KNOW B.S. Using Social Media Professionally

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What are we going to learn about?

- reason for caring about social media
- deciding on your online professional presence
- professional social media platforms: LinkedIn, ResearchGate, Mendeley’s Research Network, Twitter for conferences
- three tips to keep yourself professional online
Why should I care about using social media professionally?

Employers are checking your social media presence to help them make decisions about you.

- “Career Builder indicated 60% of employers have used social networking information to hire candidates (Graz in Johnson 2017)”
- “In 2011, over 90% of recruiters had visited candidates’ profiles on a social media website during the screening process (Swallow in Machaz & Shokoofh 2016)”

References

Your online professional presence

Analyze your current online presence

- Google yourself; what can others see about me?
- What social media platforms are you currently using?
- What images do people see and how might they interpret those images?
- Have you created any social media accounts just for professional use?
Your online professional presence

Decide what online presence you feel comfortable with

- What are your professional goals?
  - Example/ get a job with Environment Canada
- How often do you want to update your information?

Then pick the social media platform that meets your goals and needs
Professional Social Media Platforms

LinkedIn: https://ca.linkedin.com/ over 500 million users; primarily used to keep a digital resume and job hunt

ResearchGate: https://www.researchgate.net/ over 14 million users; primarily used to share research, and articles

Mendeley’s Research Network: https://www.mendeley.com/research-network/community over 6 million users; discussion boards about research topics and networking
Twitter for Conferences

- Provides those who could not attend the ability to hear about some of the key highlights
- Tweet about what you found interesting, thought provoking, or something that had challenged a preconceived thought
- Tweet about your contributions to the conference
3 tips to keep yourself professional online

1. Ensure you have the appropriate privacy settings
2. Don’t write anything online, you would not feel comfortable with saying in person and/or discussing further in detail
3. Content: where appropriate provide evidence to back up statements such as statistics and keep your profile up-to-date
SUMMARY

- employers are going to check out your social media
- analyze and decide what you want your professional online presence to be
- four social media platforms: LinkedIn, ResearchGate, Mendeley, Twitter
- three tips: privacy settings, write what you would say, update your profile and provide evidence when needed
NEXT KNOW B.S.

Monday, November 6: 12:30 pm – 1:00 pm
Keeping Up with Research Trends

Check out Know B.S. webpage http://bit.ly/knowbs for more information about sessions and resources from previous sessions