

Engaging Post-secondary Students in Career Services: Using Social Media to '4C Your Future'

University of
Lethbridge



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Introduction

- Few student affairs professionals are using technology to engage with students (Junco and Cole-Avent, 2008; Kleinglass, 2005)
- The majority of career centres are using SNSs to connect with students, promote the centre's services and events, and provide career information and links to career-related articles (Osborn and LoFrisco, 2012)



- Students' comfort with online tools may result in an expectation of instant accessibility to information and service 24/7 (Shier, 2007).
- Today's students can be characterized as multitaskers with "zero tolerance for delays" (Howell et al., 2003, p. 3).
- Given students' comfort with technology and the expectation of instant access to information, it follows that career centers should explore how to connect with students using these types of technology (Osborn and LoFrisco, 2012)



- SNSs are “tremendous vehicles for connecting with others, be it socially or professionally” (Jencius and Rainey, 2009)
 - Facebook = 1,000,000,000+ active users
 - Twitter = 320,000,000 active daily users
 - LinkedIn = 400,000,000 active users
 - #PSEWEB scanned 150 Canadian university and college homepages for Facebook, Twitter and Instagram accounts and found 145, 138, 64 respectively. 96.67% of Canadian higher education homepages link to a Facebook Page, 92% link to a Twitter account and 42.67% link to an Instagram account.



#PSEWEB AWARDS

- Most active Facebook User Base – University of Lethbridge (31%)
- Most successful content:
 - Bragging Rights (discoveries & research)
 - Sports (school spirit and athletics achievements)
 - Campus Experiences (tap into student experiences)
 - Leveraging Alumni (sharing experiences & successes)
 - In the Moment (day to day life and real-time happenings)



- In a meta-analysis conducted by Whitson, Brecheisen, and Stephens (2003), modalities of career interventions were evaluated for effectiveness. These researchers found that, overall, "there was a general trend toward counselor-free interventions being less effective than other modalities" (Whitson et al., 2003, p. 404). They also found that those who participated in a computer-based career intervention reported better career-related outcomes if their experience included interactions with a counselor (Whitson et al., 2003).



U of L Numbers

- 65% of survey respondents did not know a U of L Alumni
- Students accessing CCS resources describe their outlook on the future more positively than those who have not accessed these resources
- 8,453 students enrolled in 2015
- 4% of students were seen one-on-one



More Anecdotal Evidence

- Many students do not understand how to make the most of their time at university → employability
- Often students are uncomfortable with uncertainty → premature foreclosure or drifting & later disappointment
- Students do not know what services are available on campus to support their career development processes
- Students do not attend workshops or presentations → we can't reach students in need



Messaging for Students

- Life = Career
- Your future is your responsibility
- Successfully completing your degree is about more than just finishing 40 courses
- Career development is rarely A→B
- *Intentional* exploration leads to more opportunity and better long-term career decision making
- There are many resources and opportunities for students on campus



Our Intentions

- Motivate and inspire
- Normalize uncertainty
- Conceptualize the process of positive career development
- Operationalize a strategy for creating career momentum
- Encourage social connection
- Inform students about resources and services
- Meet students, wherever they are, in the process





Curiosity: “In 1978, while vacuuming his home, Dyson realized his bag vacuum cleaner was constantly losing suction power. He noticed how dust quickly clogged the pores of the bag and blocked the airflow, so that suction dropped rapidly. He set to work to solve this problem.”.

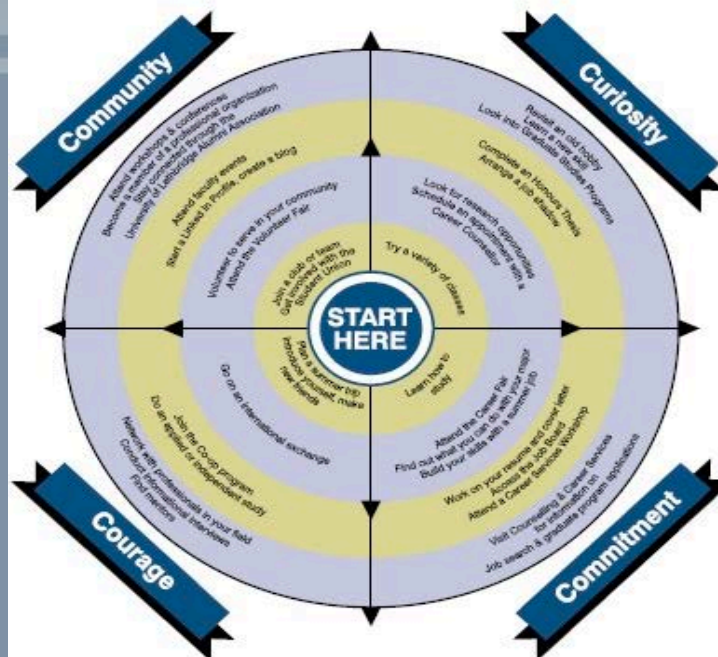
Commitment – “The long slow process ... took no less than 5,127 different tweaks and modifications between 1979 and 1984. His wife’s income helped keep the family afloat as the inventor’s idea was initially rejected by British retailers”.

Courage – “When I first introduced the bagless vacuum, I was laughed off by every vacuum and appliance company you could think of.”

Community – “The James Dyson Foundation is dedicated to encouraging young people to think differently, make mistakes, and realize their engineering potential”.

4C Your Future

Start Creating Your Best Possible Career TODAY!



University of
Lethbridge



Positive career planning is about:

CURIOSITY

~exploring what is in your heart and the opportunities in your world

COMMITMENT

~doing what it takes, personally and professionally, to reach your goals

COURAGE

~ challenging yourself with new experiences and navigating obstacles

COMMUNITY

~ connecting with your tribe for support, mentorship, and inspiration

Use this guide to identify the services and opportunities available at the University of Lethbridge for help in realizing your dreams.



4C Your Future Blog

- Meet students where they're at
- Accessible 24/7
- Creating content

4C Your Future
Start Creating Your Best Possible Career TODAY!

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- COURAGE** –challenging yourself with new experiences and navigating obstacles
- COMMUNITY** –connecting with your tribe for support, mentorship, and inspiration

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RECENT POSTS

What makes you successful?
Grit

Looking for Summer Employment?

Information Interviews: Talk to
a professional

Learn a language: Peer Partner
Program

What makes a good life?

FOLLOW US ON TWITTER:
@CESULETH

Bad Authentication data.

COMMUNITY

LEARN A LANGUAGE: PEER
PARTNER PROGRAM

🕒 APRIL 7, 2016 👤 CES 💬 LEAVE A COMMENT

Written by Kevin, Applied Studies

If I had a dime for every time I heard someone say that they want to learn Spanish, Hebrew, Japanese or any other language, but are too busy, I would be millionaire. We all want to learn a different language. Languages open the door for us to experience life from a different way of living. In addition to the thrill of understanding a different culture, breaking that language barrier helps you communicate with a larger number of people. You could even start "hablar como esto", "mélange tes mots" and learn jokes that might seem almost alien to your native tongue.

Sadly, the truth of the matter is everyone procrastinates. With busy schedules and demanding priorities it is easy to push off learning a new language. The thought of memorizing words that make no sense for long durations of time may seem like a daunting task, a fate worse than writing a 50 page report on a typewriter. Fortunately, just memorizing copious sums of foreign words is not the only way to learn a foreign language. The point of learning a new language is to be able to speak with people from that culture and relate with them. So why memorize words ad nauseam when you could start chatting and interacting with another person? Studies show that producing information is harder than learning information. With languages, you engage more of your brain and learn infinitely more when trying to produce a sentence. Practicing speaking does not just



Videos

University of
Lethbridge



Counselling & Career Services

presents

<https://www.youtube.com/watch?v=4nqUh6AtIoY>


<https://www.youtube.com/watch?v=VM1X1bZVv3g>



Reach

- Promotional video reached 20% of student population
- Website visitors: One week vs. One year
- Strategies: Student created content, existing social media, 4C document, content calendar, alumni engagement

Videos



Did you 4C Your Future today?
Learn more at blogs.ulethbridge.ca/ces
1.4K Views

See All >



Don't leave your career up to chance.

4C YOUR FUTURE: SPOTLIGHT

Promotion

- Clear message, coherent with all departments
- Keep it simple
- Make it fun
- Promotional items: Fortune cookies, sunglasses, Paper Fortune Tellers
- Food, Games, Prizes
- TweetBeam
#4CYourFuture



CBS CONNECT March 2016

DON'T LEAVE YOUR FUTURE UP TO FATE!

Do you ever feel like your future is just a game of chance, left up to fate to decide? Are you unsure about your goals or feel like you lack a sense of direction? We're here to help!



4C YOUR FUTURE
Thursday, March 31
11:30am – 2:00pm
University Hall Atrium



- *Explore career resources and services for students
- *Learn about the new 4C Your Future Blog
- *Tell your story in our interview suite
- *Games, fortune telling, palm reading
- *Snacks and giveaways

Don't leave your future up to fate! Learn how you can take control of your goals & plan the future YOU want!

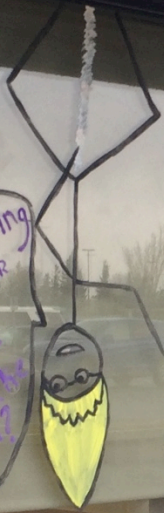
blogs.ulethbridge.ca/ces

Blogs.ulethbridge.ca/ces
How do you 4C Your Future? Let us know on social media and get entered to win University of Lethbridge swag.
#uleth #4CYourFuture

What to know
that other
alumni are
Doing Now?



Wondering
Where your
Degree
can take
you?

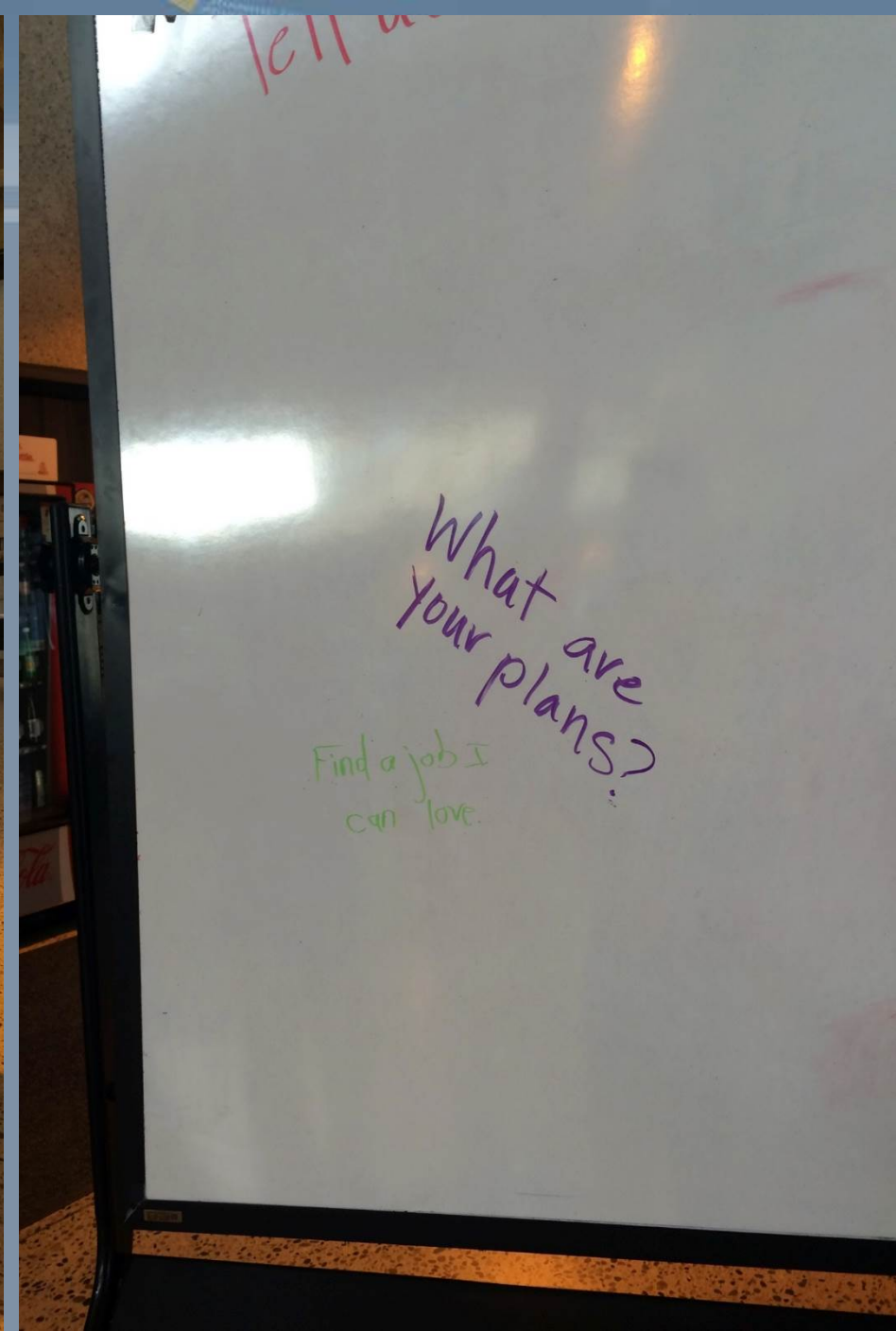


Worried
of Where
to go?





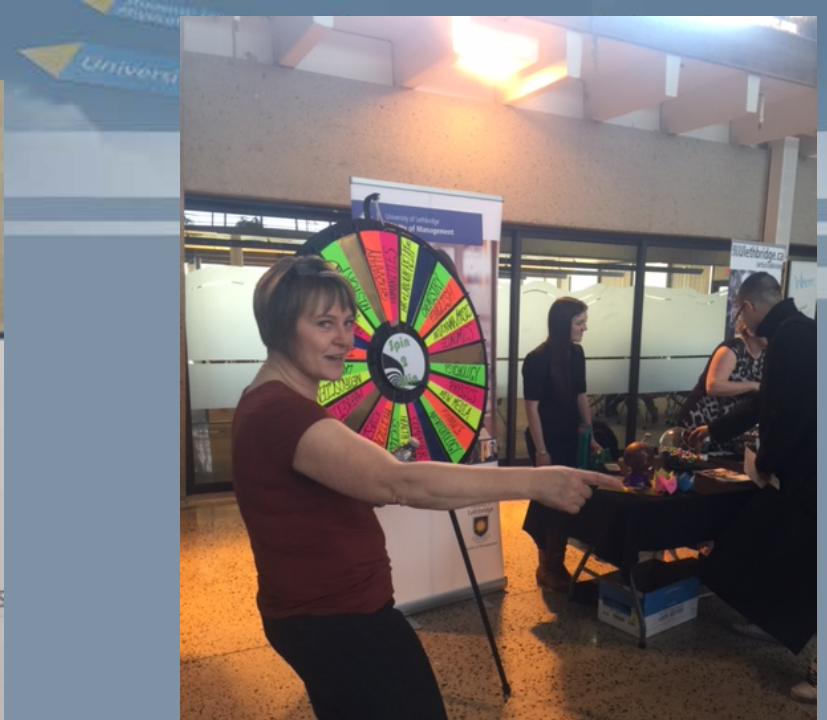
Spotlight on “4C Your Future”



Let's

What are
your plans?

Find a job I
can love.







🔒 Tweet activity



UofL_CES @cesuleth
Don't roll the dice with
your future.
#4CYourFuture #uleth
pic.twitter.com/RMHT6wNLod

Impressions 1,058
times people saw this Tweet on Twitter

Total engagements 62
times people interacted with this Tweet

[View all engagements](#)



In my future, I 4C
SUCCESS!!

#4CYourFuture

COMMUNITY

CURIOSITY

~~COMMITMENT~~

COURAGE



Future

- Evaluation: Surveys, Focus Groups, Analytics
- Content Calendar
- Student Services Collaboration
- Sharing made easy
- Co-ops & Applied Studies

Device Category ?	Acquisition		
	Sessions ?	% New Sessions ?	New Users ?
	98 % of Total: 100.00% (98)	67.35% Avg for View: 67.35% (0.00%)	66 % of Total: 100.00% (66)
1. tablet	6 (6.12%)	100.00%	6 (9.09%)
2. mobile	43 (43.88%)	62.79%	27 (40.91%)
3. desktop	49 (50.00%)	67.35%	33 (50.00%)

[INSERT MONTH + YEAR]							KEY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	KEY
		New Product Launching		Holiday Sideshare Holiday Blog Post			Holiday Campaign Ebook Webinar Blog Post Sideshare Product Launch Experiment Other
	Holiday Campaigns	Holiday Campaigns	Holiday Campaigns	Holiday Campaigns	Holiday Campaigns		
		Social Media Ebook Social Media Blog Post					
	Holiday Campaigns	Holiday Campaigns	Holiday Campaigns	Holiday Campaigns	Holiday Campaigns		
				Holiday			
	Holiday Campaigns	Holiday Campaigns	Holiday Campaigns	Holiday Campaigns			
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
		Social Media Webinar					



Launch Video

<https://www.youtube.com/watch?v=FE4BghD8Ras>