



Employability strategies at the Universitat Politècnica de Catalunya **BARCELONATECH**

Networking, Social Networks and Employability

Characteristic features of the community (students and graduates)

- Technical training
- Internationalization of studies and professional careers



Characteristic features of the community (students and graduates)

- Digital natives
- Regular users of the new digital media (iPhones, tablets, iPads ...)
- Used to participate in social networks and willing to share information (Facebook, LinkedIn, Twitter, YouTube, Apps ...)



Valor en xarxa

Si ets UPC Alumni



Jornada anual UPC Alumni

Assisteix a la trobada anual dels UPC Alumni i contacta amb els professionals que t'interessen.



Xarxes socials

Participa a les xarxes socials d'UPC Alumni i aprofita el *networking* virtual. Més de 4.000 alumni ja s'hi han apuntat.

Si ets UPC Alumni Premium

[Fes-te Premium](#)



Trobada de promocions

Retroba't amb els antics companys. T'ajudem a organitzar trobades per contactar amb les persones que vas conèixer a la UPC.



Clubs

Networking i col·laboracions professionals. Tria un club i comparteix amb UPC Alumni els teus interessos sobre determinats temes.



Capítols

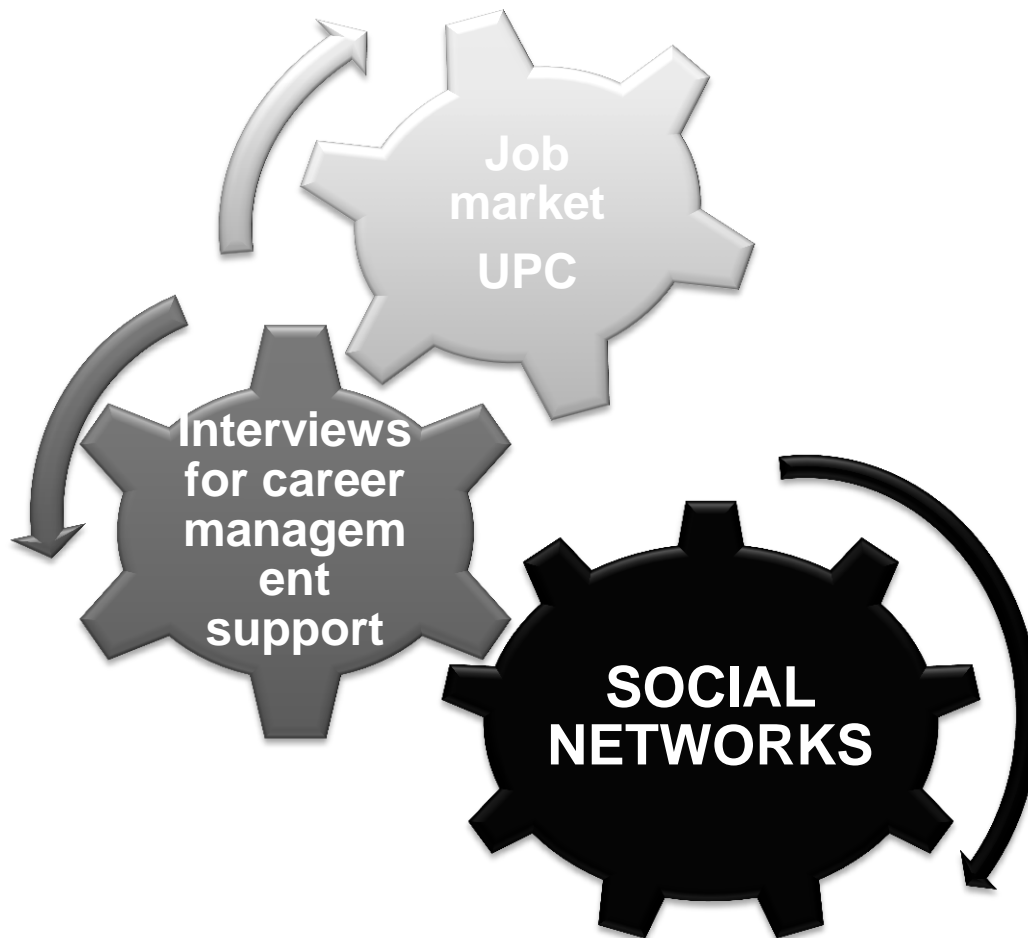
Networking i col·laboracions professionals a la ciutat o país a on estiguis. T'ajudem a relacionar-te amb altres alumni i organitzar activitats d'interès.



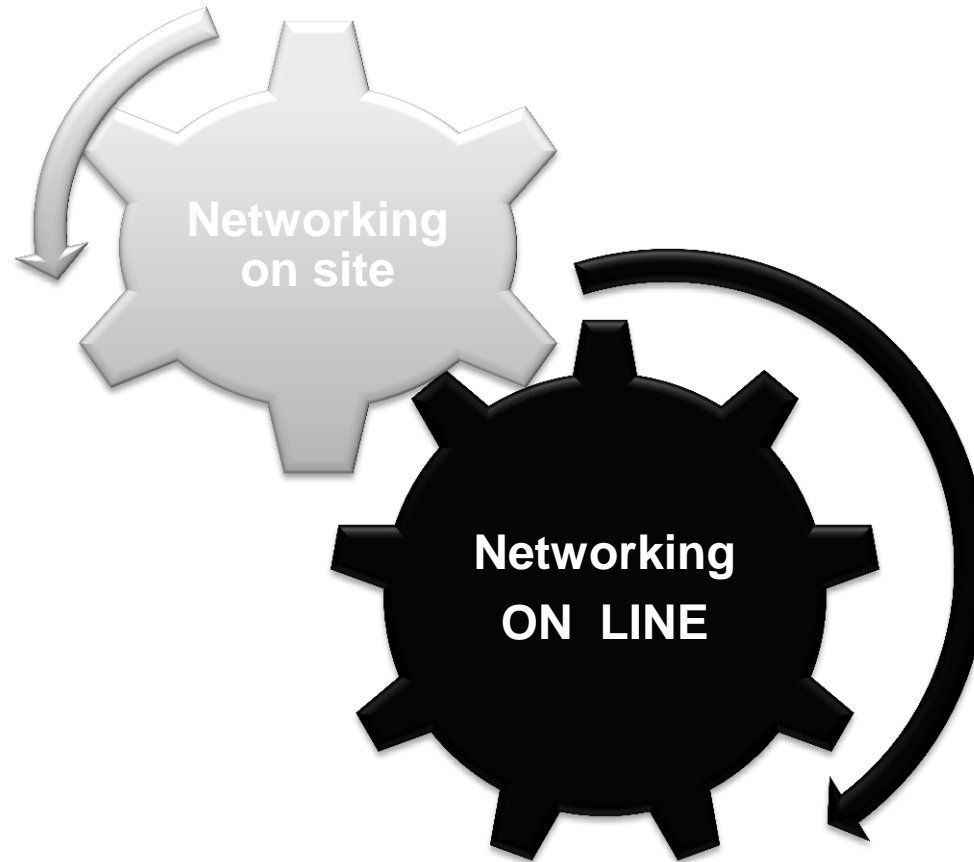
Reunions

Reunions amb companys organitzades per UPC Alumni amb motius d'interès cultural o d'oci.

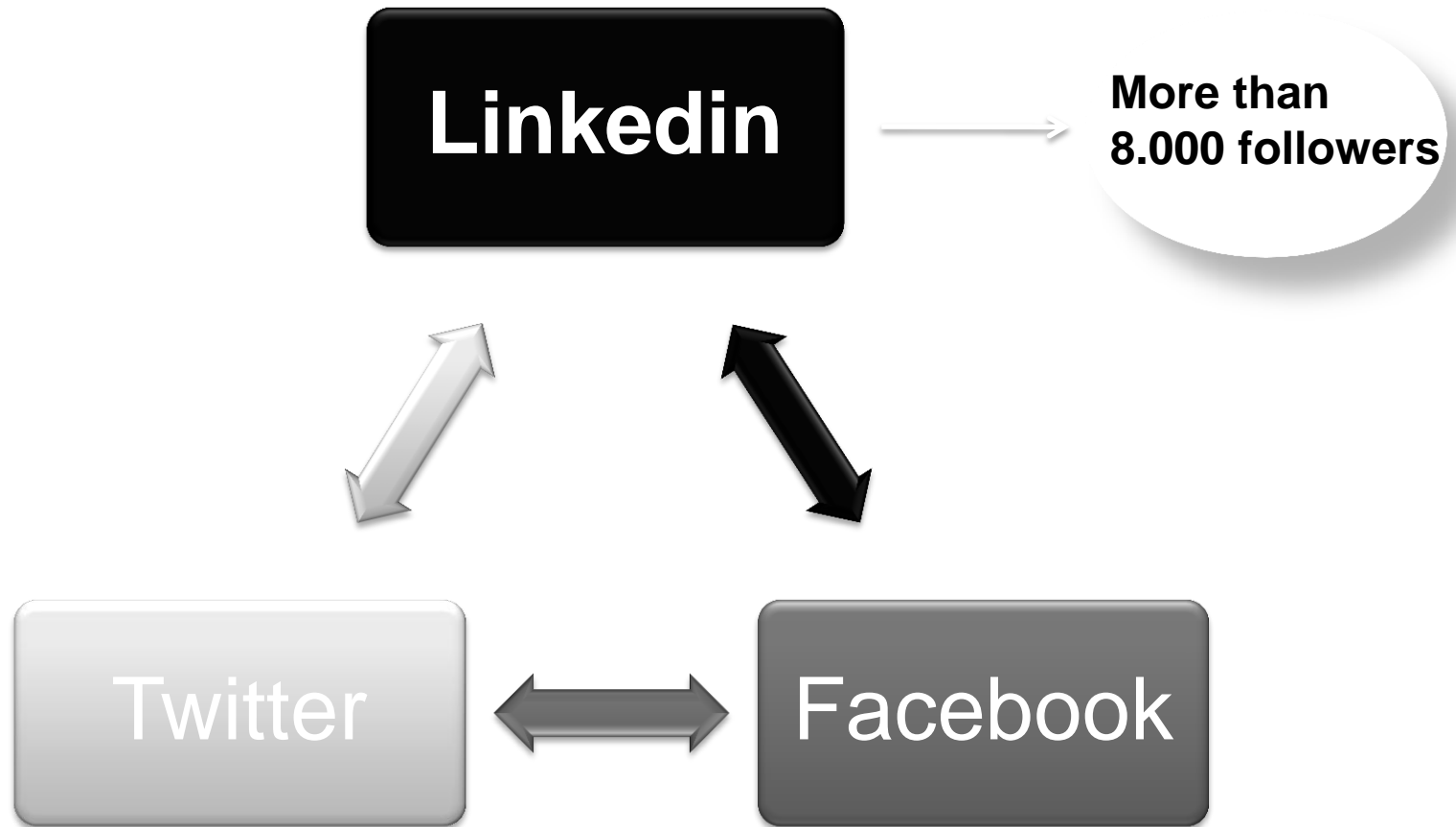
UPC Alumni's Professional Career Service



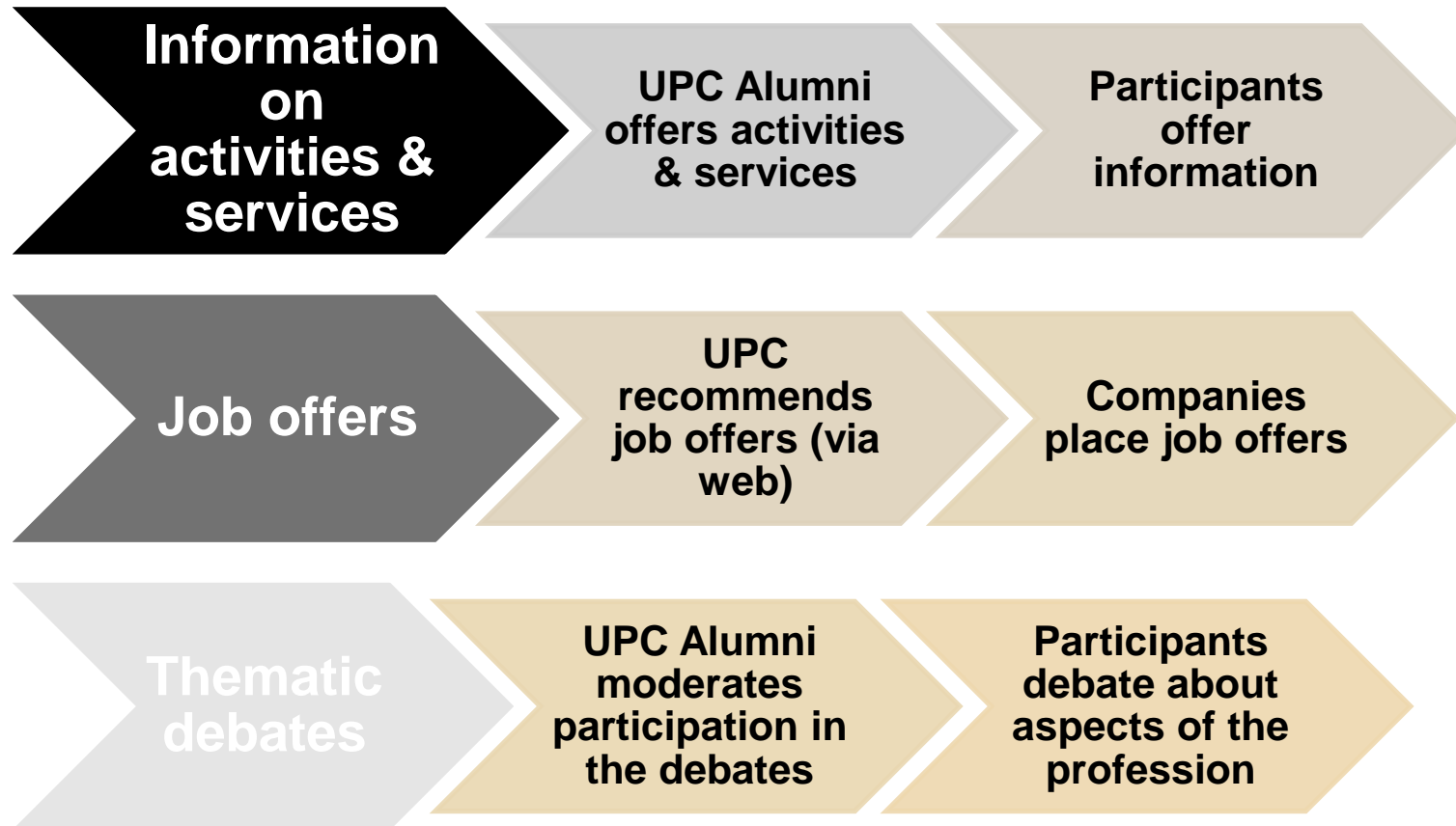
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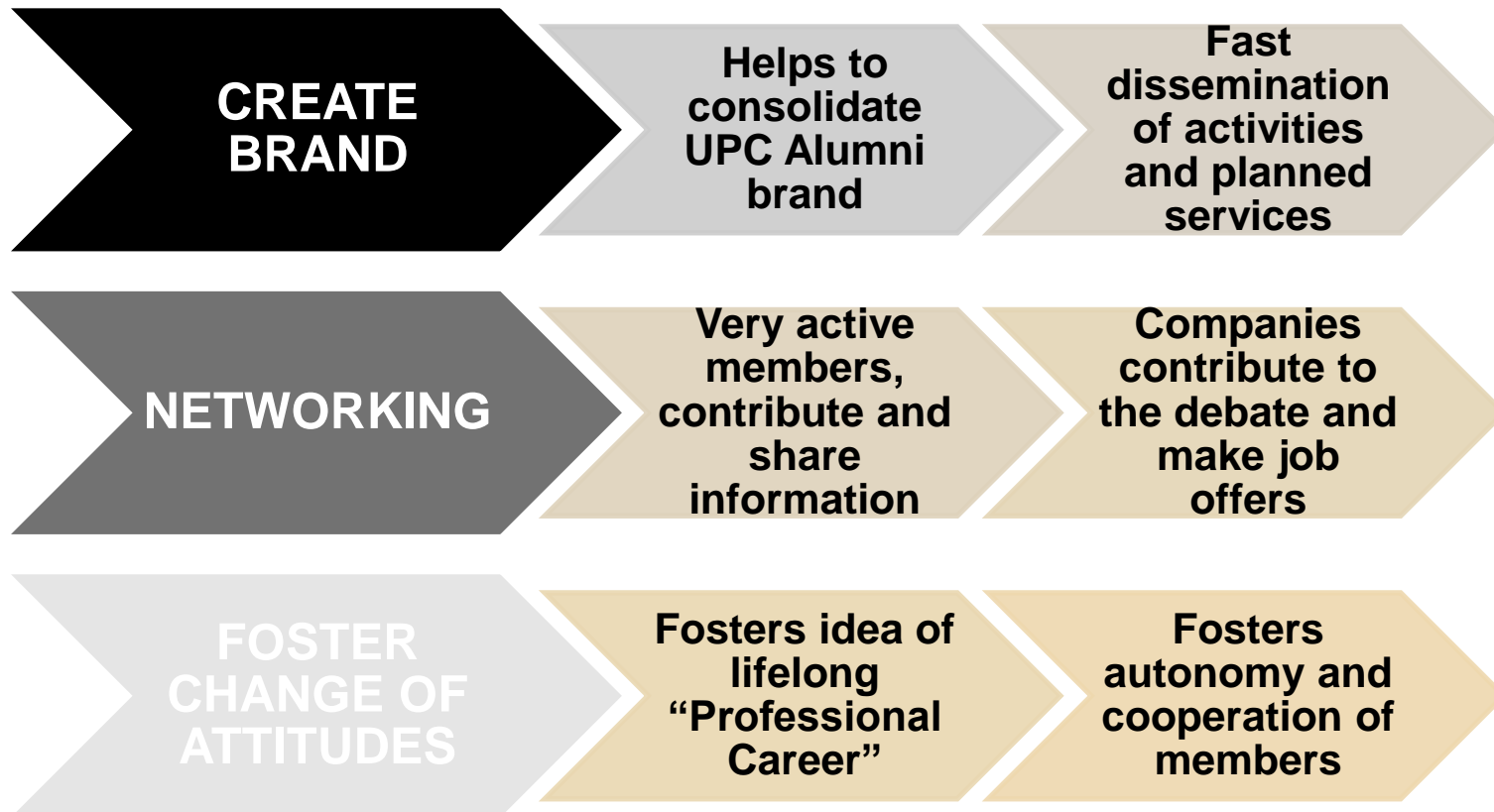
UPC Alumni's presence on social networks



UPC Alumni on **LinkedIn**: Contents

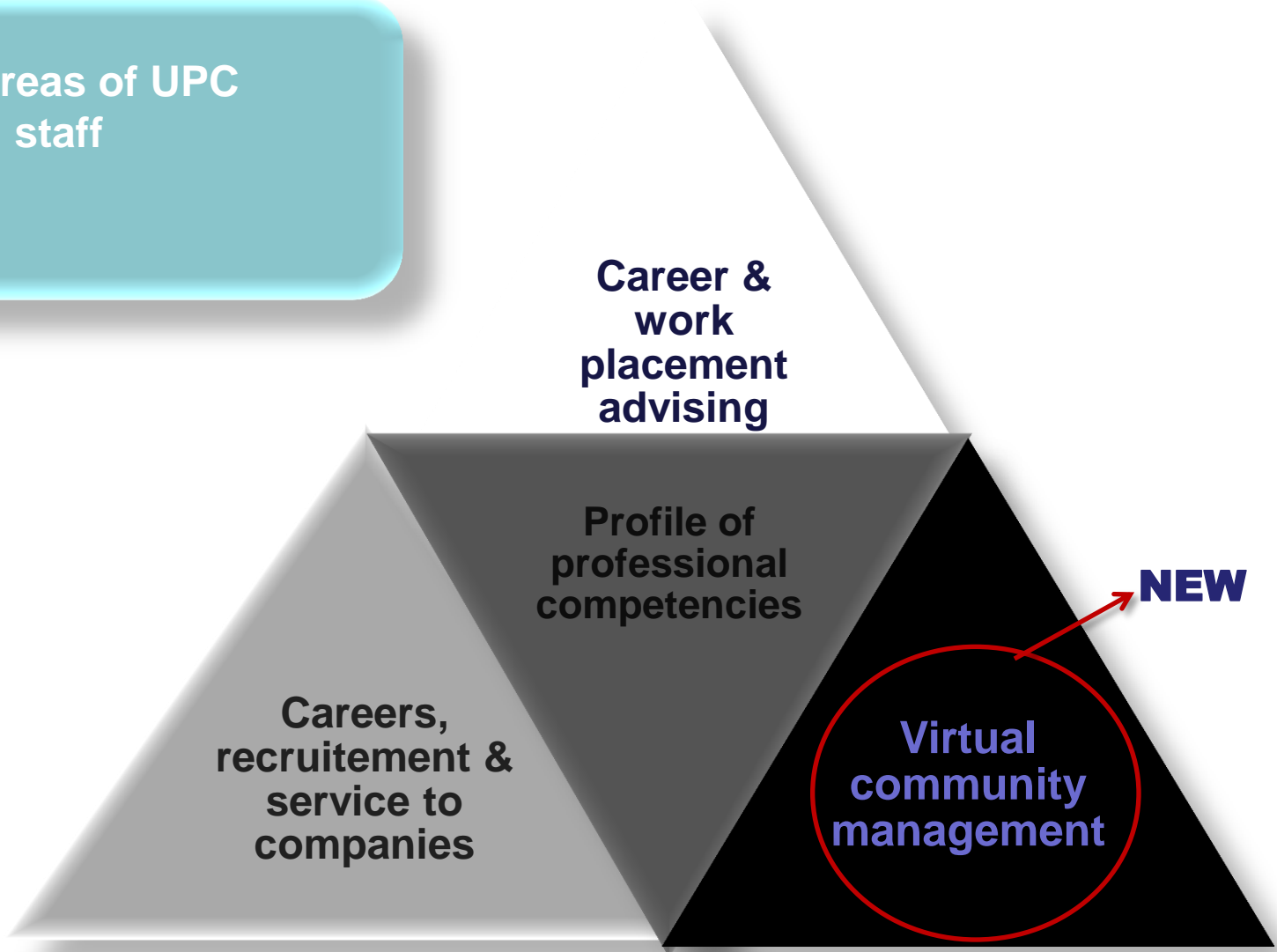


UPC Alumni at **LinkedIn**: Results





**Work areas of UPC
Alumni staff**



- Strengthen the online networking through on-site networking to foster cohesion and sense of belonging that can be generated through the networks.
- Create collaborative environments where everyone has opportunities to contribute and feel part of the group.



Club, promotional meetings, annual alumni gathering... are complementary tools to visualize and enhance the networking done through the social networks.

Obrigada!

<http://www.upc.edu>