

# Social Media

## Using Social Media to Network

**FACTS:** Google, Twitter, Facebook, YouTube, LinkedIn, Skype. These names have all become synonymous with social networking in the early 21st century. In May of 2010, the Pew Research Center in Washington, D.C., found that half of American teenagers (ages 12-17) send 50 or more text messages a day, with one-third sending more than 100 a day. Two-thirds of texters surveyed said they were more likely to use their cellphones to text friends than to call them. Fifty-four percent said they text friends once a day, but only 33 percent said they talk to their friends face-to-face on a daily basis. Many adults are concerned that for young people growing up today (in the age of “social media”), online interactions might be eliminating real-world experiences that help to develop emotions, personal connections, and the necessary communication skills to succeed in the workplace and society. The fear is that this may impact how they operate in the world as adults, and how they build adult relationships.

**Instructions:** List and explain no fewer than five reasons you believe using social media (including Facebook and texting) will not only improve the growth and development of youth today, but help them to develop higher level communication skills than those of their parents and/or grandparents.

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Soft Skills @ Work



A recent study by an executive search firm found that 77 percent of job recruiters run searches of candidates on the web to screen them; 35 percent of these same recruiters say they've eliminated a candidate based on the information they uncovered. What does this mean for young jobseekers with regard to online profiles?

**Instructions:** List five types of postings that young people preparing for careers should be careful to avoid. Examples include: complaining about a former employer, showing pictures of hard partying, abusive or aggressive language, etc.

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### Soft Skills @ Work

