Map Your Social Media Strategy
Beyond the Big 3

Melissa A. Venable, PhD
Educational Writer/Instructor
South Carolina

Debra S. Osborn, PhD
Associate Professor
Florida State University
Tallahassee, Florida
What is Social Media?

“The social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks.”

– Wikipedia
Examples of Social Media

• Social networking sites
• Blogs
• Collaborative projects
• MUVEs/virtual social worlds
• Content communities
• Apps
• Game-worlds
Social Media & Career Services

“A majority of career centers employ Facebook (91.6%); LinkedIn (88.7%); and Twitter (72.2%).”
– NACE, 2013, Osborn & LoFrisco, 2012

“Social media enables recruiters to better understand candidates ... on an individual level.”
– Jobvite, 2013

“There is still considerable room for growth in how [social media] technologies are applied.”
– NACE, 2013
Four Questions ...

1. Where should your focus be ... beyond LinkedIn, Twitter, and Facebook?
2. What specific activities should be considered?
3. What are the realities of managing multiple accounts?
4. How are specific platforms used for career development and job search activities?
Question 1:
Where should your focus be ... beyond LinkedIn, Twitter, and Facebook?
Top 100 Pinterest Boards for Job Search
Blogs

Sex and the City career lessons

Whether you are a SATC fan or not, there are career lessons to be learned from that well-dressed foursome and their tumultuous relationships. (Warning: Spoiler alert.)

1. Get a job. At one point, the Sex and the City crew gets rich. And on television, if you see a hat full of the show's stars, apply for a job.

Career Development Blog

Focuses on career development, counselor education training, career counseling, technology in counseling, career theory, career tools, technology and pedagogy

FRI DAY, FEBRUARY 1, 2013

Cyberspace Counseling

A semester I have 16 in the class, so it was easy to divide and conquer. They were instructed to identify issues that they wanted to discuss and then switch and let their partners talk. They switched through the different venues above. It's a lot of work and doesn't leave much time for processing, but it could be done with a written chat or even a text for any class activity. Let them go outside of the room to get the benefit of the preferred Skype over the other methods - but that may only be experience with some of the tools such as Eliminate. One was a great way to expose them to some possible modalities and build their comfort level as well as their awareness of pitfalls and advantages may occur when trying to conduct counseling.

ET4Online: Emerging Technologies for Online Learning

APRIL 11, 2014

tags: ET4online, Conferences

This week I have the pleasure of attending the Sloan Consortium's 7th Annual International Symposium: Emerging Technologies for Online Learning as a virtual attendee. I think this is the first time I'm experiencing remote participation in an on-site event ... and it's great!

Not only are there a lot of streamed sessions to choose from, the social media interaction is helpful in bringing us all together through shared conversations and resources. Thanks to Saint Leo University for making it possible for me as an adjunct instructor and course designer to experience this event.

Here are a few of the sessions I attended, along with (very) brief notes and links that take you to the conference pages where more information (including slides and handouts) are uploaded and openly available.

How'd You Do That? Tips and Tricks That Might Account for My 95% Retention Rate

http://www.onedayonejob.com/blog/top-10-college-career-services-blogs/
Second Life Virtual Therapy for Social Anxiety Disorder

Erica K. Yuen, James D. Herbert, Ph.D., Evan M. Forman, Ph.D., Ronald Conner, DSW, Jean-Claude Bradley, Ph.D., Jennie A. Park, and Elizabeth M. Guttler

PROCEDURE

1. Social anxiety disorder (SAD) is one of the most common psychiatric disorders in the United States. SAD has a chronic, unremitting course and is associated with significant personal, social, and occupational impairment. It is characterized by the presence of excessive and persistent worry about negative evaluation, and this worry leads to avoidance of social situations.

2. The current study evaluated the efficacy of an innovative virtual reality-based intervention for the treatment of SAD. The virtual reality-based intervention was designed to provide a safe and controlled environment for patients to practice social skills in the context of a virtual world. The intervention consisted of multiple sessions in which patients were exposed to increasingly challenging social situations. Each session was facilitated by a licensed therapist, and participants were encouraged to engage in social interactions and receive immediate feedback.

3. The study included a randomized controlled trial design, with participants randomized to either the intervention group or a waitlist control group. Outcome measures included the Social Anxiety Scale (SAS), a self-report measure of social anxiety, and the Social Avoidance and Anxiety Inventory (SAAI), a clinician-rated measure of social anxiety.

4. The results showed significant reductions in social anxiety symptoms for participants in the intervention group compared to the waitlist control group. In addition, participants in the intervention group reported increased confidence in their social skills and a greater willingness to engage in social activities in real life.

5. The study findings suggest that virtual reality-based interventions may be an effective and feasible approach for the treatment of social anxiety disorder. Further research is needed to evaluate the long-term effectiveness of this novel approach and to explore the potential for virtual reality-based interventions to be used as a supplement to traditional face-to-face therapy.
Collaborative Projects (Google Drive, Dropbox, etc.)

ONLINE STICKIES

PBWORKS

CAREER COUNSELING WIKI

Mobile Apps

http://www.glassdoor.com/blog/find-job-instagram/

Recitethis.com
Career-Related Social Games

### The Sims 3 Careers

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Congratulations, Marty just got a new job! Marty needs to be at the City Hall at 9:00 AM on Friday.

Marty's boss is Leighton Sekemoto. Having a good relationship with your boss never hurts.
Question 2:

What specific activities should be considered?
Goals + Resources + Preferences = Strategy!

**Individual Goals**
- Professional Development
- Job Search
- Career Exploration
- Career Information and Networking

**Organization Goals**
- Provide Information about Products and Services
- Two-way Communication - Making Connections
- Announcements, Reminders, Marketing
Resources Available

Time
• semester or other term schedules
• expectations for frequency of posts
• maintenance and monitoring

Staffing
• social media position
• additional duties as assigned
• one person multiple accounts vs. one account multiple contributors
Resources Available

Content
• events: workshops, career fairs, information sessions
• materials: handouts, guides, tutorials
• resources: forms, job listings, databases, directories

Tech Support
• in-house: on-campus, in your organization
• colleagues: other users, group members, personal network
• platforms: support documents, troubleshooting tips
Preferences

... for participation and interaction

You, your center/practice, your students/clients?

• Synchronous (real-time) vs. asynchronous
• Personal vs. Professional updates
• Text-based, images, multimedia
• Closed group vs. open access

Are official policies or guidelines in place?
Question 3:

What are the realities of managing multiple accounts?
• Manage your time.
• Keep goals in mind.
• Try a management tool.
Share your content to LinkedIn via twitterfeed and effortlessly extend its footprint to a global audience of 180M professionals.

Publish to LinkedIn today. Click below to get started. 

Activate Now

Already have a twitterfeed account? Sign in

Connect your blog to popular social networking sites and automatically share new posts with your friends. You can make a connection for just yourself or for all users on your blog. Shared connections are marked with the (Shared) text.

More information on using Publicize.
Question 4:

How are specific platforms used for career development and job search activities?
Individuals:

Career Exploration

Career Information

Professional Development

Job Search
Debra Osborn, PhD  
Associate Professor  
Past President, NCDA (2011-2012)

Educational Psychology & Learning Systems  
3206-E Stone Building  
Tallahassee, FL 32306-4453  
850.644.3742 (O); 850.644.8776 (fax)  
dosborn@fsu.edu

www.linkedin.com/debosborn  
Twitter: @dsosborn  
http://www.pinterest.com/drdebosborn/  
Instagram: debosborn_counselor_educator  
Second Life avatar: Deb Glendale

Email Signature

About.me
Organizations:

Provide Information

Announcements/Reminders/Marketing

Two-way Communication; Making Connections
Final Thoughts as You Create Your Social Media Map

Know Yourself
Know Your Clients
Know Your Resources:
Be a Critical Consumer

NCDA Code of Ethics, Section F; ACA Code of Ethics, Section H
One Take-Away From Today?

You have **brains** in your head.
You have **feet** in your shoes.
You can **steer** yourself any **direction** you choose.
~ Dr. Seuss

**More Ideas Than Time**

https://www.flickr.com/photos/tonydowler/51722696

https://www.flickr.com/photos/gwendalcentrifugue/5825208409

https://www.flickr.com/photos/tonydowler/51722696
References & Resources


Connect with us! *Beyond the Big 3* ...

**Melissa Venable**
- [melissa.a.venable@gmail.com](mailto:melissa.a.venable@gmail.com)
- Google+ [google.com/+MelissaAVenable](https://google.com/+MelissaAVenable)
- Pinterest [/melissaavenable](https://www.pinterest.com/melissaavenable)

**Debra Osborn**
- [dosborn@fsu.edu](mailto:dosborn@fsu.edu)
- Pinterest [/drdebosborn](https://www.pinterest.com/drdebosborn)
- Instagram [/debosborn_counselor_educator](https://www.instagram.com/debosborn_counselor_educator)