find how to request an archive containing all the tweets you have ever sent.

## **Passwords**

Go over the worst passwords according to Splash Data (2023) who analysed 5 million leaked passwords.

[Splash Data (2023) – 100 Most Common Passwords of 202](https://techcult.com/most-common-passwords/)3

Most used passwords in 2023 are:

* 123456
* 123456789
* qwerty
* password
* 1234567
* 12345678
* 12345
* iloveyou
* 111111
* 123123

Advise the group that if theirs is on the list, they should change it as it means their account could be vulnerable.

**Slide 23: Reviewing your actions (5 minutes)**

Talk about situations where goals might have to change. Discuss why and how change happens and how to deal with it positively.

**Slide 24: Learn at Scope (1 minute)**

To introduce Learn at Scope as a resource.

**Slide 25: What is Learn at Scope (10 minutes)**

Explain Learn at Scope to the group. Show them the Moodle dashboard and how to use it.

If anyone is interested, you can make a referral on their behalf following their next appointment.

**Slide 26: Scope job board (2 minute)**

To introduce Scope job board as a resource.

**Slide 27: What is the Scope job board? (3 minutes)**

Explain the Scope job board to the group. Prompts will be on the slide.

**Slide 28: How to use the Scope job board (5 minutes)**

Play video explaining how to use the Scope job board.

Ask if there are any questions from the group following this.

**Slide 29: Review and feedback (10 minutes)**

Go back to Slide 2 and review the objectives. Have we achieved them?

Ask people to complete the Wizu feedback.

Share the QR code or link with them.

**Slide 30: Thank you (2 minutes)**

Thank the group for coming.

Talk briefly about next module.

Remind of time, date and any other housekeeping.