Experiments in Web 2.0: creative communications and digital footprints

Kezia Richmond, LSE Careers
Judith Baines, LSE Careers

http://delicious.com/LSECareers/AMOSSHE
What is Web 2.0?

Web 1.0: static, content by the few, information

Web 2.0: interactive, collaborative, social, joined-up

Interactive – post comments, linking things up
Personal – creating own identity and experience
Communities and networks - who you associate with

Everyone’s web: what succeeds is what works for users
Why?

• “…everyone’s career will also be understood by what we say through online communication such as Facebook, email and Twitter… so learn to be digitally articulate and literate…”

  Charlie Beckett, POLIS Director, LSE

• “We investigate everyone who applies; if there is no on-line presence at all, we will not invite them to interview…”

  Director of Digital Strategies, Racepoint Group UK
Employer are active online

*KPMG UK Graduate Recruitment*

*KPMG YouTube Channel*

*Virtual Chat*

*Talk to KPMG Staff*
LSE: challenges

- Small, but specialist student body - 8600 f/t and 800+ p/t students
- Very international - 145 countries of domicile
- 39% graduates go into banking and financial services
- Highest average salary in UK 6 months after graduation
- Lots of 1 year, premium fee-paying masters - 55% postgraduate (19% UK)

Our aims in the use of social networking

- Promote full range of services - we’re not just about banking
- Better manage the promotion of a very busy events programme
- Reach students who don’t engage (UK undergraduates)
- Keep up Web 2.0 savvy with employers (KPMG, PwC, Accenture, Deloitte)
- Get feedback, comments, suggestions from stakeholders
- Be as accessible and useable as we can for international students
about 1 hour ago from twitter feed

about 5 hours ago from twitter feed

6:29 AM Nov 11th from twitter feed

2:28 AM Nov 11th from twitter feed

3:26 AM Nov 11th from twitter feed

Still a few careers advice appointments available for today! Book NOW if you want your CV checked today at: https://careers.lse.ac.uk
2:36 AM Nov 11th from twitter feed

3:26 AM Nov 11th from twitter feed
Facebook
The Finalists
A blog following LSE students through their final year and beyond

Green Collar Jobs

18 Feb 2009

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 2005 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 mio).

Anyways, I have been working a bit on the Green Economy lately in some freelance activity and found it obviously appealing

The 2009 Finalists: (l-r)
Elizabeth, Daniela, Jan Seifert, Florencia & Jan Sramek.

Authors
Daniela
Elizabeth
Florencia
Jan Seifert
Jan Sramek
Maria

Recent Posts
Green Collar Jobs
Common themes from the City Forum
October 27, 2009 - Leave a Comment

As has been mentioned in previous posts the City Forum had an excellent line-up this year. Senior industry speakers from Goldman, E&Y, Citi, BarCap and BNP spoke about their personal experiences and career pathways and gave the audience tips on how to get in and on in the sector. You can listen to the recording of the talk if you missed it.

A couple of common themes emerged in the speakers took the stage and I

---

LSE Finance Careers

---

ABOUT
LSE Finance Careers is written by Judith Baines & Maddie Smith.

---

Spotlight on in-house commercial solicitors

Have you thought of working in-house as a commercial solicitor? Feedback from in-house solicitors in the commercial sector emphasises (usually) more reasonable hours than large corporate law firms, the development of in-depth sector knowledge which they find satisfying, enjoying working for just one client in order to achieve the aims of that business and the fast-paced environment. It is a growing sector:

The employed sector accounts for nearly a quarter (25%) of solicitors holding practising certificates, with the largest sector being commerce and industry, which employs about 15,000 in-house counsel.

Take a look at the rest of this article on Junior Lawyers website.

Whilst many solicitors move into in-house positions after training elsewhere, there are a handful of training contracts currently available which are very competitive and the number seems to be growing, albeit slowly.

---

LSE Law Careers
## Law and Finance Blog Stats.

<table>
<thead>
<tr>
<th>Referrer</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>lse.ac.uk/collections/law/students/st...</td>
<td>778</td>
</tr>
<tr>
<td>www2.lse.ac.uk/careersService/Home.as...</td>
<td>552</td>
</tr>
<tr>
<td>lse.ac.uk/collections/law/programmes/...</td>
<td>442</td>
</tr>
<tr>
<td>lse.ac.uk/collections/law/programmes/...</td>
<td>201</td>
</tr>
<tr>
<td>twitter.com</td>
<td>52</td>
</tr>
<tr>
<td>www2.lse.ac.uk/careersService/News/Br...</td>
<td>52</td>
</tr>
<tr>
<td>twitter.com/LSECareers</td>
<td>47</td>
</tr>
<tr>
<td>lse.ac.uk/collections/law/programmes/...</td>
<td>39</td>
</tr>
<tr>
<td>twitter.com/LSECareers</td>
<td>37</td>
</tr>
<tr>
<td>delicious.com/LSECareers/Law</td>
<td>36</td>
</tr>
<tr>
<td>google.co.uk</td>
<td>20</td>
</tr>
<tr>
<td>en.wordpress.com/tag/pupillage</td>
<td>18</td>
</tr>
<tr>
<td>www2.lse.ac.uk/careersService/informa...</td>
<td>15</td>
</tr>
<tr>
<td>www2.lse.ac.uk/careersService/aboutUs...</td>
<td>14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Referrer</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>www2.lse.ac.uk/careersService/Home.as...</td>
<td>268</td>
</tr>
<tr>
<td>twitter.com/LSECareers</td>
<td>81</td>
</tr>
<tr>
<td>lsegraduateadvance.wordpress.com</td>
<td>63</td>
</tr>
<tr>
<td>moodle.lse.ac.uk/course/view.php?id=2...</td>
<td>59</td>
</tr>
<tr>
<td>twitter.com/LSECareers</td>
<td>53</td>
</tr>
<tr>
<td>www2.lse.ac.uk/careersService/News/Br...</td>
<td>52</td>
</tr>
<tr>
<td>twitter.com</td>
<td>37</td>
</tr>
<tr>
<td>www2.lse.ac.uk/careersService/aboutUs...</td>
<td>26</td>
</tr>
<tr>
<td>lselawcareers.wordpress.com</td>
<td>12</td>
</tr>
<tr>
<td>twitter.com/home</td>
<td>10</td>
</tr>
<tr>
<td>google.com/reader/view</td>
<td>9</td>
</tr>
<tr>
<td>twitter.com/kpmgrecruitment</td>
<td>7</td>
</tr>
<tr>
<td>en.wordpress.com/tag/the-big-4</td>
<td>7</td>
</tr>
<tr>
<td>lsegraduateadvance.wordpress.com/2009...</td>
<td>6</td>
</tr>
</tbody>
</table>
Views per day

The graph shows the number of views per day over a period of time. The data is displayed for different time intervals: Days, Weeks, and Months. The peak in views occurs around November 11, with a significant increase compared to previous days.
Facebook:
- **Facts**: Since Sept 2009, 1800 fans, 2 administrators
- **Audience**: Current students, Alumni, others
- **Used for**: Promoting events, appointments, answering queries & promoting services
- **Advantages**: Some feedback and commenting, part of students’ life so updates are direct, easy to moderate, replies stay on wall for a while
- **Disadvantages**: Anyone can join, danger of invading students’ space

Twitter:
- **Facts**: Since 2009, 1081 followers, 209 tweets, on 18 people’s lists
- **Audience**: Who knows? We write for students
- **Used for**: Promoting jobs, events, breaking news – immediate and upcoming
- **Advantages**: Easy to use and mobile friendly, no need to moderate, immediate broadcasting, easy to link into our other outlets, RT = network = messages spread fast, we can listen in to others, growing range of stats applications
- **Disadvantages**: 140 characters = writing skills, very little feedback, requires commitment (should be fresh), who is listening?

Blogger:
- **Facts**: 5 blogs since 2006: 3 general, 2 sector
- **Audience**: Students, alumni, other services, employers, media, prospective students, School
- **Used for**: Providing advice and information, promoting opportunities, highlighting services, demonstrating how active we are, engaging in current news.
- **Advantages**: Easy to update, easy to read / use / link to (RSS), forces short, snappy info bites, some feedback and commenting, easy to moderate and monitor stats
- **Disadvantages**: Blogs need to be active – commitment, easy to lose focus
Digital Footprints & Online Networking

Content

• Why this is important
• What is your digital footprint?
  – Finding your footprint
  – Beware your digital footprint
• Develop your online presence
• Employers’ digital presence
• Netiquette
Tips

• Do experiment, but beware your digital identity and footprint
• Identify your audience
• Identify the need: what do you hope to achieve?
• Choose the mode of communication that is simplest, most logical and most effective
• Reach your audience where they are most likely to be
• Cross-promotion is key; if you produce audio or video content put it YouTube, i-Tunes, Tweet about it and always link back to your central website
• Dedicate plenty of time and make realistic commitments to keeping sites fresh and relevant.
• Consider how to monitor and how you’ll deal with successes, feedback and improvements.
• Get the team on board, but don’t force them.
• Use students!
• Get the balance right between promotion and providing valuable information
• Respect boundaries; it is their space