Role of social media in career services	useful tools	viable alternative	space for career service	participatory social space
Purpose of social media in career services	delivering information and advice	delivering career services	collaborative career exploration	co-careering
Attitude towards social media	reserved	careful	adaptive	proactive
Rationale of social media	visibility	accessibility	interactivity	influence
Perception of social media	challenge	change	opportunity	reform
Preferred mode of career intervention	individual face-to-face intervention	individual intervention	group intervention	co-constructed intervention
Nature of interaction	practitioner →individual	practitioner ↔ individual	practitioner ↔individual individual ↔ peers	individual ↔ practitioner individual ↔ community members
The role of career practitioner	expert role	reflexive role	facilitating role	participating and engaging role