



Beyond The Resume:

ENHANCING CAREER DEVELOPMENT

WITH SOCIAL MEDIA

#NAFSA15

PRESENTED BY:



KAYLA PATTERSON

**GOMEDIA DIRECTOR &
SOCIAL MEDIA STRATEGIST**



GoMedia

kayla.patterson@goabroad.com
@kaylapatt | @_GoMedia_
www.linkedin.com/in/kaylapatterson



TIFFANY HARRISON

COMMUNICATIONS MANAGER



tiffany.harrison@statravel.com
@ttmharrison | @STATravelUS
www.linkedin.com/in/ttmharrison

MAIN TOPICS:

- Why Social Media is Important for Career Development
- Best Practices on LinkedIn
- Best Practices on Twitter
- Tips & Tricks for Instagram
- Key Takeaways

WHY IS SOCIAL MEDIA IMPORTANT?



- Integral to job searching today
- Huge opportunity for networking
- Great way to stay in touch



- Knowledge sharing
- Part of your online reputation

BEST PRACTICES LINKEDIN

#1. Be Creative With Your Title



Christine Lidstone Sweet

1st

Business Development Specialist focusing on
Educational Travel and Study Abroad

Orange County, California Area | Aviation & Aerospace

Current STA Travel

Previous Qantas Airways, STA Travel

Education Simon Fraser University

Send a message



381

connections

BEST PRACTICES LINKEDIN

#2. Include Detailed Summary



Summary

Learning Transformed. Life Transforming.

That is the slogan of the company that I work for - Academic Programs International (API), but it also succinctly describes my own outlook on life.

I grow both personally and professionally by learning about new peoples, places, and ideas. I soak up international news and social media updates like a sponge. I jump at the chance to try new foods, visit new locations, and listen to new viewpoints.

I love the transformative feeling of broadening my own horizons, expanding my skill set, and sharing the wealth of my experiences with others.

I'd love to connect with you if you share the same set of aspirations and passions!



Up high above Shanghai



On a beach in Qatar



Receiving People's Choice...



API Receives 2014 People's Choice Award



Above Dubrovnik, Croatia

Content
&
Media

BEST PRACTICES LINKEDIN

#3. Add Job Descriptions

Rainbow SIG Newsletter Co-Editor

NAFSA: Association of International Educators

May 2013 – Present (2 years 1 month)



The Rainbow SIG is comprised of diverse members of NAFSA whose goals are to counsel international students and study abroad students who are gay, lesbian, bisexual or transgendered; to support gay, lesbian, bisexual and transgendered professionals in international education; to combat homophobia, heterosexism and transphobia within NAFSA.

Newsletter Co-Editors are responsible for soliciting articles for the newsletter, and producing and publishing two e-newsletters per year to the membership.

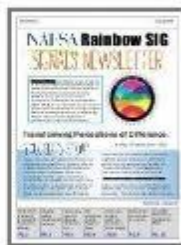
▼ 1 recommendation



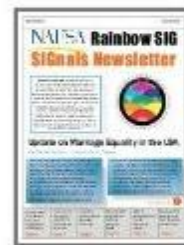
George F. Kacenga

Director of International Enrollment Management at University of Colorado Denver

I understand well the risk, importance, and responsibility of making a hiring decision, as well as the high standards and expectations that often accompany it. Accordingly, it is without any hesitation or reservation that I can strongly recommend... View ↓



[Read the Spring 2015 SIGNALS Newsletter](#)



[Read the Spring 2014 SIGNALS Newsletter!](#)

BEST PRACTICES LINKEDIN



Projects

#4. Link to Projects

Central College Global Citizenship Conference ➔

April 2015

The conference was part of a year-long celebration of Central's 50-years of conducting study abroad programs. I was one of two keynote speakers on the topic, "ALIGNING STUDY ABROAD TO PREPARE GLOBAL & CAREER-READY GRADUATES." I led a consultation with their international resident directors from Spain, Wales, UK, Austria and Mexico. And I conducted a workshop for career service & study... [more](#)

NAFSA Collegial Conversation: Creating an Effective Study Abroad Career Integration Plan on Your Campus ➔

September 2014

Students often have difficulty articulating what they learn from their study abroad experiences (beyond "it was great") upon return to campus. Help students get more out of their experience by integrating career service and study abroad office advising practices and programs. Harmonizing these practices has the potential to provide students with the structure to examine their academic and personal... [more](#)

3 team members



Martin Tillman

International Education Consultant on S...



Vera V. Chapman, Ph.D.

Associate Director of Career Developm...



Angie Schmidt Whitney, M.A.

Director, Office of Experiential Learning ...

BEST PRACTICES LINKEDIN



Skills & Endorsements

#5. Showcase Skills

Top Skills

66 Program Development +

48 Leadership +

47 Higher Education +

39 Public Speaking +

32 International Education +

26 Teaching +

23 Entrepreneurship +

20 Intercultural... +

19 Career Counseling +

14 Curriculum Design +



BEST PRACTICES LINKEDIN



- Make & find connections
- Send messages
- Post updates
- Interact/engage with other posts
- Join groups
- Facilitate discussions

BEST PRACTICES TWITTER

#1. Include Descriptive Bio



Brad Miner

@bmminer9

Enthusiast & advocate for
[#studyabroad](#) [#travel](#) [#IntlEd](#) |
[@PittBradford](#), [@APIstudyabroad](#), &
[@TEANabroad](#) alumnus | Love
everything [#CostaRica](#) [#NewZealand](#)

📍 Pennsylvania

🔗 [bmminer9.tumblr.com](#)



Zac Macinnes

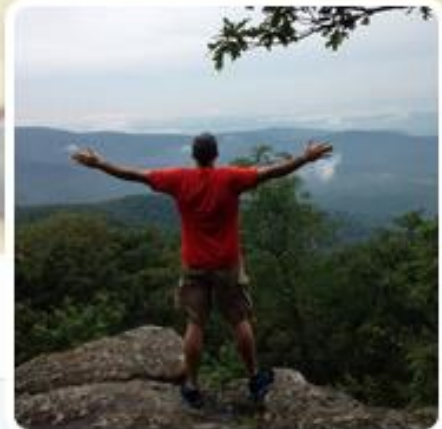
@zacmacinnes

Study abroad and Internet champion at
[@ISAabroad](#). Austin native, Boston
enthusiast. Accomplished day-tripper
and self-proclaimed man of the world.

📍 Somerville, MA

🔗 [instagram.com/zacmacinnes](#)

🕒 Joined September 2007



Jeramy Johnson

@jeramyutgw FOLLOWS YOU

Father. Husband. Runner. Traveler.
Social Media Junkie. [@APIstudyabroad](#)
Evangelist.

📍 Austin, TX

🔗 [apistudyabroad.com](#)

🕒 Joined June 2009

BEST PRACTICES TWITTER

#2. Optimize Your Tweets



Mandy R
@MandysMashups



Following

Tip 26: Create a social media calendar for your office/area. Consider creating weekly themes. [#socialmedia](#) [#Intled](#)



Rachel Portwood
@RachelPortwood



Following

Young [#intled](#) professional going to [#NAFSA14](#)? Join [@intledGSYP](#) for informal socializing in San Diego! tinyurl.com/ieNAFSA

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#) [📧 HootSuite](#)

RETWEET

1



1:29 PM - 5 May 2014




Zac Macinnes
@zacmacinnes



Following

Join me at Inaugural ISA Alumni Reunion - NYC organized using Host Committee!
hstc.co/1hq2FsU [@hostcommittee](#)

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#) [📧 HootSuite](#)

 **Host Committee**

Inaugural ISA Alumni Reunion - NYC

Join me at Inaugural ISA Alumni Reunion - NYC organized using Host Committee!

[View on web](#)



Brad Miner
@bmminer9



Following

"I was not born for one corner. The whole world is my native land." — Seneca [#ttot](#)
[#travelquote](#)


[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#) [📧 HootSuite](#)


9:16 PM - 6 May 2014


BEST PRACTICES TWITTER


#3. Utilize Twitter Lists

Subscribed to **Member of**

ISA Host Universities by Zac Macinnes
69 members


Int'l Ed. News & Views by David Comp
A Twitter List of International Education Thought Leaders and Knowledge Producers
139 members


International Ed. by Brad Miner
38 members


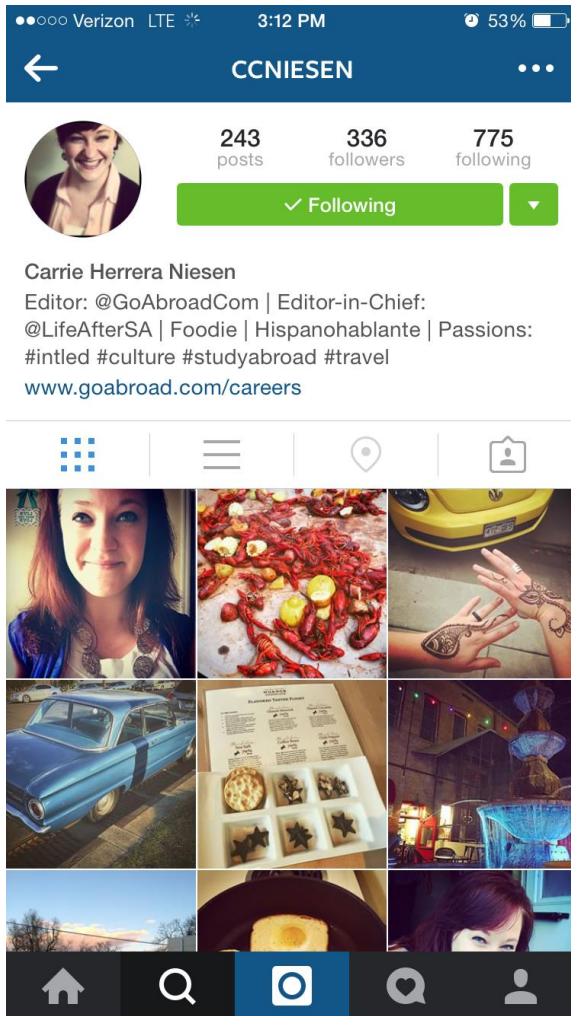
Travel Resources by Brad Miner
58 members


BEST PRACTICES TWITTER



- Follow top influencers
- Be courteous (TYs & #FF)
- Tweet consistently
- Use hashtags
- Be creative & authentic

TIPS & TRICKS – INSTAGRAM PROFILE



- Create a detailed bio
 - Use 150 characters wisely
 - Include “handles”
- Include a link
 - Use short link for tracking
- Use hashtags in posts
- Clear profile picture

TIPS & TRICKS – INSTAGRAM NETWORKING



kmarieholland

2 weeks ago

Today is an ideal day for a #NAFSA #tbt. I can't wait to see you all in Boston!

Follow



omcsurley, kevin_jones3, emmy6feet and 25 others like this.



kmarieholland

And if you can't make it to Beantown, do keep this photo as a keepsake :)



larrykomrower

Wish I were going this year!!



nikkipowers

#MakeltRain Can't wait to see you lovely lady! ♥♥♥



ckindred1013

LOVE THIS!! Can't wait to see your face. Can we start building our schedules together now?! Also we need to set a date time place for #foodieolympics @nikkipowers @kmarieholland @ttmharrison



bierpower

Your face calls for a million dollar bill ... nailed it;



bmminer9

Ahh I wish I was going this year!! I hope you all have a great time!! :)



Leave a comment...



KEY TAKEAWAYS

5 Steps to Being More Successful with Using
Social Media for Career Development

#NAFSA15

01

Embrace being online!

http://www

A person is shown from the chest up, wearing a light-colored jacket over a dark shirt. They are pointing their right index finger upwards towards a glowing, futuristic social media network overlay. The overlay consists of numerous white icons connected by lines, including people silhouettes, speech bubbles, and 'Like' buttons with thumbs-up icons. The background is dark, making the glowing icons stand out.

02

Understand how social media can help you

A black and white photograph of a woman with short dark hair, seen from the side, holding a tablet. The tablet screen displays a dark background with several 'Like' notifications. Numerous 'Like' notifications are also floating in the air around the tablet, creating a sense of digital activity. The background is a bright, out-of-focus window with a grid pattern.

03

Become familiar with the best practices

A black and white photograph of a woman with curly hair and glasses, sitting in bed and looking at a laptop screen. She is wearing a dark sweater and a beaded bracelet. Her hand is resting on her chin, and she appears to be in deep thought or concentration. The laptop is open in front of her, and the background is dark and out of focus.

04

Analyze your efforts

A black and white photograph of a person's hands holding a tablet. The person is wearing a dark sweater and a patterned shirt cuff is visible. The background is blurred, suggesting an outdoor setting. The image is used as a background for a presentation slide.

05

Invest in your online reputation

QUESTIONS?



KAYLA PATTERSON

**GOMEDIA DIRECTOR &
SOCIAL MEDIA STRATEGIST**



GoMedia

kayla.patterson@goabroad.com
@kaylapatt | @_GoMedia_
www.linkedin.com/in/kaylapatterson



TIFFANY HARRISON

COMMUNICATIONS MANAGER



tiffany.harrison@statravel.com
@ttmharrison | @STATravelUS
www.linkedin.com/in/ttmharrison