

# INDUSTRY RESEARCH ON SOCIAL MEDIA PLATFORMS

## Industry Research on Social Media Platforms is useful for:

- Recognizing the value of social media platforms in job and opportunity searches
- Detecting hiring trends within your field of interest
- Identifying unique resources and people who work in areas of your professional interest

## Directions:

Using Twitter, LinkedIn or other social media platforms, do the following:

1. Find one organization and one thought leader to follow within your career interest, profession or industry.
2. Read at least three blog posts or articles posted by each of these (authored by or reposted by them).
3. Using a media platform and media of choice, share 2 interesting things you found.

## Things to Think About:

- What new insights did you learn about your professional interest areas?
- What was surprising and/or inspiring?
- Do you see connections with something you've already done in your experiences (i.e. college employment, service-learning, travel or study abroad, or co-curricular activities)?
- What gaps do you see in terms of gaining entry-level access to this field? Are there any additional credentials or experience you should expect to get to make you more marketable?
- What is at least one short-term action step that you can take within the next 30-60-or 90 days?

If you would like to talk to someone about this activity or need additional resources, **Career Services** is available to all students! Check out our website to make an appointment or to see upcoming events and workshops: <http://www.careers.vcu.edu>