Social Media and Job Search
by Kathleen McConnell, Career Advisor

Beedie School of Business Career Management Centre

Did you know that according to recent studies approximately 91% of employers are using social media to screen prospective employees? More and more, your online presence is becoming part of your personal and professional brand. It is important you protect it. Here are a few quick tips:

- Check your privacy settings on Facebook
- Even if your privacy settings are locked down, avoid risky negative statements about the company you work for, your boss, your co-workers or your job duties
- Ensure you have a LinkedIn Profile and that it is professional, just like your resume
- If you use Twitter, be aware of how an employer may perceive your tweets

Social media isn’t just a way for employers to recruit candidates- it is also a new way that the Career Management Centre is trying to reach out to you! We send out weekly emails but they can get lost in a student’s inbox. Using social media like Twitter and LinkedIn Groups is our way to try and reach out and connect with you and get you the information you need, when you need it. So follow the CMC @SFUCMCBBA on Twitter! Added bonus? Watch for contests!

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Mustang Survival: Marketing & Graphic Design Intern

As the Marketing and Graphic Design Intern, my key responsibilities are designing page layouts, editing images, keeping track of promotional inventory, maintaining the website, and other various fun projects. I am also working on designing and ordering a set of vinyl stickers as a giveaway promotional item and another set for stores that repair Mustang Survival products. Mustang Survival is in the middle of training stores on properly repairing products to avoid damage and prolonging product life. The stickers will be posted on store fronts to communicate to customers that Mustang Survival products have a lifetime warranty. The stickers will be posted on store fronts to communicate to customers that Mustang Survival products have a lifetime warranty. Another fun project I have been working on is designing opening. Since day one, I’ve had the privilege of taking communication takes place virtually.

Sierra Systems: Management Consultant

From the onset of my work term at Sierra Systems, I’ve had the opportunity to build my knowledge of the consulting profession while honing my analytical and problem-solving skills. The entire experience has been eye-opening. Since day one, I’ve had the privilege of taking on significant responsibility for projects that are both client-facing and internal at Sierra. The lifestyle of a consultant is dynamic and fast-paced. As an analyst in the management consulting practice, I’m required to apply a broad set of skills from my business background ranging from cost benefit analysis and financial projections, to project management, process analysis, and change management.

No one day is the same! The majority of my energy is directed towards a project for the Alberta Solicitor General. Our team is helping the Solicitor General develop and implement management policies for the ministry’s fleet of more than 700 vehicles. The client and my Project Manager are based out of Edmonton, so communication takes place virtually since I am based out of the Vancouver office. On a bi-weekly basis I fly to Edmonton for Steering Committee meetings to provide an update on the project’s status and to engage the committee in discussions to determine the project’s overall direction and next steps. I joined the project at its halfway point and was required to gain an expert-level understanding of fleet management very quickly. My experience at Sierra has confirmed my interest in pursuing a career in consulting after completing my BBA.

SFU International: Social Media Project Coordinator

For my co-op term, I worked on a project called “Engaging Diaspora in Development: Tapping the Trans-Local Potential for Change”. It was co-directed by SFU’s International Development Office and the Centre for Sustainable Community Development and was funded by the Canadian International Development Agency (CIDA). The project aims to explore current initiatives and to examine the potential of international development driven by members of the diaspora, those who are part of a community dispersed in many diverse localities. I was responsible for managing social media to create awareness of the project and of the topic in general, which I did by researching material to update Facebook and Twitter, live tweeting during events, organizing YouTube videos, and maintaining a blog.

The highlight of this co-op term was learning about the incredibly meaningful field of international development and the amazing people who are working hard to improve the world with their passion and expertise.

The single most important accomplishment in our work term has been the fact that we were quick at learning about the commercial banking credit limit system. Our role allowed us to not only perform analytical calculations, but also to mentor and provide support to many of our colleagues.

We are proud to say that this professional experience will be valuable as we each progress throughout our careers in completing CA, CGA, CMA, or CFA designations.

The CA Recruit is one of the most difficult times in an aspiring CA’s journey. But few have been given the chance to see the process from the employer’s perspective. As a Campus Recruitment Human Capital Co-op at PwC, I’ve had the opportunity to work for the fastest growing professional services firm in Canada. This has allowed me to get involved in a
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Another fun project I have been working on is designing the company folder. This folder can be used for orientation documents, handouts during meetings and presentations or other uses at tradeshows.

The applications I mainly work with are Adobe Photoshop, Illustrator, InDesign, Bridge, and Acrobat as well as Microsoft Word, Excel, PowerPoint, and Outlook.

Everyone at Mustang Survival is so friendly and I have learned a lot working here. The work environment/culture is one that I would want to work in for a permanent career.

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Project website: http://www.sfu.ca/diasporas

PricewaterhouseCoopers (PwC): Campus Recruitment Human Capital

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Not sure where to start? The Career Management Centre is now offering social media audits as part of our regular career advising sessions- you can sign up for an appointment through Beedie Community (community.sfu.ca/beedie).

Since PwC offers a paid volunteer day to all staff each year, one of the highlights of my work term was taking an afternoon off to volunteer at the BC SPCA with my colleagues. Giving back to the community is a big part of the firm that resonates with me and it has made my work term at PwC well-rounded and unforgettable!