Helping Career Practitioners Make Better Use of Social Media in Career Services

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Introduction

- Initially ICT is used to automate existing functions (such as assessments) and in supporting existing services (such as using the telephone to deliver one-on-one career counseling).
- ICT was used to improve what was already being done
- Recent advances in the Web have changed the ways in which information is created and disseminated.
- The Web has evolved from a resource to facilitate communication and disseminate information (Glavin & Savickas, 2010) to the collaborative construction of knowledge using social media (Hooley, 2012).
- The locus of control in the Web is shifting from experts to a blend of expert and socially-constructed knowledge.
Introduction

- A growing number of career practitioners and career centers and integrating various social media tools into their professional practice (e.g. Dyson, 2012; Osborn & LoFrisco, 2012)

- Social media is fast becoming as much a necessity as an opportunity and competency to work in this new mode is an area of increasing importance.

- In order to consider the usefulness and potential of existing and emerging technologies, it is essential that career practitioners be appropriately trained in this area (e.g. Bimrose, Hughes, & Barnes, 2011; Osborn, Dikel, & Sampson, 2011; Niles & Harris-Bowlsbey 2013)
Previous Research/ literature

- Researchers (e.g. Dyson, 2012; Osborn, 2012; Osborn & Lofrisco, 2012; Sampson et al., in press) have acknowledged the possible use of various technologies in the delivery of career services via social media, including, but not limited to:
  - Blogs/Discussion forums
  - Chatting using VOIP
  - Facebook, Linked In, Twitter
  - Apps, Games (e.g., SIMS3: Ambitions)
WHAT IS YOUR IMPRESSION?
Current state

- What is your **overall impression** of social media, its character and purpose in career services?

- Select and mark the option that best describe your current impression
A pair/group conversation

- Share and reflect your impressions
- How are the impressions alike of different?
Practitioners’ experiences

Four distinct categories of description reflecting the career practitioners’ ways of experiencing social media in career services

Practical examples - skills and competencies
How Can These Professionals Develop Necessary Social Media Skills and Competencies?

1. Adrien, a career practitioner, heard that social media sites such as Instagram and P*interest could be used to help individuals in their job search.

2. A client is interested in learning firsthand accounts of people in a specific career field (e.g., journaling).

3. A career onestop center is hoping to extend services by offering interactive services online.

4. The director of a career center has tasked a sub-committee of career advisors to enhance the center’s social media presence.
Identify the goal/purpose for social media in your setting.

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But beyond this…
To this....

1. Where are you/your setting?
2. Where do you want to be?
3. How can social media help?

ability to use social media for delivering career services
ability to use social media for delivering information
ability to utilize social media for collaborative career exploration
ability to utilize social media for co-careering

## What’s the goal?

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Obtain necessary training

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Presentations

Optimizing Career Development Services Through Modern Technology

Tools to aid communication & collaboration

Exploring Possible ICT Tools When Working with Colleagues and Clients in the Career Service Industry

Dr. Peter Carey, Learning and Teaching Consultant, Catholic Education Office of WA, President WA Division. Career Development Association of Australia

Skills and Competencies Needed for Career Practitioners’ Effective Use of Social Media

Jaana Kettunen and Raimo Vuorinen, University of Jyväskylä, Finland & James P. Sampson Jr. and Debra Osborn Florida State University, USA

Navigating Social Media Purposefully and Professionally

Mary Buzzetta, M.S., LPC

What’s Your APPTitude?

Debra Osborn, Ph.D.

Tech Savvy Career...

by Deb Osborn on 28 March 2014
Network with those who are doing it.

### #606 INNOVATIVE TECHNOLOGICAL STRATEGIES TO IMPROVE THE COLLECTION OF POST-GRADUATE CAREER OUTCOMES FOR COLLEGE UNDERGRADUATES

Naples, Westin Hotel, 3rd Floor

It is increasingly important for colleges to justify the cost of a college education in the twenty-first century. This presentation will describe the innovative use of technology in collecting and analyzing data on post-graduate outcomes which are slated to be part of the President’s Report Card for colleges.

Patricia Imbimbo and Adia Tucker, Baruch College Starr Career Development Center
### Evaluate

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- How is it going? (time, $, resources, impact?)
- SWOT analysis
- Remember the Gambler....
Reflections

1. What new insights has this session sparked for you?

2. What questions are you left pondering?
Reflections

- Competency for social media in career services is not only about a particular set of new skills.

- Success in developing competency for social media in career services is a dynamic combination of cognitive, social, emotional and ethical factors that are interwoven.
Further information

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