



10 WAYS CDPs CAN USE TWITTER WITHOUT TWEETING

1. **“Meet” other Career Development Practitioners (CDPs).** CDPs work within a variety settings across a variety of roles. Consequently, many never venture out of their own silos to connect with colleagues provincially, nationally, or internationally. Twitter can help facilitate these “meetings” by eliminating professional silos and geographic barriers.
2. **Learn “who’s who.”** Not sure who the career development leaders are or how to reach them? Twitter helps you wade through the mist by quickly surfacing who is talking “career” within your network and beyond. Begin by following relevant professional associations, career-related groups, job boards, and/or individual career advisors/professionals. Research who these groups follow; follow them too.
3. **Access decision makers and leaders.** On Twitter you can follow any individual without an administrative team screening your calls or email or the need to send a “friend” request or an invitation to connect. See what decision makers and leaders are Tweeting and decide whether that information is relevant to your practice.
4. **Connect with the academic community.** It may have been years since you sat in a traditional “classroom,” but staying connected to the academic community is important for identifying recent research, publications, conferences, and other ways to engage in lifelong learning.
5. **Connect with local employers.** Employers in your area, who are active on Twitter, often Tweet about new store openings, job postings, and/or other important policy announcements that could impact you and your clients. To better serve your clients, stay up-to-date with what local employers are doing.
6. **Stay current with labour market information.** Although comprehensive LMI reports are accessible online, Twitter can provide smaller but more frequent updates. It may also provide insight into the local labour market that isn’t necessarily the focus of those larger reports. Try following government, news outlets, chambers of commerce, economists, professional associations, and universities to stay in the know.
7. **Be informed about best/emerging practices.** CDPs, thought leaders, and career development associations often Tweet about new articles/research that support best/emerging practices. Don’t wait for monthly updates or quarterly newsletters to stay informed.
8. **Find employment.** Just as for your clients, Twitter is a great way for you to access the hidden job market to grow your own career. Network, uncover contracting/consulting opportunities or job leads, and access job postings.
9. **Listen in.** Twitter offers countless opportunities to monitor the conversation, allowing you to stay up-to-date and be “in the know” regardless of your geographic region or work environment. Tweets have moved beyond telling the world what you had for breakfast or where you are having lunch. There is no requirement to amass followers . . . you don’t have to say a word; just listen to what others are saying.
10. **Get involved.** Although you may be hesitant, contributing to the Twitter’verse is a great way to strengthen your own practice. You can make an impact through advocating for disadvantaged groups, promoting career development, and influencing policy or programs. Don’t be shy. Start small with a few Tweets sharing articles, resources, or thoughts on career development.

UPCOMING COURSES

Make sure you read our [course catalogue](#). It is full of important information for students on program structure and policies.

Not sure what training fits for you? Contact our [Student Advisor](#).

Starting soon . . .

- **Work Search Essentials 2: Interview and Negotiation Strategies - May 6th**
- **Group Facilitation Strategies for Career Programs - May 20th**
- **Developing Career Programs, Services, or Courses - Jun 3rd**
- **Program Management - Jun 17th**
- **Career Development Foundations, Emerging Theories and Models - Jun 17th**

Coming Summer 2015 . . .

- **Personality Dimensions Level 1 Training - Jul 8th**
- **Administering and Interpreting Career Assessments - Jul 15th**
- **Ethics for Career Practitioners - Aug 5th**

[Click here](#) for our full 2015 course schedule,

Keep in mind that we can arrange special sections of any course for intact groups; we also facilitate workshops on a wide variety of topics. [Contact us](#) to learn more.

DID YOU KNOW?



Life Strategies is offering a mini summer semester. Taught by Dr. Roberta Neault or Dr. Deirdre Pickerell, four of our most popular courses will be offered over the summer - **Career Development Foundations, Emerging Theories, and Models** starts June 17th, **Administering and Interpreting Career Assessments** starts July 8th, **Personality Dimensions Level 1 Qualification** starts July 8th, and **Ethics for Career Practitioners** starts August 5th.

Life Strategies is hosting Colour Your Summer - July 25th. Join Roberta and Deirdre, Personality Dimensions Master Trainers, and reignite your passion for PD. Stay tuned for more details!

International Symposium on Career Development and Public Policy is just 6 weeks away. Life Strategies' leaders, Roberta Neault and Deirdre Pickerell, will be Tweeting from the symposium. Follow them to stay tuned to the discussions.

Life Strategies courses could qualify for Canada-BC Job Grant. Do your employees need career development training? Check out our [LearnOnline](#) program and courses as a solution. We've already had a number of students register through their employers who have received funding via the job grant program. Find out if your workplace qualifies. Visit <http://www.workbc.ca/canadabcjobgrant>.

NEW RESOURCES

New to Twitter? Consider following our team, and others, to stay connected with the Twitter'verse. Here are a few suggestions to get you started:

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|------------------|----------------|
| @LifeStrategies_ | @cccdchallenge |
| @RobertaNeault | @theCDI |
| @DeirdrePickerel | @cannexus |
| @CfEEBC | @CareerDevAB |
| @BCCDA1 | @Globe_Careers |
| @CareersDev | @careercycles |



Business Process Management (BPM) in the Non-Profit Sector - Webinar.

A [CfEE](#)-sponsored webinar focused on business process management in the non-profit sector and the Centre's recent R&I project. Scheduled for May 7th, 12:00pm-1:00pm PT. [Click here](#) for more information

FEATURE OF THE MONTH



On April 1, 2015, Life Strategies launched *Webinar Wednesdays*. Each Wednesday, from 12:00noon - 1:00pm PT, we offer a webinar from one of four topical streams:

1. Career Development in Organizations
2. Thoughts on Theories
3. Ethical Practice
4. Assessment Tools, Models, and Processes

Join us for one webinar for \$25.00 or bundle five for \$100.00. We also offer annual subscriptions: one topical stream for \$150 or all webinars, across the four topical streams, for \$500.00. All webinars are recorded and available for individual purchase. Recordings are automatically included in any webinar bundles or subscriptions.

These webinars are a great, and inexpensive, way to fit professional development into your life and help you stay connected with the career development community. A [schedule](#) is available on the Life Strategies website. Email info@lifestrategies.ca for more information or to register.



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