

UpGrad_Me

Self-branding
through a Video CV
using your mobile
phone



#selfbranding

UpGrad_Me

Self-branding
through a Video CV
using your mobile
phone



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Commission.

*This publication reflects the views only of the author,
and the Commission cannot be held responsible
for any use which may be made of the information contained therein.*

Project Number: 2018-2-MT01-KA205-038523

AFRICAN MEDIA ASSOCIATION MALTA - AMAM

Old Bakery Street, 212, Valletta - Malta

www.africanmediamalta.com

SOLIDARIDAD SIN FRONTERAS – SSF

C/ TARRAGONA 21, BAJO IZQUIERDA - Madrid – Spain

www.ssf.org.es

ARCIRAGAZZI PORTICI "Utopia Attanasio"

Via Libertà III trav. dx n.3 Portici (Napoli) – Italy

www.arciragazziportici.it

1. Introduction

2. Presenting Yourself

- Personal Appearance
- What is "Personal Branding"?
- What is a Video CV?
- Preparing what to say in your Video CV

3. Using your smartphone: being more independent and finding job opportunities

Applying for jobs online/via e-mail

- Applications which can help you find and apply for job opportunities
- Writing an email
- YouTube: How to create a YouTube channel
- Kinemaster
- Web browser: Creation of a CV using the Europass website
- Creating a cover letter on Europass
- Google Drive
- How to use Google Maps
- Preparing what to say in your Video CV

Using social media for personal branding

4. Step-by-step process

Applying for jobs online/via e-mail

- How do you find a job online?
- Job Search Options

Mock Job Interview

- Interview strategies
- Mock job interview
- How to follow up on your job search and interviews

1. INTRODUCTION

The aim of the UpGrad_Me project is to develop tools to help young migrants improve their employability and their skills.

In order to access the labor market and improve their employability, young migrants need access to different resources, such as innovative digital tools. Therefore, this manual will help young migrants feel more empowered when they present themselves during a job interview, as well as help them make a short Video CV. The Video CV is an innovative concept which aims to help migrants improve their skills, their communication abilities and how they present themselves, etc.

In order to provide the best training for young migrants, this manual will give them some tips about how to “present themselves”, how to “use their smartphone” and a special section detailing a “step-by-step process” for applying for jobs online/via e-mail and doing mock job interview.

Consequently, the UpGrad_Me Manual will also cover other topics aimed at providing useful tools to young migrants, such as using social media to promote themselves, finding job opportunities, and gaining soft skills which boost employability and therefore social inclusion within host communities.

This easy-to-read version is addressed directly to young people.

2. PRESENTING YOURSELF

PERSONAL APPEARANCE

As you look through the various websites of headhunters and employment agencies, it is clear that Oscar Wilde, a famous Irish poet, was right when he said that you could initially be judged for your appearance. This applies to job vacancies, and more particularly, to job interviews. Since it is important to make a good first impression, below there is a list of "things to do":

1. Hygiene

A professional personal appearance starts with good hygiene. Hygiene includes all the tasks you carry out in order to be clean and healthy such as: taking a shower, brushing your teeth, making sure your nails, beard and hair are clean, etc.

2. Grooming

You should look presentable and professional. Try to keep your makeup to a minimum and keep your hair style simple, so that it will not distract from you and what you say. If you have any tattoos, try to keep them covered.

3. Dress Code

Before you go to the interview, try to find out if there is a dress code for the company. Choose what you are going to wear carefully (better the day before the interview!) to make a good impression. If you are a candidate for a smart and unconventional company, you can adopt a more casual style, while, if you aspire to work for a more traditional company, it would be better to choose a more formal outfit.

NOTE *Your job interview is not the best place to show off your fanciest jewelry. So, be careful when choosing your jewelry!*

4. Body Language

Pay attention to body language: make eye contact with the person interviewing you while you talk, or directly with the camera in the case of video CV. Don't make too many gestures and sit up straight while talking, don't over emphasize what you say with your facial expressions and avoid playing nervously with your hair and/or pens.

During an interview, try to make first eye contact with a strong handshake. Try to smile and be open to dialogue and confrontation. Also remember that the way you present yourself can also affect the outcome of the interview, (sometimes) more than what you say.

WHAT IS “PERSONAL BRANDING”?

It is important to clarify that your “personal brand” is **YOU!** **YOU** are the product that you are selling, promoting and pushing on the market. Your CV is your experience, your skills, your personality, your name, your logo. Let's work on the marketing now!

The following are considered the main personal branding principles:

1. **TRANSPARENCY: Who are you?**

Be honest and tell them about your past professional experience (both in your country of origin and your host country), your successes and your areas for improvement. Being transparent not only helps you to give a good impression, but it represents the beginning of a long relationship based on professional trust.

2. **BE CLEAR: What would you really love to do? What makes you happy?**

Answer to these two questions and you will become what you want to be. Now make a list of skills you have, then invest in them and improve them through training and refresher courses.

3. **YOUR AVAILABILITY: Where can they find you? How can you be reached?**

Be clear and write down the right information about your availability. Your email address, telephone and mobile number must always be written on your CV.

4. **RELATIONSHIPS: How social (online) are you? Who do you know? What is your virtual reputation like?**

The key words are: *sharing, cooperation, networking*. Your social profile can say a lot about you, more than a CV! In fact, using social media allows you to manage your profile, giving you the opportunity to ensure it is dynamic, always up to date and full of information that describes you in a much wider way than a CV can.

5. **CONTENTS: What motivates you? What are your strengths/weakness? Can you tell me 3 to 5 adjectives to describe yourself? Why did you leave your last job?**

This is the focus of a job interview. Be short, concise and get straight to the point: you want that job! Now you have everything need, here are some areas to cover:

- A bit about your background
- A bit of an overview of your education and qualifications
- Your previous work experiences

NOTE Do not give any negative feedback on your previous job, it is not professional and could cause a boomerang effect! You can say you were looking for better opportunities/chances to grow professionally etc.

6. **TRANSFERABLE SKILLS: Are you sure that what you wrote on your CV demonstrates that you have transferable skills? Did you participate in some extra (formal, non-formal, international, local, sport, volunteering, training course) activities?**

Make a list of the activities that you have done and try to list what (transferable) skills (soft skills) you have gained. You could be amazed by what skills you have gained from those activities!

7. **AMBITIOUS: Where do you see yourself in 5 years?**

Here the interviewer is trying to find out just how ambitious you are. Ambition is never a bad thing; it shows you are highly motivated. It's always good to say that you hope to have more responsibilities in the future, in a company that values your skills and your input etc.

8. **CONTRIBUTION in VALUES: what do you bring to the company? How could you use your values for the company's benefit?**

Demonstrate what your values are: your enthusiasm (for the profession), your desire (to make your mark, to rise to a new challenge), your personal qualities (are you driven or willing to learn...?).

NOTE Don't undersell nor oversell yourself: avoid both!

9. **PREPARATION**

Be prepared for the interview. Find out about the company and their core business. Check out their history, as well as their products/services. Show them that you have carefully read the description of the job which you have applied for. Pay attention to the part that describes the "tasks", or the activities that the employee, once hired, will have to perform: this will be what you are going to do!

10. **RESPECT ON (SOUNDS OFF!)**

The interview provides a space for mutual respect, both for those who are doing their job (JOB INTERVIEWER) and for those who are trying to give their best (YOU!). You are dedicating your time and attention to the job interviewer. Eliminate possible sources of distraction such as your mobile phone: turn it off!

NOTE: Remember that, despite the fact you may not have work experience or academic qualifications, you will always have different soft/transferable skills:

WHAT ARE TRANSFERABLE SKILLS AND SOFT SKILLS?

Transferable skills are social, personal and individual skills, which can be used in a wide variety of situations and work environments. They are not job-specific skills, related to a work or knowledge area.

The definition of transferable skills given by UNESCO (Bangkok 2014) is as follows: "Transversal skills (or transferable skills) are those typically considered as not specifically related to a particular job, task, academic discipline or area of knowledge but as skills that can be used in a wide variety of situations and work settings".

Soft skills are a set of intangible personal qualities, traits, attributes, habits and attitudes that can be used in many different types of jobs. They are differentiated from hard skills because hard skills can be taught, defined and measured, such as writing, maths, reading and using software programs.

Transferable/Soft skills are the following:

- Communication
- Teamwork
- Leadership
- Adaptability
- Critical thinking

The identification and development of these skills is essential, since they are important in the employment process. They are needed in order to successfully adapt to a new working environment, to solve problems and to lead a meaningful and productive life.

How do these skills work?

You have many transferable skills, although you do not have accredited qualifications that prove that you do. If you are migrant, it is important that you identify the skills that you already have, and those you do not, with the aim of promoting yourself. This means you will be able to see both your strengths and weaknesses.

One of the first steps is to identify and write down what skills and knowledge that you already have.

Some of the important areas which can be worked on are as follows:

- **Intrapersonal skills**, such as confidence, enthusiasm, self-motivation, perseverance or self-management and self-discipline. The objective is to gain personal and work independence.
- **Interpersonal or social skills**, such as your attitude in a new work environment and as a future professional, teamwork, presentation and communication skills, organizational skills, the communication that would exist between employer and employee, and emotional intelligence.
- **Global citizenship**, such as tolerance, openness, respect for diversity, intercultural understanding and cultural expression and intercultural, social and civic competence.
- **Other skills**, such as language skills, ability to locate and access information, ability to analyze and evaluate media content, ability to understand and analyze numerical and statistical information.

WHAT IS A VIDEO CV?

A video CV is a video presentation of a person looking for a job or who wants to make his/her skills known. The video presentation is recorded on a camera or smartphone and shared on the internet, on blogs, on social networks or portals such as YouTube or other portals dedicated to job searches.

Nowadays a CV is not only a paper document: today everything is digitalised and even the way we present ourselves must be. It is not enough to be a member of LinkedIn, which is just the "abc" of the digital world: we are talking about is something new, the VIDEO CV!

That is a short video message where you present yourself so potential employers can see you face-to-face, something which is really appreciated by Human Resources departments. To start making your VIDEO CV you should take into consideration the following points:

- a. **PHYSICAL APPEARANCE:** refer to "Presenting yourself".
- b. **SETTING:** please choose a quiet room. Noises could affect the audio message.
- c. **SMARTPHONE:** be sure that it works. Make sure to place it not too far away from your face, nor too close.

PREPARING WHAT TO SAY IN YOUR VIDEO CV

A Video CV should last a maximum of 2 minutes. Therefore it is important that you prepare a script of what you will say: who you are, an overview of your education and qualifications, your previous work experience, why you are a good candidate for the position, what you would bring to the company, where and how they can contact you.

Some advice:

- Be clear, short and concise!
- Make eye contact with the camera
- Show your enthusiasm: this will make your video CV more engaging
- Personality: be creative and be yourself
- Give your contact details (name, e-mail address, phone number)



VS.



Paper CV

Video CV

NOW IT'S YOUR TURN!

➤ **First give your name and your occupation:**

I am Amal and I am a cosmetician

➤ **Where do you come from, where do you live and how long have you lived there?**

I come from Morocco and I have been living in Spain for 4 years

➤ **Speak briefly about your educational background abroad and your educational path in your host country, mentioning your level of language:**

I got my secondary school diploma in Morocco and my diploma in aesthetic education at the Training School in (name of education centre). I speak three languages: I speak Spanish with A2 level and am preparing for the B1 level exam. Moroccan and French are my native languages.

➤ **Speak briefly about your professional background abroad and your professional experience in your host country:**

I had the chance to work as a waiter here in Spain, which allowed me to obtain my diploma and improve my personal communication skills, as well as my Spanish.

➤ **What are your dreams and your ambitions?**

- I am applying for this job because I believe I have the skills needed for this position, and also because working in the XXXX sector is one of my professional targets.

➤ **Mention some of your skills:**

I am a team player, I like to work independently, and I have good communication skills. I like selling and I like cooking.

➤ **Mention some hobbies or more personal/creative info:**

- I am a very active person, I perform some sports, such as... and I love to play... - I like... (traveling, reading...), etc.

➤ **Mention your position regarding documents and residence permit:**

- I am residing legally in the country and I have a work permit. I am also registered at the employment centre in XXXX, and I am actively looking for a job.

➤ **Leave your contact details (telephone number, email...):**

If you need further information, you can contact me at ...

Thank you for your time!

3. USING YOUR SMARTPHONE: BEING MORE INDEPENDENT AND FINDING JOB OPPORTUNITIES

The function of the smartphone has grown from just being a device to make phone calls to a powerful working tool. To use it to its full potential, you must download useful apps that can help you.

APPLYING FOR JOBS ONLINE / VIA E-MAIL

Applications which can help you find and apply for job opportunities

First you will need either a computer or a smartphone, and an internet connection. This manual will help you learn how to use a smartphone to achieve your goals.

Importance of an email address

An email is an electronic address that allows you to contact many employers. For you, it is important to have an email because it is the main means of communication used by employers. Employers don't send you letters by post: instead they send you emails, because it is easier, it is faster, and it is the modern way of communication. Therefore, you must learn your email address and check your account frequently, especially if you are looking for a job. Also, an email address gives you access to many online platforms, including the main social media platforms like Facebook, Twitter or Instagram.

Downloading an app from Google play

When you use Play Store for the first time, you will be asked to create a Google account, or log in with a Gmail account. As you can see, it is basically impossible to perform any activity online without an email account. Once your account is created, you can get started.

Make sure you are connected to the internet. On your phone screen, touch the Play Store icon . A search bar appears . Type the name of the app that you want to download.

Example: *Kinemaster*. Touch Install. Accept the terms and conditions, wait for the app to complete the installation, then press open. The app will then be installed and visible on your phone screen.

i. Gmail: Creation of an email address and use of Gmail.



Steps:

- Touch the Gmail icon on your mobile screen and touch 'Got it'. Touch 'Add an email address'.
- You are offered multiple choices for Email providers. Since we are working with Google apps, select Google, and 'Next'.
- Sign in if you already have an email, or touch 'create an account' and 'for myself'.
- Fill in all the required information: Name, surname, date of birth, gender and username. The username is your email address.
- If the email address is already being used by someone else, try to add numbers at the end or create a different abbreviation.
- Touch 'Next' and 'Create a password'. For example, this can be a memorable date or place.
- Your password must be at least 8 characters including a capital letter, a special character and a number (ASCII characters). Make sure to remember it. Google can suggest strong passwords during the process. You have the choice whether to accept this password suggestion or not.
- Type your password again in the 'Confirm password' box. Press '**Next**' and add your phone number. Choose the country associated with your phone number. You must be able to check your messages for that number because Google will send you a code to verify it.
- Touch '**Yes I'm in**' and touch '**Next**'. Then touch '**Verify**' (you will be sent a message to your phone with a code).
- Type in that code and touch '**Next**'. You must then tick the boxes to 'agree' to the terms and Conditions and tap 'Next'.
- Touch '**Create Account**' and then '**Confirm**'. Touch '**Next**' and '**Accept**', then '**Take me to Gmail**'. Finally, touch '**Next**' and '**OK**'.

You have finished! You are ready to write your first email.

Writing an email

Inside your mailbox, touch the multicolor plus sign  situated on the bottom right of the screen and fill in the information.

From: Here you write your email address

To: Here you write the email address of the person you want to send the email to.

Subject: Here you write the reason why you are sending the email.

Example: If you intend to send your CV to an employer, you can write: Job Application.

Compose email: Here you write everything you want to say to the person you are writing to. To start an email, you must use the appropriate greetings.

There are two types of emails:

Formal email: This is an email that you write to someone with whom you don't have a friendship/familiar relationship. It is generally to people who hold a position of authority.

Example: An Employer, a Minister, the Principal of a school, your Doctor, the Imam, the Priest...etc., or someone that you have never met before.

You should use formal greetings in the opening and closing of this type of email.

Example of greetings: "Dear (Name)". "Dear Sir/Madam", "Dear Mr/Ms", if you don't know the name of the person. Or more generally, "Greetings", if you are not sure who exactly you are writing to in the organization.

Such emails will close with "Yours Faithfully", "Yours Sincerely", "Best Regards", or "Best Wishes".

informal email: This is an email that you write to someone that you know well or someone who you know socially. This can be a friend or close colleague, a family member...etc

Such emails can be introduced with greetings such as: "Hi", "Hello", "Hi there".

Sign offs can be "Cheers", "Best", "As ever", "Thanks"



i.2. How to apply for a job using Gmail:

When applying for jobs, use your Gmail account to attach your CV, your cover letter, and your Video CV. The following section will show you how to send an email to an employer.

- Open Gmail and touch on the plus  icon
- In the **To** box: Type the email address of the employer
- In the **Subject** box: Type the topic of your conversation.
For example: 'Application for [enter the title of the job you are applying for]' OR 'Your Name CV'
- To attach your paper CV, your cover letter and your video CV touch the paperclip icon  if they are stored in your phone and touch '**Attach file**' to add them.

OR

- Touch '**Insert from Drive**' and select them in their location in Google Drive.
- In the **Compose Email** space: Write a short message to the employer using the following:
 - a) At the top of the box write 'Dear Sir/Madam'
 - b) Press enter twice  and Write:
 - c) 'Please find attached my CV, cover letter, and the link to my Video CV'.
 - d) Press enter twice 
 - e) Write "Yours faithfully," or "Thank you,"
 - f) Write your first and last name
 - g) Touch 'send' symbol 

NOTE: This email is just an example. You should feel free to write a longer message.

YouTube: How to create the YouTube channel

Launch your YouTube Channel linked to your Gmail, upload your video CV and share it with employers.

YouTube is an application that allows you to create your own video channel, and store and share your videos with the world. As you have learned earlier, all Google tools are accessible with a Gmail address. Here you will learn how to launch your channel, upload your videos and share them.

Managing a YouTube channel is a way to open the door to endless opportunities related to communication and marketing. You can promote a product or a skill on YouTube. It is worth finding out about all the useful features of this app.

Launch YouTube

Follow the process to download the app if it is not already installed on your phone. Your Gmail address should already be created.

Open YouTube on your phone. On the Home page, touch the Account icon . Touch 'My channel', then 'Create my channel'. Here, sign in with your Gmail information. That's it! You have created your channel.

To upload a video, Touch the video icon . It allows you to record a video or choose one from your phone. Choose a video to upload. Add a title and a description. Below the description, make sure that the option "public" is selected, then touch the send icon on the upper right of the screen . Wait for the video to be uploaded. It might take a few minutes depending on the length. The video is now ready to watch and share.

Share your Video CV from YouTube

Open the app and touch '**Library**', then select '**My videos**'. Touch the 3 dots next to your Video CV and select '**Share**'. Touch the Gmail icon, and the link to the Video CV will appear in the email body, then follow the steps to write an email to an employer.

You can edit your channel at your convenience by changing its name and adding a profile photo.

Kinemaster

How to create Video CV with Kinemaster

Introduction: Kinemaster is a simple and free video editor for smartphones that allows you to shoot and edit high quality videos that are easy to share online and on YouTube.

Editing a video means that you can add text, animation, or music to your videos. It is possible to record your video in the app.

In this training manual, we will explain how to record the video using the built-in camera of your smartphone and import it into Kinemaster.

Getting started: Download Kinemaster from Google play.

Memorise your script: It is very important to memorise your script and be able to say it clearly. The person watching it must be convinced that you have the skills that you are talking about during the video.

Tips for a good video

Set up your phone so it is ready to record. Make sure that your phone has enough space before starting to record your video. If necessary, delete useless apps or old photos and videos. Make sure it is fully charged. Put your phone in flight mode to prevent incoming calls (*an incoming call interrupts the video*). Clean the lens of your camera to remove all dust. Check the sound of the built-in microphone (a good video with bad sound is useless).

When you think that you have finished your script, prepare to record. Choose a well-lit room and a quiet area. Place the phone horizontally in a stable position, at your eye level. You can use a tripod if you have one, or homemade support, for example, a pile of cardboard against a wall, or a pile of books on a table... use your imagination!

Recording your video CV

Practice makes perfect. The more you practice, the better you will be. You are trying to give a good impression to a potential employer, so dress well and be well groomed. Choose a neutral background (white wall or any uniform pattern) that doesn't distract the viewer and take away the attention from you. When the phone is positioned, step back to so that there is a space between you and the camera that allows your head and torso to appear in the frame, bearing in mind that your voice must be very clear. When you have found the right distance, *press the record button*

and wait 10 seconds before starting to talk, this will be useful during the editing. Start practicing your video CV. Record as many times as you need until you are satisfied.

While talking, stay on your feet and speak loudly and very clearly. Look directly into the lens of the camera: remember that you are talking to someone, and eye contact is important. Make sure you smile, you want to show that you are confident. Vary the tone of your voice and accompany your words with hand gestures. When your video is ready, import it into Kinemaster in order to edit it.

[Check this presentation](#) for more tips for a successful video shoot.

Import and edit your video CV into Kinemaster

- Touch 'Kinemaster'  and 'add new project' .
- Select 16:9 aspect ratio that corresponds to horizontal video.
- The app will open, and you will see a wheel divided into four with five icons: **"Media"** allows you to import your videos from your phone. **"Audio"** allows you to add music to your videos. **"Voice"** allows you to record an audio clip. **"Layers"** allows you to add photos and text.

The **red screw icon**  in the middle of the wheel allows you to either take a picture or record a video in the app.

- Touch 'Media' to import your Video CV from your phone. A window opens that gives you access to all the images in your photo gallery.

By default, your video is stored in DCIM/Camera. Select your video CV and touch the check mark icon  to return into the app. Your video will appear on the timeline.

- **To start editing**, drag your video with your finger and position the red bar at its beginning, then play it so you can see which parts you want to remove. To remove a part, place your finger on the video, drag it and position it on the red bar, where you want to trim, then tap the video to select it. The video's borders will turn yellow and a window will open on the top right. Touch the scissor icon  and choose the action you wish to perform:

- **Trim left of play head** if you want to remove the left part of the video, which the part before the red bar. Then touch the check mark icon  to return into the app.

OR

- **Trim right to play head** if you want to remove the right part of the video, the part after the red bar, then touch the check mark icon  to return into the app.

OR

- **Split at play head** to divide the video into two parts. In this case, select the part you want to get rid of and touch the bin icon  on the left side of the screen to remove it from the timeline. **To undo an action**, touch the curved arrow  on the left side of the screen to recover an item that you deleted by mistake.

You can also remove unwanted parts or reduce the length of the video by selecting the clip and dragging it with your finger from the right border to the left.

When you are done, touch the check mark icon  to return to the timeline.

Play your video to check if you are happy with it.

To edit the audio, select the video, and touch the volume icon.  Allow the **compressor**, if you want, to increase or decrease the volume. Touch the check mark icon  to return into the timeline. Play your video to check if you are happy with the sound.

To add a photo, touch the layer icon  on the wheel, touch 'Media' and select a photo from your phone. The photo appears as a layer beneath your video. On the screen, drag the double arrow icon  back and forth to resize it, then press your finger **on the body** of the photo and drag it to the desired position. Touch the check mark icon  to return into the timeline. Play your video to check if you are happy with it.

- If you want your photo to appear at a particular point in the video: on the timeline, make sure the photo is **unselected**, then **press your finger** on it until you feel a slight vibration. Keep your finger pressed and drag it to where you want the image to appear.

- To extend or reduce the length of time your photo is displayed for, select it on the timeline, drag it by the tick yellow border left or right, depending on the action you want to perform. Touch the check mark icon when you are satisfied. Play your video to check if you are happy with it.

- If you want a photo to appear on the timeline, before or after the video, touch the "Media" icon on the wheel and select the photo from your phone.

- To change the position of a photo or video on the timeline, make sure it is unselected, press it until you feel a slight vibration and drag it left or right to the desired position. The timeline will be automatically re-organized. Play your video to check if you are happy with it.

To add text, touch the layer icon , touch 'Text' **T**, type your name, and touch OK. Your name will appear in the timeline in yellow and will also be displayed in white on the screen. With your finger, on the screen, drag the arrow to resize the text, bigger or smaller. When you are satisfied, place your finger on the body of the text and drag it to position it on the lower left part of the screen. To change the colour and font of the text, make sure it is selected in the timeline and touch the small white circle at the top right of the screen. You can then choose the desired colour.

To change the font, touch the letters "Aa" at the top right in the screen and choose the desired font. Touch the check mark icon when you are done . To edit the text, touch it on the timeline or on the screen, touch the keyboard icon , edit the text and then touch OK. Touch the check mark icon . Play your video to check if you are happy with it.

When you are satisfied, upload your video CV to Youtube: Touch the share icon  on the left of the screen, and a new window will open. Then, touch 'Export' at the bottom of the screen. The video will be exported and should be visible on the upper right of the same window, aligned with the play , share , and bin  icons. Touch the share icon and select YouTube. In YouTube, type the title "My Video CV". To make your video public, private or unlisted, touch the drop-down menu next to the world icon  and choose an option. In "Private" mode, only you can see the video. "Unlisted" is visible to you and anyone with whom you share the link. "Public" is visible to everyone. When you are done, touch the send icon  on the upper right of the screen to publish your video. Depending on the length, it might take some minutes to complete. Wait until the process is complete. You have finished! Your video is stored on your channel and can be shared with the world.

From Kinemaster, you can also share  your video directly to your email. After the Video CV is exported, touch the share icon, touch the Gmail icon, and the link to the Video CV will appear in the email body. Follow the steps to write an email to an employer.

Web browser: **Creation of a CURRICULUM VITAE (CV) using the Europass website.**

What is a CV?

A curriculum vitae (CV) is a written summary of a person's various experiences and other qualifications in order to help them find a job. It is usually the first document that is requested/required by a potential employer. It is best to see the CV as a bullet point essay about yourself. Therefore, it should be simple, straight to the point, containing only relevant information and not more than 2 pages. As you gain more experience don't forget to update your CV. A CV can either be in electronic or in paper form.

Europass CV

A Europass CV is an online CV creation tool. This tool comes in the form of a template with ready-made columns where you can fill in details of your work and academic experiences.

Besides being efficient and user friendly, another key advantage of the Europass CV is that it has been approved by the European Union and is therefore accepted throughout Europe.

How to create a Europass CV

- Launch your browser (E.g. Chrome ) and type 'europass.cedefop.europa.eu' in the address bar. Under '**Curriculum Vitae**' touch '**Create your CV (+cover letter) online**'

To keep your CV professional, avoid making it longer than two pages. This means you must only include your most important experience, as well as your skills.

For the first column '**PERSONAL INFORMATION**', touch the '+' sign, then touch **fill in**.

Remember to touch '**save**' after you fill in you details on every page. Skip '**TYPE OF APPLICATION**'

- Under '**WORK EXPERIENCE**' and '**EDUCATION AND TRAINING**', fill in your information beginning with your most recent experience followed by the one before that. Indicate in which city and country the job and/or education and training took place. You can either choose from the options available if they apply or type in your specific position.
- Under '**Main activities and responsibilities**', with bullet points, describe briefly what you were in charge of.
- Under '**FOREIGN LANGUAGES**', indicate your level of language.

- In some columns such as '**COMMUNICATION SKILLS**' you will find examples of how to input your information (E.g - good communication skills gained through my experience in ...) You can choose to stick to this format or create your own. Be straight to the point and realistic. Employers can tell when you are not being truthful.
- When you are satisfied with the information you have given, touch  in the lower left-hand corner of the page to **save**.
- On the next page '**select document(s)**', scroll down and touch '**Curriculum vitae**' then touch **next**.
NOTE: ALWAYS SAVE AS 'EUROPASS PDF'.

Touch **next**. Here, On the '**select location**' page, you have two options of where to save your CV:

- a. Touch **Email**, type in your newly created **GMAIL** address and touch the mail  . Check your email to see see your new CV!

OR

- b. Touch '**Cloud storage**' and touch **next**. Touch the icon  Google Drive and touch **next** Touch  and log into your **Gmail** account. In the drive, select which folder you want to save your CV in. E.g 'Europass'. Touch **select** and check your Google drive to find your new C.V!

How to update your Europass CV

If you gain more experience, for example, you get a new job, you improve your language skills or you learn a new skill, you can easily update your Europass CV which you have already created in a few simple steps.

STEPS

- Launch your browser (E.g Chrome ) and type ' europass.cedefop.europa.eu ' in the address bar. Under '**Curriculum Vitae**' touch 'Update **your CV (PDF+XML) online** '
- Touch '**Cloud storage**', then touch **next**.
- Touch the icon  Google Drive and touch **next**.

- Touch  and choose the **Gmail** account connected to your  Google Drive
- In the drive, select the folder in which you previously saved your Europass CV. E.g 'Europass'
- Touch **select** and touch the CV name. At this point, you will be redirected to the Europass website with the imported CV.
- Touch the column you wish to update. Then save.

Creation of a cover letter on Europass

How to create a cover letter using Europass. What is a Cover letter and why it is useful?

When applying for a job, you are usually required to send in an application letter. This letter is known as a motivation or cover letter. A cover letter is a document which provides your potential employer with detailed information about your motivation for applying for the job, and why you are qualified and the best choice for the available position. It is an important document because according to reports produced by Human Resource Managers, recruiters spend around 30 seconds looking at CVs written by candidates. Recruiters want to get to the point, so a summary of the CV briefly written in the cover letter is a good idea.

STEPS

- Launch your browser (E.g Chrome ) and type 'europass.cedefop.europa.eu' in the address bar. Under '**Curriculum Vitae**' touch '**Create your CV (+cover letter) online.**
- On that page touch, the  symbol at the top left part of the page and touch '**Cover letter**'.
- Touch the **(+)** and then touch **(+ fill in)**.
- Fill in the details as requested and Ignore columns that do not apply to you.
- Under **the second column, 'Contact Person....'** fill in the details using the examples as a guide.
 - a. If you do not have a specific name you are addressing the letter to, simply write '**The Human Resource Manager**'

- b. Under '**Name of organization**', **PLEASE** make sure you write the **CORRECT** name of the company. If you are not sure to **PLEASE** double check. Be sure to **SPELL** the name correctly too.
- c. If you are unsure of the specific location of the company (this is usually provided but, in the event, it isn't), you can fill in the specific branch in which it is located.

Example: Mr. Hamid Jalil or The Human Resource Manager (If the specific name is not available)

Makado Company Limited.

Msida Branch, MSD1010, Malta

- Under '**Subject**' in the '**City, Date, Subject**' column, please fill in why you are applying for the job. This should be in **CAPS**.

Example: 'APPLICATION FOR EMPLOYMENT AS A PLUMBER'

- Under 'Opening Salutation', choose the appropriate greeting or salutation. If the letter is addressed to a specific person then choose 'Dear **Mr.**', 'Dear **Sir**', '**Dear Madam**' '**Dear Ms**' followed by the Surname. However, if the letter is addressed to '**The Human Resource Manager**' then choose '**Dear Sir/Madam**'.
- Under Main Content, write a short presentation about yourself, including the main traits that characterize your strengths as a worker.

To begin with, be clear about the job you are applying for. You could say, "Please consider me for the position of hairdresser" Or, "I would like to be considered for the position of electrician".

Then, tell the potential employer how long you have worked in this position in the past, and what your role was. For example, "I have worked as a hairdresser in a salon for one year" Or, "I have worked as an electrician for a construction company for three years"

Next, list any other jobs that are similar, or relevant to the job you are applying for. For instance, you could say "I have also worked as a receptionist at a salon", Or, "I have also worked as a plumber."

Finally, add a few character traits that will make you a good employee. For example, you could say "I am a hard worker, reliable and always on time for work".

Finish by adding a few closing lines, such as "I think I will be a great addition to your company. I am available for a personal interview. I look forward to hearing from you!"

- Under the 'Closing Salutation' column, you can either choose 'Yours sincerely' or simply write a simple '**Thank you**' to end your letter. When in doubt, '**Thank you**' works in all situations and is universally seen as an acceptable way to end any interaction.
- Under '**Enclosed**' please type which documents you are attaching to the letter. Example: CV
- Under '**Other documents**' you can attach additional documents such as an employment certificate or copies of your education certificates.
- When you are satisfied with the information you have given, touch the save icon  in the lower left corner of the page to **save**.
- On the next page '**select document(s)**', scroll down and touch '**Cover letter** then touch **next**.
- **Always** save as 'Europass **PDF**', then Touch **next**.

On the '**select location**' page, you have three options of where to save your **Cover letter**.

a. Touch **Email** and type in your newly created **GMAIL** address, then touch the email icon . Check your email to see your new Cover letter!

OR

b. Touch '**Cloud storage**' and touch **next**

c. Touch the Drive icon  and **next**

d. Touch  and choose the **Gmail** account connected to your Drive 

e. In the Drive, select which folder you want to save your Cover letter in. E.g 'Europass'

f. Touch **select**.

g. Check your Google drive to find your new Cover letters!



Google Drive

How to upload your written CV, your Video CV and any documents using Google Drive.

V.1. What is Google Drive?

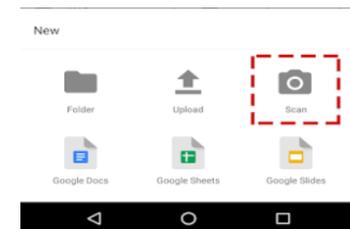
On the internet, many platforms give you the possibility to store your documents online in case you lose your device, so you can always have access to them from another device. Google Drive is one of them. It is a **huge cloud-based folder** linked with your Gmail account.

It works like the folders on your phone where you store some of your documents. The difference is that the folders on your phone have limited space, while the Drive folder is much bigger and can give you more storage space. Within the Drive app on your phone, you can scan your CV, your ID card, and any other documents and store them in the cloud (Drive), in order to access them anytime and send them from the drive.

For Google users, the Cloud is a huge server located in the USA. Google Drive provides 15 GB free space for Gmail users, which is more than enough if you store only text documents. If you store many photos and videos, you might use up the free space, in which case you may need to pay for more.

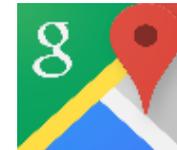
V.2. To scan and upload documents to Google Drive.

Follow the steps to download the app if it is not already downloaded on your phone.



- Open Google drive by touching the triangle icon  and sign in using your Gmail address and password.
- Go through the **2-step verification process** if prompted. **Accept** the terms of services.
- To upload a document, touch the blue plus sign  in the lower right corner and choose one of many options, as shown on the image.
- To scan, select the photo icon from the menu and allow the app to take the picture. Touch the icon undo  to go back in case of a mistake. The default names for the documents **Scanned_(numbers.pdf)** will appear at the top of the screen
- To rename the document, **touch the default name** or touch the 3 dots  on the upper right of the screen, where you can type a new name for the document in the highlighted section. E.g: "My CV".
- Touch OK. Then touch the check mark icon  to upload.

- To upload a document from your phone, **(For example your Video CV)**, open the app and touch the blue plus sign  Touch the Upload icon  and look for your video CV to upload from your phone folders. Select an item and touch the check mark icon  to upload it. You will see the notification and icon  meaning “file uploaded” at the top of the screen. Touch **“one file uploaded”** to open it. To rename it, touch the 3 dots  next to the file and scroll down, Follow the steps to rename it.
- To attach the scanned document to an email, touch the three dots again, and touch ‘send a copy’ 
- Find Gmail  on the list of apps that appear and select it.
- Follow the directions for sending a job application by email.



How to use Google Maps

GoogleMaps is an application that allows you to find any location either by foot, bus or car.

It is useful if you have to go to a place that you have never been to before. It allows you to find out the distance in miles, in hours and even in minutes.

It is very practical if you have just received an email inviting you for a job interview and you don't know how to reach the interview location.

To walk to a location:

- Open the app on your phone or download it if it is not installed.
- Type the location into the search bar at the top of the screen (for example 'Valletta' or a full address: 212, Old Bakery Street, Valletta) and touch the search icon ,
- Touch **Directions**.
- The **Your location** box is where you can type in the location from which you are leaving. Example: Msida.
- Choose the Walking man icon 
- Touch **Start** and follow the directions displayed in the app.

To go by bus:

- Touch the bus icon  and choose from the list of buses displayed. You will be given multiple options: the arrival time of the bus, the duration of the trip, the departure and the destination's bus stop names. Pick the one that suits you best.

To drive:

- Touch the car icon  and follow the directions displayed in the app.

USING SOCIAL MEDIA FOR PERSONAL BRANDING

- **How to manage your profile on social media: what content to post and what language to use.**

The creation of social media has transformed society in such a way that you are automatically exposed to the public as soon as you create a profile. Well known social media platforms are Facebook, Twitter, Instagram, and LinkedIn.

Social media plays an important role as a communication tool, and it is important that users keep their profile up to date. In fact, Employers and Human Resources Managers will check the social media profile of any candidate that they plan to interview.

- **How to create your image on Social Media**

Your profile photos: Choose a pleasant, neutral photo. Avoid photos suggesting porn, violence, or hatred.

Content: Be aware of Human Rights laws and cultural differences. Think about whether you are respecting gender equality, freedom of religion, and LGBT rights before posting or sharing content. Respect diverse opinions and avoid getting involved in heated debates that foster hatred, insults, or defamation. Make sure you are polite when using social media. In the case of activism activity, remain within the confines of the law, and avoid hate speech.

4. STEP-BY-STEP PROCESS

In a European context, most job vacancies are published online. Access to this information will allow you to carry out your own search for employment independently and will not leave you dependent on others to find a job.

Once your CV is prepared and stored in your Google drive, you can search for available jobs online and submit applications by sending employers your CV and a motivation (cover) letter.

For employers, the first step is to assess the CVs of applicants, and then they will choose those who best match the requirements of the job and call these candidates for an interview.

In some recruitment processes, you may have an initial, short interview on the phone. Therefore, during your job search, you must be very attentive to your phone and keep a record of the jobs you have applied for, as you can be called by the company anytime. During this call, you may be asked some basic questions about the main requirements of the job, i.e. Do you have experience in electrical installations? Do you have a good level of spoken English? Do you have a driving license? Be very precise, as the employer is now looking for most suitable candidates. It is like a test of what you have written in your CV.

APPLYING FOR JOBS ONLINE/VIA EMAIL

In this section, we will explain how to conduct a job search online (a list of job agencies, companies' websites and social media advertising jobs in Malta is provided in a separate PDF document – See Annex).

Opportunities can be found on three main platforms:

1. Online job agencies, including the National job agency.
2. Vacancies posted on company websites: (names of some companies that post vacancies on their websites, Ex: The Hilton.)
3. Social Media: Facebook, LinkedIn. An example of a company that has posted a vacancy on Facebook in Malta: "TOLY"

How do you find a job online?

First, use a search engine to access the internet. A search engine is an application that allows you to browse the internet. There are many, for example, Bing, Yahoo, Ask, AOL. For our exercise, we will use Google.

The more specific you are during your search, the more relevant your results will be.

Questions to consider: What am I looking for? Where/ in which city/country? Here are keywords to consider:

1. Job title
2. Location
3. Date

Example:

- Plumbing Jobs in Malta 2019
- Hotel jobs in St. Julien, Malta, 2019

Job Search Options

Recruitment Websites:

These websites are virtual job agencies that advertise the available job vacancies which companies may have. These websites are usually reliable if they are credible. For example, Jobs in Malta.

Recruitment websites often require you to sign up with your email address for more job adverts. You can also choose to get notifications regarding other jobs you might be interested in.

This is always a free service. Do not pay money to apply for any job online.

Beware of fraudulent job postings. If it looks too good to be true, it usually is!

Company Websites (directly):

Some companies require you to apply for jobs directly on their websites. Different companies have different ways of advertising for jobs on their sites. Some keywords to search for on a company website include Careers, Job Opportunities, Vacancy, Recruitment, Work with Us, Join Us, etc.

Social Media sites:

Social media is undoubtedly a good place to stay up to date with the latest trends in almost everything, including job opportunities. Some companies advertise job openings directly on their official Facebook pages. Another credible site is LinkedIn. Potential employees are usually redirected to the company website from here, however, Facebook is also a good way to seek more information about the job you are interested in.

Again, remember that the internet is full of amazing opportunities, but also many fraudsters. Pay attention to details and be safe.

- **Google search:**

If there are no advertised vacancies that you are interested in, conducting a job search using your search engine is also a good option. Then, use the Google search engine.

There are two basic ways to apply for a job online:

1. Uploading the documents directly onto the company site. Identify the company and follow the process.

Or

2. Sending documents, i.e. Cover letter, CV via email as attachments with a message. Send your CV and Cover letter via email, following the process explained in the creation of email address and Google Drive.

MOCK JOB INTERVIEWS

The personal interview is the most important step of the process. It gives you the opportunity to showcase your abilities, your language level, your interest in the job (motivation), and your availability. Having face to face contact also gives you the opportunity to find out more about the job and about the company, so prepare some questions about the organization or position based on your research.

Mock interviews are practice interviews to help you prepare for a real interview for a job. It will give you a chance to think through interview questions, create a safe place to practice your interview skills, and boost your confidence.

Make sure you are professional but do not forget to be yourself!

Interview strategies

Before the interview:

- Look for some information on the company's website about what type of business it is and about the skills required for the job.
- Make sure you know where the interview is, and what time to arrive. Use Google maps to get familiar with the journey.
- If you are not sure how to get there, make the journey a few days before so that you do not get lost. Make sure you know what bus to take, and how long it will take you.
- Make sure to arrive about 10 minutes before the scheduled interview time. Do not be late!
- Dress in clean, smart clothing without rips or tears to make a great first impression.
- It is also very important to have good hygiene. Make sure you smell clean!
- Before you go into the interview, make sure your phone is turned off! It is very important that your phone does not ring or make noise during the interview.
- Keep your documents and paperwork clean and neat, ready to give to your potential employer. Do not give an employer a dirty or crumpled CV.

During the interview:

- Greet the interviewer with a firm, confident handshake and introduce yourself clearly.
- Make eye contact with the interviewer during the interview so they know you are interested, and not bored or distracted.
- Maintain positive body language, don't cross your arms. Make sure you smile, and nod when appropriate.
- Answer questions as best as you can and ask the interviewer questions about the job if you have any.
- Remember the jobs you had previously, the name of the employer and the dates during which you performed the job.
- When the interview is over, thank the interviewer for their time, and shake hands again before leaving.
- Make sure they know how to contact you, via phone or email.

Mock job interview

Exercise: The participants will practice a job interview: Two participants will perform a short mock interview and two others will give feedback.

As the participants have completed their CVs previously, the trainer will set up the mock interview based on one of their previous jobs to make the participants feel confident. The interview should take 5 - 8 minutes and the feedback must be specific and positive, allowing the participant to improve his/her replies.

Interviewer	Candidate
Greetings	Greet the interviewer with a firm, confident handshake and introduce yourself clearly.
Thank the candidate Tell me about yourself?	Talk briefly about yourself, and what you hope to achieve in your host country and working in that particular job. Tell the employer what type of documents you have and that you have a legal work permit (Refer to the legal framework concerning employment). Talk about your English level and communication skills, and other good character traits such as confidence, open mindedness, and friendliness.
What position are you applying for today?	Describe the job you are applying for.

What previous experience do you have with jobs like this?	Talk about any previous jobs you have had similar to the one you are applying for, and say why you were successful. Tell a brief story about something good you did in that job and how it helped.
Why are you a good applicant for this job?	Talk about your strengths, for example, you are always on time, a hard worker, you learn new skills quickly, you enjoy working, you have past experience in similar jobs, etc.
What are your weak points?	Talk about something you would like to improve about yourself and about your willingness to learn.
Do you have any questions about the job?	Ask some questions related to the tasks you would perform and about the team involved. You can also ask about the job location and the working hours. Ask what they would expect from you if you got the job.
Thank the candidate	Thank the interviewer for his/her time and shake hands again before leaving.

How to follow up on your job search and interviews

After the interview:

- Send an email after the interview, thanking the interviewer for taking the time to speak to you.
- Wait for them to get in touch with you, but make sure to check your email and phone messages regularly.
- If you have not received any news after one week, send another email or call to ask about the job and show you are still interested.
- Keep a list of all the companies and jobs you have applied for.

A SPECIAL THANKS TO

EUPA

MEUSAC

KINEMASTER

SHANNARA Coop. Sociale- RADIO SIANI Cooperativa Sociale - INFOTHESE

LILLIPUT - CNCM Coordinamento Nazionale delle Comunità per Minori

OIKOS Organization for International Cooperation and Solidarity

NIGERIA COMMUNITY CAMPANIA - GUARANÍ ONG - ADECCO

FUNDACION SUMMA HUMANITATE - FUNDACION AMÁS SOCIAL

ESENCIAL JOBS

AYUTAMIENTO DE ALCORCÓN – AYUNTAMIENTO DE LEGANÉS

CENTRO OCUPACIONAL MUNICIPAL DE ALCORCÓN CARLOS CASTILLA DEL PINO

CONSEJERÍA DE ASUNTOS SOCIALES COMUNIDAD DE MADRID

UpGrad_Me

Self-branding
through a Video CV
using your mobile
phone

