

Networking



As second year students, leaving university to seek employment may seem a long way off.

But before you know it you will graduate and be faced with the prospect of finding work.

Where will you look for that work?

What contacts do you have that may help you in your search for employment?

Look around you.

The background of the slide is a solid blue color. In the lower right quadrant, there are several faint, concentric circles that resemble ripples in water, creating a subtle decorative pattern.

Do you just see other students or do you see networking opportunities?

One of your peers may find themselves in a position to help you find work one day.

Or you may find yourselves in a position to help them.

A major point of this module is getting you to mix with other students who one day may prove useful to you in your search for employment.

Are you making the most of this networking opportunity?

Are you exchanging contact details or adding people to social media networks?

If not, why not?

If you start developing useful contacts now, you may find it far easier to find work when you graduate.

One of your fellow students may have skills that will help you, and you may have skills that will help them.

How will you ever know if you don't communicate with them?

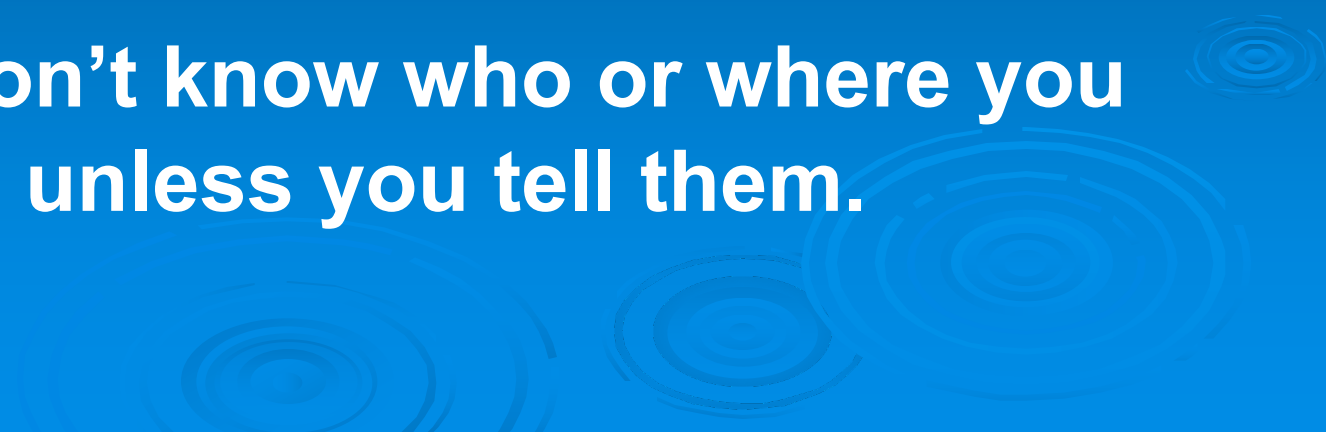


Are you looking for professional contacts outside of the university?

If not, why not?

Don't leave it until you graduate, start making those potentially valuable contacts now.

People won't know who or where you are unless you tell them.

The background of the slide features several faint, concentric circular ripples, resembling water droplets, which are more prominent in the lower right quadrant.

Have you started researching the industry you want to work in – do you know what kind of work there is out there?

If not, why not?

Have you bookmarked websites that may help you to learn about the opportunities that exist in your industry?

Do you read industry magazines or belong to online creative communities?

If not, why not start now.

The bottom of the slide features a decorative graphic of several concentric circles, resembling ripples in water, rendered in a lighter shade of blue against the solid blue background.

Take advantage of social networking sites.

Facebook, LinkedIn, Twitter, forums, etc.

Do not be arrogant, conceited or pushy.

Be humble, but confident in your talents.

Through constant interaction you build links to the people that matter.

When those people need someone they will remember you.

Do this before you need it!



Brand Identity

We have looked at brand identity during this module.

But doesn't marketing yourself mean that you should consider yourself as a 'brand'? Start getting involved in online communities now and establish a web presence.

Try to maintain some consistency across the sites in your web presence.

Make sure all your sites link to each other.

Create a business brand for yourself!

Brand Identity

Many sites allow you to integrate content from other places. E.g. Twitter feed, blog linking.

These make it easy to meaningfully connect your sites together.

But be professional and remember that that means an embarrassing Tweet could show up all over your web presence....

Never mix business and pleasure!

The background of the slide features a blue gradient with several faint, concentric white circles resembling water ripples. These ripples are positioned in the lower half of the slide, with one large set on the right and two smaller ones on the left.

Brand Identity

Maintain a strict separation of content on the sites you maintain.

Keep your professional lives away from personal content.

Don't write about that awesome party on your professional twitter account, for example;

You know the one, there was that guy dressed as a sheep, and you downed that bottle of tequila and when you woke up.... Oh hi, potential employer!

Blogs

Develop your own style.

Be professional!

Check you're spelling and gramer.





www.wordpress.com

tumblr.

www.tumblr.com

Hosted Sites



www.deviantart.com

Hosted Sites



www.carbonmade.com

Hosted Sites



www.droppr.com

Social Media

These sites have become almost a requirement for anyone wishing to spread their reputation.

But remember to keep professional and personal sites separate.



facebook®

www.facebook.com

800 million members and counting.

Notoriously cavalier with personal data. Keep on top of
your privacy settings

Your profile page is not a suitable promotional medium!
Use fan pages instead

facebook®



More than four in 10 employers discarded a job seeker's CV after checking their Facebook page according to a survey of 450 employers by careerbuilder.co.uk.



www.twitter.com

‘Micro-blogging’ site.

Many other sites can publish activity to your Twitter feed.

Other sites let you embed your feed.



Paul Chambers, an unemployed trainee accountant, is appealing against his conviction for tweeting that he would blow up Doncaster's Robin Hood airport unless it reopened so he could fly to see his new girlfriend.



Yep, we all know about this one – but how many of you have uploaded a self promotional video?





<https://www.youtube.com/watch?v=LGNxic8JG7o>

The logo for about.me, featuring the word "about" in white and ".me" in orange, set against a dark blue rectangular background.

<https://about.me/>

A single-page profile site.

Shows a description of you and can link to most relevant social sites.

Think of it as an online business card.



Quickly grow your professional network.

www.linkedin.com



YOUR ONLINE
CREATIVE COMMUNITY

Creative Boom is an online community for the UK creative industries. It exists to celebrate, inspire and support creative talent across the UK (and the rest of the globe). They aim to cause a creative industry boom by featuring both new and established names while offering helpful tips and advice to their members.

www.creativeboom.co.uk

This is just a small sample of what is out there – do your research and find the online promotional tools that are right for you.



...but closer to home...

Creative Bubble

<http://www.facebook.com/groups/113754272122181/>

Creative Bubble was set up with the aim of developing networking, talent sharing and collaboration skills amongst creative students.

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Ideas that might just change the world

<https://www.youtube.com/watch?v=jtNLRY-RTOI>