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ASSESS YOUR DIGITAL CAREER SKILLS AND JOB SEARCH SKILLS

Why?

Digital solutions, online environments and social media have a major role in career planning and job search, and their importance is only growing. Digital channels open up new opportunities for highlighting your expertise and skills, for networking and for looking for work.

Digital career skills do not replace traditional career skills, such as the identification and articulation of your skills and the reflection of your interests and choices, but they can greatly help you create your own expert profile and hunt for a job. You could say that digital career skills are now pretty much a necessity in finding work, even if there are still differences between fields.

Using digital career skills and social media in your job hunt does not mean that you must always be available online and use every possible platform. You can focus your efforts in the channels that feel the most useful and natural to you.

How?

The seven digital career literacy skills described by Tristram Hooley offer a good foundation for thinking about your own digital career skills. For each career skill, stop to consider what this skill means to you and how well you master it.

The 7 Cs of digital career literacy (Hooley, 2012):

1. **Changing:** The ability to understand that technologies and job markets change, and the adaptability and mindset required by lifelong learning
2. **Collecting:** The ability to use various tools to source, manage and retrieve information and resources related to education, training and professional life.
3. **Critiquing:** The ability to understand the nature of information sources, to analyse their provenance and potential affiliations, and to consider their usefulness for your own career.
4. **Connecting:** The ability to build and maintain meaningful relationships and networks that can support career development.
5. **Communicating:** The ability to interact effectively across a range of different platforms and to use interaction skills in the context of education and career.
6. **Creating:** The ability to create online content that represents your skills, interests and professional orientation.
7. **Curating:** The ability to manage your online footprint and highlight positive and useful content (websites, profiles and materials).



Assess your own digital career skills based on the 7 C's and the following questions:

- How do you feel about social media and digital solutions in the context of career planning and job hunting? What thoughts does this bring up in you?
- Which of the seven digital career literacy skills are you most familiar with or already use fluently?
- Are any of the skills particularly challenging for you? Do you wish to improve any of them? If yes, which? How might you achieve this?
- Which digital platforms are the most commonly used in your field?
- Which platforms do you prefer to use? Should you join one or more new social media platforms? If yes, which?
- Think of and, if necessary, make a list of concrete actions that could support the development of your digital career skills.

Sources:

- Training material on the [Someta Duuniin website](#) (in Finnish).
- Hooley, T. (2012). "How the internet changed career: framing the relationship between career development and online technologies." *Journal of the National Institute for Career Education and Counselling (NICEC)*, 29, 3–12.
- Longridge, D., Hooley, T. & Staunton, T. (2013). "[Building online employability: A guide for academic departments](#)", University of Derby.