

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 are 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**





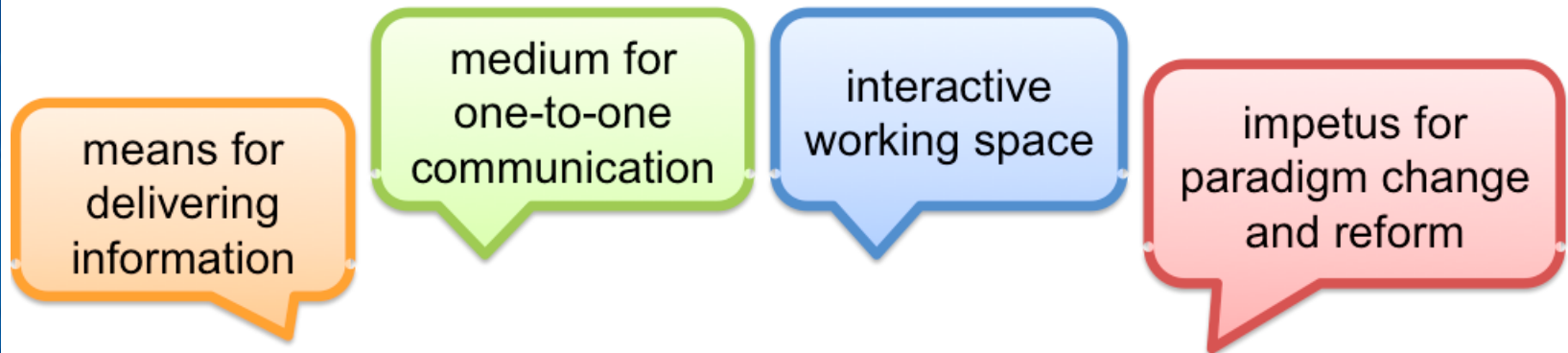
A pair/group conversation

- Share and reflect your impressions
- How are the impressions alike or different?



Practitioners' experiences

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



Kettunen, J., Vuorinen, R., Sampson, J. P., Jr. (2013).

Practitioners experiences of 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 Pinterest 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.

1. Adrien, a career practitioner, heard that social media sites such as Instagram and Pinterest could be used to help individuals in their job search.
Job Search
2. A client is interested in learning to follow accounts of people in a specific career field (e.g., journaling).
Personal Career Info
3. A career one-stop center is hoping to extend services by offering interactive services online.
Expand Services
4. The director of a career center has tasked a sub-committee of career advisors to enhance its social media presence.
Marketing

But beyond this...



To this....



Kettunen, J., Sampson, J. P., Jr. Vuorinen, R. (2013).
Career Practitioners Conceptions of Competency for Social Media in Career Services

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





What's the goal?

	Deliver info	Deliver career services	Collaborative career exploration	Co-careering
Use SM to help in job search				
For 1sthand accounts of career info				
Extend services by offering expanded online services				
Enhance social media presence of career center				





Obtain necessary training

Webinars - NCDA and Beyond – If you don't see what you want, ask!

9. Free Technology Tools to Help You Work Better, Faster, and Smarter - Sponsored by: NCDA Technology Committee and the Professional Development Committee -- presented by: Shirley Rowe and Janet Wall

For secure online processing, ORDER TODAY!

Presentations

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

Optimizing Career Development Services Through Modern Technology

Dr. Deb Osborn



Tech Savvy Career...
by [Deb Osborn](#) on 28 March 2014



What's Your APPTitude?
Use of 21st and 22nd
in career services

What's Your APPTitude?
by [Shirley Rowe](#) on 22 November 2014

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

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National Career Development Association
Annual Conference 2013
Boston, U.S.A



Navigating Social Media Purposely and Professionally

Mary Buzzetta, M.S., LPC

Debra Osborn, Ph.D.



Network with those who are doing it.



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



📺 Inside Online Learning

📄 Design Doc

📌 Technology, Education, and Career Boards

📄 Slideshare Presentations

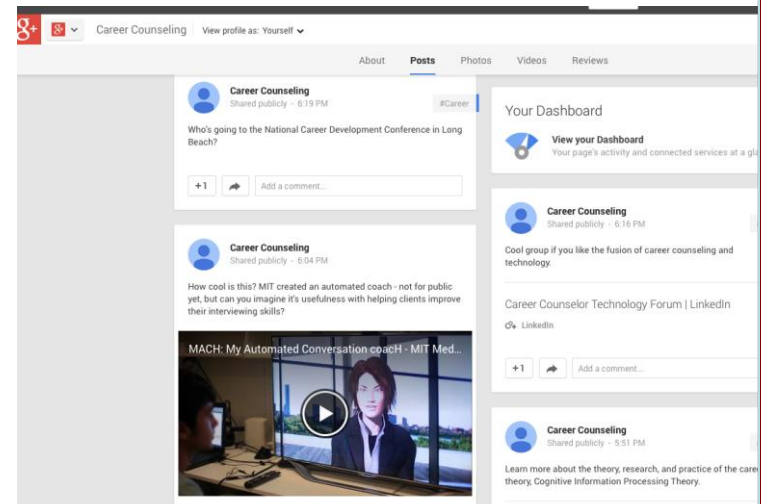
📺 Storify

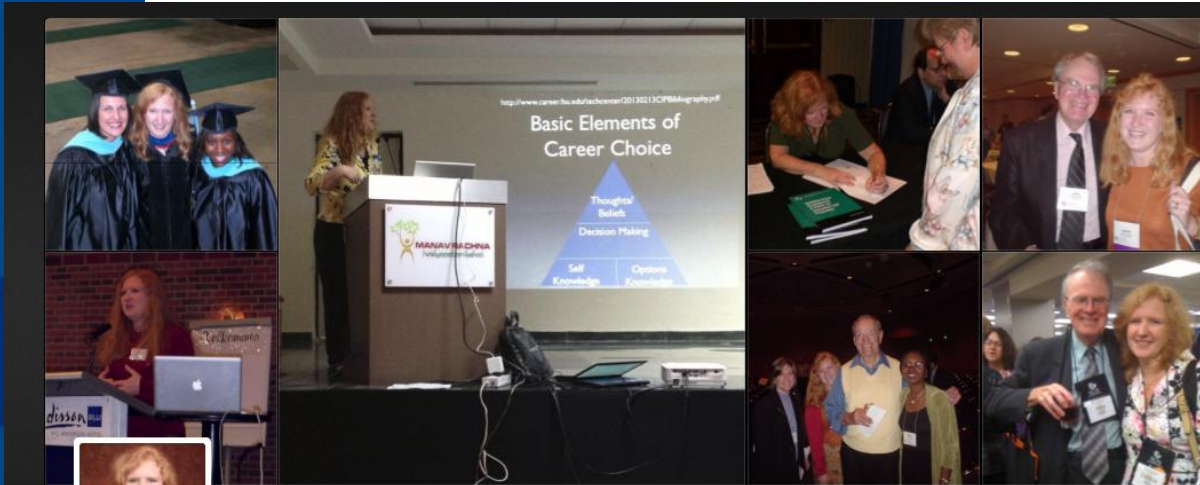
#606 INNOVATIVE TECHNOLOGICAL STRATEGIES TO IMPROVE THE COLLECTION OF POST-GRADUATE CAREER OUTCOMES FOR COLLEGE UNDERGRADUATES

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



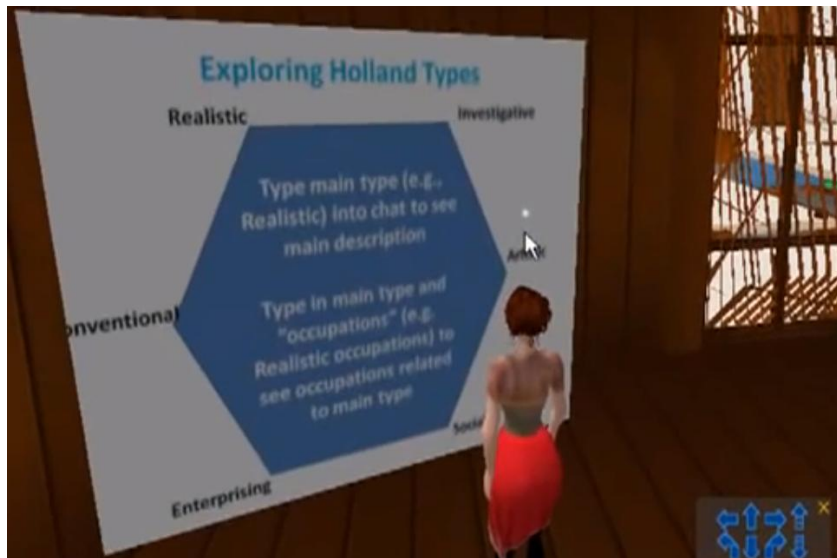
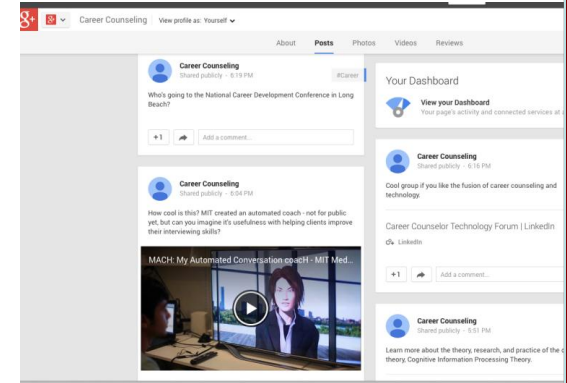


debosborn_counselor_educator

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/debosborn>

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11 posts 3 followers 8 following



Career Development Blog

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

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FRIDAY, FEBRUARY 1, 2013

Cyberspace Counseling

4 per group

	Group1	Group 2	Group 3	Group 4
9:40	Eliminate	Skype	Phone	Text
10	Skype	Phone	Text	Eliminate
10:20	Phone	Text	Eliminate	Skype
10:40	Text	Eliminate	Skype	Phone
1100	Debrief in Eliminate			

Anytime face-to-face-to-counsel that's w experim with thi You can schedul

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semester I have 16 in the class, so it was easy to divide and pair per. They were instructed to identify issues that they wanted to roleplay minutes as the client, and then switch and let their partner be the c. They switched through the different venues above. It's a lot to go th 2 1/2 hours, and doesn't leave much time for processing. In the fut could save the phone chat and perhaps even text for another time, class activity (let them go outside of the room to get the distance fe preferred Skype over the other methods -but that may be due to lack experience with some of the tools such as Eliminate. Overall, I th was a great way to expose them to some possible modalities in a qu and to build their comfort level as well as their awareness as to wh pitfalls and advantages may occur when trying to conduct conduct counseling.



Evaluate



	Deliver info	Deliver career services	Collaborative career exploration	Co-careering
Use SM to help in job search				
For 1sthand accounts of career info				
Extend services by offering expanded online services				
Enhance social media presence of career center				

- 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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