Social Networking

TRiO Student Support Services
Presented by Kim Waters
What is social networking?

- Recent invention
- Brings people together
- Allows people to interact
- Open-ended in nature
Popular Social Networking Sites

- Facebook
- Twitter
- YouTube
- LinkedIn
- Instagram
- Skype
Basic Structure of Social Networking

- Profile
- Friends
- Groups
- Discussions
- Blogs
- Media
- Widgets
Advantages of Social Networking

- Facilitates open communication
- Allows users to post information
- Provides opportunity for connections
- Targets a wide audience
- Brings together people with common interests
- Marketing tool
Disadvantages of Social Networking

- Lack of anonymity
- Scams
- Harassment: Cyber bullying
- Time consuming
- Limits human interaction
- Criminal activity
- Reputation
- Negative image
Discussion Question?

- Share ways you have used social networking.
- Discuss advantages and disadvantages.
LinkedIn

- Generally used by professionals
- Connects with career opportunities
- Allows users to post resume
- Receive emails of job opportunities
- Connect with other professionals who have similar interests
Social Media Don’t’s

- Don’t post questionable photos
  - If you are serious about your professional future think twice about the photos you post on the internet. Career Builder reported 44 percent of applicants ruined job opportunities because of inappropriate content on the web. Remember just because your profiles are private companies still have their ways of finding information.

- Trashing your professors
  - Never post negatively about your instructors/professors. Remember “if you don’t have anything nice to say don’t say it at all.” You never know if that professor can open the door for internships or job opportunities.
Social Media Don’t’s

- Avoid negative/emotional status updates or tweets
  - Yes school is rough and the economy sucks. Don’t talk about how much you hate your job, how annoying your boss is. It just doesn’t look good.

- Don’t over share
  - Keep try and keep your political and religious views to yourself! If you do join online conversations or post relevant articles, try to keep your comments unbiased.
Social Media DOs

- Positivity
  - Make a good impression online, this doesn’t just include posting appropriate photos. Show your interest in prospective career fields. Post links to interesting articles. Connect with internship coordinators and job recruiters. Join alumni groups online to keep in touch with former classmates
Q & A

Stay connected!

![Social Network Sign](image-url)
Sources

- Usnews.com
- For more information, visit the TRIO office at 1306 Warren Building.