

Using Social Media for Career Development and Esteem Building

Twitter - a micro-blogging site ; popular with a huge range of people and organisations. Common usages are to point “followers” to interesting material; to post opinion; to comment on discussions; to follow trends; to commentate during conferences and events.

Facebook/Hyves - primarily social sites, often informal in usage including games and leisure applications. Increasingly developing a career focus through tailored apps.

LinkedIn - primarily professional social networking site; allows users to display their professional network and share information on activities; more job search oriented than many SM sites.

Wordpress/Posterous/Blogger - **blogging** sites allowing users to post opinion based articles. Allow for embedding other materials such as images, slideshows and podcasts.

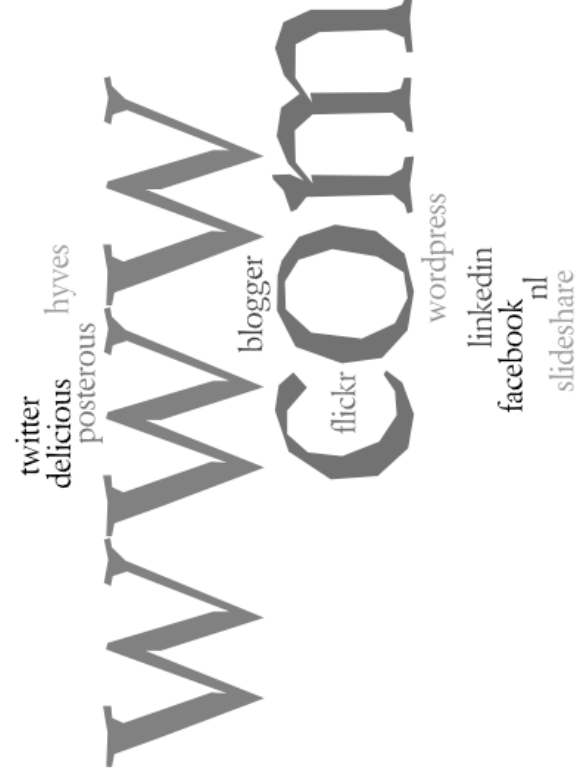
Content sharing SM- include Flickr, Slideshare, YouTube, Delicious and others - these are online “albums” of material ranging from photography to PowerPoint presentations.

Whatever form of social media you currently engage in, if you are planning to use it for career development you need to ensure that all your on-line personas are either consistent or private.

shintonconsulting.posterous.com will carry the slides and handout from this session. You are invited to contribute your comments and suggestions on the NWO Social Media page on the blog.

www.delicious.com/sarashinton carries links selected for the NWO Social Media workshop and will be added to as new sites are discovered.

www.shintonconsulting.com Our company home page with links to all our social media connections.



What is social media?

Many things! A conversation with a contributing audience; a network of like-minded individuals; an information gateway; a marketing tool - the range of sites available allow you to tailor your use to suit your needs.

Career management is a set of skills which combine to improve your prospects of finding and thriving in the career that best suits you.

During the Talent Day workshop we'll look at various strategies for using social media to improve your career management. Do you have a particular question or concern? Be sure to share this at the beginning of the workshop so we can discuss it.

Getting started

first choose you avatar - this has nothing to do with blue aliens! Your avatar is your online persona and needs a name.

Use knowem.com to check the main social networks for your chosen username. You are likely to want to use a variety of SM sites and it is useful to have a consistent name to help people find you.

Think about your tags (keywords that you associate with your online contributions) - which words do you want people to link with you? Think of ten tags here and include these whenever possible.

Remember that the big social networking sites often perform well in search engines, so you need to thin strategically about your tags and use them consistently to build a critical mass.

Now think about the short biography you will need for each site you use. On Twitter you have just 140 characters, but here we will practice with 50 words:

Your deadly 50!

As you open this handout further you'll see a large blank page, designed to help you capture your discussions during the workshop. We'll be talking about the sites you use, how to incorporate them into your career management strategy, potential negatives and tips for identifying your audience.