

# Careers in the Digital Age

Recognising the importance of technology in your career search as much as your professional profile we assist senior students in increasing awareness of the potential impacts of their online habits and presence.

Students are provided with insights into positive and negative use on social media and perceptions of employers and industry.



Through attending this workshop students will have a clear understanding of how employers currently utilise social media and technology in their recruiting processes. They will obtain an understanding of online recruitment processes, incorporating search strategies, to support their professional profiling.

## Social Media & Job Hunting

Search strategies and techniques for finding work in a range of industries. We discuss the appropriate use of social media to support positive outcomes

## Professional vs Personal Online Presence

Comparing common social media tools, we compare the content and aim of different medium and so aspects to consider when engaging on these mediums

## Professional Profiling

Utilising LinkedIn as a professional marketing tool, we share key aspects to perfect and share with potential employers.

## Networking Online

We discuss the best way to utilise your LinkedIn profile to build a network to support future planning, internships and learning opportunities

## Optional Profile Review

Following the workshop attendees will be able to have their profile reviewed by a professional recruiter at a discounted rate. Registration for review is essential, please include in your comments field of registration to hear more.



*"Kathryn has successfully assisted our Careers Adviser and our College in providing our students, in particular our Year 12 students both relevant and comprehensive information with respect to future career pathways. Kathryn's presentations to the students and the parents have been valuable and beneficial in providing the necessary guidance, material and expertise needed. We are grateful to Turning Point Consulting for the positive impact it has had in the support given."*

**Antoinette McGahan**  
Principal, St Clare's College Waverley



**Student Group:** Year 10 - 12 high school students and those in further studies

**Location:** Available from your School

**Duration:** 1-2 hour

**Cost:** Available on request

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