



## Support and Workshop Guide

### Part 1: What is YouRock?

YouRock is a **free, multi-language, employability networking tool** for young people;

- Designed for people 16-30+ across Europe to improve their employability
- Helps the user build a public employability profile and identify pre-existing work skills
- User makes links to existing content showing their skills, which trusted adults can endorse
- Encourages ICT career choice and will be promoted to industry HR as a new talent pool
- Users' profiles can be viewed in any of the system languages
- A resource for pan-European skills, employment or youth campaigns

### In which languages is it available?

- |             |          |              |            |           |
|-------------|----------|--------------|------------|-----------|
| ▪ Bulgarian | ▪ Dutch  | ▪ Hungarian  | ▪ Polish   | ▪ Spanish |
| ▪ Catalan   | ▪ French | ▪ Italian    | ▪ Romanian |           |
| ▪ Croatian  | ▪ German | ▪ Latvian    | ▪ Russian  |           |
| ▪ English   | ▪ Greek  | ▪ Lithuanian | ▪ Serbian  |           |

### What is the process of building a profile?

There are three key stages to building a profile:

1. *Identify* unrecognized pre-existing business/work skills
  - System helps user to see the work skills they may already have
2. *Endorse* each skill by trusted adult/educator
3. *Create links* to online content showing each skill
  - Potentially creating content elsewhere that shows those skills

### What behavior change does it generate in the user?

The site and profile building process will activate a behavior change in the user. YouRock will ask the user to think differently about how they use the internet, and if they could use it *proactively* to demonstrate their work skills. It will encourage them to make links to their

existing social media content that may show a particular skill or encourage them to *create content* specifically for that purpose. Enabling this behavior change is key to its impact, as it is the recognition that if they proactively build an online portfolio showing their skills, then it could help their employability.

## **What does a user need to sign up?**

The user will need nothing more than an email address or a Facebook account to create a profile. During the profile building process they may need to access information about their education and qualifications. They will need to find and/or create personal content that demonstrates their skills. The user will need to access their email during the account creation process, because they will receive the message with the link to activate the account.

## **How long does it take to create a profile?**

The *initial* profile building stage should take no longer than 30 minutes. In this time they will create a profile and identify the work skills that they may already have. It will also allow them to input any qualifications, achievements, and aspirations they may have for the future.

This is only the first step. They will most likely need to then *find or create* online content that shows the skills they have. Each skill could link to a different piece of content, for example a short video or photographic gallery. This could take several weeks of activities and could be structured by a supporting organisation, or the user could be left alone to create and manage this process.

## **How could it be used in groups?**

A group could be encouraged to work together to build online content showing the newly found skills of each member of the group. (See the Workshop Guide in Part 2)

## **What skills or resources does a supporting facilitator need?**

A facilitator should need few physical resources, but could plan a number of sessions where the prospective user:

- creates a profile, identifies skills, and inputs qualifications
- plans new online content that demonstrates their newly identified skills
- creates the content individually or as a group
- identifies further new skills and repeats the content creation process

A facilitator should be used to working with and advising young people on their employability.

## What other positive impacts could the site have on the user?

The site may have a number of user impacts which could be encouraged by a facilitator. It could:

- Create a new relationship dynamic with endorsing educators
- Encourage the user to see ICT as a potential career choice
- Connect the user with potential employers

## What are the technical requirements?

The site is optimised for a range of browsers, but works best in Chrome and Firefox. It uses no plugins. The user can decide which language they will use. It continuously saves user progress, so any break in network connectivity should not result in significant loss of data. The site will also be 'responsive' to screen size and will reorganise content for mobile phones and tablets.

## Future developments and functionality

The site will continue to be improved and issues resolved when identified. A range of further developments will be made to the system over the following months, including further languages.

## Site news and updates

Supporting organisations can find news and information on the Resources page of the website <http://yourock.jobs/en/resources> . All the latest news is found on YouRock Facebook page <https://www.facebook.com/YouRockJobs/>. You can also provide feedback, ask questions, and make suggestions for developments or improvements to [Info@YouRock.Jobs](mailto:Info@YouRock.Jobs).

## Part 2: Workshop guide

YouRock was developed specifically for the needs of young people, helping users to create a skill profile based on their hobbies and activities that can be used for job search and job applications. The table below is a suggested workshop outline. It could be done in a single day or over a period. Please feel free to develop!

<b>Module 1 (1hr)</b>	<b>Introduction</b>		5 Minutes
	<b>Getting to know each other</b>	<ul style="list-style-type: none"> <li>- Who has a profile on a social networking site?</li> <li>- Who has a profile on an employability website?</li> <li>- Who would search for jobs online?</li> <li>- Who would search for jobs in a newspaper?</li> <li>- Who knows what he/she wants to become in the future?</li> <li>- Who knows what he/she is good at?</li> </ul>	10 Minutes - participants have to take positions in their room depending on answers
	<p><b>Profile picture game</b></p> <p>Goal:</p> <p>Sharpen awareness of the discrepancy between public-image and the self-image in different contexts</p>	<ul style="list-style-type: none"> <li>- A number of pre-selected "profile" images are presented to the group (with a range of good and bad images). Facilitator asks what the people in these photos are trying to present of themselves. With this exercise young people understand how a bad image can ruin a good profile.</li> <li>- Discussion about the discrepancy between self-image and public image in different contexts</li> </ul>	30 Minutes - Profile picture game

	<p>What's the difference between normal social networks and social career networks</p>	<ul style="list-style-type: none"> <li>- Which profile picture should you choose on a job website?</li> <li>- Who will look at your profile?</li> <li>- What information makes it public?</li> <li>- What information is relevant to employers?</li> <li>- What should you avoid?</li> </ul>	<p>30 Minutes - discussion</p>
<p><b>Module 2 (1hr)</b></p>	<p><b>Introduction to YouRock; create profiles</b></p> <p>(Laptops, iPads)</p>	<p><b>Short input:</b></p> <ul style="list-style-type: none"> <li>- What is YouRock doing?</li> <li>- What is the target group?</li> <li>- What opportunities does YouRock create? (skill profile, CV, Portfolio, Endorsements)</li> </ul> <p><b>Activity:</b></p> <ul style="list-style-type: none"> <li>- Register</li> <li>- Add activities</li> <li>- Send 2 endorsement requests (optional: if not enough time, then this can be a task for home)</li> </ul>	<p>60 Minutes</p>
<p><b>Module 3 (1Hr)</b></p>	<p><b>Portfolio Activity</b></p> <p>(with Smartphones, Tablets, Digital camera)</p>	<p>Create your profile picture; create a short video, short text and link that content to your portfolio page)</p> <ul style="list-style-type: none"> <li>- write concept, decide who is taking which responsibility (who is taking pictures, who will be portrayed in the video, where will the video be shot, etc.)</li> </ul> <p>Embed content to the YouRock Profile portfolio</p>	<p>60 Minutes</p>

<b>Module 4 (30-45m)</b>	<b>Contextualize activity &amp; collect Feedback</b>	<ul style="list-style-type: none"><li>- What do you like at YouRock?</li><li>- What could be improved?</li><li>- What needs to be added so that you would use it?</li><li>- What should we add to convince you and your friends?</li></ul>	30-45 Minutes
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