

2017 OBTC Teaching Conference for Management Educators Paper Submission

1) Title, Abstract & Keywords

LinkedIn to Social Media: Social Media Networking Practices for Professional Development

Social media technology has become an ever-growing influence on the student body as well as the individuals who will potentially hire them. It is also a necessary tool for ongoing professional development. This interactive session will share previously developed tools and techniques for creating engaging workshop sessions and assignments designed to maximize student self-awareness regarding the importance of a strong digital footprint and professional branding. Join the discussion on how to best prepare students for life after college and as future leaders in management.

Key Words: Social Media, Technology, Student Development, Digital Footprint, Personal Branding

2) Teaching Implications:

Learning Objectives:

- Leveraging technology in the classroom and applying “do-to-learn” principles for an enhanced, interactive student experience
- Introduction of an online aspect to a traditional classroom experience to enhance learning and opportunities for application of learning
- Reinforcement of learnings through creative assignments to be completed outside of class and throughout course
- Establishing repeatable best practices that can be applied as management professionals
- Student skill development:
 - Business Communication
 - Teamwork
 - Job-seeking / Networking
 - Technology
 - Presentation Style
- Increasing student self-awareness regarding personal digital footprint and branding

4) Application to Conference theme:

The world we live and work in has changed and become more interconnected; or, as Thomas Friedman would say, it has *flattened*. Existing geographic boundaries to networking and successful job seeking are easily hurdled with the appropriate use of the internet and professional social media practices. While there is still a place for meeting potential employers at job fairs and getting an introduction to the right hiring manager at a desired employer by a family member, friend-of-a-friend, etc., more and more students want the ability to expand their horizons – and opportunities – through platforms such as LinkedIn. This change requires mastery of new skills essential to finding the best prospects for post-academic employment, but more importantly, lays a foundation for successful leadership within various industries. Typically, social media is not new to our students; however, the use of social media in a professional application is. By reinforcing constructive social media practices through classroom practicum, we better prepare the next generation for their future and allow them to best compete on a global scale in a very global world.

5) Unique Contribution to OBTC:

The contents of the Workshop Overview portion of this presentation have been shared in varying degrees to traditional and non-traditional students at two universities as well as job-seeking groups, none of which are affiliated with any publications. Some of this material has been used in workshop development for one university and one technical school. Student feedback has been extremely positive; however, this is the first opportunity to present this material to fellow educators in a professional, collaborative setting. The goal is to provide a unique perspective regarding the utilization of technology to support effective classroom learning and will also provide an opportunity to brainstorm with colleagues regarding other applications and content development.