SOCIAL MEDIA DAY

Richards College of Business participated in the first Social Media Day coordinated by Sherri Shelnut and sponsored by Auxiliary Services & Aramark March 6, 2012 on campus at the University of West Georgia’s Technology Learning Center.

The event opened with a “Tweet and Greet,” an opportunity for students to browse participating UWG departments and student organization’s displays. Pizza was served amongst the tweets while students engaged with Richards College of Business representatives. Both prospective and current business students were encouraged to “like” the Richards College of Business Facebook page to discover the many ways social media is being used to help them capture critical news and announcements regarding advising, scholarships, classes, and deadlines as well as special events and more. The Richards College of Business’ goal is to use social media as an interactive method to involve and embed students in its culture and experiences.

Richards College of Business had a virtual drawing giving away T-shirts, ball caps and cups. Students had to “like” the Richards College of Business Facebook page to win.

Winners were: Emily Thompson, Ashley Lemley, Alimot Odewale, Briana Williams, Allison Bilbo, and Timothy Elder.

Following the Tweet and Greet, students learned how to use social media as their advantage as a tool in career building in a session lead by Keith Meade, CEO of What’s Up Interactive. Meade noted how social media is used by both employers and job seekers in matching people with jobs. He advised students to make their profile who they are, “Make sure your description matches the person you are and is up to date.” Meade said pages should have information about recent jobs, even if the jobs were internships. Profiles should also “show job skills, social skills and be very content – oriented.”

Meade offered the following tips in making the most of social media:

- Always think before you post
- LinkedIn is incredibly critical in job searches
- Monitor social media daily
- Respond quickly
- Brand yourself by making sure your pages “ooze” passion for your area of interest

Meade said, “Employers today are looking for people who know social media, who can talk about it well and who know mobile development.” He added, “You should communicate well, be a quick responder and can use may types of software packages well.”

Other similar events are planned.