



Career Boost with Social Media

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When	Thursday, 17 November 2022, 09:00-17:00
Where	Online via Zoom
Organiser	House of Young Talents
Language	English
Intended for	Doctoral and postdoctoral researchers
HYT-Certificate	Individual Career Planning Module (8 AE)

Unfortunately, it is often not enough to simply do a good job. In an increasingly confusing world, you mostly get important information and offers if people know you. This does not mean that you have to chum up and impose yourself, but that you should do something to get noticed. The Internet is playing an increasingly important role in this, and the Corona influence has made even clearer that it is no longer possible to imagine life without it.

We therefore want to address the question of how and where to best present oneself online in order to be prepared and visible for various career paths. We will also discuss how to use social media to build, expand and maintain our network. The course covers the basics of social media presentation and is aimed at all those who have so far made little or only private use of such opportunities and are interested in professional design options. The workshop will also provide concrete opportunities to set up or work on your own online presence and to receive (peer) feedback.

Specifically, the following points will be part of the workshop:

- How will I be seen? Basics of self-marketing and networking online
- What do I want to stand for? Finding your own authentic form of presentation
- Where should I go? Selecting and editing the right media

How to register

Please register using our registration form available at

www.uni-siegen.de/hyt/registration/