

Sample Assessment for Functional Skills English Reading Level 2

Social Media

Source Documents

Note:

These materials relate to the Functional Skills English assessments that will be in use from September 2015

3748-013
Level 2 Functional Skills English
Reading
Sample Assessment
Social Media

Source documents

Do not write your answers in this booklet as this will not be marked.

All answers should be written in the space provided on the question paper.

Social media: the new way to develop your career

Posted on [01/12/2015](#) by [Helen Jackson](#) in [Work](#) with [5 Comments](#)



Whether I'm catching up with old friends or checking out the latest celebrity gossip, there's no denying that the explosion in social media has changed my life and the way I communicate.

Although they're called 'social' media, these sites have also allowed me to put myself out there to further my career. They are becoming more and more important for people looking for that dream job.

Rewind 20 years, and the chances are, if you were job hunting, you'd be waiting for the weekly jobs supplement in the local paper and scanning the pages hoping for the perfect vacancy to jump out at you. But today, thanks to social media, job hunting can be a 24/7 affair.

For many companies, social media networks are becoming an increasingly popular recruitment channel, mainly because they're free and have a large reach.

The three main social media networks that recruiters in the UK are connected to are Twitter, LinkedIn and Facebook. This isn't just a UK phenomenon, it's global!

According to Bullhorn's Social Recruiting Activity Report 2014, nearly all recruiters have a presence on LinkedIn (98%), just under 30% are on Twitter and about 15% are on Facebook. Whereas trade magazines were the principal source for specialist jobs, social media is now the number one recruitment tool.

Here, I'm focusing on LinkedIn as it is growing faster than Facebook and Twitter in the UK.

LinkedIn With over 15 million UK users, LinkedIn is by far the biggest and most popular social media network used by employers looking for new employees.

Think of your LinkedIn profile as your CV with added extras. Carefully choose the keywords you use to describe yourself and your skillset, and before you've even started joining groups and posting discussions, an employer can see how you might fit into their organisation.

LinkedIn is not about the number of people you have in your network – it's about your skills and knowledge.

Extra tips on using LinkedIn are:

- If you come across an article or piece of research that interests you, share it.
- Join groups that are related to what you do or are interested in doing and comment on what others are saying in the group's discussions.
- If you don't feel ready to do that then 'like' something that someone else has said or shared. It can be hard to set the ball rolling, but, seriously, a few 'thanks for sharing this, it's really interesting,' is an interaction that's not too scary.

The point of these interactions is that you begin to build up a profile of yourself. You can then start to network with others and they could become either contacts to add to your network or evidence for a potential employer that you're worth a closer look. But don't just request to connect with others without having a plausible link to them – that's not LinkedIn etiquette. [Read more...](#)



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Social Media Made Simple

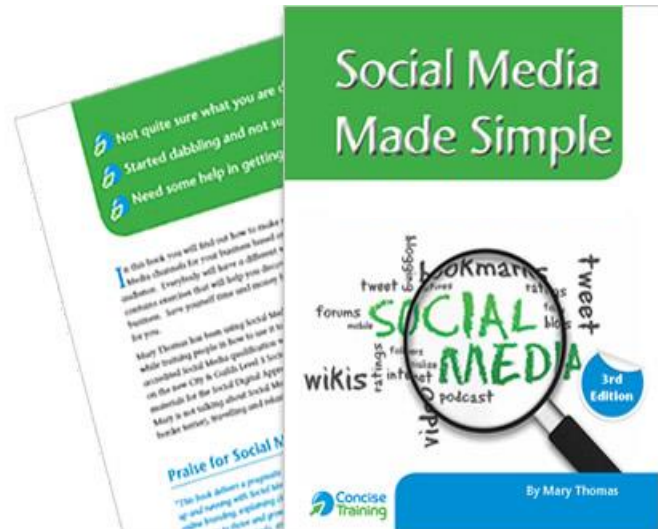
Author: Mary Thomas

5 out of 5 stars

[\(8 customer reviews\)](#)

£15.99 **£10.00 + VAT**

Endorsed by City & Guilds, this is a vital guide to using the 3 main social media networks, Facebook, Twitter and LinkedIn, effectively. Contains exercises, checklists and more – take action today!



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In Social Media Made Simple you will find out how to make sure that you are using the right social media channels based on your business, resources, aims and audience.

- Not quite sure what you are doing with social media?
- Started dabbling and not sure where to go next?
- Need some help in getting the best from social media?

City & Guilds
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Everybody will have a different way of using social media, and Social Media Made Simple contains essential information to help you save time and money by discovering the best social media strategy for your business. For instance, did you know you could save your business thousands of pounds in recruitment agency fees using free social networks?

- Allow job hunters to see your vacancies 24/7
- Access over 15 million UK users of LinkedIn (no more recruitment fairs!)
- Give your business a worldwide audience through the 3 main networks

This book will show you how.

Social Media Made Simple is endorsed by City & Guilds and can be used as a resource for those studying the ITQ Social Media Level 3 qualification or the Level 3 Social Media diploma.

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How your Facebook status could put you out of work

No more slating your employer online - firms and employment tribunals are finally getting to grips with social networking.

Philip Landau

Thinking of badmouthing your employer or work colleagues on a social networking site? After the case of the Apple employee, whose dismissal for doing just that was upheld by an employment tribunal, you'd be well advised to think again.

On the face of it, social networking sites, such as the big three, Facebook, LinkedIn and Twitter, might appear to offer people an arena for venting their spleen on any issues, including gripes and grievances about work.

But although they may well be your own private views, such forums are often viewable by anyone, and you may face repercussions from your employer if you choose to write about work issues, regardless of whether it's from your desk, home or mobile phone.

Many companies now have a social media/blogging policy as part of their contractual terms with employees, providing clear limitations about the permissible contents of a blog. This may also limit use of your work PC to access social media websites (or other sites) during work hours.

Employment tribunals are now familiar with the use of most social media sites and have recently upheld a number of dismissals against employees for gross misconduct relating to comments about work posted on Tumblr and Talkbiznow.

In the case of the Apple worker, his colleague, and "friend" on Bebo, told his boss about the offending posts he had seen on the site. Apple has a very clear social media policy prohibiting employees from making critical comments about its brand on social media sites, which undoubtedly helped the company win the tribunal.

In another recent case, a Metropolitan police officer was sacked for posting "deeply offensive messages" about a colleague on Google+. You would expect to be disciplined



if you acted in this way face to face, so why not in the cyber world?

Some would argue that the ability of an employer to reach out even to private blogs smacks of Big Brother and could be used as a tool to compile a case against unwanted employees. However, there is an implied term of "trust and confidence" incorporated into every contract of employment, together with a further obligation not to bring your employer into disrepute, no matter when, where or how such comments are made.

There is a big difference between harmless banter and comments that go to the heart of the employment relationship and thereby undermine that all-important "trust and confidence" term in your contract.

In this harsh financial climate, there are bound to be tetchy relationships at work, but there is a fine line between what is acceptable and what is not. If you cross the line and unreasonably criticise your employer or work colleagues on social media, you could find yourself out of a job.

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<http://henpicked.net/category/work-and-money/work/>

Source document 2 – 441 Text adapted from:

<http://www.concisetraining.net/shop/social-media-made-simple-book/>

Source document 3 482 Text adapted from:

<http://www.theguardian.com/money/work-blog/2011/nov/30/facebook-status-work-employer>