

Why guidance professionals should be engaged with social media (e.g. blogging and tweeting)

Tristram Hooley

In a nutshell

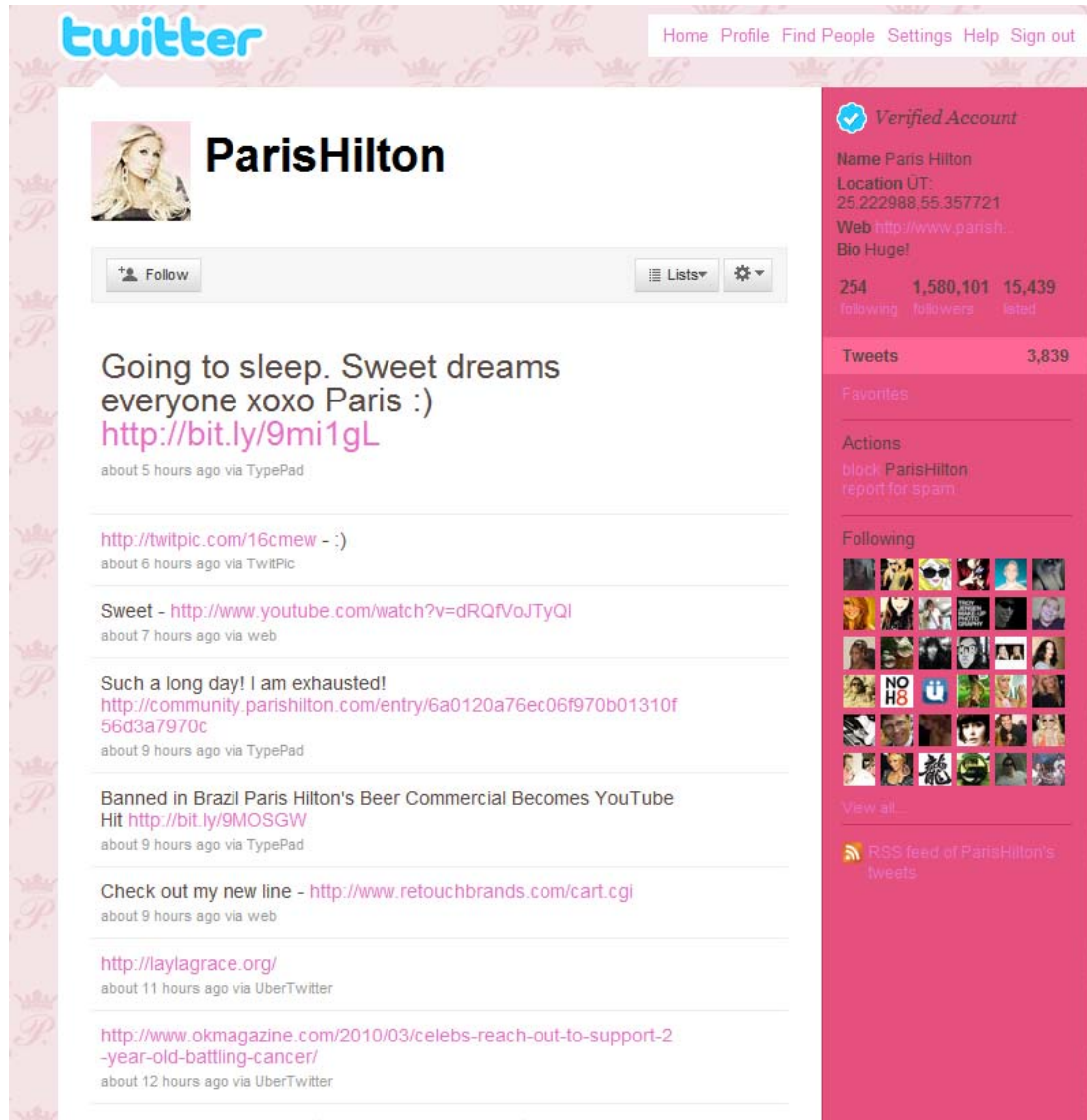
Social media are important tools for communication.

Being able to use these tools is essential for people's ability to manage their career.

For careers workers they can also be used as a way to talk to clients and as a way to organise your professional development.

What is twitter?


<http://twitter.com/ParisHilton>



The image shows a screenshot of Paris Hilton's Twitter profile. The page has a pink and white color scheme. At the top, the Twitter logo is on the left, and navigation links (Home, Profile, Find People, Settings, Help, Sign out) are on the right. The profile header includes a profile picture of Paris Hilton, her name "ParisHilton", and a "Follow" button. To the right of the header, there is a "Verified Account" badge and a sidebar with account statistics: Name (Paris Hilton), Location (UT: 25 222988, 55.357721), Web (http://www.parishilton.com), Bio (Huge!), 254 following, 1,580,101 followers, and 15,439 listed. Below the header, there are several tweets. The first tweet says "Going to sleep. Sweet dreams everyone xoxo Paris :)" with a link to a bit.ly URL. Other tweets include links to a photo, a YouTube video, a community entry, a long day post, a commercial announcement, a new line announcement, a charity link, and an article about cancer support.

twitter

Home Profile Find People Settings Help Sign out

 **ParisHilton**

+ Follow Lists Settings

Going to sleep. Sweet dreams everyone xoxo Paris :)
<http://bit.ly/9mi1gL>
about 5 hours ago via TypePad

<http://twitpic.com/16cmew> - :)
about 6 hours ago via TwitPic

Sweet - <http://www.youtube.com/watch?v=dRQfVoJTqI>
about 7 hours ago via web


Such a long day! I am exhausted!
<http://community.parishilton.com/entry/6a0120a76ec06f970b01310f56d3a7970c>
about 9 hours ago via TypePad

Banned in Brazil Paris Hilton's Beer Commercial Becomes YouTube Hit
<http://bit.ly/9MOSGW>
about 9 hours ago via TypePad

Check out my new line - <http://www.retouchbrands.com/cart.cgi>
about 9 hours ago via web

<http://laylagrace.org/>
about 11 hours ago via UberTwitter

<http://www.okmagazine.com/2010/03/celebs-reach-out-to-support-2-year-old-battling-cancer/>
about 12 hours ago via UberTwitter

 *Verified Account*

Name Paris Hilton
Location UT: 25 222988, 55.357721
Web <http://www.parishilton.com>
Bio Huge!


254 following 1,580,101 followers 15,439 listed

Tweets 3,839

Favorites

Actions
block ParisHilton
report for spam

Following



View all...

RSS feed of ParisHilton's tweets

What's happening?

140

Latest: @davidawinter I've posted at <http://ow.ly/1drOr>. Lots more to say on this. Perhaps we should organise a debate? less than 5 seconds ago

update

Tweets mentioning @pigironjoe



ellen22 @pigironjoe Vitae RS blog... get in touch with the views of research staff (as if you didnt know!!)
8 minutes ago via web in reply to pigironjoe



jovanevery @pigironjoe vague pondering re. learning opps for myself. self-employed, helping people with career stuff ... not sure what I need
about 2 hours ago via TweetDeck



age_a @pigironjoe yes, don't buy the £4.20 sandwiches
about 2 hours ago via UberTwitter in reply to pigironjoe



jovanevery @pigironjoe what's the URL for the centre where you work?
about 3 hours ago via TweetDeck



jobrienii @pigironjoe let me know if you have any issues with twapperkeeper
about 4 hours ago via TweetDeck in reply to pigironjoe



jamestoon @pigironjoe the page on Vitae says its full and offers the chance to be put on a waiting list <http://tinyurl.com/yexs4s2>
about 4 hours ago via Echofon in reply to pigironjoe



martin_eve @pigironjoe looking forward to it!
about 4 hours ago via web in reply to pigironjoe



nosnilwar @pigironjoe By the way, are we still on for lunch on Friday?
about 7 hours ago via TweetDeck



nosnilwar @pigironjoe Tris, give me something that'll help me on



pigironjoe
2,594 tweets

414 following 480 followers 17 listed

Fledgling Wine
n. a Twitter winemaking project for literacy around the world.

Home

@pigironjoe

Direct Messages 294

Favorites

Retweets

Lists

leicester

librarians

learning-technology

uod

politics

science

careers

@tennievideler/careers

New list | View all

Trending: United Kingdom

Change

#irefuseto

#savebbcasiannetwork

#RIPAJandraJonas

Conversation
not broadcast

Twitter conventions

@

RT

#

Where to start on twitter

Finding some key people to follow is essential. Try:

- <http://twitter.com/pigironjoe>
- <http://twitter.com/bhopson>
- <http://twitter.com/helenpownall>
- <http://twitter.com/billaw>
- <http://twitter.com/davidawinter>

Even more important. Look at who they follow.

Twitter = microblog

What is a blog?

A **blog** (a contraction of the term "**web log**") is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order.

Wikipedia (<http://en.wikipedia.org/wiki/Blogging>)

What is a blog

Tristram Hooley

Adventures in career development

ABOUT ME

Thoughts on career development, research, researchers, work, reading and people in general



MY OTHER SITES



TAGS

careers (39)
IAG (14)
web 2.0 (14)
researchers (13)
Vitae (11)
theory (10)
blog (7)
book (6)
employers (4)
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Career theory 102



Click here to download:

career theory II.pptm (903 KB)

I'm running a seminar on career theory again this week. This time I'm attempting to give a broad overview of twentieth century intellectual traditions (some ambition eh!) and then to explore the ideas of the boundaryless career and planned happenstance in some further detail. The PowerPoint is attached. All ideas, criticisms etc appreciated.

Loading mentions Retweet

Filed under // [boundaryless careers](#) [careers](#) [planned happenstance](#) [theory](#)

[Comments](#) (2)

Posted 1 day ago

Boundaries and boundaryless careers

I've just been reading Michael B Arthur's [New Careers, New Relationships: Understanding and Supporting the Contemporary Worker](#). He originally gave this paper as one of the iCeGS lectures and it covers a lot of similar ground to [The Boundaryless Career: A New Employment Principle for a New Organizational Era](#) (follow hyperlink to an extensive review). I've also been reading this book so I'm getting fairly steeped in Arthur. Much of it reminds me of the kind of argument that Barry Hopson made when he spoke about portfolio careers at this years iCeGS lecture.

Essentially his argument is that the labour market has changed. Whereas people used to be employed by a single employer for most of their lives and follow an occupation, increasingly their careers are boundaryless. Boundarylessness is defined by careers that move across organisational, occupational and geographical boundaries. Some might start their working life as an apprentice toolmaker, move to become a supervisor in retail, retrain and take up a professional job and then move to care for a loved one

<http://adventuresincareerdevelopment.posterous.com>

Other career blogs

- Careers – in theory
<http://careersintheory.wordpress.com/>
- And what do you do?
<http://portfoliocareers.net/>
- Personal branding blog
<http://www.personalbrandingblog.com/>
- Career realism
<http://www.careerealism.com/>
- HECSU blog
<http://hecsu.blogspot.com/>

Write...

- Something you've learnt that has been useful in your work over the last week or so.
- A question that you would like to know the answer to.
- Something that you want to tell your clients. e.g. "stop....., start....."

Share

Key social media principles

- User generated content
- Harness the power of networks
- Publish then filter, not filter then publish
- The perfect is the enemy of the good
- The long tail (we all contribute something)
- Folksonomy rather than taxonomy

Reciprocity

“a state or relationship in which there is mutual action, influence, giving and taking, correspondence, etc., between two parties or things”

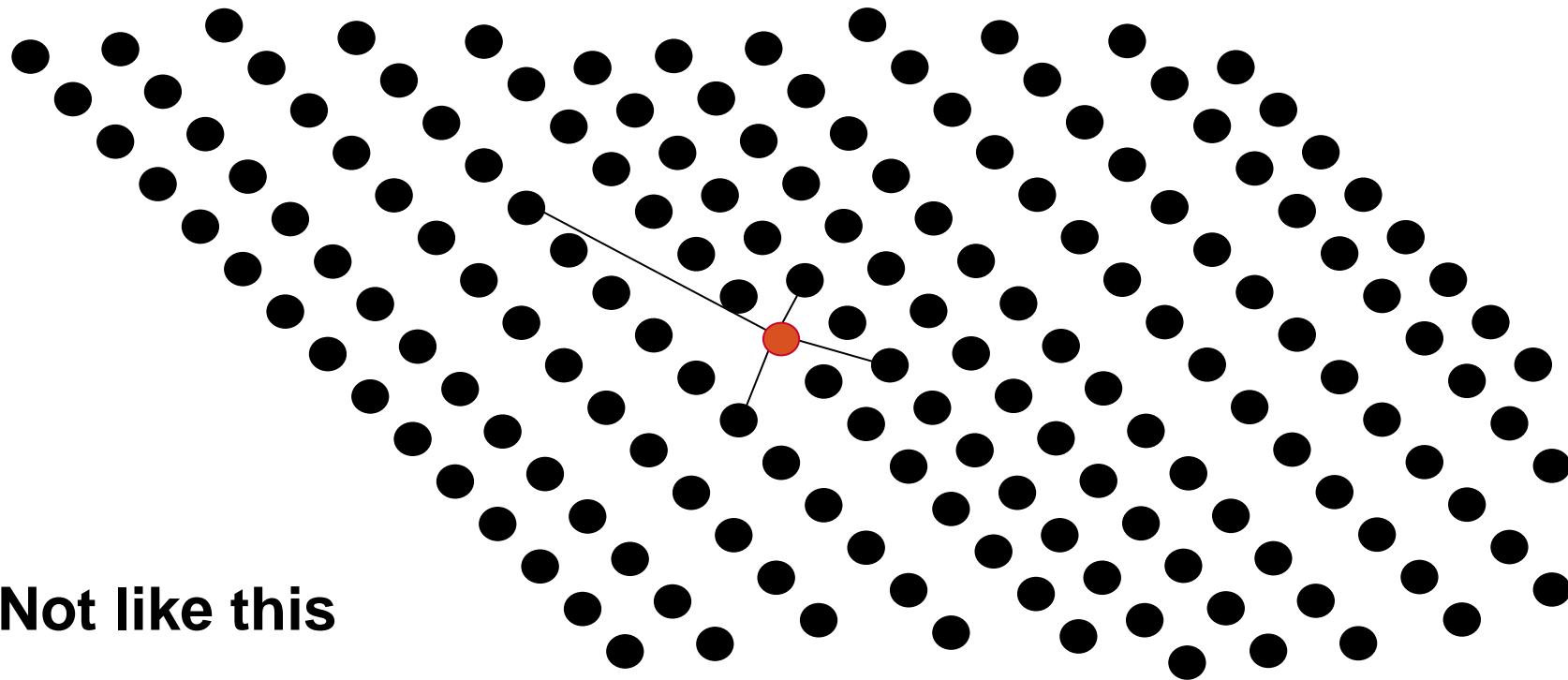
OED

Networking facts and figures

From *Bowling Alone*

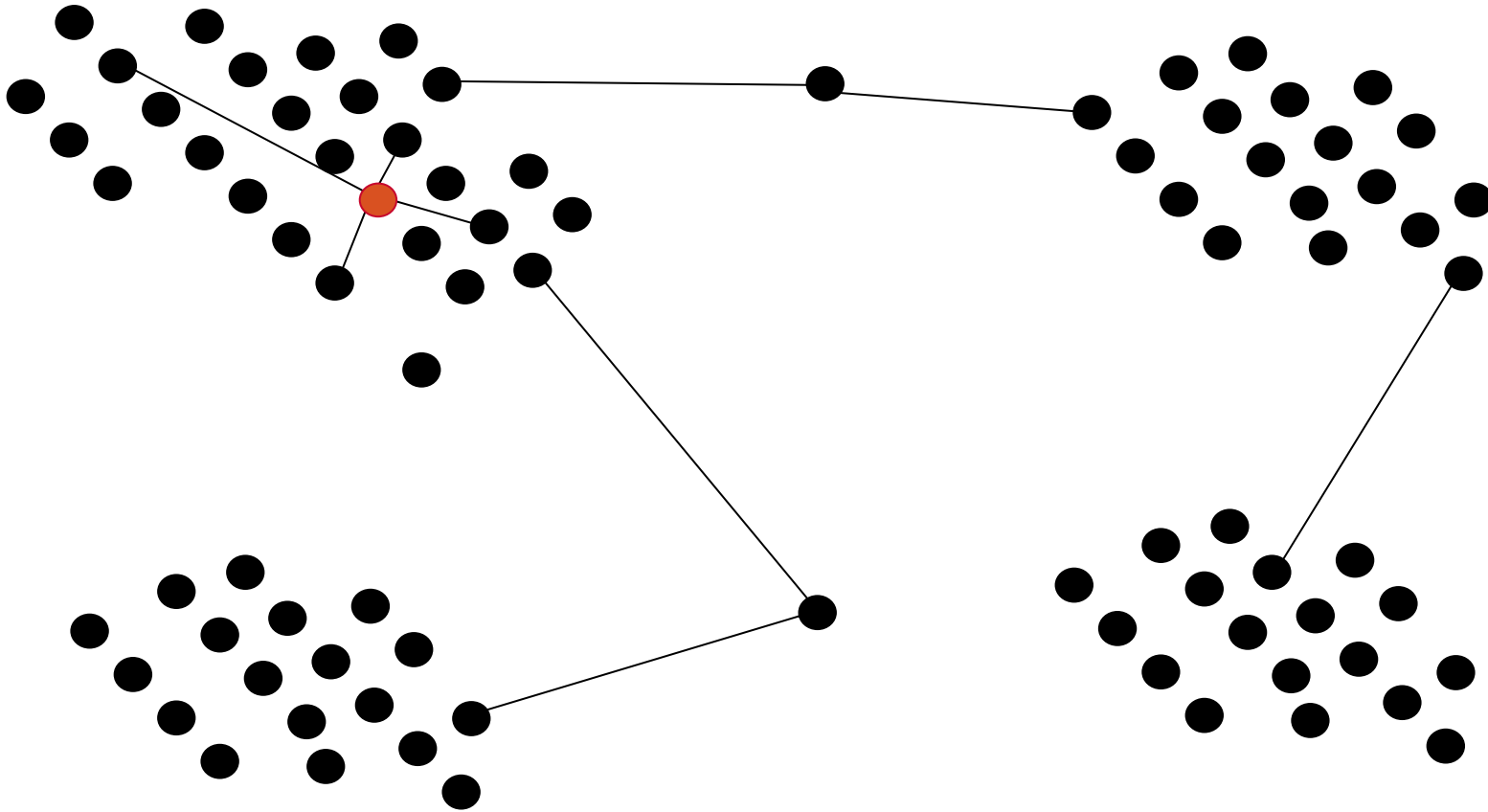
- One-half of American's got their current job through a friend or relative;
- Each employed person in one's social network increases one's annual income by \$1400.

How do networks work?



Not like this

How do networks work?



Why use social media

- Using social media is a career management skill
- Interaction with clients
- Professional development
 - Supporting reflective practice
 - Building a community of practice

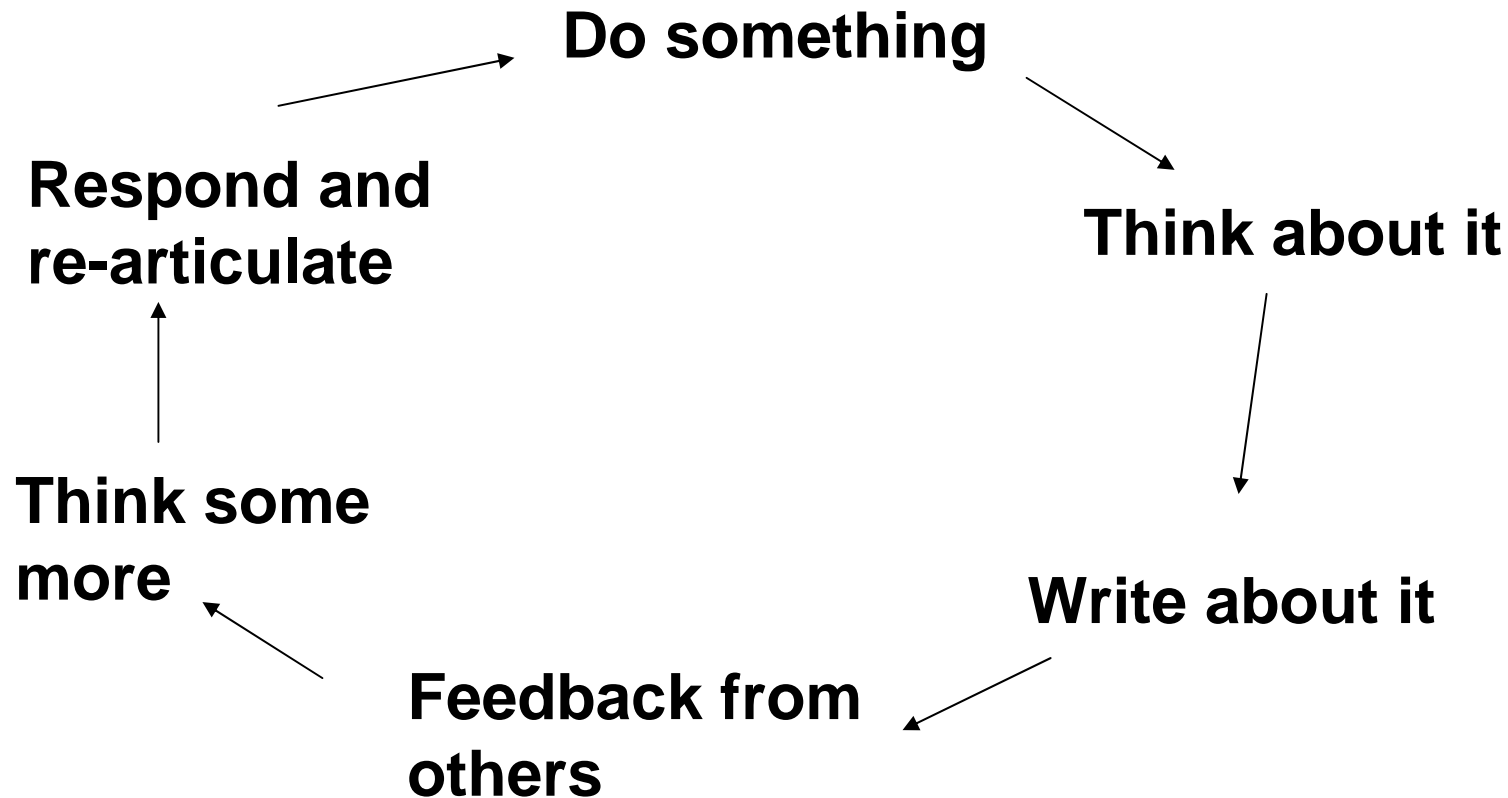
Social media is a career management skill

- If people are going to navigate through their career they will need to use technology.
- The ability to evaluate the usefulness of new technologies and engage with them can therefore be seen as a career management skill.
- Social media are particularly important as they enable people to develop social capital (networks).
- If we are going to advise our clients to develop these skills we need to have them ourselves.

Interaction with clients

- Supporting clients to become information literate
- Posting information and advice on blogs – encouraging interaction. e.g.
<http://manchesterpgcareers.wordpress.com/>
- Providing information on twitter e.g. vacancy information <http://twitter.com/UWECareers>
- Building (or engaging with) peer communities.
- Crowd sourcing – “what do you want from us?”, “what is the best career tip you’ve been given?”

Blogs: Supporting reflective practice



Building a community of practice

- There are careers practitioners all over the world.
- They work in a huge variety of situations and are learning all the time.
- A small minority of these are in dialogue through the web providing each other with:
 - Learning
 - Support and advice
 - Sociability

Why aren't you there?