



BACK 2
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GUIDE

ONLINE COMMUNICATION AND NETIQUETTE



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Guide: Online Communication and Netiquette

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Back2Basics - Bridging the gap between higher education and labour market by fostering digital skills

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INTRODUCTION

For years now, the European Commission has made a lot of effort to promote different career pathways and adaptation of higher education to labour markets. Indeed, there are still problems related to youth employability and transition from education to the labour market. In fact, digitalisation of the economy is causing important mismatches among the skills that labour markets demand and the ones acquired through formal education. The current pandemic made evident that many Higher Education (HE) teachers, forced to adapt their daily work to online settings, lack 'digital readiness', revealing lingering problems of the higher education systems. Higher Education students use ICT tools every day, but not in a professional manner, and most students lack professional digital skills that would enhance their employability profile [1].

The **“Back2Basics - Bridging the gap between higher education and labour market by fostering digital skills”** Erasmus + project (2021-1-PT01-KA220-HED-000023543) aims at

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addressing digital transformation in the HE system and bringing Higher Education systems and labour markets closer together, working in the enhancement of digital skills. The overall objectives of the project target to train students in work-valuable digital skills and to capacitate higher education teachers with pedagogical skills and tools to deliver classes using digital skills, tools and resources relevant in employment scenarios.

One of the main instruments to achieve those goals is this “Guide: Online Communication and Netiquette”. This guide starts from the fact that most students experience difficulties when communicating using digital tools for formal purposes. The struggles are very broad in nature and go from incorrect institutional communication to improper digital etiquette/behaviour, and include the inaptitude to use “work-related” digital tools. For that very reason, this guide’s objectives could be listed as the following:

- To help graduates develop a more professional image of themselves in front of the employers and within the labour market and thus facilitate their integration in this environment;
- To boost the digital skillset tackled by the project and provide graduates with the “do’s and don’ts” of digital institutional communication, needed for employment inclusion;
- To help students understand the importance of good institutional communication.

1.1 METHODOLOGY

Initial research was carried out to identify frameworks of digital skills that would help the team to identify the most relevant skills, attitudes and tools to the labour market. Based on the competences indicated in the Digital Competence Framework for Citizens (DigComp 2.2) [2], the project partners began by selecting the associated knowledge, skills and attitudes that would be the most important and relevant. These served as the basis for the focus groups (FG) discussions, held in Spain and Portugal with companies and another one with recent graduates. They have been very useful since it allowed us to collect examples of their experiences (good and bad) with people looking for job opportunities and prepare an appealing digest with valuable tips (or “do’s and don’ts”) for best-practices.

The project team also had the opportunity of delivering a training course to HE students and recent graduates where one of the covered modules was online communication and netiquette. The results were used to confirm a certain lack of skills as well as to orientate the highest priority needs to be considered in the guide.

All these steps have helped to provide a guide with all the information compiled in one single appealing and easy-to-read document that responds to real-life needs and that is based on real-life scenarios. In this way, this guide is rooted in first-hand testimonies, providing advice and practical examples of how to deal with concrete situations when it comes to online communication and netiquette.

1.2 TOPICS COVERED

This publication covers different sections we can summarise as it follows:

- **Section 2 - Importance of online communication and netiquette** - Introduces the most common difficulties demonstrated by the graduates and presents the main concepts around which this guide is developed. The other sections cover the main subjects that were identified as most relevant to help graduates to develop a more professional image of themselves. In each of these sections, we include several examples, do's and don'ts and templates.
- **Section 3 - Daily routines in the labour market: writing emails and online meetings** - Covers the main daily routines in today's labour market. Several examples and tips are given on what not to do and what to do when writing formal emails, the importance of always using appropriate language, not forgetting the different topics that should be included in a professional email. Online meetings are also covered, as well as how to manage them, with basic and valuable tips on what to do and what not to do.
- **Section 4 - Managing Digital identity** - This section is focused on two main pillars: knowing how to build a digital identity, as well as protecting it in the digital world. In order to give a comprehensive approach to the matter, several examples of do's and don'ts will be given through the text, focusing on the best tips to protect and improve digital presence.

- **Section 5 - I want to get a job** - Finally, this section covers practical tips to manage online Curriculum Vitae (CV) as well as job search portals and professional networks. The section will have a special focus on LinkedIn since it is the most important one.



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IMPORTANCE OF ONLINE COMMUNICATION AND NETIQUETTE

Many students lack basic notions of online communication and politeness, which also contributes to reducing their employability. These are essential skills as they help graduates to develop a more professional image of themselves in front of the employers and within the labour market and thus facilitate their integration in this environment.

Online communication had its big boom in the period of the COVID-19 pandemic, and since then it continues to be considered an excellent option for meeting with friends and family, customers and partners at any time with a simple click, even if you are at the other end of the planet. But although online communication has opened up a new field of possibilities, there are factors inherent to this type of contact which, if not done well, limit its ability to promote the same levels of satisfaction and/or lead to the same results as traditional face-to-face communication.

IMPORTANCE OF ONLINE COMMUNICATION AND NETIQUETTE

2.1 WHY IS ONLINE COMMUNICATION DIFFERENT?

Online communication has brought with it many benefits: it has increased work flexibility in some areas, the access is much easier and faster even in busy schedules, it has allowed people to keep in touch across continents - anyone anywhere across the globe can be reached, by avoiding travel costs and time, productivity increases, etc. However, when it comes to our human need to socialise and connect with others, face-to-face communication is still necessary and generally more efficient. Lieberman and Schroeder [3] identify four structural differences between online interaction and face-to-face communication: (1) fewer non-verbal cues, (2) greater anonymity, (3) more opportunities to create new social ties and strengthen weak ties, and (4) greater information disclosure. Life online and in the real world often intersect; thus, it is very important that we look further into how online communication can equally disrupt or enhance people's interaction and personal and professional opportunities depending on how it is done.

2.2 WHAT IS NETIQUETTE AND WHY IS IT IMPORTANT?

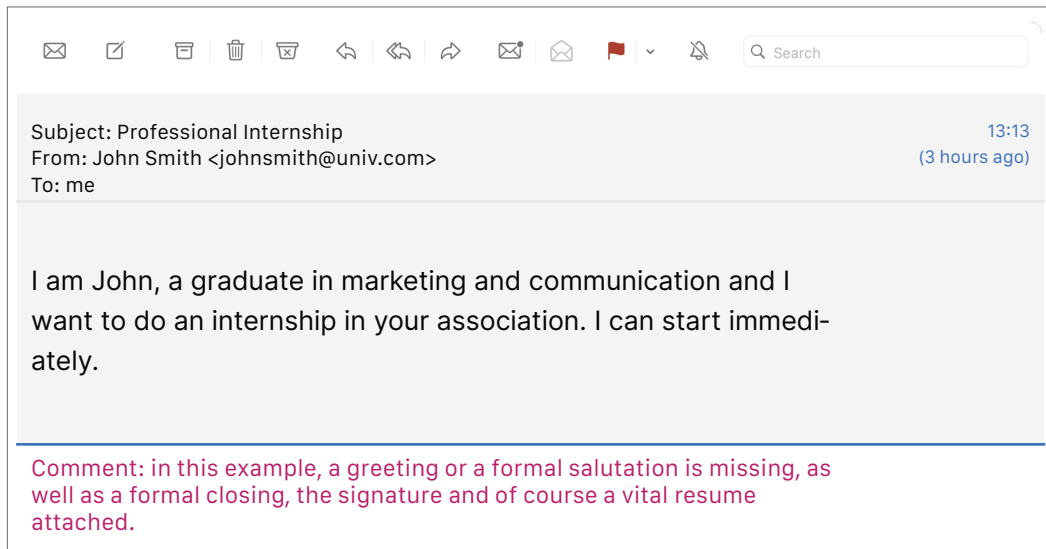
Netiquette (net + etiquette) is the set of good manners and rules of conduct and common sense that provide the use of the internet in a more friendly, efficient and pleasant way, respecting the rights and duties of each person in the virtual environment. It is important to point out that its use makes it possible to make internet space less cluttered and, in some cases, failure to comply with these rules may mean the loss of great opportunities [4].

Although the netiquette is merely "an unwritten set of rules", their non-use can be understood as a type of disrespect. It is important to note that the ability to communicate is more difficult if it is done in writing, for example in an email form. Therefore, it is necessary to communicate ideas clearly, concisely, and thus avoid misinterpretation by receivers.

Next, we present examples of bad online communication which are factors of immediate exclusion from job positions.

PRACTICAL EXAMPLES

EXAMPLE 1:



EXAMPLE 2:

- *“When the interviewer sent me the video link, I didn't make sure that I had downloaded the suitable software. I usually use Zoom, but the interview was a Teams link, and I had to spend time panicking at the last minute because I didn't have the right software installed. Because of this, I had to go into the interview wearing a home sweatshirt instead of wearing the shirt I'd chosen for the event.*
- *My best internet connection is in the kitchen. During the interview I noticed that my video background was distracting for the interviewers. They were looking at my dirty dishes! To make things worse, as I live with two other colleagues, one of them got hungry and as I didn't close the door, he went into the kitchen and appeared on the screen interrupting the interview.*
- *I wrote a script to memorise, but my answers sounded robotic and less authentic, and I didn't know important information about the company! It was an interview to forget and remember at the same time”.*

Comment: here's an example of a testimonial of a bad online interview featuring with some common mistakes.



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DAILY ROUTINES IN THE LABOUR MARKET: WRITING EMAILS AND ONLINE MEETINGS

Writing emails and attending online meetings are two tasks that are usually carried out on a daily basis in a labour market context, and should follow good rules of online communication and netiquette. Learning the conventions related to these tasks will enable you to convey your message to your audience in a professional manner.

DAILY ROUTINES IN THE LABOUR MARKET: WRITING EMAILS AND ONLINE MEETINGS

3.1 WRITING AN EMAIL

Writing an email message is like creating a meal. In order to create a delicious dish, it is vital to carefully select and prepare the ingredients; similarly in email writing it is necessary to carefully choose the words and organise the thoughts to create a quick, clear, effective and compelling email message. For this reason, before you start writing your email message, it may be helpful to ask yourself the following questions:

- **What is the objective you want to achieve with this email message?**
- **What are the main points you want the reader to understand?**
- **How can you get readers to understand these points concisely?**
- **What is the appropriate email etiquette or tone for this recipient?**

BUT WHAT IS A FORMAL EMAIL?

A formal email is an email that uses professional language and clear formatting and is used for professional purposes, or important personal and academic matters. It can also be used to show respect when contacting authority figures or someone you do not know personally. Formal emails follow some simple guidelines that can determine the success of your message:

- **Audience:** If you are unsure whether to use a formal or informal email message, it is advantageous to favour the respectful tone of the formal message;
- **Formatting:** generally, a simple format of introduction, body text (preferably with one or two paragraphs) and a closing section. This format helps recipients quickly understand the meaning of an e-mail message and reduces the possibility of miscommunication;
- **Spelling and grammar:** as a professional or official message, formal emails represent your communication skills and your ability to write correctly. You should always respect grammar rules and avoid spelling mistakes;
- **Content:** formal emails are usually informative. Sometimes they contain polite requests or present the recipient with some important information that they should know or may want to act on.

Even though it is appealing to write formal emails , this is not always the best way to go. For example, in an emergency situ-

ation, it is not appropriate to notify a particular customer by email if you have access to the company phone and the customer's phone contact.

HOW TO WRITE A FORMAL EMAIL?

Here are the steps to follow if you want to send a formal email that makes a professional impression:

- 1. Use a professional email address;**
- 2. Have a compelling subject line;**
- 3. Start with an appropriate greeting (Dear..., Hello..., Greetings..., Good morning/ afternoon/ evening, Professor [last name]);**
- 4. Introduce yourself, if necessary;**
- 5. Check the tone of your message and make some introductory salutation (for example, I hope you had a great weekend);**
- 6. Keep your message concise;**
- 7. Be consistent with your font;**
- 8. Close with appreciation (Thank you, Sincerely, Regards, Best, Best regards, Warm wishes, Kind regards, Kind wishes, Thank you, Take care);**
- 9. Use a professional signature (don't just write your first name);**
- 10. Use CC and BCC fields wisely;**
- 11. Do a final spelling and grammar check;**
- 12. Send your email.**

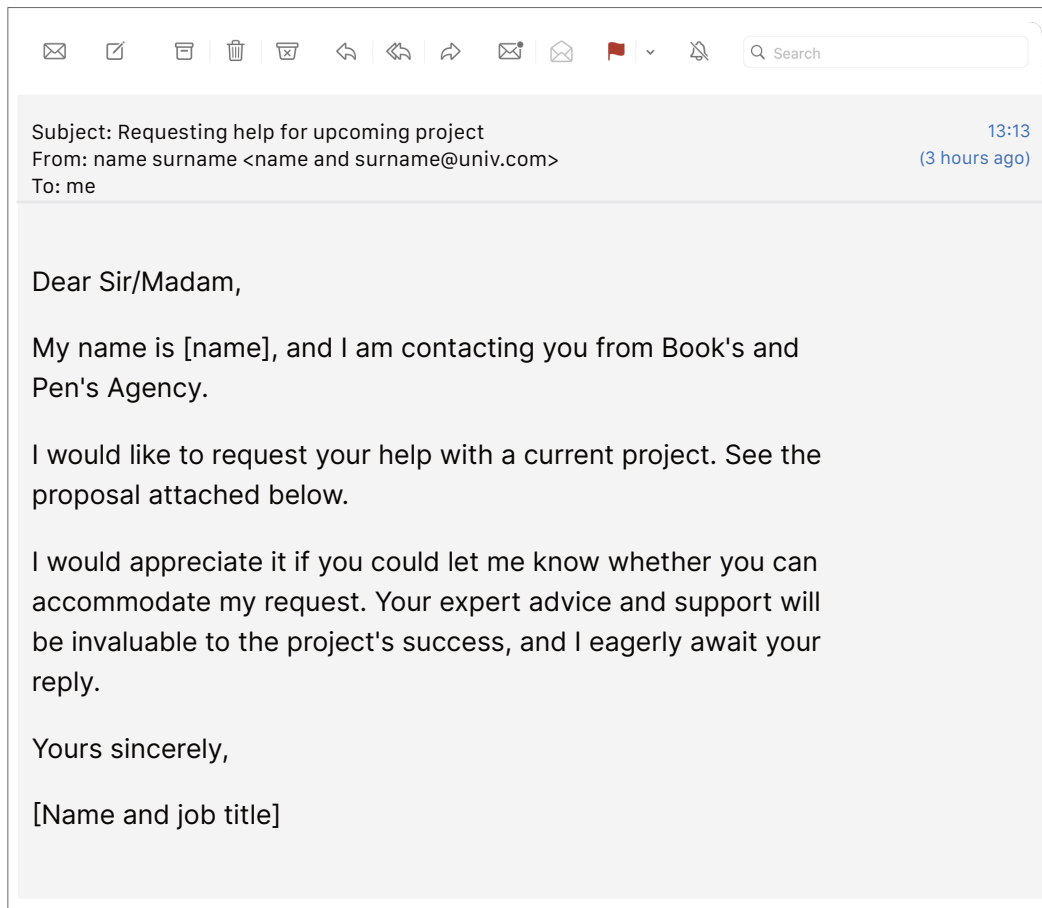
Table 1 presents some do's and don'ts to keep in mind when we do daily routines in the labour market like writing emails.

TABLE 1	DO'S AND DON'TS WHEN WRITING EMAILS
Do's	<p>Know your audience.</p> <p>Have a clear subject line.</p> <p>Use a professional salutation.</p> <p>Proofread your message.</p> <p>Reply to all emails.</p> <p>Keep private material confidential.</p> <p>Explain attachments.</p>
Don'ts	<p>Use humour.</p> <p>Assume the recipient knows what you are talking about.</p> <p>Send email while you are angry or otherwise emotional.</p> <p>Overuse exclamation points.</p> <p>Use acronyms and buzzwords (like new normal, give 110%, etc.)</p> <p>Copy and pasting entire documents instead of attaching the files.</p> <p>Take too long in responding.</p>

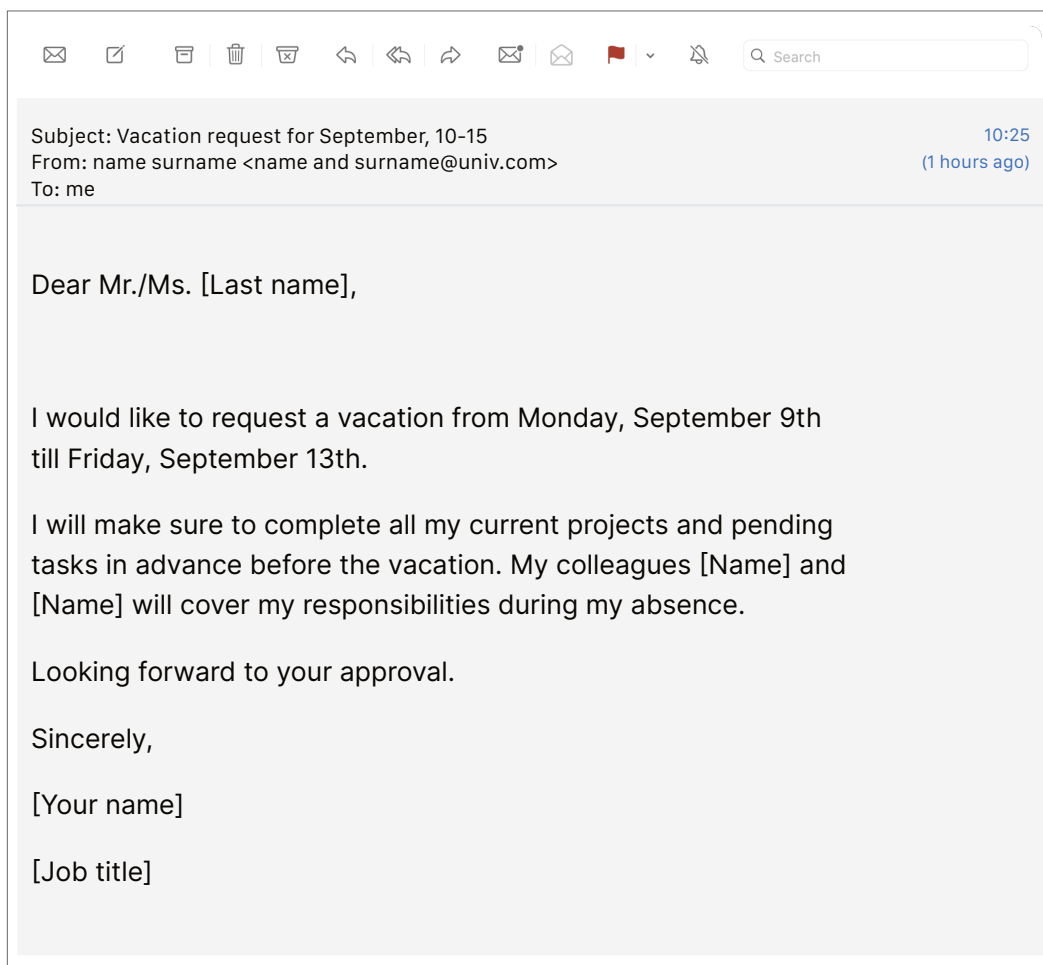
Here are practical examples of what to do when writing formal emails.

PRACTICAL EXAMPLES

Example 1



Example 2



3.2 HOW TO HANDLE ONLINE MEETINGS AND KEY ASPECTS TO CONSIDER

As in emails, also in online meetings it is necessary to pay attention to the way communication is carried out on the network. For that purpose, we have put together a set of basic tips and behaviours to avoid and to adopt during these moments:

BEFORE

- **Define the agenda and concrete objectives, i.e., clearly outline the points that should be discussed and the expected outcome of that discussion.**
- **Invite people a few days in advance (minimum with a 48 hours' notice), avoiding last-minute meetings.**
- **Send the documents and information beforehand so that they may be analysed, which speeds up and makes the meeting more productive.**
- **Choose a good meeting tool: Skype, Google Meet and Zoom are among the most popular.**
- **Adopt an ideal dress code and background setting - office, bookcase and even a painting in the background are good options.**
- **Find a favourable environment, without the influence of external sounds and other distractions. Also observe how the light is in your environment.**
- **Turn on the camera and test the sound and internet connection.**

DURING THE VIDEOCONFERENCE

- **Adopt good communication practices during the meeting: use the mute button on your microphone to avoid noise interruptions during other people's speech and keep the camera on.**
- **Encourage connection and mediate conversations.**
- **Don't do other things at the same time.**
- **Record everything that is said (after you have asked permission to everyone to do it).**

AFTER THE VIDEO CONFERENCE

- **You can send a summary of what was discussed and agreed and the documents that were presented and/or thank them for the opportunity.**

Table 2 presents some do's and don'ts to keep in mind when we have online meetings.

TABLE 2 DO'S AND DON'TS TO CONSIDER WHEN HANDLING ONLINE MEETINGS

Do's

Ask or send a meeting agenda.

Join the meeting early.

Position the camera in front of you, at eye level, so that you are centred in the image to be captured (don't forget to straighten your back).

Give the meeting your full attention.

Handle interruptions gracefully.

Speak directly to the camera.

Pay attention to your mute status.

Introduce yourself when you join.

Maintain eye contact, pay attention and focus.

Indicate your intention to speak using the features that these tools have for that.

Don'ts

Speak over others.

Leave the room during your meeting.

Show something inappropriate or sensitive during the meeting, even if by accident.

Eat during the meeting.

Type on the keyboard constantly.

Leave without informing others.



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MANAGING YOUR DIGITAL IDENTITY

The emergence of the Internet and computer-mediated communication has transformed the traditional conditions of identity formation. Unable to represent themselves physically in digital environments, individuals rely on tools that allow them to create and define a digital representation of their identity.

Digital identity (sometimes referred as online identity) can be viewed as a continuum, encompassing all information published or referred to by an individual online, ranging from information used for authentication to content published to interact with others online.

Online identity can be recognized through various aspects, including the publication of content, creation of profiles, typology of participation, the authenticity of the online persona, and the way it encompasses different representations of the individual in a single identity.

MANAGING YOUR DIGITAL IDENTITY

4.1. THE ROLE OF SOCIAL MEDIA IN THE IMAGE WE PORTRAY TO THE OUTSIDE WORLD

Social media (internet-based applications such as social networks, blogs, multimedia content-sharing sites and wikis) has become an important tool in shaping and projecting the individual's image to the outside world. With the ability to share images, videos, and text in real-time, social media platforms have made it easier for individuals to express one's thoughts, beliefs, and lifestyles, allowing them to present themselves in a certain way and curate their online persona through the content they choose to share.

By carefully selecting what they share online, individuals can create a positive self-image tailored to their desired audience. At the same time, social media has also made it easier for them to compare themselves to others, creating unrealistic expectations and a culture of perfectionism, which can negatively impact on mental health and self-esteem.

Table 3 presents some do's and don'ts to keep in mind when using social media platforms.

TABLE 3 DO'S AND DON'TS WHEN USING SOCIAL MEDIA

Do's	<p>Be mindful of the content you post and share on social media.</p> <p>Use social media as a tool to showcase your skills, achievements, and personality.</p> <p>Use privacy settings to control who can see your content.</p> <p>Engage in positive interactions with others on social media.</p> <p>Use social media to build and maintain professional relationships</p>
Don'ts	<p>Post inappropriate or offensive content.</p> <p>Overshare personal information on social media.</p> <p>Use social media to spread hate or negativity towards others.</p> <p>Use social media to engage in controversial arguments or public disputes.</p> <p>Neglect to monitor your online reputation and presence.</p>

4.2. HOW TO BUILD A DIGITAL IDENTITY

In today's digital age, you likely have an online presence across various platforms such as social media, professional networking sites, or personal blogs. However, simply having an existing online presence doesn't guarantee that it aligns with the image you want to portray to potential employers. It's crucial to approach these platforms critically and evaluate the content you have shared to ensure it positively contributes to building a strong digital identity. In today's digital age, this is crucial for employability.

1. Take the time to review your profiles, posts, and interactions to make sure they reflect your values, skills, and professionalism. This scrutiny is particularly important when it

comes to social media, as employers often consider candidates' online activities as part of their evaluation process. By being mindful of the content you share and curating a cohesive image across platforms, you can strengthen your online presence and present yourself coherently and in a clear way to prospective employers.

2. Actively manage and shape the narrative that surrounds your personal brand. Assessing what you have on different platforms enables you to evaluate how well your current online presence aligns with your professional goals and the image you want to project. You might discover inconsistencies, outdated information, or content that no longer reflects who you are or where you want to be in your career. By checking your online presence, you can make strategic decisions about what to keep, what to update, and what to remove. This process empowers you to craft a cohesive and compelling online image that showcases your strengths, achievements, and qualifications to potential employers. Remember, the way you present yourself online can significantly influence employers' perceptions, so investing effort in shaping your online presence is well worth the time and attention.
3. Ensure that your online profiles accurately reflect your skills and experiences. Showcase your skills and expertise through online channels. This can include creating and regularly updating a professional online portfolio or blog, participating in online forums or discussions related to your industry, and sharing industry-relevant content on social media. By demonstrating your knowledge and passion for your field through these channels, you can build a positive digital reputation and increase your chances of being noticed by potential employers.

4. Seeking out and connecting with industry leaders and influencers on social media can also help to create a positive image of yourself and at the same time expand your professional network and open new employment opportunities.

In situations where you want to start to build your digital identity on platforms more tailored for academic and professional purposes, there are several steps you can take. First, it is important to identify the most appropriate platforms for showcasing your skills and accomplishments. Examples of popular platforms are **LinkedIn**, a business and employment-focused networking platform that allows you to showcase your skills, experience, and education, and **ResearchGate**, for building professional identities in academia [5].

Next, you should create a complete and polished profile on the selected platforms, including a professional profile picture, a well-written summary, and detailed information about education and work experience.

PRACTICAL EXAMPLES

CREATING A LINKEDIN PROFILE

Make sure to include a professional profile picture and a summary that highlights your career goals and achievements. For example:

- "Effective communicator with strong interpersonal skills, adept at conveying complex ideas clearly and fostering collaborative environments.";
- "Proactive leader with a demonstrated ability to motivate and guide teams towards achieving shared goals, leveraging strong leadership"
- "Proficient in programming languages such as [list relevant languages], with a passion for problem-solving and developing innovative solutions through coding." [6]

You may start by creating a LinkedIn profile

Participating in relevant groups and discussions on LinkedIn can help you connect with professionals in your field and showcase your expertise. This can also help you build credibility and visibility within your industry.

Join relevant groups and participate in discussions

Remember that your online presence reflects your professional identity. Avoid sharing inappropriate or controversial content, and keep your profiles updated with your latest accomplishments and professional developments.

Keep your online presence professional

Sharing your work on social media can help you build your online presence and reach a wider audience. Besides LinkedIn, when you can write posts related to events you have participated in, products you have created, even your portfolio, you can consider sharing your work on platforms like Twitter, Instagram and Facebook, and include relevant hashtags to increase visibility.

Share your work on LinkedIn and other social media

Building an online identity takes time and effort. Make sure to consistently engage with your network, respond to messages and comments, and share valuable content that demonstrates your expertise and interests.

Consistently engage with your network

4.3 HOW TO PROTECT YOUR DIGITAL IDENTITY

When building an academic and professional digital identity, it is crucial to avoid any behaviour that could negatively impact one's reputation. This includes engaging in online arguments or confrontations, posting inappropriate or offensive content, or sharing confidential information about employers or colleagues. It is also important to avoid misrepresenting oneself, such as claiming false qualifications or achievements, as this can lead to significant damage to one's credibility and trustworthiness.

Another important factor to consider is the impact of privacy settings. While it may be tempting to share personal information online, it is important to consider who has access to this information and how it could potentially be used. It is recommended to regularly review and adjust privacy settings on social media platforms to ensure that only desired individuals have access to personal information. Additionally, you should avoid accepting friend requests or connections from unknown individuals, as this could potentially compromise one's security and privacy. It is also important to avoid oversharing personal information, as this could potentially be used against you in a professional or academic context.

Table 4 summarises these aspects of digital identity protection.

TABLE 4 [A] DO'S AND DON'TS RELATED TO PROTECTING DIGITAL IDENTITY

Do's

Share content that aligns with your professional interests and goals.

Engage with others in your field through social media and online communities.

Use a professional profile photo and consistent branding across your online platforms.

Regularly update your online profiles to reflect changes in your career or skills.

Utilise privacy settings to control who can see your personal information and content.

TABLE 4 [B] DO'S AND DON'TS RELATED TO PROTECTING DIGITAL IDENTITY

Don'ts Share inappropriate or offensive content.

Overemphasise personal opinions and controversial topics that may not align with your professional brand.

Neglect to respond to messages and comments from potential employers or professional contacts.

Use unprofessional language or grammar in your online communications.

Overshare personal information, such as your address or phone number, that may compromise your safety or security.



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I WANT TO GET A JOB

In today's fast-paced and technologically driven world, the job market has become increasingly digitised. So, when it comes to job hunting, it is crucial to be able to manage digital platforms alongside traditional tools.

Knowing how to manage a digital CV, how to use tools as LinkedIn could be very important since:

1. It will provide access to a wider range of job opportunities: digital platforms, such as online job boards, professional networking sites, and company websites, provide access to a vast pool of job opportunities. By actively utilising these platforms, you can significantly expand your reach and explore a broader range of potential employment options [7];
2. It enhanced efficiency: digital platforms offer convenience and speed in the job search process. You can easily search, filter, and apply for jobs online, saving time and effort com-

pared to traditional methods like physically visiting company offices or sending paper resumes. Moreover, you can track your applications, receive updates, and communicate with employers seamlessly through digital channels;

3. It will help showcasing your skills and experience: digital platforms allow you to present your skills, qualifications, and work experience in a more dynamic and interactive manner. Professional networking platforms like LinkedIn enable you to create a comprehensive online profile, highlighting your achievements, recommendations, and endorsements. This digital presence can attract potential employers and serve as a powerful tool for showcasing your expertise;
4. It will help with networking and industry engagement: digital platforms offer an excellent opportunity to build and expand your professional network. Engaging with industry-specific online communities, participating in relevant forums or groups, and connecting with professionals in your field can open doors to new job prospects, mentorship opportunities, and valuable industry insights;
5. It will demonstrate tech-savviness and adaptability: employers increasingly value candidates who are digitally literate and adaptable to new technologies. Proficiency in digital platforms and tools demonstrates your ability to learn and adapt quickly, a quality highly sought after in today's rapidly evolving job market.

While digital platforms have become indispensable, it's essential to recognize that traditional tools still hold relevance. Conventional methods, such as in-person networking, attending job fairs, and leveraging personal connections, can comple-

ment your digital efforts. A well-rounded approach that combines both digital and traditional tools will provide you with a competitive edge and increase your chances of securing a job that aligns with your skills and career goals.

5.1 BUILD YOUR CV ONLINE

The CV is one of the main tools to get a job, but digitalisation and online job search has changed the paradigm. For example, Artificial Intelligence (AI) is used to select online CVs in an automated way, so it is very important to learn how to build a good online CV that is able to pass the sieve. In that regard, online CVs have their own features. For example: it should be very visual, concrete and short.

That is why in this chapter we will learn to master tools like Europass, LinkedIn or Canva, to explore the basics within the CV, noteworthy when we are sending it online and we will get familiar with the benefits of online formats of CV and how to take advantage of them. Finally, we will learn how to build a cover letter.

5.1.1 MASTERING TOOLS LIKE EUROPASS, LINKEDIN OR CANVA

Europass is a common European curriculum to ensure transparency of qualifications and competences, developed in 2004 to help citizens present their skills and qualifications in a simple and easily understandable way in Europe, thus facilitating their mobility and providing them with new opportunities to study or work abroad. It systematises the information and the way to present it through a scheme that conveys qualifications, skills and competences. It includes all the basic information that companies need to hire a candidate: personal data, studies, training, work experience, languages and skills [8].

How to create an Europass?

- 1. Create your own Europass Profile.** Although you don't have to create an account it's a good idea that you do. It will allow you to save your information and progress. Here you can find the link: <https://europa.eu/europass/es>.
- 2. Add your details.** The Europass CV editor is very intuitive, so you will be able to complete the different sections of your CV, from your professional experience to your hobbies and interests.
- 3. Select a template.** Select an appropriate design for it from a selection of templates, edit your CV's colour palette or change font size and add page numbers.
- 4. Save and download your CV.**

Table 5 presents some do's and don'ts to keep in mind when making an Europass CV.

TABLE 5 DO'S AND DON'TS WHEN MAKING YOUR EUROPASS CV

Do's	<p>Use short statements because it makes your CV more readable and easily understandable.</p> <p>Use percentages to show improvement and numbers to indicate things like how many people you manage.</p> <p>Proofread to avoid errors.</p>
Don'ts	<p>Include all the information and experiences you had. Choose the ones relevant for the role you are applying to.</p> <p>Only focus on hard skills. Employers want to know about your transferable skills, too.</p> <p>Get tenses muddled: Your current role should be written in the present tense.</p>

Despite all the above, Europass has its **disadvantages** too, and it could be less appropriate for certain types of jobs or sectors. The uniformed format makes it very difficult for candidates to stand out from their competition, it doesn't allow you to add sections for things that may be unique for you. It also lacks flexibility: the Europass CV is so structured that information needs to be put into the appropriate sections, even if it isn't relevant. This can make for a very long CV, lacking the creativity of combining sections. This is why we must evaluate whether Europass is an appropriate tool for our job search or if it's best to choose a different one.

For example, tools like LinkedIn or Canva allow more flexibility and to be more creative, leading to major opportunities to stand out from other candidates.

LinkedIn is one of the largest professional social networks in the world and at first glance the most popular place to have your CV online. LinkedIn helps establish a strong online presence, allowing control over the information displayed. It facilitates networking and contact management and it assists in finding job opportunities. It keeps users updated on industry news and enhances professional reputation. That is why mastering LinkedIn can be key in job search. **Table 6** summarises some tips to take into account when creating a LinkedIn.

TABLE 6 TIPS IN ORDER TO CREATE YOUR LINKEDIN

Do's	<p>Have a close-up and a professional photo: it's the first thing people see when they visit your profile and can influence whether they want to connect with you or not.</p> <p>Present yourself by talking about your passions and objectives.</p> <p>Provide your job title, company name, important keywords related to your job, and a "wow factor" to get attention.</p> <p>A "social proof" can be added in the summary, such as links to websites or YouTube videos.</p> <p>Include all the information regarding internships, scholarships, workshops, ...</p> <p>Download all the certificates and experiences you have credited.</p>
Don'ts	<p>Use LinkedIn passively to show the resume without publishing or writing content.</p> <p>Picture details: not having a neutral background, or dressing inappropriately with excessive accessories, hats and sunglasses.</p>

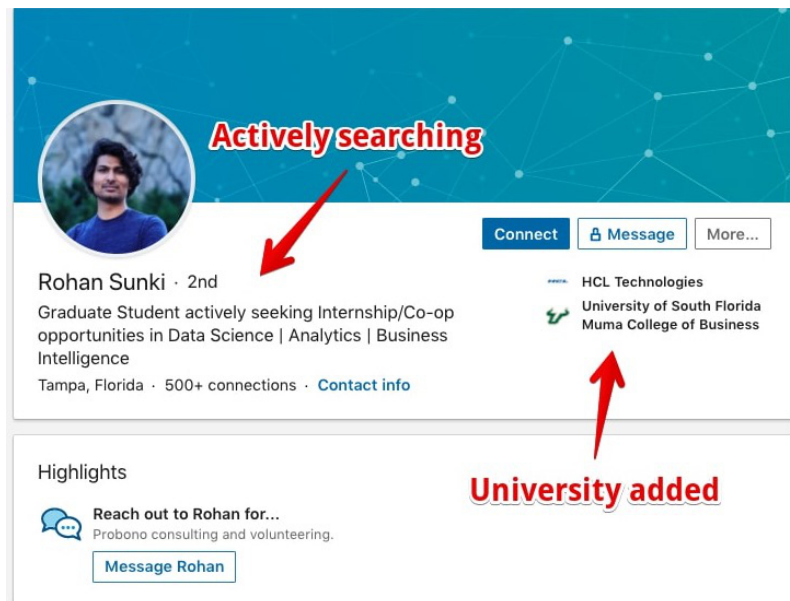


Figure 1
First example of tips while building your LinkedIn [9].

About

Hardworking, passionate and driven, with more than 3 years' experience as Data Analyst and Developer. Currently pursuing Master's in Business Analytics and Information Systems from the University of South Florida, Tampa, Florida.

TECHNICAL SKILLS:

- Programming languages: Python, C#, HTML, CSS, Bootstrap, JavaScript, React.js, R
- Database: - SQL Server 2017, MySQL
- Application Software: Jupyter Notebook, MS Visio, MS Server Management Studio, BigQuery, Data Studio, PowerPoint, Excel, Visual Studio, Google Sheets, Tableau, AWS

Trust

Great skill summaray

Figure 2
Second example of tips while building your LinkedIn [9].

Recommendations

Received (19) **Given (22)**

Many recommendations given, many received

Frank C.
VP of Engineering at WEVO
April 23, 2020, Ryan worked with Frank in the same group

Ryan is one of the most creative and passionate marketers that I've had the opportunity to work with. His limitless energy and love for his work is infectious. We worked closely together at an early stage startup and it was an absolute joy to work with Ryan every day.

Josh Delisle
Experienced Sales Leader
April 22, 2020, Josh managed Ryan directly

I have known Ryan for over 10 years. In my opinion, there should never be any 'tricks' to prospecting. You need to call with an honest voice, write emails that speak to the pains of the prospect, and above all else, be yourself. Ryan has built his career on these pillars. He is the most honest marke... [See more](#)

[Show more](#) ▾

Figure 3
Third example of tips while building your LinkedIn [9].

Canva is another useful tool to make a very visually-appealing CV without being an expert in graphic design.

In your Canva homepage, use the search bar up top to search for 'resume'. You can either select a generic Canva resume template, by clicking on the 'resume' option, or select a custom Canva resume template, by selecting one of the other options. You can also filter the Canva resume templates by theme, style and colour.

Once you've located a resume template that you enjoy, we may want to customise it to make it your own.[10]

► [Watch this 15-minute guide for building your Canva resume!](#)

Friendly reminder: Canva could be useful as well to create banners or templates for your publication in LinkedIn and make them more professional.

Table 7 summarises some tips to take into account when creating a Canva CV [11].

TABLE 7 **TIPS IN ORDER TO CREATE YOUR PERSONAL CV ON CANVA**

Do's	Grab attention with a personal statement. Structure your work history or education pathway. Start each bullet point with a verb.
Don'ts	Be very exhaustive. Not to take advantage of creative tools that Canva offers (colours, font types, etc.). Not specify the proficiency of your skills (advanced, intermediate).

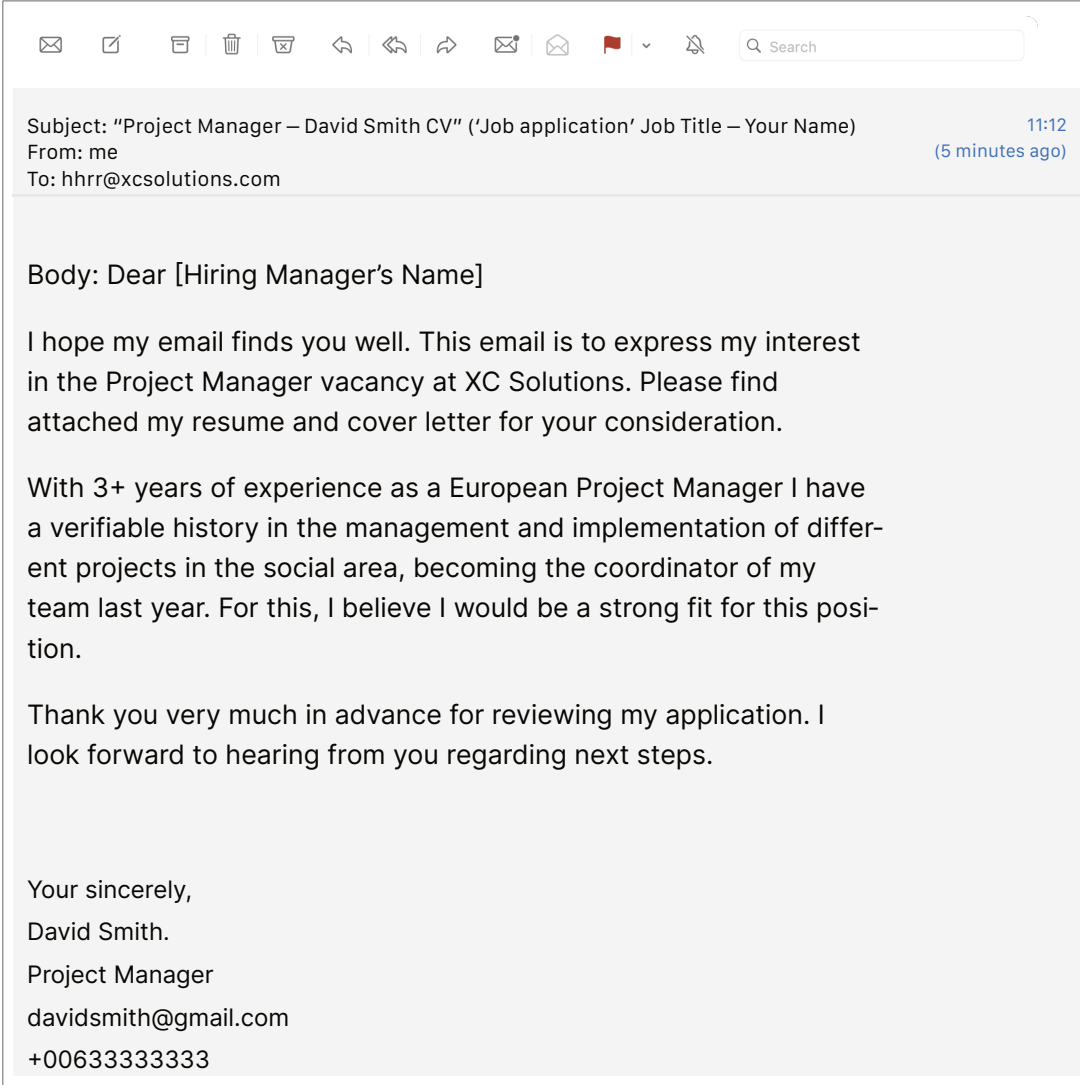
Nowadays, we would not only use the online environment to create our CV but also to share it. These are the most common ways of online CV sharing:

1. **As an email attachment: you can write an email applying for the job and attach your CV;**
2. **Online form: normally you will need to complete the information required in a standardised way;**
3. **Webpage attachments: you can add your file to the webpage site;**
4. **LinkedIn upload: here, you will find three ways: to upload your CV to your profile, to upload your CV. for general job application, or to use the "easy apply" button.**

Some basics to consider:

- **Check the file format.** If the website mentions specific file types that are acceptable, check your file to ensure it's in the correct format. You can usually convert it to a different file type using word processing software if necessary;
- **Start an email:** Before attaching any files, you might choose to compose the body of the email. The best tip is to write a general email that introduces yourself, states the position you're applying for and confirms that you have attached the relevant files. Be clear about what your email is for in the subject, as well;
- **Consider the name of the file.** Choosing an appropriate and clear name for the file is important. This helps employers to identify what the file is and which applicant it relates to;
- **Proofread before sending.** Check the email address, the file size, and before uploading or attaching your CV, it's also wise to proofread the document and ensure that you include all the relevant information and that your CV has correct spelling and grammar.

PRACTICAL EXAMPLE



The image shows a screenshot of an email client interface. At the top, there is a toolbar with various icons for actions like reply, forward, delete, and search. Below the toolbar, the email header information is displayed: Subject: "Project Manager – David Smith CV" ('Job application' Job Title – Your Name), From: me, To: hhrr@xcsolutions.com. The email body contains a letter from David Smith, a Project Manager, expressing interest in a Project Manager vacancy at XC Solutions. He mentions having 3+ years of experience as a European Project Manager and a verifiable history in the management and implementation of different projects in the social area. He concludes by thanking the hiring manager in advance and looking forward to hearing from them regarding next steps. The email is signed off with "Your sincerely, David Smith. Project Manager, davidsmith@gmail.com, +00633333333".

Subject: "Project Manager – David Smith CV" ('Job application' Job Title – Your Name) 11:12
(5 minutes ago)
From: me
To: hhrr@xcsolutions.com

Body: Dear [Hiring Manager's Name]

I hope my email finds you well. This email is to express my interest in the Project Manager vacancy at XC Solutions. Please find attached my resume and cover letter for your consideration.

With 3+ years of experience as a European Project Manager I have a verifiable history in the management and implementation of different projects in the social area, becoming the coordinator of my team last year. For this, I believe I would be a strong fit for this position.

Thank you very much in advance for reviewing my application. I look forward to hearing from you regarding next steps.

Your sincerely,
David Smith.
Project Manager
davidsmith@gmail.com
+00633333333

Online resumes allow for example to add multimedia content, but more importantly, they allow you to showcase your skills. For example, if you are applying for an Information Technology (IT) position, you could add a link to a webpage created by you. It allows you to adapt and tailor the application for every employer. Another benefit is that you may be able to keep multiple versions of your resume in a variety of formats.

Keeping your resume online also allows you to instantly update it with your most recent achievements, even notifying potential employers of this update if they are considering you as a potential employee.

5.2 THE COVER LETTER

A cover letter is an important component of a job seeker's application package, as it allows you to introduce yourself to potential employers, highlight your qualifications, and explain why you are a good fit for the position. Remember to keep your cover letter concise, focused, and tailored to the specific job and employer. Avoid repeating information that is already on your resume and use a professional tone throughout. By including these elements in your cover letter, you can increase your chances of making a positive impression on potential employers and securing an interview.

However, it is also important to avoid certain things that could potentially harm your chances of getting the job. By avoiding these common mistakes, you can create a professional and effective cover letter that highlights your qualifications and makes a positive impression on potential employers [13].

In **Table 8** you can see a list of things you should and shouldn't do when writing a cover letter.

TABLE 8 DO'S AND DON'TS WHEN WRITING A COVER LETTER

Do's

Introduction: begin your cover letter with a brief introduction, including your name, the position you are applying for, and how you found out about the job opening.

Why you are interested in the job: explain why you are interested in the job and the company. This can help demonstrate your motivation and enthusiasm for the position.

Your qualifications: highlight your relevant qualifications and skills, including your education, work experience, and any relevant certifications or training. Use specific examples to demonstrate your skills and accomplishments.

How you can contribute: explain how your skills and experience make you a good fit for the position and how you can contribute to the company's goals and mission. Show that you have researched the company and understand its values and culture.

Thank the employer: close your cover letter by thanking the employer for considering your application and expressing your interest in further discussing your qualifications in an interview.

Don'ts

Speak negatively about your current or past employers, even if you had a bad experience. This can give the impression that you are difficult to work with or have a negative attitude.

Include personal information that is not relevant to the job, such as your marital status or religious beliefs.

Mention the salary range expectations in your cover letter. This can come across as presumptuous or too focused on compensation rather than the position itself.

Do spelling and grammar errors can make you appear unprofessional and careless, so be sure to proofread your cover letter carefully before submitting it.

Include unrelated skills and experience: while it's okay to mention skills or experience that are not directly related to the position, be sure to focus on those that are most relevant to the job.

Lye or exaggerate your qualifications, as this can quickly be discovered by the employer and damage your credibility

PRACTICAL EXAMPLE

Dear [Hiring Manager's Name],

I am writing to express my interest in the [Position] role at [Company]. With my experience in [Related Skills], I am confident that I have the skills and qualifications necessary to excel in this position.

As you will see from my attached resume, I have [Number of Years] of experience in [Related Field]. During this time, I have developed a strong understanding of [Related Skills], which I believe would be an asset to your team. Additionally, I have [Other Relevant Experience or Accomplishments].

In my current role at [Current Company], I have been responsible for [Key Responsibilities or Projects]. Through these experiences, I have honed my [Related Skills] and have gained valuable experience in [Related Field or Industry].

I am excited about the opportunity to join the team at [Company] and contribute to the company's continued success. Thank you for considering my application. I look forward to the opportunity to further discuss my qualifications with you.

Sincerely,

[Your Name]

5.3. HOW TO LOOK FOR JOB OPPORTUNITIES ONLINE

Employers use job search websites — also known as job boards or job search engines — to post open job positions that they are looking to fill, while job seekers use such websites or mobile apps to find jobs.

There are many job search websites with good reputations and positive reviews from job seekers. Here are a few examples:

- **Indeed:** Indeed is one of the most popular job search websites and has a good reputation among job seekers. Many job seekers appreciate the website's user-friendly interface, job alerts, and large number of job listings;
- **Glassdoor:** Glassdoor is a job search website that also allows you to research companies and read reviews from current and former employees. The website has a strong reputation among job seekers for its transparency and the valuable insights it provides into company culture and salaries;
- **LinkedIn:** LinkedIn is a professional networking website that also has a job search function. The website has a good reputation among job seekers for its large network of professionals and the ability to apply for jobs directly through the site;
- **ZipRecruiter:** ZipRecruiter is an easy-to-use job board. It works like a job search engine; you only put your keywords and area of possible work. It also has a profile section where you can display your work and education history, a biography and a photo, your resume and your social networks;
- **CareerBuilder:** CareerBuilder is a job search website that has been around for over 20 years and has a good reputation among job seekers. The website offers a wide range of job listings and resources for job seekers;
- **Google for Jobs:** Google for Jobs is a search engine that aggregates job openings on the Internet and displays them to the user in one place.

Remember to be persistent and keep searching for job opportunities that fit your skills and interests. However, it is important to be mindful of certain things that could potentially harm your chances of finding the right job.

When looking for a job in job search websites, it is important to focus on factors that are relevant to your job search and to avoid getting distracted by factors that are not important or relevant. Some factors to consider when evaluating job search websites include the quality (e.g., currency, comprehensiveness) and relevance of job listings, ease of use, features and tools offered, user reviews and feedback, and overall reputation in the job market. Other factors include the websites' owners and privacy policy. You may also want to consider using a combination of job search websites to expand your job search and increase your chances of finding the right job.

So, there are some factors to avoid and some factors to consider (**Table 9**) when selecting a job search website. Ultimately, the best job search website for you will depend on your individual needs and preferences.

TABLE 9 DO'S AND DON'TS WHEN SELECTING A JOB

Do's

Update your resume: before you start searching for jobs online, make sure your resume is up-to-date and relevant to the jobs you are applying for.

Choose an appropriate job search website: there are numerous job search websites online, so choose one or more that fit your needs. Some popular job search websites include Indeed, LinkedIn, Glassdoor, CareerBuilder, ZipRecruiter, Google for Jobs.

Set up job alerts/notifications: once you've chosen a job search website, set up job alerts that match your skills and interests. This way, you'll receive notifications when relevant job openings become available.

Customise your search: use the search filters to customise your job search based on location, salary, job type, and other factors that are important to you.

Apply to job openings: apply to job openings that match your skills and qualifications. Be sure to customise your resume and cover letter for each job application.

Follow up: after submitting your application, follow up with the employer to express your interest and inquire about the status of your application.

Job Types: some job search websites specialise in certain types of jobs or industries, while others may have a broader range of job openings. Choose a job search website that offers job types that match your skills and interests.

Location: consider where you want to work and choose a job search website that has job openings in that location.

User Interface: choose a job search website that has an easy-to-use interface and a search function that allows you to refine your search based on specific criteria.

Reputation: look for job search websites with a good reputation and positive reviews from job seekers (listed below)

TABLE 9 DO'S AND DON'TS WHEN SELECTING A JOB

Don'ts	<p>Rely on a single job search website: it is important to exploit multiple websites and resources.</p> <p>Apply to every job you see: it is important to carefully read the job description and requirements before applying to a job. Applying to every job you see, even if you're not qualified, can waste your time and potentially harm your chances of being considered for other positions in the future.</p> <p>Ignore your online presence: many employers now search for job candidates online, so it is important to ensure that your online presence is professional. Make sure your social media profiles are set to private or contain appropriate content, and consider creating a professional website or online portfolio.</p> <p>Keep your application materials the same: every job is different, so it is important to customise your resume and cover letter to each job you apply for. This shows the employer that you have taken the time to understand the position and tailor your application accordingly.</p> <p>Overlook other networking opportunities: try to attend industry events, connect with professionals on LinkedIn, and reach out to contacts in your field</p> <p>Focus on Ads: job search websites often display ads on their pages, which may not be relevant to your job search. You can ignore these ads and focus on the job listings.</p> <p>Focus on employer rankings: some job search websites may rank employers based on various factors, such as employee reviews or company culture. While this information may be useful, it is important to focus on the specific job listings and the requirements of the job, rather than the overall ranking of the employer.</p> <p>Rely on salary estimates: job search websites may provide salary estimates for certain jobs, but these estimates are often based on limited information and may not be accurate for your specific situation. It is important to research salary information for your specific job and location using multiple sources.</p> <p>Pay attention to irrelevant information: job search websites may provide information about job trends or other topics that are not relevant to your job search. You can ignore this information and focus on the job listings and other relevant information.</p>
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Here is an example of an economist job seeker using LinkedIn to find job opportunities.

PRACTICAL EXAMPLE

- 1. Start by logging into your LinkedIn account and updating your profile to highlight your education, work experience, and skills related to economics. This can help you appear in search results when employers are looking for candidates with your qualifications;**
- 2. Use the LinkedIn job search function to search for economist job opportunities. You can use keywords such as "economist," "economic analyst," or "economic research" to narrow your search;**
- 3. Review the job listings that match your qualifications and interests, paying close attention to the job description, qualifications, and application requirements;**
- 4. Customise your application materials, including your resume and cover letter, for each job you apply to. Highlight your relevant experience, skills, and education, and tailor your application to the specific job requirements;**
- 5. Use LinkedIn to research the company and the hiring manager, if possible. This can help you better understand the company's culture, values, and goals, and tailor your application accordingly;**
- 6. Consider reaching out to any connections you may have in the company or industry for advice or referrals. You can use LinkedIn to search for people in your network who work at the company or are connected to the industry;**
- 7. Follow up with the employer after submitting your application, and use LinkedIn to stay informed about the hiring process and any updates.**

For example, by using LinkedIn to search for economist job opportunities, customising your application materials, researching the company and hiring manager, and networking with others in the industry, you can increase your chances of finding the right job for you as an economist.

In the following picture you can see how the use of filters such as type of job (economist) and geographical preferences (Greece) could help in the search and job opportunities.

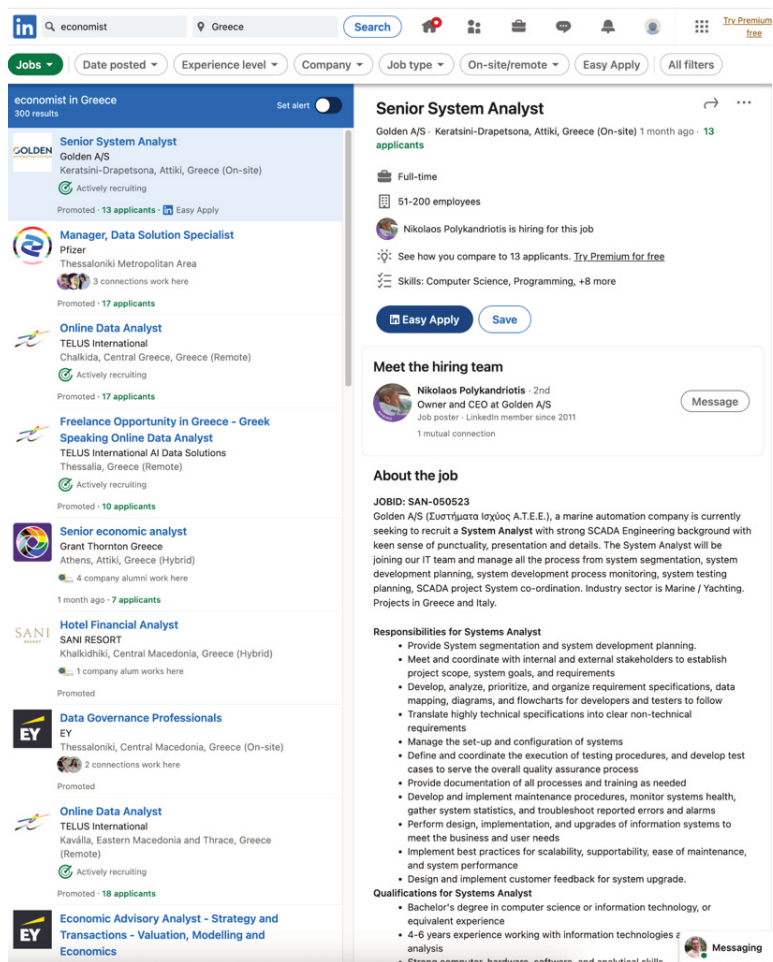


Figure 5
Example of LinkedIn caption to show how to look for job opportunities online using filters.

5.4 HOW TO DO SPONTANEOUS JOB APPLICATIONS

There are different types of job applications, the most common ones are applying for a specific job offer and spontaneous job applications. Spontaneous job applications, also known as unsolicited applications, are a way for a person to make known their availability to embrace a new professional challenge, presenting services and competences without the vacancy in question having been published in job offers.

The process for sending a spontaneous job application involves sending a cover letter or spontaneous application letter to the potential employer, accompanied by a CV, and is different from when you are applying for a specific job offer; so, you need to adapt your application accordingly.

Also note that spontaneous applications are not the same as blind applications. Blind applications are sent in masses and impersonally formulated. Moreover, spontaneous applications are explicitly assigned to a contact person and are individually adapted to them and to the company. Therefore, the latter are more likely to lead to success.

HOW SHOULD NETIQUETTE BE CONSIDERED WHEN APPLYING SPONTANEOUSLY FOR A JOB?

As mentioned on module 2, netiquette is merely "an unwritten set of rules", however their non-use can be understood as a type of disrespect. Therefore, there are different things to consider when it comes to netiquette and spontaneous applications.

First of all, you should consider the way you approach future employers taking into account the following do's and don'ts in **Table 10**.

TABLE 10 DO'S AND DON'TS WHEN WRITING SPONTANEOUS JOB APPLICATIONS

Do's Always treat everyone with cordiality.
Use positive and professional language.
Follow up, but not too often. Follow-ups show your level of interest and that you are proactive; however, you should give people time to get back to you. Wait at least 5 to 10 days before following up.

Don'ts Send emails without greetings.
Send emails with your CV attached but with no cover letter or a small presentation of yourself.

Another thing to consider is your presence online. Many times, recruiters search their candidates on social media sites and personal blogs, making it almost impossible to not form an impression of a candidate before seeing them in person. So before posting, think if that is something that may compromise your future as a (future) job seeker.

HOW CAN A SPONTANEOUS JOB APPLICATION STAND OUT FROM THE REST?

Although there is no magic formula for getting a job through a spontaneous application, there are tips for doing it in a way that is consistent with the position you are looking for and also meets the needs of the company you would like to work for.

1. Search for companies

The spontaneous application is not a resource to be used without criteria. It should be restricted to companies where you would really like to work and where there may be a place for a person with your skills, training and experience. So, only search for companies that meet these requirements and collect their contact details to send your unsolicited application.

2. Make an unsolicited application for each company

It might be tempting to prepare a standard template for an unsolicited application, but if you do so you are in total contradiction with the purpose of an unsolicited application which is precisely to work for a particular company. Of course, there is not just one company you would like to work for, but if you really want to get your dream job, make each application individually and in a personalised way, so that the potential employer can see that it is unique.

3. Search for information about each business

Now that you understand the need to make an unsolicited application for each of the companies in your database, it is time to go back online to do some research. The best way to be able to write differentiated cover letters is through the information you can gather about the different businesses, which you can use to show your interest, but also your knowledge about that activity and market.

4. Find out who you should address and how

Once you have put together the spontaneous application, you should figure out who you should send it to. It is true that the right person is usually part of the Human Resources department, but the decision power may be in the hands of someone in management. To ensure that your application is not just one among many, you should look for the name of the person responsible for the recruitment and selection process.

It may also happen that the company in question does not have the contact details of the Human Resources department on its website. In that case, you should search, for example, on LinkedIn, as it is very likely that the name and contact of the person you are looking for is on this social network.

5. Spontaneous letter of application

There are no formulas to write a spontaneous letter of application; however, you can read some tips on the topic “How to write a cover letter?”, on the previous sub-module (5.1).

Regarding unsolicited job applications, at the end of the letter, showing interest in scheduling an interview is essential, and leaves the next contact to the recruiter.

6. When is the best time to send a spontaneous job application?

The best time to send a spontaneous job application is the end of the month – an employee in the company may have resigned and a position becomes vacant.

Keep in mind that you should avoid sending spontaneous applications during holidays – the person responsible may be absent and not be aware of the application, making it go unnoticed.

Table 11 presents some other tips you should consider when sending a spontaneous application.

TABLE 11 OTHERS DO'S AND DON'TS TO TAKE INTO ACCOUNT WHEN SENDING A SPONTANEOUS APPLICATION

Do's

Have an engaging resume – list not just what you have done, your skills, and education on your resume, but also allow employers to get a glimpse of who you are outside of your resume – e.g., by adding your website, blog, and social media accounts to your resume, you give interviewers the opportunity to see what makes you unique beyond your listed resume skills.

Customise your CV – Tailor your CV according to the job that you want. Prove that you are the right person for the position by mentioning the relevant skills, talent, and history.

Try to have references, i.e., people that recommend you for that specific job/position.

Don'ts

Send emails without greetings.


Send emails with your CV attached but with no cover letter or a small presentation of yourself.

Send a standardised CV and cover letter to different employers – especially when considering spontaneous applications, each application should be personalised.

Send your cover letter and/or CV as editable files

Here is an example of how your spontaneous application email should look, following the guidelines above.

PRACTICAL EXAMPLE



Subject: Claire Roberts, MA. Fashion Designer available for work 11:12
From: me (5 minutes ago)
To:

Dear Ms Taylor,

I had the pleasure of attending your show at London Fashion Week and I found it inspiring to see how your new collection works to empower women with luxury statement work wear. I am very excited to read about your plans to launch at Paris Fashion Week with a view to moving into the European market.

I hold an MA in Fashion Design, awarded by Central Saint Martins, and have been working for a well-known high street clothing designer for three years. I am looking for a move into the luxury fashion field and feel that I have skills that would support your business as you grow.

An internship at a luxury French fashion house as part of my master's degree gave me valuable insight into the French market and helped me gain fluency in the French language.

As a move away from fast fashion, I would love to bring my creative flair to your company as part of your design team, helping create high-end looks for your clients.

I have attached my CV, which outlines my qualifications and experience in more detail.

If you are interested in meeting to discuss further, I could come to your office next week.

Best regards,
Claire Roberts
Source: [14]

5.5 HOW TO HANDLE JOB INTERVIEWS ONLINE

The job interview is one of the main important steps within the selection process to cover a job position. The impression you make on the interviewer often can outweigh your actual credentials. Your poise, attitude, basic social skills, and ability to communicate are evaluated along with your experience and education. In that regard, being able to handle an interview could imply that you get the job.

There is science also behind job interviews and from psychology to sociology, there has been important research that has determined certain guidelines that usually impact on a better performance of the candidates. In this section you will learn how to face an interview, both online and face-to face, and we will give you some practical tips to be successful, using what literature and academic research have developed.

It is important to highlight the fact that interviews could be very different depending on the job you are applying to. Digital technologies have increased online interviews as a quicker way to select the employee. But the idea is simple: online interviews are different from face-to-face interviews and the way we prepare from them must be different as well, although synergies can be created. The main differences are:

1. **Online interviews are more flexible and quicker:** an online interview allows for more geographical flexibility. Therefore, it should be quicker and more comfortable for both parties in that regard;
2. **Non-verbal communication:** non-verbal communication within a digital interview is completely different from the one within a face-to face interview. In a digital interview, non-verbal communication could be less noticeable, since there is a screen in the middle, but on the contrary, you can lose part of the message because it is not

coupled with non-verbal language. In that regard we suggest, for example, to move the hands during the online interview, being expressive with our gestures;

3. **What to wear:** the way we dress for an online interview is completely different from the one within a face-to face interview. With an online interview it can be more tempting not to dress as elegant as you could, but the fact is that studies also show that wearing a full professional attire can impact you on a personal level and help you feel more confident. Most of the rules on how you should dress for an in-person interview would still apply here, but we can make some specific recommendations:
 - Getting familiar with the company dress code will definitely help you prepare for the interview. It is not the same to have an interview for a bank, for a tech start-up, or for a fashion store. Different sectors are associated with different dress codes and your outfit can also talk about who you are (especially if the job is in fashion, for example);
 - Always play it safe and opt for neutral and more conservative outfits, even if the company has a 100% casual dress code it will be recommendable to opt for a business casual;
4. **Infrastructure and means:** when using digital tools, it is common to have some kind of connection problem or technical issue that could interrupt the interview. To avoid these kinds of problems as much as possible, there are some things that you need to check in advance to be prepared, like your Wi-Fi connection, and that your camera and audio are working correctly in the videoconferencing tool chosen. Also, make sure you choose a good place to have the meeting, since the background can be visible. The same happens if the interview is a face-to-face one: you must assure the place where it is going to take place as well as indications to get there [15][16].

Table 12 presents some do's and don'ts to keep in mind when you have an interview.

TABLE 12 DO'S AND DON'TS WITHIN INTERVIEWS

Do's

Be on time.

Look directly into the webcam rather than at your own video feed. This gives the impression of making eye contact with the interviewer.

Get to know everything about the enterprise or employer.

Demonstrate your passion for the role and the company by actively engaging with the interviewer. Ask thoughtful questions about the position or the company to show your genuine interest.

Check all technical aspects beforehand.

Close on a positive, enthusiastic note.

Don'ts

Tell lies or exaggerate things in your CV.

Answer defensively to personal questions.

Rely on notes. While it's acceptable to have some notes to reference during the interview, avoid constantly looking down or reading from them. Maintain eye contact with the interviewer as much as possible.

Interrupt. Be patient and listen attentively to the interviewer's questions or comments. Wait for them to finish speaking before responding, and avoid interrupting or speaking over them.

Improvise. Treat the online interview with the same level of preparation as an in-person interview. Research the company, review common interview questions, and practise your responses to be well-prepared.

Forget to close up with a thank-you note.

When facing an online job interview there are some tips and tricks you should bear in mind that could help you. Preparing the interview is something crucial because it could help you

visualise the situation and could help you to be less nervous. Here is an example of how to handle job interviews online.

PRACTICAL EXAMPLE

Let's prepare for an interview

1. BEFORE THE INTERVIEW

Before getting to the interview, it is highly recommended to read up on the enterprise. Furthermore, you should make a list with all the things that you believe are your strong points and on the contrary, what are your weaknesses.

You must memorise your resume because the interviewer is going to base the questions on it. You must also prepare arguments to defend any question that could reveal any weakness.

When we are attending a job interview there are a wide range of questions you can be asked depending on the job post you are applying for, but there are some questions that usually come up during all the interviews because they make it easy for the recruiter to know the potential employee a lot better.

Finally, it is important that you prepare the outfit you are going to wear, taking into account that it should be professional and suitable for the position. It is recommended as well to take care of your personal care: hair, nails, etc.

In this video you can see scenario-based questions, quite specific, so you can be prepared for everything!

2. DURING THE INTERVIEW

Being punctual is crucial, and maybe consider arriving five minutes earlier. First impressions will be determinant. Also, as mentioned earlier, non-verbal communication is going to be very important as well: the way you smile, or even nod when you are listening to the interviewer, is going to send signals about your implication.

Note also that you would have to greet the interviewer with something conventional. For example, “Good morning Mr. Ruiz”. You must watch as well the way you sit down and the way you move around. Taking into account that you should never sit down before the interviewer allows you to do so.

In order to be attentive and avoid being nervous (avoid gestures such as cracking the nails, or popping the pen), preparation and anticipation for all types of questions can be determined. Some signs of nervousness are less visible in the online format and can therefore benefit you.

When the interviewer is talking, never interrupt, look them in the eyes (or attentively to the screen) and eliminate everything that could be a distraction: for example, switch off your phone or turn off the notifications.

3. AFTER THE INTERVIEW:

When the interview is over, it is relevant to analyse the results, highlighting the strong points and the weakest ones. It could be very helpful for future interviews. In this sense, even if you are told that you have not been selected for the job, it is a good practice to still ask the recruiter about how the interview went to learn for the future, and thanking them again.



BACK 2
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GUIDE

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