


# Using the Social Media to Enhance Your Engineering Career

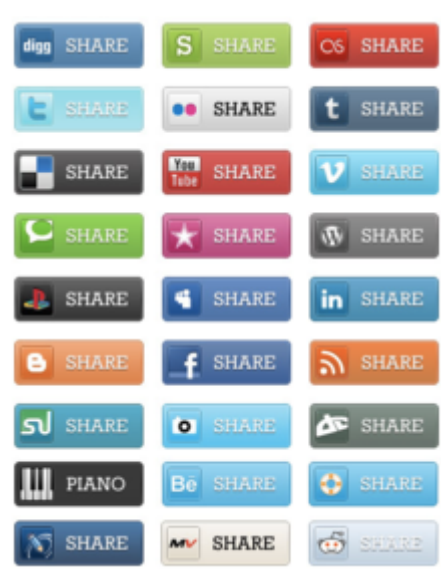
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## What is Social Media?

- Web-based and mobile technology, used to turn communication into an interactive dialogue



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## Your Engineering Career



- Post-doc, MBA, other education
- Industry R&D
- Government Lab Research
- Professorship
- Technical Sales/Marketing professional
- Entrepreneurship
- Any other career path



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## Whichever Path you Choose...

- Social Media can help you to:
  - Get discovered by employers and recruiters, faster
  - Reach professional higher goals, faster
  - Develop as a professional in your field
  - Build credibility in your field
  - Get to know other professionals working in your field, all over the world
  - Provide you with more interesting and diverse opportunities
  - Obtain funding (for research projects or company start-ups)

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## But what do I know?

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## My Grad School Experience

- A long, long time ago...before the days of Social Media I got into the engineering program at UC San Diego with god ol' fashioned CV and an essay...printed on actual paper and sent to professors via Snail Mail
- My networking opportunities consisted of internships and one presentation at a Combustion Institute conference where was lucky enough to meet my future grad school advisor....

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## Then and Now

- Today, you don't need to leave your laptop to network and get to know professors and their research, or to showcase your own expertise
- You can:
  - Talk to a professor via LinkedIn before meeting them in person
  - Share your knowledge and research experience through discussions on Facebook, LinkedIn or Twitter
  - Share your research experience through a blog
  - Respond to another researcher's blog post through a comment

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## My First Job Interview

- My first job involved working for a small engineering software development company
- Prior to getting the job, I had a few job interviews
- All my poor potential employers had to rely on, when deciding to hire me were my
  - resume (that I sent to them)
  - technical papers in printed journals (to which I referred them)
  - and an in-person interview (where, of course, I put my best foot forward)

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## Then and Now

- Today, employers just have to Google you...and by browsing the Social Media outlets, including comments you left on blogs, YouTube videos, and FB photos in which your friends tagged you, they can find out:
- 1) **Things you don't want them to know** (e.g. there are lot of FB photos of you dinking cheap Vodka, and you tend to yell at people on Twitter)
- 2) **Things you want them to know** (e.g. you have a technical Blog with a lot of good comments, and people always seem to ask for your opinion in LinkedIn discussions)
- 3) **Nothing** - your Social Media profile is non-existent (which means you missed a great opportunity to help an employer to want to hire you)

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## June 2009 CareerBuilder

### Survey Results

- 45% of the more than 2,600 hiring managers surveyed, reported that they use social networking sites to research candidates
- Another 11% reported that they planned to start doing so
- These employers also revealed some of the reasons they had opted NOT to hire candidates based on what they found on social networking sites:
  - Candidates posted distasteful or inappropriate photos or content
  - Candidates had posted content that was critical of former employers, colleagues, or clients
  - Candidates had shown poor communication skills
  - Candidates had lied about their qualifications or revealed proprietary information about a former employer

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**“Wow, Masha you sure sound like a dinosaur, what do you know about Social Media?”**

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**Good point!**

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## MVP My First Entrepreneurial Experience

- In 2008 I started a company with the goal to provide engineering consulting services
- With 2 kids and a house in CA, I was broke and had to market my services on a shoe string
- So I read everything I could about marketing oneself through Social Media...
- Created a website and started using the following outlets for marketing myself...

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## Then IS Now

MVP has involved since 2008

- I found out new opportunities for generating revenue
- Have shifted from providing services to creating and developing products
- After bit of soul searching, I determined exactly what I want my company to be
- ...and I could not have done any of this without the extensive use of Social Media

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## What's In It For You?

- Marketing a small business to the world - is a LOT like marketing a newly graduated student to potential employers!
- Social Media outlets are free and can give you a serious head start in your professional career
- Here's what I learned on my entrepreneurial path as an engineer...
- ....Hope it helps you to forge your own path as an engineering professional!

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## Building Your On-line Resume

(To be seen by everyone, including your future employers, current friends and your mother)

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**LinkedIn**

- **LinkedIn** was my first introduction to the Social Media
- It is a free, professionally-oriented networking site that allows users to link to other users either directly (if they have a pre-existing connection in the real world) or indirectly through a mutual connection
- Unlike FB, for example, LinkedIn requests very little personal information

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– **Linked in**

## Benefits

- Establish a professional online profile, including recommendations from past bosses and co-workers (part of your free, and very accessible, résumé)
- Build and maintain a list of professional contacts (free, very extensive networking)
- Find available jobs that may be of interest
- Learn more about companies that may have available positions
- Join groups related to your career interests

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My **Linked in**

## Story

- Ability to research and hire the best contractors to work on my company projects
- Advertisement for my ACS courses
- More traffic for my website
- **Extensive Database of Professional Knowledge** - Recommendations for books to read, conferences to attend, software to test out, and people to talk to
- Expansion my on-line professional image / resume

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## YOU on LinkedIn

- Complete your profile to 100% (including adding a résumé and recommendations)
- "Follow" companies that are of interest to you and join LinkedIn groups
- Try to regularly update your status
- Participate in group discussions and start your own discussions
- Start your own group
- **#1 Rule: Help your connections!** (provide recommendations to others, make useful comments, help others make connections)

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## facebook

- Most people use Facebook to connect with past and current friends and family members
- I do not much like Facebook because I find it it to be annoying and poorly designed
- BUT...
- If you use FB a lot – you can find it very helpful
- Be sure to create a Fan Page (SEPARATE from your personal profile!) that is visible to everyone and dedicated solely to your professional experience

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## YOU on facebook

- Create your own Fan Page – make it visible to everyone and post ONLY professional information (updated resume, conferences you are attending, papers you are writing, technical topics of interest, etc)
- <http://www.facebook.com/pages/create.php>
- On Personal FB Profile - Check your privacy settings! Very carefully limit the number of people who can access your personal information!
- Photos are easily copied and shared - untag yourself from friends' unflattering photos
- Do not discuss controversial topics on friends "walls"

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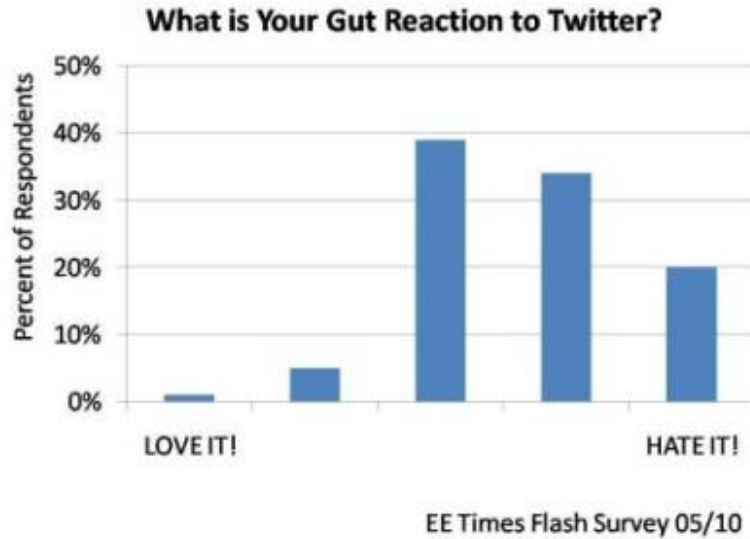
## twitter

- Twitter is my most frequently updated social media outlet
- It's fast, easy and I see visible results when using it
- A real-time info network that connects you to the latest information about what you find interesting
- Find the public streams you find most compelling and follow the conversations
- At the heart of Twitter are Tweets - small bursts of information (140 character). Connected to each Tweet is a details pane that provides more context and embedded media

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## Engineers on Twitter ☹️



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My



twitter Story

- Solely because of Twitter -
- I got my very first paying job as a small business owner (writing for Redgate Software Magazine)
- Obtained recommendations for a great website hosting service
- Got several speaking opportunities (free marketing!)
- Successfully disputed horrid customer service from a Sears store

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YOU on



twitter

- Complete your short Twitter profile, so that it is consistent with your LinkedIn profile, on-line resume, Blog, etc
- Twitter is a great source of very targeted news and articles – follow people who's seem to be in our field of work or related to the field
- You don't have to Tweet, if you don't want to – you can just listen
- Participate in discussions when you feel that you might add something of value

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- Allows you to manage streams from multiple SM outlets, schedule updates ahead of time, and group your contacts

The screenshot shows the HootSuite dashboard with a search bar at the top right. A red circle highlights the search bar area. The dashboard is divided into several columns: Home Feed, Mentions, Direct Message (Inbox), and Sent Tweets. Each column contains a list of tweets from various users, including @autodesk, @shopwithverly, @BioSanya, @searscares, @swertel, @anotheraka, @sbrstr, @EmbryRiddle, @prweb, @hgchisell, @WebsiteMagazine, @NeilDavidson, @MVPetrova, and @searscares. The tweets contain various messages, some mentioning @searscares and @sears.

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Broadcast Yourself™

- In 2009, YouTube surpassed Yahoo in total U.S. search queries, making it the 2nd largest search engine in the U.S. next to only its owner, Google
- The goal of using SM for your professional growth is for you to share you're your knowledge and expertise
- But in order for this to happened, you need to be actually found on the internet
- Making informative YouTube videos on topics in your field, can help you to get discovered by potential employers, collaborators, etc

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YOU on



Broadcast Yourself™

- Engineering does not lend itself to the the video format, as easily as, for example, visual arts fields
- But if you can come up with a series lectures with visual aids, or computer simulations that convey more information over video (as opposed to audio or text) YouTube can be very useful in advancing your professional growth!
- I use YouTube only to compliment my blog and for broadcasting talks like this one

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- From “Web log” - a journal that is available on the web
- A blog is considered to be part of Social Media, because it allows readers to provide instant feedback to the author, and to other readers, by “commenting” on the blog posts
- Blogs can be personal and restricted to viewers or focused on a topic and public



- Can be an extremely important part of your on-line resume!
- If kept professional and updated, it can be instrumental in building your credibility in the professional field
- Is very flexible in the format of how you can best showcase your professional knowledge
- Can make potential hiring managers feel as if they already know you (a huge step towards getting hired)





## My Blog Story

- I have posted everything from:
  - Audio recorded interviews with researchers from various universities and government labs
  - My recommendations for best Christmas gifts for engineers
  - Videos overviews of engineering software
  - Funny stories about unprofessional behaviors at conferences
  - Announcement of new courses that I am teaching
- I can attribute getting new contracts for my company, and determining the direction for my company, to having my blog

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## YOU - the Blogger

- Get started quickly with [www.blogspot.com](http://www.blogspot.com)
- Or if you like customizing web applications: [www.Wordpress.org](http://www.Wordpress.org)
- Pick a theme in your professional field that you are interested in (teaching engineering, women in sciences, computer modeling, other?)
- Start with short opinion pieces (1-2 paragraphs) on the topics
- But remember this is part of your on-line resume, so keep even opinions very professional!
- Add interviews, interesting links, discussions of technical papers, videos at conferences, etc

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- Aside from allowing you to make free video calls to anyone with a Skype account, it can be used as an announcement tool
- Post any professional events as your Skype updates, for example:
  - “In Tokyo for ASME conference this week”
  - “New Blog post on Flamelet Modeling here: [www.blogspot.com](http://www.blogspot.com)”
  - Discussing future of education on LinkedIn here: [www.linkedin.com](http://www.linkedin.com)
  - “Getting my PhD tomorrow! Wohoo!”

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Mood I am in UDaily: <http://www.udel.edu/udaily/2012/dec/petrova-social-media-120111.html>



- Now that you have an on-line presence for the professional YOU
- You need to manage it
- Remember that combination of your SM updates is a reflection on you as a professional!
- Create alerts on: <http://www.google.com/alerts>
  - All possible variations of your name
  - Company (if you have one)
  - Optional: create alerts on companies who you would like to work for, to keep up with news updates on them

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**Making Social Media Work FOR You**

Not Against You

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**DO**

- Expand your professional network
- Contribute to the field by participating in discussions, writing articles, conducting interviews, teaching
- Check privacy settings on any personal info/profiles
- REMEMBER that every little comment, photo or quote, reflects on you as an engineering professional...
- So review anything you post on-line through the eyes of an employer

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## DON'T

- Post photos of you drinking, participating in illegal activities, or sunbathing in the nude (even if it was in Europe)
- Trash others, anywhere on-line, even if you cannot stand them
- Write anything that would come off as un-professional or crude

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**Good Luck!**

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**Twitter:** MVPetrova

**Linkedin:** [linkedin.com/mashavpetrova](http://linkedin.com/mashavpetrova)

**Skype:** Masha.V.Petrova

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