Social Media and Your Career

BY: ALLIE PEARLMAN SAX, ASSISTANT DIRECTOR

Two thousand and three was a big year for social media, Facebook was launched for college students, LinkedIn was launched for business professionals, YouTube began storing and retrieving videos and MySpace, which was launched the year before, was named the most popular social networking site in the U.S. In the last 9 years, the world of technology has changed significantly and social networking sites have entered our worlds changing the face of friendships, entertainment, news, networking, and even job searching.

Networking has always been a key component of the job search, but social networking has taken traditional networking to a new technological level. Based on a recent study by Jobvite, in 2011, just last year, 1 in 6 workers used social media to get hired. It is not only potential candidates who are using these social networking sites, including LinkedIn, Facebook and Twitter, but also employers who are using these sites to screen candidates. A new survey from Reppler reports that 91% of employers are using social media to screen potential candidates.

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What does this all mean for you? As you think about the job or internship search, there are a few key tips that will help you both find, and hopefully secure a job:

- Make a LinkedIn page. LinkedIn is the world’s largest professional network. More and more companies are using LinkedIn as a key place for identifying potential candidates. We recommend that you set up a page and connect to lots of people and network through this site. **Learn tips for building a great student profile.**

- What does your social media say about you? Look at your profiles, tweets, and blogs and ask yourself, “what would an employer learn about me from this information?” If it is not portraying the information that you would like, then change it—either your postings, or your privacy settings.

- Have you Googled yourself lately? Employers are, so you want to take the time to identify what they are learning about you.

- Follow The Career Center (TCC) on Facebook, Twitter, and join TCC’s group on LinkedIn to keep up with recent articles, tips and ideas.

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**Director’s Corner:**

Welcome to the Spring Edition of Career Chatter. With the beautiful weather and all the events, the campus has been very busy. We hope that you are taking advantage of the numerous programs and offerings around campus and at The Career Center. We are excited to have our first of many alumni spotlights in this edition of Career Chatter. I hope that you enjoy this spotlight as much as I have. Congratulations to the Class of 2012 on your accomplishments. We wish you well as many of you will begin new jobs and/or attend graduate/professional school. Regardless of your class year, if you are unsure of your post graduation plans, don’t delay; stop by the Center to schedule a meeting with a career advisor to talk about your career plans. Keep in mind that The Career Center will work with you. We want you to be successful. In addition, it is important to frequently check our website: http://www.loyola.edu/thecareercenter, Hounds4Hire: http://loyola.experience.com, Weekly Job List or our Center for updates and additional career events. We wish you an excellent finish to this semester and all the best with finals!

Best of luck to you,
Dr. CreSaundra Sills, Director
Alumni Spotlight: Suzanne Lee

Suzanne graduated with a Bachelor of Business Administration degree in Marketing in 2010. Hailing from Syracuse, NY, she now works and resides in Los Angeles, CA working as a Social Media Coordinator with NBC’s “The Voice”/Mark Burnett Productions.

How did you find your career path?
I’ve always known that I wanted to work in sports television. As an undergraduate at Loyola I worked in all aspects of the Athletic Department. I also completed sports-related and non-sports-related internships at NBC Universal in New York City and at the Washington Nationals’ Triple A Affiliate in Syracuse, NY. I started working on The Voice shortly after I moved to Los Angeles. This summer, I will also be working on the London 2012 Olympics with NBC Sports. This industry is unique because it allows you to [and it is normal to] move from job to job and amass many different experiences.

Why did you relocate to California for your career search? How did you manage the transition?
Ever since I was little, I wanted to live in California. After graduation, in October 2010, I packed my car and drove from my hometown of Syracuse, NY to LA. I had to do my childhood self a favor and get it out of my system or I would always wonder what it would be like to live in California.

The transition was surprisingly a lot easier than I thought. I moved out there not knowing anyone. I think my experience abroad in Rome, Italy, helped ease the transition. If I could be thrown into a non-English speaking country without knowing the language and have one of the best experiences of my life, then I can certainly live on the west coast.

Also, I have to credit the Loyola Career Center and Alumni Office for giving me access to Loyola alumni in Southern California. After meeting with fellow Greyhounds, I can honestly say that Loyola grads look out for one another.

What do your day-to-day work activities look like?
Every day is different and no day is ever monotonous. The Voice was one of the first shows to use social media integration. With the live shows coming up, I will be implementing and integrating the social media plan by taking posts from Facebook, Twitter, etc. and turning them into what you’ll see on TV (tune in, Mondays at 8PM EST and Tuesdays at 9PM EST on NBC).

What networking advice would you give to fellow Greyhounds?
Networking is a very important part of the industry I work in – I’ve found it true that it’s not what you know, but who you know. My advice would be to put yourself out there, but to do so intelligently. Just the other day somebody told me to “talk to everybody, but don’t listen to just anybody.” Also, it is important to be patient, but persistent.

What other advice would you give to graduating seniors?
Do what you want to do, not what others expect you to do, or what might be the easiest route. Don’t be afraid to make a change. That change might be the best experience of your life, and you may meet people you never thought possible.

What other advice would you give to underclassmen?
Appreciate your time at Loyola because it goes by way too fast. Take advantage of everything Loyola has to offer – attend athletic events, use the FAC, study abroad, use The Career Center, take advantage of your housing opportunities and the fact that you live with your best friends, and [most importantly] have fun. You get the point – I miss Loyola.

Parents Corner: Did you know?
The Career Center serves all Loyola students starting in the first year, and providing services for alumni and graduate students! Over the last few years, The Center has seen a significant increase in first year, sophomore, and junior students seeking services to assist in guiding their career path. Encourage your son or daughter to come into The Career Center early!
In recent years, we have seen a rise in the popularity of 3-D entertainment. With this technology, we are invited to truly engage in the scene, and put ourselves in the midst of the action. Enveloped by the imagery, we find ourselves partaking in a new experience where we no longer have to feel like passive bystanders, and instead, find ourselves fully immersed in a whole new world.

This is what an international education offers – a comprehensive experience of something entirely different. Studying abroad provides the opportunity to be completely engulfed in the unfamiliar places, the foreign tongue, the exotic food, and of course, the diverse people found in distant lands. This exceedingly enriching experience allows for the chance to plunge into the life of another culture, opening countless doors and expanding the depth and breadth of one’s perspective.

It is for this reason that studies have shown students who take advantage of this opportunity return with increased open-mindedness, maturity, and a greater sense of compassion. Through study abroad, students are able to develop a multi-dimensional view, equipping them with the multifarious outlook needed to navigate through an increasingly cross-cultural society. In addition, expanding students’ understanding of different cultural values and practices puts them in a position where they can truly be a person for others, and act in ways that respect, and protect other cultures. The heightened global awareness and multicultural understanding are invaluable assets to the student as he or she steps out of the secure walls of the academe and into the vast wilderness of the real world.

Studying abroad is a worthwhile and exciting venture that certainly adds weight and value to one’s college experience. However, more than just giving you a competitive edge in the professional arena, one must be able to appreciate the richness this adventure contributes to one’s life. Do not focus solely on your coursework, as you might miss the most valuable aspects of studying abroad.

Now, in no way does this article encourage you to neglect your studies, but instead, the goal is to urge you to lift your head out of the books and truly absorb your new environment. Seek ways to soak up the foreign culture and lifestyle. Some ways of doing this is to live with a local family, join a club/sports team, or find volunteer activities in the area. In these ways, you would be able to fully take part in the community, meet, interact and have meaningful conversations with a variety of people, and learn about the local life that is so different from what is familiar to you.

Seeing the world from a single point of view is like watching a film stripped of color, dialogue, and music, or eating a meal devoid of flavor and aroma. Colorless... Tastless...Lifeless... None of these words should describe one’s learning experience. So faced with the opportunity to break out of the same, secure milieu one has existed in for twenty or so odd years, and launch into the exhilarating feat of study abroad, there is only one question one has to ask: What are you waiting for? Engage!

**Wish to broaden your cultural horizons without studying abroad? Look out for the Fall 2012 edition of Career Chatter and find out ways in which you can develop a multicultural perspective here at Loyola.**
Finding the “Right Fit” Career

BY: MARY DEMANSS, ASSISTANT DIRECTOR

The current economic downturn has caused many college students to change their strategy on finding employment. It is true, that while the economy is slowly improving, having a college degree is becoming increasingly important. Employers want new hires who have the ability to communicate and listen effectively, have demonstrated usage of critical thinking, problem-solving and reasoning skills. Loyola’s liberal arts curriculum supports this ideal by providing graduates with both a depth of knowledge in their major and a broad skill set that appeals to employers. In addition, they value new hires who have the ability to apply their classroom knowledge to a real-world setting through a variety of internships and summer employment opportunities.

As a soon-to-be college graduate, your initial goal may be to secure employment. It is important to explore various companies, as well as industries, so that you can make the right choice. The Career Center offers a variety of formats in which students can meet face-to-face with employers who can assist them with this decision making process including the On-Campus Recruitment Program, career fairs, corporate presentations and panels, and employer information tables.

Do you remember when you were a high school junior and started thinking about different colleges? Incorporate some of the same principles you experienced in determining which college was the “right fit” in your job search. For most of us, a big part of our existence is in finding the right fit; the environment where you feel most comfortable and safe. This is true of where you live, where you go to relax, and where you work. The right fit means you have found a work environment that you enjoy, an employer who will train you effectively, and where you can benefit and grow from the people who work there, the company culture and career path that the company can provide. The more exposure you have in learning about different companies and identifying the job functions that interest you, the more confident you will become in recognizing the right fit.

You do not have to complete this journey alone. Allow The Career Center to assist you with this process and help you with identifying your career goals and finding the right fit.

95% of LU 2011 graduates were employed or in graduate school when surveyed 6-9 months after graduation.
This was higher than the national average.

95% of LU 2011 graduates utilized The Career Center’s services.

Stay up to date with data, tips, and research on through The Career Center’s social media.
Mark your calendar!

April
4  Walk-In Resume Critique
11 Walk-In Resume Critique
18 Walk-In Resume Critique
25 Walk-In Resume Critique
26 Donut Delight : A Senior Event
30 Last day of classes

May
1  Study Day
2-10 Exams
18 Baccalaureate Mass
19 Commencement

Resume Critique Wednesdays
Come into The Career Center Wednesdays between 2-4pm and have a Career Advisor critique your resume or assist you in developing a resume. Critiques can cover resumes or cover letters. No appointment necessary.

Donut Delight a Farewell to Seniors
Seniors visit The Career Center on April 26th and enjoy free donuts, bagels, juice, and coffee and receive your farewell gift as our thank you and congratulations! 9am until the food runs out!

Congratulations Class of 2012

Class of 2012
Congratulations to you on your upcoming graduation. So many of you have left your mark on the Loyola community and we look forward to hearing about the ways that you leave your mark on the world!

For The Career Center, this isn't goodbye, we like to say, “see you soon!” We want you to know that we continue to offer services to alumni and graduate students!

To learn more about these events and other upcoming programs and resources through The Career Center, visit our website and Hounds4Hire.

The Career Center at Loyola University Maryland