



**02: Training package for employees trained to become mentors**

Developer: Institute of Development, Cyprus

Module 2– **Competency framework for skills transfer**

**Learning unit 4 –** Media literacy and the challenges of the digital transition

Handout 3: Tips for online self-presentation

**Activity 2:** My 30 second advertisement

**Tips for online self-presentation**

**(Facilitator notes)**

1. **Written Content** 🡪 the tone of the language used and their connections to the online presents, (remember that you are allowed to exclude, ask politely or erase any comments or posts from others that you deem to be not respectful or a good fit with your profile page).
   1. Is the tone positive, negative or neutral?
   2. Is this representative of how you would like others to perceive you?
2. **Sources of the posts on your Page** 🡪 are those sources reliable, respectful?
3. **The timeframes of your activity** 🡪 what time of the day are you most active online?
   1. If you are active during working hours does this reflect badly on you?
   2. Do you post about work?
   3. Do you promote your work and/or yourself as a professional?
4. **The categories of the other Pages you like or follow**. What type of pages do you like or follow? Are you comfortable with others seeing these pages?
5. **Discrepancies in your education and or work history**. Is the information in all profiles and online presence across different social channels similar?
6. **Be your true authentic self**! Even if you promote yourself for professional reasons, be yourself and create the content accordingly, you are the creator of yourself and your identity. Authenticity and transparency attract people in both their personal and professional life.