

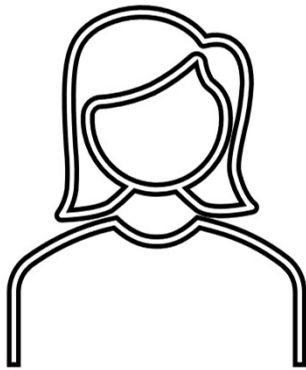
Technology Throughout the Employment Process: A Webinar Series

Best Practices in Social Media

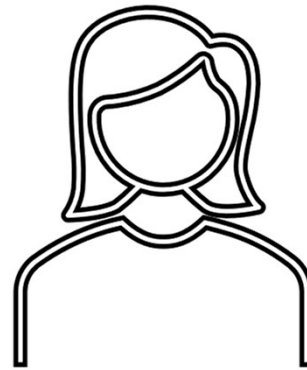


This webinar is offered by the Institute for Community Inclusion at UMass Boston, in partnership with the Massachusetts Department of Developmental Services.

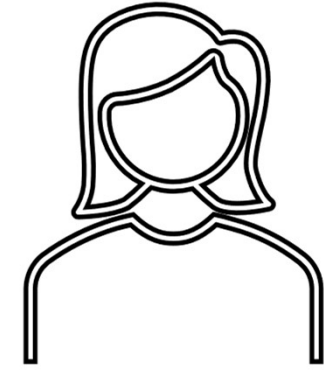
Instructors



Jill Eastman, M.A., CESP
Program Coordinator
Employment & Training
Institute for Community
Inclusion
Jill.Eastman@umb.edu



Jennifer Petersen, MPA
Director
Supportive Technology
Department of
Developmental Services
(DDS)
Jennifer.Petersen@mass.gov



Kelly Wanzer, M.S., CCC/SLP
Training Associate
Speech Language
Pathologist
Institute for Community
Inclusion
Kelly.Wanzer@umb.edu

Agenda

- Learn how to develop personal and professional contacts online
- Discuss supporting job seekers in building a professional online presence
- Identify ethical considerations, digital safety precautions, and social media dos and don'ts
- Explore social media platforms and consider how to use these domains in our work as employment consultants
- Question & Answer session (optional)

Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities.

--Michele Jennae,
Writer, Artist, Healer

Networking

/'net,wərkiŋ/

noun

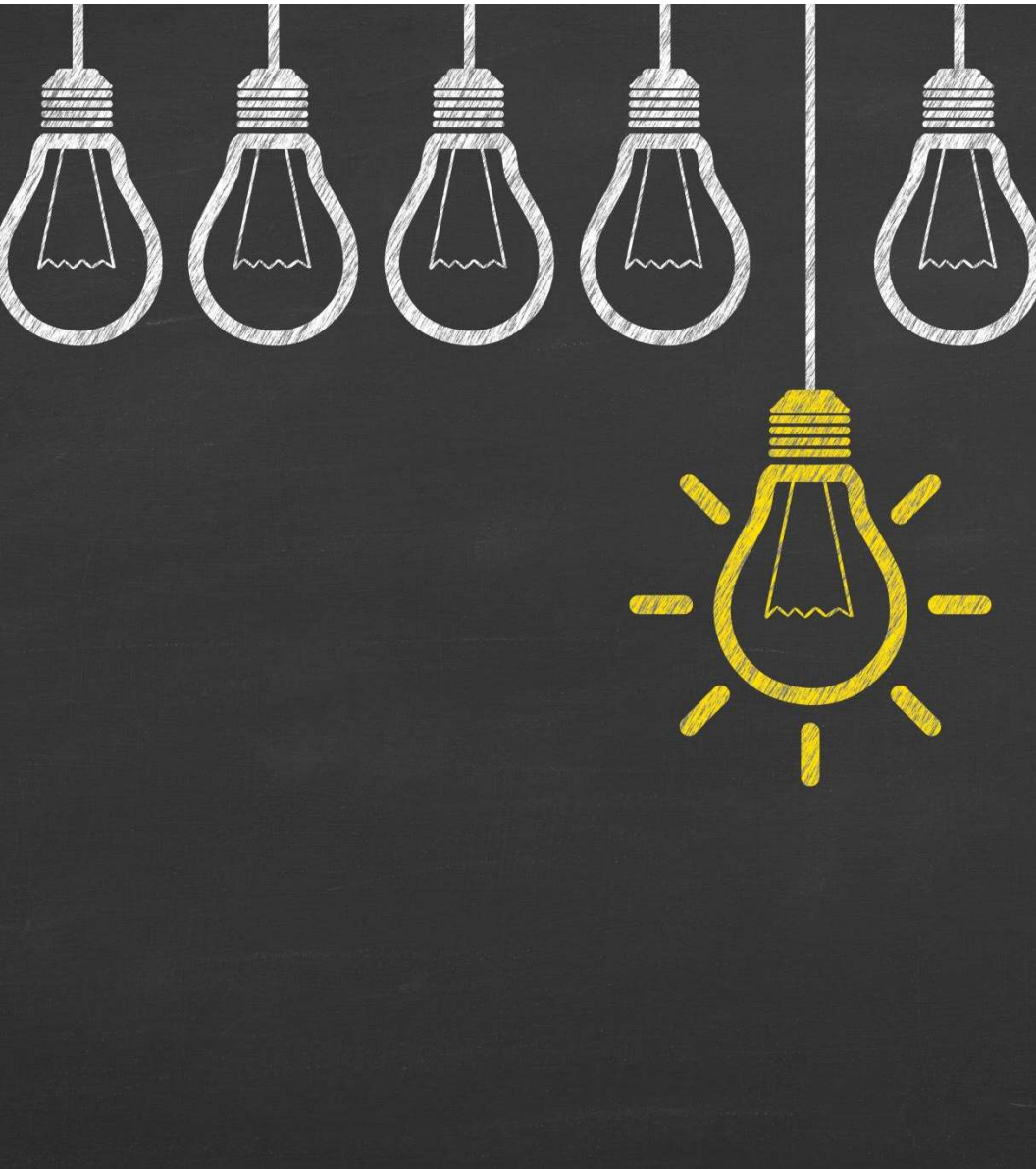
noun: **networking**

1. the action or process of interacting with others to exchange information and develop professional or social contacts.

"the skills of networking, bargaining, and negotiation"

2. the linking of computers to allow them to operate interactively.

"the demand for wireless networking is increasing rapidly"



Networking:

Employment
Specialists' Most
Effective Strategy

Why Networking?

People conduct business primarily with people they know and like. Resumes and cover letters alone are often too impersonal to convince employers to hire you.

Job listings tend to draw piles of applicants, which puts you in intense competition with many others. Networking makes you a recommended member of a much smaller pool.

The job you want may not be advertised at all. Networking leads to information and job leads, often before a formal job description is created or a job announced.

Benefits of Networking



Find jobs with better wages



Secure jobs with more hours



Shorten the length of the job search

Networking Effectively



1: Identify members of your network



2: Reach out to your network contacts



3: Focus on building your relationships



4: Evaluate the quality of your network



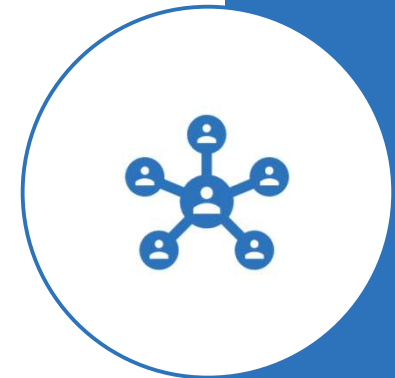
5: Utilize both “strong” and “weak” ties



6: Spend time maintaining your network

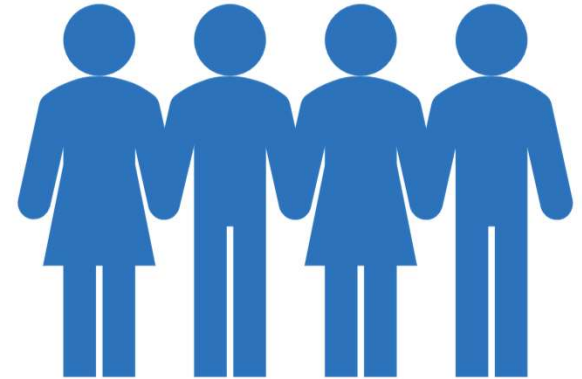
Yes, you DO have a Network!

- ✓ You already belong to many networks and your job search network can be natural outgrowth of these primary contacts.
- ✓ Each network connects you to another network.
- ✓ Each member of a network may know of an available job or a connection to someone who will know of one.



Networking Contacts

- Personal
 - family, friends, neighbors, teachers
 - former coworkers, supervisors
- Local Services
 - bank, restaurants, health center
 - doctor, vet, dentist, daycare
 - market, pharmacy, retail stores
- Agency Contacts
 - staff, board members, administration
- Associations & Clubs
 - church/temple/mosque
 - rotary, elks, masons
 - military



Building Relationships

Be authentic

Be considerate

Ask for advice, not a job

Be specific in your request



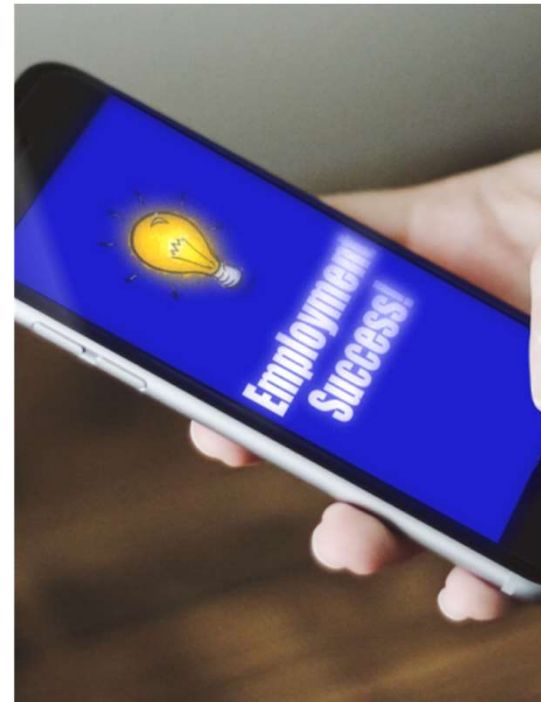
Networking Script

- “[Contact Name] suggested I connect with you...”
- “I am in the process of learning about jobs in the _____ field (or at _____ company).”
- “Tell me a little about what you do?”
- “I am assisting someone who is interested in working in your field (or at your company).”
- “Could you suggest anyone else I can talk to?”

Use these lines for networking on social media, in person, on the phone, or via email

“There is considerable room for improvement in the area of employment outcomes for individuals with ID, and, perhaps, on. “There is considerable room for improvement in the area of employment outcomes for individuals with ID, and, perhaps, one way to improve these outcomes may simply be found in the palm of our hand.”

One way to improve these outcomes may simply be found in the palm of our hand.”



Social Media & Networking

For Job Development & Business
Engagement

Common Terms Used on Social Media

Friend

A friend is **a person that you connect with on Facebook**. Unlike a fan or follower, a friend is a two-way connection—both you and your friend must endorse the relationship. Facebook business pages cannot have “friends,” only fans or followers.

Fan

A fan is **someone who likes your Facebook Page**. “Fan” is sometimes used more generally to refer to someone who follows you on any social channel, but only Facebook officially uses this term.

Follower

A follower is **a user on social media who has subscribed to see your posts in their feed**. Both personal and business accounts can have followers. Your number of followers, or follower count, is a key metric for seeing how your audience on social media is growing or shrinking over time.

Social Media Symbols to Know

The “Hashtag”

“Hashtags”/# are a way to group posts together on social media. They are preceded by the “#” symbol and can be used on Twitter, Facebook, Google+, and other platforms. When you click on a hashtag in a post, you'll see all the other posts that also use that same hashtag.

Example: #massjobs, #recruiting, #Itjobs, #bostonnetworking

The “At” @

“At”/@ represents a way to alert a person/entity/group of a conversation in which that you are talking to them, giving them a heads up, or wanting them to respond to something said or shared.

Example: @ICI, @JobSeeker, @EmploymentSpecialist, @APSE

Social Media Networking for Employment Specialists & Job Seekers

LinkedIn



Facebook/
Instagram



Twitter



LinkedIn

Designed to connect you to people you know, network with their contacts, to connect you with people you want to know.


- ✓ Professional Photo & Profile Summary
- ✓ Recommendations & Endorsements
- ✓ Social Media Resume & Skills
- ✓ Networking/Groups
- ✓ Company Search
- ✓ Job Postings
- ✓ Email
- ✓ Posts



* Consider customizing the default URL to include identifier (your name) as an extension following http://www.linkedin.com/in/* so that it is more recognizable.

LinkedIn

-  Search
-  Home
-  My Network
-  Jobs
-  Messaging
-  Notifications
-  Me
-  Work
-  Learning



1st





James Bond

Secret Service Intelligence Officer, Commander (Royal Naval Reserve), Martini Connoisseur - "Shaken Not Stirred"

British Secret Service • University of Oxford
London, United Kingdom • 500+ &

[Send InMail](#) [Connect](#)

-  Like
-  Comment
-  Share

 Messaging   

Facebook & Instagram

Designed to help you stay connected to people and businesses.

- ✓ **Profile:** Include interests, affiliations, and more
- ✓ **Privacy:** Restrict settings for safety
- ✓ **Photos:** Select those that present you well professionally
- ✓ **Comments:** Use politically correct language and proper spelling, grammar, syntax
- ✓ **Reels/Posts:** Create content to inform friends about your job search, to ask for networking opportunities, and to get ideas
- ✓ **Follow:** Like and follow pages and creators who are likeminded or experienced in your field of interest

Twitter

“Real time” chat with people you don’t know but might want to get to know.

- ✓ **Twitter Name/Handle:** Use job seeker’s name; @jobseeker
- ✓ **Basic Networking:** Network with people who work at companies of interest
- ✓ **Job Postings:** Connect with people/groups who know about jobs; @socialmediajobs, @employmentcollaborative, @bostonchamberofcommerce
- ✓ **Connecting @:** Read bios and links to determine usefulness and the potential for learning about companies and jobs
- ✓ **Hashtags #:** Search by hashtag to see trends; #hiringnow, #MAjobs, #programmingjobs

Utilizing Social Media Job Seekers

Twitter:

<https://denovati.com/2013/12/twitter-best-practices>

Facebook:

<https://www.facebook.com/help/1749829655318245>

Instagram:

<https://www.flexjobs.com/blog/post/using-instagram-for-job-searching-v2/>

LinkedIn:

<https://denovati.com/2014/02/7-simple-linkedin-profile-to-dos>

<https://denovati.com/2014/03/enhancing-your-linkedin-profile>

Guidelines for Using Social Media in a Job Search

- Avoid jobs that are “too good to be true”
- Report listings that ask for up front payment
- Research the employer
- Watch out for scams
- Protect your privacy/ensure website security
- Meet in a safe, public location

Social Media Communication Best Practices Employment Specialists & Job Seekers



DO...

- ✓ Consider creating two separate social media profiles (personal & professional).
- ✓ Keep social media “handles” and email addresses appropriate.
- ✓ Upload a respectful picture; limit use of personal information in profile.
- ✓ Engage in ways that enhance your individual professional and/or job seeker’s brand; avoid mistakes that can hurt them.
- ✓ Follow local news, industry trends, employers of interest, etc.
- ✓ Check and recheck privacy settings.

Social Media Communication Best Practices Employment Specialists & Job Seekers



Do Not...

- ❖ Post any photos or statements you would not want your potential (or current) employer to see.
- ❖ Post negatively about current/past employers or organizations.
- ❖ Give out personal or location information.
- ❖ "Blast" (overwhelm with many posts)

Social Media: Supporting Job Seekers



Internet Safety 101

Type of Information

- Personal Contact Information
- Financial Information
- Passwords/Password Hints
- Travel Status
- Anything you do not want others to share

Examples

- ⊘ Do not post addresses and phone numbers (home, work)
- ⊘ Do not post pictures of checks, bank account numbers, or credit cards—Do not post about finances in general
- ⊘ Do not post your password or give any information away that might be helpful in guessing it
- ⊘ Do not post about going out of town, pictures of vacation, etc.—Consider not “checking in” online
- ⊘ Do not post anything damaging to your professional character/career

Social Media: Supporting Job Seekers

- Help job seekers make informed choices about social media as part of a job search strategy.
- Remind individuals to keep profiles/postings/comments professional. Check to verify.
- Ensure that job seekers can understand & manage their accounts safely or with assistance:
 - Do not meet people alone or in isolated settings
 - Do not give out any personal information
 - Do not give out current status info
- “Google” search job seekers (as well as yourselves)
- Teach job seekers how to connect with members of their networks, search for jobs, engage with employers, and follow trends

Avoid Unethical Online Practices



Summary

Understanding the benefits of networking remains fundamental to providing quality and effective employment services to job seekers with disabilities. Using social media technology responsibly to connect and enhance relationships, explore fields of interest, search for jobs, follow labor market trends, get up-to-date information, and much more, could be a valuable tool for both job seekers and employment specialists alike.

ICI Covid Publications

<https://covid19.communityinclusion.org/>

The screenshot displays the 'Publications for Service Providers' section of the ICI COVID-19 website. The page features a navigation bar with links for 'General Publications', 'for Service Providers', 'for People with Disabilities', and 'Partner Resources'. The main content is organized into a grid of nine publication cards, each with a title, a brief description, and a thumbnail image of the document cover. The publications are as follows:

- Providing Quality Services Remotely and Online** (Tools for Inclusion): General guidance and strategies for provision of day and employment services.
- Providing Employment Services for Job Seekers Remotely** (Tools for Inclusion): A guide on provision of services to individuals who are in the process of exploring employment options and moving forward on a job search, including conducting career exploration, discovery, and development of employment and job seeking skills.
- Using Technology to Provide Quality Services Remotely** (Tools for Inclusion): A structured approach regarding identifying and implementing technology options for provision of remote services.
- Program Management During COVID-19** (Tools for Inclusion): Strategies for program managers in overseeing and maintaining ongoing program services, and managing staff, during the pandemic.
- Supporting Individuals Who Are Working During COVID-19** (Tools for Inclusion): How to continue to support individuals who are working, primarily relying on remote services, and onsite supports as needed.
- Using Technology for Remote Support, Self-Management, and Success in Employment and the Community** (Tools for Inclusion): A guide to remote job coaching, and use of technology by individuals to self-manage tasks and enhance overall performance.
- Technology for Remote Supports Worksheet** (Fill-In Worksheet): Fill-in version of worksheet in Using Technology to Provide Quality Services Remotely, for determining technology options.
- Employer Engagement and Job Development During Challenging Times** (Tools for Inclusion): This brief provides guidance on how to continue job development and job search activities during this time of higher unemployment and limited in-person interactions with businesses.
- Community-Based Day Supports During the Pandemic** (Employment First): Guide to providing non-work supports that are aligned with the CBDS objectives of providing opportunities for developing, enhancing, and maintaining competency in personal, social, and community activities.

Thank you!

Survey: https://umassboston.co1.qualtrics.com/jfe/form/SV_9t3rfalPpWIhci2

Next Webinar:

Technology Strategies for Communication and Behavior Support

April 18, 2023

9-10:30AM ET

Discussion: Q & A Session to follow (optional)