

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

I'm Ago

Agostino Agostini
+ 30 500 followers
agostino.agostini@iama.com

Work

- 2012 Graphic Designer @ Smartart sato
- 2010 Business owner @ Out inc
- 2008

Study

- 2012 LIS 101 @ UniRoma Certificate / Level Tech @ Uninestral sato
- 2011 Adobe Flash - Elements @ Po Academy Roma
- 2006 Degree in Sculpture 100% 10 @ Accademia di Belle Arti di Roma
- 2005 Degree Studio Photography @ Scuola Romana di Fotografia
- 2002 Title a color in Economics @ Università Roma 2 Tor Vergata

Skills

- International Tobacco Agency
- Chazzini
- Flaminio
- MR. Ediz

Freelance

- Advertising
- BTL
- Publishing
- Illustration
- Infographics
- Photography
- Branding
- Photo Editing

Intuition
Vision
Imagination
Control
Deadlines
Passion
Plan
Doing
Team

Pin it 4755 Like 1150 Visit Site

Send Share

AMY LEROY

Leader. Community Builder. Talented Power Mama. She's got the management skills, diverse experience in training and sales, and bright imagination that your company's leadership team has been waiting for.

SKILLS SET

Marketing Sales Human Resources Leadership Communications Strategic Planning

TIMELINE **HOW SHE DID IT** **SKILLS**

Subsequent Executive Manager
Fast-Growth Agency and their Manager for 10+ Years and the Sales Director for 5+ Years. Her leadership and strategic vision helped the company achieve a 150% increase in revenue over the last 5 years.

Start Manager
Managed and led the staff of 200+ employees. Spearheaded a successful sales program to reach other clients in an effective management and sales strategy.

Independent Consultant
Provided strategic and operational consulting to the board and staff of a non-profit organization. Developed a strategic plan and implemented it for the company, resulting in a 100% increase in revenue over the last 5 years.

Start Manager, Design Consultant, Project Manager, Assistant Manager & Design Consultant
Provided the creative and design services for a variety of clients. Managed the design process from concept to completion, ensuring high-quality results and timely delivery.

Content Marketing Specialist
Led content marketing efforts for a variety of clients. Developed a content strategy and implemented it, resulting in a 100% increase in website traffic over the last 5 years.

Project Manager
Managed all major projects for a variety of clients. Ensured the timely completion of all projects, resulting in a 100% client satisfaction rate over the last 5 years.

NUMBERS

- \$140,000 Per unit increase in program time at a local level agent for Philadelphia Fire Homes
- \$47,000 Unit sales in NY, 2010
- \$10MM in team sales in 2009 and 2010
- \$2MM Increase in store performance as Store Manager for Restoration Hardware
- \$2MM Personal sales in 2009 and 2010
- \$52,000 Unit sales in NY, 2010
- 10,899 Miles chasing weekend adventures with her family
- 3,000 Families impacted by work as a leader and coach
- 112 Number of staff members trained in service and leadership

PRaise

What makes Amy a great manager and teacher is her understanding of how people work - inside and out.

-Zdenka Arsenovic (President and Founder, Arsenovic Institute)

"Amy's value as an employee is enhanced by her ability to lead from the front. She's one of the best player-coaches I've had the privilege of working with."

Constance Jenkins Pritchard

Helping people to learn, make great decisions, and act on their dreams. Contacts: doctor@pritchardgroup.com, 6092319059

21 Boards 164 Pins 0 Likes Follow All Send Profile

81 Followers 6 Following

My Favorite Quilts 128 Pins

Deb's Favorite Recipes 19 Pins

pretty things 15 Pins

Quilt Blocks 12 Pins

Job Search 56 Pins

Instructor Certification for C... 11 Pins

Professional Presentation 11 Pins

Keeping Believing 19 Pins

Make a Decision 9 Pins

Learn about Self 10 Pins

Note to self: Read! 1 Pin

Learn about Occupations & ... 19 Pins

Starting a Business 4 Pins

Acing the Interview 7 Pins

Being the Best Employee 11 Pins

Career Coaching for Individu... 2 Pins

Career Resource Store 5 Pins

My Favorite Quilts 128 Pins

Deb's Favorite Recipes 19 Pins

pretty things 15 Pins

Quilt Blocks 12 Pins

Hoxie quilts 52 Pins

Quilted Coasters 8 Pins

Freeze ahead/crock pot 6 Pins

Quilted Placemats 47 Pins



Melissa A. Venable

Works at OnlineColleges.net
Attended University of South Florida

988 followers | 41,218 views

About Posts Photos Videos +1's Reviews



Share what's new...

All Career/Job Search Advice eLearning & ID Blogging & Social Media More Explore

Share what's new...

Text Photos Link Video Event



Alison Doyle

Shared publicly - 10:25 AM

#Job

Are you, or someone you know, looking for a new #job, need #career advice, have questions about work or job hunting, running out of #unemployment? Get job search help and tips from me, Alison Doyle, on the About.com Job Searching site: <http://jobsearch.about.com/>

#jobsearch #careeradvice #resumetips #interviewtips #coverlettertips

jobsearch.about.com



Alison Doyle

Shared publicly - 11:06 AM

#Career

Escape the rat race. Turn your hobby into a career with these tips & advice:

<http://jobsearch.about.com/od/best-tips/fl/hobby-into-career.htm>



Tips for Turning Your Hobby into a Career
jobsearch.about.com

Tips and advice for turning your hobby into a career, including how to get started, how to juggle your day job and how to get the word out that you're in business.

In this circle

Off | Settings



Add by name or email



Irene Becker

Shared publicly - 4:32 AM


#Leadership

Excellent post by +Lolly Daskal Trust is the glue that binds great teams, great workplaces...and ultimately great results.




Lolly Daskal | Leadership and Personal






Capella University Career Center


[Subscribe](#) 378

[Home](#) [Videos](#) [Playlists](#) [Channels](#) [Discussion](#) [About](#) 


Interview Tips from Capella University's Career Center [▶ Play](#)




Tell Me About Yourself
by CapellaCareerCenter
105,830 views
[CC](#)



Behavior Based Interview Questions
by CapellaCareerCenter
40,848 views
[CC](#)







What are your strengths?
by CapellaCareerCenter
35,513 views
[CC](#)



How to Answer Tough Interview Questions: Why?
by CapellaCareerCenter
21,482 views

Related channels on YouTube

-  [Subscribe](#)
-  [Subscribe](#)
-  [Subscribe](#)
-  [Subscribe](#)

Search

Sex and the City career lessons

Posted on: June 10th, 2008 by Grace Kutney [1 Comment](#)

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 to the point. At over two hours, the *Sex and the City* movie goes on. And on and on. If you're a big fan of the show, it applies to email.

This could be your intro to your intro.

2. Pursue your interests.

Career Development Blog

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

Follow by Email

Email address:

UpTweeT



uptweet

View stats

Search This Blog

Followers

[Join this site](#) with Google Friend Connect

Members (4)

FRIDAY, FEBRUARY 1, 2013

Cyberspace Counseling

4 per group

	Group 1	Group 2	Group 3	Group 4
9:40	Elluminate	Skype	Phone	Text
10	Skype	Phone	Text	Elluminate
10:20	Phone	Text	Elluminate	Skype
10:40	Text	Elluminate	Skype	Phone
1100	Debrief in Elluminate			

Anything but face-to-face counseling - that's what we experimented with this week.

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 address in 2 minutes as the client, and then switch and let their partner address it. They switched through the different venues above. It's a lot of time, 2 1/2 hours, and doesn't leave much time for processing. I could save the phone chat and perhaps even text for another class activity (let them go outside of the room to get the data). I preferred Skype over the other methods -but that may be due to my experience with some of the tools such as Elluminate. Overall, it was a great way to expose them to some possible modalities and to build their comfort level as well as their awareness of the 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



TOP POSTS

- > [Instructional Design and Technology Skills in Demand? Career Outlook Resources](#)
- > [Instructional Design Documents](#)
- > [Articles](#)
- > [Tools for Freelance Instructional Designers](#)
- > [Blog as ePortfolio: Demonstrate Your Skills](#)



Melissa A. Venable, PhD
Education Writer / Instructor

Working at the intersection of Instructional Design & Technology

Blogs

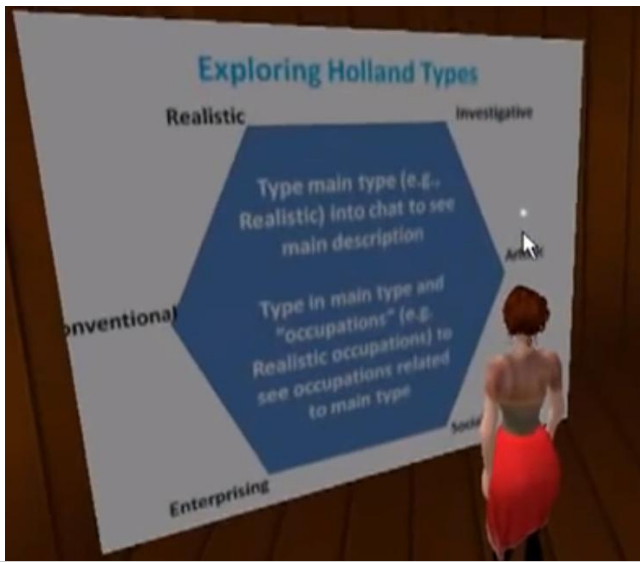
Career Therapy

What We Do:

At Career Therapy, we not only help you with career and job search advice. If you are "stuck" or unable to move forward, we aim to get to the bottom of things so nothing can hold you back - not even YOU.

[BLOG](#)





Second Life Virtual Therapy for Social Anxiety Disorder
 Erica K. Yuen, James D. Herbert, Ph.D., Evan M. Forman, Ph.D., Ronald Comer, DSW, Jean-Claude Bradley, Ph.D., Jennie A. Park, & Elizabeth M. Goetter

PROCEDURE

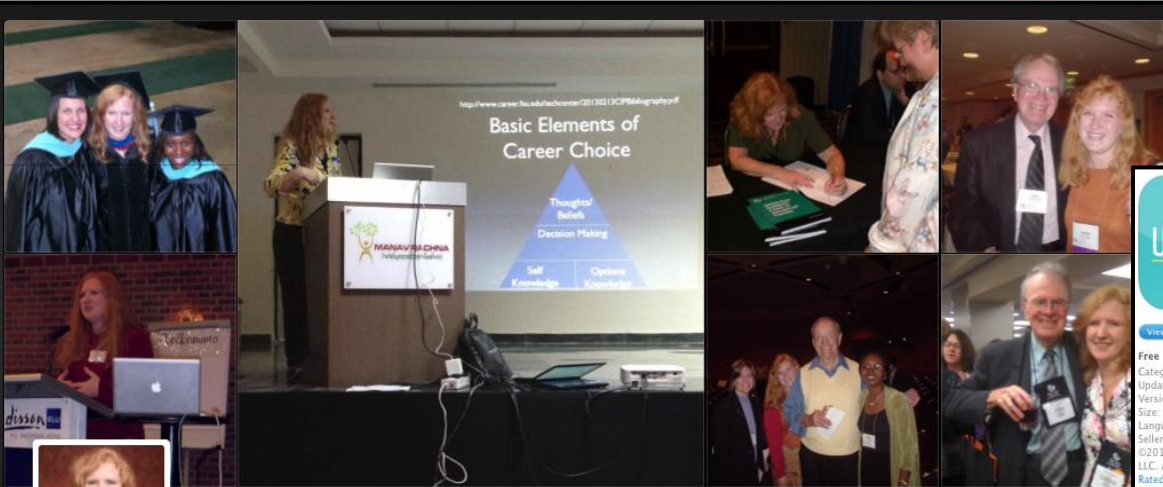
- Social anxiety disorder (SAD) is one of the most common psychiatric disorders in the United States. SAD has a chronic, unremitting course, and is associated with high personal costs including decreased quality of life, work productivity, quality of social relationships, and financial independence.
- Despite solid empirical support for the effectiveness of various exposure-based CBT programs for SAD, over 80% of people with SAD do not receive any type of treatment whatsoever.
- Individuals living in non-metropolitan areas of the country have limited access to CBT therapists competent in the treatment of SAD.
- Due to the nature of social anxiety, a significant number of socially anxious adults are unwilling or reluctant to seek psychological treatment in person.
- Second Life is a free online virtual world that potentially holds great promise in the widespread delivery of CBT to individuals who are unable or unwilling to obtain in-person treatment.
- This pilot study assesses the feasibility, acceptability, and initial efficacy of an acceptance-based CBT intervention in Second Life to treat adults with generalized SAD.

INTRODUCTION

- Second Life is a free online program created by Linden Laboratory, Inc., and has over 15 million users.
- Users create avatars (digital characters) to represent themselves.
- Users can make their avatars travel to various locations, which include islands, stores, art galleries, business centers, and classrooms. In each location, users may encounter other avatars controlled by actual people.
- Users can speak to each other through voice-chat (VoIP) (headsets) (similar to talking on the telephone, or by typing messages).
- Users can make friends, engage in conversations, join organizations, attend meetings, and participate in an activity that involves having your avatar member chat @ services.
- A number of universities, corporations, governmental agencies, and non-profit organizations utilize Second Life to distribute information, advertise services, hold educational or fundraising events, and to serve as an easily accessible online meeting place.



Mobile Apps



deborn_counselor_educator

Deb Osborn Counselor educator who aims to inspire students to explore the use of technology to enhance and expand counseling services to all.
<http://www.linkedin.com/in/deborn>

Edit Profile

11 posts

3 followers

8 following

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



Description

"Named to iTunes Best of 2012 app list"
 "Winner 2012 Webby Award & People's Voice Webby Award for Best Lifestyle App for Tablet"
 "Winner 2012 Appy Award for Best Lifestyle App"

[Unstuck Web Site](#) [Unstuck Support](#)

What's New in Version 2.0.1

- + General bug fixes and stability improvements.
- + User interface improvements and adjustments.
- + With this update we are supporting iOS 6 and higher.

[View in iTunes](#)

Free
 Category: Lifestyle
 Updated: Feb 24, 2014
 Version: 2.0.1
 Size: 88.6 MB
 Language: English
 Seller: Unstuck LLC
 ©2011-2014 Unstuck LLC. All rights reserved.
 Rated 4+

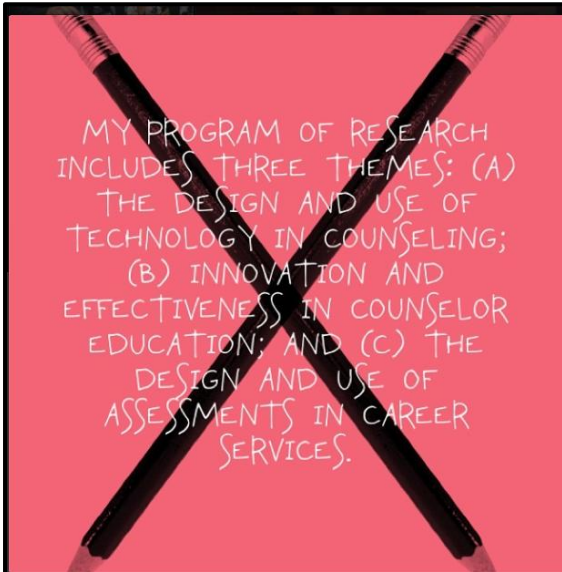
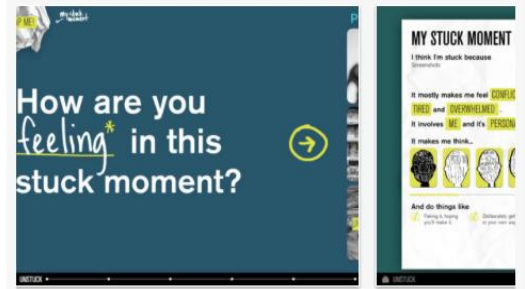
Compatibility: Requires iOS 6.0 or later. Compatible with iPad.

Customer Ratings

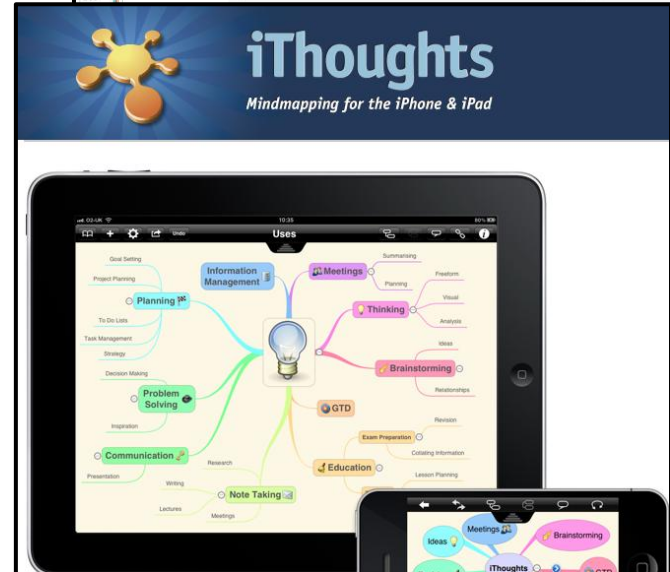
Current Version:
 ***** 28 Ratings
 All Versions:
 ***** 946 Ratings

More iPad Apps by Unstuck

iPad Screenshots

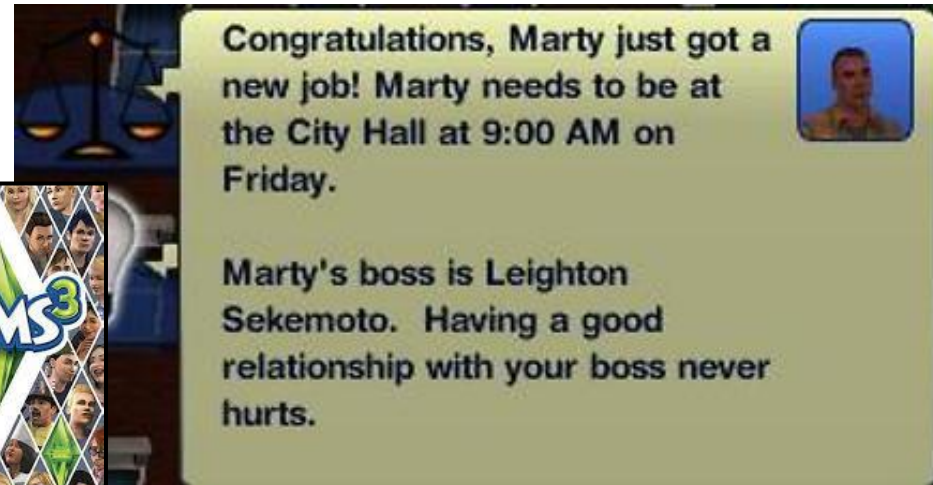


Recitethis.com



Career-Related Social Games

THE SIMS 3 CAREERS					
Career Paths A-L	M-Z	Career Tips	Career Traits	Money Making	Part Time Jobs List
Real Estate	Acrobat	Acting/Director	Architect	Art Appraiser	Astronomer
Bot Arena	Business	Criminal	Culinary	Daycare	Firefighter
Fortune Teller	Ghost Hunter	Horseman	Inventor	Journalism	La
Lifeguard	Magician	Medical	Military	Music	Po
Private Investigator	Professional Sports	Science	Sculptor	Singer	Sp
Stylist	Teacher	Video Game Developer			





GOING IT ALONE, TOGETHER

Kelly L

Welcome

Members

Events

Groups

Articles

Biz Talk

About

JOIN US

SEO

Seattle Community

OTHER CITIES: Portland | LA

Free Training: Securing Your Organization - From Prevention to Recovery 2-3PM ET Sign Up And Start Learning



About Insights Sign Up Sign In

HOME

COMMUNITY

TOPICS

BLOGS

JOBS

TRAINING

RESOURCES

MY PROFILE

Topics

Careers

Communication

Human Resources

Technology

MEMBERS

GROUPS

LEADERBOARDS

DISCUSSIONS

100,000+ Members



View All

Tune In



Today's Top 10 Latest Activity Blogs Discussions

Today's Top 10

- Controlling Your Inbox: How to Use Email More Productively**
Added by Sabrina H. DeLay on June 10, 2014
- Are You a Leadership "Freak"?**
Added by Hope Horner on May 10, 2014
- Professional Use of Social Media: Two Different**

Welcome to GovLoop - Knowledge Network for Government

Sign Up or Sign In

Or sign in with:



GovLoop Guide



Innovations that Matter: The Future of Public Sector IT Consumption



community

40,500 peers and professionals growing their businesses by being more sustainable.

2degrees Community »

Niche Online Communities

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.

What is IFTTT? IFTTT is a service that lets you create powerful connections with one simple statement:




Recipe

if this then that

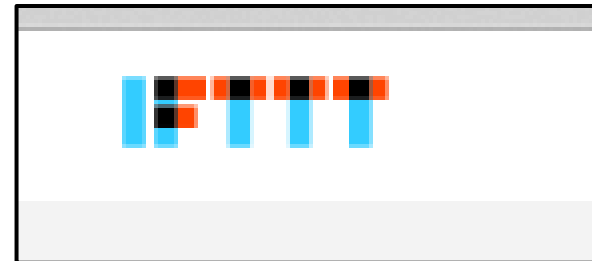
Trigger Action

IFTTT is pronounced like "gift" without the "g".



Channels Channels are the basic building blocks of IFTTT. You can create your own Triggers and Actions. Some example Channels are:

 Facebook  Evernote  Email  Voice memo

[View all 110 Channels](#)





Personal Recipes are a combination of a Trigger and an Action from your active Channels. Personal Recipes look like this:

if  **then** 

Any new photo by you: **Itibbets** Add file from URL to **Linden Tibbets' Dropbox**

Shared Recipes are useful templates shared by the IFTTT community. Shared Recipes look like this:

  **A daily email with new Recipes for you to try**

Hootsuite



Send to... 0 Compose message

Melissa_Venable (Twitter) x Facebook x @IOLblog x +

+ Add Stream + Add Social Network

Send to... Compose message...

Melissa_Venable (Twitter) x Facebook x @IOLblog x +

+ Add Stream + Add Social Network

Home Feed (Melissa_Venable)	Mentions (Melissa_Venable)	#IOLchat Search (Melissa_Venable)	#NCDALongBeach Search (Melissa_Venable)
<p>mlehua 1:08pm via Twitter for Websites The 35th Anniversary of the most watched & most translated film in the world - has a Total Makeover: cbn.com/cbnnews/us/2011...</p> <p>bigthink 1:08pm via Hootsuite Millennials: First generation to be doing worse than their parents: ow.ly/xVXXK For more insights subscribe: goo.gl/CPTsV5</p> <p>RichCareer 1:08pm via Twitter Web Client yes, thanks @hrdictionary it was inspired by a highway sign after a construction site "Resume Speed" #resume</p> <p>meredithnudo 1:08pm via Twitter Web Client The superultratalented ladies at @BigKatsHouston posted pics from our photo shoot! Such a fun time! on.fb.me/1nyOWoV</p> <p>aesricva 12:56pm via Twitter for iPhone #ToAFutureWriter There IS such a thing as too much coffee. Pace yourself.</p> <p>padawanbeck84 12:53pm via Twitter Web Client #ToAFutureWriter If you can't talk about</p>	<p>mssackstein 12:51pm via Twitter Web Client @Melissa_Venable @edutopia @aliwarton I saw this yesterday on FB</p> <p>ceasom Jun 11, 12:21pm via TweetDeck @jshamsy @IOLblog Yes, like @Melissa_Venable and Jennifer Shamsy! :) #iolchat</p> <p>IOLblog Jun 11, 12:02pm via TweetChat powered by oneQube I'm @Melissa_Venable - IOL blogger and an online instructor - #IOLchat - fan of Twitter</p> <p>GnosisArts Jun 11, 11:45am via IFTTT #IOLchat: Trends in online education. Wednesdays, 12 Noon to 1:00pm EST Mod: @Melissa_Venable #tweetchatshappeningnow</p> <p>JeffreyKeefer Jun 10, 10:58am via Sprout Social I think we may just have an open discussion for today's #AdjunctChat; any thoughts? @Melissa_Venable @KateMfD @unicasual @Acahacker</p> <p>JeffreyKeefer Jun 09, 11:20pm via Sprout Social</p>	<p>IOLblog 11:05am via Twitter Web Client What are your favorite Twitter resources? Check out the recommendations from this week's #IOLchat! storify.com/Melissa_Venabl... #SoMe #edtech</p> <p>IOLblog Jun 11, 12:50pm via TweetChat powered by oneQube Have a great week!! #IOLchat</p> <p>ceasom Jun 11, 12:50pm via TweetDeck Happy Wednesday, everyone! #iolchat</p> <p>jshamsy Jun 11, 12:50pm via Twitter Web Client #iolchat Everybody have a great Wednesday and find a cool spot in the shade!</p> <p>jshamsy Jun 11, 12:48pm via Twitter Web Client yay! #iolchat group hug =)</p> <p>ceasom Jun 11, 12:49pm via TweetDeck @IOLblog @ODU_DL @jshamsy The core four #iolchat tweeps :)</p> <p>ODU_DL Jun 11, 12:49pm via TweetChat powered by oneQube</p>	<p>NCDA Jun 11, 1:45pm via Hootsuite Looking for info on social media or distance career advising? #NCDALongBeach has sessions just for you. ow.ly/vRRbR</p> <p>brandcareermgmt Jun 11, 9:38pm via Twitter for Websites @NCDAwebeditor Yes, I definitely plan to attend #ncdaDenver in 2015! I look forward to seeing you there. Enjoy #ncdaLongBeach next week!</p> <p>KertshaRiley Jun 11, 5:17pm via Twitter Web Client Having trouble picking sessions because they all sound so interesting! #conferenceproblems #NCDALongBeach</p> <p>Melissa_Venable Jun 11, 3:38pm via Hootsuite @KertshaRiley This is a great idea! Build-in workout opportunities would certainly be motivating. :) #NCDALongBeach</p> <p>Melissa_Venable Jun 11, 3:38pm via Hootsuite @KertshaRiley This is a great idea! Build-in workout opportunities would certainly be motivating. :) #NCDALongBeach</p>

Share your content to LinkedIn via twitterfeed and effortlessly extend its footprint to a global audience of 180M professionals.



Profile Prominently Showcases Share



Publish to LinkedIn today. Click below to get started.

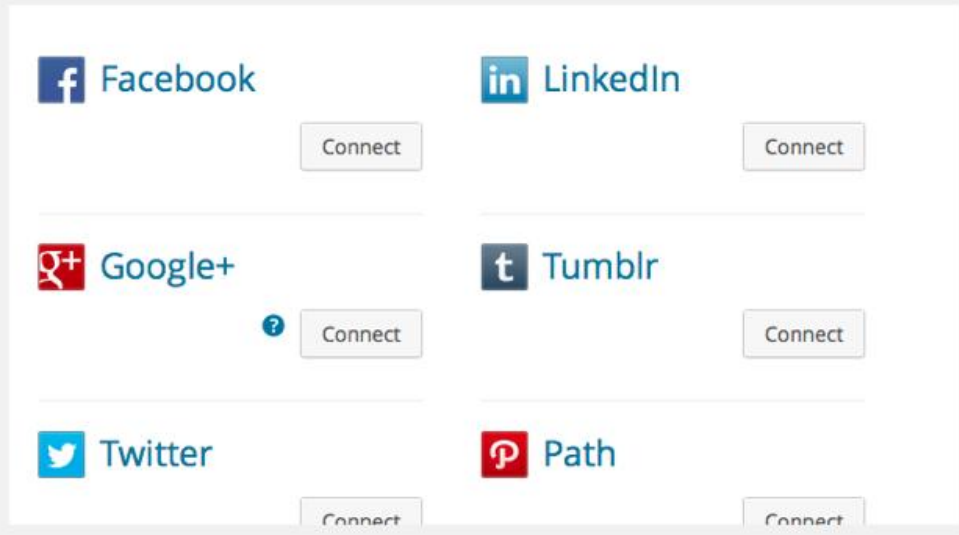


Already have a twitterfeed account? Sign in



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.

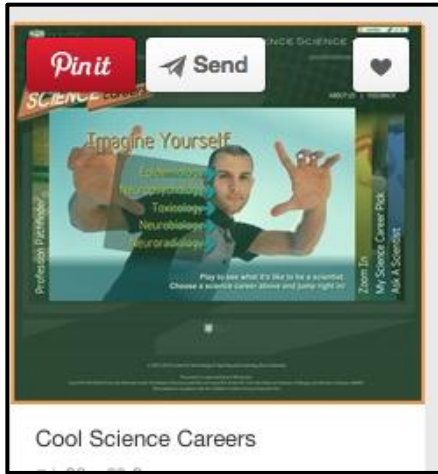
→ [More information on using Publicize.](#)



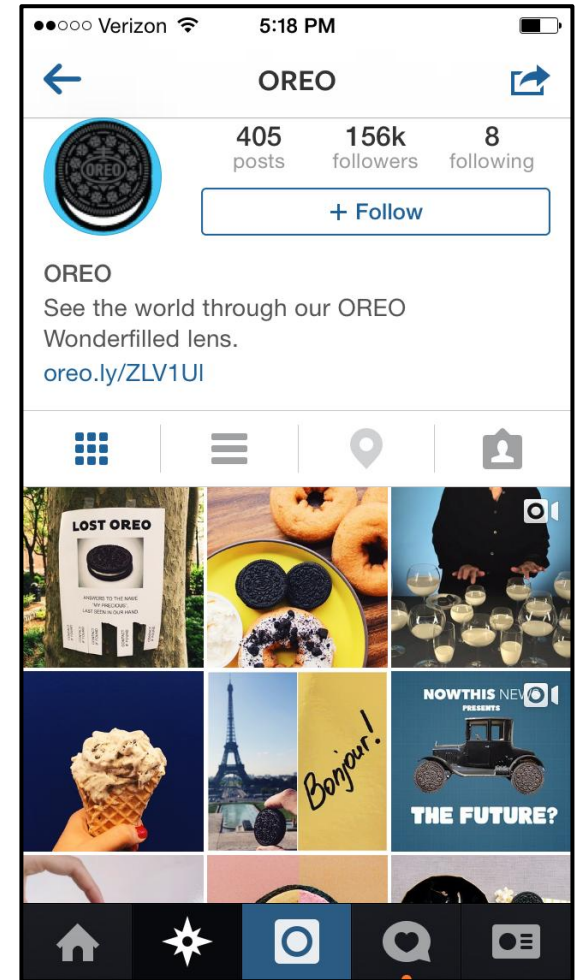
Question 4:

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

Individuals:

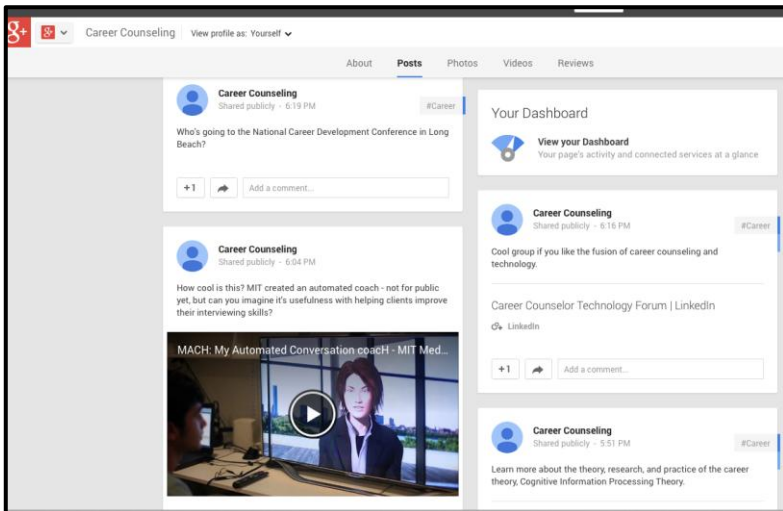


Job Search



Career Information

Career Exploration



Professional Development

Networking and Promotion

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](tel:850.644.3742) (O); [850.644.8776](tel: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

About.me

Email Signature



Melissa A. Venable, PhD
Education Writer / Instructor

👍 + ↻ Email Me

 *Working at the Intersection of Instructional Design & Technology, Social Media, and Career Development*

An instructional designer with experience in industry and higher education (public, private, and for profit), my background also includes work as an online instructor, career counselor, and academic advisor. I earned my doctorate in curriculum and instruction - instructional technology, focusing on the online delivery of career services.

But mostly I write... about instructional design and technology at my *Design Doc* blog, and about online teaching and learning trends at *Inside Online Learning*. I also teach instructional design and project management topics at the University of South Florida and Saint Leo University.

Join me for the Inside Online Learning chat - #IOLchat - Wednesdays at 12pET.

📍 South Carolina, United States

🏠 PhD Curriculum and Instruction - Instructional Technology

🔖 online education instructional design blogging writing career advising instructional technology social media

📱 Follow Add App

👉 Inside Online Learning

📄 Design Doc

📌 Technology, Education, and Career Boards

📽 Slideshare Presentations

📖 Storify

Organizations:

www.uvm.edu/~career/blog/

HOME | ABOUT US | SOME OF OUR FAVORITE SITES

University of Vermont Career Center

Savvy Seniors: Yes, YOU do have Career Experience!

Posted on May 9, 2014 with [No Comments](#)

I got experience by Volunteering at The Children's Hospital (Pletcher Ave)

I got experience designing a 2014 Ski Patrol Plot

I got experience studying abroad in England!

Last week, we saw so many of you at the Senior Celebration at the bookstore where you were picking up your caps and gowns and sitting for formal graduate portraits. We asked you to share career related experiences you had during your time at UVM.

This is what happened:

Provide Information

Pin it 10 Like 1 Image

Send Share

THIS WEEK AT THE CAREER CENTER

week 6

All events located in the Career Center Training Room unless otherwise noted.

MONDAY February 13	TUESDAY February 14	WEDNESDAY February 15	THURSDAY February 16
Job Search Strategies Workshop	Peer Consultant Program Info	Peace Corps Visibility Table 10-2pm	Interview Techniques Workshop

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

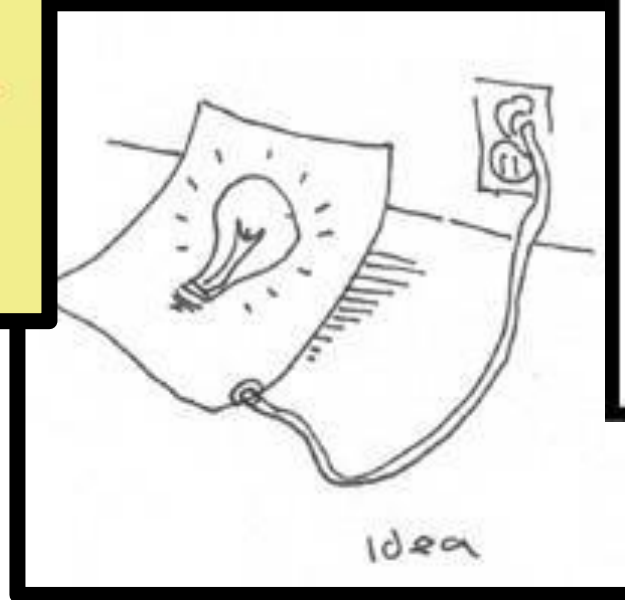


NCDA Code of Ethics, Section F; ACA Code of Ethics, Section H

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



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

**MORE
IDEAS
than
TIME**

<https://www.flickr.com/photos/gwendalcentrifuge/5825208409>

References & Resources

- Kasper, K. (2013, September 5). *The 2013 Social Recruiting Survey Results are Here!* Jobvite, Retrieved from http://blog.jobvite.com/2013/09/2013_jobvitesocialrecruitingsurvey/
- National Association of Colleges and Employers (2013). *Career services use of social media technologies*. Retrieved from <http://www.careeradvisoryboard.org/public/uploads/2013/05/Career-Services-Use-of-Social-Media-Technologies-Report.pdf>
- Osborn, D. S., & LoFrisco, B. M. (2012). How do career centers use social networking sites? *The Career Development Quarterly*, 60(3), 263-272.
- Osborn, D. S., Riley Dikel, M., Sampson, J. P., & Harris-Bowlesby, J. (2011) *The Internet: A Tool for Career Planning*, 3rd Ed.
- Starks, R. (2013, August 20). *12 Hot Career-Oriented Social Nicheworks*, AvidCareerist, Retrieved from <http://www.avidcareerist.com/2013/08/20/online-social-nicheworks-networks-career/>
- Venable, M. A. (2014). *Online career services: Supporting college students on campus and at a distance*. Retrieved from <http://www.onlinecollege.org/wp-content/uploads/2011/09/SupportingCollegeStudents-whitepaper-REVISED.pdf>

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

Melissa Venable

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

Debra Osborn

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

