

Social Media to Career June 28, 2013

A marketing initiative...sort of

By [jcatrino](#) on June 28, 2013

Again, my work on an MBA has hindered my ability to blog with the consistency I prefer. Recently I completed work on a marketing communications elective (marketing is my primary focus). In the course, I was charged with doing many SWOT analyses. In laymen's terms, a SWOT analysis (<http://bit.ly/10o7IKW>) is a planning process in which one measures strengths (internal), weaknesses (internal), opportunities (external) and threats (external). In my course, I often measured an organization's marketing communications initiatives through the "eyes" of a SWOT analysis.

With that said, why is a SWOT analysis important when discussing career development? Many career counselors and coaches have suggested job seekers use a SWOT analysis to explore career options, skills, industries, etc. In other words, conduct a personal SWOT analysis. Career coach and consultant, Lisa Quast, provides a nice perspective and "how to" on developing a personal SWOT analysis on [Forbes.com: http://onforb.es/11032aY](http://onforb.es/11032aY). While I think doing a personal SWOT analysis is good practice, job seekers should also measure their social media involvement using this tool. Searching for a job or an internship is challenging given today's economic climate, high unemployment rate and more recently, heightened skepticism about internships (the unpaid variety), but social media has opened many doors for job seekers. But what social media platforms should job seekers be using? Well, it depends on the person. I think LinkedIn is a no-brainer, but what other platforms can be useful? My suggestion...measure!!!! So how do job seekers use a SWOT analysis to measure social media platforms (I'll use Twitter as an example here)? Job seekers will have their own individual answer for each question.

- Strengths:
 - What are the advantages to using Twitter?
 - Does Twitter work better than other social media channels?
 - What is unique about Twitter for job search techniques?
 - How do other job seekers use Twitter as a job search tool?
- Weaknesses:
 - How can Twitter improve for the job seeker?
 - What aspects of Twitter should a job seeker avoid?
 - What are Twitter's weaknesses as a career tool?
- Opportunities:
 - What are the trends of social media as a career tool?
 - What are social media opportunities as a career tool?
 - Are there changes in social media that can be seen?
- Threats:
 - What barriers exist when using social media as career tool? Twitter as a career tool?
 - Is there another social medium available that's better than Twitter as a career tool?
 - What are other job seekers using as social media career tools?
 - Are other job seekers more advanced in using social media as a career tool? Twitter? Other social media platforms?

This is just a small sample of questions a job seeker can utilize when doing a SWOT analysis to determine social media platform usage as a career tool. When a job seeker asks, "what social media platforms should I be using?", career counselors now have a definitive response: do a SWOT analysis!

