

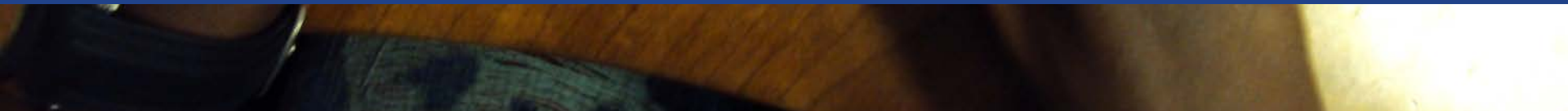
Career is not something you choose and you are done - it is a process of building your career continuously.

Career management is about having the skills necessary to explore a range of possibilities and respond to opportunities as they arise. this includes carefully building your professional network and reputation (Longridge, Hooley and Staunton, 2013).



**What is career
literacy?**

what words come
to mind?



career literacy

/kuh-reer lit-er-uh-see/

1. basic knowledge and skills that we all need to help us read the 21st Century work environment.

Career success depends on:

- How you are able to identify and utilise opportunities
- How you gather information related to your career
- Connecting with others

Digital career literacy is an important part of your career management skills set.



What is digital career literacy?

what words come
to mind?

digital career literacy

/kuh-reer lit-er-uh-see/

Digital career literacy is concerned with the ability to use the online environment, to search, to make contacts, to get questions answered and to build a positive professional reputation.
(Longridge, Hooley and Staunton, 2013)

Why

The internet has changed the way that many people pursue their career:

Think about:

Job applications online

Connecting with people online

Get support and help online

The new digital divide

You may know how to use the internet and you are active on some social networks - this does not necessarily mean that you know how to filter and make sense of information online to help you shape your career story

Some questions:

- How able are we to filter the enormous amount of information delivered to us by search engines?
- How confident are we in our ability to find the "right answer" when looking for information on the web?
- How much do we concentrate when we are using the web, even when we are using it to make potentially life-changing decisions?
- What is the role of memory in shaping what we do on the web? (How much of today's online journey do you actually?)
- How do we decide on the reliability or "authority" of information provided by others online?

The internet and your career

- Access to career information
- An opportunity to interact with potential employers
- A place to build and maintain your professional network
- A place to raise your profile and manage your reputation.

Access to career information

What type of information can you find online to help you build your career?

Possible career information

- Job ads
- Destination data - what can I do with my qualification?
- Information about recruitment processes
- Information about job requirements
- Career histories of individuals
- Occupational profiles and salary information
- Profiles of sectors
- Industry growth sectors
- Information about progression pathways through learning and work
- Trend data that can identify where new labour market opportunities might be
- Economic analysis which can help to just the reliability of much of the other data

Connect with employers

How can you connect with employers online?

Connect with employers

Company websites

Company pages on social media (LinkedIn, Facebook, Twitter, Pinterest, Instagram)

Build your professional network

How can you build your professional network online?

Build your professional network

Connect- number of connections grow exponentially

Stay in touch

Share knowledge and information

Build your online brand

How can you build your brand online?

Build your brand online

Google yourself regularly - what you find, others will find

Actively work on your online brand - it won't happen accidentally



change



How comfortable are you with change and uncertainty?

How comfortable are you with learning online skills?

What are some of the changes you have observed over the past five or ten years in terms of careers?

How do you respond to change?

What does change mean for your career?

You are able to recognise a changing labour market and technologies

You can critically evaluate these changes and think of ways to increase your opportunities

You can engage with lifelong learning and development



collect



Can you source, manage and retrieve online career information and resource?

How can you collect career information?

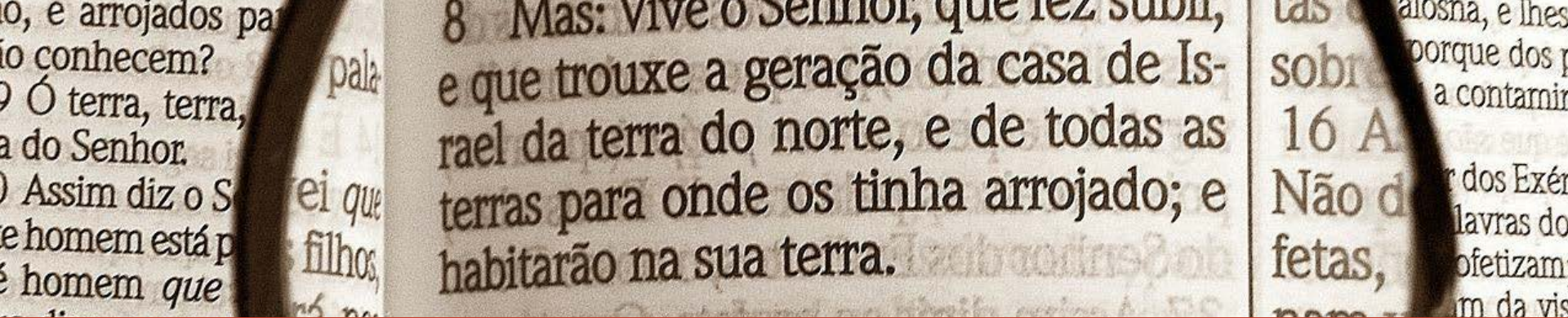
AN IDEA...

GOOGLE

Search for career
information with
Google Search and
Advanced Search

The screenshot shows a Google search results page for the query "forensic science careers south africa". The browser's address bar shows the URL "https://www.google.co.za/?gws_rd=ssl#q=forensic+science+careers+south+africa". The search bar contains the query, and the results are displayed under the "Web" tab. The search results include:

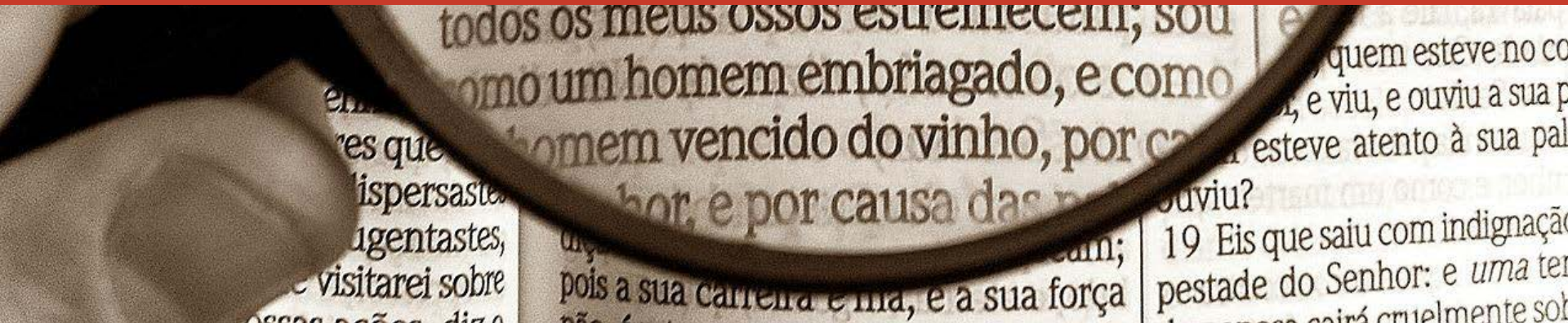
- Forensic Science - University of the Witwatersrand**
www.wits.ac.za/academic/health/.../postgraduate/.../forensic_science.html
FORENSIC SCIENCE HONOURS. For more information, please click to ... New and current positions are being reformulated to accommodate this service in SA.
- Skills Academy - Forensic Science**
www.skillsacademy.co.za/forensic-science
Forensic science combines scientific knowledge and technology to gather ... For those who are contemplating a career in forensic science in South Africa, here ...
- A career in Forensics in South Africa | DNA Project - South ...**
dnaproject.co.za/blog/a-career-in-forensics-in-south-africa
Feb 7, 2013 - What field of forensic science does the DNA Project focus on? ... bet would be to obtain employment within the South African Police Force – the ...
- College SA - Forensic Science Career Path | Forensic ...**
www.collegesa.co.za/forensic-science-career-path.html
In South Africa, the majority of career paths in the forensic science field are associated with the South African Police Service (SAPS). If you want to find out about ...
- Forensic Science Courses - College SA**
www.collegesa.co.za/Forensic-Science-Courses.html
A career in forensic science can be motivating and fulfilling, as you will be able to assist in ensuring that justice prevails. Police officers, lawyers and families may ...
- Forensic Analyst Salary (South Africa) - PayScale**
www.payscale.com/research/ZA/Job=Forensic_Analyst/Salary
The average pay for a Forensic Analyst is R217,662 per year. Most people with this job move on to other positions after 10 years in this career.



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critique



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ouveu?

Can you analyse and evaluate online career resources
and link it to your own career?

How can you be more critical about the career information you collect?

What kind of questions could you ask?

AN IDEA...

EVALUATE

Ask these questions
when you find
information (online
and offline)

Use multiple sources
of information

Who?
When?
Why?

<http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=20431>

The screenshot shows a web browser window displaying the UNISA website. The address bar shows the URL: www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=20431. The page header includes the UNISA logo and navigation links: About, Study, Colleges, Research, Alumni, Library, News & media, and Contact us. A search bar is also present.

The main content area is titled "Economics" and "Careers and Job Opportunities for Economics Graduates". It contains several paragraphs of text providing information about the field of economics, the types of jobs available, and the qualifications required. The text is organized into sections with sub-headers.

Economics

Careers and Job Opportunities for Economics Graduates

There are various reasons why you might want to study economics at Unisa. One reason might be that you would like to improve your knowledge and understanding of economics as a subject and of the economy (either of a specific country or the international economy) to satisfy your interest and curiosity in this regard. Every day information is released in the media regarding national aggregates and indicators like economic growth, employment and unemployment, inflation, interest rates, the balance of payments, exchange rates (macroeconomics) as well as more detailed information on specific sectors of the economy, industries and individual companies (microeconomics). A study of economics at Unisa will help you to follow these newsworthy items more easily and is thus of value for its own sake. Moreover, studying economics in combination with other subjects such as Accounting and Business Management will help you see the broader picture and context in which issues in these subjects arise and are dealt with accordingly.

However, most of you will be concerned about the kind of careers and job opportunities you can expect after having studied economics at Unisa. Although there are a fair number of job opportunities for graduates in economics, they are probably not as widespread as, say, in accountancy and business management subjects such as marketing, human resource management and finance. Moreover, note that a degree in economics is not a professional qualification whereas both the accounting and legal professions offer such qualifications via external board exams. Also note that in most cases the more senior (and better paid) positions for economists are rarely gained without many years experience at a lower more junior level. The more senior positions usually also require a postgraduate degree in economics - at least an Honours degree, although a Master's degree in economics is often a prerequisite nowadays. Please keep these considerations in mind when making decisions about your intended career based on a realistic appraisal of what you can expect in the marketplace after you have graduated.

Despite these limitations, however, there are a wide variety of employers who place a high value on the services of economists at various levels in their organisations and who reward such employees accordingly. The main division of opportunities is between the public and private sectors. The government (both the national and parallel regional/local authorities) and organisations regulated, sponsored or otherwise directed by the state regularly advertise and employ economics graduates at different levels and in various capacities. The main examples are (with the main areas of expertise given in parentheses): the National Treasury (macroeconomic analysis and forecasting, microeconomic analysis of specific industries or sectors of the economy, public finance, monetary and fiscal policy), the South African Reserve Bank (mainly monetary policy, macroeconomic analysis and forecasting), the Department of Trade and Industry (microeconomic analysis of specific industries and sectors of the economy, growth and industrialisation strategy, international trade strategy and policy), the Industrial Development Corporation (microeconomics, entrepreneurship and small/medium size business development), the Competition Commission (microeconomics, competition law and economics), the Department of Transport (transport economics, operations research), the Department of Agriculture and Land Affairs (agricultural economics), the Development Bank of South Africa (development economics, covering most of the branches of economics as applied to the South African economy), the Human Sciences Research Council (economic research on issues of concern to the South African economy, especially growth and employment), and Eskom (macroeconomic analysis and forecasting, analysis of the supply and demand for electricity.)

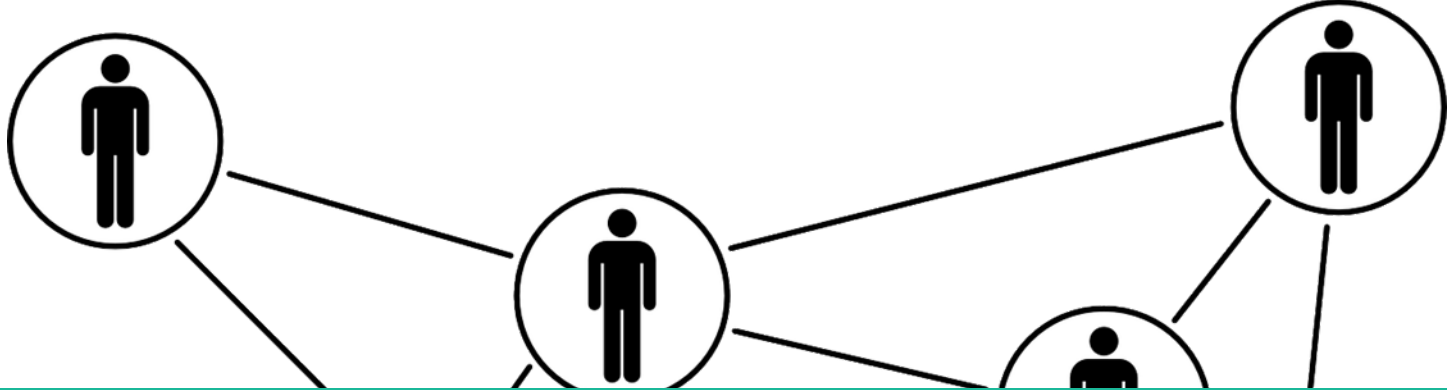
As regards the private sector, the main employers of economists are the larger commercial and merchant banks (macroeconomic analysis and forecasting, money and banking, investment analysis and real estate), the life insurance industry (macroeconomic analysis and forecasting, investment analysis and real estate), stockbrokers on the Johannesburg Stock Exchange (macroeconomic analysis and forecasting, microeconomic analysis of specific industries and companies, investment analysis) and various private consultancies and advisory services. Other smaller employers include the Chamber of Mines and some of the trade unions. There are also opportunities for economics graduates in journalism in the print media (newspapers and financial magazines), the internet, radio and television.

Last but certainly not least, there is a considerable demand for people with a background in economics as teachers, both at the secondary and tertiary education levels.

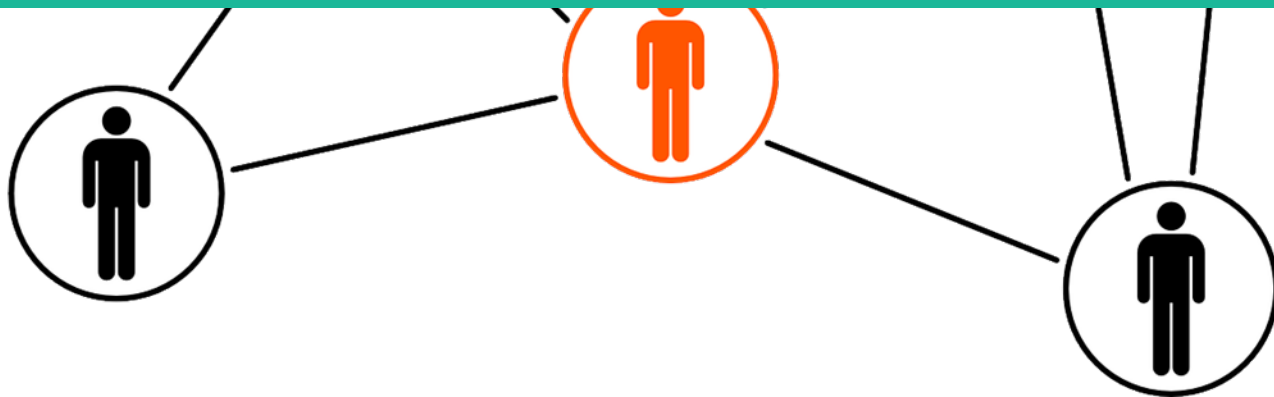
As you can see from the above, there is a varied demand for the services of graduates in economics across the whole spectrum of the economy. The demand for economics graduates tends to be in specialised areas and, as noted above, is smaller relative to that for graduates in other commercial subjects such as accounting and business management. However, if you have a keen interest in and enthusiasm for economics you will be motivated to work hard and qualify yourself to take advantage of the diverse opportunities that are available.

www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=1537

Facebook Unisa Open UNGC University of South Africa



connect



Can you build relationships and networks online that can support your career development?

How are you already connected to others online?

How can you turn “social” contacts into resources for your professional network?

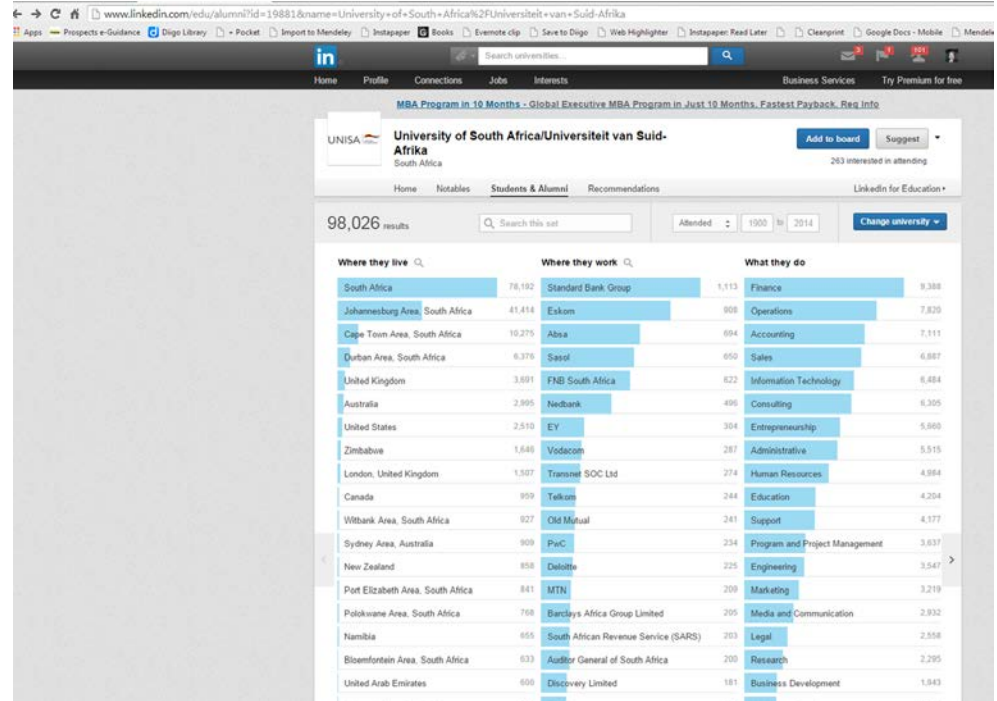
What are some important aspects to keep in mind as you are interacting with your professional network online?

Can you think of at least one person you can search for on LinkedIn and invite to connect?

AN IDEA...

LinkedIn

Use LinkedIn
university search to
identify alumni,
where they work and
what they do



<http://www.linkedin.com/edu/alumni?id=19881&name=University+of+South+Africa%2FUniversiteit+van+Suid-Afrika>

A top-down view of a wooden desk. In the upper left, a portion of a white keyboard is visible, showing keys for G, H, N, M, command, and option. In the upper right, a corner of a notebook with a grid pattern is visible. In the lower right, a black pen lies on the desk. In the center, a black tablet with a white screen is positioned horizontally. A thick orange horizontal band is overlaid across the middle of the image, containing the word "communicate" in white lowercase letters.

communicate

Can you communicate effectively online? Do you understand netiquette?

How would you present yourself in an initial contact to an employer:

on LinkedIn?

on Twitter?

on Facebook?

by e-mail?

AN IDEA...

OBSERVE

Ask these questions
when you find
information (online
and offline)

Use multiple sources
of information

Who?
When?
Why?



create



Can you create online content that effectively represents your interests and your career story?

What online platforms can you use to help others understand what you could contribute?

AN IDEA...

LinkedIn

Use your LinkedIn profile to provide information and examples of your work

The image shows a screenshot of a LinkedIn profile for Leza Deyzel. The browser address bar shows the URL: `scale=en_US&trk=prof-0-sb-preview-primary-button`. The LinkedIn navigation bar is visible at the top, including the search bar and navigation links for Home, Profile, Connections, Jobs, and Interests. The profile header includes a profile picture of Leza Deyzel, her name, and her current role: E-counsellor at University of South Africa, Johannesburg Area, South Africa | Higher Education. Below this, it lists her previous employer as University of South Africa and her education at University of South Africa/Universiteit van Suid-Afrika. A 'Send a message' button and '374 connections' are also visible. The 'Background' section is expanded, showing a 'Summary' with a description of her work: 'I conceptualise, develop and implement learner support systems and interventions on digital platforms and conduct research and training related to the use of technology in counselling within the open distance electronic learning context.' Her specialties are listed as 'e-counselling, career counselling, research'. The 'Experience' section is also visible, listing her role as 'E-counsellor' at the University of South Africa from October 2008 to Present (6 years 5 months) in Pretoria, South Africa. The description for this role states: 'I design and implement student support and counselling interventions on digital platforms, as well as train and supervise staff related to e-counselling within the open and distance learning context. To ensure quality services, I evaluate interventions and conduct research related to e-counselling.' There is a link to '1 project' under this experience. The 'Administrative assistant' role at the University of South Africa is also partially visible at the bottom.

http://www.prospects.ac.uk/options_economics.htm

The screenshot shows the top section of the Prospects website. The header includes the 'PROSPECTS' logo and navigation links for 'Jobs and work experience', 'Postgraduate study', 'Careers advice', and 'Job sectors'. The main content area is titled 'What can I do with my degree? Economics'. It features a 'Print this page' button, 'Case studies' (Operations manager: Matt Lamb), and 'Graduate jobs' (Forensic Trainee Accountant, Mazaris; Outsourcing Graduate Trainee, Mazaris; Internal Audit Graduate Trainee, Mazaris). A 'Job options' section lists roles like Chartered accountant, Economist, and Financial risk analyst. A 'Further information' box promotes 'Brilliant degrees begin with Monash South Africa' with an 'Apply now for 2015' button. The footer contains copyright information for 2014 Graduate Prospects Ltd.

This screenshot focuses on the 'Further information' section, which lists three organizations: 'The Economist', 'Royal Economic Society', and 'Society of Business Economists'. Below this, the 'agcas' logo is displayed with the text 'Written by AGCAS editors' and 'Date: July 2014'. A copyright notice for 'AGCAS A Graduate Prospects Ltd | Disclaimer' is also visible.

The footer section contains four columns of information: 'Site links' (Site map, About us, Contact us, etc.), 'Information for other parties' (Prospects Software, HECSU Research, etc.), 'Follow us' (social media icons), and 'Advertise your job vacancies' (Prices from £300, Visa logo, 'Find out more' button). A 'Back to top' link is centered below these columns. The footer also includes copyright information for 2014 Graduate Prospects Ltd and a 'View mobile site' link.

AN IDEA...

Blog

- Highlight your skills – a CV on steroids!
- Develop skills (think technology, social media and writing)
- Leave a positive digital footprint
- Build your network
- Keeps you current
- Others (employers) become curious about you – write who you want to be

The screenshot shows a web browser window with the address bar displaying 'a Sequin Dress at Breakfast: X'. The browser's address bar also shows several open tabs: 'Pocket', 'Import to Mendeley', 'Instapaper', 'Books', 'Evernote clip', 'Save to Diigo', 'Web Highlighter', 'Instapaper: Read Later', 'Cleanprint', 'Google Docs - Mobile', 'Mendeley', and 'W'. The main content of the page features the title 'a SEQUIN DRESS at BREAKFAST' in a colorful, multi-colored font. Below the title is a navigation menu with links for 'HOME', 'ABOUT', 'FEATURED', 'CONTACT', and 'BLOG ROLL'. The main content area is divided into two columns. The left column features a large photograph of a red neon sign for the 'AUSTIN MOTEL' against a blue sky. Below the photo is a section titled 'up next' with a small image of a red surface and a white card that says 'There's good over eating'. The right column contains a list of blog posts, each with a title and a date: '5 favorites' (08 JANUARY 26, 2012), 'visiting austin' (08 JANUARY 22, 2012), '5 favorites' (08 JANUARY 17, 2012), and 'checked cape' (08 JANUARY 14, 2012). At the bottom of the right column, there is a 'Hello!' section with a short paragraph and a search bar with the placeholder text 'Search and hit enter...'. The search bar has a magnifying glass icon on the right.



curate



Can you reflect on and develop your digital footprint and online networks as part of your career building?

curate

/kyoo-reyt/

1. to take charge of (a museum) or organize (an art exhibit): to curate a photography show.
2. to pull together, sift through, and select for presentation, as music or website content: we curate our merchandise with a sharp eye for trending fashion

How can you curate yourself online?

AN IDEA...

Google

Google yourself – it knows you better than you know yourself

The screenshot shows a Google search for "leza deyzel" on a South African Google page. The search results include:

- Web**: About 520 results (0.23 seconds).
 - Leza Deyzel | LinkedIn**: <https://za.linkedin.com/in/lezadeyzel>. E-counsellor at University of Johannesburg Area, South Africa. View Leza Deyzel's (South Africa) professional profile on LinkedIn.
 - Images for leza deyzel**: A grid of images including a UNISA logo and several photos of Leza Deyzel.
 - Leza Deyzel | University of South Africa - Academia.edu**: unisa.ac.za/academia.edu/LezaDeyzel. Report Leza Deyzel as Spam; as Offensive; as Fake.
 - Leza Deyzel | Facebook**: <https://www.facebook.com/leza.deyzel>. Leza Deyzel is on Facebook.
 - Leza Deyzel | SlideShare**: www.slideshare.net/lezadeyzel. View all of Leza Deyzel's Presentations.
- From Google Contacts**: A profile card for Leza Deyzel with a photo and email address lezadeyzel@gmail.com.
- leza deyzel (@lezadeyzel) | Twitter**

AN IDEA...

Online brand

- Familiarise yourself with privacy settings on all your social networks
- Ask those who published the information to remove content
- Use services official channels to remove information about you
- Bury unwanted results with positive results (for example, create your own website, blog, have profiles on LinkedIn, Twitter, Youtube, Google+)

"If you have something that you don't want anyone to know, maybe you shouldn't be doing it in the first place."
(Google CEO Eric Schmidt)