

# **Social Networking Technologies, Career Professionals, and Ethics**

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in cooperation with the NCDA Ethics Committee

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## **Sample Case Studies**

1. One year after graduating, Anne requests to connect with Kelly, the career counselor, on LinkedIn; however, Kelly has concerns about Anne's professional capabilities based on career counseling with this person while she was a student. She has referred Anne to both Counseling Services and Academic Support Services in the past. Kelly would prefer not to connect with her. If Kelly has connected to other alumni in the past, is it OK to ignore or decline a connection request from Anne?
2. You teach a career class and a student in the class requests to connect with you on LinkedIn. You do not see this person individually for career counseling and other professors are linking with their students or becoming friends on Facebook. Your career center policy does not allow connecting with current students on Facebook or LinkedIn, but the student thinks he should be able to connect with you since he only sees you in class and does not go to the career center.
3. Dee Dee is attending a local community college through a workforce development-sponsored grant program. On her Twitter account, she complains vehemently about a teacher in her program, labeling this teacher with some pretty unpleasant terms. The program chair learns from another student in the class, who follows Dee Dee's "tweets," about the unpleasant postings. Both the chair of the department and the teacher in question contact the campus program director of this workforce grant and request that the director remove the student from the program.
4. Student Maria completes an internship and she "friends" her former boss on Facebook, because she thought it would be a "nice thing to do." After she does this, he asks her on a date, which she declines. He persists and is becoming a problem for her. She comes to the career counselor for advice. This is an employer who has had a long-standing relationship with the university career center and has regularly provided internships for students.
5. Your college career center has a no alcohol policy for campus recruiting. A student, interning with ABC Company, announces on his Facebook page, a happy hour event at a local bar for anyone interested in ABC Company – a company which has scheduled on-campus interviews at the career center the day after the happy hour event. You contact the student, having learned through the student grapevine about the event, and find out that ABC Company asked the student to post a message on his Facebook page about the happy hour.