Athens Technical College Presents a Student Success Seminar on Professional Development and Social Networking
Professional Development

Professional Development is knowledge and skill obtained for the purpose of:

1. Personal growth and development
2. Potential opportunities for career advancement

* For the purposes of this seminar, I will be referring to opportunities outside of a regular classroom setting. In other words, professional development will refer to going above and beyond what is required in the classroom (although some opportunities originate in the classroom) in order to continue educating yourself and learning about the workplace.
Professional Development

Professional Development opportunities may include:

- Career related webinars/online courses
- Memberships with trade associations, professional associations, and other career-related organizations
- Volunteer Experience
- Continuing Education Classes
Professional Development

Professional Development opportunities may include:

- Educational/Career Tutorials @ Ted: http://www.ted.com/
- Educational Tutorials @ Khan Academy: http://www.khanacademy.org/library
- Career Tutorials @ Georgia Career Information System www.gcic.peachnet.edu, Enter the user name **athenstc** and password **gcis614**, and click on “Sign In.” Select My Portfolio (upper right hand corner of screen) and “Create My Portfolio.” Students will create a private profile to save career assessments and personal information. Be sure to make note of your profile login.
- Career Tutorials @ The Learning Library Express Job and Career Accelerator: http://www.learnatest.com/LEL/index.cfm/ (login from a campus computer required for access for the login the 1st time)
Digital Identity

- A current student and prospective employee should evaluate their digital identity **before** applying to jobs.
- Conduct internet research to view your name prior to an interview so that you know are aware of what the employer will see when they review your online profile.
- What types of information are available about you online?
  - Positive reviews and acknowledgments???
  - Poor publicity???
- Are there other professionals which use your name?
  - If so, can you change your name in order to distinguish your name among other individuals?
- If there is poor publicity surrounding your name, consider how you can adjust your online presence to create positive publicity.
Employment in the Digital Age

- Employers have the ability to review an employee’s digital footprint at any point in the employee life cycle (hiring, firing, promotions)
- Use caution when expressing a negative and/or unflattering opinion of your company and its affiliates (IE don’t do it, ever!)
- Any equipment, computer, or other software should be considered sole property of the computer and an employee cannot expect the right to privacy
- Any data uploaded on the internet should be considered public property
Examples of social media in the workplace

- http://www.cnn.com/2013/06/06/living/buzzfeed-social-media-fired/
A Facebook account can be used to:

- keep in touch with employers
- make useful career connections
- provide a personal extension of your desired career pathway

Pros

- Facebook is monitored by human resources personnel and is used in hiring decisions
- Comments made “in private conversations” have been used as grounds for dismissal
- Assume all internet activity is public in order to avoid negative action

Cons
Social Media: Twitter

**Pros**

- Tweets can be used publicly and privately to build your professional network
- Twitter has been used successfully to promote business accounts and as an aid for prospective employees

**Cons**

- Twitter can also be used effectively by consumers/clients who are unsatisfied with a company
- Knowledgeable companies and employees (that’s you!) monitor social media for opportunities for continuous improvement
Social Media: Linkedin

- LinkedIn is a social media site with an emphasis on career development.
- The site allows users to connect with other professionals within the same industry, across different industries, and with former employers.
- Use caution when using this site to promote business opportunities other than your current career.
- Especially if you are working for multiple companies which directly or indirectly compete with each other.