

The Social Media Challenge for Serving Dual Career Couples

**8th Annual International Dual Career Programs
Conference, June 3-4, 2010**

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Triumph of the Blog?

- How did a medium, venue, vehicle, style, apparatus, and portal for *personalized mass communication* called "weblog" rise from obscurity and fringe status in the late '90s to power, influence, prominence and popularity today?
- [BLOGS THEN: 2005](#)
- [BLOGS NOW: 2008](#)
 - "The Daily Show:" Blogs have arrived!"



Social Media and the Crisis of Expertise & Authority

- Decline of Golden Rolodex
- Decline of traditional pathways to expertise
- Opening up of discourse elites
- Comment/review effects
- Googlization/Wikization of knowledge

Ex: Academic Job Search

- Blogs, wikis, forums as “third party”
 - Ex: academicjobs.wikia.com
 - Information & misinformation
 - Outing of committee actions
 - Rants and raves
 - Spousal hires a growing issue

Vents & Ratings

- Ease of and increase in venting
 - Ex: “[Venting page](#)”
- Rating you
 - Ex: “[Universities to fear](#)”

Tension in Academic Hiring

- Generational divide?
- Psychographic divide
 - Speed vs. Procedure
 - Authenticity vs. Crowd-sourcing
 - Authority vs. Marketplace
 - Transparency vs. Outing

Your Mission

You will face an increasing number of clients...

- Decline in expertise & authority
- Rise of other sources of information
- Web-first inclination
- Social media as only media (networking)

Problems?: Social Media & Form/Style Issues

- Decline in “professional” look: Resumes and cover letters are less professional (shortcuts, abbreviations, referencing LinkedIn, Facebook or url, etc.)
- Electronic submission
- Proofreading
- Less targeting, more broadcasting

Degree and Extent of Dual Career Service?

You need to provide social media services because:

- Clients need to know
- Positioning your institution
- Positioning our office
- Demo your relevance: “not your father’s dual-career office”

Who Is To Be Served?

- All ages, all jobs
- “Pass on” effect
- Demo modern outlooks and skills
- Online reputation and image
 - 45-75% of HR professionals use online media to screen candidates; at universities this may be 100% for hiring committees and faculties.

Style & Form Solutions

- Main theme: Target audience
- Training (video, online, boilerplates)
 - Include examples
- Local flavors and cultures

Style & Form Solutions

- Conversion—Social Resume/Online Social Portfolio
 - ❑ Best of both worlds
 - ❑ Traditional information
 - ❑ Show “linked-in”-ness
 - ❑ Social media savvy
- ❑ Version/vision

The screenshot shows a user profile for Ryan Paugh on the Brazen Careerist website. The profile includes a header with navigation links (Home, Profile, Networks, Inbox (33), People, Jobs, Companies, Settings, Help, Logout) and a search bar. The main content area features a 'My Top Ideas' section with three entries, each with a 'Write your Reply' form. The right-hand sidebar contains a 'twitter' widget, a 'CONNECT' section with links to Facebook, LinkedIn, and Resume, and a 'GROUPS (60)' section with a 'VIEW ALL' link. The profile also shows a 'RESUME' tab, 'ALL TOP IDEAS', and 'ALL ACTIVITY' tabs.

Technology & Job Search

Debate:

“Social networking seldom gets new grads hired”

Vs.

Complementary effect

Dialog Details

- Speed of interaction with clients: “I can work faster, but I don’t know my clients as well.”
- Two levels of personalization
- Halfway meeting of technology
- Explain “old”

Your Office & Social Media

- Full service
- Main players
- Footprint/shelf space
- Ex: YouTube testimonials
- Designated Social Media Outreach Staffer (surveillance, assessment, training, translations)

Review for You: SM or Not?



- Should you or shouldn't you?
- Product
- Brand
- Plans, goals, metrics, outcomes
- Interactivity protocols
- Time, effort, expense
- Threats?



End