

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 can help 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 and 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, and other social media sites, are 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.

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