

Hey Hoosiers! Welcome to the all careers considered podcast where we explore the amazing things you can do during and after college with your liberal arts degree. I'm your host Maria Cambone, a career coach for undergraduate and graduate students attending Indiana University's College of Arts and Sciences. I'm here today with Galen Clavio associate professor of sports media with the media school and an IU alumnus from the class of 2001. Hey Galen I'm Maria how are you doing?

Galen: Good!

Maria: Thanks so much for joining us! I'm so glad you could be on the show.

G: Yeah thanks! I'm looking forward to this, this is fun.

M: Yeah so today we're talking about using social media and especially Twitter to network during job and internship searches. Now when I suggest to students in career coaching appointments that they could be networking through their social media especially through a website like Twitter they often look at me like I have two heads so I just wanted to start out with some kind of basic questions just to explore this concept and then pick your brain and see where we go from there because that sound good.

G: Sounds like a great plan

M: Okay cool so I know as the media school career coach, as one of the media school career coaches that a lot of sports media students already do networking on Twitter but I just want to establish for our audience is networking with Twitter just something for people who want to work in sports media or can more people do it for different industries?

G: More people can do it for different industries. It's definitely a widespread thing. It's funny that this is the first question because yesterday... so I teach an online class every summer called applied social media in sports but it's really a class that focuses mostly on social media usage from a professional basis and we had a guest speaker with us yesterday who has, he was the VP of digital marketing at Comedy Central, he's worked at NBC News in their audience engagement you know group and one of the things that he said was you know regardless of what area you're in, you should be on Twitter and interacting with people in the field that you're interested in going into and that can be something as simple as following what they are tweeting out trying to occasionally have engagement with them on there you know there's a lot of people look at Twitter particularly college-age students and they it's hard to get into they don't see a lot of utility for it but the reality is that business leaders people in business particularly people in businesses where interacting with people are involved you know, so not just media communications but marketing and you know public relations in all these different areas those people are almost always on Twitter and it is a great way as a college student to start your networking, to start interacting with people that are in the field and to not just let them know that

you exist but let them know that you're actively engaged mentally in the area that you're interested in.

M: Cool, cool. Um so then like the next thing I think of when I talk to students is that they turn around and say to me well I know what I imagined I could be networking on Twitter I imagine I could be following people you know starting to interact with them letting them know that I'm job seeking but I don't want to be annoying and I don't want to be creepy, um so I don't know can you can you do some myth-busting with me here how how could students know if they were being annoying or creepy or or how can they avoid doing that?

G: Yeah you know it's it's interesting because I think a lot of people have a misconception about Twitter and following people on Twitter that it's like friending people on Facebook or asking to follow people on Instagram there's a lot of privacy with many of those accounts and on Twitter it's not really like that certainly not for business people. You know I see a lot of teens that have protected accounts on Twitter but as people start to get a little bit and older get into there they realize that that's kind of missing the point of the service. Okay, you can absolutely follow a lot of accounts and you should follow a lot of accounts if you're gonna be on Twitter for business and career and networking purposes and you following someone that's working in your field, you are following journalists that cover your field that's not gonna be looked at as creepy if anything I think the people that are in those jobs are probably going to appreciate the fact that you're following them because it means that they're the audience for their content is suddenly bigger and that's really on, you know, on Twitter, that's to some degree why everybody does it you're trying to get more followers, you're trying to get people to listen to what you have to say, it would seem to me that following somebody would just indicate interest in hearing what they have to say then, not not necessarily any more relationship than that, yeah because Twitter, far more so than than Facebook and Instagram, is a very... you're only putting a small amount of yourself out there and for most business people it is focused specifically on their work and what they do. You'll occasionally get some of their personal life but it's what they choose to put out there whereas you know with Facebook your mom's on Facebook and you know, like your personal friends are on Facebook it's a different sort of environment, but Twitter care much likely very similar to LinkedIn in the way that connecting with somebody on LinkedIn isn't giving you access to like their private photos. I'm connecting with someone on Twitter, it's a lot more of a business interaction than it is a personal interaction.

M: Mm-hmm okay cool cool, so like how could a student start networking with professionals on Twitter and what could some really tangible first steps be for them?

G: So I think the first thing that you need to do is have a general idea of what you're interested in and how you would like that to manifest in a career, so I work with a lot of media students, not just sports media students but students that are interested in going into public relations social media and broadcast news marketing advertising and you know what I always tell them is those are broad fields, big fields. There's a lot of people, there's a lot of different destinations you could go down, pick one that interests you the most, so if you're in, if you're really into

advertising and you think you might want to work in that area you can easily find people on Twitter that work for advertising agencies, you can find people that work for firms that act as intermediaries between clients and advertising specialists, you can find people that are interested in there that work for teams in sports or work for businesses who have a hand in social media advertising and trying to get messages out to people that way and just start following those accounts and one of the things that you can do if you follow an account of somebody that is in that business go ahead and look at their timeline and see who they're interacting with see who they're retweeting and use that as a basis for following the accounts that they're also interacting with and some of them will be very useful some of them might not be that useful. If you end up following an account that's not particularly useful or that's boring or that's annoying, you can always unfollow, it's not that big a deal people get out and followed on Twitter all the time, yeah what I would do from that once you have started following a decent-sized group of people in the area they are interested in here I would say you know maybe over the span of a week, take the time you know maybe 20 30 minutes at a time go through look for accounts and try to follow somewhere between 100 and 300 accounts some of them can be brand accounts or company accounts corporate accounts that just have the name of the business but but many of those should also be individual people because those are going to be two very different experiences on Twitter, because brands tend to tweet in a very, you know, corporate manner and the people that work for them tend to tweet in a more human manner, those are the people that ultimately you're gonna be ideally interacting with in the future and so you want to try to get that critical mass of people up on your feed once you've done that the first step is to watch and see what people are tweeting see what they're talking about, you know, I always recommend following the journalists that cover the area that you're interested in you know, for to go back to my advertising example, following you know Ad Age journalists or following like you know, if you're from the Indianapolis area, the Indianapolis Business Journal has a lot of journalists that cover what's going on in the business world and a lot of that feeds over into advertising and public relations, start following those people as well and start building up your industry literacy of understanding what's going on in the field what people are talking about and how they express themselves because that's ultimately the lingua franca that you're probably going to need to use when you start communicating on Twitter yourself, which is kind of the next step after this.

M: Okay cool, so to summarize that it sounds like first you got to get specific with what you want you start by following leaders in your field, you check out to see who they follow and you follow those people and then you kind of want to get this 100 the 300 accounts that you're following with brands corporations journalists but especially also individual people who work in the field that you're interested in entering right?

G: Yeah that's right

M: Okay got it.

G: Now it takes a lot of this thing out of Twitter because look I've talked about this in my class many times Twitter is rather inhospitable place if you've never used it for anything but personal communication before and it can be hard to know where to get started this is about as good of a place to get started as any.

M: Okay, sure that makes a lot of sense. Okay, so the last question, let's say somebody's built this profile for themselves, they have a sense of the lingua franca of how people express themselves within their industry on Twitter, um, let's say they find somebody who they want to reach out to what kind of help could they ask for, um and and what what might that interaction look like? How could you start asking for help from people who you've been following in and retweeting and and having conversations with publicly?

G: I think the first thing to keep in mind is that it's easy for people who are professionals to spy somebody who is being inauthentic in the way that they're communicating on so and so what I would suggest is if you're interested in this field then the the things that are being tweeted the stories that you're reading the stuff that's being said should be things that when you read it interests you and if it isn't then you might actually want to reconsider going into that field because that that's that's the sort of area that you're you're going to be dealing with when you get a career in that field down the line. So you know, what I always recommend is that you start off by thinking in the back of your head you know who would be a good person to do an informational interview with, who would be a good person potentially interact with, but don't let your first interaction with that person be a request for an informational interview, because they might give it to you but they're going to probably be thinking okay here's another college kid that is just you know potentially gonna waste my time that I could be doing using working you want to try to build up a little bit of a positive evaluation from that person towards you even before you make the ask and so what I would suggest that you do is try to engage with them a couple of times respond to tweets that they send out even if it's just something as simple as that I'm tweeting out an article or them tweeting out an idea and responding with wow that's that's a really interesting idea I hadn't considered that or or you know even responding with a question people love being asked questions about their work and what they do and from there the next step would be to try to contact them some people have their direct messages or their DMS open on Twitter, you could you know try to request their that's normally best if it's available if not you can always just tweet at them directly and say hey I'd love to chat with you about what you do is there a way to get in touch with you and you know most of the time people are actually really welcoming to those sorts of requests nobody in in different aspects of business has been in a position where they were a college student and they were trying to figure out their way and most people really like talking about their jobs and what they do and how they got to where they're at and so you know what I would suggest is kind of you can triangulate to some degree with other social networks you can utilize Twitter. Twitter's sometimes a difficult place to start a conversation that's more personal so that's where maybe LinkedIn comes in, where you're able to potentially you know connect with someone there and then send them a message and say hey I don't know if you noticed but I tweeted at you a couple of times I'd love to chat with you about your career and your field and what it would take to get into that field the other thing I

would say particularly for those students that are interested in pursuing more creative based careers so if you're interested in going into media or advertising or public relations or, oh my gosh, even if you're you know a history major that's that's not going to go specifically and become a history professor but wants to do something that's more on the creative side you use your Twitter bio and your Twitter feed to showcase some of your work and what you do and how it fits in to the area that you're interested in the idea that social media is ideally a two-way street where it's not just the experts talking about things, it's also you being able to express your creative impulses and the things that would reflect well upon you professionally and having those in your social media feed, that's gonna be something that a company looking for an intern or a company looking to hire someone in the area to some degree they almost every field expects students graduating from college to know their way around social media and in several fields they expect you to know your way around creating content and so make it easy for people to find that content if you start interacting with people on on Twitter for instance they're gonna probably click on your Twitter bio and say, okay who is this person well if you have a link to your WordPress site or if you have a link to your portfolio site or a link to something your LinkedIn page something that demonstrates who you are that makes it easy for people to ascertain that that's going to have a lot of positive benefits business-wise maybe maybe not with immediately or with the people that you wanted to at first but you give them a chance at least to find out who you are and it gives you a chance to provide a broader look at who you are rather than just being a random person on Twitter that's contacting somebody.

M: Sure, sure, cool. Gosh, that gives me a lot to think about as well well I really appreciate your time, thank you so much this has been a great conversation and I really appreciate you giving me and giving our students all of these wonderful ideas.

G: Happy to do it, this is a favorite topic of mine.

M: Yeah, yeah absolutely I thought you might be the right person to talk to about this um so can Students connect with you on Twitter?

G: Yeah absolutely I am @DoctorGC and you know, you follow me you're gonna get a smorgasbord of things I tweet about sports and media but I also tweet about cooking and I tweet about communication related issues I tweet about music a lot, I podcast at about eight different podcasts that I host, so there's a lot of things there but you're welcome to follow me and feel free to reach out and connect. I think my DMS are open and I'm always happy to chat with students about how to use Twitter and other social media more effectively in their professional pursuits.

M: Awesome! Thank you so much Galen, um so students folks, who are listening, if you're an IU student or one of our IU alumnus and you're looking for individual help with networking on social media, you can hit up Galen like you said but you can also contact a career coach online anytime Monday through Friday 9:00 a.m. to 4:30 p.m. Eastern at the Walter Center for career achievement. You can check out the show notes for details on how to reach us and if you'd like

to talk to me personally you can shoot me an email at Mcambone@IU.edu and I'll put links to all the social media profiles that we've talked about today on the show now so that you can find us there. Galen, thank you again so much and thanks and stay safe and stay healthy Hoosiers!