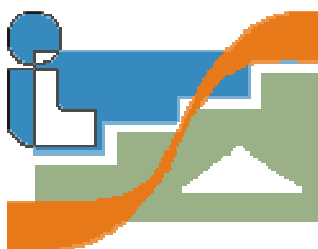


I.E.S. Sant Vicent Ferrer d'Algemesí

# Work in Europe



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# 1. Employment

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## 1.1. Europas

Anyone wishing to make use of the Europass can start by developing a Europass CV, which enables the user to show their capabilities and qualifications, and then can be attached to other Europass documents.

The Internet address <http://europass.cedefop.europa.eu/> contains all the information about the Europass and is available in almost all European languages .

### 1.1.1. What is Europass?

If you intend to enroll in an education or training program in another country, to seek employment or complete work experience abroad it will be very important for you to present your skills and competences in a readily comprehensible way.

In addition to the traditional curriculum models, which remain the most widely used, it is important that you know now the European CV or Europass Curriculum Model.

Europass curriculum vitae or European model is a new system to aid citizens created by the European Union in December 2004, based on a community framework for the transparency of qualifications and skills.

This is a common model curriculum vitae to present in a systematic, chronological and flexible way, your skills, qualifications, training and work experience throughout the European Union. The European curriculum model is available in several languages and just like Easy Curriculum includes specific instructions on the different fields that must be completed.

### 1.1.2. Purpose of the Model European Resume

The European curriculum model - Europass - aims to facilitate your job mobility in Europe, so you can:

- Present your skills and qualifications clearly and in an easily understood way throughout Europe (European Union, EFTA / EEA and candidate countries);
- Move professionally throughout Europe

### **1.1.3. Traditional Curriculum Models vs. Europass Curriculum**

The main difference of the European Curriculum Vitae from the traditional curriculum models is the importance it attaches to skills, ability to communicate, manage resources, and to lead and manage groups. In this sense, the Europass CV just as Easy Curriculum, allows you to reflect on all the potential you have and which you can transfer to the professional stage.

The Europass Curriculum consists of 5 documents:

- 2 documents (Curriculum Vitae (CV) Europass and Europass Language Passport) that the person can develop themselves; and
  - The Europass Language Passport
 

The Europass Language Passport allows you to describe your personal linguistic skills, which are essential for training or working in Europe.
  - The Europass Language Passport was developed by the Council of Europe as part of the so called European Language Portfolio which consists of three documents: the Language Passport, the Language Biography and Linguistics Dossier.
- 3 other documents (Europass Diploma Supplement / Certificate, the Europass Diploma Supplement and Europass Mobility), which prepares and issues the respective competence authorities.

### **1.1.4. The Europass Curriculum Model and Its Use**

The use of the Europass CV is voluntary, but if you intend to enroll in an education or training program in another country, to seek employment or complete a work experience in another European Union country, it will be very interesting to also submit your abilities and skills in a consistent and easily understood way using the

Europass curriculum model. For more information on the European model curriculum, you should consult the network of National Europass Centers.

### 1.1.5. Examples of C.V.s:

The Europass website will provide some examples indicative of the European model of CV - Europass. You can also download the demo version of Easy Curriculum.



## Europass Curriculum vitae

### Personal information

First name(s) / Surname(s)  
Address(es)  
Telephone(s)  
Fax(es)  
E-mail(s)

**Betty HOBKINS**

32 Reading rd, Birmingham, B26 3QJ, United Kingdom  
Personal: +44 2012345678 Mobile: +44 7123456789  
+44 2012345679  
hobbies@kotmail.com

Nationality(-ies)

British

Date of birth

07.10.1974

Gender

Female

### Desired employment / Occupational field

**EUROPEAN PROJECT MANAGER**

### Work experience

Dates  
Occupation or position held  
Main activities and responsibilities  
Name and address of employer  
Type of business or sector

August 2002 onwards  
Independent consultant  
Evaluation of European Commission youth training support measures for youth national agencies and young people.  
British Council, 123, Bd Ney, F-75023 Paris  
Independent worker

Dates  
Occupation or position held  
Main activities and responsibilities

March – July 2002  
Internship  
- Evaluating youth training programmes for SALTO UK and the Partnership between the Council of Europe and European Commission  
- Organizing and running a 2 day workshop on non-formal education for Action 5 large scale projects focusing on quality, assessment and recognition  
- Contributing to the Steering Group on training and developing action plans on training for the next 3 years. Working on the Users Guide for training and the Support Measures  
European Commission, Youth Unit, DG Education and Culture, 200, Rue de la Loi, B-1049 Brussels  
European institution

Name and address of employer  
Type of business or sector

Dates  
Occupation or position held  
Main activities and responsibilities

October 2001 - February 2002  
Researcher / Independent Consultant  
Working in a research team carrying out in-depth qualitative evaluation of the 2 year Advanced Training of Trainers in Europe using participant observations, in-depth interviews and focus groups. Work carried out in training courses in Strasbourg, Slovenia and Budapest.  
Council of Europe, Budapest  
European institutions

Name and address of employer  
Type of business or sector



## Education and training

Dates 1997-2001  
 Title of qualification awarded PhD  
 Principal subjects/occupational skills covered Thesis Title: *'Young People in the Construction of the Virtual University'*, Empirical research that directly contributes to debates on e-learning.  
 Name and type of organisation providing education and training Brunel University, London, UK  
 Level in national or international classification Funded by an Economic and Social Research Council Award  
 ISCED 6

Dates 1993- 1997  
 Title of qualification awarded Bachelor of Science in Sociology and Psychology  
 Principal subjects/occupational skills covered - Sociology of Risk, Sociology of Scientific Knowledge/ Information Society;  
 - E-learning and Psychology; Research Methods.  
 Name and type of organisation providing education and training Brunel University, London, UK.  
 Level in national or international classification ISCED 5

## Personal skills and competences

Mother tongue(s)

Other language(s)

Self-assessment

European level (\*)

French

German

## English

| Understanding |                 |         |                 | Speaking           |                  |                   |                 | Writing |                 |
|---------------|-----------------|---------|-----------------|--------------------|------------------|-------------------|-----------------|---------|-----------------|
| Listening     |                 | Reading |                 | Spoken interaction |                  | Spoken production |                 |         |                 |
| C1            | Proficient user | C2      | Proficient user | B2                 | Independent user | C1                | Proficient user | C2      | Proficient user |
| A2            | Basic user      | A2      | Basic user      | A2                 | Basic user       | A2                | Basic user      | A2      | Basic user      |

(\*) Common European Framework of Reference (CEF) level

Social skills and competences

- Team work: I have worked in various types of teams from research teams to national league hockey. For 2 years I coached my university hockey team;
- Mediating skills: I work on the borders between young people, youth trainers, youth policy and researchers, for example running a 3 day workshop at CoE Symposium 'Youth Actor of Social Change', and my continued work on youth training programmes;
- Intercultural skills: I am experienced at working in a European dimension such as being a rapporteur at the CoE Budapest 'youth against violence seminar' and working with refugees.

Organisational skills and competences

- Whilst working for a Brussels based refugee NGO 'Convivial' I organized a 'Civil Dialogue' between refugees and civil servants at the European Commission 20th June 2002.
- During my PhD I organised a seminar series on research methods.

Computer skills and competences

Competent with most Microsoft Office programmes and some experience with HTML.

## Additional information

### PUBLICATION

'How to do Observations: Borrowing techniques from the Social Sciences to help Participants do Observations in Simulation Exercises' Coyote EU/CoE Partnership Publication, (2002).

### PERSONAL INTERESTS

Creating pieces of Art and visiting Modern Art galleries. Enjoy all sports particularly hockey, football and running. Love to travel and experience different cultures.

## 1.2. EMPLOYMENT SITES

### 1.2.1. What is a job portal?

A website dedicated to serving as an intermediary between job seekers and companies in the selection process.

#### Applicants:

- Must register if you want access to all services or to the information site full of registered job vacancies.
- Your resume, collected through a questionnaire becomes part of the database and is available to business users.
- It is free.
- They provide an early warning system on the appropriate job profile, normally via e-mail, although in most developed sites offer other options like the RSS.
- In some cases you may know the number of nominations for a particular job and can keep track of your own self-candidacy.
- It provides information on job searches, information on courses, etc.

#### The basic structure of the sites:

- Search (basic and advanced) from a range of categories and / or words.
- Entry and access for registered users
- Access to businesses
- Featured offers(payment option for businesses)
- Latest offers
- Thematic Channels: Ranking the offers based on criteria such as first job or occupational sectors.
- Additional information for job searches.

### 1.2.2. The "big" job portals on-line

Although the platforms through which we access job offers and demands are many and varied, the user still prefers the best known, the so-called "giants. " They all have high Internet traffic from users, who come to them knowing that they will insert their resume for free, and which will provide them with direct access to all the companies that fill their large directories and in this way obtain a large number of interviews.

The secret to their success is simple: become the intermediary between the applicant and the employer.

Such sites usually distribute their offerings into three sections: the search box (which allows you to search by profession or specialty, geographical location and keyword), a section showing the top promotions (usually companies will have to pay to appear here) and one where the latest offerings are displayed.

In all of them, companies should report at least the following: Legal form (group, partnership ...), type of industry (Software. ..), Province, No. of employees in the company, URL (link) and description.

We will discuss four areas:

- 1.2.2.1. The American field
- 1.2.2.2. The Spanish field
- 1.2.2.3. The Latin American field
- 1.2.2.4. The European field

#### 1.2.2.1. The U.S. Field

Americans are by far, the winners of the battle for jobs on-line. Monster [www.monster.com](http://www.monster.com), and Career Site <http://www.careerbuilder.com/> are those who take the lead in this field, with thousands of listings offered. They managed to be within the 100 most visited Internet sites, no inconsiderable achievement given that they are not general but thematic portals.

If we focus our attention on Monster, it is inevitable to refer to the intrinsic truth that contains its name, because with more than 480,000 international job nobody can contradict the fact that this is a true "Monster".

This site is the most important in U.S., as well as in France and the United Kingdom. In addition, it has become one of the main sites of employment in this sector within Europe, Jobline [www.jobline.com](http://www.jobline.com). To get an idea of what the acquisition means, we need only to say that both sites have more than one million registered users!

Given all this, it is obvious to conclude that it is a Monster. Not only because the number of registered users, but for their ability to engulf other sites also dedicated to serving the supply / demand of employment.

Besides the U.S. it has its own sites in Canada, Great Britain, Ireland, Hong Kong, Singapore, Belgium, Australia, Germany, France, New Zealand and Spain.

Monster, along with other U.S. sites mentioned above, has set the standard for virtual exchanges that have subsequently appeared on the network, which have attempted to provide, as far as possible, the same services:

- The search can be developed, as in most, by prior allocation of a specific geographical area, indicating the profession or specialty, and noting keywords related to what is being sought. The intention is to eliminate from the outset the options that do not matter. Once the appropriate selections are made, a list of ads is offered by the specified profile and there is an option where you can insert your CV.
- Ability to write and add CV. Monster offers the possibility of drawing up to 5 different resumes.
- Items of value concerning the strategy to be followed for a successful Internet job search, as well as information related to the CV, interviews, laws, rights, etc.

Companies intending to put an ad on Monster can choose between two basic options: becoming members or not becoming members.

- Those who do not wish to become members need only to fill in the information requested on a form: category the job you want to advertise belongs to,

location, job description, minimum education level required, working hours, Salary information, etc. It should also indicate the period of time they want to show their ad and make the corresponding credit card payment. These companies may indicate, at the same time, the information they want to hide in their ad.

- Those who do decide to join will enjoy a series of added advantages (whoever pays is the boss):
  - Access to Monster's database (containing more than 9 million CV)
  - Advanced technology applied to the pre-selection of CVs posted in their ad.
  - Agents automatically search for CV.

Monster.com makes it clear that future employment is in the hands of computer scientists, engineers and web designers and multimedia.

#### **1.2.2.2. The most visited in Spain**

The original U.S. online mode to find work has also reached Spain, although with significant differences of visits.

##### **INFOJOBS ([www.infojobs.net](http://www.infojobs.net))**

Is undoubtedly the leader of the sites by number of jobs and CVs that can be found, which manages approximately 20,000 jobs and every day they post about 150 resumes.

It is free for both job seekers and for companies that need professionals and contains a large number of services, all presented in the same Home. Besides containing, as most job sites, direct links to all companies that advertise, there are plenty of resources devoted to optimize or speed up the process of finding candidates, although they are not, obviously, free.

You can access job offers in different ways:

- From the home page you can subscribe to jobs that interest you and you locate through:

-a browser

-through channels

-through companies

-outstanding offers (payment service for businesses)

-latest offers

- By subscribing to e-mail alerts Infojobs send you offers that meet your profile.

This the "passive" option and you run the risk of arriving late.

- By subscribing via RSS, this option is available for searches conducted through search and channels.

Companies who prefer to place an ad in Infojobs may choose from several modalities. The cost of these vary depending on the number of additional services you wish to hire.

- By opting for the "simple offer", they do not have to pay anything and will receive the delivery service by e-mail that the web provides.

• Those who decide to place an outstanding bid by category, will have available in addition to sending e-mail, the service of the "killer questions" (questions that serve as a filter to exclude, directly candidates of no interest) and reports on the effectiveness of your ad.

- Another option is to display an offer on the same Home. This type of featured offered requires an even higher fee.

• The so-called "Advanced Management" feature includes everything that optimizes the selection process: Screening CV, Killer questions and reports of effectiveness.

- Another option, more expensive, is to present an offer with the company logo.

This great work portal, in addition to all sections of the stock standard offers virtual services such as chat forums, resource centers and resources on training.

It is clear the importance that Infojobs has on this sector. However, many other nodes, little by little, are getting to jeopardize their lead.

**LABORIS.NET** (<http://www.laboris.net>)

Laboris.net: Jobs | Employment | Human Resources

More than a job search, find all the jobs we have available.

**MONSTER.ES** (<http://www.monster.es>)

Find Jobs. Create a Better Career.

Find the job that is right for you. Use Monster's resources to create a groundbreaking curriculum, search for jobs, prepare for interviews and to launch your career.

**GLOBAL WORK** ([www.global-work.com](http://www.global-work.com))

Provides the same services as other not only in Europe but internationally, making it possible for the CV inserted to reach companies around the world.

**TRABAJO.ORG** ([www.trabajo.org](http://www.trabajo.org))

Interesting site also the service offered by the site Trabajo.org. Despite belonging to one group of sites that overlook a little design and presentation of its resources, emphasizes the renewal or upgrade offered that are shown daily.

This Spanish site also contains other sections related to the working world in general: news, services ...

**TRABAJOS.COM** ([www.trabajos.com](http://www.trabajos.com))

One of the most trusted sites by companies, nearly 2,000, at the time your ads are placed. It also enjoys the confidence of job seekers, with a total of 75,000 CV inputs.

**Infoempleo** ([www.infoempleo.es](http://www.infoempleo.es))

There are other sites that, rather than stick out because of its database of businesses, do so by the quality of other services. This is the case of Infoempleo, with all sorts of information related to employment: news, scholarships, training, tips for good writing of the curriculum ... In this sense it is also important to mention that you can see all kinds of specialized studies, courses, awards, masters, scholarships, etc. It specializes in helping graduates, and qualified technicians. Sites like Ahoraque, [www.ahoraque.com](http://www.ahoraque.com), are particularly interesting for students seeking their first job.

**EMPLEO.COM** ([www.empleo.com](http://www.empleo.com))

Another type of site very useful for job searches in that they offer a service to expedite the job search on-line. This is the case of Empleo.com, which sends via e-mail, a weekly newsletter for job candidates who have registered and have indicated their email address.

### 1.2.2.3. The most visited in Turkey

**ISKUR (TURKISH EMPLOYMENT ORGANISATION):** It serves to increase employment and to supply the needs of qualified labor force of the market.  
<http://www.iskur.gov.tr/>

**UMEM: (SPECIALIZED VOCATIONAL TRAINING CENTERS):** It serves to to increase skills and qualifications of the young via vocational training.  
<http://www.beceri10.org.tr/>

**MBS (VOCATIONAL INFORMATION SYSTEM):** The goal of this system is to let you be aware of yourself and your skills, to choose your work and to change it.  
<http://mbs.meb.gov.tr>

**E-MEZUN:** It serves to follow future lives of the vocational graduated students, to prepare CV and to find a job. <http://emezun.meb.gov.tr>

**MONSTER** <http://monster.com.tr>

There are also other portals, maybe not so popular, but we must reference them:

**KARIYER.NET**

<http://www.kariyer.net/>

**YENEBIRIS.COM**

[www.yenibiris.com](http://www.yenibiris.com)

**ISARAYAN.ORG**

[www.isarayan.org](http://www.isarayan.org)



#### 1.2.2.4. The most visited in Portugal

If you are seeking employment, the Office of Employment and Vocational Training is close at hand to support you. You can register as a jobseeker at the Job Centre via two routes:

- Using the service NETemprego (<http://www.netemprego.gov.pt>)
- In person, addressing himself mainly to the Job Centre in your area of residence.

By registering at the Job Centre a specialized technical team:

- Establishes a Personal Employment Plan
- Displays job
- Establishes a plan for job search
- Proposes actions to facilitate access to employment.

**Research Mobility Portal** <http://www.eracareers.pt/>

**European Youth Portal**

[http://europa.eu/youth/working/finding\\_a\\_job/index\\_pt\\_pt.html](http://europa.eu/youth/working/finding_a_job/index_pt_pt.html)

This site compiles some of the most important portals for job offers in Portugal

**Good Jobs in Portugal** <http://www.bonsempregos.com/>

This site is updated daily and offers employment opportunities in Portugal and some African countries

**Net Jobs** <http://www.netemprego.gov.pt/IEFP/>

In this portal, after a simplified registration procedure, we find several job offers and enter our own orders.

**Employment Portal** <http://www.portalemprego.eu/>

This portal is the result of a project involving the U.S. and the EQUAL program offers free access to job vacancies, training and volunteering.

**Adecco** <http://www.adecco.pt>

One of the largest job search portals. We can look for job vacancies in the area of the applicant, fill out our CV and register ourselves in the database.

**Job Opportunities** <http://emprego.aeiou.pt/>

A useful site for job seekers and for companies. Search job offers tips and consultation to seek employment.

**Egor: @ Job Bank** <http://www.egor.pt/>

Job opportunities for graduates in particular. You can search by location and by professional area. See the tips to look for jobs, CV preparation, advice, etc.

**Portal SuperEmprego** <http://superemprego.sapo.pt/pt/index.html>

Source of information on employment. . Examples of resumes, tips for making letters, etc.. We can apply them online.

**Randstad** <http://www.randstad.pt/rpt/home/index.xml>

Temporary employment agency. On this site you can search for jobs, send our CV or find information about jobs in Portugal.

**Select** <http://www.select.pt>

Database of temporary jobs. Opportunities grouped by location or sector. We can apply them online.

**StepStone** <http://www.stepstone.pt>

Base job offers in Portugal and abroad. Search available by occupational field, location or category. Carry out registration and send our resume.

**Vedior** <http://www.vedior.pt>

Base vacancies grouped by location and sector.

**InfoJobs.PT** <http://www.infojobs.pt>

Database of temporary jobs. Opportunities grouped by location or sector. We can apply them online

**NETemprego** [www.net-empregos.com](http://www.net-empregos.com)

Base job offers in Portugal and abroad. Search available by occupational field, location or category. Carry out registration and send our resume.

**EMPREGOS.org** <http://www.empregos.org>

Base job offers in Portugal and abroad. Search available by occupational field, location or category. Carry out registration and send our resume.

**EURES** <http://ec.europa.eu/eures>

EURES is the European network of employment services to facilitate the mobility of workers across national borders and across borders within the European Economic Area (and Switzerland) - an area that currently includes 31 countries.

This network offers information, advice and support to the placement / recruiting, promoting contacts between job seekers and employers interested in recruiting outside the country.

In Portugal, the EURES network is integrated:

- the Office of Employment and Vocational Training, on the Continent;
- Jobs in Institute of Madeira;
- The Regional Directorate for Employment, Vocational Training and Consumer Protection, in the Azores.

EURES have a network of 25 advisers can present in various regions of the country.

## **INTERNATIONAL PORTALS**

### **Linkedin Student Job Portal**

Linkedin has brought us today the long awaited Linkedin Student Job Portal.

**Emprego.aeiou.pt**

One of the best job search sites Portuguese. It is the ultimate destination for job seekers and companies. Allows you to browse jobs by location and key skills. Allows send CV for offers of lucrative work.

### **Egor.pt**

This job portal is mainly for the trainees. The job seeker can search jobs by location and job skills. Get advice on how to prepare resumes and tips for finding work in this portal.

### **Time Team**

Provides job listings grouped by sector and location. Candidates may also seek information differently.

## **1.2.2.5. The most visited in ITALY**

In order to find a job, in Italy the first step is to reach the employment centre (Centro per l'Impiego) which helps people to create a profile with detailed skills and experience and a Curriculum Vitae.

The methodology for job research is changing locally and at a national level. There is a new way of finding job and to send curriculum.

### **JOBLINE <http://www.jobonline.it>**

It is one of the most used website for job recruitment. It works as a platform where you can share your curriculum vitae and associate it to the available jobs.

### **JOBRAPIDO <http://www.jobrapido.it>**

This is the first website used by employment centre in order to search and create a list of possible jobs for the clients

### **EURES <http://ec.europa.eu/eures>**

EURES is the European network of employment services. This network offers information, advice and support to the placement / recruiting, promoting contacts between job seekers and employers interested in recruiting outside the country.

### **MONSTER [www.monster.it](http://www.monster.it)**

Is absolutely the most used to choose which recruitment agencies website are available. The most important thing that you need to know is which job level you are looking for. Anyway, most of the recruitment agencies do publish vacancies on Monster too! therefore it is not unusual to be redirected, from an application to a vacancy on Monster, to the website of the another recruitment agency.

### **Eurodesk**

The Eurodesk European network is established as a permanent support structure of the Youth in Action Programme of the European Union to provide high quality information and advice concerning Europe to young people and those who work with them. The staff of Eurodesk contributes on informations about the european opportunities for youth and for making a good European curriculum.

### **Linkedin Student Job Portal**

Linkedin has brought us today the long awaited Linkedin Student Job Portal.

### **1.2.2.6. Latin America**

Most Latin American job sites allow access to offers that require Spanish-speaking people to work in different states of America. On the other hand, you also often find ads that require bilingual professionals to work in the United States. The most significant example brings us LatPro, [www.latpro.com](http://www.latpro.com), which is specifically targeted to Spanish-speaking professionals or portuguesa, and is one of the sites preferred by users as the company's annual report Interbiznet.

Other sites are equally interesting Laborum, [www.laborum.com](http://www.laborum.com), containing numerous articles relating to the workplace and Empléate, [www.empleate.com](http://www.empleate.com), which is completely free.

With similar characteristics there is Allied Laboral.com, <http://www.aliadolaboral.com>, Working, [www.trabajando.com](http://www.trabajando.com), with performance in Argentina, Colombia, Chile, Mexico, Peru and Venezuela offers; Greetings [www.saludos.com](http://www.saludos.com); Jobs, [www.trabajos.com](http://www.trabajos.com); Find Employment [www.buscaempleo.com](http://www.buscaempleo.com) created by Astrolabio.net for Spanish-speaking users.

### **1.2.2.7. European Level**

EURES EUROPE: (<http://ec.europa.eu/eures>)

It consists of a European-level portal, where you can first select the language you want.

It works as an easy way to find information on jobs and learning opportunities in Europe. EURES has Job vacancies in 31 European countries, CVs from interested candidates, what is needed to live and work abroad, and more. There are currently about 1 000 000, job vacancies, 600 000 CVs and 24000 employers registered.

The purpose of EURES is to provide information, advice and recruitment / placement (job) to workers and employers as well as any citizen wishing to benefit from the principle of free movement.

EURES is much more than a job mobility portal.

EURES has a human network of more than 850 EURES advisers across Europe.

In the border regions of Europe EURES has an important role to play to inform and help solve problems experienced by all the workers who cross the border daily and companies in which they work.

Created in 1993, EURES is a cooperation network between the European Commission and European public employment services of the Member States of the EEA (EU countries plus Norway, Iceland and Liechtenstein) and other partner organizations. Switzerland also takes part in EURES co-operation. The joint resources of the members and partner organizations EURES provide a solid basis for the EURES network to offer high quality services to workers and employers.

### **1.2.3. Conclusion as interesting note:**

Much is being talked about lately that the best way to find jobs is through your network of contacts (networking), either 2.0 or the one you've used your whole life, and I agree in part with that assessment, but the fact remains that for many, their main way to find a job remains the job sites.

So I dedicate this note to give some hints on how to improve the use of the media, explaining how the recruiter sees, thinks and acts. I will tell you of a case using as an example Infojobs the most widely used site, and today the most popular in Spain.

That it is the most widely used site in Spain makes it a double edge sword, because it is where the most deals are published but also where there are the most candidates, resulting in more direct competition.

When you receive or find a job, you can subscribe to it is as easy as clicking your mouse and this is good and bad. I mean, it's good because it is simple and quick for the user but is bad because it makes it easy for many people that do not have the required profile to register making it necessary for the recruiter to put in a lot of work just in filtering through the candidates. So do not panic when you see a large number of entries for your offer, sure there's a lot of trash between candidates. I advise you to values well before you sign an offer it will save time for you and the recruiter.

Against this background and you can get an idea that one of the critical moments when the recruiter will open and read your application first. 100, 200 or 500 candidates for reading to know that the first reading will be very very fast and one of the objectives will be cleaning up the trash. Sometimes you only have 10 seconds to rule out a candidate. Sounds harsh but true, so we have to save the "match ball."

And since there is no second chance to make a first impression, your first impression Infojobs your application, so let's shelling everything

- Contact: put it all, how many more ways to contact the better candidate. If you also have blog or profile on LinkedIn, Xing, etc. do not hesitate to put it.

- Letter: personalize it for real. Do not copy and paste, do not be generic and politically correct use so many topics, they say nothing. Seeks to highlight, differentiate attention or something, you notice it you've currado. If you will not do any of this, better not do anything.

- Killer questions:

Not always occur, but when the recruiter puts a reason. The translation is not literal, they are not murderers but most questions are questions to be charged to candidates. Remember that I have read almost 500!

Can be of two types

- Closed questions: Although the response you think are the most commonly used to exclude or not the first candidate of change. (Example: Are you interested in working as a freelancer? Yes / No). Clearer water. And remember, be honest, we are not to lose any time you or me.

- Open Questions: take it. It is an opportunity to put something different and not repeat what I put on your resume.

- Study: Do not overload with those courses of 20 hours you did that leave for another site. Here only formal training.

Experience: While the period reviewed, there are no errors. And above all, use either the job description. With regard to wages need not wear it, but if you do use a salary range.

- Knowledge: is a section that I particularly do not like, do not do just in case. Sometimes nothing appears and sometimes the candidate gets an endless list of skills that I do not stop reading. Perhaps suitable for highly technical language or that are requested in the requirements.

- Other information:

- Last updated CV: it costs nothing to update it and we know that you care to keep your CV updated and therefore the most current information is reliable.

- Future work: This section I consider important because it provides very useful information.

- Favorite Position: says a lot about your professional expectations. Afina well, do not put "any"

- Minimum wage / desired: this aspect is always difficult but it is something that sooner or later must be addressed. Be honest and consistent with your career and the position for which you choose. Use a very wide range and not too closed.

- CV in plain text:



Infojobs says: "It ensures your privacy. But why? Well the reason is as follows: Infojobs has a lookup service for CVs. We can search the full database using multiple criteria and see all personal data except CV. The company only pays for those CVs that interest gaining access to personal data. So Infojobs not want to put your contact information in the CV in text, because they screw up the business. Is in your hand facilitate contact your prospective employer or maintain business rules Infojobs, but I prefer to choose knowing why.

Remember that this is only one phase of the selection process but is very critical and important to know a little better how it works, it will increase the possibility of exceeding that pre-filter and contact you by phone or personal interview.

## **1.2. New professional profiles and emerging jobs**

The changes experienced in society and the rapid advance in technology, as well as a greater environmental consciousness in the part of companies and a greater hope for a better and longer life on the part of the global population, is causing changes in the world market. Which is why the new professionals must train in these emerging areas.

They are called the emerging professional profiles or professions of the future, closely related with the leisure, technology, and environment sectors or social services, increasingly present in the European Union.

Emerging professions are professions which are known in the market for some time but for which demand by contractors is still growing faster than average. This happens because the professions in question have been able to continually innovate their content, to respond to changes and to the needs of society. In this group contains all the education levels.

Some examples of emerging professions are nursing, engineering, geriatrician, computer programmer or a taxi driver.

New professions are those professions that do not exist in significant numbers in the country within a given period, but whose demand is growing at a very high percentage. These are generally professions with upper-middle qualifications, with a university degree level or medium, but there may be important exceptions, of a lower level.

Due to the rapid pace of changes in the labor market, it becomes very difficult to order the new professions in a clear and complete manner. Listed below are some of the emerging professions and new professions, grouped in four professional areas.

### 1.3.1. Business professions and human resources:

#### 1.3.1.1. Virtual Lawyer:

- Possible studies: Law

If we now spend our lives connected to the Internet, imagine in twenty years. Conflicts of privacy, honor, intellectual property, etc.

#### 1.3.1.2. Narrowcaster:

- Possible studies: journalism, advertising, public relations, audiovisual communication

In the twentieth century the broadcast was invented, the mass media arrived in large groups. The current trend is reversed: segmentation. Generalist channels and big stars will be replaced by specialized content tailored to the specific interests of different groups of people.

#### 1.3.1.3. Personal Data Controller:

- Possible studies: law, computer engineering

The privacy control and security of the Internet is a priority today. The need to protect yourself from hackers will only increase in coming years, leading to the emergence of this new profession.

#### 1.3.1.4. Personal branders (personal branding managers):

- Possible studies: advertising, public relations

Social networks are changing our way of projecting an image. In a sense, we are all trademarks. The future of image consultants take into account these variables.

#### 1.3.1.5. Banker / investor of time:

- Possible studies: Business Administration

It has always been said that time is money, but the art of managing it correctly every time is more valued, as evidenced by the proliferation of courses on productivity and time management. Time banks already exist: there is only one step from banker to broker.

#### 1.3.1.6. Virtual Organizer:

- Possible studies: information science, business administration

We handle larger volumes of daily information in our work. Pretty soon we will need specialists to help us organize it: an agenda and a secretary will no longer suffice.

#### 1.3.1.7. Labour Welfare Manager:

Will be responsible for designing and implementing benefit plans to improve occupational health and balance between work and personal lives of members of an organization.

#### 1.3.1.8. Agility Consultant:

Help organizations streamline processes, technology, strategies and tools and therefore the entire business.

#### 1.3.1.9. Other professions:

Audiovisual communicator, consultant LOPD, Social Media Strategist, etc.

### **1.3.2. Professions of ecology and social responsibility:**

#### 1.3.2.1. Specialist in elderly welfare:

- Possible studies: geriatrics, gerontology, medicine, psychology, sports science

The aging population will encourage the emergence of new kinds of care for the elderly, covering medicine, aesthetics, psychiatry, sports, finance, lifestyle, etc.

#### 1.3.2.2. Scientific ethicist:

- Possible studies: philosophy, all kinds of scientific careers

Cloning, genetic manipulation, stem cell work ... are subjects that today pose real, ethical challenges. New medical advances promise to spark new controversy. Sooner or later it will be necessary to regulate research to prevent misuse of new discoveries, as it happened, for example, with nuclear energy.

#### 1.3.2.3. Specialist in climate change:

- Possible studies: environmental engineering

Reflect the sun with giant umbrellas, build steel walls to maintain sea level ... these could be some solutions to be implemented to curb the terrible impacts of climate change.

#### 1.3.2.4. Climate Police:

- Possible studies: environmental engineering, meteorology

In some countries, like India, they have already successfully tested the technique of artificially induce rain. If this technology continues to advance, it will be necessary to implement international rules and enforce them, or the consequences could be severe.

#### 1.3.2.5. Sustainability Manager:

Director responsible for ensuring the company's practices regarding the care of the environment and linkages with governments and communities.

Other professions: Executive Coaching, HR consultant

### 1.3.3. Medical and scientific professions:

#### 1.3.3.1. Body Part Maker (body parts manufacturer):

- Possible studies: genetic engineering, biomedicine, biotechnology

The combination of plastic surgery, robotics, genetics and tissue generation is already showing dramatic results. Soon it will be possible to produce organs and limbs to replace damaged members.

#### 1.3.3.2. Doctor innanomedical technology :

- Possible studies: medicine, biomedicine, biotechnology, robotics engineering

Advances in nanotechnology make us envision an era of tiny devices, sub-atomic size, which radically transformed surgical techniques and implants.

#### 1.3.3.3. Memory augmentation surgeon:

- Possible studies: medicine, computer engineering, biomedicine, biotechnology

Can we expand our memory , as we do today with our computer? According to experts at Fast Future, yes, with the help of nanomedicine, of course, that will allow us to implant tiny chips.

#### 1.3.3.4. Executor of Quarantine:

- Possible studies: medicine, biomedicine, epidemiology

It is possible that the huge media coverage of the influenza A virus influenced the experts at Fast Future to bet on this professional profile. Its mission would be to respond to emergencies in the event of a pandemic or even enforce quarantines at the epicenter of infections.

#### 1.3.3.5. Pilots, architects and space tourist guides...:

- Possible studies: architecture, engineering, aviation, tourism

Tourist flights into space already exist (such as those offered by the company Virgin Galactic Airlines). The University of Houston teaches a master's degree in space architecture, which already envisions, the construction of greenhouses on Mars.

#### 1.3.3.6. Alternative Vehicle Engineer:

- Possible studies: industrial engineering

The search for environmentally sustainable alternatives to current transportation is a priority. The electric vehicle just jumped into the market, but it is only the beginning of a long process.

#### 1.3.3.7. Networking Assistant:

- Possible studies: social education, social work, public relations

To be socially integrated, within a few years, will mean being integrated on the Internet. You will see a new model of social worker specializing in improving customer virtual relationships.

#### 1.3.3.8. Virtual Professor:

- Potential studies: science education

The avatars allows management to support teachers in the physical classroom.. and substitute them in the virtual.

#### 1.3.3.9. Network Marketing:

This professional must design a marketing plan that defines which social networks and platforms are worth belonging to(Twitter, Facebook, Tuenti, Flickr ...), create promotions, forums or even specific events themselves for the launch of a product.

#### 1.3.3.10. Community Manager:

- Potential studies: computer science, library and information science, business administration.

Person responsible for creating, and managing a dynamic community of Internet users regardless of the platform they use.

Among the skills a good community manager should have is to being responsible for the ease and accuracy of the drafting texts, with a special interest at the time of liscencing as there are few guidelines for editing articles, and the ability to promote knowledge sharing and opinions between users. In addition, the person or persons responsible for this department must have knowledge of web programming, and flash design issues because they will design and create web pages, applications for Facebook and handle Twitter.

#### 1.3.3.11. Responsible for on-line reputation:

- Potential studies: computer science, business administration.

Also called on-line reputation manager (ORM) or chief listening officer. Is responsible for marketing, search engine optimization and web analytics, as well as controlling the company's presence on the Web.

#### 1.3.3.12. Expert in web analysis:

- Potential studies: computer science, business administration, mathematics, statistics.

They are professionals who are responsible for measuring, collecting and assessing all the data generated by a website and all actions on-line marketing that can be developed around it. Also, you must be able to interpret the complex information provided by statistics, and to present and propose solutions to improve online positioning.

#### 1.3.3.13. Digital information architect:

- Potential studies: computer science, library and information science, business administration.

Responsible for structuring and managing web content, creating a structure or map of information that allows others to find their own paths to information. Designs, creates information content and organizes them. They are also responsible for accessing and labeling information.

#### 1.3.3.14. Usability expert:

- Potential studies: business administration, sociology.

Their work may overlap with the previous or work in close cooperation with it. Should take the place of the user, so it is a figure closer to marketing than technology.

#### 1.3.3.15. Bioinformatics:

- Possible studies: Biology + Computer Engineering.

Combines knowledge of both sciences: biology and informatics. His job is to collect, process, analyze and interpret the meaning of biological data by applying mathematical techniques and software. They should also be able to develop new software tools.

They have to master two disciplines: biology and informatics. They must also have knowledge of physics, chemistry, statistics, mathematics and genetics.

#### 1.3.3.16. Geomicrologist:

- Possible studies: Geology.



Knowledge and understanding of the influence of microbial metabolism on the composition of Earth's crust and soil. Work in creating microorganisms that aid in medicine and the elimination of pollution.

#### 1.3.3.17. Other professions:

Responsible search engine optimization (SEO), creative 2.0, creative advertising, web developer and designer, word scanner and digital editor, communications director 2.0, freelancers manager, knowledge manager, journalist, 2.0, programmer, project manager in Web 2.0 , Brand Angel.

### 1.3.4. Agribusiness:

#### 1.3.4.1. Pharmer (mixed between farmer and pharmacist):

- Possible studies: agricultural engineering, pharmaceuticals, genetic engineering  
Despite its detractors, the genetic modification of plants will continue.

#### 1.3.4.2. Vertical Farmer:

- Possible studies: agricultural engineering

Hydroponic farming can save a lot of field soil and grow more food in less space. Moreover, it is less damaging to the environment. The future of food production for growing goes on floors.

#### 1.3.4.3. Organic food producer:

- Possible studies: agricultural engineering

Organic food producers ensure that their products are free of chemicals and do not produce GM food. Organic crops are enriched through composting in order to give back to the soil the nutrients delivered through food.

These procedures are intended primarily to obtain the healthier foods and environmental protection through the use of clean technology, and also reduce the use of energy and inorganic substances, especially if they are of synthetic origin.

#### 1.3.4.4. Aquaculture:

Activity aimed at cultivating and producing aquatic organisms (animal and plant) in their environment, for human consumption.

#### 1.3.5. Bibliography:

- <http://noticias.universia.edu.pe/en-portada/noticia/2010/03/24/699268/carreras-20-profesiones-futuro.html>
- <http://manuelgross.bligoo.com/content/view/721794/Las-profesiones-del-futuro-de-que-trabajaremos-en-el-2020.html>
- [http://es.wikipedia.org/wiki/Community\\_Manager](http://es.wikipedia.org/wiki/Community_Manager)
- <http://www.educaweb.com/contenidos/laborales/nuevas-profesiones/nuevas-profesiones/>
- <http://www.muycomputerpro.com/2011/01/14/quienes-son-los-profesionales-2-0-y-cuanto-pueden-ganar/>
- <http://recursoshumanossevilla.com/profesiones-2-0-empleo-2-0-talento-2-0-freelance-2-0/>

## 2. Tools 2.0

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### 2.1. Introducción ¿qué son?

### 2.2. Social Network:

#### 2.2.1. Tuenti:



Tuenti is a social network that aims to improve communication and information transmission between people who are contacted by invitation. It allows users to create their own profile, upload photos and videos and connect with friends. It has many other possibilities such as creating events, Tuenti Tuenti Sites and Pages, tag friends in photos, comment statements, create your own personal space, chat in their own chat and Tuenti Games, which are games within the network. It has recently added a video chat functionality with which you can chat with friends via a chat network.

Opened in January 2006, Tuenti is one of the most visited websites in Spain, according to Alexa Internet.

In less than three years, Tuenti has grown to become the most trafficked site in Spain and one of the world's largest sites, of those that operate by invitation. Headquartered in Madrid, Tuenti has an international team of fifteen people of different nationalities.

#### 2.2.1.1. Overview

|                  |                         |
|------------------|-------------------------|
| <b>URL</b>       | <b>www.tuenti.com</b>   |
| <b>Site type</b> | social network services |

|                            |  |
|----------------------------|--|
| <b>Registration</b>        | by invitation                                  |
| <b>Available languages</b> | English, Spanish, Euskera, Galician, Catalan   |
| <b>Owner</b>               | Telefonica                                     |
| <b>Creator</b>             | Zaryn Dentzel                                  |
| <b>Launched</b>            | January 2006                                   |
| <b>Revenue</b>             | 600,000 Euros (2008) / 10 million Euros (2010) |
| <b>Current Status</b>      | Active   |

### 2.2.1.2. Evolution

Tuenti was created in 2006 by Zaryn Dentzel, an American student currently based in Madrid (Spain). Dentzel got to know Spain through an exchange that led to Cabeza del Buey (Badajoz) and years later, following this experience, Tuenti was born. At first it was aimed at university students and some acquaintances could only try it. But later, in view of its success, it allowed entry to more users, but only if you were invited. Tuenti currently has 9.2 million active users in Spain (official Date November 2010), the vast majority of them students between 14 and 28. To find programmers, a selection was made via the Internet, using even the very Tuenti. From there there was a casting and the current team was chosen, it consists of people from around the world (Americans, Polish, English and Spanish). According to Zaryn Dentzel, the name "Tuenti" arose from the need to find one that would include "you" and "you. "To come up with a name the members of the marketing department shuffled many names and in the end chose tuenti because it sounds like "your identity" and because it sounded good, apart from making reference to the range (twentysomething college) that was targeted.

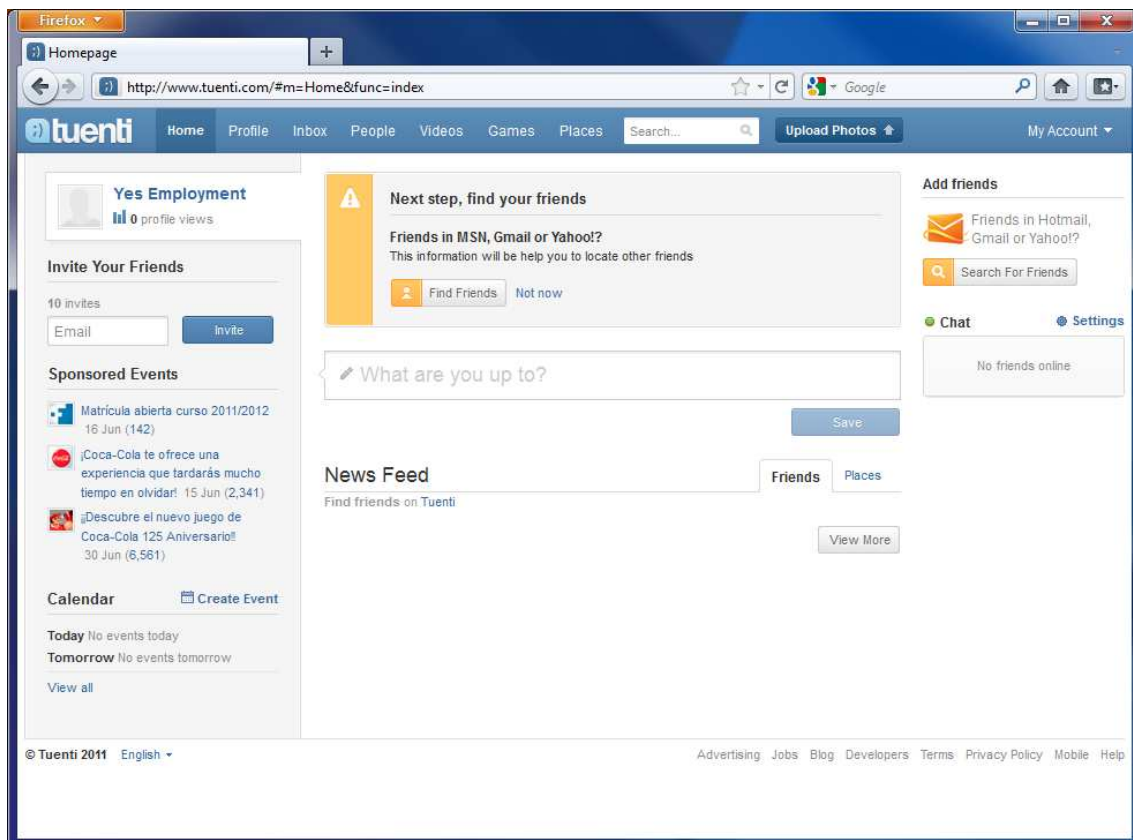
The current owner is Tuenti Telefónica, which on August 4, 2010 obtained 85% of it for an estimated 72 million euros. Telefónica intends to expand Tuenti to other countries (mostly in Latin America and Europe).

### 2.2.1.3. Statistics

In January 2011, Tuenti served about 30,000 million pages per month. Each week there are about 8,000 new users and each user is estimated by the site to dedicate two hours of use per session, while in other social networks like MySpace it does not reached 45 minutes.

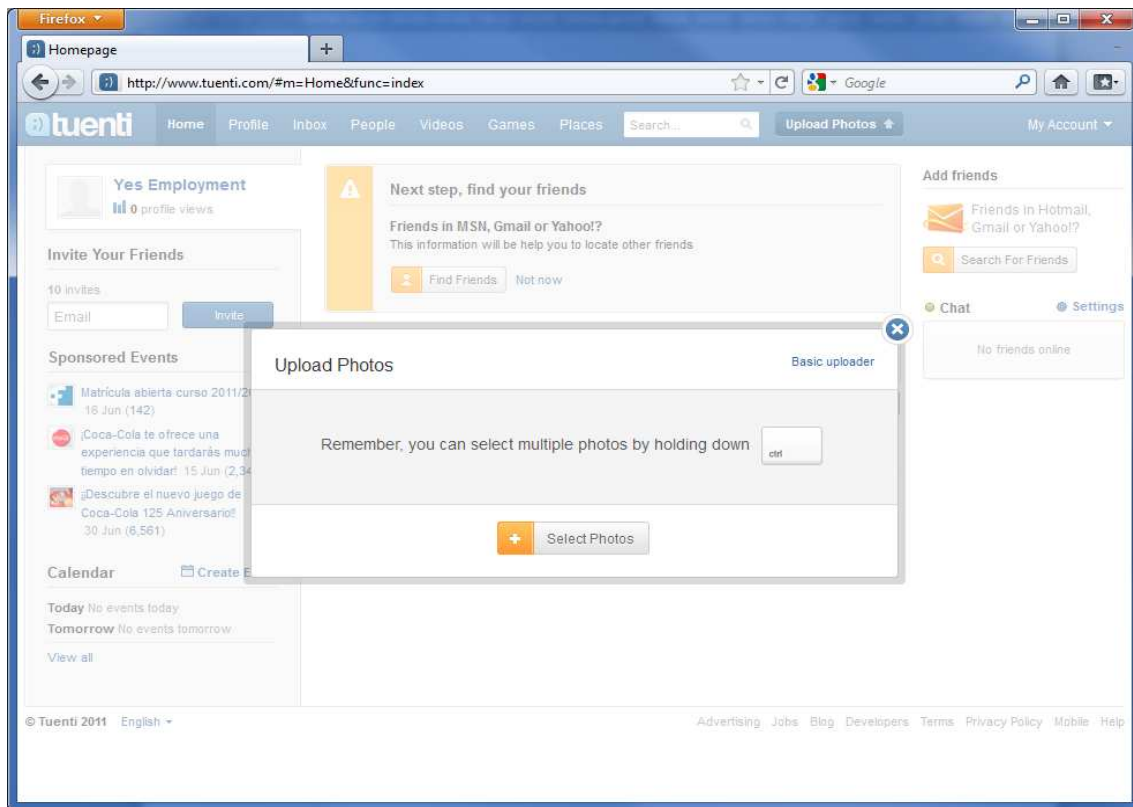
### 2.2.1.4. Operation

Tuenti is a restricted access network which can only be joined by invitation from a previously registered member . This mechanism, according to the company, is sufficient to ensure that all newly arrived users are linked with other members of the network from which to begin to establish relationships with other users. Tuenti's success is based on a social network which targets a specific market or region, Spain, which gives value to the regional and not the foreign as most social networks are from another country.



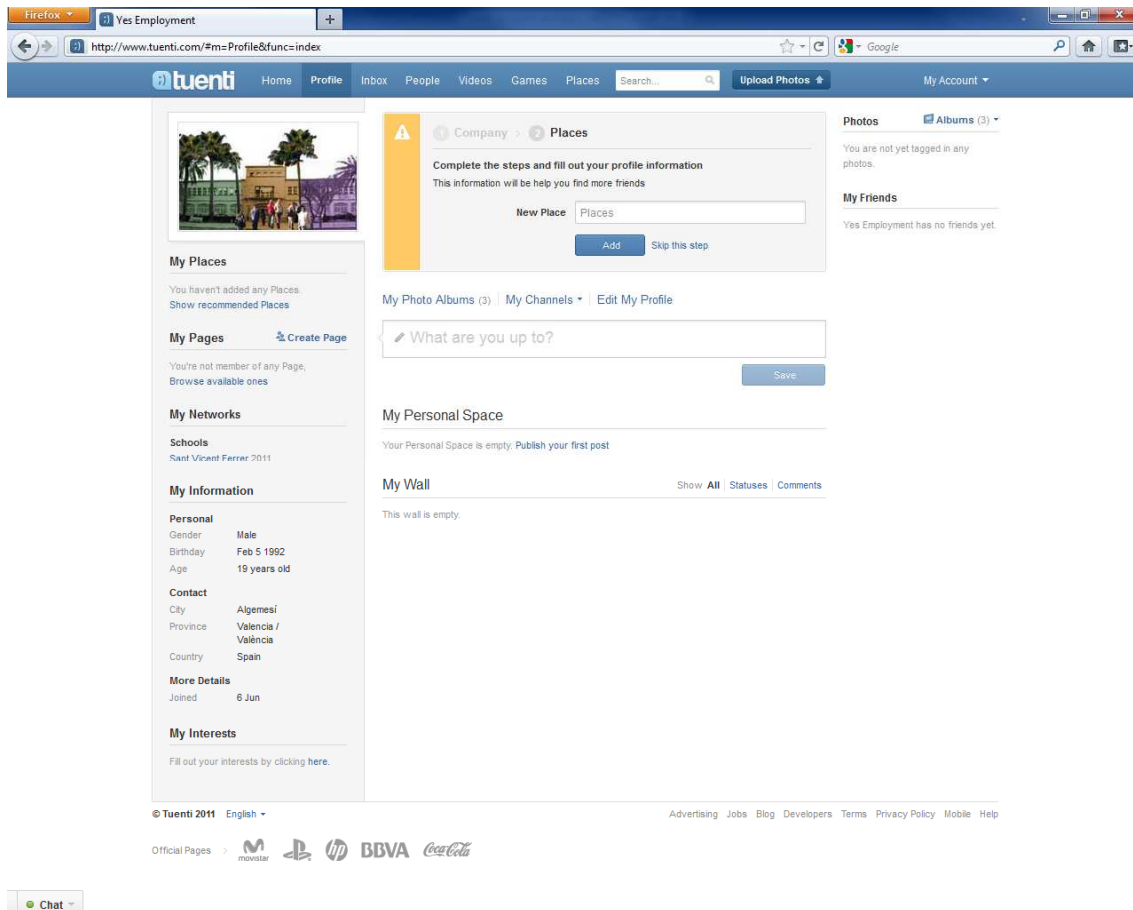
Its system of references makes users feel they are part of an exclusive private community, that puts users' privacy first even before user growth as in other social

networks.

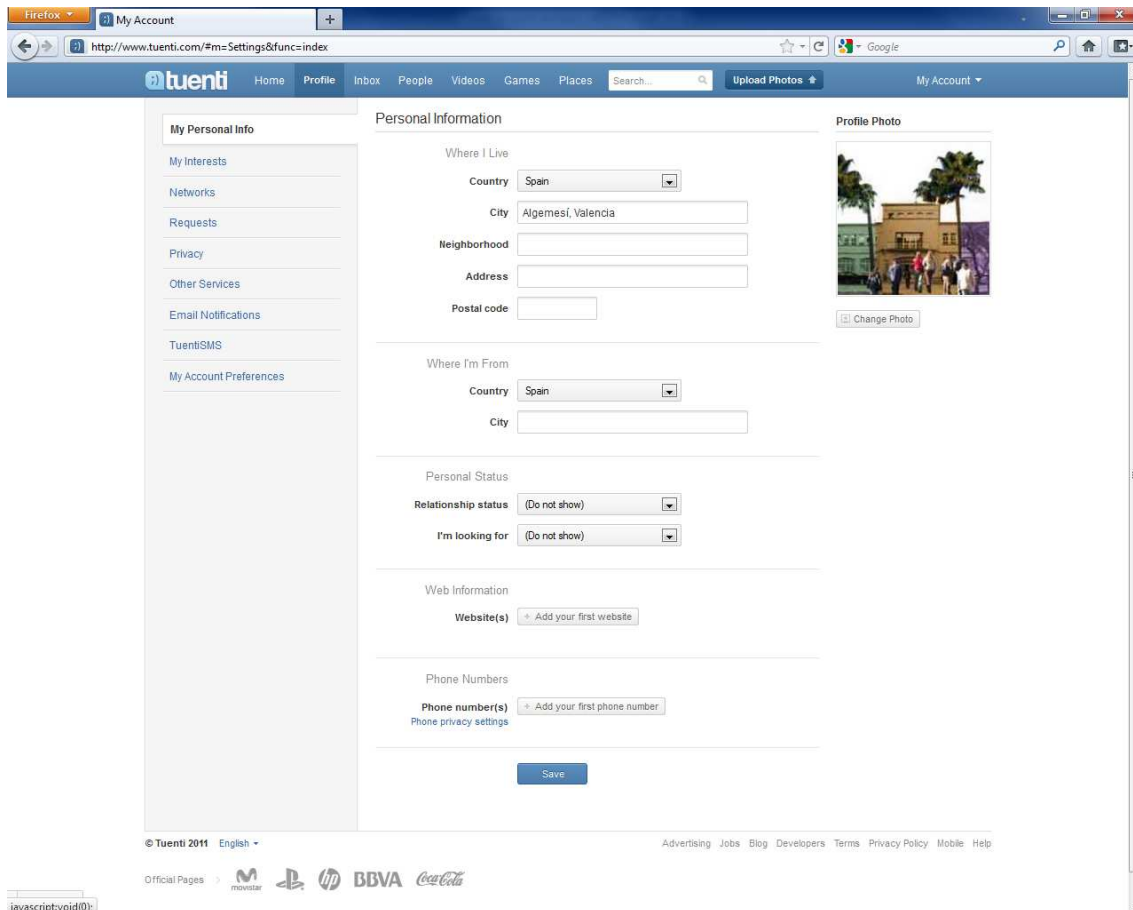


#### 2.2.1.5. Identification

Each user within the network has a page called "My Profile", divided into several sections, which is visible on the net to the rest of the users. It can be set so that it is only visible to the user's friends, to Friends of friends or for all users. On this page the photograph of the use is typically located on the left column with personal information such as sex, age, current status (to choose between "single ", "with someone", "looking to roll with.."), date of birthday, city of residence, which is a search within the network ("friendship ", "boy / girl" "boy / girl to roll with") and the date of admission. Also included in this column is information on user interests and hobbies, favorite movies and books, favorite bands, and the sites they frequent.



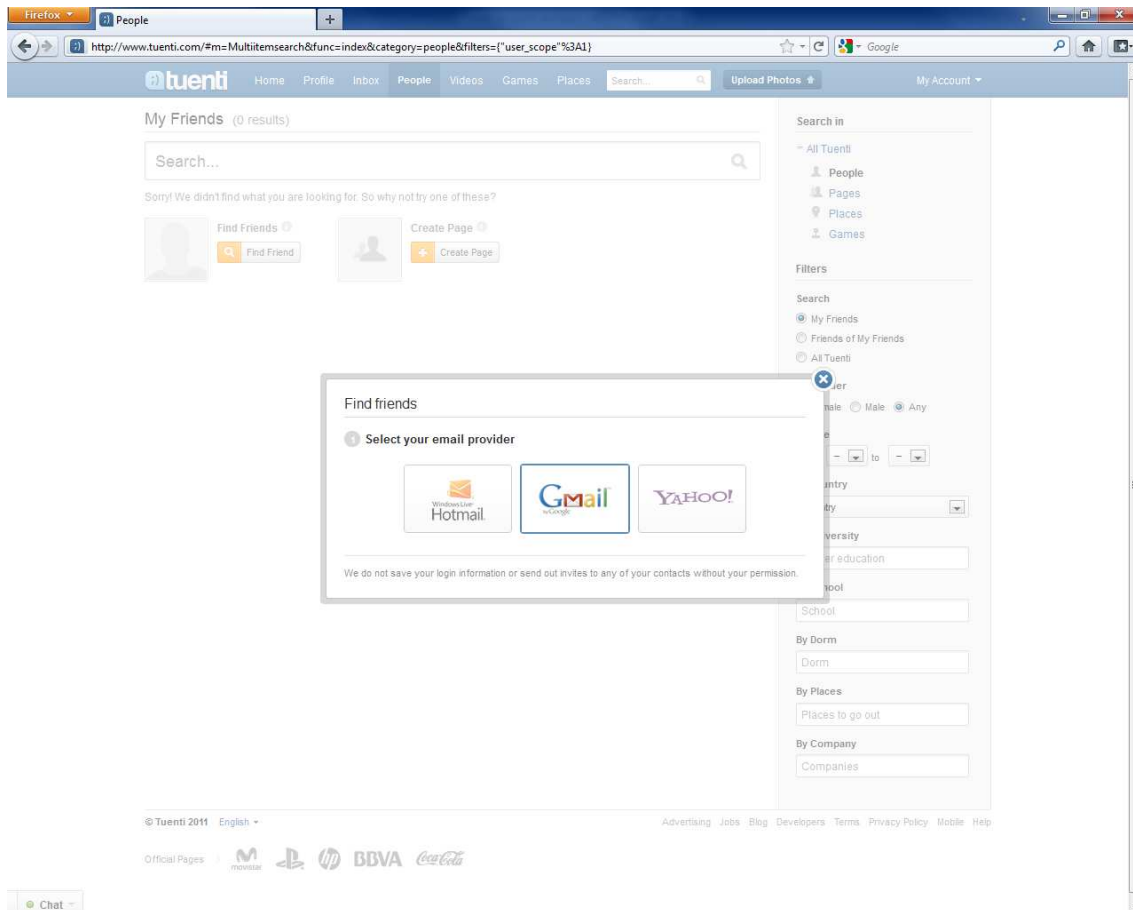
The central column of "My Profile" is divided into two blocks: the blog, and "My board." The blog section gives users a place to write texts and include video blogs, sorting the entries in reverse chronological order. "My board" is a place where other network users can leave personal messages and also where you can view the history of statuses. The new status record contains updates to state what the person was doing recently. These can be optionally synchronize with Twitter. Finally, the right column shows three small lists: one of them is a list of the last eight photos in which the user is tagged, and the second is a lists of the user's friends sorted by the date of profile updates and a smaller list of friends in common with your list of friends.



### 2.2.1.6. Locator

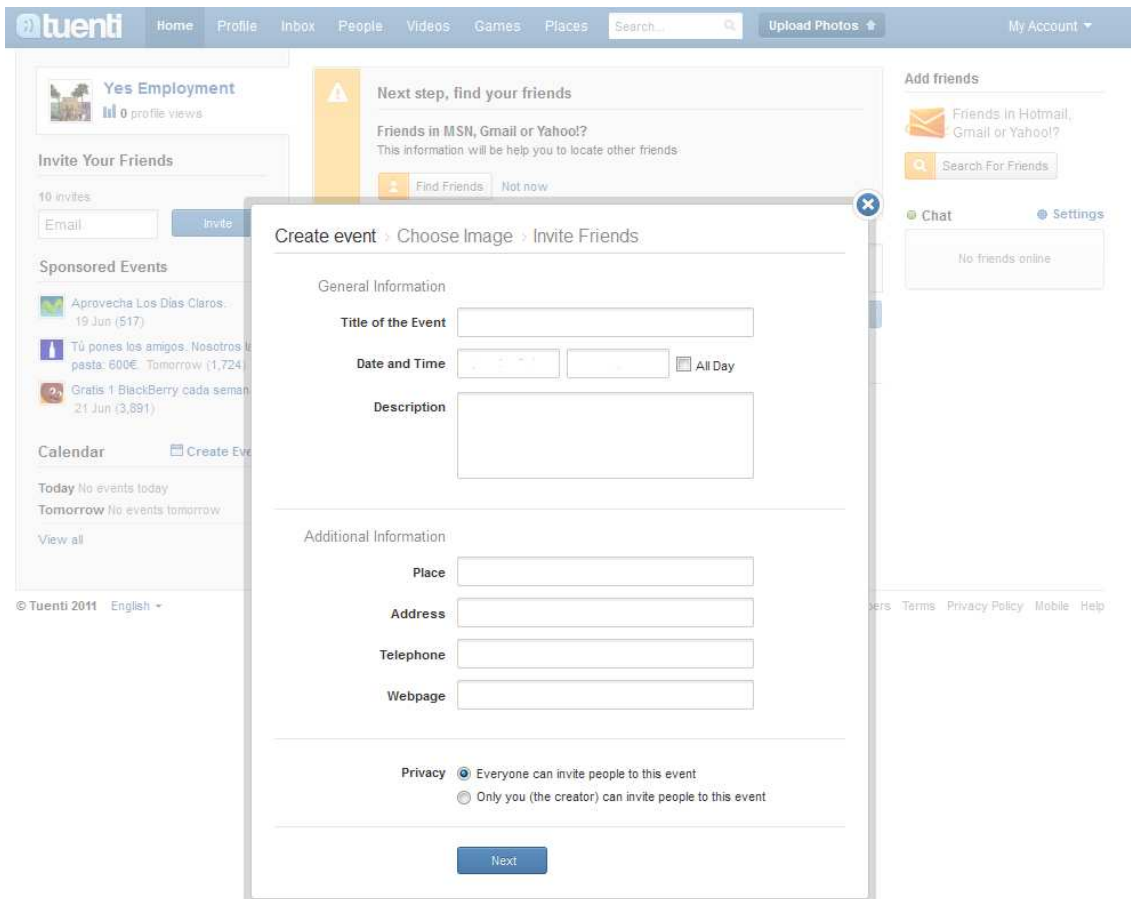
Tuenti has a search engine to locate all members of the network by their real name. To reduce the search results you have several filters such as gender, age, school, or work and residence. It includes suggestions of friendship. In addition, through the same search, you can search for Tuenti Pages, Videos and Sites in the entire Tuenti network.





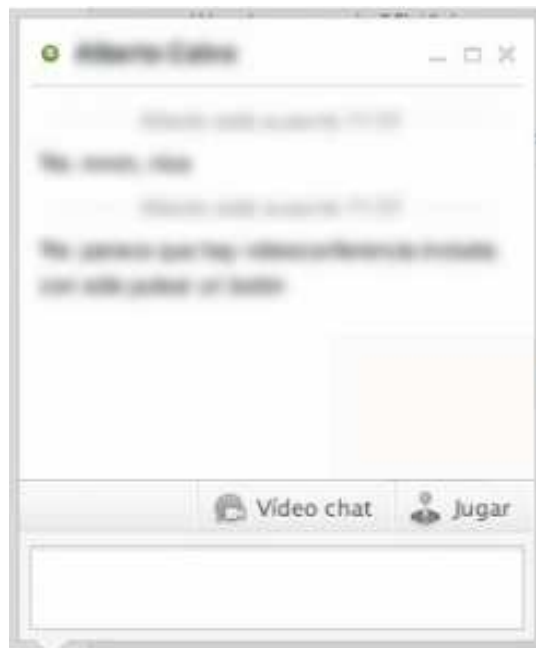
### 2.2.1.7. Events

Tuenti added in November 2007 the event functionality, which easily allows you to organize important dates in which events are held there is a place on each page describing the event and to find out who will attend or not. This function was created with the intention that users can organize parties, meetings or activities of public or private, but most users now use it to make publicity events, sometimes creating misleading news, of which many are hoaxes, or jokes, in which funny sentences appear, used for entertainment or to call attention to the public to forward it to more users and thus increase the assistance or interest to the event.



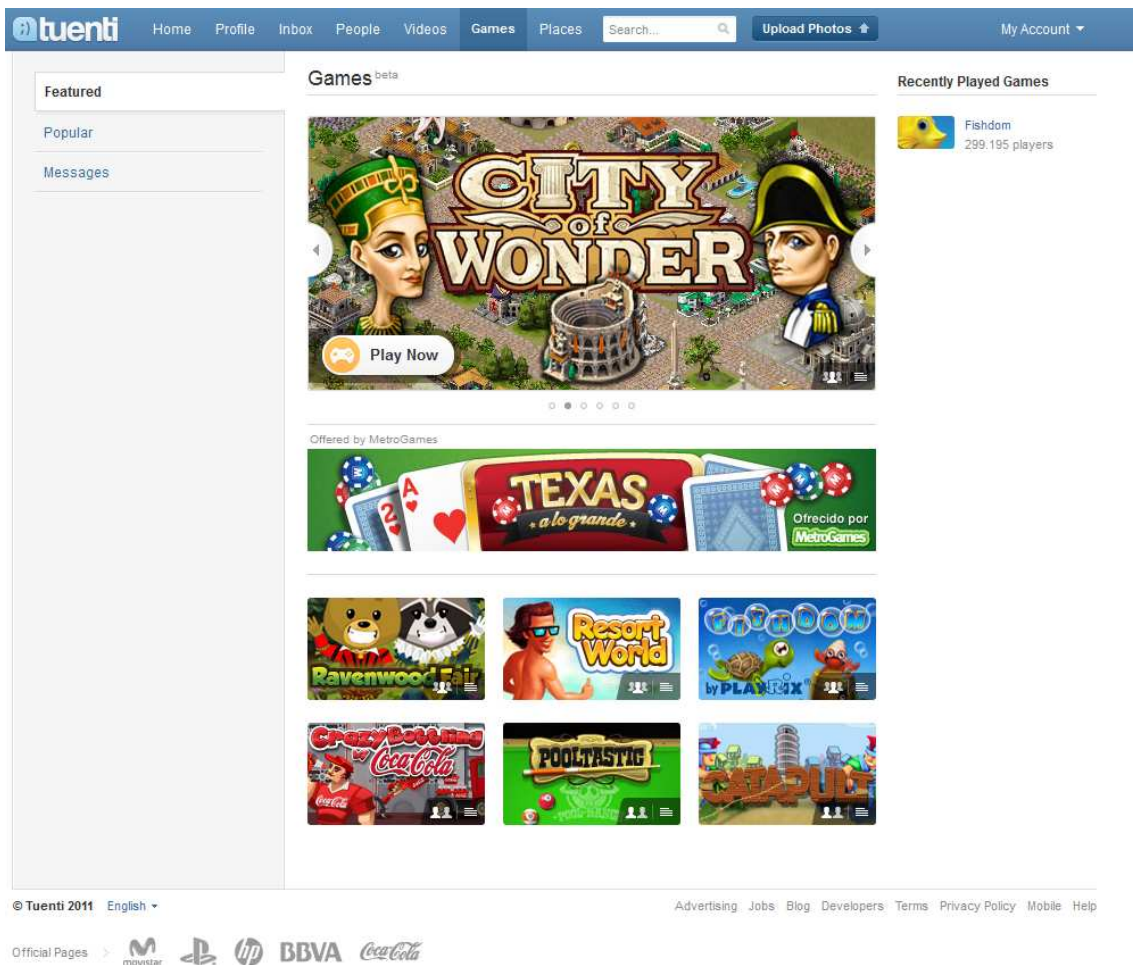
### 2.2.1.8. Chat

The Tuenti social network debuted in September 2009, the chat feature, which was expanded on August 10, 2010 to incorporate video chat. The tool appears in a window on the lower left corner and the Internet user can browse the profiles of their contacts, upload photos and post videos and chat with friends. It provides the ability to block those contacts with who they do not want to have a conversation. You can also invite your friends from the chat to participate in games, or even converse via videoconference with webcam and microphone.



### 2.2.1.9. Pages

Tuenti premiered on May 4, 2010 a new tool called Tuenti Pages which lets you create and share spaces created by Tuenti users or Tuenti sponsors to share what users are interested in. With this tool users also can add and share photos or videos with other users who are affiliated with the Tuenti page. On each page, the administrator can set several priorities, how to moderate members (to make or not a Tuenti Manager page) or edit the group's privacy preferences, which can be public (any user can automatically enter the group or required request) or private (the group will remain invisible and will only invite users which the administrator recruits and selects). This utility is accessible from the homepage, on a list below that of the events, or from any profile under the list of Tuenti Sites, It recently added another tool that replaces the previous sites visited.



## 2.2.1.10. Games

At dawn on June 2, 2010, Tuenti added another feature called Tuenti Games, a feature that allows real-time play with the user network. The games are served by MetroGames, using Adobe Flash Player, distributed in Spanish and were the first games to be published. Tuenti later increased the catalog with new game titles and with more categories.

The screenshot shows the Tuenti website's 'Games' section. The top navigation bar includes 'Home', 'Profile', 'Inbox', 'People', 'Videos', 'Games', 'Places', a search bar, 'Upload Photos', and 'My Account'. The main content area is divided into three sections:

- Featured:** A large banner for 'CITY of WONDER' featuring a woman in an Egyptian headdress and a man in a military uniform. A 'Play Now' button is visible.
- Offered by MetroGames:** A banner for 'TEXAS a lo grande' featuring playing cards and dice.
- Recently Played Games:** A list of games including 'Fishdom' with 299,195 players.

Below these are several smaller game thumbnails: 'Ravenwood', 'Resort World', 'Crazy Bottling by Coca-Cola', 'POOLTASTIC', and 'by PLANTOX'. The footer contains copyright information for Tuenti 2011, a language selector (English), and links for Advertising, Jobs, Blog, Developers, Terms, Privacy Policy, Mobile, and Help. It also lists 'Official Pages' for Movistar, HP, BBVA, and Coca-Cola.

## 2.2.1.11. Videos

Tuenti added a new tool called Tuenti videos that shows the most viewed videos classified into: Music, Humor and Sports. All videos can be "added" to your collection of favorite videos.

The screenshot shows the Tuenti website interface. At the top is a blue navigation bar with the Tuenti logo and links for Home, Profile, Inbox, People, Videos, Games, and Places. There is a search bar and an 'Upload Photos' button. Below the navigation bar is a search bar for videos and a 'Home My Channels' dropdown. The main content area features a large video player showing a scene from 'Zombis' with the text 'Elecciones' and a 'Watch Now' button. To the right is a 'My Channel Updates' section. Below the video player are two columns of video recommendations: 'Music' and 'TV Shows'. The 'Music' column includes 'Sergio Contreras - Anoheció' (9 videos) and 'Pignoise - Sube a mi Cohete - Directo El Escorial' (17 videos). The 'TV Shows' column includes 'La reunión' (53 videos) and 'Rodiggity' (28 videos).

## 2.2.2. Facebook:



Facebook is a social network created by Mark Zuckerberg and founded by Eduardo Saverin, Dustin Moskovitz and Chris Hughes, Mark Zuckerberg. It can use it now anyone with an email account. Users can participate in one or more social networks, in relation to their academic status, place of work or geographical region.

### 2.2.2.1. General information:

---

|                      |   |
|----------------------|---|
| <b>URL</b>           | <a href="http://www.Facebook.com">http://www.Facebook.com</a> |
| <b>Type of site</b>  | Social network services                                       |
| <b>Registration</b>  | Required  |
| <b>Creator</b>       | Mark Zuckerberg   |
| <b>Launch</b>        | February 2004   |
| <b>Current state</b> | Active  |
| <b>Users active</b>  | 596 Million   |

---

#### **2.2.2.2. Statistics:**

Facebook has more than 500 million subscribers around all the mundo.<sup>12</sup> according to Alexa.com, the page rose from number 60 of the most visited place to number 7 in a year. It is currently in the position 2.13 Quantcast puts in the place number 16,14 and Compete.com in the 2015 page is the most popular for uploading photos, with statistics of more than 83 million photos uploaded daily. On November 3, 2007, there were seven thousand (7000) applications on the site, 100 added each day; 16 and they surpassed the 500,000 in January 2010

### 2.2.2.3. Operation:

#### 2.2.2.3.1. How to create an account.

Illustration 1: register on Facebook

The screenshot shows the Facebook registration page. The browser address bar displays the URL: <http://www.facebook.com/index.php?l=93bf15fdcf5cef4b785fd614b2a68f2&eu=BOhizZvTntAsNMURbThW0C>. The page features the Facebook logo and a navigation bar. Below the logo, there is a promotional banner for mobile devices with the text "Heading out? Stay connected" and a "Get Facebook Mobile" button. The main content area is titled "Sign Up" and includes the text "It's free and always will be." The registration form contains the following fields and values:

- First Name: Vicent
- Last Name: Ferrer
- Your email address: yesemployment2011@gmail.com
- Reenter email address: yesemployment2011@gmail.com
- New Password: [masked]
- I am: Male
- Birthday: 20 May 1990

A "Sign Up" button is located at the bottom of the form. Below the form, there is a link to "Create a Page for a celebrity, band or business." The footer of the page includes language options and a copyright notice: "Facebook © 2011 · English (UK)".

The first thing we have to do is fill in the fields of the form (name, surname, e-mail address, password and birth date). Later, we got an email, which is a request for activation.

Illustration 2: complete registration

The screenshot shows an email received from Facebook. The subject line is "Facebook per a usuari" and the email was received at 18:30 (Fa 7 minuts). The email body contains the following text:

Hola, Vicent:

Para completar el proceso de registro, sigue este enlace:

<http://www.facebook.com/confirmemail.php?e=yesemployment2011%40gmail.com&c=9236153>

Se te pedirá que proporciones este código de confirmación: 9236153

¡Bienvenido a Facebook!

El equipo de Facebook

¿No te has registrado en Facebook? [Infórmalos.](#)

The email also features a yellow box with the text "Empieza a usar Facebook" and a green box with the text "Completa tu registro".



In this mail will only have to click on the link (which should appear in blue) or in the image that indicates. Now the system will guide us the home.

**Step 1 find friends:** The system helps us to find all the contacts of our email on Facebook.

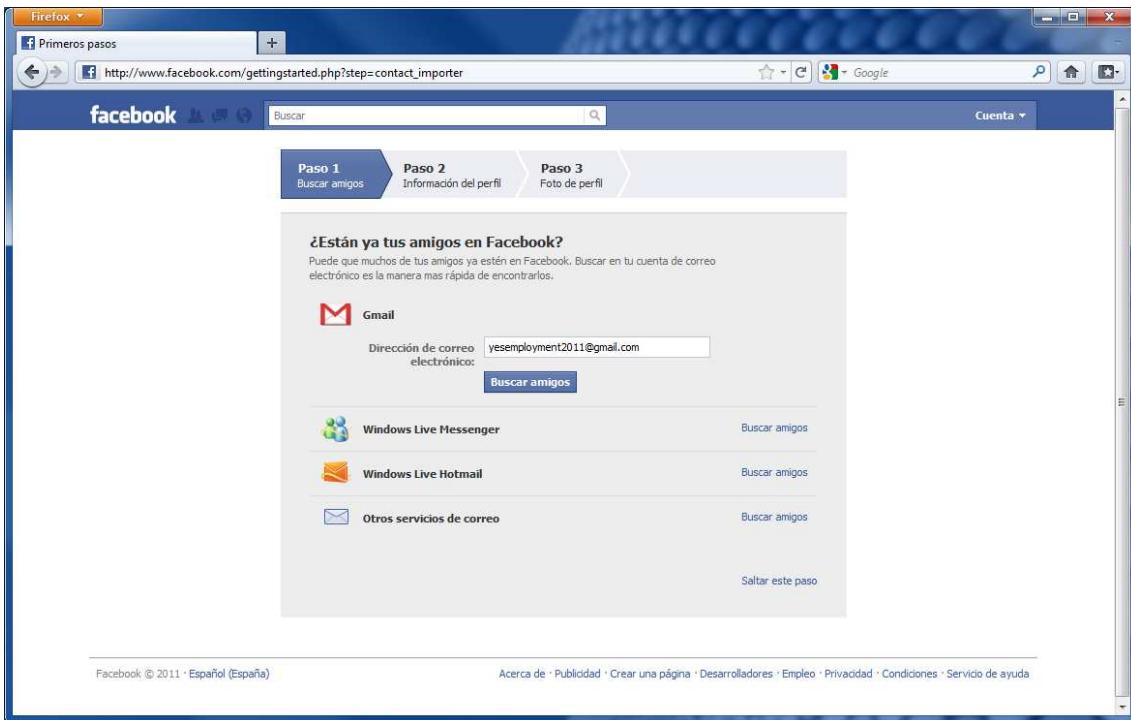
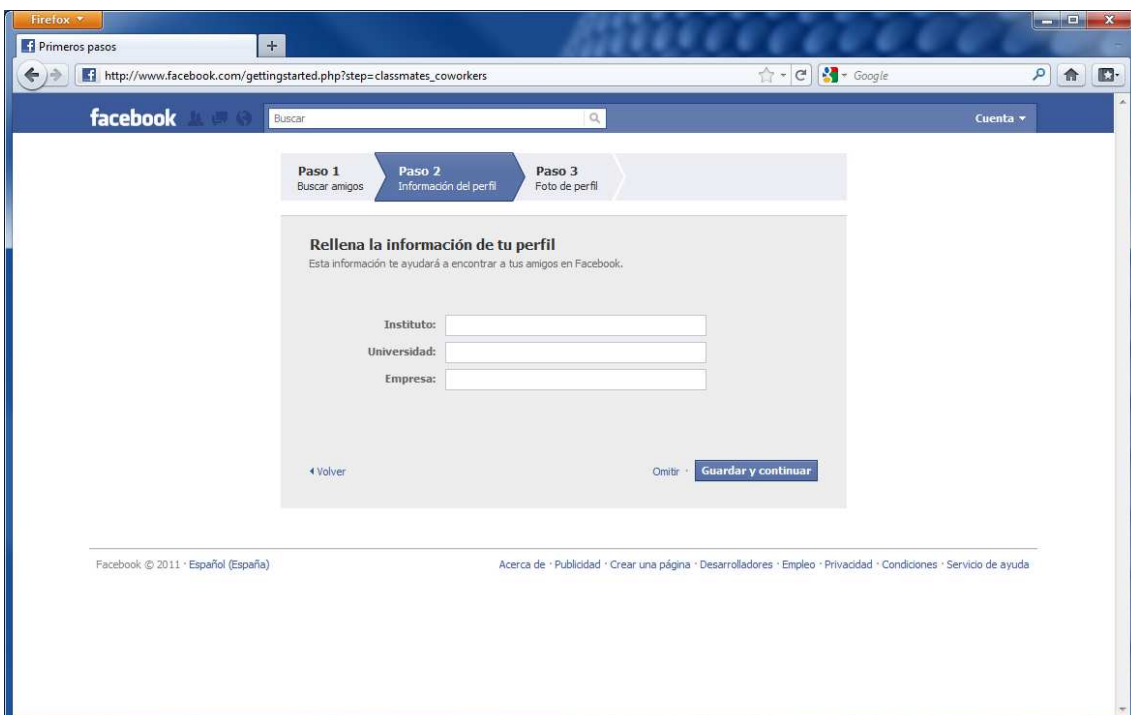


Illustration 3: look for friends

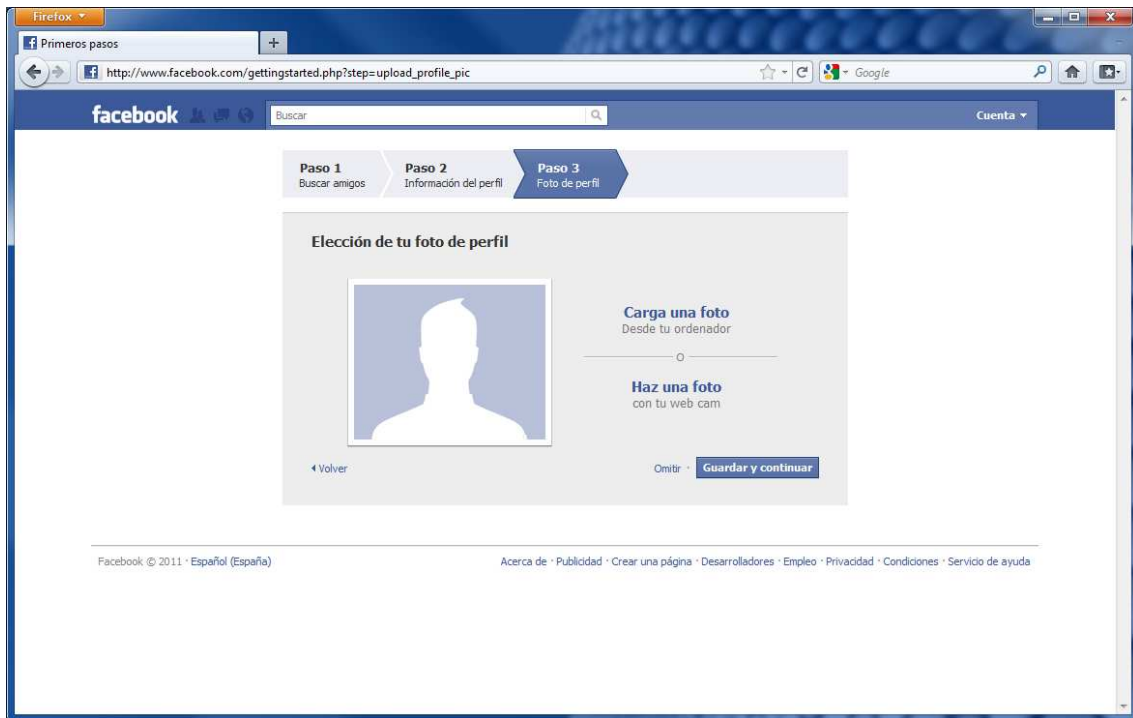
**Step 2 profile information:** In this artado only have to fill in some personal information, if we can skip this step.

Ilustración 1: Información del perfil



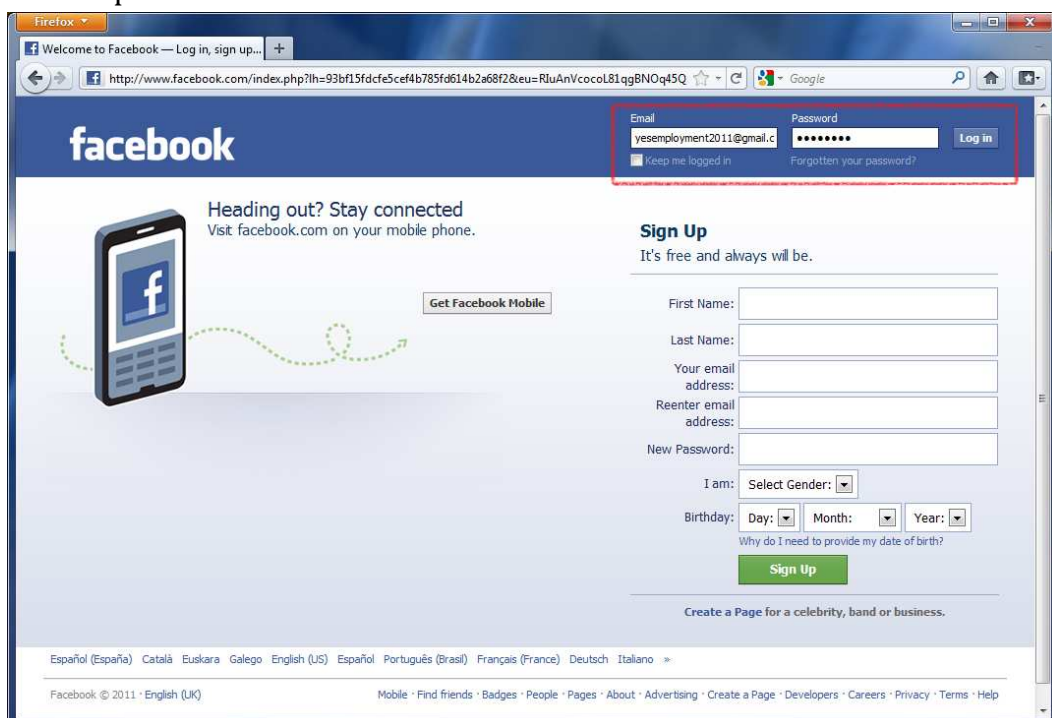
**Step 3 profile picture:** We can upload a picture that we have in our computer or simply take a new picture with our webcam and use it as a "profile picture".

Illustration 5: profile picture



### 2.2.2.3.2. Access to our account:

As we see in the picture below, at the top of the screen we have the form to access our profile.

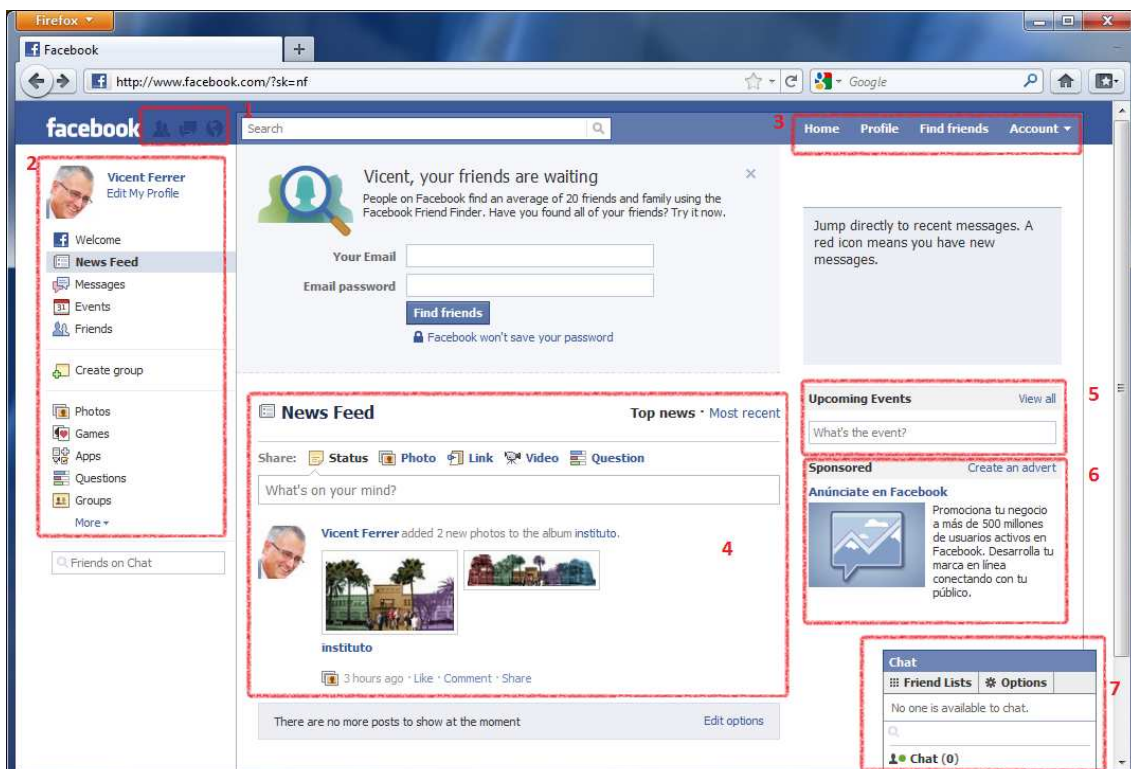


### 2.2.2.3.3. Home page:

We have divided the screen into 7 sections:

- Applications, messages and recent activity
- Slide menu of the user
- Top menu of the user
- Latest news
- Schedule
- Advertising
- Chat

Illustration 2: Main page



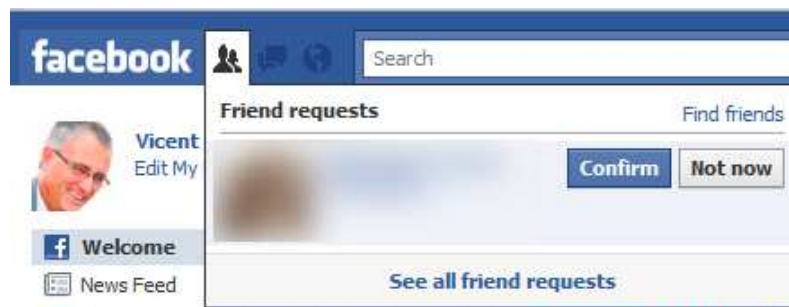
- **Applications, messages and recent activity:** In this area are us illuminate icons when there is activity directly related to us.



The first icon is to see new friend requests.



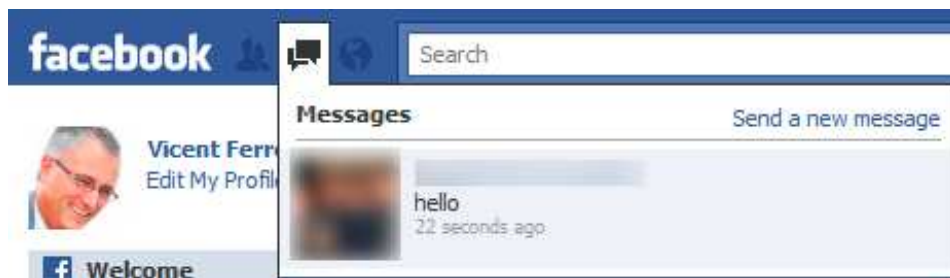
In which a menu will be displayed when cliquemos on it will show us the request we have.



The second icon is for new messages that we have received



In which a menu will be displayed when clicked on it will show the subject and part of the message we have received.



Finally in the third icon you will get our friends actions in connection with us.



- **Image and side menu of the user:** The first part of this section are the image and name. Then we have the menu to be able to move around our profile. We can see the latest news, messages, events and friends.



- **User menu:**

From here we can move on all our own Facebook.



If you click on **Start** we are going to the homepage, the latest news.

By clicking on **profile** we are going to our profile page as our friends will see it.

By clicking on **find friends** are going to the search section.

If we click on **account** appears a submenu with configuration options.

- **Latest news:** In this section will leave all things related to the user, comments, photos, news, etc..

Share:  Status  Photo  Link  Video  Question

What's on your mind?



**Vicent Ferrer** added 2 new photos to the album instituto.



**instituto**

 3 hours ago · Like · Comment · Share

- **Agenda:** In this section will set out all the events of the day and the future days.

**Upcoming Events**

[View all](#)

What's the event?

- **Advertising:** Here you'll see the ads that Facebook created that they may interest you.

**Sponsored**

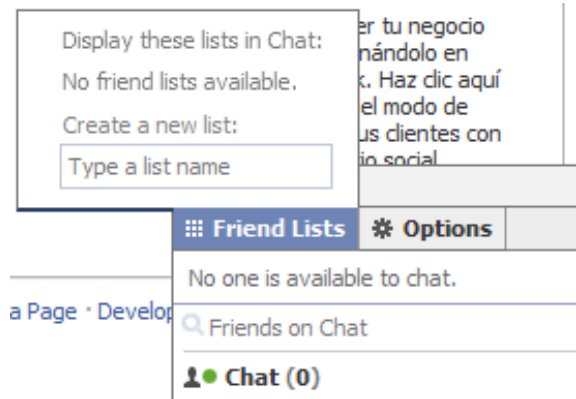
[Create an advert](#)

**Haz crecer tu negocio**



Haz crecer tu negocio promocionándolo en Facebook. Haz clic aquí para ver el modo de llegar a tus clientes con un anuncio social.

- **Chat:** Tool in which we can communicate in real time with our friends at that time connected, should be shown a list of them so you can talk with more than one at the same time..



#### 2.2.2.3.4. Profile

Illustration 3: Profile



Also the part of the profile in 7 sections has separate:

- **Profile picture:** Which will it be visible to everyone, friends or not. To simply change there to the profile, put your mouse over the photo and click **change picture**.

A small submenu will appear in which you can choose if you want to **upload a photo** new, **make a photo** with your webcam (if you have), **choose the album** one you have already loaded previously or **Edit the thumbnail** that you are seeing. You can also simply **Remove** the photo and that it does not appear anything.

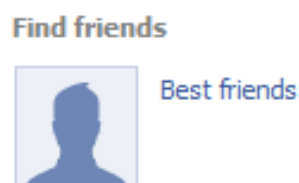


- **The user menu:** The menu will be that we will use to move within the profile.



Suggestions from friends of your friends that Facebook believes that you can you know or that you might like will appear after.


They may also appear suggestions of photos of your friends who may not know, if you want to take a look into.





- **The username and message or mood:** Here will be only your name and mood, which is the phrase that appears next to your name..

## Vicent Ferrer

 Born on 11 March 1990
  Add your current work information
  Add your education information
  Edit Profile

- **External information and latest photos:** In this section will be the latest added photos and yours information that is displayed to your friends.

 Born on 11 March 1990
  Add your current work information
  Add your education information
  Edit Profile



- **Panel to share things with friends:** although it is called "State of mind", there you can write what you want, or simply leave it blank.

## Vicent Ferrer

 Born on 11 March 1990
  Add your current work information
  Add your education information
  Edit Profile



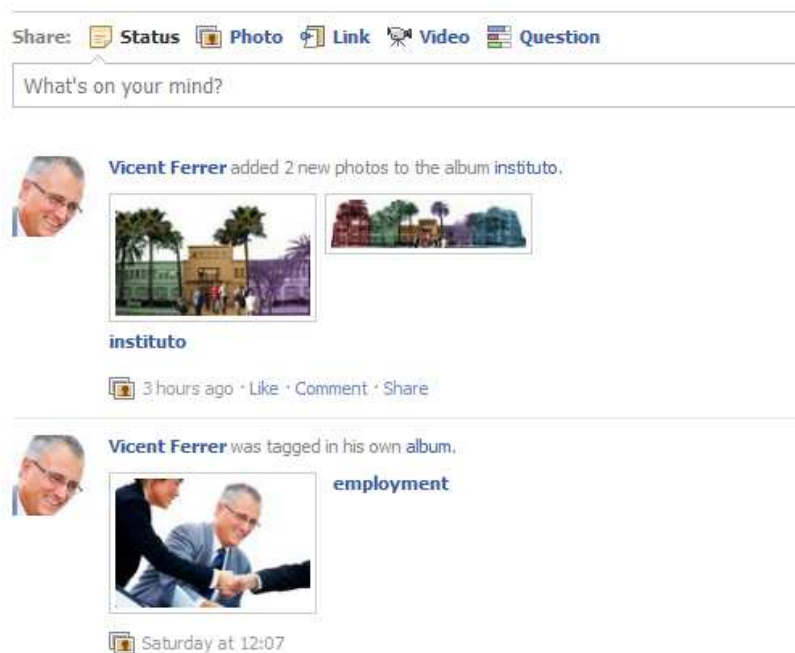
Share:  Status  Photo  Link  Video  Question

What's on your mind?

In the white bar where Facebook asks you "*What's on your mind?*" It is where writing mood.

You can share photos, links to other pages or videos, so just click on the corresponding icon.

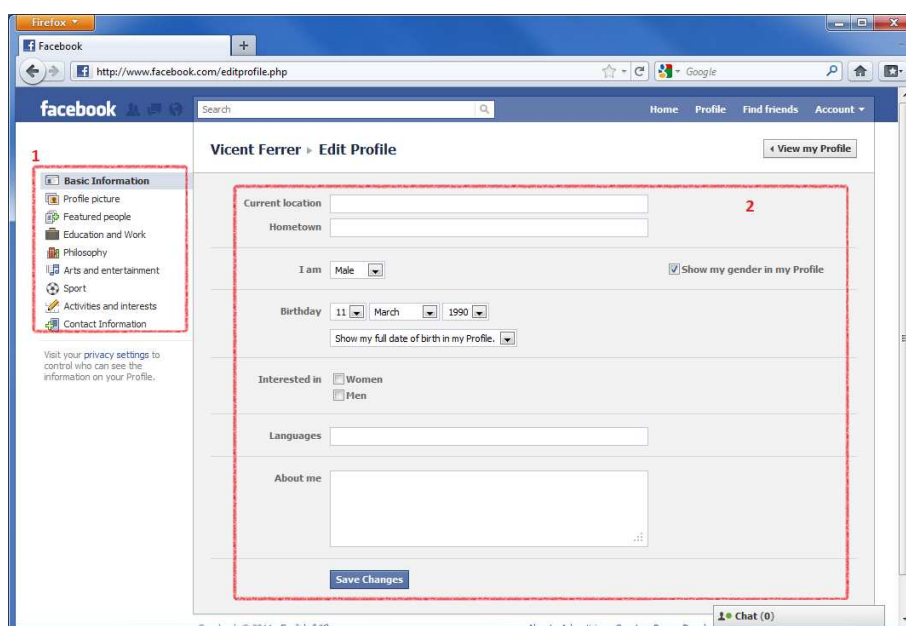
- **Wall and recent activity:** The wall is the part that reflect all your activity on Facebook.



When scribes comments on the walls of your friends will also be reflected in your wall. If you want to remove something from your wall for any reason, you can do so simply by clicking on the X that appears to hover over the comment, link, etc.

- **Button to edit the information in the profile.**

Illustration 4: Edit profile



As we have seen in the *Illustration 8*, paragraph 7 is a link to the configuration of our profile page, *Illustration 9*. In which we also have two distinct parts:

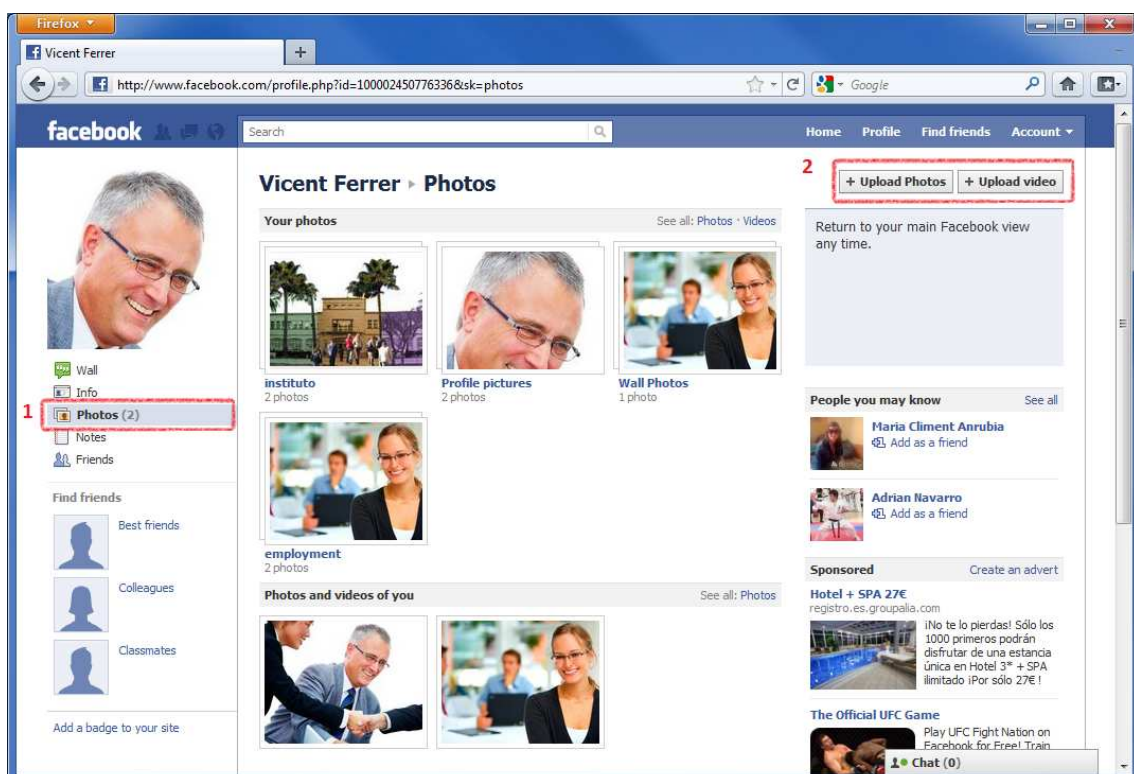
1. Profile Edit menu
2. Form of insertion of personal data

In this part must be especially careful now that the data entered can be visibes for all users, depending on the configuration of privacy that we have. Within the menu we have 9 subsections that enter the personal information depending on that type (basic information, photo of profile, prominent people, training and emleo, philosophy, art and entertainment, sports, activities and interests, contact information).

#### 2.2.2.3.5. Upload a photo.

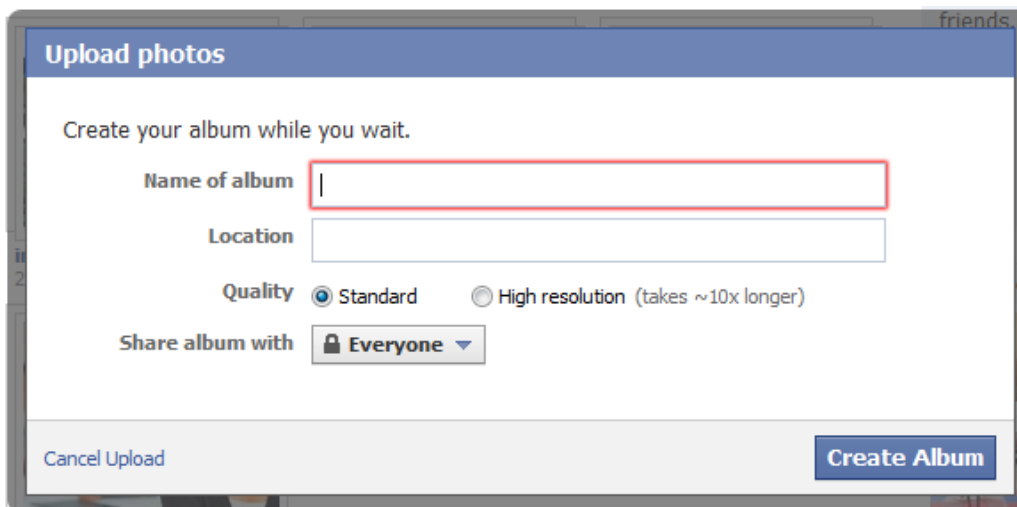
To upload one or more photos you just have to go to our profile and there click on "Photos" and top left of the screen have a button to "upload photos" or "upload videos" in the part (virtually is the same process)."

Then will appear a window in which we have to click on "Select photos".

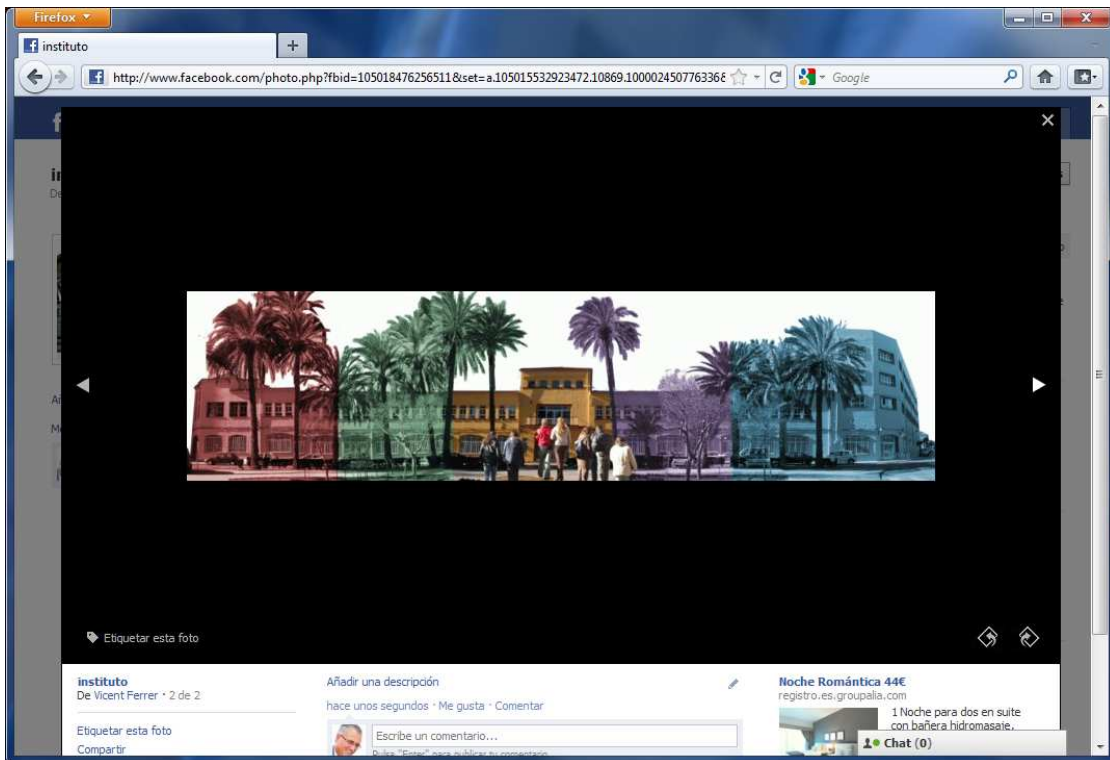




Now ask for a name for the album which is gamer picture, a place, the quality that we want to upload the pictures and who want to share the album. Least the title of the album the rest is volunteer. You just need to click on the button "[create album](#)". If we upload photos within an album already created only have to enter the album (in the section profile photos) prior to this process.



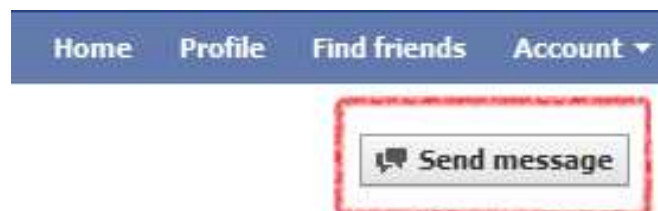
To view the pictures we have on our profile or photos of the profile of a friend just com click the album you want to see and then click the photo that we want to see.



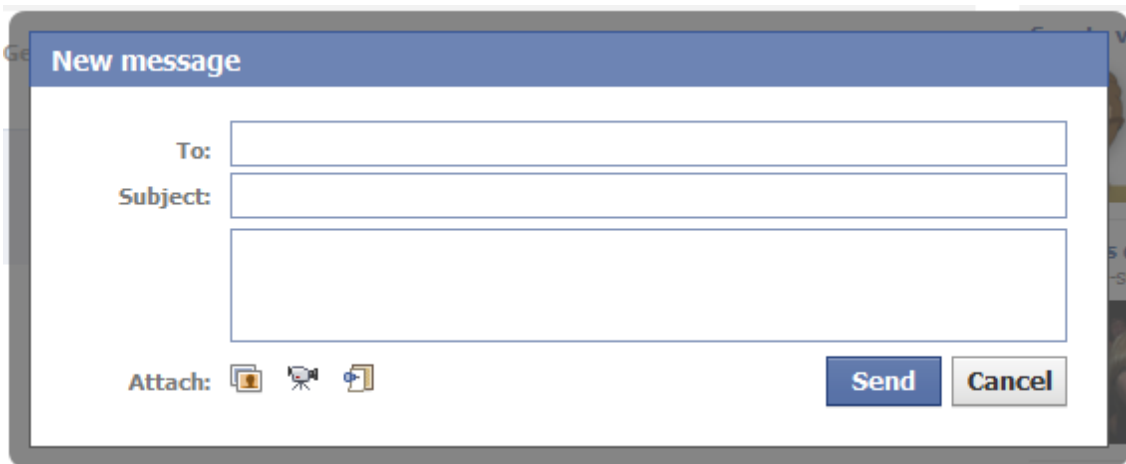
#### 2.2.2.3.6. Send a message.

If you want to say something to a friend, or send you a picture or link, but privately unless see you around the world on your wall, you just have to send a message.

To this end, in the profile of your friend, above on the right, under the menu, you will find among other options to send a message.



By clicking on this button will open us a box donate can write and or send photos, videos or links privately.

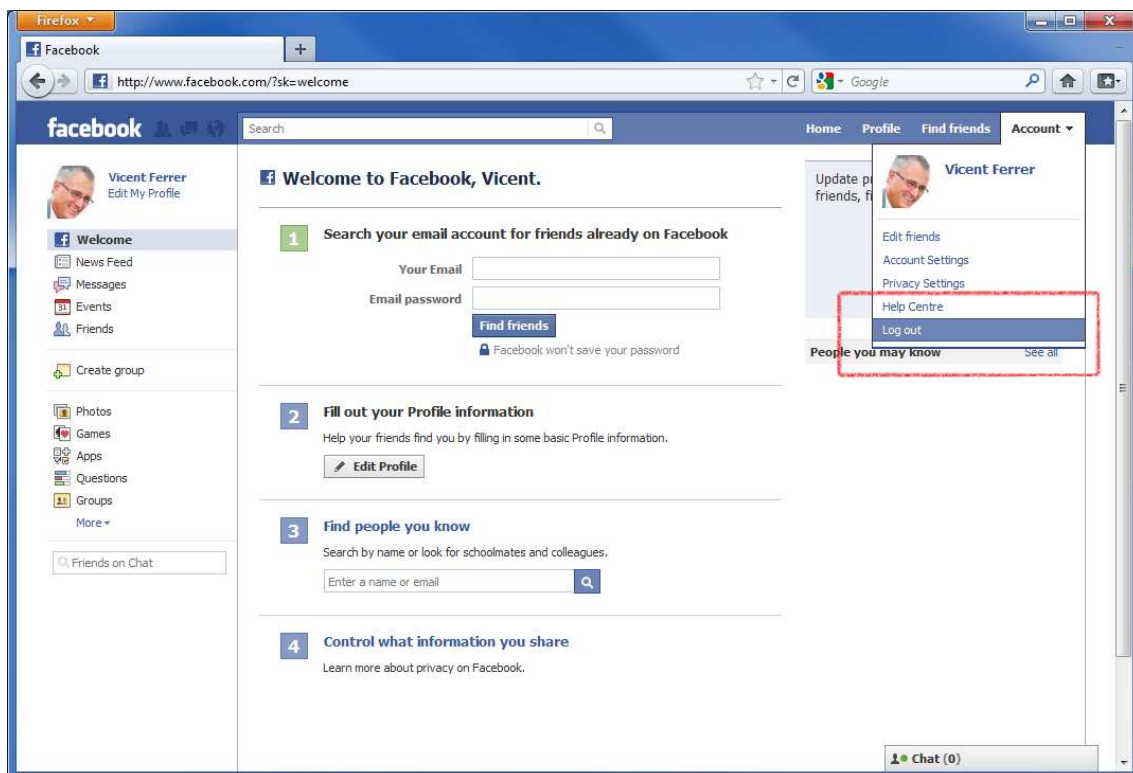


We have 4 distinct parts: "To", "Subject", "Message" and "Attach".

The first is to introduce the addressee, the second to put in a few words the subject of the message, then the part of the message is where we introduce all the text and finally if we attach one thing we have the choice in the latter part.

#### 2.2.2.3.7. Log.

To close session we just have to go to the top menu and click on "account", a menu will open and we have to click on the last "leave" option.



### 2.2.3. Twitter

Twitter is a social network based on the microblogging, based in San Francisco (California), with branches in San Antonio, Texas) and Boston (Massachusetts) in United States. Twitter, Inc. was originally created in California, but is under the jurisdiction of Delaware since 2007. Since Jack Dorsey created it in March 2006, and released it in July of the same year, the network has gained popularity worldwide and it is estimated that it has more than 200 million users, generating 65 million tweets a day and handles over 800,000 daily search requests. It has been dubbed as the "SMS of the Internet".



The network allows to send messages in plain text in low size with a maximum of 140 characters, called tweets, which are displayed on the home page of the user. Users can subscribe to tweets from other users - this is called "follow" and subscribers are called "followers" or tweeps ('twitter' + 'peeps'). By default, messages are public, and may be disseminated privately to showing them only to followers. Users can Twitter from the web service, from official external applications (such as for smartphones), or through the service of short messages (SMS) available in certain countries. While the service is free, access it via SMS means bear rates set by the wireless service provider.

#### 2.2.3.1. General information:

|                     |  |
|---------------------|--|
| URL                 | Twitter  |
| Commercial          | Yes  |
| Type of site        | Microblogging  |
| Registration        | Mandatory (for Twitter)  |
| Registered users    | 200 million (to July 8, 2010)  |
| Available languages | Multilanguage, including English, Spanish, Japanese, Italian and French. |
| Owner               | Twitter, Inc.  |
| Creator             | Jack Dorsey, EvanWilliams, Biz Stone                                     |
| Launch              | July 15, 2006  |
| Income              | Growing \$400,000 Q3 (2009) (project)                                    |

Alexa ranking  
Current state

Growing 9 (to March 2011)  
Active

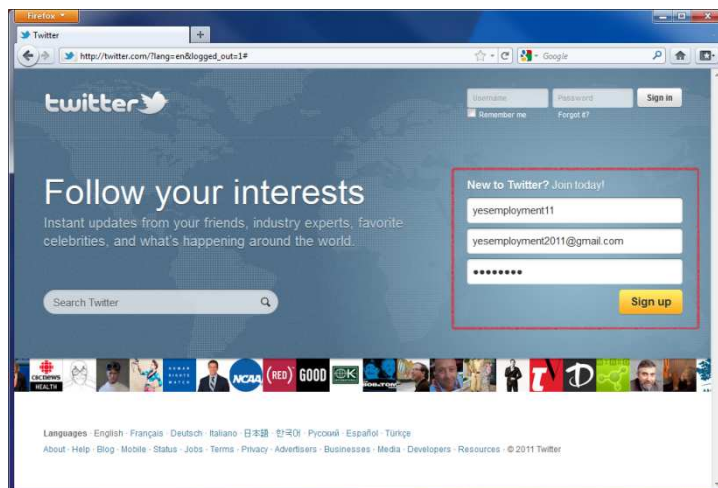
### 2.2.3.2. Statistics:

- The first tweet was on March 21, 2006.
- It took 3 years, 2 months and a day to reach 1,000,000 of Tweets. Today these Tweets are generated in a week.
- The records of Tweets per second are 6,939.
- On March 11, 2011 543,000 new accounts were created. This was the new record in a day

### 2.2.3.3. Operation:

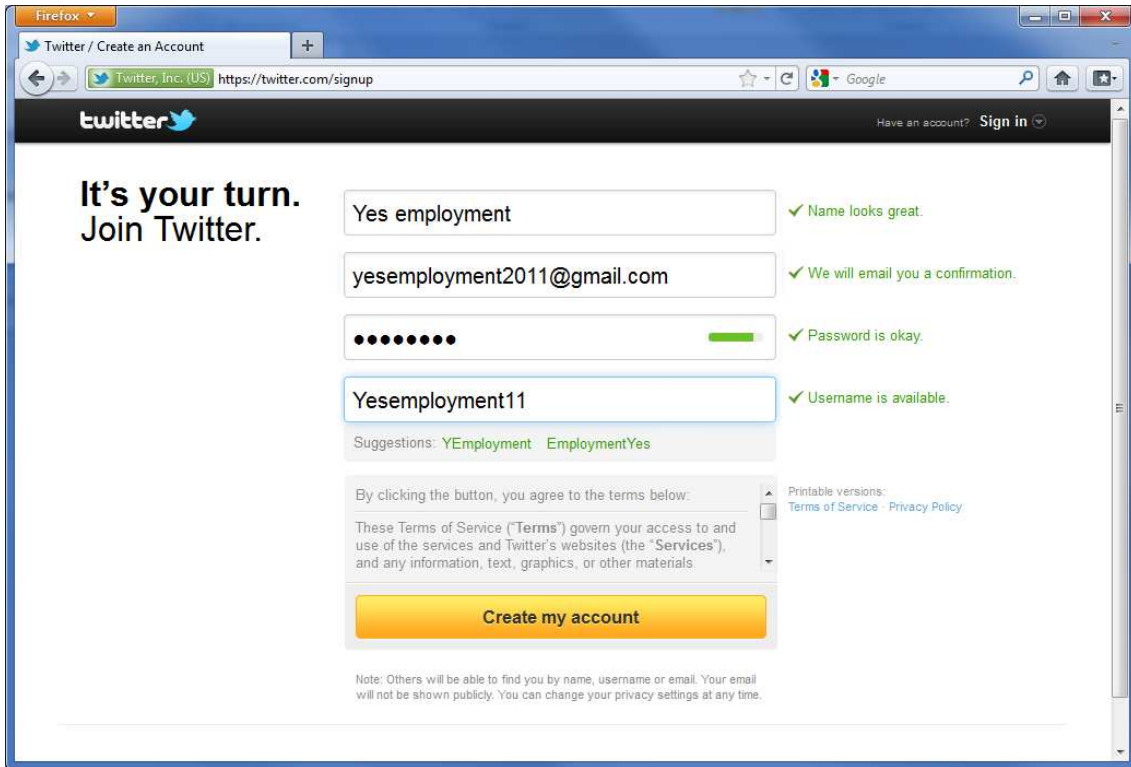
#### 2.2.3.3.1. How to create an account.

The first step to create an account on Twitter is to register us, only have to insert the name, e-mail address and a password. Then the system will check that there is no email entered in the database, if all data are



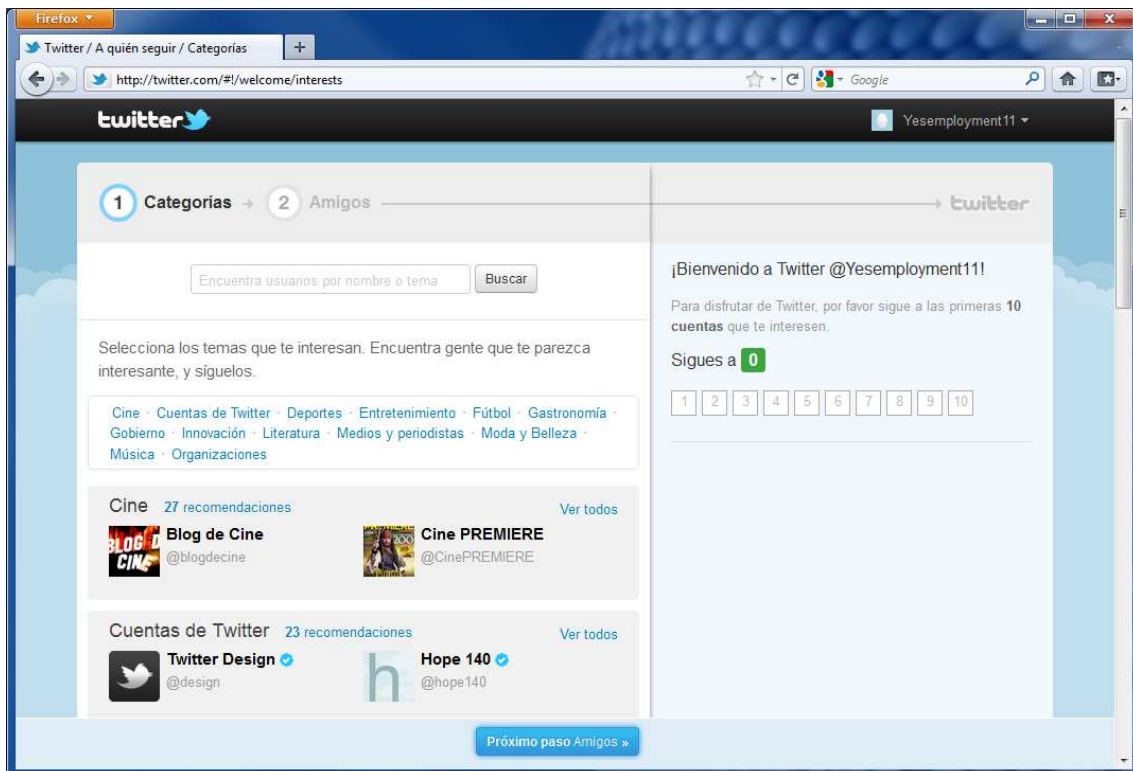
correct display of a confirmation next to each message. If everything is correct only we have to click on the button "*create my account*"



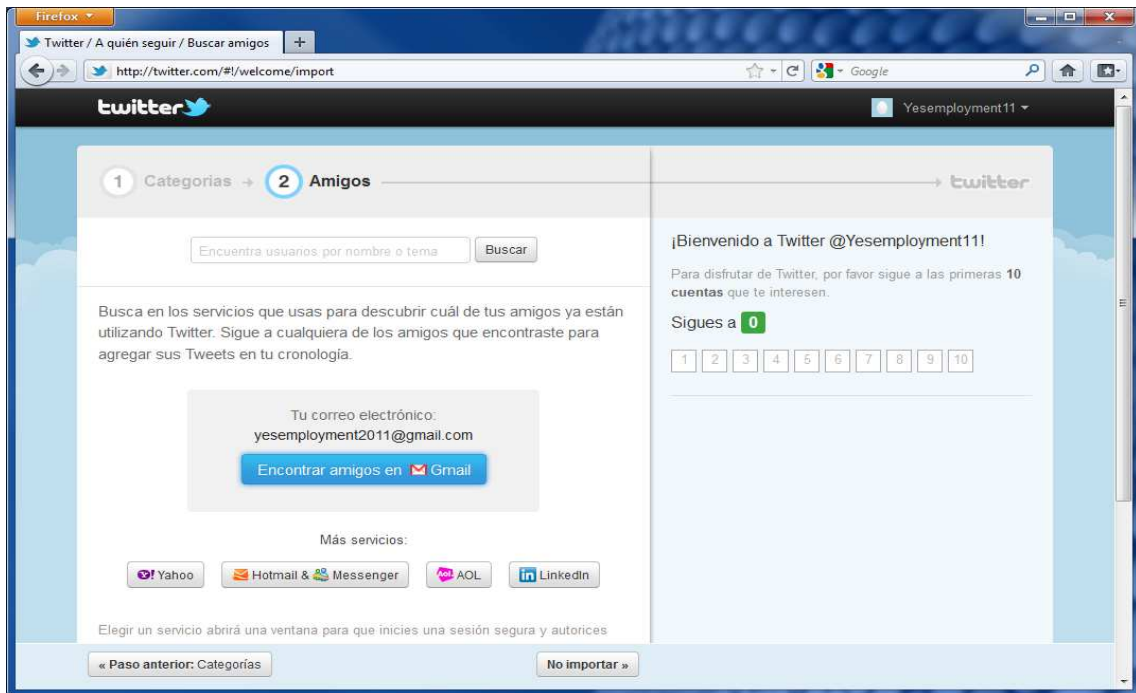


Now the system will guide us in the first home:

The first step asked us to choose the topics that interest us to be able to follow the people that is to our liking.



It helps to find all our contacts email on Twitter in the next step.



Just have to click on the button "find friends in Gmail" and automatically be Gmail asks permission to be able to transfer our contacts.

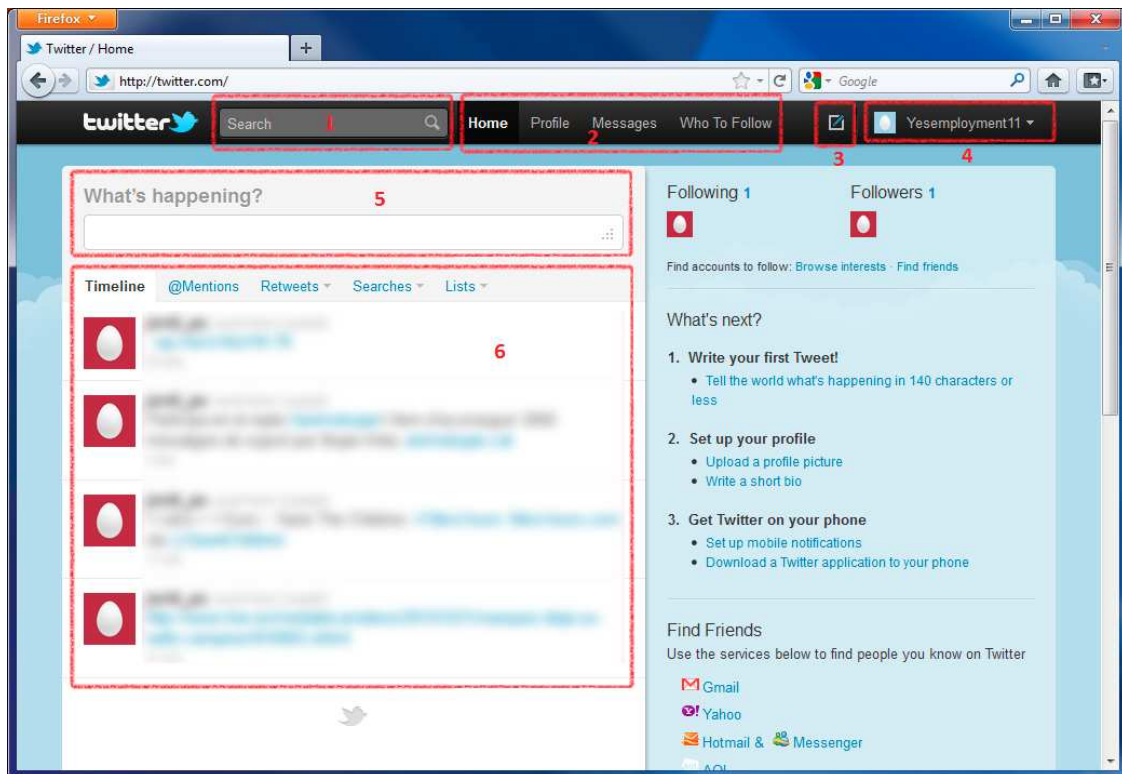
Now you just need click on the button "grant access" and if any of our contacts have Twitter automatically give us the option to follow them.

We already have our account created just now is activate it, we will received an email, which will ask us to confirm the direction of mail, only have to click on the link that appears in blue.

Now we can enjoy our Twitter.



### 2.2.3.3.2. Home page



We have divided the screen into 6 different sections:

**1. Search engine:** It serves not only to search tweets but that we also look for people, etc.

**2. Menu:** From this menu you can access the profile, messages, search for people that follow or go directly to the main page

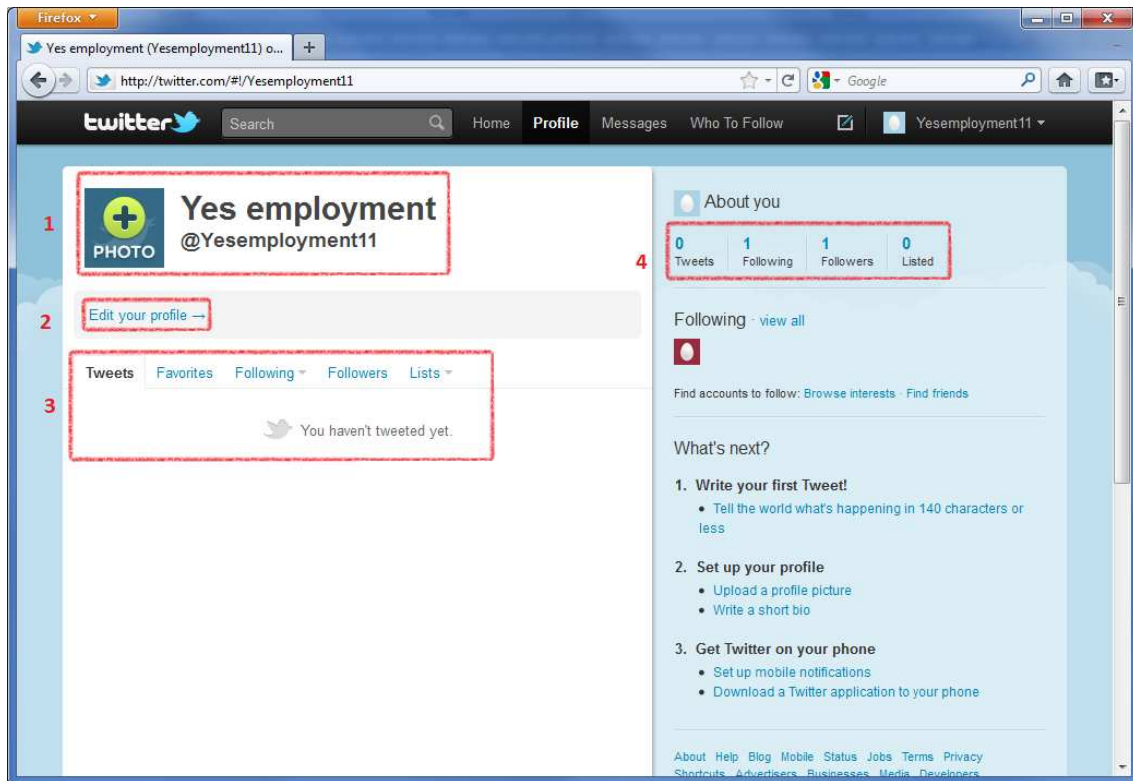
**3. New tweet:** Since this button we can create our Tweets.

**4. The user menu:** In this menu you can access to the configuration of the user and privacy settings.

**5. What is going on?:** From here we can create equal Tweets that in paragraph 3.

**6. Latest news:** From here we can control Tweets that we have made, the mentions and Retweets that have not done, see the lists we have created and view a history of performed searches.

### 2.2.3.3.3. Profile

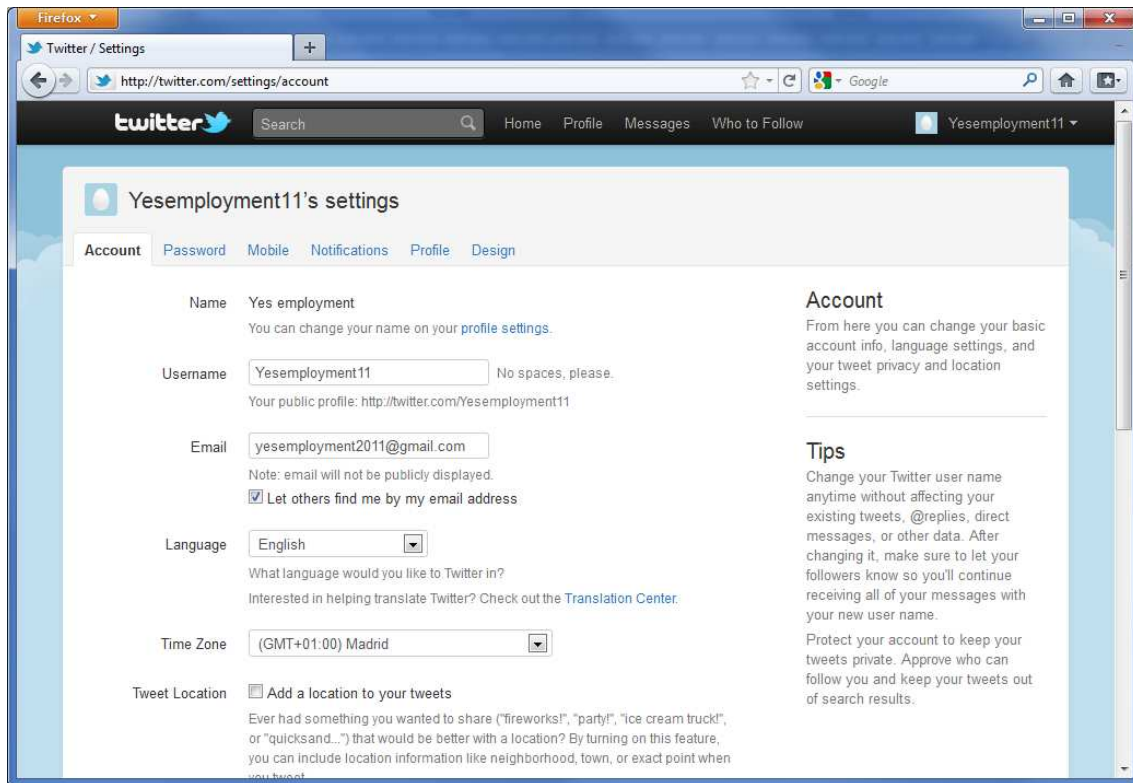


The profile page has been divided into 4 parts which we believe are most important:

- 1. Image and username:** Will see us the image that we have in the profile and the name of user, which will be that will be used by other users in order to find us. To change the image simply click on it and us levara to the section of the account settings that then we will see.
- 2. Edit profile:** This link leads to the profile settings page.
- 3. Recent activity:** In this section will see the latest Tweets, Favorites, people we are following and the list we have created.
- 4. Information "about you":** here can the number of Tweets that we have done, fans that we, the people that we continue and the lists we have.

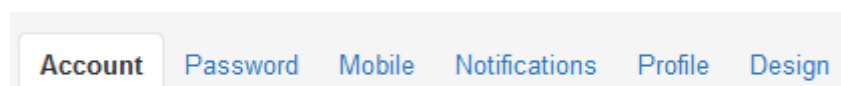
#### 2.2.3.3.4. Edit profile

In the configuration of the profile section we have three distinct parts:



1. **Menu:** The which we use to move through the different sections of the configuration of the account.
2. **Configuration form:** In this section have the form to enter / modify the data of our account, depending on the section you have selected in the top menu.
3. **Support:** Here we will be a small guide explaining what you can modify in depending on what section of the menu are.

**Account:** here can change all the data relating to our account, even turn it off.



- **Account:** here can change all the data relating to our account, even turn it off.

Name Yes employment

You can change your name on your [profile settings](#).

Username

No spaces, please.

Your public profile: <http://twitter.com/Yesemployment11>

Email

Note: email will not be publicly displayed.

Let others find me by my email address

Language



What language would you like to Twitter in?

Interested in helping translate Twitter? Check out the [Translation Center](#).

Time Zone



Tweet Location

Add a location to your tweets

Ever had something you wanted to share ("fireworks!", "party!", "ice cream truck!", or "quicksand...") that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet.

When you tweet with a location, Twitter stores that location. You can switch location on/off before each tweet and always have the option to delete your location history.

[Learn more](#)

---

You may [delete all location information](#) from your past tweets.

This may take up to 30 minutes.

Tweet Media

Show photos and videos from everyone

By default, you'll only see images and videos shared by people you're following, and not reveal those by people you're not. Check this box to see media from everyone on Twitter.

- Tweet Privacy  Protect my tweets  
Only let people whom I approve follow my tweets.  
If this is checked, your future tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places.
- HTTPS Only  Always use HTTPS  
Use a secure connection where possible to encrypt your account information.

Save

[Deactivate my account](#)

- **Password:** To change the password we just have to introduce the current where indicates it and then enter the new password twice so that there are no mistakes that the system checks to see that it is the same.

Current Password:  [Forgot your password?](#)

New Password:

Verify New Password:

Change

- **Mobile:** Only have to select our country and give the phone number so that Twitter does not notify of our what's new in the mobile introduced.

Country/region

Phone number

Let others find me by my phone number

- **Notifications:** Choose when and how often Twitter will send messages to our e-mail.

---

## Messages

---

- Email me when  I'm sent a direct message  
 I'm sent a reply or mentioned

---

## Activity

---

- Email me when  I'm followed by someone new  
 My Tweets are marked as favorites  
 My Tweets are retweeted


---

## Updates

---

- Email me with  Occasional updates about new Twitter products, features, and tips  
 Product or service updates related to my Twitter account

- **Profile:** This information appears in your public profile and search results. It helps you to be identified by people who follows you or wants to follow you.

Picture     
Maximum size of 700k. JPG, GIF, PNG.

Name   
Enter your real name, so people you know can recognize you.

Location   
Where in the world are you?

Web   
Have a homepage or a blog? Put the address here.  
(You can also add [Twitter to your site here](#))

Bio   
About yourself in fewer than 160 chars.



- **Desing:** Customize the way in which you see Twitter and how others see your profile.

Select a theme



Change background image

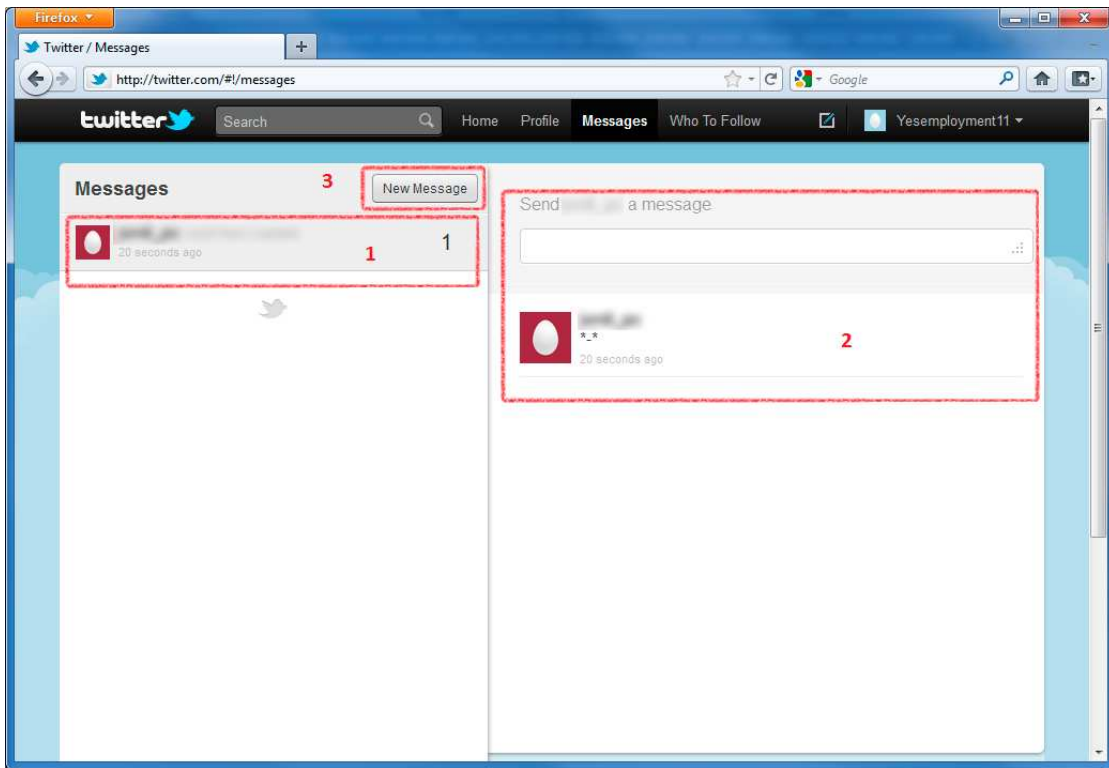
Change design colors

Save Changes

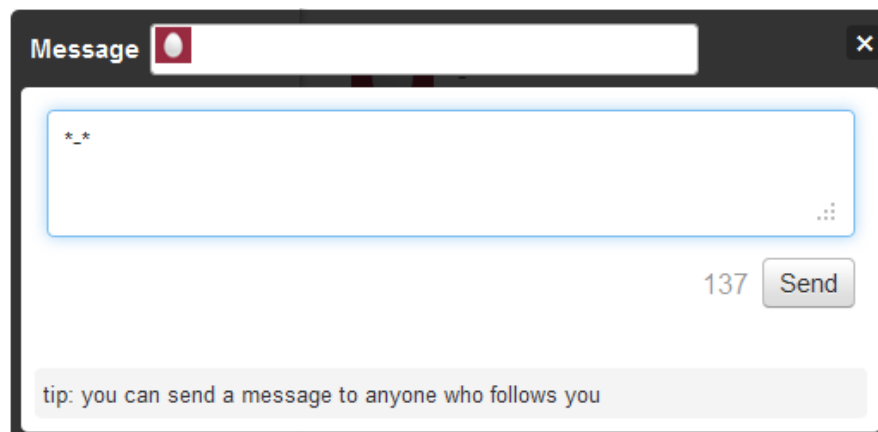
Cancel

### 2.2.3.4. Messages:

We have divided the part of the messages in 3 sections.

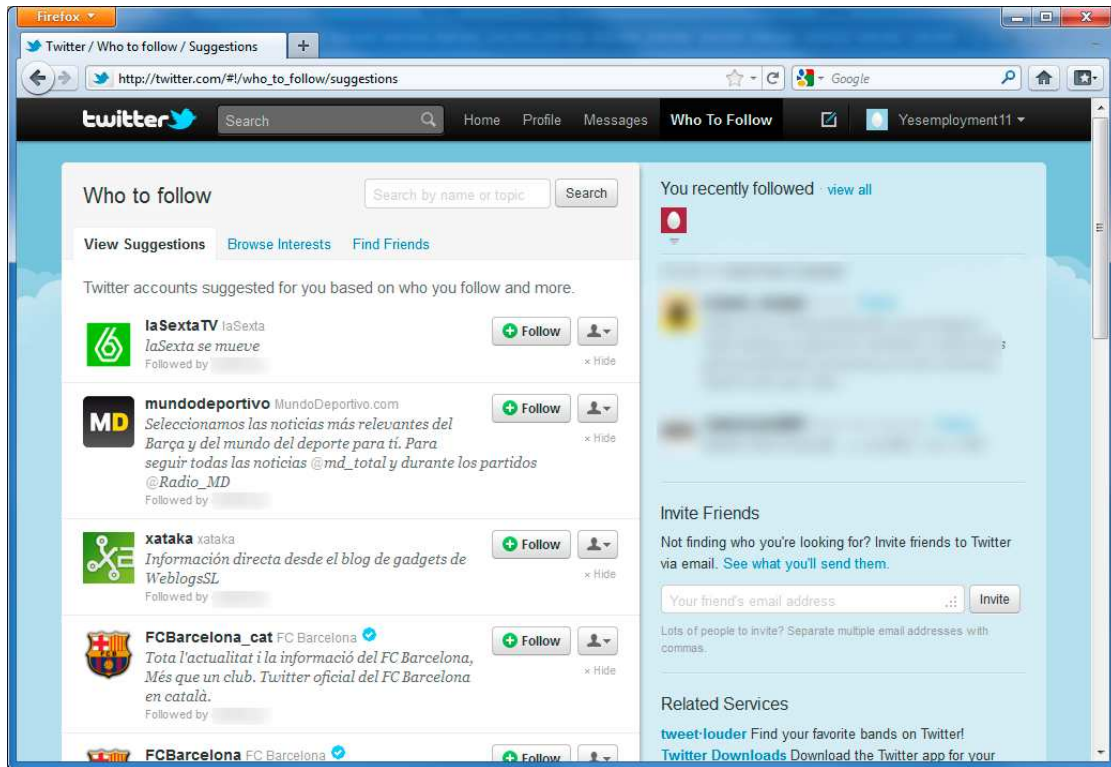


- **Message:** Here will set out us all the messages that we have sent our followers..
- **Pre viewing messages:** in this part see the pre viewing of the message you have selected in the upper section.
- **New message:** Use this button if we want to send a private message to a friend. A window in which we can write the message will see us.



### 2.2.3.5. Who follow:

In this section Twitter recommends people so that you can follow her, to the right of the screen you suggests that followers of your followers and on the left suggests people with many followers or randomly.



## 2.3. Professional Social Network

Today the internet is the most used tool to look for information of both products and services as well as individuals and professionals. It is therefore essential to have a well-managed online professional profile in the major professional social networks of our environment. Using this profile we can control the information shared focusing on our strengths and skills. Users of professional social networking focus on three key areas:

- **Maintaining contact with colleagues:** In the professional world of today, people change jobs and residence often. Through professional networks we can keep our address book updated regardless of the work e-mail the user has at any given time. In addition, we keep abreast of the status updates, new contacts or changes in the profile of our sector, allowing us to follow our career path and be aware of other profiles related to our areas of interest which can be very useful.
- **Find Experts and Ideas:** In many cases our immediate circle of contacts is not enough to help solve a problem or find solutions. Professional social networks provide a number of tools (answers or groups) that allow us to meet and interact with experts on various topics. In addition, the search engine of the interface helps you explore the network more extensively and with agility: searching by name, title, company, location and other keywords provide the location of the contact, company or solution to a question.
- **Explore Opportunities:** Another advantage of using these professional networks is an opportunity to win new customers and build your reputation at work. They connect work environments for professionals with thousands of job vacancies, sales opportunities and potential business partners. It is therefore essential not only to keep the profile up to date but to pay attention to the job offers based on our profile, to follow the companies that interest us with the tools provided by the network and connect with profiles within those companies that can be key employment decision.

In short, professional social networks are a key tool in creating a digital identity focused on the Internet professional field, and in that way make it easier to manage a network of professional contacts that grants us access to a specific professional sector.

### 2.3.1. LinkedIn

LinkedIn is a social network directed at professional environments founded in December 2002 and launched in May 2003. It is currently the world's largest professional network online with more than 90 million users in over 200 countries and territories. It has a web interface available in six languages: English, Spanish, German, French, Italian and Portuguese.

It is modeled after a private company with a business model that draws revenue from user subscriptions, advertising and recruitment solutions. Headquartered in Mountain View (California) and has in 2011 more than 1000 employees in various locations throughout the world: Dublin (Ireland), London (England), Toronto (Canada), Mumbai (India) Amsterdam (Netherlands) and Sydney (Australia).



LinkedIn is not just a curriculum on the Internet. It is a tool to build a reputation and get a visual representation of the scope of the network of contacts and business of each member. LinkedIn is being used to find candidates by personnel selectors. The network itself learns that you are in the system. Apart from selecting the option that one is interested in "job opportunities", we recommend a proactive approach, informing it through the status line and the description in the profile. It is also important to obtain recommendations, not only for what they say of us, but because some companies use the number of recommendations as a filter profile. Another focus of work are the keywords used. If you are looking for work as an engineer it is important to detail in the profile which projects are of interest with all the different

ways that you can reference to ensure that they appear in a search. But probably the most important thing is to build a network before you need it, and to help contacts like you would wish to be helped in the future.

### 2.3.2. Viadeo

Viadeo is a network of professionals with more than 35 million members worldwide. Viadeo was founded in May 2004 in Paris. Since 2006 and with the entry of private capital into the company, Viadeo acquired the Chinese site Tianji.com and the Spanish portal ICTnet which had a presence in Spain and South America since 1995. In 2009 Viadeo acquired the social network ApnaCircle professionals from India and Viadeo has announced the purchase of the website of contacts management in Canada, unyk.com. At that time, UNYK had 16 million members worldwide and its acquisition positioned Viadeo as the second network of professionals in the number of users just behind LinkedIn. The company has its headquarters in Paris, and employs a total of 200 employees with offices in London, Madrid, Barcelona, Milan, Beijing, New Delhi, Mexico City and Montreal. The company recently opened an office in San Francisco to have a presence in USA. Viadeo depends on three sources of income: the membership of advertising, and services to recruiters. The web interface is available in English, French, German, Italian, Portuguese and Spanish.



Viadeo allows its users to maintain a list of business partners, allowing them to stay in touch, help each other find a job or to create business opportunities. The professional social network Viadeo ensures that each country is unique and in its professionals are different, so they are committed to providing a different Viadeo in each territory, away from the global platform model for other professional networks. Viadeo makers understand that business differs in each work market, and its professionals are different and have different needs, so they want Viadeo to be different in each country. So each Viadeo country has specific characteristics as a platform and allows users to interact in a certain way. And all with one idea in mind: to

simplify the task. That is why Viadeo Spain has completely changed the user interface, now much more streamlined and user-friendly, and which allows the identification of areas of interest in a more visual way.

It draws attention to a feature that invites its users to join groups, participate in forums, consult blogs ... with the aim of boosting the platform. Another major feature that Viadeo provides is that users receive on their wall contact information that is not directly from their contacts, which the algorithm of Viadeo has deemed of interest. It also has an address book, in which users can create their own traditional business cards online, with his / her professional or personal information, and exchange them through the network with other users. There is a functionality to human resources managers that allows them a different way to access the curriculums of those enrolled in Viadeo. Instead of seeing his profile as any user, the data will be rearranged so that they can see your work history as if it were a traditional curriculum, which will facilitate their work.

### **2.3.3. Xing**

Xing was founded in June 2003 in Germany under the name of OpenBC (Open Business Club) and had, in September 2010 more than 10 million users worldwide, of which 4.2 million are German-speaking and nearly 1.5 million registered users in Spain. The name change made in 2006 to Xing was motivated by international marketing reasons, because in Chinese Xing means "possible" and in English it can be read as crossing, crossing or trading of business contacts. The graphical user interface is multilingual and optionally considers only users in the search functionality that speak the same language. For now, the system interface offers the following languages: Spanish, French, English, Italian, German, Portuguese, Dutch and nine other languages. The professional network is operated by Xing AG with headquarters in Hamburg as a public limited company. The company had in late 2009, 265 employees from 27 nationalities. About 20 people formed the template of XING in Spain in Barcelona but it is currently undergoing restructuring and has decided to close its headquarters in Spain and to focus on product development in Germany abandoning its physical presence in Spain. The largest part of its revenue is fees from 718,000 of its Premium users with the network counts with since mid-2010 along with the advertising pages,

special promotions for users in the section Best Offers and job offers that the listing firm pays for.



Apart from its contact management database, Xing also offers a public calendar of events, presented to the user in a thematic or geographical order. You can also take advantage of the event management function for your personal agenda. Xing allows user interaction through discussion forums on many areas, which can be opened or closed to the public for the internal use of organizations and companies. Each user has its own electronic mailbox, which has a system of notification to the usual email inbox and privacy settings to receive messages only personally selected. In addition to what is offered online, there are many regional groups that organize face-to-face networking events where users can become better acquainted. Xing also offers a job bank, Employment XING. Users of the platform can offer or seek jobs there or work projects. Furthermore, an algorithm matches published tenders to user profiles according to the information provided.

#### **2.3.4. Social networking professionals in Spain**

Although there are many professionals social networks available, our immediate environment has opted for three platforms: LinkedIn, Xing and Viadeo. Each has its virtues on a common base of tools focused on the creation and maintenance of professional social networks. There is nothing more informative than to contrast first-hand opinions of those that are responsible for each of them in Spain. We offer below some interviews taken from the website: <http://www.soygik.com>



#### 2.3.4.1. Colomar Daniel Perez, CEO of XING Spain

**Xing is defined as a social network for networking above all, what is the real ratio of active participation of your users compared to the registered number?**

As a reference, in 2009 there was an annual average of about 335 million per month of pages viewed.



**Currently, in Spain, there are several competitors. What do you think are the fundamental characteristics that differentiate Xing from other professional networks?**

First, the privacy and security are key at XING. Being a network born in Europe, XING adheres to strict data protection laws, as opposed to those created in the USA, where no legislation exists. It is also the only network that uses SSL encryption to protect customer data, the same system used in online banking. On the other hand, it is the only platform that reinforces online networking events to face-to-face events through the "Ambassador" program and is represented in 22 Spanish regions and cities, in addition to having a team of people dedicated entirely to the Spanish market that supports both users and businesses. Another fact that differentiates XING is that so far it is the only network that is publicly traded, so their business model is completely transparent and the information accessible. According to figures from March 2010, XING has 1.2 million users in Spain, which makes our country a leader in professional-type networks. Other countries where XING is a leader in this segment include Germany, Switzerland, Austria and Turkey.

**Why in Spain if the rate of Internet penetration is not as close to that of other countries around us?**

Spain is a strategic market for the company because we are leaders and we want to leverage this advantage to be close both to the user, to better meet their

needs, and to companies, who are our customers, and who request that we visit them and help them develop their presence in XING.

**Do you think the paper CV is dead?**

This is not a belief, but a trend that progresses. Companies increasingly use it less and less. For example, in one edition 2.0 Recruitment Forum, Randstad said they have moved from focusing recruitment in their offices to not accepting paper curriculums and to send their candidates directly to their website. Social networking add word of mouth to the curriculum, which is now understood as something broader in which contacts and online identity are important, viewed through the activity in Social Media.

**Finally, what would you say to anyone on the Internet that does not use Xing to realize how important it is to have a profile on your service?**

Professional digital identity, knowledge and networking. Today and in the future, technology and the access we have to it make it very easy and useful to look for professionals on the Internet, for example to verify data, see what it says or who are your contacts, which is already impacting both positively and negatively the process of recruitment and headhunting. XING enables you to create a professional identity that is appropriate and accessible through the Internet, with a profile that appears at the top of Google (if the user allows their profile to be indexed by search engines).

A comprehensive and careful professional profile in XING is a very important part of online identity and will influence your reputation. Moreover, knowledge sharing and networking within and outside the sector itself are key for any professional to advance their careers, and discussion groups and communities of XING allow both purposes.

#### 2.3.4.2. Kevin Eyres, LinkedIn's Director General for Europe

(Not to detract from the clarity of his words we have chosen not to translate his answers)

**LinkedIn is defined as a network to exchange information, ideas and opportunity. What is the real ratio of active participation of your users compared to the registered number?**

We're seeing record levels of engagement on LinkedIn worldwide. Our data shows that the longer a professional is a member of LinkedIn, the more they use the site as their professional network expands and more opportunities come to them.



**Currently, in Spain, there are several competitors What do you think are the fundamental characteristics that differentiate LinkedIn from other professional networks?**

With almost a million members in Spain and more than 16m in Europe, LinkedIn is the best place for professionals to establish their online identity, connect with their local network, and share information and expertise. Additionally, LinkedIn offers access to all the main features and functions of the site for free. Finally, LinkedIn is the only professional network offering access to a truly global source of expertise, insights and opportunities and we are growing 3m members per month.

**Why in Spain if the rate of Internet penetration is not as close to that of other countries around us?**

Our membership across Europe is accelerating fast and Spain is among the key drivers of this growth. We're seeing big growth in membership numbers as well as engagement in group discussions, recommendations and connections since the launch of the Spanish platform in 2008 and we continue to see high growth in Spanish professionals joining the site, which is fantastic.

### **Do you think the paper CV is dead?**

LinkedIn is the modern equivalent of the paper CV, think of it as CV 2.0. Having your skills, experience and professional network online offers is a much more powerful resource than a static document. Importantly, you can be discovered by opportunities when you're busy doing the job you have. 25% of the FTSE 100 now use LinkedIn to recruit new talent; if you're not on there then you risk missing out on your next career opportunity.

### **Finally, what would you say to anyone on the Internet that does not use LinkedIn to realize how important it is to have a profile on your service?**

LinkedIn will help you be better at the job you have and help you get the job you want. With 70m professionals worldwide already on part of the network, joining will give you access to opportunities and insights that you will otherwise pass you by. It's not a question of why are you on LinkedIn, but why aren't you?

#### **2.3.4.3. Pol Santacana, head of communities in Spain Viadeo**

**Viadeo is defined as a social network to exchange information, ideas and opportunity. What is the real ratio of active participation of your users compared to the registered number?**

The participation rate is relatively high in Viadeo. More than 1 / 3 of our users connect to the system more than once a week. This is accomplished by offering not only the tools needed to contact other professionals, but allowing users to share news, participate in forums and clubs and generally



making a commitment to quality content to help update the knowledge of professionals as part of Viadeo.

**Currently, in Spain, there are several competitors What do you think are the fundamental characteristics that differentiate Viadeo from other professional networks?**

There are basically 3 professional networks; Viadeo, LinkedIn (with no offices in Spain) and Xing (which does have offices in Spain but has 9 million users to 30 of Viadeo). Basically, the difference comes from our commitment to multi-location, ie a global development (with gains in capacity development) and local monitoring and adaptation. Viadeo has offices with expertise in France, Italy, United Kingdom, Mexico, India, China, Canada and, of course, Spain.

Direct contact with the reality of each country allows us to meet the real needs of professionals and adapt to them. An internal study conducted recently showed that between 70% and 90% of business synergies in professional networks are conducted among professionals within a country and that 90% of professionals felt that their network was much more efficient if it was made up of professionals and companies in the country. Data like these encourages us to maintain our commitment to multi-location. Similarly, the Viadeo network is global, meaning that any professional in any country can contact any other professional in any other country.

**Why in Spain if the rate of Internet penetration is not as close to that of other countries around us?**

Viadeo is undertaking a major international expansion trying to maintain its own European identity. We have offices in most major European countries also trying to cover the language needs of our users. In this strategy, it seems clear that Spain could not be left out as it perfectly complements all our lines and opens up an important bridge to the Latin American world.

### Do you think the paper CV is dead?

No doubt. And it has been for some time ago. Since the advent of word processors... first it was digitized and now, thanks to social networks, the digital file has come to be accessible to other professionals and recruiters together with some elements that allow us to better understand the career of any professional ( contacts you have, third-party references, knowledge shown through forums, blogs, ...). We are moving towards a professional digital identity in which the CV is a component.

### Finally, what would you say to anyone on the Internet that does not use Viadeo to realize how important it is to have a profile on your service?

Viadeo aims to provide professional solutions for three key elements of his career: At the network level, we offer tools that will enable professionals to find and develop their network of contacts, to share information and knowledge. On a business level, Viadeo has a set of elements that will help promote their services and products, find new customers or suppliers as well as identifying experts in their field. Finally, Viadeo also has a line focused on generating and enhancing employment opportunities.

#### 2.3.4.4. Comparison

Each one has distinct characteristics and goals for clients on a similar platform. The main differences we found:

|                       | Xing                                | Linkedin                 | Viadeo                             |
|-----------------------|-------------------------------------|--------------------------|------------------------------------|
| <b>Fundación</b>      | 2003                                | 2002                     | 2004                               |
| <b>País de origen</b> | Alemania                            | USA                      | Francia                            |
| <b>Usuarios</b>       | 10 millones                         | 90 millones              | 35 millones                        |
| <b>Estrategia</b>     | Seguridad de datos y comunicaciones | Mayor número de usuarios | Adaptación al entorno sociolaboral |

### 2.3.4.5. Registration platforms

The registration process in the three professional social networks are similar and to do so you must have an email address that will link to your profile. The steps to perform are the following:

1. Introduce full name, email address and a user password
2. Complete basic professional profile data: location, education and / or current job
3. Import personal contacts from other social networks
4. Confirm validity of e-mail
5. Update profile photo and publish on personal wall
6. Complete personal and professional data: CV, interests, activities
7. Begin to use the professional social network to create your digital identity taking advantage of the tools to create a networking account and to look for opportunities.

### 2.3.4.6. Register on LinkedIn

**LinkedIn**

Home What is LinkedIn? Join Today Email:  Password:  Sign in

**Over 100 million professionals use LinkedIn to exchange information, ideas and opportunities**

- Stay informed about your contacts and industry
- Find the people & knowledge you need to achieve your goals
- Control your professional identity online

**Join LinkedIn Today**

First Name:

Last Name:

Email:

Password:

\*

Already on LinkedIn? [Sign in.](#)

---

Search for someone by name:

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) | [Browse members by country](#)

Sign in to LinkedIn

Email address:

Password:  [Forgot password?](#)

or [Join LinkedIn](#)

Home Profile **Contacts** Groups Jobs Inbox Companies News More

Search

Comp [Edit Profile](#) [View Profile](#) [Recommendations](#) [Profile Organizer](#)

Inbox Sent Archived Trash

LinkedIn Premium

Messages Invitations

Archive Delete Mark Read Mark Unread

Select: All | None All Messages Newest

There are no received messages.

Archive Delete Mark Read Mark Unread

**LinkedIn Ads**

Are your customers on LinkedIn?

Reach them with highly targeted ads.

Still Use a Fax? Save! - Thousands of Spain's Companies do it. Bring your Fax to Infobox and Save! - From Infoestructura, S.A.

[Edit Profile](#) [View Profile](#)

**yes employment** [Edit](#)

Manager at I.E.S. Sant Vicent Ferrer d'Algemesi

Valencia Area, Spain Computer & Network Security

[+ Add Photo](#)

Post an update

---

Current **• Manager at I.E.S. Sant Vicent Ferrer d'Algemesi** [Edit](#)  
[+ Add a current position](#)

Past [+ Add a past position](#)

Education [+ Add a school](#)

Recommendations [+ Ask for a recommendation](#)

Connections [+ Add connections](#)

Websites [+ Add a website](#)

Twitter [+ Add a Twitter account](#)

Public Profile <http://es.linkedin.com/pub/yes-employment/35/89/997> [Edit](#)

[Add another position](#)

---

Import your résumé

Ask for recommendations

Create your profile in another language

---

**Complete your profile quickly**

**Import your résumé** to build a complete profile in minutes.

**Profile Completion Tips** [\(Why do this?\)](#)

- Add another position (+15%)
- Add your education (+15%)
- Add a picture (+5%)
- Add your summary (+5%)
- Add your specialties (+5%)
- Ask for a recommendation (+5%)



### 2.3.4.7. Register on Xing



THE PROFESSIONAL BUSINESS NETWORK WITH MORE THAN 10 MILLION MEMBERS WORLDWIDE




Registration form fields:

- Email (or username):
- Password:
- Remember login:
- Forgot your password?: [Forgot your password?](#)
- Log in:

Sign up for free:

- First name:
- Last name:
- Email:
- Password:
- I accept the Privacy Policy and Terms and Conditions of XING AG.
- Sign up now for free:

 XING protects your privacy.



**Please confirm your XING registration now.**

Hi Yes!

Thanks for registering with XING.

Please click on the link below to complete the registration process and activate your XING profile:

[https://www.xing.com/go/signup/11624843.779a0b.7ecb/obc\\_en?reagent=systemmail/reqconfirm](https://www.xing.com/go/signup/11624843.779a0b.7ecb/obc_en?reagent=systemmail/reqconfirm)

Happy networking!  
Your XING team

© XING AG

# Welcome to XING!

Now you're a brand new member of the XING community! Please complete the registration process now to...

- ✓ ...make it easier for other members to find you.
- ✓ ...automatically receive job recommendations matching your criteria.
- ✓ ...receive notifications about events happening in your local area.
- ✓ ...gain access to various other useful features.

---

## Please enter the following details:





|  |  |                   |
|--|--|-------------------|
| <b>Gender*</b>   | <input checked="" type="radio"/> Male <input type="radio"/> Female | *=Required fields |
| <b>Job type*</b>   | Seeking employment   | ▼                 |
| <b>Job title*</b>  | Manager  |                   |
| <b>Company*</b>  | I.E.S. Sant Vicent Ferrer d'Algemesí                               |                   |
| <b>Industry*</b>   | Computer Software  | ▼                 |
| <b>Country*</b>  | Spain  | ▼                 |
| <b>City*</b>   | Algemesí   |                   |
| <b>Career plans*</b> Are you currently interested in receiving job offers? | Yes (visible to all members)                                       | ▼                 |

---

🔒 Data is sent via an encrypted connection.

Next

# Congratulations, you're now a fully fledged XING member!

| Please choose which type of membership best suits you.                      |  <b>Premium Membership</b><br>Boost your career <br>at €3.45<br><a href="#">Select</a> |  <b>Basic Membership</b><br>Kickstart in Networking <br>Free<br><a href="#">Select</a> |
|---|--|--|
| Create and manage your own <b>professional profile</b>                      | ✓  | ✓  |
| Add new <b>contacts</b> , and manage and write to existing ones             | ✓  | ✓  |
| See <b>what's new in your network</b> and update your status                | ✓  | ✓  |
| Join <b>groups</b> , create new groups, and write posts in existing groups  | ✓  | ✓  |
| Search for <b>jobs</b> or post your own job ads                             | ✓  | ✓  |
| Attend and organize <b>events</b> with or without ticketing                 | ✓  | ✓  |
| Gain access to the <b>keyword search</b> feature                            | ✓  | ✓  |
| Search more efficiently thanks to the <b>Advanced Search</b> feature        | ✓  |  |
| View the <b>search results you want</b> thanks to special search filters    | ✓  | limited  |
| See who <b>visited your profile</b>   | ✓  |  |
| Upload <b>documents</b> such as work samples, diplomas etc. to your profile | ✓  |  |
| Receive <b>references</b> and display them on your profile                  | ✓  |  |
| <b>XING profile with no ads</b>   | ✓  |  |
| Send <b>messages to non-contacts</b>  | ✓  |  |

XING

[My Network](#) | [Jobs and Careers](#) | [Groups](#) | [Events](#) | [Companies](#)

**Overview**


My contacts


Member search


Invite contacts

Premium Membership

To get started, select your email provider.

 Google Mail

 Yahoo Mail

 Microsoft Live Hotmail

---

**2 Complete your profile**

The more you fill your profile with relevant information, the easier it will be for other professionals to find you.

Profile progress **25%**

[Go to your XING profile](#)

[Help & Contact](#) | [Logout](#)

Jetzt Premium-Mitglied werden! [Mehr Infos](#)

**Privacy: It's in your hands!**

XING gives you full control of your private data. Choose what information you share with your contacts and other XING members.

[Go to your privacy settings](#)

**Your XING homepage**

On your personal XING homepage you get all the relevant information about your network.

[Go to your homepage](#)

### 2.3.4.8. Register on Viadeo

Your network is more powerful than you think  
Join 35 million professionals



Mr  Ms

First Name

Last Name

Email

Password



### Yes, what are you doing now?



I am

born in

my position

company

industry

city

working in this position since

[Create your profile later](#)

**Yes, find out which of your contacts already use Viadeo**

Find your friends and contacts in a matter of seconds.

Please enter your details :  
**GMAIL**

Email

Password **GMAIL**

**Choose which address book you use**

|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
|  |  |  |  |  |  |

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**Welcome, Yes**

Although Viadeo may seem empty at the beginning, as soon as you start building connections, the site will change dramatically: you'll soon have the opportunity to meet interesting people, quickly and easily.

Start by completing [your profile](#).. Add [a photo](#) and state which [companies](#) you have worked for. This will allow Viadeo to suggest [people you may know](#), you can then add them to your contacts.

You might find it worthwhile to explore [discussion groups](#), browse [job ads](#) and [news items](#) as well as completing [your contact cards](#).

[Now it's your turn](#) :-)

**Getting started**

or

**The GMAT Exam**

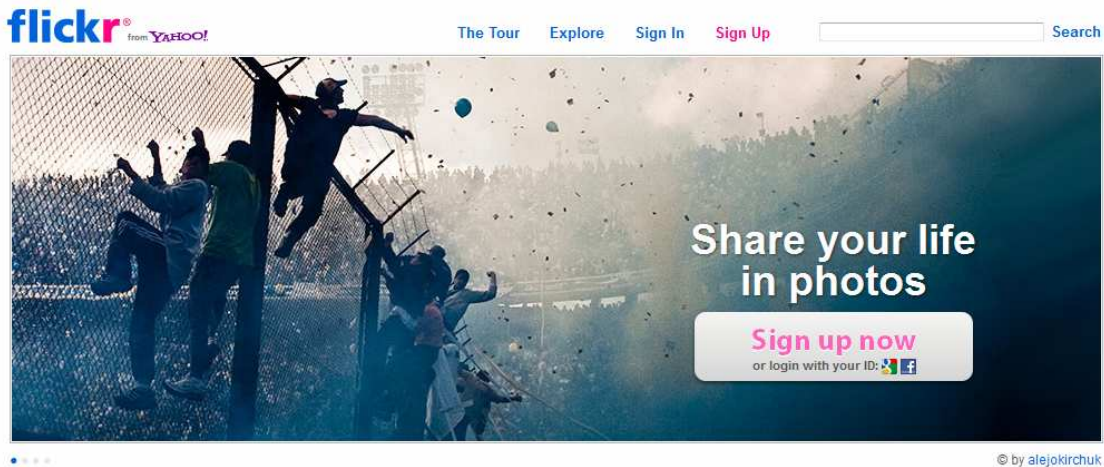
It puts you on the path toward a degree that is up to **your standards**.

LIN | MBA 2010

**GMAT**

## 2.4. Other

### 2.4.1. Flickr



#### 2.4.1.1. Characteristics

Flickr is one of the most used hosting and management services for photographs and videos online of the social networks on the Web 2.0

Flickr is part of Yahoo and has about 5,000 millions of pictures uploaded by users of this service.

Until recently in order to use Flickr you needed to have an email account with Yahoo.

Currently you can use a Google email account or Facebook, thanks to the OpenID integration and collaboration between Google and Yahoo.

Yahoo hopes to add new OpenID partners to make it easier for users to share their photos with the world.

A screenshot of the Flickr sign-in/sign-up form. The form is titled 'Don't have a Yahoo! ID?' and has a yellow 'Create New Account' button. Below this is an 'OR' separator. The 'Sign in with:' section has buttons for 'Facebook' and 'Google'. The 'Sign in to Yahoo!' section has a 'Yahoo! ID' input field with a placeholder '(e.g. free2rhyme@yahoo.com)', a 'Password' input field, and a checkbox for 'Keep me signed in (Uncheck if on a shared computer)'. There is a 'Sign In' button at the bottom. At the very bottom, there are links for 'I can't access my account' and 'Help'.

Among the advantages of using the decentralized authentication system of OpenID is that with a single login you can access hundreds of Web sites, without needing to remember dozens of passwords or different users. Remember that OpenID is an open standard and free, allowing you to rely on a server that hosts the server for authentication.

It's the perfect way to share your photos. Flickr helps you store, sort, search and manage the large amount of photos you have, so that you, your friends and family can connect to them easily.

Flickr is available in two versions:

**Free**

**Pro account \$ 24.95 for 1 year**

|   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Limited photo uploads to a monthly 300 MB (15 MB per photo)</li> </ul>   | <ul style="list-style-type: none"> <li>• Unlimited Photo Uploads (20 MB per photo)</li> </ul>   |
| <ul style="list-style-type: none"> <li>• 2 video uploads per month (maximum of 90 seconds, 150 MB for video)</li> </ul>   | <ul style="list-style-type: none"> <li>• Unlimited video uploads (up to 90 seconds, 500 MB for video)</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Limited gallery views to the 200 most recent images</li> </ul>   | <ul style="list-style-type: none"> <li>• The ability to display HD video</li> </ul>   |
| <ul style="list-style-type: none"> <li>• The possibility of publishing any of your photos at up to 10 murals groups</li> </ul>  | <ul style="list-style-type: none"> <li>• Unlimited storage</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Unique access to images of smaller size (although the originals are saved in case you upgrade your account later)</li> </ul> | <ul style="list-style-type: none"> <li>• Unlimited amount of bandwidth</li> <li>• Archiving of original images in high resolution</li> <li>• The ability to replace a picture</li> <li>• The possibility of publishing any of your photos or videos in up to 60 murals groups</li> <li>• Exploration and sharing, ad-free</li> <li>• The ability to view statistics and count visitors</li> </ul> |

By sharing your photos you can choose how to share what best suits your needs, for example:

- You can share it under the license of Creative Commons.

"Creative Commons is a nonprofit organization that offers an alternative to full copyright"

<http://creativecommons.org>



**Attribution means:**

We let others copy, distribute, display and reproduce your copyrighted work (and derivative works that are based on it) only if they recognize your merit.



**Noncommercial means:**

We let others copy, distribute, display and reproduce your work (and derivative works that are based on it), non-commercial purposes only.



**Not derived works means:**

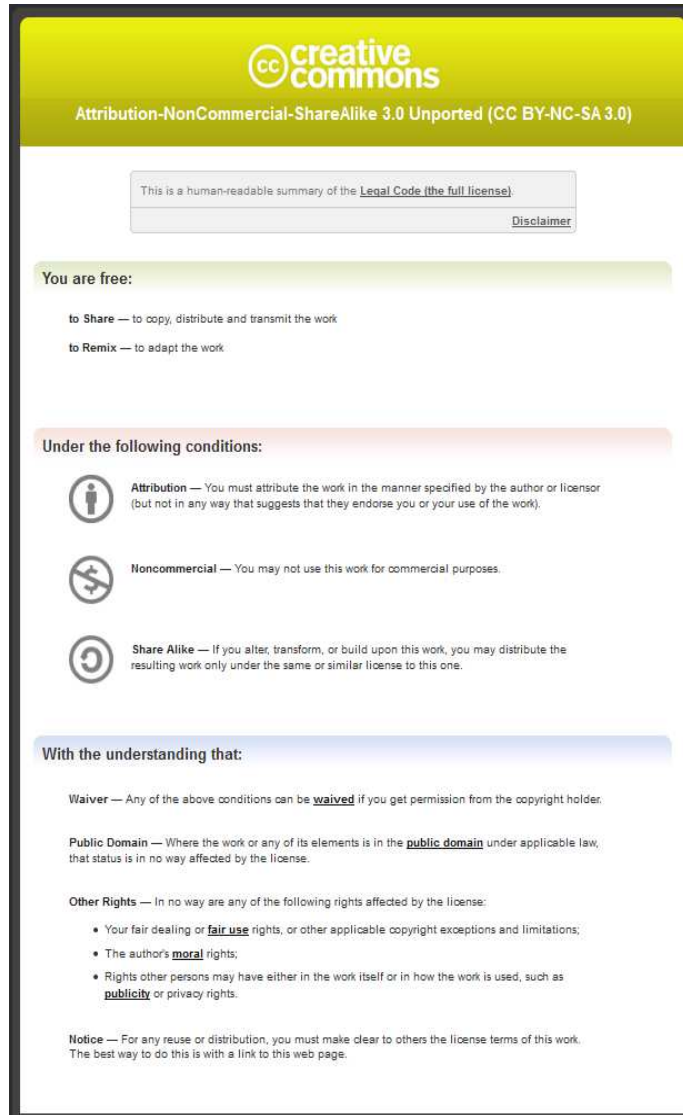
We let others copy, distribute, display and play only exact copies of your work, not derivative works that are based on it.



**Share Alike means:**

We allow others to distribute derivative works only under a license identical to the license that governs your work.

- Or you can let people who visit your photos know that you are interested in granting the license to your work by enabling the license request.





When enabled, a link will be placed next to the license information in your pictures, where people can apply for licensing through Getty Images.

In the pages of your public photos, under "Additional Information" you will see the link "Do you want to license your photos via Getty Images? Note: *Only you can see this link, visitors to your photos cannot.*

The link takes you to the configuration page where you can decide if you want to join the program "Request License". Select the option that suits your needs and "Save" the changes, this will make the link shown "Do you want to license your photos via Getty Images?" disappear.

Only the pictures that appears as public. I.e. if the photo is public but is marked as moderated or restricted content it does participate. The only way not to participate is changing its privacy.

If you join the program, people who visit your public photos see the link "Request License".

You have found a spectacular photo on Flickr. But do you know how to get permission to use it?

Requesting a license is a way to get the license rights through Getty Images to use the photo. You pay a license fee for the rights to use a picture depending on the licensing model and the rights you have acquired.

---

#### How much?

|                   |                    |        |
|-------------------|--------------------|--------|
| <b>Very small</b> | 280 x 211 pixels   | \$ 5   |
| <b>Small</b>      | 500 x 340 pixels   | \$ 35  |
| <b>Medium</b>     | 700 x 500 pixels   | \$ 125 |
| <b>Large</b>      | 2100 x 1400 pixels | \$ 325 |

---

There are two types of licenses available on the Flickr collection in Getty Images:

❖ **Rights Managed (RM):** The licenses of works with rights-managed are granted with restrictions on use, such as limitations on the size, placement, duration of use and geographic distribution. The license price takes into account these elements. (Getty Images has created a calculator for this). Exclusive rights to images are available for some rights-managed products. Get more information about licensing rights managed at Getty Images.

❖ **Royalty Free (RF)** Licenses of royalty-free images are provided at fixed prices depending on the size of the file that the customer buys. The end use is not specified (although certain types of uses that are defamatory, pornographic or illegal is prohibited) so that the client has a lot of flexibility in how you use the images and can be used several times. Get more information about royalty-free licenses at Getty Images.

#### 2.4.1.2. REGISTER

Registration to Flickr is easy, just go to <http://www.flickr.com> and click the button.



Remember that you need to have an email account at Yahoo or Gmail your default (Google) or Facebook.

**YAHOO!**

With a Yahoo! Account, get free email and other leading web services.

---

Name

Gender

Birthday

Country

Postal Code

---

**Select an ID and password**

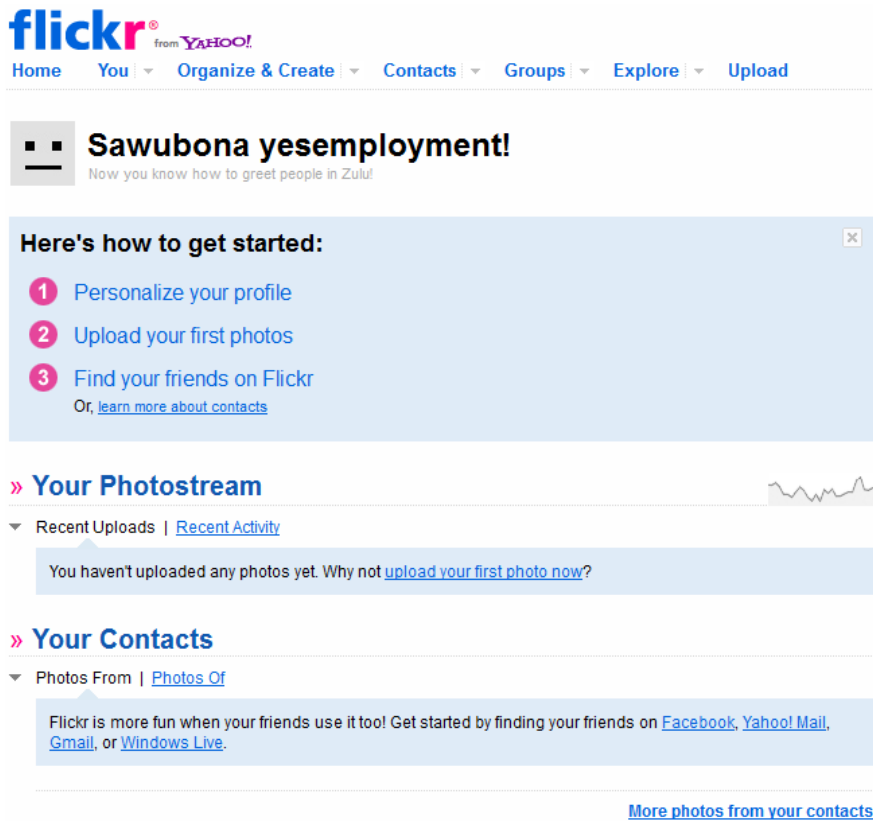
---

Yahoo! ID and Email  [Change](#)

Password  Very strong

Re-type Password

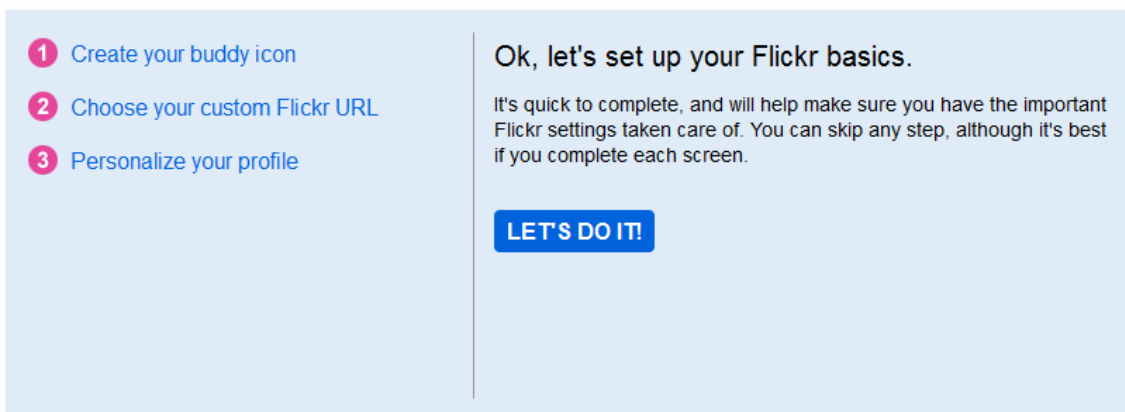
If you got here, congratulations and you can enjoy your flickr account. This is the homepage that will show.



### 2.4.1.3. CUSTOMIZE YOUR PROFILE

The top center suggests how you can start by following 3 simple steps. Let's see how to customize your profile.

First you choose the icon, that is the image that will represent you so that everyone can recognize you.




The link “Find an image on my computer” opens a file browser to select the desired image.

- 1 [Create your buddy icon](#)
- 2 [Choose your custom Flickr URL](#)
- 3 [Personalize your profile](#)

### Step 1: Create your buddy icon

Your buddy icon is a small image that appears on Flickr to represent you. Right now, it looks like this:



You can use an image you've uploaded, or find a new image on your computer to make your new buddy icon.

- [I'll use an image that I uploaded](#)
- [Find an image on my computer](#)

[Or, skip this step](#)

Finally, you press the button “Upload” to create an icon

- 1 [Create your buddy icon](#)
- 2 [Choose your custom Flickr URL](#)
- 3 [Personalize your profile](#)


### Step 1: Create your buddy icon

Choose a file on your computer

C:\Users\jordi\Downloa;

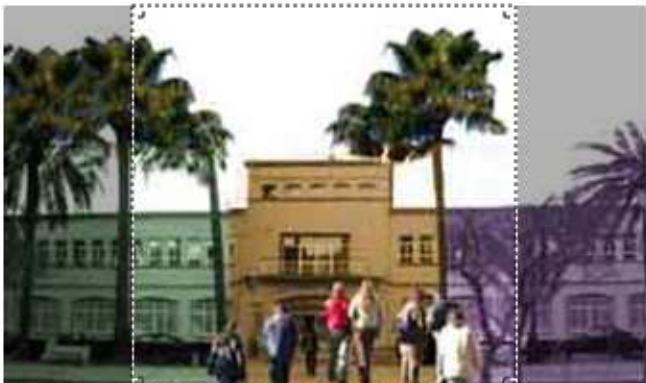
(Maximum 2MB)

[Or, skip this step](#)



To the left is what your buddy icon will look like. You can drag around and resize the square below to get it just how you like it. When you are happy with your icon, click the pink button to the right.

constrain selection to square



Perfect your icon is now available.

You can continue to the second step by selecting a URL which is the web address that will represent you.

Be very careful not to make mistakes because you only have this opportunity to create it. Click the "Preview" and check to see if it is correct.

If everything is Ok continue.

1 Create your buddy icon ✓

2 Choose your custom Flickr URL

3 Personalize your profile

### Step 2: Choose your custom Flickr URL

Please check to make sure this is correct:

This can't be changed later, so choose wisely!

<http://www.flickr.com/photos/yesemployment/>

**OK, LOCK IT IN AND CONTINUE**

Wait! I need to choose a different alias.

Finally in the third step indicate your personal data.

1 Create your buddy icon ✓

2 Choose your custom Flickr URL ✓

3 Personalize your profile

### Step 3: Personalize your profile

None of this information is required. Just supply as much or as little as you wish. You'll always be able to add more about yourself, or change this stuff in your Account Preferences.

First Name:

Last Name:

Your Timezone:  ▼

Adjust for Daylight Savings

Gender:  Female  Male  Other  Rather not say

Singleness:  Single  Taken  Open  Rather not say

Describe Yourself:

[Want to format your description?](#)

**NEXT**

[Or, skip this step](#)

#### 2.4.1.4. LOAD YOUR PHOTOS

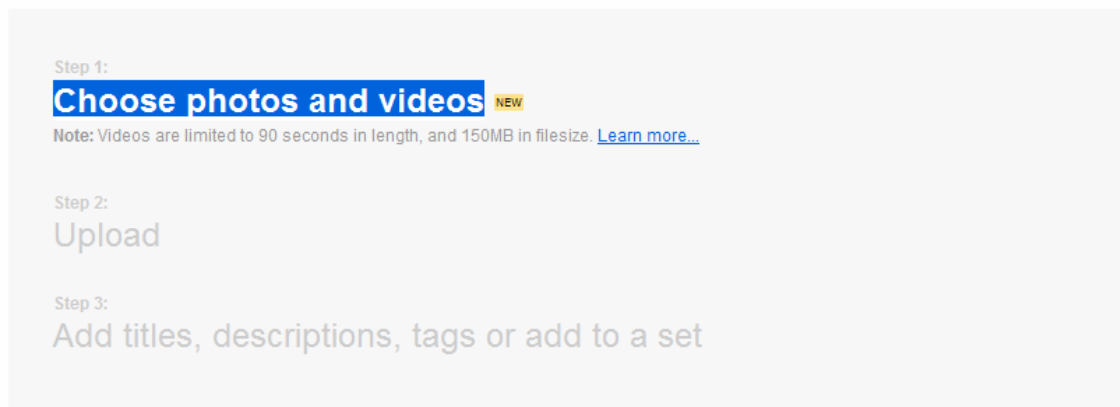
To upload your photos, Flickr makes it easy. Click the link "Upload your first photos."

One way is to use the same website <http://www.flickr.com/photos/upload>. Choose the number of items you want on your desktop. Once all the items have been loaded here, you can add tags, create albums, etc.

By clicking on the link "Choose photos and videos, " you open a file browser that lets you select photos.

### Upload to Flickr

You've used 0% of your 300 MB photo limit and 0 of your 2 video limit this month. [Upgrade?](#)



Once selected, you will list the name of the photo, the size and if you want to delete, you can also set the desired level of privacy. Click the link "show privacy options" to show you all the possibilities.

Finally click the "Upload photos and videos" to start the transfer.

| File                  | Size     | Remove? |
|-----------------------|----------|---------|
| ies.jpg               | 18.3 KB  |         |
| iesSantVicent.gif     | 135.9 KB |         |
| iesSantVicentLogo.png | 3.7 KB   |         |

3 files [Add More](#) Total: 157.9 KB

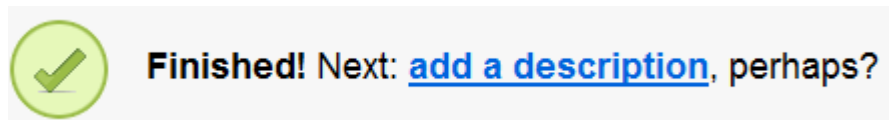
**Set privacy** / [Show more upload settings](#)

Private (only you see them)  
 Visible to Friends  
 Visible to Family  
 Public (anyone can see them)

**Upload Photos and Videos**

Or, [cancel](#) and go to Your Photostream.

At the end of uploading photos, you'll see the following message. You can add a description if desired.



To organize your photos you can create an album. Click on the link "Create a new album ..."

You can also tag all your photos, commenting on each one of them.

This is your photo gallery.

Congratulations, you've got your first photos to share with everyone.

## 2.4.2. YouTube



**YouTube** is a website where users can upload and share videos. It was created by three former employees of PayPal in 2005.4 February in November 2006 Google Inc. acquired it for \$ 1.65 billion, and now operates as one of its subsidiaries.

**YouTube** uses a player online based on Adobe Flash to serve your content. It is very popular thanks to the possibility to accommodate personal videos in a simple way. Hosts a variety of clips from movies, TV shows, music videos, despite YouTube rules against uploading copyrighted videos, this material exists in abundance, as well as amateur content such as video-blogs. Links to YouTube videos can also be placed on blogs and electronic personal sites using API or embedding some HTML code.

### 2.4.2.1. General information:

---

|              |                                       |
|--------------|---------------------------------------|
| Motto        | <i>broadcast yourself</i>             |
| Type         | Subsidiary, limited liability company |
| Foundation   | February 2005                         |
| Headquarters | San Bruno, California, United States  |
| Industry     | Internet services                     |
| Net profit   | 174,2 to 470 million USD              |
| Owner        | <a href="#">Google</a>                |
| Employees    | 650 employees                         |
| Web site     | <a href="#">YouTube</a>               |

---

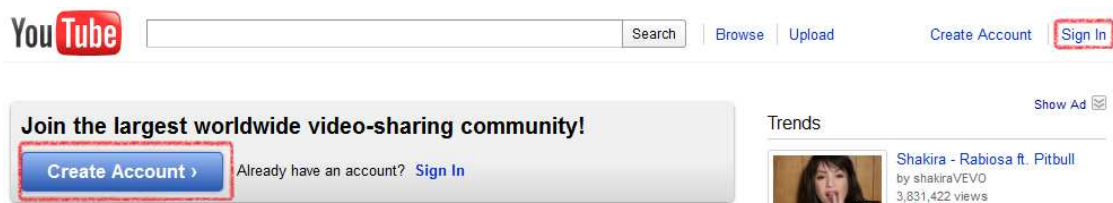


### 2.4.2.2. Statistics:

It is important to know that the majority of users with access to this platform are outside of United States. According to the latest statistics, we would be talking about a 70%. And it is not surprising, why now YouTube is available in 38 languages and 25 countries, aided by a new option that allows us to enjoy the many popular videos subtitles. Worldwide access to YouTube. In this sense, the platform does not have a prototypical user. The data reveal that the public has between 18 and 54 years, figures that would show that YouTube is a site of the most familiar. It should not be forgotten that the playback of videos on YouTube is continuous, even from your mobile phone. According to explain those responsible, every day are reproduced 100 million videos from your mobile, which would confirm the fact that users increasingly have more predilection for turn your smartphone into a multidisciplinary and multimedia device.

### 2.4.2.3. Operation:

#### 2.4.2.3.1. How to create an account:



At the top of the home page of YouTube, we have a button and a link that lead to the creation of a new account page

To create an account only we have to introduce your email, a name of user, the system will automatically check whether or not in the database. Also ask for the location, date of birth, sex and we have two selectable paintings that we select according to our interest, and only we can click on the button I accept to create our account and accept the license to use.

## Get started with your account

E-mail Address:

Username:   
**Username available!**  
Your username can only contain letters A-Z or numbers 0-9  
[Check Availability](#)

Location:

Date of Birth:

Gender:  Male  Female

Let others find my channel on YouTube if they have my email address

I would like to receive occasional product-related email communications that YouTube believes would be of interest to me

Terms of Use Please review the Google Terms of Service and YouTube Terms of Use below:

1. Su relación con YouTube

Uploading materials that you do not own is a copyright violation and against the law. If you upload material you do not own, your account will be deleted.

By clicking 'I accept' below, you are agreeing to the [YouTube Terms of Use](#), [Google Terms of Service](#) and [Privacy Policy](#).

Once this is done automatically ask us is that we obtaining our Google with the YouTube account, to do so simply have put our Gmail email and password and click on the button "Link accounts".

## Crea una nueva cuenta de YouTube | Google

Al registrarte para obtener una cuenta de YouTube, también crearás una cuenta de Google que puedes utilizar para acceder a YouTube, iGoogle, Picasa y otros muchos servicios de Google.

### Accede a Google

Parece que ya tienes una cuenta de Google. Lo único que tienes que hacer es acceder a tu cuenta de Google para vincularla a tu nueva cuenta de YouTube.

¿Es la primera vez que utilizas Google? [Crear una cuenta](#)

Vincular a:

Correo electrónico:

Contraseña:

[¿No puedes acceder a tu cuenta?](#)

Now we have the YouTube account created and linked to your Google account.

✓ Ahora estás registrado en YouTube.

**Información sobre cuentas**

- Nombre de usuario de YouTube:  
yesemployment
- Dirección de correo electrónico de cuenta de Google:  
yesemployment2011@gmail.com

**Introducción al uso de YouTube**

- Personalizar la página de canal
- Subir y compartir tu vídeo
- Establecer las preferencias para tu cuenta

### 2.4.2.3.2. Access our account

To the right side of the main page we have the "Access" link to go to the "login" page.

Then you just need enter our username and our password.



### 2.4.2.3.3. Upload videos

To upload a video to our YouTube account the first step is to click on the link "Upload video" at the top of the homepage.

## Video File Upload

**Upload video** or **Record from webcam**

Drag and drop videos anywhere on the page.

**Videos can be...**

- High Definition
- Up to 15 minutes in length.
- A wide variety of formats

**AutoShare**

Want to share your activity feed (your uploads, favourites, ratings, etc.) automatically to your profile on other websites? Choose a site where you can get started:

- Facebook - Connect accounts
- Twitter - Connect accounts
- Reader - Connect accounts
- Orkut - Connect accounts
- MySpace - Connect accounts

To uploading a video, we have two options. The first is click on the "Upload video" button and will leave us a window in which we can select the video of our computer, the second option is to find the video on your computer and hold we click and drag until the website and in this way will automatically rise it. You can also record directly from our webcam and save it directly to our YouTube account.

YouTube gives us the option to synchronize our account with Facebook, Twitter, Reader, Orkut and MySpace in this way when we stand a video automatically will be published in our account of these social networks.

### 2.4.2.3.4. Out of our account



To leave the session just click on the link "Get" that appears in the top right of the page.