

# Career Boot Camp 2024

**Social Media** Mastery:

Land Your Dream Job with  
Online Etiquette and Ethics

Presented by the Federal Youth Network



## INSTRUCTIONS:

- All attendee microphones and cameras are deactivated.  
The chat is disabled for attendees, but we will use it to send resources.
- Please use the **Q&A** button to ask your questions.  
Vote for a question you like by pressing the Thumbs Up button.
- This session will be given in English only. The French session is given simultaneously. To join the French session instead, exit, go to Sessions in the Lobby, and join the French equivalent session.
- All the sessions are being recorded and will be available on the FYN-RJFF YouTube channel in the 24 hours following the session.

# Sequoia Richards

She/Elle

- Sequoia has been working in the Government for two years, she currently works as a Learning Advisor at Immigration, Refugees and Citizenship Canada (IRCC).
- She has a passion for education, completing her Master of Education (M.Ed.) in Adult Education and Community Development from the University of Toronto. In her free time, she enjoys running, playing soccer, tennis and trying out new cooking recipes.



# Learning Objectives

- Explore the principles of social media etiquette and how to apply them professionally while job hunting
- Learn strategies to optimize their online profiles and showcase their skills and experience effectively to attract potential employers.
- Gain a comprehensive understanding of the Code of Public Service Values and Ethics and learn how to align their online behaviour with these principles when using social media for job searching.





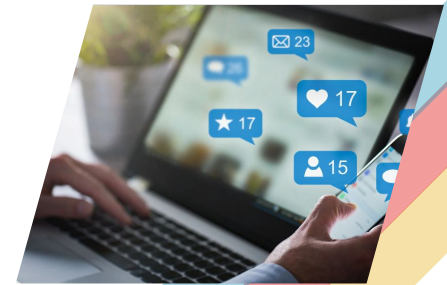
# Pulse Check



## How much do you already know about this topic?

### Did you know ?

In a [survey conducted by The Harris Poll](#), 71 percent of employers said they believe every company should screen candidates' social media profiles during the hiring process.



# Ciara Pourjalali

She / Her

- Ciara is a dedicated, thoughtful, patient, and committed public servant. For more than a year, she has been working as a Communications Officer at the Communications Security Establishment (CSE). Her daily work includes writing bilingual cyber security advice and guidance that is easy for all Canadians to understand.
- Ciara has an Honours Bachelor of Arts in Communication (Co-op) from the University of Ottawa. She is also the lead of the Young Professionals Network at CSE.



# Dan Cox

Him / Lui



- Daniel Cox is a proud federal public servant with nearly a decade of service. As one of Canada's Free Agents, his current Policy and Research Analyst within Natural Resources Canada is heavily centered around integration of Performance Measurement data in leadership's decision making - where communication is key.
- He previously held the position of Issues Manager/Advisor in the DGO within PSPC's Science and Parliamentary Infrastructure Branch and served as PSPC's Vanguard Network Departmental Chair.
- As leader of the Vanguard young professionals network, he led the design, planning and delivery of the network's program of work which was heavily based around internal and external communication including social media. He co-created and collaborated in leading the Interdepartmental Language Interchange Program (ILIP) which garnered over 850 participants in its last uptake from 6 departments and agencies.



# Philippe Blanchette

He / Him



- Philippe has a distinguished 17-year career within the federal public service, characterized by a progressive journey through a variety of roles such as human resources, including labour relations, compensation, reporting, and strategic planning.
- Philippe currently holds the position of Assistant Director and Chief Human Resource Officer (CHRO) for the People, Culture, and Workplace Sector at the Financial Transactions and Reports Analysis Centre of Canada (FINTRAC). Previously, he held key positions such as Director General (DG) within the Workplace Relations and Compensation Directorate at the Canada Revenue Agency (CRA). He also excelled as DG for People Strategies and Services at FINTRAC and DG of Workplace Services at Public Services and Procurement Canada (PSPC).
- His professional journey has been marked by a steadfast commitment to prioritizing employee well-being, diversity and inclusion, as well as promoting and supporting a strong appreciation for work/life balance, further enhancing the overall work environment.
- In addition to his professional achievements, Philippe holds a Multidisciplinary Bachelor's degree of arts and social sciences, complemented by a certificate in personnel administration from University of Moncton.

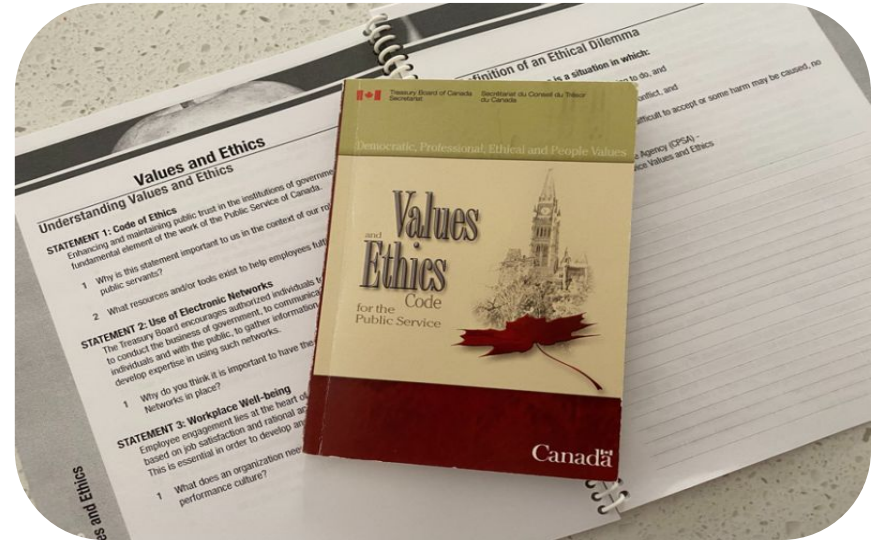






# What do **values & ethics** mean to us?

- ✓ **Respect for democracy**
- ✓ **Respect for people**
- ✓ **Integrity**
- ✓ **Stewardship**
- ✓ **Excellence**



# Online behaviours to avoid

- ✓ Don't share private information
  - ✓ Don't ghost others
  - ✓ Don't hijack another post by making it about you
  - ✓ Don't over-tag or over use hashtags
  - ✓ Don't take credit for other's work
  - ✓ Don't overshare - others perceptions matter
  - ✓ Don't take on the trolls yourself
- REPORT ANY MISCONDUCT**



# Online behaviours to consider

- ✓ Share valuable content
  - Be intentional and consider implications
- ✓ Craft a compelling and professional social media profile
  - Ensure it is complete and up to date
  - Showcase skills, experience, and achievements effectively
- ✓ Enhance visibility and attracting potential employers
  - Use professional language with proper spelling and grammar in posts
  - Set boundaries

# THINK

BEFORE YOU SPEAK

**T** is it *TRUE*?

**H** is it *HELPFUL*?

**I** is it *INSPIRING*?

**N** is it *NECESSARY*?

**K** is it *KIND*?





1

*Instagram*

Popular platform for promotion of professional events & Initiatives. Follow GC Influencers.



2

*Twitter*

To follow senior leaders & receive real time important updates. Primarily for key milestone posts.



3

*LinkedIn*

Professional updates (i.e. new job) for your friends and colleagues. Follow GC Influencers.



4

*Facebook*

Great avenue to follow GC pages: Career Marketplace, GC Jobs, 2nd language training, Mentorship & Career Development.



5

*TikTok*

No longer allowed on the GC Network - For personal use only.

Are you Team Barbie or Team Oppenheimer? 🙄

👉 I'm Claudia, a passionate professional seeking new challenges!

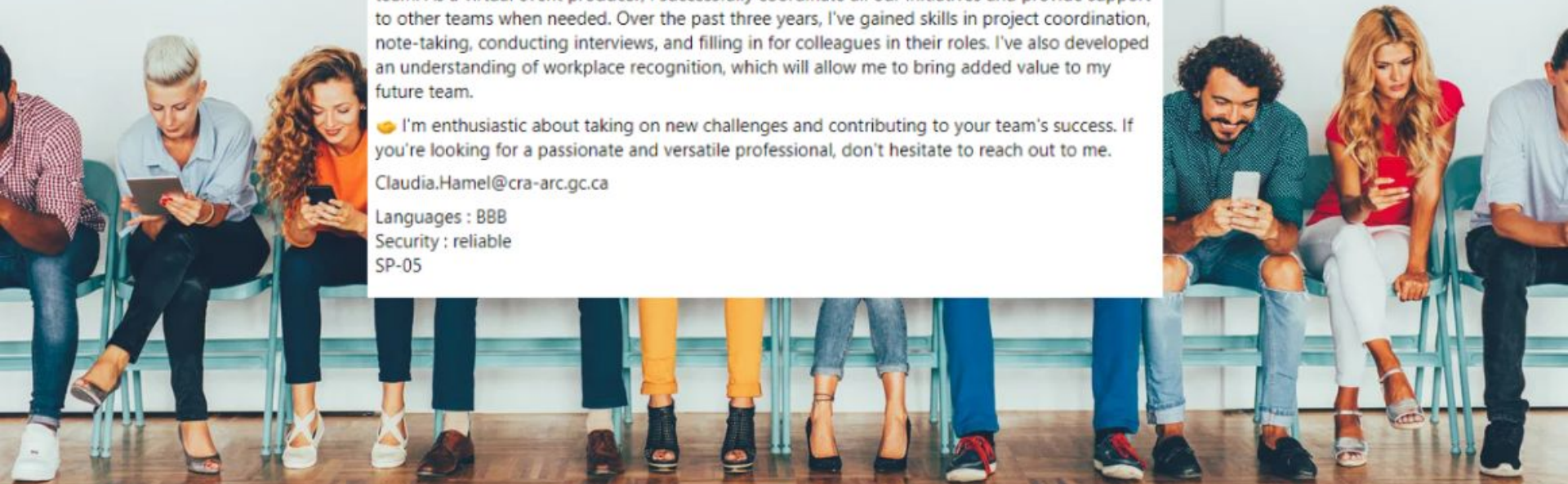
🏢 Currently employed at the Canada Revenue Agency, I've accumulated three years of experience as a program officer, where I've developed valuable skills in graphic design. Holding a college degree in Graphic Design, my primary role within the recognition and charity campaign program team at CRA involves creating graphic elements such as logos, web banners, backgrounds for MS Teams, and all things related to design. I've also acquired expertise in accessible graphic design.

📺 Additionally, I'm responsible for producing events on MS Teams and MS Teams Live for my team. As a virtual event producer, I successfully coordinate all our initiatives and provide support to other teams when needed. Over the past three years, I've gained skills in project coordination, note-taking, conducting interviews, and filling in for colleagues in their roles. I've also developed an understanding of workplace recognition, which will allow me to bring added value to my future team.

👉 I'm enthusiastic about taking on new challenges and contributing to your team's success. If you're looking for a passionate and versatile professional, don't hesitate to reach out to me.

Claudia.Hamel@cra-arc.gc.ca

Languages : BBB  
Security : reliable  
SP-05



# Q&A Time



# Learning Objectives

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# Thank You





# Upcoming Sessions

- Annual **In Person Learning Days** across each Province throughout 2024.
- **Departmental Showcase** - From June 11 to August 20, 2024, join us every Tuesday to hear about cool jobs, common role responsibilities, and bust misconceptions from future leaders in their departments.
- **Welcome to the GC** - This half-day virtual event will help participants navigate their career in the GC.
- More info on all the above dates and locations can be found on our FYN Wiki page.

