

Social Media: Tips and Strategies to Give you the Cutting Edge



Stephanie Warner, PhD Career Development Specialist

Career Services
MacEwan Student Centre, Room 188

www.ucalgary.ca/careers

<https://careerlink.ucalgary.ca>

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Your Career Development Specialists



Stephanie Warner

PhD students



Liliana Gonzalez

International students



Matthew Geddes

Master's students



Sarah Jacknife

Indigenous students

Book appointments with us at
<https://careerlink.ucalgary.ca>

Learning Objectives

1. Understand the importance of engaging in various social media platforms
2. Apply strategies to enhance your professional online presence on various platforms
3. Develop a plan to connect with influential people within your discipline

Supplementary Handouts:

- Personal branding and social media



Why do we use social media?

How do we find these
“hidden opportunities”?



Your network of connections!

Social media platforms & other spaces

- Twitter
- LinkedIn
- ResearchGate
- Facebook
- Instagram
- Snapchat
- Tumblr
- Reddit
- Blogs
- Personal websites
- Articles/Publications
- Media appearances



SOCIAL NETWORKS AND YOUR JOB



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Source: press.careerbuilder.com

Whether or not you are aware of it, everyone has a brand...



What is your brand?



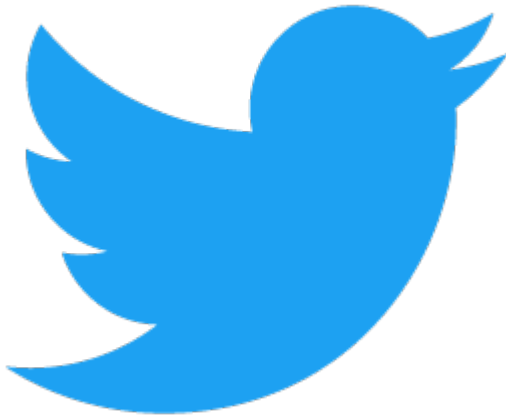
7 questions to identify your brand

1. What do you do better than anyone else?
2. What are your top values?
3. What do people frequently compliment you on or praise you for?
4. What is it that people come to you for?
5. What adjectives do people use to describe you?
6. What makes the way you achieve results interesting or unique?
7. What energizes or ignites you?

9 ways to use social media to build your personal brand

1. Find the right groups
2. Keep the image consistent
3. Engage regularly
4. Diversify your content
5. Study influencers
6. Give as much as you can
7. Ask questions
8. Jump into discussions
9. Monitor your name (Bitly or Altmetric)

Twitter



- Create a profile with a short headline
- Start a conversation in 280 characters
- Share relevant
 - News and views
 - Articles
 - Ideas/Thoughts
 - Events (conferences)
- Find relevant people and groups to follow
- Connect with like-minded people

Academic Twitter

- Keep up-to-date on the landscape of your field
- Share your research
- Help get your name out to the media
- Practice expressing your ideas concisely
- Stay focused on relevant areas
- Beware the procrastination trap
 - Schedule tweets on Twitter or Hootsuite in advance
- Don't overdo it

Twitter – @ and

- @AcademicChatter
- @UCalgary
- @ABInnovates
- @CIHR_IRSC and @NSERC_CRSG and their institutes
- @InnovateCalgary
- @OUTinSTEM
- @FromPhDtoLife
- @cheekyscience
- #AcademicTwitter
- #STEM
- #gradstudents
- #postdocs
- #PhDChat (phdchat)
- #phdlife
- #research
- #scientist

LinkedIn

LinkedIn is an important tool in today's job market

95% of recruiters used LinkedIn

- Business-oriented social networking site
- Effective resource for anyone seeking to develop a professional profile
- Free to use (regular account)
- Make and maintain professional connections
- Hundreds of millions of users globally



Sample approach email/ LinkedIn connection



Subject: Introduction and Career Question

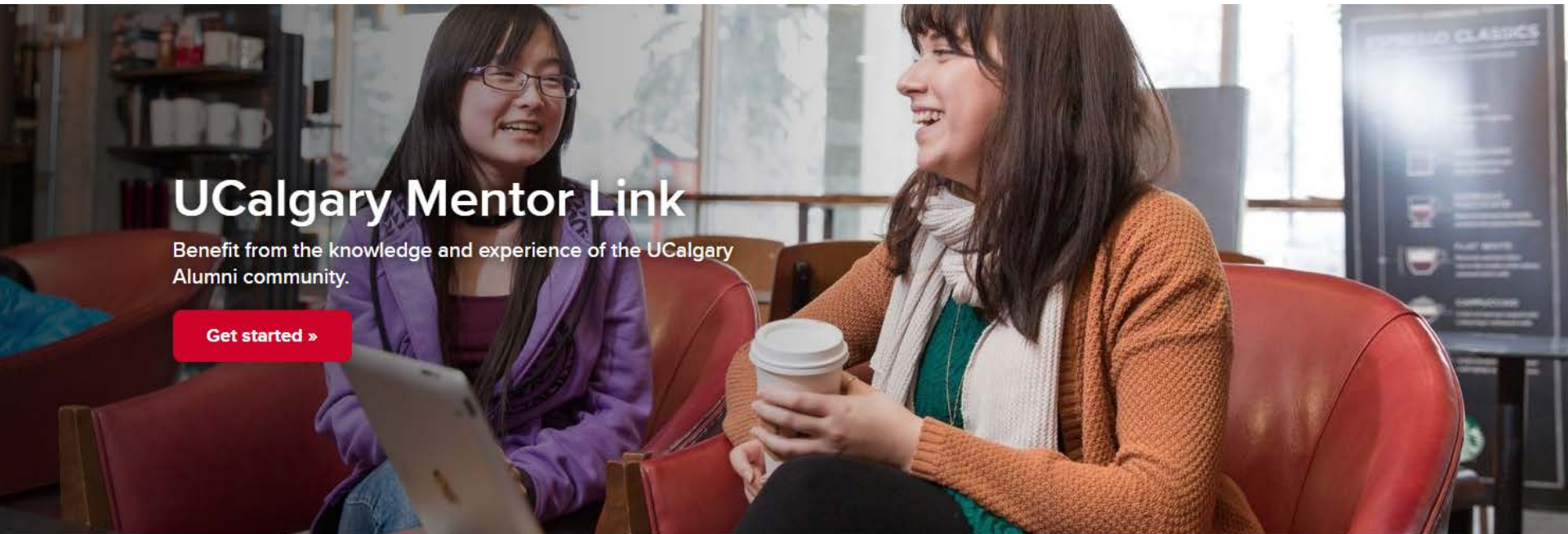
Dear June,

I see that you graduated from my current program, MSc. in Neuroscience at the University of Calgary. I am looking to learn more about careers in the pharmaceutical industry, and am particularly interested in your work at X company. Would you be willing to connect?

Thanks so much,

Ivan Proactive





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- To connect our alumni and students from across the world for: mentorship, networking and professional development opportunities.



Facebook

- If you have a professional product or organization
- **Separate from your personal profile**
- Same dos and don'ts as other platforms
 - Don't over-post or spam for the sake of volume
 - Do stay on brand
 - Consider using polls etc or Facebook live

Facebook for Business: Do's

- Fill in “about” sections
- Take advantage of header image
 - Reinforce your brand
 - Post consistently
- Pin posts to your profile to drive more traffic to your page
- Use hashtags strategically
 - Rule of thumb – don’t use more than 2 hashtags
- Analyze your account
 - Download Facebook Insights to track usage and patterns
 - Use these metrics to plan future posts
- Use Facebook specific tools
 - Polls
 - Canvas
 - Instant articles
- Set up “call to action” and messaging buttons
 - “Book now” “Sign up” “Watch video” “Message”
- Interact with people - Go live

Facebook for Business: Donts

- Over post
 - Consider engagement to previous posts
- Post irrelevant content for the sake of engagement
- Spam others
 - Focus on what the interests of your target are
 - Target posts with Facebook's "preferred audience and audience restrictions"

Instagram



- Great for artists, creative endeavours, etc.
- **Separate from your personal profile**
- Keep it clean and professional



Who might you want to connect with?

- Who are some people you might want to connect with?
- In what medium/platform?

Social media as a vehicle for connection

- Social media branding is a great way to make yourself known to the broader community
- This can be in a variety of communities; consider having different profiles for different functions
- To convert this to more impact, consider connecting in real life too!
- Information interviews are a top resource for proactive (successful) job seekers

- Do your research
- Prepare agenda and quality questions (be curious)
- Be respectful of their time
- Be prepared to talk about why you are interested in them
- Be prepared to talk about your experience and what you are seeking
- Do NOT ask them for a job



Approaching/Meeting with Professionals

Summary

- Social media is an effective tool to share your ideas, skills and research with a wider audience
- Maintaining a professional brand requires engagement and some degree of tailoring
- Follow your natural interests
- Connect online and offline to get the most out of it!

Need more support?

Book a 45 minute one-on-one appointment with one of our Career Development Specialists

- Stephanie Warner, PhD Students
- Matthew Geddes, Master's Students
- Liliana Gonzalez, International Students
- Sarah Jackknife, Indigenous Students

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Contact Marle Pretorius for more information
marle.pretorius@ucalgary.ca



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participating!

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important to us.



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By now
you should
have:

- Comprehended the importance of engaging in various social media platforms in the modern world
- Applied strategies to various social media platforms to enhance your professional online presence
- Developed a plan to connect with influential people within your discipline

Resources

- Career Services – US!
 - www.ucalgary.ca/careers
- <https://alis.alberta.ca/look-for-work/networking/networking-online/>
- <https://iaphs.org/tweet-not-tweet-twitter-academics/>
- <https://university.linkedin.com>
- www.fastcompany.com/40426311/recruiters-explain-what-the-worst-linked-in-profiles-have-in-common
- www.careerlink.ucalgary.ca
- <https://www.purdueglobal.edu/blog/student-life/3-tips-protect-online-reputation-digital-footprint/>
- <https://www.forbes.com/sites/williamarruda/2013/11/12/7-questions-to-ask-when-uncovering-your-personal-brand/#258f26ff60e9>
- <https://money.usnews.com/money/blogs/outside-voices-careers/articles/2017-05-05/how-headhunters-use-linkedin-to-find-talented-candidates>
- <https://www.socialmediatoday.com/social-business/facebook-business-12-dos-and-donts>