LIFE HACKS FOR YOUR PROFESSIONAL IDENTITY

STEPS TO ACHIEVE PROFESSIONALISM

TEXAS A&M UNIVERSITY CORPUS CHRISTI CAREER SERVICES
THE BAD OF SOCIAL MEDIA

• INAPPROPRIATE IMAGES/POSTS/TAGS
• DISPLAYING PRIVATE INFORMATION
• INCREASED AVAILABILITY OF INFORMATION (NOT ALWAYS CREDIBLE)
• NARCISSISM!
• FOSTERS INTERNET ADDICTION

• A STUDY OF COMPANIES WITH 1,000 EMPLOYEES FOUND THAT 8 PERCENT OF THEIR EMPLOYEES HAVE ACTUALLY BEEN DISMISSED FOR THEIR BEHAVIOR ON SITES LIKE FACEBOOK AND LINKEDIN

• COMPANIES HAVE FIRED EMPLOYEES FOR SHARING SENSITIVE DETAILS ABOUT THE BUSINESS AND THEIR CLIENTS

• TEAM MEMBERS HAVE BEEN SANCTIONED AND FIRED FOR MAKING UNPROFESSIONAL REMARKS ABOUT THEIR BOSS VIA SOCIAL NETWORKING SITES
THE UGLY OF SOCIAL MEDIA

• Social media is commonly used as a platform for bullying.

• Privacy in social networking isn’t guaranteed. Anything written or shared on a social networking site is public. Each social network site offers tools to increase or decrease the privacy of information, but none of these is foolproof.

• You may share something with only one person, but they then have the choice to share your words with whomever else they like.

GUIDELINES:

• Never post anything that directly or indirectly insults students, coworkers, your boss or the business itself.

• Think before you tag/post.

• Would you want your potential or current employer to see this?

• Could prevent you from landing the job or can get you fired from your current job.
WHEN SOCIAL MEDIA GOES WRONG...

WORKS AT TACO BELL

FORCED TO RESIGN FROM HER TEACHING JOB
SPRING CLEANING OF YOUR SOCIAL MEDIA ACCOUNTS

• WHERE IS THE LINE BETWEEN PERSONAL AND PROFESSIONAL?

• SPRING CLEANING:
  • BUILD A PROFESSIONAL ONLINE PRESENCE
    • ENSURE YOUR ACCOUNT REFLECTS PROFESSIONALISM AND INTERESTS IN YOUR FIELD
  • CHECK YOUR PRIVACY SETTINGS, THERE ARE PRIVACY UPDATES ALL THE TIME!
    (100% PRIVACY ISN’T GUARANTEED)
  • ARE YOU FOLLOWING COMPANIES & ORGANIZATIONS OF INTEREST?
    • LINKEDIN TO EMPLOYEES FROM THOSE COMPANIES
    • JOIN ONLINE ORGANIZATIONS OR GROUPS THAT EMPLOYEES AND MANAGERS FROM THOSE COMPANIES WOULD BE INVOLVED IN
SPRING CLEANING OF YOUR SOCIAL MEDIA ACCOUNTS

• USE ONLY A PROFESSIONAL PHOTO

• FOR MORE LEISURE TYPES OF SOCIAL MEDIA (E.G. FACEBOOK) CHOOSE AN APPROPRIATE PHOTO THAT YOU WOULDN’T BE ASHAMED IF SOMEONE SAW IT

• KEYWORD-RICH SUMMARY THAT INCLUDES TYPE OF POSITIONS YOU ARE SEEKING

• INCLUDE INTERNSHIPS, EXTRA CURRICULAR AND VOLUNTEER ACTIVITIES

• GET RECOMMENDATIONS FROM PROFESSORS, ADVISORS, INTERNSHIPS, CURRENT POSITIONS

• HEADLINE WITH AREA OF STUDY AND/OR CAREER AMBITIONS-WRITE FOR THE JOB YOU WANT, NOT ONLY THE JOBS YOU HAVE HAD

• GET INVOLVED IN DISCUSSIONS AND JOIN GROUPS IN RELATED AREA OF FIELD, PROMOTE ARTICLES OR RESEARCH ABOUT YOUR INDUSTRY
  • SHOWS YOU’RE PROACTIVE AND STAYING CURRENT
EMAIL ETIQUETTE

• BRIEFLY INTRODUCE YOURSELF.
• DON’T "E-MAIL ANGRY."
• REFRAIN FROM SENDING ONE-LINE RESPONSES.
• AVOID USING SHORTCUTS TO REAL WORDS, EMOTICONS, JARGON, OR SLANG.
• BE CLEAR IN YOUR SUBJECT LINE.
• BEWARE OF THE "REPLY ALL”.
• PICK UP THE PHONE WHEN NECESSARY!
• KEEP IT SHORT AND GET TO THE POINT.
• YOUR E-MAIL IS A REFLECTION OF YOU.
MARKETABLE SKILLS AT A GLANCE

• CRITICAL THINKING AND PROBLEM SOLVING
• ORAL AND WRITTEN COMMUNICATION
• TEAMWORK AND COLLABORATION
• LEADERSHIP
• CAREER MANAGEMENT
• TECHNICAL SKILLS
• PROFESSIONALISM AND ETHICS
RESOURCE LINKS

• CAREER SERVICES RESOURCES
  • HTTP://CAREER-SERVICES.TAMUCC.EDU/CURRENT%20STUDENTS/RESOURCES.HTML

• 12 STEP CHECKLIST FOR SOCIAL MEDIA
  • HTTP://WWW.FORBES.COM/SITES/ILYAPOZIN/2013/01/09/SOCIAL-MEDIA-ETIQUETTE-12-STEP-CHECKLIST/#26C8B1B677A4

• ADDITIONAL EMAIL ETIQUETTE POINTS
  • HTTP://WWW.BUSINESSINSIDER.COM/EMAIL-ETIQUETTE-RULES-EVERYONE-SHOULD-KNOW-2014-9?OP=1/#BE-CAUTIOUS-WITH-HUMOR-6
QUESTIONS?

NEED TO SCHEDULE AN APPOINTMENT TO MEET WITH YOUR COUNSELOR?
361.825.2628
CAREER SERVICES IS LOCATED IN THE UNIVERSITY CENTER ROOM 304
HTTP://CAREER-SERVICES.TAMUCC.EDU

SERVICES:
• RESUME & COVER LETTER REVIEWS
• MOCK INTERVIEWING
• CAREER EXPLORATION
• JOB POSTINGS
• CAREER FAIRS
• VARIOUS CAREER RELATED EVENTS & WORKSHOPS