



The Startup of Your Online Self-Marketing and Networking Presence: Building and Developing Media Literacy Skills for Today's Digitization Era

Quality of Youth Career Guidance and Nowadays Media Literacy
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Outline

- 1. Brief intro / background international career consultant
- 2. Introduce the concept of the Startup of You (LinkedIn founder) in the Digitization Era and the 4th Industrial Revolution (Industry 4.0) via WEF: Four key Global Disruptive Forces (McKinsey Global Institute)
- 3. Explain skills shift from 2015 – 2020: as outlined by the World Economic Forum (WEF) 2016
- 4. Encourage self-marketing strategy for youth job search and career development (online presence: LinkedIn, Twitter, Facebook, websites, etc...)



Background/intro

- Career consultant, 20 years experience, located mainly in Gothenburg, Sweden, and working globally online (remotely via Skype)
- Dual USA/Italian citizen, International Careers Consortium, NAFSA: International Education
- Social media Enthusiast: early adapter of LinkedIn and Twitter for job search
- Programmed HTML for 1st career counseling jobs (internship program director), Dotcom burst and bust, GFC at Harvard and id'd key resource forecasting job growth trends in big data and analytics, (Startup of You), WEF Industry 4.0/Global Disruption (MGI), living in tech innovative Sweden



From “Startup of You” to 4 key Global Disruptive Forces (Industry 4.0)

- LinkedIn creator: Reid Hoffman’s book explain the shift in USA career counseling philosophy post GFC
- NY, Tokyo, London – Shanghai, Mumbai, Dubai – new cities Industry 4.0
- Start-up of You trailer:
- <https://www.youtube.com/watch?v=PF3zSo9jFuk>



Digitization: 4th Industrial Revolution Industry 4.0

- World Economic Forum, Davos, Jan 2016:
 - 4th Industrial Revolution: 3D printing, robotics, artificial intelligence, smart systems (internet of things), etc.
 - Four Global forces, breaking all trends:
 1. Growth / Urbanization of Emerging Markets
 2. Technological Disruption (Netflix)
 3. Technological Disruption
 4. Increasing Connectivity
- McKinsey Global Institute: #NoOrdinaryDisruption (Foshan, Kumasi, Surat)
- <https://www.youtube.com/watch?v=upmVlx2tm7o>



Skills Shift 2015 – 2020 (source: WEF 2016)

Top Skills 2015

1. Complex Problem Solving
2. Coordinating with others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Oriented
8. Judgement and Decision-making
9. Active Listening
10. Creativity

Top Skills 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with others
6. Emotional Intelligence
7. Judgement and Decision-making
8. Service Oriented
9. Negotiation
10. Cognitive Flexibility



Self-Marketing Strategy for Youth Job Search and Career Development

- Student interest in how to navigate online social networking sites
- “Ego” surfing...”Googling”, Google your name before HR does!
- Facebook and other social networking sites (digital trail)
- Be sure you can talk about your profile content in
an interview, professional development starts as a student!
- Think strategically about building your online presence



Social Media and Self-Marketing Strategy

- Social Media: Managing your online brand as you do all Professional Relationships, constant process, plan-full (strategic)
- Professional Emails (many viewed via smart phone)
- Facebook, Twitter and LinkedIn, Websites, Instagram, Tumblr (many visual and fast Snapchat ,WhatsApp)
- LinkedIn Profile, for many the new CV, (create an App for your CV)

<https://se.linkedin.com/in/sanfordamy>



Social Media and Self-Marketing Strategy

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Summary

- Key points: time of tremendous change, agility and openness
- Focus on opportunities
- Connectivity, digitization and disruption for improvement (Whatsapp Zika virus case in Brazil: family of doctors sharing info rapid speed: WSJ)
- “Social Media strategist”, new type of employment, many new types of jobs/work in the future (co-working spaces, increased flexibility working globally)
- *“The secret of change is to focus all of your energy, not on fighting the old, but on building the new” - Socrates*