



## Industry Research on Social Media Platforms

### Industry Research on Social Media Platforms is useful for:

- Recognizing the value of social media platforms in job and opportunity searches
- Detecting hiring trends within your field of interest
- Identifying unique resources and people who work in areas of your professional interest

### Directions:

Using Twitter, LinkedIn or other social media platforms, do the following:

1. Find one organization and one thought leader to follow within your career interest, profession or industry.
2. Read at least three blog posts or articles posted by each of these (authored by or reposted by them).
3. Using a media platform and media of choice, share 2 interesting things you found.

### Things to Think About:

- What new insights did you learn about your professional interest areas?
- What was surprising and/or inspiring?
- Do you see connections with something you've already done in your experiences (i.e. college employment, service-learning, travel or study abroad, or co-curricular activities)?
- What gaps do you see in terms of gaining entry-level access to this field? Are there any additional credentials or experience you should expect to get to make you more marketable? • What is at least one short-term action step that you can take within the next 30-60-or 90 days?

### Appointments

If you are interested in making an appointment with one of our Career Advisors to review your resume or discuss any other career-related topics/questions, [see which advisor advises your industry of interest](#).

We recommend that first appointments with our office are with a career advisor. In addition, we offer several different appointment mediums to better meet your needs. Choose the medium that best fits your needs.

You can [schedule an appointment](#) by logging into Handshake and selecting the time that works best for you.

### Events and Career Fairs

To see our upcoming events and career fairs you can check our [website](#) or log into [Handshake](#).

### Questions

If you have any questions you can come into the office, call our front desk at (804) 828-1645, or email us at [careers@vcu.edu](mailto:careers@vcu.edu).

### Follow Us

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