
AWARENESS FOR YOU AND OUR STUDENT WORKERS

BY

[Image of the Texas A&M University Corpus Christi Career Services logo]
TOPICS COVERED

• WHY IS THIS IMPORTANT TO KNOW?
• THE GOOD, THE BAD & THE UGLY
• WHAT ACTIONS TO TAKE NOW
• UTILIZING LINKEDIN
WHY IS THIS IMPORTANT TO KNOW?
STATISTICS

LINKEDIN

• 9% RECEIVED A JOB REFERRAL FROM A LINKEDIN CONTACT
• 10.2 MILLION AMERICANS CREDIT LINKEDIN AS A SOURCE THAT LED TO THEIR CURRENT JOB

FACEBOOK

• 16% RECEIVED A JOB REFERRAL FROM A FACEBOOK FRIEND
• 18.4 MILLION AMERICANS CREDIT FACEBOOK AS A SOURCE THAT LED TO THEIR CURRENT JOB

TWITTER

• 6% RECEIVED A JOB REFERRAL THROUGH TWITTER
• 8 MILLION AMERICANS CREDIT TWITTER AS A SOURCE THAT LED TO THEIR CURRENT JOB
STATISTICS

• 92% OF COMPANIES RECRUIT USING SOCIAL MEDIA
• 24% OF MANAGERS FOUND “FIT AND PERSONALITY” FROM SOCIAL MEDIA SITE
• 1/3 MANAGERS RULED OUT POTENTIAL EMPLOYEES BASED ON SOCIAL MEDIA
• 86% OF EMPLOYERS THINK CANDIDATES SHOULD MAKE SOCIAL MEDIA PROFILES MORE “EMPLOYER” FRIENDLY
• 62% OF FORTUNE 500 COMPANIES HAVE AN ACTIVE CORPORATE TWITTER ACCOUNT AND 58% OF THESE COMPANIES HAVE A FACEBOOK PAGE
• 96% OF PEOPLE UNDER 30 USE SOCIAL NETWORKING WEBSITES
Unemployable due to stupid personal stuff I put on my facebook page.

Me too!

For me, it was an embarrassing youtube video.

Signs of the social networking times.
THE GOOD OF SOCIAL MEDIA

• ENHANCES COMMUNICATION AND ALLOWS US TO BUILD RELATIONSHIPS WITH PROFESSIONALS IN OUR FIELD

• INCREASES AVAILABILITY OF INFORMATION AND CREATES AWARENESS

• SOCIAL MEDIA HAS MADE IT POSSIBLE FOR LIKE MINDED INDIVIDUALS TO BE NOTIFIED OF EVENTS, DISCUSS IMPORTANT TOPICS, WIDEN THEIR PERSONAL KNOWLEDGE AND DISCOVER THINGS THEY NEVER KNEW BEFORE

• ALLOWS STUDENTS, DEPARTMENTS AND BUSINESSES TO KNOW YOUR DEPARTMENT ON A PERSONAL LEVEL

• CAN ALSO HELP BRING PEOPLE TO YOUR WEBSITE

• HELPS USERS BECOME MORE FAMILIAR WITH TECHNOLOGY, DEVELOP CREATIVE ABILITIES, APPRECIATE NEW AND DIFFERENT PERSPECTIVES, AND ENHANCE COMMUNICATION SKILLS

• **CAN HELP US BETTER SERVE OUR STUDENTS**
THE BAD OF SOCIAL MEDIA

• INAPPROPRIATE IMAGES/POSTS/TAGS
• DISPLAYING PRIVATE INFORMATION
• INCREASED AVAILABILITY OF INFORMATION (NOT ALWAYS CREDIBLE)
• NARCISSISM!
• FOSTERS INTERNET ADDICTION
• A STUDY OF COMPANIES WITH 1,000 EMPLOYEES FOUND THAT 8 PERCENT OF THEIR EMPLOYEES HAVE ACTUALLY BEEN DISMISSED FOR THEIR BEHAVIOR ON SITES LIKE FACEBOOK AND LINKEDIN
• COMPANIES HAVE FIRED EMPLOYEES FOR SHARING SENSITIVE DETAILS ABOUT THE BUSINESS AND THEIR CLIENTS
• TEAM MEMBERS HAVE BEEN SANCTIONED AND FIRED FOR MAKING UNPROFESSIONAL REMARKS ABOUT THEIR BOSS VIA SOCIAL NETWORKING SITES
THE UGLY OF SOCIAL MEDIA

• SOCIAL MEDIA IS COMMONLY USED AS A PLATFORM FOR BULLYING

• ANYTHING WRITTEN OR SHARED ON A SOCIAL NETWORKING SITE IS PUBLIC

• YOU MAY SHARE SOMETHING WITH ONLY ONE PERSON, BUT THEY THEN HAVE THE CHOICE TO SHARE YOUR WORDS WITH WHOMEVER ELSE THEY LIKE

GUIDELINES:

• NEVER POST ANYTHING THAT DIRECTLY OR INDIRECTLY INSULTS STUDENTS, COWORKERS, YOUR BOSS OR THE BUSINESS ITSELF

• THINK BEFORE YOU TAG/POST

• WOULD YOU WANT YOUR CURRENT EMPLOYER TO SEE THIS?

• COULD PREVENT YOU FROM LANDING THE JOB OR CAN GET YOU FIRED FROM YOUR CURRENT JOB

• IF YOU HAVE STUDENTS ON YOUR SOCIAL MEDIA SITES, KEEP IN LINE BOUNDARIES AND WHAT IMAGE YOU ARE PORTRAYING TO THEM THROUGH YOUR SOCIAL MEDIA ACCOUNTS
WHEN SOCIAL MEDIA GOES WRONG...

Olivia
Boreddem. My professor said the sun is a star. What an idiot
November 1 at 12:18pm via iPhone

Eric
The sun IS a star.
November 1 at 12:29pm

Paige
haha that it is olivia
November 1 at 12:53pm

Olivia
LOL u guys r idiots
November 1 at 6:14pm

WORKS AT TACO BELL

FORCED TO RESIGN FROM HER TEACHING JOB

Janice is listed as single. 12:06am - Comment - Like

Jared
you and dad divorced?
February 21

Janice
I forgot to mention that to you
February 21

That awkward hour where you are at a restaurant and someone you hate is sitting at the table next to you...
Like - Comment - 4 hours ago

Jennifer
3 and 3 others like this.

Rog
that awkward moment when that same person that you hate goes on facebook and sees your status about him...
SPRING CLEANING OF YOUR SOCIAL MEDIA ACCOUNTS

• WHERE IS THE LINE BETWEEN PERSONAL AND PROFESSIONAL?

• SPRING CLEANING:
  • BUILD A PROFESSIONAL ONLINE PRESENCE
    • ENSURE YOUR ACCOUNT REFLECTS PROFESSIONALISM AND INTERESTS IN YOUR FIELD
  • CHECK YOUR PRIVACY SETTINGS, THERE ARE PRIVACY UPDATES ALL THE TIME!
  • ARE YOU FOLLOWING THE UNIVERSITY’S FACEBOOK ACCOUNT?
  • ARE YOU FOLLOWING YOUR DEPARTMENT’S FACEBOOK ACCOUNT AND OTHER DEPARTMENT’S FACEBOOK ACCOUNTS?
SPRING CLEANING OF YOUR SOCIAL MEDIA ACCOUNTS

- USE ONLY A PROFESSIONAL PHOTO

- FOR MORE LEISURE TYPES OF SOCIAL MEDIA (E.G. FACEBOOK) CHOOSE AN APPROPRIATE PHOTO THAT YOU WOULDN’T BE ASHAMED IF SOMEONE SAW IT

- GET INVOLVED IN DISCUSSIONS AND JOIN GROUPS IN RELATED AREA OF YOUR FIELD, PROMOTE ARTICLES OR RESEARCH ABOUT YOUR INDUSTRY
NOT TOO FAMILIAR WITH LINKEDIN? THAT’S OK, NEITHER IS CONAN

HTTPS://WWW.YOUTUBE.COM/WATCH?V=CINB5TCRYXW
UTILIZING LINKEDIN

• HELPS BUILD A PROFESSIONAL ONLINE PRESENCE
• ALLOWS YOU TO CONNECT AND BUILD YOUR NETWORK WITH PROFESSIONALS IN YOUR FIELD

HTTPS://UNIVERSITY.LINKEDIN.COM/HIGHER-ED-PROFESSIONALS
REFERENCES


• HTTP://SOCIALNETWORKING.PROCON.ORG/#DIDYOUKNOW

• HTTP://WWW.BUSINESSINSIDER.COM/FACEBOOK-FIRED-2011-5

• HTTP://WWW.GO-GLOBE.COM/BLOG.PHP