Web 2.0: The LSE Experience

Matt Lingard & Judith Baines,
London School of Economics
• **2 billion** views a day
• **24 hours** video uploaded every **minute**
http://www.useit.com/alertbox/participation_inequality.html
• 400 million active users
• 25 billion pieces of content shared each month
Social Media

Social Networking

You Tube

facebook

“Web 2.0”

• User-generated content
• Interaction
• Networks
• People not technology
Possible uses for Web 2.0?

- Marketing / advertising
- Building your brand
- Service delivery
  - News
  - Quick Queries
  - Information Management
- More?
LSE: Aims

- Improve promotion of events programme
- Support recruitment process by providing and tracking news updates quickly
- Staff development – encourages specialisation and new forms of interaction
- Reach students who don’t engage (UK undergraduates)
- Keep up with Web 2.0 savvy employers (KPMG, PwC, Accenture, Deloitte)
- Get feedback, comments, suggestions from stakeholders
- Be as accessible and useable as we can for international students
LSE Survey

☐ Use of social networking sites for career research & networking
☐ 177 students & graduates
☐ April 2010
☐ Report & Phoenix article

Top Sites:
1. Facebook
2. LinkedIn
3. Forums
4. Blogs
5. Twitter
The Finalists
A blog following LSE students through their final year and beyond

Green Collar Jobs

Today, the LSE’s Career Service has organised an excellent talk about “Green Collar Jobs”. First and for those not so familiar with this very recent term, let’s define Green Collar jobs as somehow environmentally-friendly occupations or lines of production. If you want to have a wider idea about the whole concept and its politico-social dimension, you should read the excellent book “The Green Collar Economy” by Van Jones! For anyone else: I guess the most common idea is to work for a company producing renewable energies but obviously the spectrum is much wider.

The EU estimates that in 2008 already 3.4 million people were working in the eco-industry in Europe. This is more than in car-manufacturing (2.7) or chemicals (2.4 mil). Anyways, I have been working a bit on the Green Economy lately in some freelance activity and found it obviously appealing...
Blogs & blogging (2)

- Sector news
  - Law
  - Finance
  - Comms.
- Grad. Advance
- Directors
- Careers Advisers
- 2009 onwards

For the upcoming bar events, the Careers Service has organized a series of events for students interested in applying to the bar and of course the information will also be useful when applying for mini pupillages and scholarships.

Wednesday 3rd March:

2-3pm – Pupillage & Inns Scholarship Interviews – How to Survive and Thrive.
3-4pm – Introduction to Life at the Chancery Bar

The first two workshops will be run by Jane Wakefield, a barrister and Head of the BAC at Kaplan. The final workshop will be run by a member of the Chancery Bar Association.

Sign up at My Careers Service.
Blog Stats – LSE Law Careers

- Average 65 hits per day
- 61 Email subscribers
- Law Dept website biggest referrer
Facebook

LSE Careers

We've just made more Recruiter in Residence slots available for this Friday. If you want to chat, one-on-one, with a representative from Accenture or Which? you can sign up in W300 today or tomorrow - just bring along a ten pound deposit and we'll book you right in.

3 minutes ago

Eunice Zhu

hey I am an LSE alumnum. I tried to log in the student session of LSE my career service but failed. I can still use my student account on other LSE services, thus I am wondering if my student account is suspended as to 'my career service' from Nov. 3rd??

Yesterday at 2:00pm · Report

LSE Careers

Hi Eunice,

Due to a system error "My Careers Service" was down from yesterday evening until lunchtime today. It's working again now, so hopefully you won't have further problems! You've probably got access on your old student account until 31st December, but remember to register as an alumnus when it stops working.

5 minutes ago

LSE Careers

International Organisations' Day 2009 - booking opens at 11am tomorrow and places go quickly, so be ready...

October 29 at 12:24pm
Business and Management Fair is this evening from 6.30 in the Atrium - Booking is now closed. [http://bit.ly/4CxLMK](http://bit.ly/4CxLMK)

about 23 hours ago from TweetDeck

RT @unilevergrads: Meet Gerry, Niamh, Christine and Stephan at #LSE #Business & #Management Fair today to find out more about #careers at...

about 24 hours ago from TweetDeck

Loads of CV checks available online today - some right now! Book via My Careers Service: [www.lse.ac.uk/careers](http://www.lse.ac.uk/careers)

4:02 AM Nov 3rd from web

Biz & Mgmt fair is next Tues, LSE UK Public Sector & Policy fair is next Thurs - top employers to chat to - booking open now on My Careers!
Social Media - YouTube

Finding a law career in a recession

Finding a graduate law career
Social Bookmarking

- Alternative to Internet Favourites
- Share web links with colleagues & students
- Embed links in websites

12 JUL 10  graduate-jobs.com - graduate jobs UK and graduate recruitment

UK careers, employment & recruitment schemes for graduates. The only graduate job board in the UK which is completely compatible with software such as screen readers making it as user friendly as possible for blind and partially sighted graduates and job seekers.
Feeding the Web

- Embedding
  - Display content from one website in another

- Feeds
  - Dynamically update one website with content from another
Student Workshop: Digital Footprints

- Why this is important
- What is your digital footprint?
  - Finding your footprint
  - Beware your digital footprint
- Develop your online presence
- Employers’ digital presence
- Netiquette
Policy & Strategy

- Marketing policy or strategy? Includes Web2.0?
- Information strategy? Web2.0?
- Separate Web2.0 policy?

- Discuss in 2s/3s:
  - Do Careers Services need web2.0 policies & strategies? Why?
The Finalists
Tips...
A blog following LSE students

5 Responses to “On seemingly unattainable dream jobs...”

Tom Says:
February 4th, 2009 at 4:57 pm

Inspirational! I will definitely keep my hopes up! Go job hunt!

Customer Reviews

There are no customer reviews yet.

Create your own review
Kezia’s words of wisdom

☐ Some things are difficult to call failures. ... difficult to call successes;

☐ Stats can be hard to come by; time consuming to monitor and students rarely offer feedback spontaneously.

☐ As our fan base grows, we’re not really sure what we are doing successfully.

“Should I always determine my purpose before I give it a go online, or is it just good to be in the mix trying things out?”

http://idyr.wordpress.com/
Next big thing?
Augmented Identity

http://www.youtube.com/watch?v=tb0pMeg1UN0
Links & contact

http://delicious.com/mattlingard/ciel10

m.j.lingard@lse.ac.uk
j.a.baines@lse.ac.uk