



Co-funded by the
Erasmus+ Programme
of the European Union



“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

ALTER ALTERNATIVE SAFETY NETS

Erasmus+ Programme

Grant agreement no.: 2019-1-TR01-KA204-075635

**Spanish National Report | Development of capacity building
methodology for educators of alternative education institutions
for adults**

Date: 25.05.2020





Co-funded by the
Erasmus+ Programme
of the European Union



“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

Document Identification:

| | |
|---------------------|--|
| Outputs | Development of capacity building methodology for educators of alternative education institutions for adults (Output 1) |
| Deliverable title | National Report |
| Lead Partner | Symplexis |
| Author(s) | Magenta Consultoría Projects SLU |
| Dissemination level | Public |
| Status | Final |
| Version | 2.0 |

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

Table of Contents

| | | |
|----------|---|-----------|
| 1 | Introduction | 4 |
| 2 | Brief summary of the desk research and online questionnaires on how social and digital media are used for job search | 4 |
| 2.1 | Desk research about how social and digital media are used for job search in Spain | 4 |
| 2.1.1 | General Context | 4 |
| 2.1.2 | Use of digital and social media in the labour market | 5 |
| 2.1.3 | Social media in Spain | 7 |
| 2.2 | The use of social media by Employers/Business | 7 |
| 2.3 | The use of Social Media by Employees/Candidates | 9 |
| 2.4 | The importance of social networks for business viability | 9 |
| 2.4.1 | The importance of having digital competences in the professional context | 10 |
| 2.4.2 | Digital tools used by recruiters in the selection process | 12 |
| 3 | How social and digital media are used for job search | 14 |
| 4 | Focus Group carried out with Adult Trainers | 18 |
| 5 | Focus Groups carried out with the Adults | 20 |
| 6 | Conclusions and Recommendations | 23 |
| 7 | Sources | 24 |

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

1 Introduction

The objective of O1 is to develop the most effective capacity building methodology for the educators of adults in alternative institutions, combining on the one hand the prerequisites in terms of skills and competences driven by how web-based job search is met now (mainly through social media) and on the other hand what is the existing level of digital skills & competences of adults attending these alternative educational institutions.

The key aim of this report is the identification and study of the main methodologies, practices and tools applied by employers through the use of social and digital media for attracting, recruiting, screening and selecting personnel.

2 Brief summary of the desk research and online questionnaires on how social and digital media are used for job search

2.1 Desk research about how social and digital media are used for job search in Spain

Magenta has conducted a desk research in Spain about how social and digital media are used for job search, capitalizing on information provided by employers' stakeholders in their countries: corporate annual reports, researches and press releases made by Chambers and other employers' associations, articles, announcements, etc.

2.1.1 General Context

The Internet is an amazing resource that broaden horizons of learning, offers communication and entertainment in people's lives worldwide. Through the internet, people today have the possibility to accomplish a variety of activities that can enhance their skills, their knowledge, sociality and creativity as well.

The degree of digitalization of the selection process in companies is 53% on average in Spain, but there is still a lot to do, for this process is little digitalized (21%) or no digitalized at all (11%). Almost half of the companies surveyed¹ claimed not to have any type of software for this purpose (47%), and the 20% does not even know about the existence of these tools. Within the remaining 33%, all the companies have a specific module aimed at recruiting and selecting personnel within a global HR solution; and the 12% use Applicant Tracking Systems (ATS) to manage the entire talent acquisition process. These ATS include questionnaire of aptitudes in digital formal, questionnaire of competences in digital formal, video interviews, mobile recruiting/selection app, work simulations in

¹ Infoempleo, 2018. Talento conectado: Nuevas realidades en el mercado de trabajo.



“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

digital environment, gamification/ludification, HR analytics, crowdsourcing, v virtual reality, artificial intelligence and machine learning, chatbot, hackathon, PA (Robotic Process Automation).

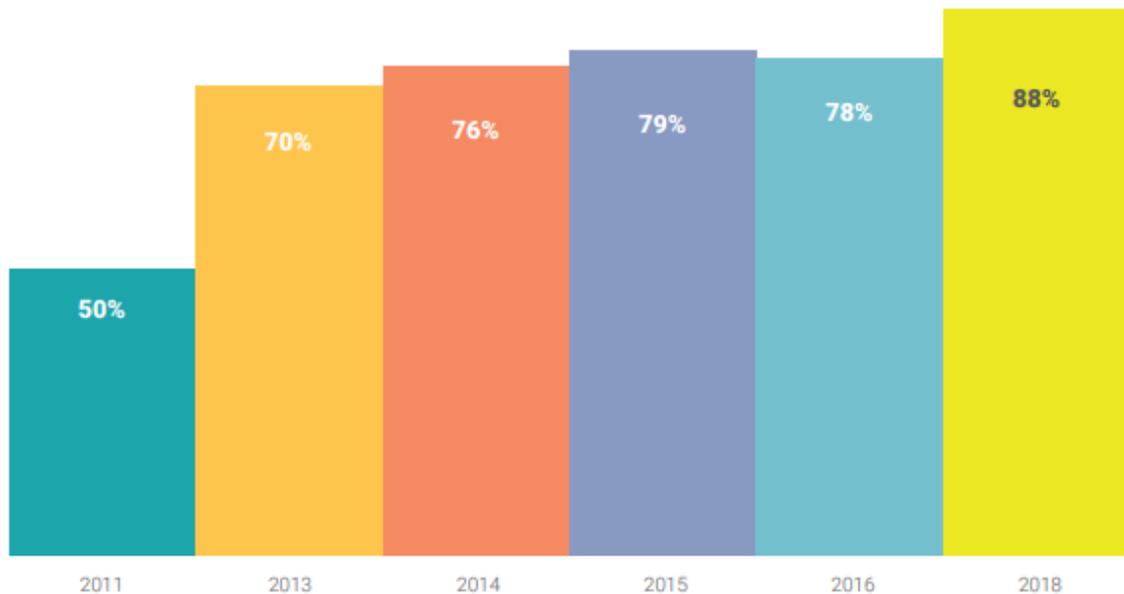
2.1.2 Use of digital and social media in the labour market

After looking the most relevant studies made on these topics (mainly done by Spanish job search portals) the relevant role that digital and social media play in this search is unquestionable. Among the results of different surveys, we found that 50% of companies had consulted a candidate’s social networks before taking a final decision. Also, that the most consulted networks were Facebook (84%), LinkedIn (79%), Instagram (49%) and Twitter (36%). The **main reasons to turn down a candidate** after consulting his or her online profile are the following: lies or inconsistencies between the comments made in the interview and the information found on social networks (55%) photographic content (44.5%), serious spelling mistakes, disrespect for other users (37%), publication of radical opinions about religious, racist or sexual orientation issues, among others (32%), on political issues (26%) and giving negative comments about bosses, colleagues or companies in which the candidate has worked (25.5%). According to these studies, 22% of companies have discarded a profile after seeing the information published in their social profiles, despite having a good first impression in person.

The **most used social networks in job search** are LinkedIn (55%) and Facebook (54%). Users often find offers according to their professional profile half of the occasions (50.4%) in which they use social networks for that purpose, and 64% of candidates consult their social networks every day when they are looking for new job opportunities. Each candidate has sent an average of 58 job applications during the last year, and 44% of them were sent through social media. To obtain information about a potential employer, candidates often use online search engines (79%) and/or the company's website (71%). After submitting a job application, only four out of ten respondents receive information from companies about the status of their application.

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

Evolution of job search through social media



Source: Infoempleo, 2018. Connected Talent: New realities in the job market.

The degree of digitalization of the selection process in companies is 53% on average in Spain. The generalization of corporate web pages and the use of **social networks as tools for attracting talent** have greatly facilitated the insertion of technology in HR departments. However, despite being a fact that invites to be optimistic, there is still a lot to do, especially if we consider that in three out of ten companies the talent acquisition process is little (21%) or no digitalized at all (11%). Related to this number, it is important to take into account that 48% of the professionals with a social media account have been contacted by this means in relation to an offer of employment on at least one occasion. This number is a high enough for companies to consider in order to increase their digitalization in their selection processes, for it is clear that social media helps people getting in touch.

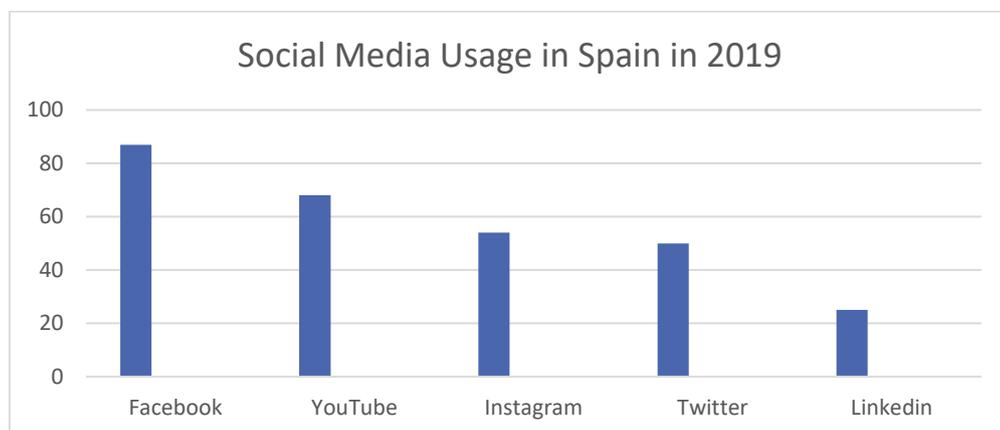
Despite the high use that is made of social media by employers as well as by candidates, the last ones have already been able to **assess the suitability of certain social networks as job search channels, not giving any of them a very positive assessment**. LinkedIn, specialized in the professional field, is the one that receives the highest score among the users who use it when they look for a job, still not receiving a very high mark: 5.8 out of 10, along with Blogs, that receive 5.81 out of 10. The most prominent suspense is that of SnapChat (3.3), which cannot be surprising since it is a social network that neither in its conception nor in its use has as one of its objectives that of exercising as a labour intermediation channel.

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

2.1.3 Social media in Spain

85.5% of Internet users aged 16-65 use social networks, which represents more than 25 million users in Spain. The profile of the Internet user who uses social networks is very similar in both sexes (men 49% vs women 51%) and averages an age of 39.² As for the use of social networks, Facebook (87%) and YouTube (68%) lead the ranking, with the latter having the youngest followers (76% are between 16 and 30 years old). Instagram, in fourth place, has won the most supporters in the past few years (from 49% to 54%). In fifth place is Twitter with 50%.

In relation to the frequency of use, Facebook is the network that records the highest frequency in terms of declaration (73% of users say they use it daily). The second app most used by the people that participated in the study is Instagram (70%), which stands out as the network that has increased the frequency of visits the most.



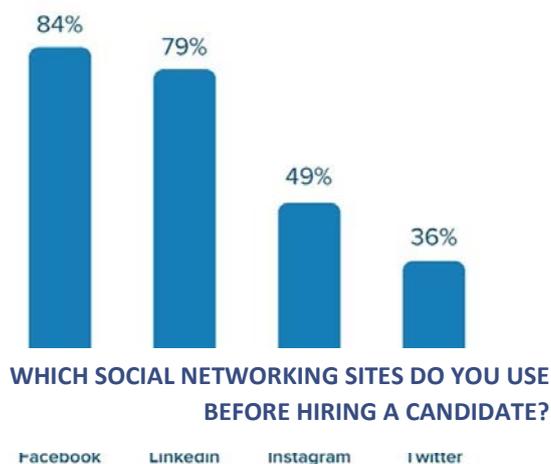
Source: EPDATA, 2019. *Usuarios de redes sociales en España.*

2.2 The use of social media by Employers/Business

The digital tools that companies use the most to look for personnel are job web portals (97.88%), social networks (72.44%) corporate web (71.08%) and SEPE (Public Employment Service) (46.29%). Now looking deeper at how **companies** use these channels for talent recruitment, the **74%** have claimed to **use social networks to select personnel**. If we consider the number of users, the one with the most registered recruiters is Facebook (93%), followed by LinkedIn (82%) and Google+ (76%). However, if we change the variable and look at the activity rate, the first two positions are maintained (Facebook 5.9/10 and LinkedIn 5.8/10), but the third position is taken up by Instagram, with a punctuation of 5.6 out of 10. Of all the companies surveyed, 84% have some kind of presence in social networks, and they keep active an average of 2.5 accounts per company.

² Rodríguez, Samuel. 2019. *Estudio Anual de Redes Sociales de 2019 en España*. Ecommerce News.

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”



Facebook is the social network with the largest presence of companies, for 86% of them have a corporate account in it. The use of social networks as a means to capture talent loses ten percentage points in the last two years, from 84% in 2016 to 74% in 2018. They also lose representation in frequency, being consulted by HR professionals who use them as a talent acquisition tool only four out of ten times that a selective process is opened.

According to a study carried out by Infojobs³ -the most known and used online job agency in Spain- in 2019 that collected data from 755 Spanish companies shows that 50% of them admitted consulting candidate’s social networks before deciding whether to hire them or not. This habit is more common in companies with ten to forty employees (52.5%), while the percentage diminishes when the company has fifty employees or more (42%). Among the most consulted networks consulted by companies, we find Facebook taking the first position (84%), where employers can review employee’s profiles to obtain information about them. LinkedIn takes up the second position (79%), which is not surprising since it provides professional information about the potential employees. Its use has grown since the previous year (69%) and it has become the favourite network for medium and large companies. Instagram took the third place in 2019 (49%), ousting Twitter to the fourth position (36%).

This study also asked the participant companies what were the **main reasons to turn down a candidate** after consulting his or her online profile in one of the social networks. Lies or inconsistencies between the comments made in the interview and the information found on social networks is the main reason indicated by companies (55%). The second reason (44.5%) is the photographic content, followed by serious spelling mistakes in the publications. Other reasons include: disrespect for other users (37%), publication of radical opinions about religious, racist or sexual orientation issues, among others (32%), on political issues (26%), and/or giving negative comments about bosses, colleagues or companies in which the candidate has worked (25.5%). 22% of companies acknowledge having discarded a profile, after a good first impression, after seeing the information published in their social profiles.

³ <https://nosotros.infojobs.net/prensa/notas-prensa/1-de-cada-5-empresas-ha-descartado-a-candidatos-por-su-actividad-en-redes-sociales>

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

Another study carried out by Adecco in 2018⁴ looked at the **ways in which companies selected their personnel**. Among the nine ways that companies indicated to use to look for possible employees, four of them are digital-related; in fact, the most used are job web portals (97.88%), social networks (72.44%) corporate web (71.08%) and SEPE (Public Employment Service) (46.29%). These numbers have more to do with how companies look for the candidates, but not with how these candidates finally get a job.

2.3 The use of Social Media by Employees/Candidates

Despite the high number of ways in which companies look for new staff on the Internet, job web portals are not the first way through which employed people have found their jobs. According to the study carried out by Adecco⁵, that would be the second way (27.9 %), being personal contacts the first one. Among the sixteen different ways in which people find job applications that the study registered, only two imply digital use: the company website takes up the seventh position with 2.75%; and social networks are the eleventh option, with 1.93%.

The study registered and compared the ways in which people look for a job depending on their employment situation: active professionals and unemployed people have job web portal as their main way to look for job offers (95.98% and 97.19%), consulting them with frequency. For freelancers these are the second means (79.78%) after personal contacts (82.02%). The company webpage is used by the 73.87% of active professionals, by the 82.16% of unemployed people and by the 73.88% of freelancers. Finally, social networking sites are least used by active professionals (57.33%), followed by unemployed people (60.61%) and lastly by freelancers (65.45%).

2.4 The importance of social networks for business viability

When the selection departments use social networks in search of candidates, they do so mainly to fill positions in the category of employees (62%), technicians (54%) and middle managers (41%). For management positions, HR professionals do not usually use social networks.

This usage is that much important when capturing and attracting talent, that it is mandatory or highly recommended in **44%** of companies. In addition, among the companies that use social networks for this purpose, the 83% consult their shortlisted candidate's profiles before making a final decision. In this search through potential employee's website profiles, companies are mainly fixed in basically the same data that they are fixed when this information is received in other format: the abilities and aptitudes of the applicants and the years of experience. After this process, 52% of the HR professionals surveyed have reconsidered their hiring decision and the 34% have done so making their decision worse.

⁴ The Adecco Group, 2018. *Informe infoempleo Adecco*.

⁵ The Adecco Group, 2018. *Informe infoempleo Adecco*.

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

In contrast with all those high numbers, in general, the truth is that **only 19% of companies have selected a candidate for their activity in social networks**. This number is doubled when the decision is the opposite: **36% of organizations have rejected the nomination of some applicant for a job because of the image they project** in one of their profiles in networks, three points more than in 2016. Defence of any type of violence or discrimination (76%), promoting the use of drugs or alcohol (75%) and the use of inappropriate images (73%) are the aspects that would most influence a recruiter to reject a candidate.

Despite only 19% of companies have hired someone after reviewing their social networks, 60% of recruiters believe that the **active candidate in social networks has more job opportunities** than the inactive one. The image that some people project in their media seems not to be the most adequate one, for 35% of the selection professionals believe that candidates do not acceptably work their personal brand in social networks. Presenting yourself more professionally (81%) and using keywords to make yourself more easily found (65%) is the part that candidates most need to improve to make their profiles more attractive in the face of a possible job search.

33% of the staff additions that have taken place in the last year have been professionals that recruiters have found through social networks. The Public Employment Service (SEPE), despite being used by more than half of the recruiters surveyed (54%), receives a score of 3.8 and becomes the tool worst valued by companies. The best rated network for recruiting candidates is Glassdoor, which obtains a score of 10 out of 10. Despite this good result, its representation is barely residual: only 1% of HR professionals who use social networks to look for talent use it, against the remaining 99% who never use it. This shows a clear problem, since the tools that appears to be more efficient for this type of recruitment are barely used. Within two years, the most used labour intermediation mechanisms will be the employment web portals (97%), personal contacts (96%), social networks (90%) and corporate websites (89%).

2.4.1 The importance of having digital competences in the professional context

When asked about how the perfect candidate or employee should be, companies considered the knowledge of new technologies the second most important skill. The following chart displays the most important characteristics and abilities that companies look for in a candidate when carrying out the selection process:

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

| | Quite or very important | Important | Little importance or nothing at all |
|--|-------------------------|-----------|-------------------------------------|
| Specialised knowledge for the job to be done | 63,25% | 31,10% | 5,65% |
| Knowledge of new technologies | 42,76% | 40,99% | 16,25% |
| General culture | 37,46% | 36,75% | 25,80% |
| Languages | 33,22% | 25,44% | 41,34% |

Source: The Adecco Group, 2018. *InfoEmpleo Adecco Report*.

A subsequent study also made by InfoEmpleo⁶ verifies all this information with very similar numbers but also providing with a large and thorough research that complements and broadens all that information. This report gives the general digit of 88% of the candidates seeking employment through social networks, consolidating their role as one of the usual tools for job search. It is the fourth use that is given to social networks by users (34%), followed by contacting and communicating with friends (60%), being up to date with the news and their hobbies (53%) and finding interesting or entertaining content (47%).

What most attracts the attention of users in the profiles of companies on social networks are job offers (73%), being this the main reasons for which three out of four users follow a brand/company in some of their social media accounts. Other reasons for users to follow these accounts are learning about the brand news (47%) and stay up-to-date with the promotions and discounts (45%).

Within the 34% mentioned of people that use social media networks for professional purposes, the study also aimed at knowing what are the main uses, in this professional context, that people give to social media networks. The objectives pursued are, mainly, showing or sending their CV (75%), to be up-to-date with the developments that occur in their professional field (63%) and do networking (58%). The first option to which candidates turn to when they are in active job search are the employment web portals, consulted by 98% of the respondents. These are followed by corporate websites (95%), selection companies (93%) and personal contacts (93%).

⁶ Infoempleo, 2018. *Talento conectado: Nuevas realidades en el mercado de trabajo*.

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

2.4.2 Digital tools used by recruiters in the selection process

One of the main complaints that recruiters have is that they need to invest a lot of time in searching talent (38%), and similarly, that they do not have an easy and/or intuitive search system at their disposal (30%). This appears to be one of the aspects in which companies have to focus on when trying to improve the selection process. The study carried out by InfoEmpleo⁷ also focused on the level of digitalization of the companies surveyed, and the results confirm the aforementioned complaint by HR professionals. Regarding the use of digital tools towards managing the process and recruitment of candidates, there is still a lot to do. Almost half of the companies surveyed claimed not to have any type of software for this purpose (47%), and the 20% does not even know about the existence of these tools. Within the remaining 33%, all the companies have a specific module aimed at recruiting and selecting personnel within a global HR solution, and the 12% use Applicant Tracking Systems (ATS) to manage the entire talent acquisition process.

Among the digital tools that can be used to improve the task or recruiting and selecting potential employees, significantly reducing the amount of time that is usually required for this process, the mentioned study references the following:

- **CHATBOT** – Chatbots are virtual assistants that automatically keep candidates updated about the status of their applications, at all times. This helps improving the candidate’s experience in this process, since 70% of them have claimed their belief on company’s necessity to improve response time on the status on these applications.
- **CROWDSOURCING** – It consists on outsourcing tasks that are traditionally performed by an employee to a large number of people through an open call. It is a model that looks for ways of innovating outside the company, making contact with massive professional communities, which are required to collaborate towards developing new products or services.
- **QUESTIONNAIRE OF APTITUDES AND / OR COMPETENCES IN DIGITAL FORMAT** – In this case the digital dimension is given by the platform and not by the tool itself. It is the traditional system of evaluation of individual, interpersonal and managerial skills, but done through a digital platform instead of in paper.
- **GAMIFICATION / LUDIFICATION** – This practice is strongly related to artificial intelligence and virtual reality, and it consists on a technology that allows to measure the skills, competencies, knowledge, strengths and weaknesses of a candidate, through their behaviour during a game. It is specially designed to measure skills that a CV does not show such as leadership, agility, decision making or creativity.
- **HACKATHON** – It consists on meetings of programmers that are asked to solve a problem or address a challenge of a company in a collaborative and innovative way in 24 or 48 hours.
- **HR ANALYTICS** – Ordering candidates’ CVs in order of suitability for the position to be filled is one of the tasks in which HR professional need to invest more time, due to the high number of job applications that one company, on average, receives each year. When these numbers

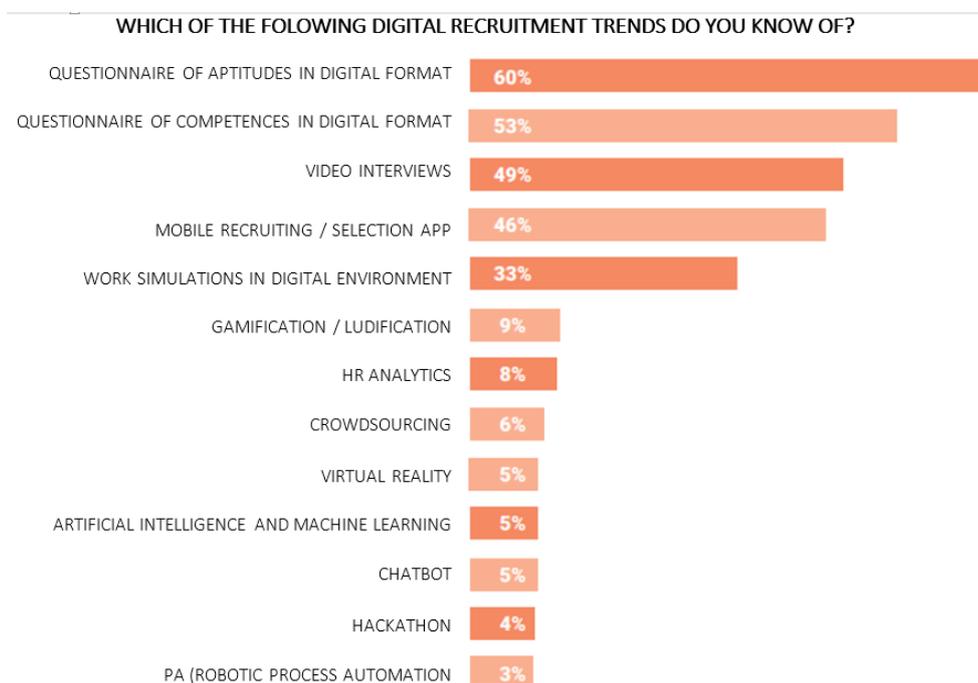
⁷ Infoempleo, 2018. *Talento conectado: Nuevas realidades en el mercado de trabajo*.

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

become huge, the task of acquiring talent in the shortest time possible can be really tricky, that is why the appearance of HR analytics technology becomes a great help towards accelerating this process. It consists in the application of mathematical and statistical models to the large amount of data that exists on the candidates, predicting scientifically, the success or failure in hiring each profile analysed.

- **ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING** –With Artificial Intelligence a lot of administrative tasks would be automatized, as well as the review of CVs, classification of job applications, etc. Besides, due the advances in neurolinguistics programming and machine learning algorithms now it is possible to give a complete view of each candidate, measuring their different skills, and therefore being able to select suitable people for a specific position.
- **MOBILE RECRUITING / SELECTION APP** – The creation of a specific mobile application for recruitment or the adaptation of their contents or designs to the dimensions of a mobile or tablet screen can be very useful towards finding suitable people for a job position, since 79% of professionals use their smartphones to look for a job.
- **VIRTUAL REALITY AND WORK SIMULATIONS IN DIGITAL ENVIRONMENT** – 3-D simulations are useful to recreate situations in which the candidates are likely to be involved, in order to evaluate their skills when being in that particular scenario. The most known example is that of flight simulators for pilots, but more and more companies are joining this initiative to know their candidates better based on scientific parameters.
- **PA (ROBOTIC PROCESS AUTOMATION)** – Bots are another tool that helps automatize selection processes. They imitate people in charge of the recruitment and selection related tasks, reducing the time invested in recruitment, screening and selection of candidates.
- **VIDEO INTERVIEWS** – Video interviews carry huge benefits to the company. It eliminates geographical boundaries, and also temporary since they can be recorded instead of in real time. Therefore, they save time and resources for both candidates and the company.

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”



Source: Infoempleo, 2018. *Talento conectado: Nuevas realidades en el mercado de trabajo.*

The high percentage of HR professionals that does not even know some of the digital solutions that are, usually, at their disposal is striking. All the aforementioned tools need to be incorporated in selection processes if companies want to keep up with the rhythm at which companies need to move forward.

3 How social and digital media are used for job search

10 online interviews were carried out with a total number of professionals. These professionals belong to different sectors of economy: touristic housing, informatics consultancy, administrative management, and health and fitness centre. Regarding the interviewed, all of them are involved in the new candidates' selection process; they are owners, human resources directors, management directors, CEOs and recruiters. Among the tasks they carry out are those of defining and posting the vacancy, selection of candidates, carrying out interviews, final selection and communication with the candidates.

After asking the interviewed about their companies and their job within them, they were asked a series of questions about different aspects of the recruitment process and about the importance of different abilities candidates may have when applying for an opening.

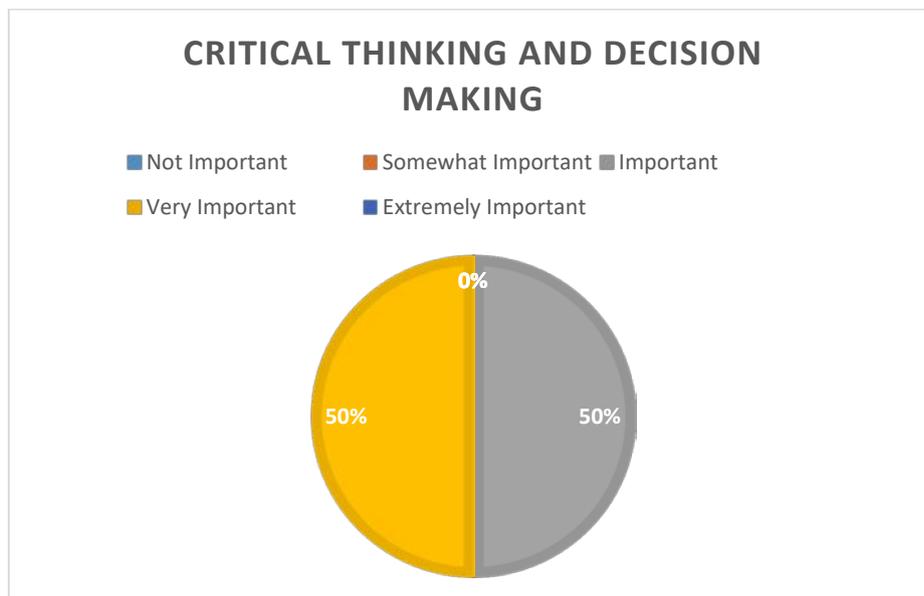
Regarding social networks and attraction of possible candidates, 90% of the interviewed state to use LinkedIn in this process, 20% stated to use Facebook and 30% to use other social networks. Other social networks mentioned were Twitter, Google+ and Pinterest, but none of the interviewed stated

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

choosing these when looking for candidates. Regarding the reasons behind using social networks in the recruitment process, 80% of interviewed mentioned the easiness to access the labour market, 70% the fact that it is easier to look for a specific type of candidate and a 10% mention that it was cheaper.

When looking up candidates on social networks, 90% of the interviewed answered that they look for both, educational background and professional experience. 80% scroll the candidates’ profiles looking for specific abilities and a 10% declares to do it for other, unspecified, reasons. The 30% of interviewed claimed to check possible candidates’ profiles when they posted the offer; 40% when a candidate apply for the offer; 20% previous to a personal interview; and 10% to check references and a 20% does not use the social networks for this. In order to do this, 100% of interviewed use LinkedIn, 50% Facebook and 10% Pinterest. When using these social networks, some of the difficulties respondents had to face were: privacy problems related to the professional profiles of the candidates (30%), possible discrimination, non-equal treatment or access to candidate’s private information (30%), and the risks or benefits of being targeted at a specific group of candidates (70%).

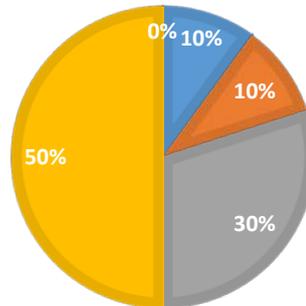
The reasons behind excluding a candidate of the selection process while looking their social networks are: inappropriate images (20%), lack of communication abilities (30%), discriminatory comments (50%), negative information (40%), and other, unspecified reasons (20%). Now, regarding the importance of different abilities when considering a candidate, the following pie charts show the results:



“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

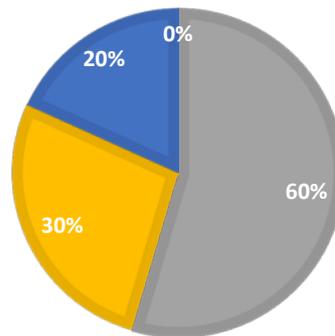
SEARCH AND SELECTION OF DATA AND INFO

■ Not Important ■ Somewhat Important ■ Important ■ Very Important ■ Extremely Important



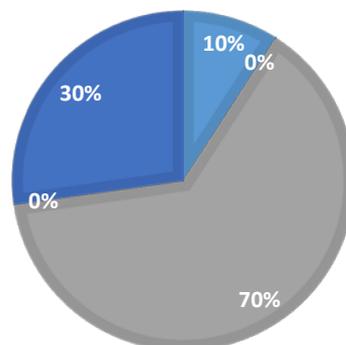
INTERACTION VIA TICS

■ Not Important ■ Somewhat Important ■ Important ■ Very Important ■ Extremely Important

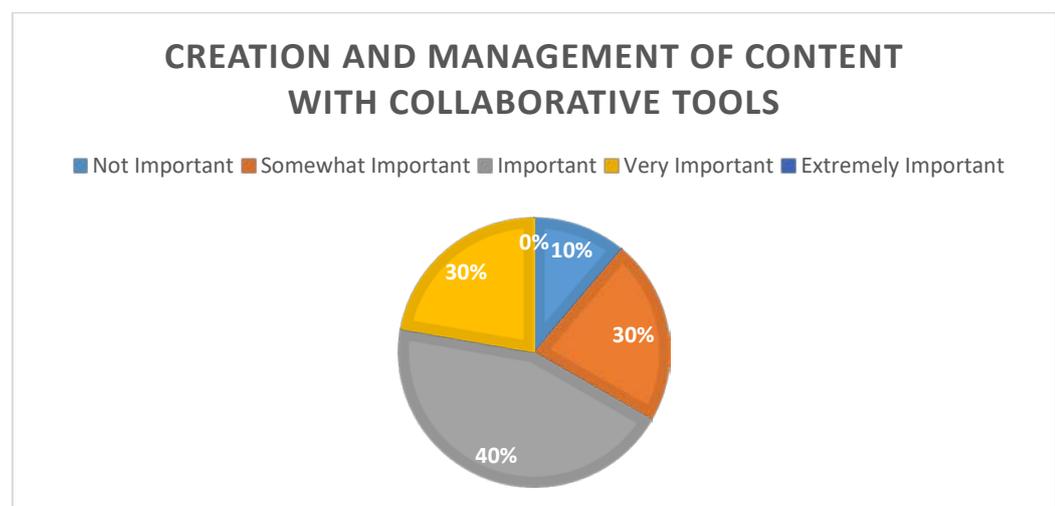
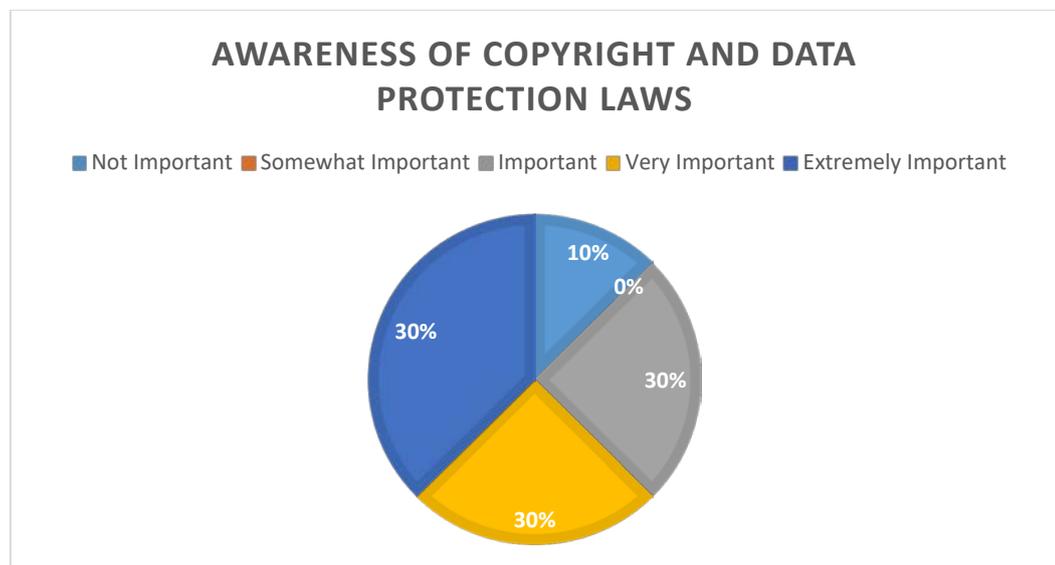
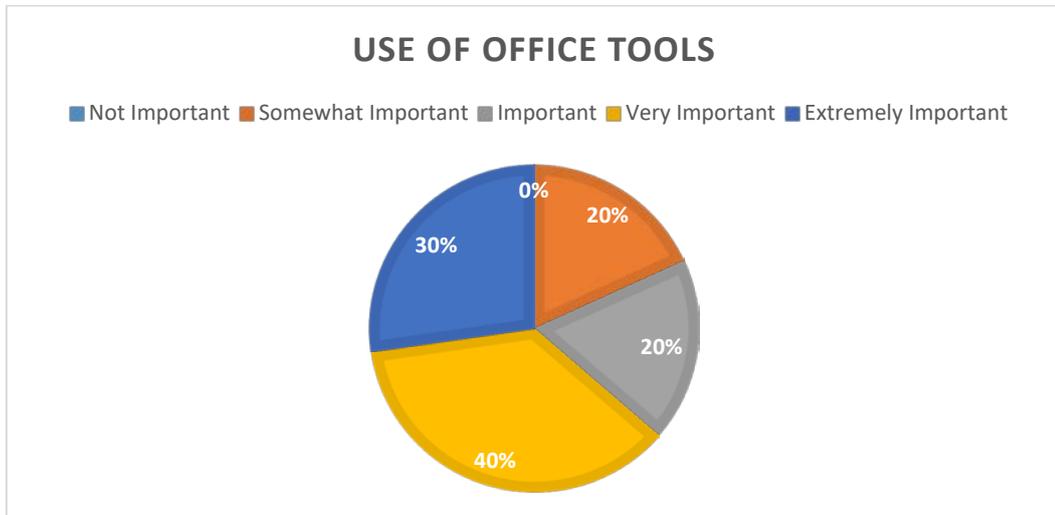


USE OF A VARIETY OF COMMUNICATION TOOLS

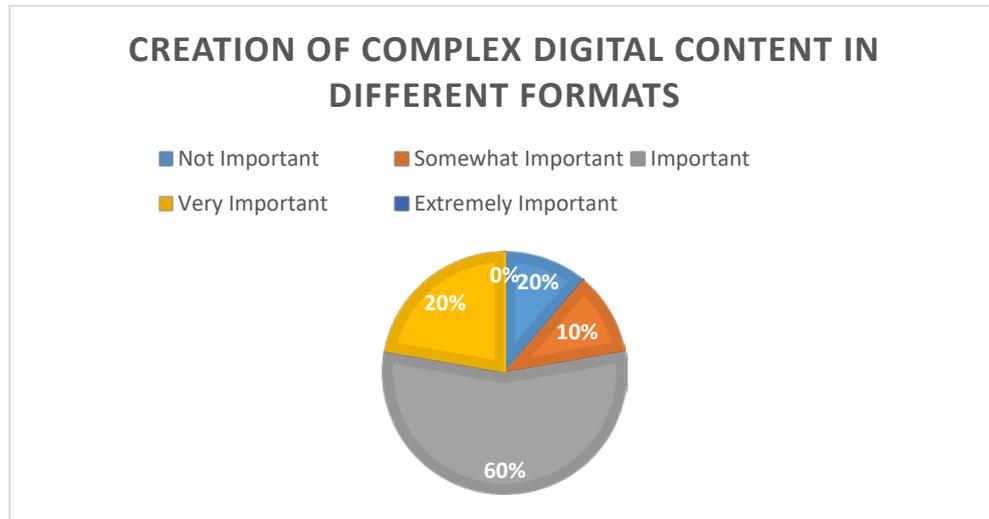
■ Not Important ■ Somewhat Important ■ Important ■ Very Important ■ Extremely Important



“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”



“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”



4 Focus Group carried out with Adult Trainers

In these next paragraphs, the information gathered from all of the professional who participated in the last focus group, which was carried out with people who work as adult educators, will be displayed. Some of the fields in which they teach are digital skills, job search through the internet, vocational training (both, face-to-face and online), different skill workshops and English lessons.

When asked their opinions on why this project and others alike are important, the participants in the focus group highlighted different aspects. Some commented on the importance of improving educators’ skills and providing more tools to educators to help people develop better digital skills and find a job; others mentioned the importance of providing adult learners with training in order to make learning a lifelong process that will enrich the individual’s life. One person mentioned that, as long as we live in such a digital era, people, especially the older generations that are still in the working age, will need to constantly renew their digital skills in order to be in tune with the current labour market. All participants commented on the fact that this kind of projects are very relevant in order to help one of the disfavoured segments of the population.

The target public these trainers works with are mainly adults, mostly unemployed, who are looking to widen their knowledge in order to improve their employability. There is also great focus on young adults in risk of exclusion, who commonly drop out of the education system before finishing it. However, their work is also directed towards people who have finished their studies and look for a way to enrich their career and obtain more knowledge in order to be more employable.

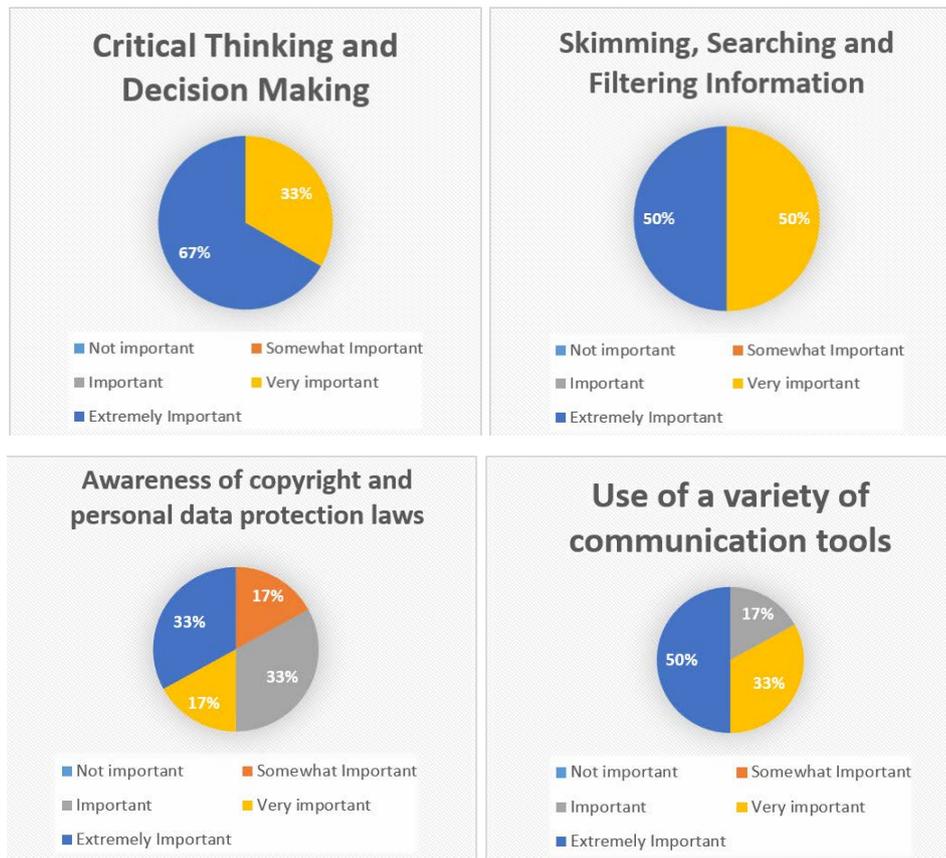
When talking about the digital knowledge and skills of their learners in terms of looking for a job, most trainers stated that those skills are very low or inexistent at all if we talk about older learners. However, one person highlighted the fact that, although the digital knowledge is very low, adult learners are more aware of the importance of acquiring these skills in order to access the labour market.

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

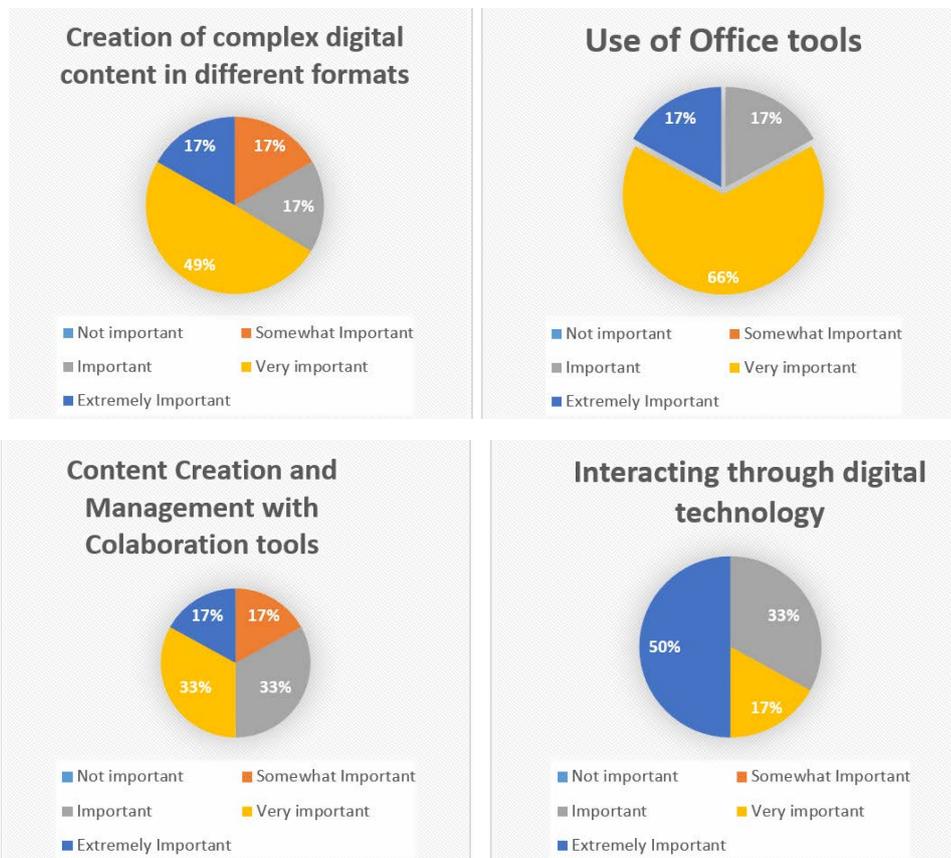
All participants agree that digital illiteracy is a big barrier in the active job search of the people with whom they work. They are not used to look for a job by using a computer (or tablet or smartphone), they tend to think that technology is for the younger generations, not for them, and they often refuse to believe that they actually can and should understand and use it. They have not been provided with digital literacy skills, and even those who are used to social networks do not think of using them to look for employment actively.

When talking about the preparation of their staff, all participants stated that the personnel of their organizations are qualified to provide adults with different kinds of training. In the same way, all of them are also open to increasing their skills and abilities to deliver with the best service they can possibly give.

When assigning how important the following skills are, these were the results:



“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”



5 Focus Groups carried out with the Adults

Magenta Consultoría Projects SLU carried out a focus group with different adults in order to gather all the possible information about their educational information and their use of social media, in general and in regards of the labour market. Regarding the profile of the adults interviewed as part of the focus group, they are all adults, most have completed EGB (Basic General Education), and only 8% did not complete it. 16% of the participants started secondary education, but did not finish it. In the same way, 16% engaged in vocational training and did not finish it. A 66% of the participants declared to be unemployed, of the rest, 25% of people are employed and work in the catering sector, while 8% is working as clerks. Regarding social networks, 83% do have them; 50% of participants only have Facebook, while 33% have Instagram as well. The remaining 17% state not to have any social network.

All interviewees realise the key role that social networks play in the search for a job. However, only 58% state to have used them when looking for a job. The other 42% uses the services of placement agencies and temporal work agencies. One person from the latest group also highlighted the role of the regional job board when looking for a job. The 58% of the participants declared not to use professional social networks when looking for a job. The other 42% do use them to look for openings and send CVs online. One person commented on the fact that, although they used professional social



“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

networks frequently, they did not find any job there and they always have been hired in jobs they knew of by means of acquaintances.

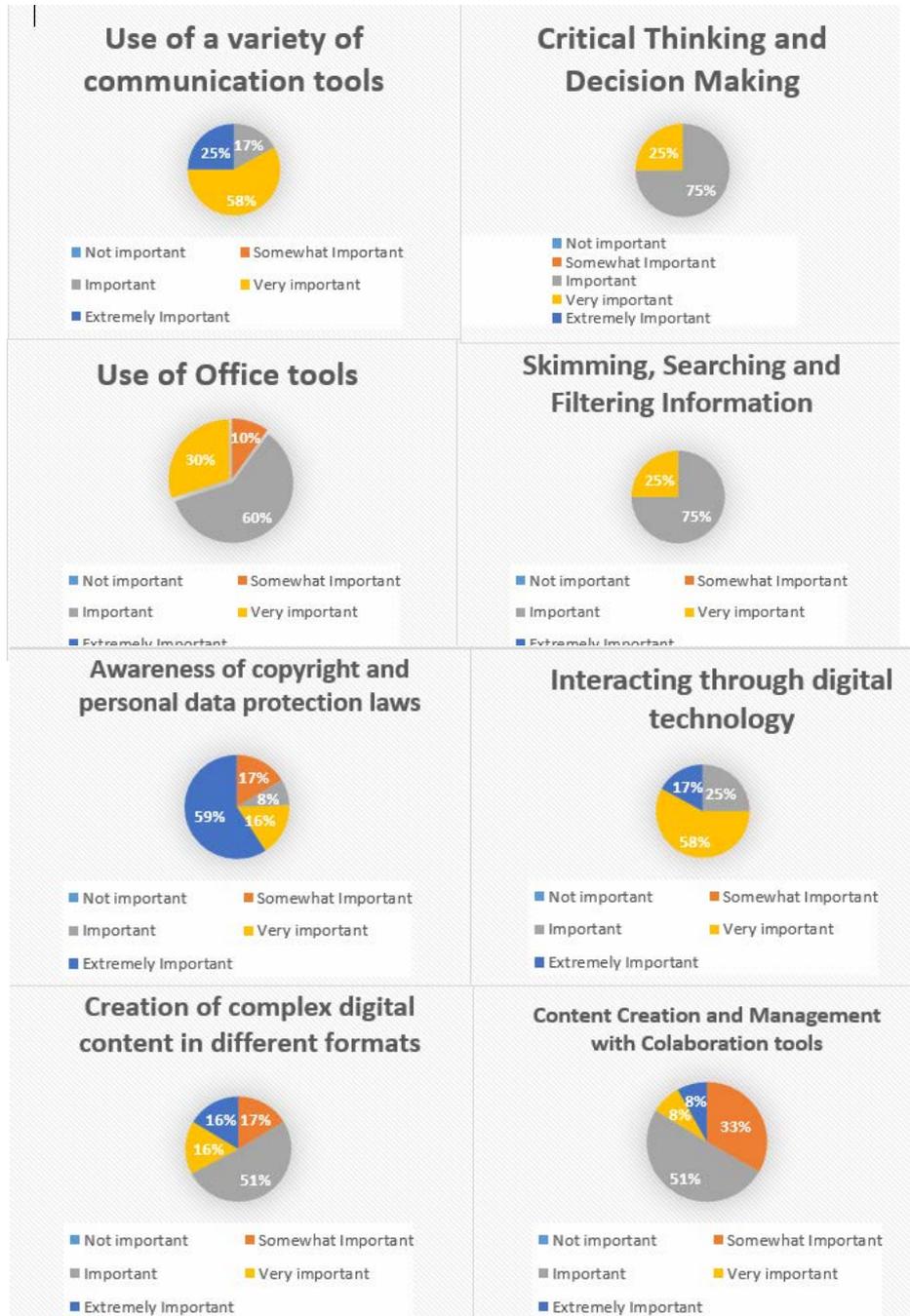
All participants agree that, when they look up the profile of a company in professional social networks, it is with the aim of obtaining information about the company and the profile of people working there. One person mentioned that it is important to check how serious the company is and whether they pay enough. In the same line, other participants highlighted the fact that checking the company's profile has proven useful in terms of forming an idea of the labour conditions of the company before an interview.

83% of participants stated that they were interested in receiving training in digital and social skills aimed at improving their employability and making job hunting easier. The other 17% stated not to be interested, but they did not elaborate on the why, whether if it is because they do not want to acquire better digital and social skills or whether they consider they do not need to improve them. Half of the participants state to have received some training related to digital skills and digital literacy. In terms of the length of this training, they range from 20 hours to one month.

All participants point to the fact of not having qualifications as the greatest barrier to be employed. In a time when it was very easy to find a job, it was not that common to continue studying. Now, the people who chose to drop out of the education system to pursue a job career do not have any qualification, which for some employers is the most important part of a curriculum, regardless of having 20 years of experience. 80% of participants also state that their age is a barrier when trying to get a job, as employers prefer younger people

When assigning how important the following skills are, these were the results:

“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”



“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

6 Conclusions and Recommendations

Along with the document we have had the opportunity to see the importance that digital and social media have when looking for a job or recruiting a potential candidate.

In this regard, the degree of digitalization of the selection process in companies is 53% on average in Spain. For recruiting candidates, enterprises mostly use LinkedIn or Facebook for both posting the job vacancy and check the candidate’s social network before taking the final decision. According to a study, the 74% of the companies have claimed to use social networks to select personnel. Besides these social networks, enterprises also use other digital tools to recruit and select potential employees like chatbot, crowdsourcing, hr analytics, artificial intelligence and machine learning and/or mobile recruiting / selection app for instance.

From the side of the person who is looking for a vacancy, job web portals are the second way to find a job (personal contacts are still the first one). Nevertheless, this same study states that depending on the profile of the applicant, they tend to look for a new job in one way or another: active professionals (95.98%) and unemployed (97.19%), check job portals frequently. Freelancers use them as the second means (79.78%) after personal contacts (82.02%). Besides, the company webpage is used by 73.87% of active professionals, by 82.16% of unemployed people and by 73.88% of freelancers. Finally, social networking sites are least used by active professionals (57.33%), followed by unemployed people (60.61%) and lastly by freelancers (65.45%).

However, despite the data invites to be optimistic, there is still a lot to do. In this sense we suggest the following:

- Companies should increase the use of digital tools and digital and social media when recruiting personnel. In this regard, it would be highly recommended to post clear information and clear paths that the candidate should follow when applying for a job vacancy.
- On the other hand, individuals should take care of how their profile in social media looks since a study marks that 36% of organizations have rejected the nomination of some applicants for a job because of the image they project. In this sense, it is important to avoid lies or inconsistencies between the comments made in the interview and the information found on social networks.



“Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein”

7 Sources

- Rodríguez, Samuel. 2019. *Estudio Anual de Redes Sociales de 2019 en España*. Ecommerce News. Accessed through: <https://ecommerce-news.es/estudio-anual-redes-sociales-2019-espana-100417>
- EPDATA, 2019. *Usuarios de redes sociales en España*. Accessed through: <https://www.epdata.es/datos/usuarios-redes-sociales-espana-estudio-iab/382>
- Infojobs, 2019. *Estudio sobre el uso de las redes sociales en los procesos de selección*. Accessed through: <https://nosotros.infojobs.net/prensa/notas-prensa/1-de-cada-5-empresas-ha-descartado-a-candidatos-por-su-actividad-en-redes-sociales>
- The Adecco Group, 2018. *Informe infoempleo Adecco*. Accessed through: <https://cdn.infoempleo.com/infoempleo/documentacion/Informe-infoempleo-adecco-2018.pdf>
- Infoempleo, 2018. *Talento conectado: Nuevas realidades en el mercado de trabajo*. Accessed through: <https://www.esic.edu/sites/default/files/2019-11/informe-ey-talento-conectado-2018.pdf>