

Group Members: \_\_\_\_\_

## Social Media in Career Planning

Social networking sites are everywhere. Companies are using them to encourage customers to stay connected with them to follow trends, provide feedback, and to sell in a very personal way. They also can track your preferences and shopping habits to better serve you.











**Directions:** Divide into groups of 3-4 to discuss the use of networking sites by companies. Your group will:

- Read the article “*Finding a Job & Getting Work Experience*” on page 49 of the **Career Outlook** magazine.
- Pick a company (one that you or your family uses or does business with (e.g., Amazon.com, Target.com))
- “Google” the company and go to the official website to check to see what social networking sites they utilize. For example: Nike uses Facebook, Twitter, Instagram, and YouTube. Answer the following questions:

1. Company Name: \_\_\_\_\_

2. Website: \_\_\_\_\_

3. Check all that apply:

<input type="checkbox"/> Facebook 	<input type="checkbox"/> Snapchat 
<input type="checkbox"/> Pinterest 	<input type="checkbox"/> Vimeo 
<input type="checkbox"/> Twitter 	<input type="checkbox"/> LinkedIn 
<input type="checkbox"/> YouTube 	<input type="checkbox"/> Instagram 
<input type="checkbox"/> Google+ 	<input type="checkbox"/> Tik Tok 
<input type="checkbox"/> Other	<input type="checkbox"/> Other

4. What audience are they trying to target? \_\_\_\_\_

5. What might be the main purpose for including them on their website? \_\_\_\_\_

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6. If you were applying for a job with this company, what information on their website would be valuable to you during the job interview? Record some relevant information and discuss this with your group.

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7. How can you use the social networking sites to gain more information about the company?

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8. Discuss how potential employers can use these means to learn information about you?

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**If You Were Trying to Get a Job**

What would your Facebook/twitter/social networking account say about you?

What should you avoid posting on your account?

What would be acceptable to post on your account?

**Remember that what you put on the Internet is  
public record and not private.**

9. Have your group come up with at least 5 best practices when using social networking sites when you are in the job market:

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2. 

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3. 

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4. 

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5. 

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