



# **Experiments in Web 2.0: creative communications and digital footprints**

Kezia Richmond, LSE Careers

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<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



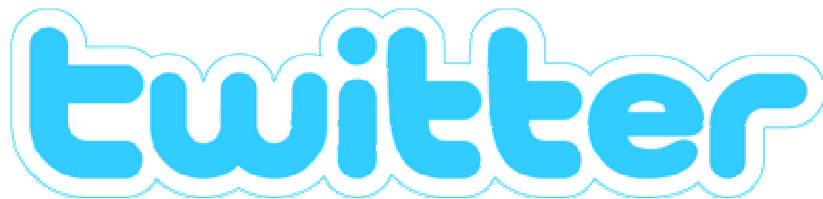
Company Page



KPMG UK Graduate Recruitment



KPMG YouTube Channel



KPMG UK & more



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

# Twitter

twitter



LawCareersBlog: Reminder Law Forum – tonight (12th Nov)  
<http://bit.ly/32Lg55>

about 1 hour ago from twitterfeed

LawCareersBlog: Top tips for the Law Fair – postgraduate providers  
<http://bit.ly/P7EhF>

about 5 hours ago from twitterfeed

LSEFinanceBlog: It's Xmas Time! <http://bit.ly/2dHzZD>

6:29 AM Nov 11th from twitterfeed

LawCareersBlog: Top tips for the law fair – law firms  
<http://bit.ly/3CvUOP>

2:28 AM Nov 11th from twitterfeed

LSEFinanceBlog: LSE Public Lectures – this week  
<http://bit.ly/2WJv9A>

3:28 AM Nov 10th from twitterfeed

Still a few careers advice appointments available for today! Book NOW if you want your CV checked today at:

<https://careers.lse.ac.uk>

2:30 AM Nov 10th from web

LSEFinanceBlog: Central Banking & Regulation Day 2009  
<http://bit.ly/CksB7>

2:28 AM Nov 10th from twitterfeed

Name LSE Careers Service  
Location London  
Web <http://www.lse.ac...>  
Bio The Careers Service at London School of Economics

36 following 1,039 followers 18 listed

Tweets 209

Favorites

Following



RSS feed of LSECareers's tweets

# Facebook

facebook Home Profile Friends Inbox Kezia Richmond Settings Logout Search



**LSE Careers Service**

Edit Page  
Promote with an Ad  
Activate Mobile Status Updates  
Promote with a Fan Box  
Send an Update to Fans  
Suggest to Friends  
Subscribe via SMS

We're here to help LSE students and alumni develop and achieve their career plans.

**Information**

Location:  
Come and visit us: we're on the 3rd floor of Tower Three, in W300

Mon - Thurs:  
10:00 am - 5:00 pm

Fri:  
11:00 am - 5:00 pm

**Insights** See All

0.3 Post Quality  
1 Interactions This Week

Most Active Countries  
**United Kingdom** 1

Insights are visible to page admins only.

**LSE Careers** Thought about a career in beer? "In Bev" - who make Budweiser, Becks, Stella, Leffe, Hoegarten - are our Recruiter in Residence this Friday. They still have a few slots left, so if you want to chat one-to-one with them about their graduate management scheme, just pop into LSE Careers to book... 23 hours ago clear

Wall Info Photos Discussions Boxes Links +

What's on your mind?

Attach:  Share Options

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Yesterday at 4:09pm · Comment · Unlike

You and Louise Stephens like this.

Write a comment...

**Judith Baines** <http://lselawcareers.wordpress.com/2009/11/09/law-forum-thursday-12th-november/>

**Law Forum – Thursday 12th November** « LSE Law Careers  
Source: lselawcareers.wordpress.com  
The Law Forum is an opportunity to hear from a number of senior legal experts within their field. The speakers will draw upon their personal career histories to offer students advice and tips on managing their legal career. There will also be time for a Q&A session at the end.  
Yesterday at 3:42pm · Comment · Like · Share · Report

**LSE Careers** Tonight - UK Public sector and Policy fair - grab the last few slots on My Careers Service now! [www.lse.ac.uk/careers](http://www.lse.ac.uk/careers)

**Careers Service - Careers Service - Home**  
Source: [www.lse.ac.uk](http://www.lse.ac.uk)  
The LSE Careers Service provides a varied and comprehensive careers guidance and employment service for students and alumni seeking information on graduate employment and further study. The

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Your Text Here  
Kezia Richmond is a fan.  
Become a Fan



# The Finalists

A blog following LSE students through their final year and beyond



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[THE 2009 FINALISTS](#)

## 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](#)

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# LSE Finance Careers

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## Common themes from the City Forum

October 13, 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 Goldmans, 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 as the speakers took the stand and I

## ABOUT

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



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[lsefinancecareers.wordpress.com/](http://lsefinancecareers.wordpress.com/)

## 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 (23%) 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:

Barclays Capital, E&Y, BCG Group (Reading, natural gas), Galliford Try Plc (Lybridge,

## About



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# Law and Finance Blog Stats.

Referrer	Views	Referrer	Views
<a href="http://lse.ac.uk/collections/law/students/st...">lse.ac.uk/collections/law/students/st...</a>	778	<a href="http://www2.lse.ac.uk/careersService/Home.as...">www2.lse.ac.uk/careersService/Home.as...</a>	268
<a href="http://www2.lse.ac.uk/careersService/Home.as...">www2.lse.ac.uk/careersService/Home.as...</a>	552	<a href="http://twitter.com/lsecareers">twitter.com/lsecareers</a>	81
<a href="http://lse.ac.uk/collections/law/programmes/...">lse.ac.uk/collections/law/programmes/...</a>	442	<a href="http://lseggraduateadvance.wordpress.com">lseggraduateadvance.wordpress.com</a>	63
<a href="http://lse.ac.uk/collections/law/programmes/...">lse.ac.uk/collections/law/programmes/...</a>	201	<a href="http://moodle.lse.ac.uk/course/view.php?id=2...">moodle.lse.ac.uk/course/view.php?id=2...</a>	59
<a href="http://twitter.com">twitter.com</a>	52	<a href="http://twitter.com/LSECareers">twitter.com/LSECareers</a>	53
<a href="http://www2.lse.ac.uk/careersService/News/Br...">www2.lse.ac.uk/careersService/News/Br...</a>	52	<a href="http://www2.lse.ac.uk/careersService/News/Br...">www2.lse.ac.uk/careersService/News/Br...</a>	52
<a href="http://twitter.com/LSECareers">twitter.com/LSECareers</a>	47	<a href="http://twitter.com">twitter.com</a>	37
<a href="http://lse.ac.uk/collections/law/programmes/...">lse.ac.uk/collections/law/programmes/...</a>	39	<a href="http://www2.lse.ac.uk/careersService/aboutUs...">www2.lse.ac.uk/careersService/aboutUs...</a>	26
<a href="http://twitter.com/lsecareers">twitter.com/lsecareers</a>	37	<a href="http://selawcareers.wordpress.com">selawcareers.wordpress.com</a>	12
<a href="http://delicious.com/LSECareers/Law">delicious.com/LSECareers/Law</a>	36	<a href="http://twitter.com/home">twitter.com/home</a>	10
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<a href="http://en.wordpress.com/tag/pupillage">en.wordpress.com/tag/pupillage</a>	18	<a href="http://twitter.com/kpmgrecruitment">twitter.com/kpmgrecruitment</a>	7
<a href="http://www2.lse.ac.uk/careersService/informa...">www2.lse.ac.uk/careersService/informa...</a>	15	<a href="http://en.wordpress.com/tag/the-big-4">en.wordpress.com/tag/the-big-4</a>	7
<a href="http://www2.lse.ac.uk/careersService/aboutUs...">www2.lse.ac.uk/careersService/aboutUs...</a>	14	<a href="http://lseggraduateadvance.wordpress.com/2009...">lseggraduateadvance.wordpress.com/2009...</a>	6

# Views per day





www.lse.ac.uk/careers

Lines show automatic updates

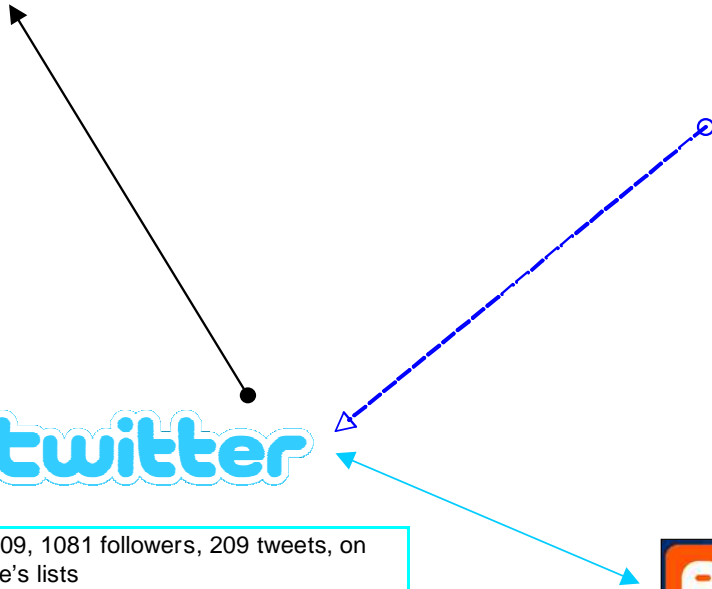


Facts	Since Sept 2009, 1800 fans, 2 administrators
Audience	Current students, Alumni, others
Used for	Promoting events, appointments Answering queries & promoting services
Advantages	Some feedback and commenting Part of students' life so updates are direct Easy to moderate Replies stay on wall for a while
Disadvantages	Anyone can join Danger of invading students' space



Facts	5 blogs since 2006: 3 general, 2 sector
Audience	<b>Students, alumni</b> , 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

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?



# 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