

Social Media & Career Development

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Learning Objectives

Students will...

- 1) Be able to identify 3 key components in displaying professionalism on the web
- 2) Create or edit a LinkedIn profile
- 3) Create a QR code



What is social media?

Social media embraces web-based and mobile-based technologies to facilitate interactive communication between organizations, communities and individuals





EXAMPLES OF SOCIAL MEDIA TOOLS



Facebook



Pinterest



Google+



Twitter



Flickr



Instagram



YouTube



LinkedIn



Tumblr



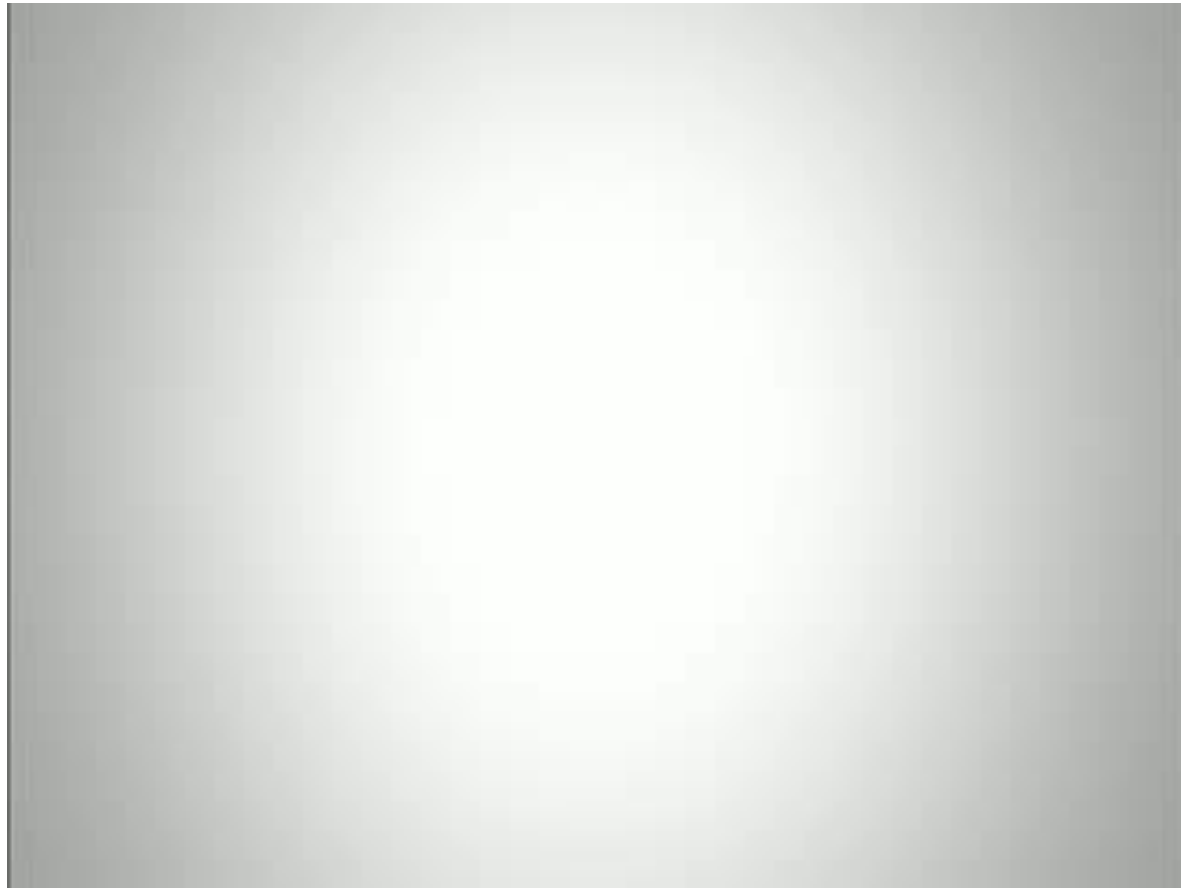
SOCIAL MEDIA TOOLS

What social media tools do you utilize?



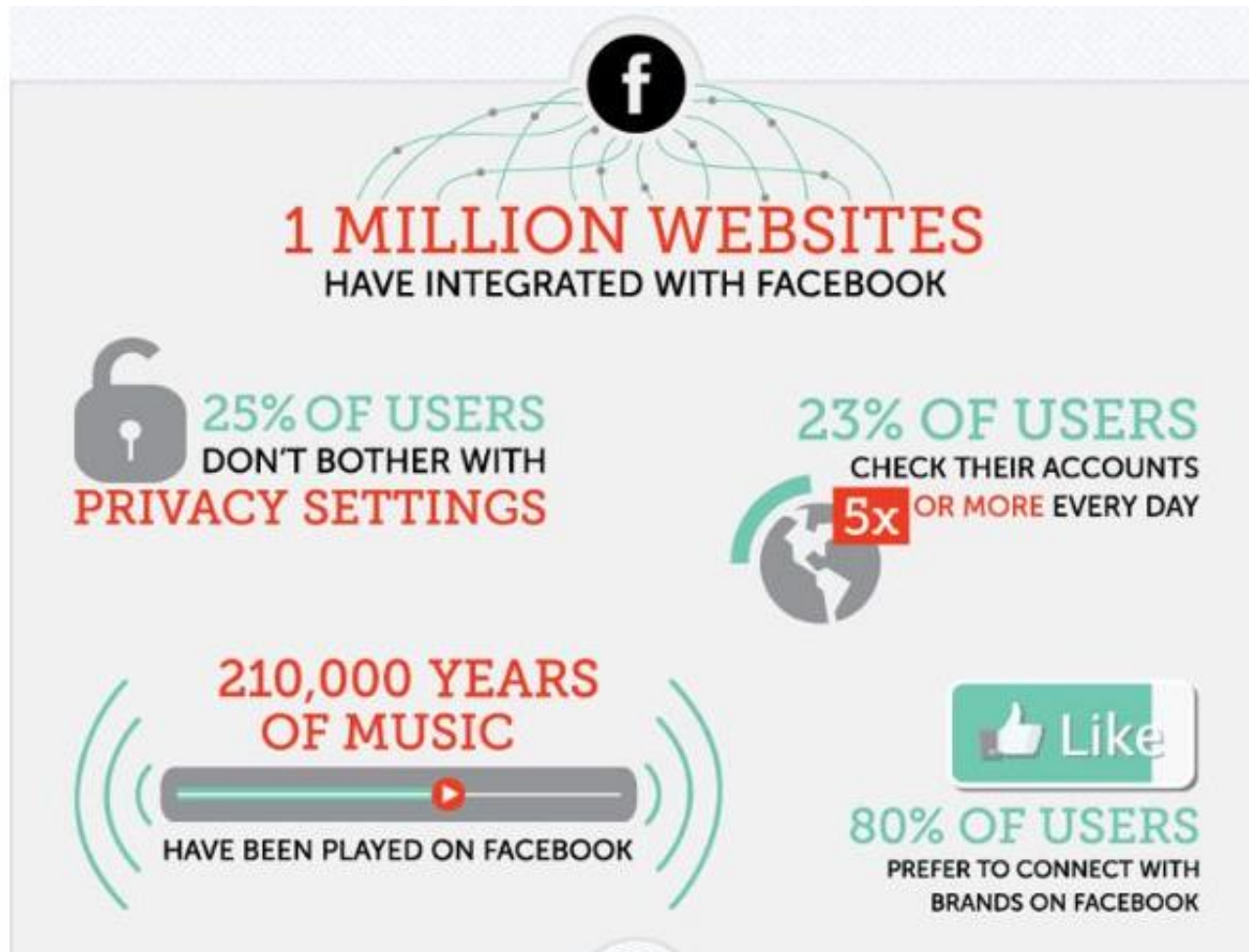


VIDEO: SOCIAL MEDIA REVOLUTION 2013



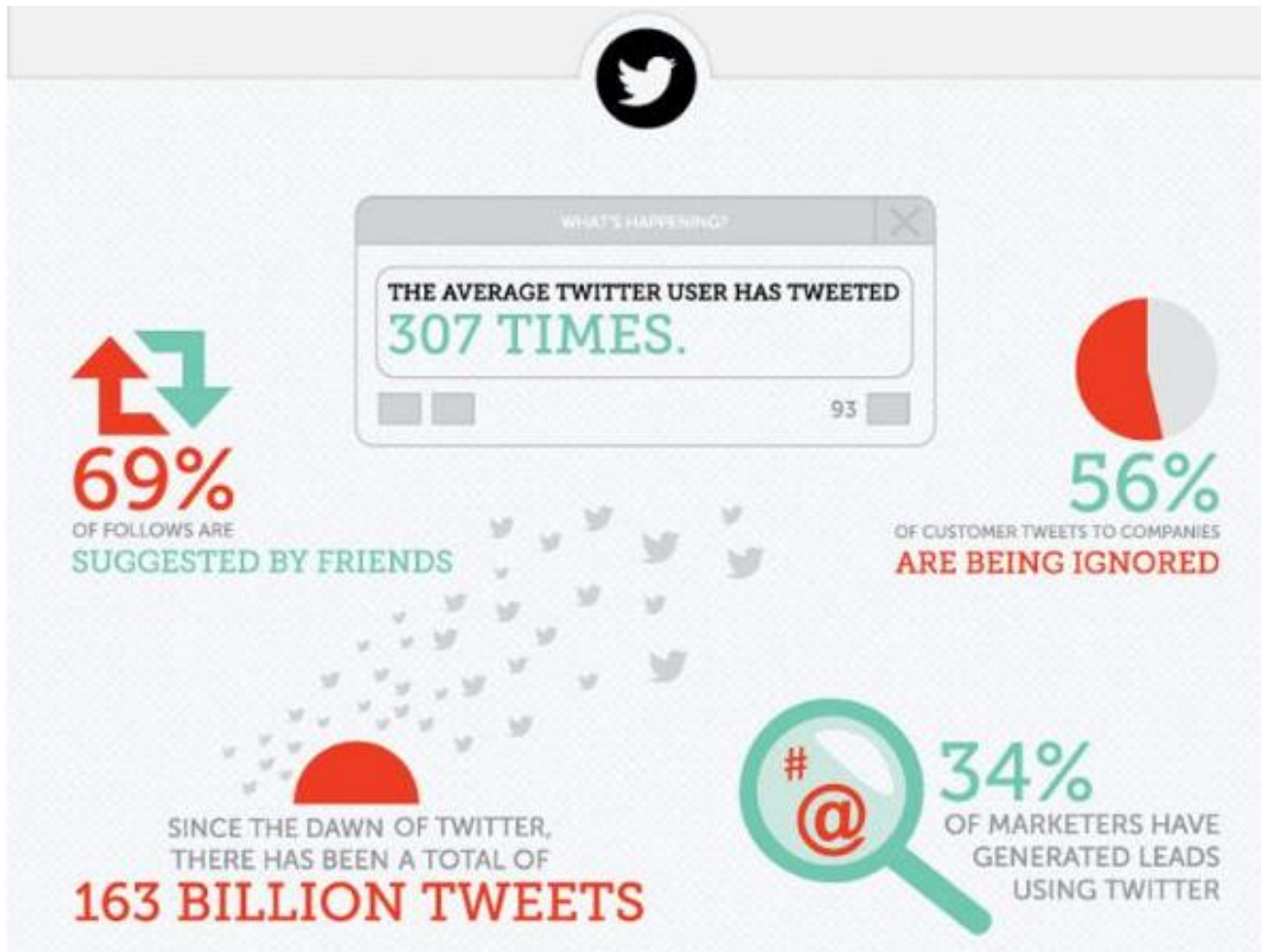


STATISTICS ON SOCIAL MEDIA TOOLS





STATISTICS ON SOCIAL MEDIA TOOLS (cont.)





STATISTICS ON SOCIAL MEDIA TOOLS (cont.)



625,000 
JOIN GOOGLE + EVERY DAY 

G ACTIVE USERS SPEND OVER
60 MINUTES A DAY
ACROSS GOOGLE PRODUCTS



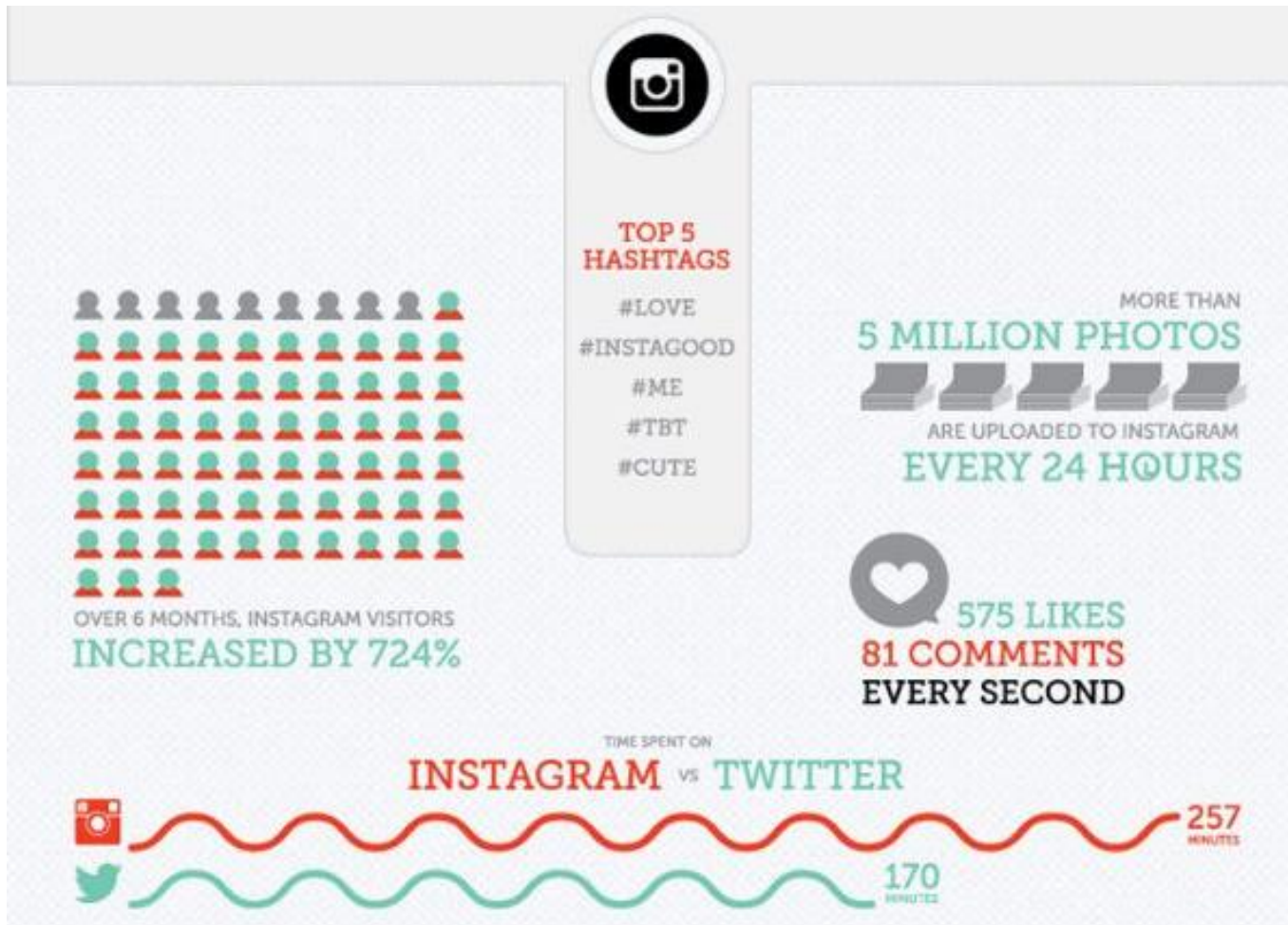
THE "+1" BUTTON IS USED
5 MILLION TIMES A DAY

 **40%** OF MARKETERS
USE GOOGLE+
70% WANT TO LEARN
MORE ABOUT IT
67% PLAN ON INCREASING
GOOGLE+ ACTIVITIES

WEBSITES USING
THE "+1" BUTTON
INCREASE PAGE
TRAFFIC BY
350% 

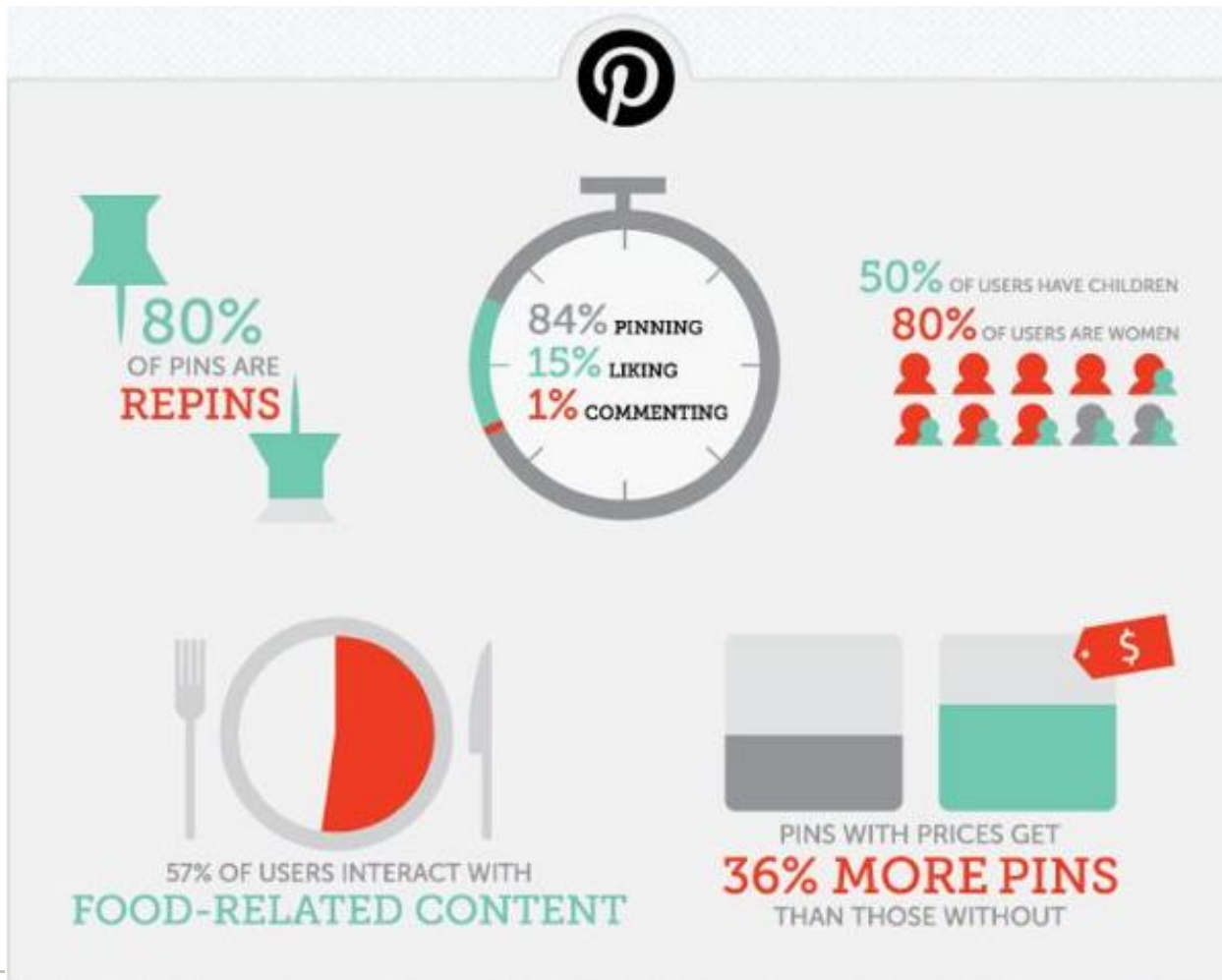


STATISTICS ON SOCIAL MEDIA TOOLS (cont.)





STATISTICS ON SOCIAL MEDIA TOOLS (cont.)





INFLUENCE OF SOCIAL MEDIA

- Potential to communicate with a wider network of people
- Quicker access to the latest news and updates
- Available information sharing easily attained
- Increased marketing or display of projects, programs, organizations, companies, causes, etc.



COMMUNICATION CHANNEL: SOCIAL MEDIA

- Communication differentiates from person to person
 - ❖ Words may be misinterpreted or taken out of context
 - ❖ Images may enhance or distort what's real
 - ❖ Tone of communication may be misunderstood



SOCIAL MEDIA AS A TOOL FOR CAREER DEVELOPMENT

1. Increase professional networks
2. Get connected to potential employment or career development opportunities
3. Market yourself as your own professional brand
4. Participate in professional communication for prospective collaborative projects
5. Stay up-to-date with current topics and trends in your field



PROFESSIONALISM ON THE WEB

How can you maintain social media professionalism and etiquette?





PROFESSIONALISM ON THE WEB

Profile Images

Sorry my LinkedIn profile reveals just how unprofessional I really am.



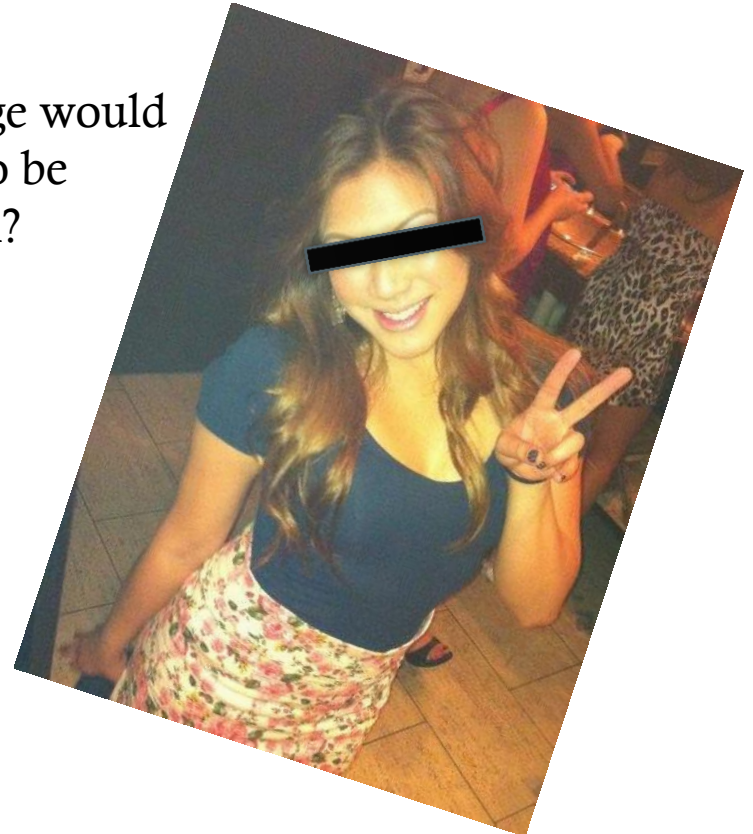
your  cards
someecards.com



PROFESSIONALISM ON THE WEB (CONT.)



Which profile image would
you consider to be
professional?





PROFESSIONALISM ON THE WEB (CONT.)

What are a few “do” and “don’t” features to consider for a profile image?

 DON'T



 DO





PROFESSIONALISM ON THE WEB (CONT.)

Grammar & Spelling

You're grammar and spelling give
me hope for the next generation
and they're future.



someecards
user card



PROFESSIONALISM ON THE WEB (CONT.)

“i am experienced
in working with
data analysis
softwares such as,
SPSS and SAS.”

versus

“I am experienced
in working with
data analysis
softwares such as,
SPSS and SAS.”



PROFESSIONALISM ON THE WEB (CONT.)

“Their programs addressed various health needs for older adults.”

versus

“There programs addressed various health needs for older adults.”



PROFESSIONALISM ON THE WEB (CONT.)

“If you would like to reach me, please feel free to contact me via email or phone.”

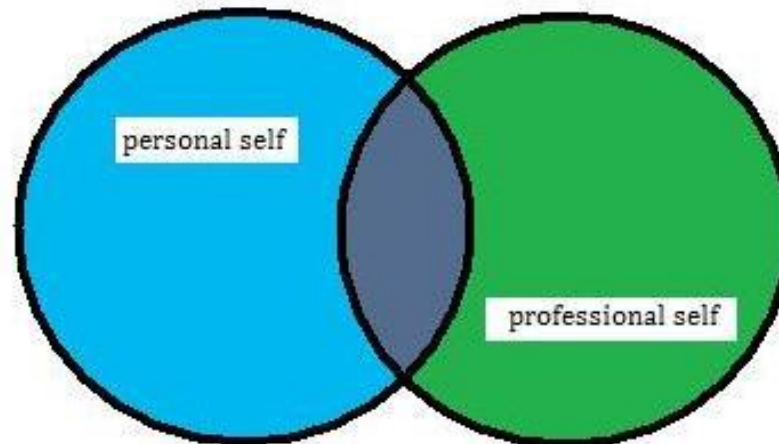
versus

“If u would like to reach me, please feel free to contact me via email or phone.”



PROFESSIONALISM ON THE WEB (CONT.)

Personal vs. Professional Information





PROFESSIONALISM ON THE WEB (CONT.)

WHEN AN INTERVIEWER ASKS ME TO TELL THEM
SOMETHING ABOUT MYSELF





PROFESSIONALISM ON THE WEB (CONT.)

Information should be S.M.A.R.T

Specific: detailing achievements of the individual, not just their team or department and not too vague or generalized

Measurable: facts and figures

- ex: Disseminated 200 condoms in health fair

Accurate: provides information that can be substantiated.

- ex: academic transcripts, references

Relevant: the information supplied links directly to the role

Time-sensitive: dates are given for different jobs, study, etc, and all time periods are taken into account



PROFESSIONALISM ON THE WEB (CONT.)

TOP 5 MISTAKES

candidates make on **LinkedIn**.

1

unprofessional profile pic – no sassy face please!

2

not having up to date experience reflected

3

having irrelevant experience on your profile

4

not connecting with the people you've worked with

5

not being on LinkedIn at all

www.preparly.com



ACTIVITY: LINKEDIN

For those WITHOUT
a LinkedIn account,

- 1) Sign Up
- 2) Create and add information on profile

For those WITH a
LinkedIn account,

- 1) Edit information provided on profile

Be great at what you do.



Get started – it's free.

Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (8 or more characters)

[Join Now](#)

By clicking "Join Now" or using LinkedIn, you agree to our [User Agreement](#) and [Privacy Policy](#).



ACTIVITY: QR CODE

Now that you have a polished LinkedIn account, let's create a QR code

- 1) Go to <http://qrcode.kaywa.com/>
- 2) Add LinkedIn URL address to the converter box
- 3) Click "Generate"
- 4) QR Code generated





Thank YOU!

Sorry to disappoint you
with my newfound
professionalism.



your  cards
someecards.com