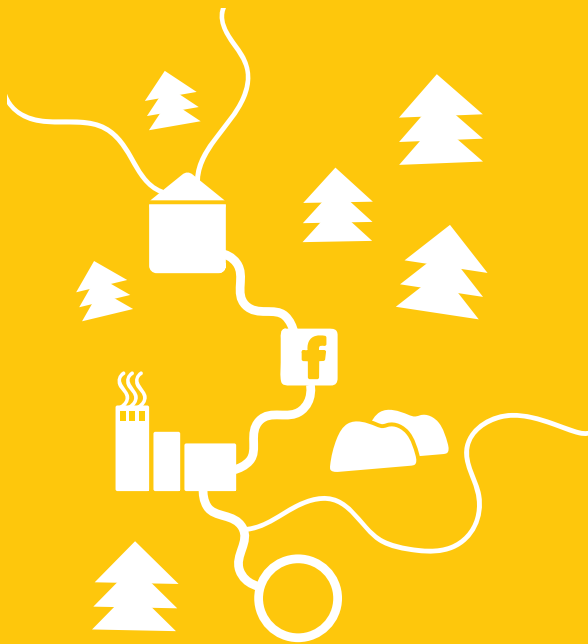


ALEKSANDRA MEYER AND THOMAS KORKALAINEN (EDS.)



# The Junior Woodchuck Guide to Social Media

## THE JUNIOR WOODCHUCK GUIDE TO SOCIAL MEDIA



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# The Junior Woodchuck Guide to Social Media

## CONTENTS

Preface	6	Through Portfolios into the professional community	36
Fazer’s Chase for an Online Expert	9	Metropolia Career Services and Social Media	43
Avoid Getting Caught as a Prisoner of Human Resource Information Systems	18	How to Apply Social Media to Job Search —Case JobiJobi!	57
The first steps towards Target-oriented Online Presence	24	Operating in the Realm of Social Media	63
		Principles of cloud services and applications	68
		10 Golden Rules for Engaging via Social Media	74
		Authors	82

# Preface

This micro book, a shortened edition of its Finnish equivalent, examines the new opportunities that social media can offer to the recruitment process. In the spirit of a survival guide some of its authors have spiced their articles by hints, advice, rules and warnings. However, the book does not only focus on finding a job or employees, but offers a wider perspective on online influence and visibility in general.

Since the format of this book only provides limited space, these articles do not lead the readers deep into the recesses of social media. It rather offers a set of personal experiences, thus giving an interesting overview of

the different tools that can be used in order to achieve certain goals.

Networks have enormous potential. Therefore it might not come as a surprise that we made use of social media when looking for authors for this publication. Thanks to word spreading quickly and a few hints and queries, we were able to form a set of multi-vocational authors. It included experts from our own organization (project staff, co-ordinators, and teachers), ideas from other higher education institutions and projects, and the business point of view. All these different perspectives were embraced with open arms and enthusiasm.

The project behind this publication, administrated by Helsinki Metropolia University of Applied Sciences, is called Reitin – which, by the way, means ‘router’ in Finnish. It has been operating at the interface of education to employment, building routes from studies to working life. The project has thus been working with students and their possible future working life partners.

Social media, recruitment and thesis work have been the project’s main focus from the very beginning.

These three areas have been connected through a service called PROksi (proksi.metropolia.fi), an online environment established by the project.

This book would not have been possible without its authors. We would therefore like to give our warm thanks to everybody who has contributed to the original work and its English equivalent – especially Tiina Niiskanen from whom the idea of a translated version originally came from.

All and all, installing new types of working practices into our own and our partners' routines can occur in several ways – may this book be one of them!

Helsinki, Wednesday, 25 June 2014,  
*Aleksandra Meyer and Tuomas Korkalainen*

# Fazer's Chase for an Online Expert

KATI SULIN

TRANSLATION: ALEKSANDRA MEYER

Our job announcement stated that we were looking for online experts – that is, specialists in digital marketing and communications. In line with Fazer's usual recruitment process, we released a job announcement via the recruitment portal Monster.fi and on our own website.

However, in this search process we decided to skip the traditional printed announcement on the daily

newspaper's Sunday supplement and invest in social media instead. This seemed natural since this type of Soon afterwards things started to happen. First, a Twitter campaign with the title #Hirewepsi ("Hire Wepsi") was launched, and another called #Neafazerille ("Nea to Fazer") followed. In practice, there were two creative women who appropriated these hashtags and began to encourage colleagues, friends and acquaintances to recommend them to Fazer as most suitable candidates.

Both seemed to have excellent networks, since recommendations started raining down in a commendable pace. Tweets came from all sorts of people both from Finland and abroad – they ranged all the way from advertising agency executives to ex-colleagues. What a great proof of working skills this was, showing the ability to get people actively involved in the issue they were promoting!

And that was not the end of it. YouTube applications were next in line, and it has to be said that a video says more than a thousand words. In addition, I respect the effort and time that people put into the script, filming

and special effects of their video clips. A conversation with a slice of toast in video format is something that sure enough raises emotions.

What you order is what you get. In the job advertisement, we decided to encourage people to use social media creatively, and these present-day online experts most certainly knew how to do it. Things have changed from the past. Back in the day, applying for a job was like big state secret: one only opened up about the process to good friends. The application was written during the dark hours of the night and was delivered in a sealed envelope. However, transparency has now arrived in the search of work.

At some point during campaigning I wondered if all these people's current employers were following the application process with equal excitement and interest as I did.

## **How the Ecosystem Actually Works**

In practice, we published the job announcement on the "monster.fi" and "fazer.fi" addresses. When the content

was published, we were able to share the link on different platforms. However, the first critical reflection came when we had to decide which of the two links should be shared – the one on Monster or the one on our own site. Strategically, it would have been desirable to control the potential job seekers through our own web service – in that way they would have immediately had all corporate data sources available.

This being said, a degree of hesitation followed. Visually, Monster’s announcement was much more beautiful and would pay court to our soon-to-become online expert with a page with a beautiful pink background – and most importantly, a picture of nothing less than our mouth-watering raspberry tartlet. What an appetite-arousing image! It occurred to us that a white-background, text-based, matter-of-fact job advertisement on our own page would not have aroused equal emotional reactions – all it did was give platonic information. Therefore, with regard to our social media posts, we redirected our applicants to the Monster recruitment portal. You can be assured that the development of our own fazer.fi

recruitment section rose to the top of our to-do lists after this experience.

I myself was the one to take care of the actual message exchange in social media; in that way I was able to handle all of the conversations from start to finish. I wrote the first post on Sunday through my own Facebook profile, referring to the established role of the job section on the daily newspaper’s Sunday supplement. When writing on my timeline, I started a discussion on whether Facebook could act as a virtual replacement of the Sunday supplement’s job announcements. This post aroused a brief discussion, and the end result was that I had to promise a kilogram of “Fazer Blue” chocolate as a reward for the tip that led to the recruitment.

The biggest torrent of conversation was on Twitter, where we posed the question if anyone was interested in a job in the world of tastes. The ones interested kept asking for more information, mostly considering the offered option to do distance work. Chains of tweets were born around both the @FazerFinland and the @kati\_sulin profiles.

With regard to direct messages (DM), I asked to send them through my personal Twitter profile. One of the job seekers had already been quick enough to advise that DMs could only be sent if both parties followed each other on Twitter. This was, however, already familiar to us, leading to a policy that we started following everybody who in some way took part in the discussion about the on-going recruitment.

Several endorsers and job candidates actually contacted us via DM messages, and the topics varied from questions to praise. The announcement was on for a week, and phone hours for additional conversations were offered on Monday and Friday. During these days I informed our followers on Twitter and LinkedIn about the possibility of personal telephone discussions. On Friday, we even got a message that there were enough reminders of the recruitment process, probably suggesting that people were starting to see these posts as unnecessary spamming.

We also tried out launching the job advertisement on Facebook, that is, the “Fazer Finland” Facebook

Community. The feedback was positive; there were up to 185 likes and a couple dozen of comments. However, the mandatory electronic application form had a question on how the applicant had been informed of the open position, and it eventually came out that there were just a few applicants who had found out about the job announcement through Facebook. Twitter was undoubtedly the strongest information channel in this campaign.

Finally, I will shortly mention Google Plus (Google+). All the companies that develop themselves do naturally have to be aware of the latest trends. This being said, I used my own personal profile for discussions on Google+. I shall follow with interest what the Business Edition of Google+ brings with it.



## **Tips:**

- Do not hesitate to include social networks to support job advertising, especially if the open position requires online expertise.
- If you announce an open position through social networks, make sure you reserve enough time for online conversations, as people will be asking the same questions about the open position as they would via e-mail and telephone.
- Especially if you are using networks established through communicating with your own name and face, be sure to thank people for sharing the information, commenting and the rest of support provided for your announcement.
- If applicants are given the opportunity to send their CV, application, and work samples in different formats (video, blog, pictures, flash), make sure that the people processing these applications have the necessary IT skills to go through the material.
- If you start a recruitment campaign online, make sure you do it with style from the beginning to the end.

The Finnish version of this text was also published in the guest blog of the Markkinointi&Mainonta magazine on 2.9.11 and my book Digimakupaloja – 100 päivää online-dialogia (Digital Treats - 100 Days of Online Dialogue).

# Avoid Getting Caught as a Prisoner of Human Resource Information Systems

RISTO SÄNTTI

Human Resource systems within organizations are broad, extending from core strategy support to various minor practical tasks and issues. HR information systems are aimed at supporting many different tasks in this sphere. A major problem in HR ICT systems seems to be the

systemic complexity of related needs, as well as a continuous change in these. HR ICT systems need to be flexible, and capable of adapting. The system developers should be able to comprehend the variety of user needs, and react to them in a broad way. This seems to be a considerable challenge. When organizational realities change, the HR system user needs to change in line with them. The wishes and abilities of organizational actors evolve constantly, and are different at different points in time. When needs change, so do the demands made of the systems.

Choices concerning the criteria for the properties of HR information systems often need to be taken with only incomplete information available, in the midst of specific cultures and mindsets or of partial optimization, and with limited resources available. Building HR ICT systems within organizations is a time-consuming and expensive endeavour. The adoption of some of the existing HR ICT super-systems means having to accept the logics and properties defined by the developers of the system. Those parameters may have been set many

years previously, in a considerably different organizational context, as well as amidst a different understanding of HR information needs.

If the system modification and renewal options are built-in (a situation that seems to be the baseline reality) it is very probable that what is purchased will not offer an ideal fit with the organizational needs. Of course the buyers often have the option of modifying the system properties of what they acquire, but it is likely to be a prohibitively expensive undertaking, at least to achieve the desired performance level. As a result, the overall functionality (and with it the value) of HR ICT super-systems is limited, and may even hinder sensible and effective utilization of the core HR processes.

In relation to competences, HR information systems contain both some very interesting opportunities and some potentially damaging pitfalls. Starting with the risk side, there has been a tendency towards massive competence recognition systems. The recognition of a broad array of various competences fits well with the logic of IT systems. Unfortunately, information about

everything that organizational actors can and should master is something that is rarely needed as such, and is also difficult to operationalize. The competences needed in each and every work task vary enormously, and trying to recognize, sort, and prioritize various skills and abilities can absorb a great deal of time. There are various core, strategic, and basic competences that may emerge on organizational, group and individual levels. Some competences must be recognized, while knowledge of others may be far less important. Compiling massive competence listings seems to be a time consuming and largely fruitless activity.

A potentially fruitful role for HR information systems might be found in the definition of competence needs and in the agreement of competence development activities. Individual competence development targets, agreed upon in development discussions, can be gathered through fairly simple system solutions. From these, a summary of the needs of organizational competence development can be defined in order to find, produce, or buy competence development solutions that

answer just these needs. A rotating competence follow-up system would make it possible to follow up developments in the competences needed. All this could, and maybe should, be done with light and simple system support. Overall, it makes sense to recognize which areas of organizational competence management would benefit from system support, and which would not. It may be a surprise to find out that many areas of competence management neither need system support nor benefit from it.

The potential of HR ICT systems to assist recruitment and competence development in the post-selection phase offers interesting opportunities. The key is to develop simple and flexible usability that emphasizes applicant needs. This is unfortunately not always the case. A system-centred user interface probably informs the applicant about something relevant concerning the recruiting organization itself. Much ground is lost immediately if the first contact with the potential new employer organization leaves the applicant with the impression that he or she is dealing with a faceless bureaucracy.

The recruiting organization should be present and visible in an easily accessible way on the social media sites used by its employees; in other words, the employer needs to operate in prevailing services. It is through those prevailing services that potential applicants – who may not yet have knowledge of or interest in the organization – might be persuaded to familiarize themselves with it.

In the recruitment process itself, a recruiting organization should aim to distribute application forms that are flexible and invite potential applicants to express themselves in a personal way. Those applicants who are in the initial stages of contact with the recruiting organization are probably only marginally interested in it and may withdraw from the application process if it is too onerous. Long application forms asking rigid questions are not advisable. In order to encourage possible applicants rather than deter them, an interim solution for an organization in the process of developing a new set of application forms would be to waive the application form's currently prevailing requirements forcing applicants to fill every single field on the form and to do it the "right way."

# The first steps towards Target-oriented Online Presence

JUSSI LINKOLA

I have been working in a project called Vyyhti, whose goal has been to promote and develop networking, entrepreneurial activities and co-operation in the field of culture and creative industries (Vyyhti 2012a). In order to familiarize our target group with the ways of realizing these objectives, we created the concept of electronic

exercise clubs. From a micro-entrepreneur's perspective, their purpose was to support the creative usage and application of web-based tools (Vyyhti 2012b; Linkola 2012, 6). From the point of view of students, we highlighted the possibilities that an electronic portfolio could offer in presenting modern knowledge to interested parties.

When describing the basic tools and skills upon which a target-oriented online presence can be built on, I shall use the planning and realization of the e-portfolio and electronic exercise clubs as examples. In addition, I will present findings and recommendations that may be useful to those starting to operate online.

## **Target-oriented Online Presence**

What does target-oriented online presence actually mean? The Internet and the range of applications it offers provide an inexhaustible store of information and entertainment – texts, movies, music, games, and so on. Tons of opportunities for communication, sharing ideas and developing new individually or collectively implemented content production are at hand. The utility and futility of

the content and services can be individually experienced, but an awareness of how to channel one's own activities can produce clear results as an alternative to ignoring the web or working without a goal.

In my opinion, target-oriented online presence equals active online participation and social media events. This means that targets are set for each activity, results are evaluated and measured, and finally, measures are re-targeted on the basis of assessment.

## **A Blog Site - The Foundation of Online Presence**

The web is a changing environment. New services are created and existing ones evolve; some of them remain in the slow lane or run out of business. If you are operating in the field in a target-oriented manner, it is necessary to follow trends and react to the changing landscape. Even more important is to create a stable foundation for the actions that is not dependent on external changes. The best tool for this kind of long-term development is a blog-based website.

In terms of findability, the individual homepage is critical to the company or the person in question. It ensures that we are easily located and that the desired message and image are transmitted to the visitor – a person who has succeeded in finding us on the web through active search, a recommendation, or surfing the web.

A blog extends the possibilities of applying the website for different purposes. It allows us to communicate, inform, comment or take stand on things, and demonstrate expertise and know-how (Aalto & Uusisaari 2010, 93; Kalliala & Toikkanen 2009, 41; Kortesoja & Kurvinen 2011, 72–74; Wikipedia 2012C).

For example, professionally written blog entries dealing with one's own field of business will remain as "baits" in the vast ocean of information. In order to examine if something is caught in the net, people will pay visits to it in unexpected contexts and at unexpected times. A well-sustained professional blog is a gripping surface expanding from entry to entry, allowing us to build and bring out our expert identity, generate interest and stand out. Through a blog we can get anchored into

this surface and keep it under our own control, and use third-party services in an agile manner according to our own needs.

We can also create a portfolio through the means of a blog-based site. When carefully designed, it can serve professional life in various situations (Laasonen & Linkola 2012). In the Vyyhti project's electronic exercise clubs and e-portfolio workshops, the design and creation of a blog site were practiced through the blog platforms WordPress and Blogger.

### **Harnessing Information Flows as a Means of Prioritization**

In addition to building a website and blog-based online visibility, the environment has to be monitored. We must learn how to find useful and inspiring information than can have an effect on one's professional development. It can be found, for example, on competitors' and partners' websites, through inspiring influencers and thinkers, newspapers and online magazines, as well experienced hobbyists' blogs. Since following all of this is not possible,

one has to learn how to find necessary information when needed. Moreover, this should be rationalized through the use of a feed reader in order to follow constantly updating online sources.

Looking up information on search engines is worth practicing because it shows the usability of web content in practice: if you cannot find any information or end up on a page difficult to use, make sure you do not repeat the same mistakes on your own page! Observation is the best way of teaching how to reflect on our content from a random visitor's point of view. It helps us think about how the message can be formatted in such a way that the interested party can find the page, understand it, and, if choosing to do so, share it to others.

The use of a feed reader allows us to follow numerous frequently updated online sources efficiently and effortlessly (Aalto & Uusisaari 2010, 103; Kalliala & Toikkanen 2009, 19). If you invest half a day to get introduced to the feed reader, the effort will pay itself back in a few weeks, as the wading through recent updates can stop and the focus can be shifted to the content.

## **Starting a More Versatile Communication and Co-operation**

When your findability and search skills are in good condition, it becomes natural to more broadly identify the opportunities of the web. It is thus the right time to participate and interact with others. At this point, it means making good use of different networking equipment and social media as tools for the exchange of ideas, a multi-lateral means of communication, and production tools for co-operative content production. This field is in a restless state of new, changing and ceasing operations, but it offers the potential to enhance work and cooperation.

A classic example of a network made possible via co-operation is the online encyclopedia Wikipedia. Started in 2001, it is a massive project based on voluntary content providers (Wikipedia 2012a). The use of a similar centralized approach can be successfully used in much smaller projects, where a suitable web platform can be utilized for functions such as project management, collaborative writing or producing teaching material (Laasonen 2010, 19-25; Linkola 2011, 7-11). In the

same way, more advanced cloud services can be used to transfer operations to the web that have traditionally occurred on one's personal workstation.

In the Vyyhti project's electronic exercise clubs, this kind of co-operation was practiced using the Google Documents Office software and Google Drive, which together constitute a versatile service package. With the help of Google Docs, it is possible to create, publish and share content such as text documents, presentations and spreadsheets through applications running in a web browser (Google Docs Help 2012). The first step towards the world of cloud services and online-transmittable collaboration can for example be an article, a plan, or notes written simultaneously in a joint text document.

There are a number of different web services suitable for collaborative activities and communication addressing different themes and topics (Wikipedia 2012b). It is good to be open towards new services and to explore the use and the logic of their operation. It is, for example, worth assessing whether your target audience within the users is reachable through the service,



whether it includes useful content or whether it can otherwise be utilized, say, as a collaborative tool. The range and quantity of these services is worth keeping under control; resources should be given to the tools that benefit you most.

Additionally, one might be tempted to entirely focus their web presence to Facebook because of the large number of users and its becoming a part of people's everyday. However, the continuous changes in the service's features and functions may also cause unwished surprises. An example of this is when the visibility of page updates to followers was made subject to a charge (Copeland 2012). Since it is not possible to predict such changes made by each individual service, it is good not to focus too much on a single channel but to diversify one's online presence and use tools picked in accordance with individual objectives and resources.

A recommended course of action therefore is long-term, blog-based website development. As a complement, the utilization of various services for content publishing such as Facebook, Twitter, LinkedIn,

Vimeo, and Flickr, are the best way to expand one's on-line presence through cross-linking and service-specific communication.

### **Web Services Mentioned in the Article**

- Blogger (<http://blogger.com/>)
- Facebook (<http://www.facebook.com/>)
- Flickr (<http://www.flickr.com/>)
- Google Docs (Drive) (<https://drive.google.com/>)
- LinkedIn (<http://www.linkedin.com/>)
- Twitter (<http://twitter.com/>)
- Vimeo (<http://vimeo.com/>)
- Wikipedia (<http://www.wikipedia.org/>)
- WordPress (<http://www.wordpress.org/> & <http://www.wordpress.com/>)

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# Through Portfolios into the professional community

LEENA BJÖRKQVIST

In this article, I will discuss the first steps of creating online presence with an e-portfolio, especially amongst students and young professionals. As a lecturer in Cultural Management, I teach students how to make their achievements and abilities visible and compare them to the competences needed in their own sector.

For each student, the learning process is unique, and it is part of a teacher's job to guide the students towards an individually suitable goal. However, the

marketing of one's own skillset is not always easy. According to my own experience, the trickiest part is to recognize and define one's professional competence and goals. You can test this claim for yourself by trying to answer the following questions: What are your most important professional competences? How would you describe your use of them in a professional situation? I have posed these questions to both professionals and students, which has shown that answering them is rarely easy.

According to the PORTOLANO project (2007-2009) , it is the lack of clear definitions and acknowledgement of existing skills in arts and culture that makes it difficult for professionals in that field to evolve, to envisage a career change or to enjoy geographical mobility. The project focused on working with competence portfolios, and the production of guides regarding the making of virtual portfolios. In my own work, I have applied guidelines available on the webpages of the Portolano project.

## **Demonstration of Skills - the Heart of Competence Portfolios**

Originally, portfolios were a compilation of the best work samples of photographers, models and architects, mostly made for marketing purposes.

In the visual branches, pictures speak for themselves. These kinds of portfolios are a clear of marketing your own skills and convincing others of your competence. Collecting your best work samples into a stylish ensemble is a way of convincing both others and yourself about the quality of your skills. Little by little, the usage of portfolios has spread out across other creative industries and schools.

Portfolios can be divided into marketing portfolios and competence or skillset portfolios. Marketing portfolios are websites designed from the point of view of a customer or a viewer. Competence portfolios, on the other hand, highlight the journey during which the understanding of one's skills becomes clearer – in this way its author can start defining his or her goals and competences from their own perspective and not according to the

expectations of others.

A central part of compiling a competence portfolio is collecting and organizing all documents exemplifying the author's skills and knowledge. These can be personal or belong to a collective work – such as written documents, images, pictures, videos, and illustrations demonstrating the participation in different projects. In addition, official diplomas, references, job descriptions, recommendation letters etc. are good to have at hand.

However convinced of your own professional skills you may be, it is important to consider whether others deem your trustworthiness in the same way. When compiling a portfolio, the most important issues are ownership and the power to define one's own achievements and abilities – yet another reason to include official diplomas and references. Having supervised a great deal of portfolio compiling, I have yet never stumbled across faked material or intentionally misleading information. In future, such a thing might happen, but so far everybody has only been sincerely excited, as one student put it, "to the be centre of the universe".

From a student's point of view, a successful portfolio is a journey during which one's own skillset becomes more tangible and an interest towards compiling a portfolio remains a tool for lifelong learning. After their second portfolio workshop, first-year students expressed an increased understanding of the contents of their degree. The process of working their professional history and philosophy into a form that others could understand also helped them to comprehend their professional choices more deeply and to look towards the future. When working with virtual portfolios, you do not have to suffer from the "blank page syndrome" since you can, for example, work with the pictures and layout if writing temporarily seems difficult.

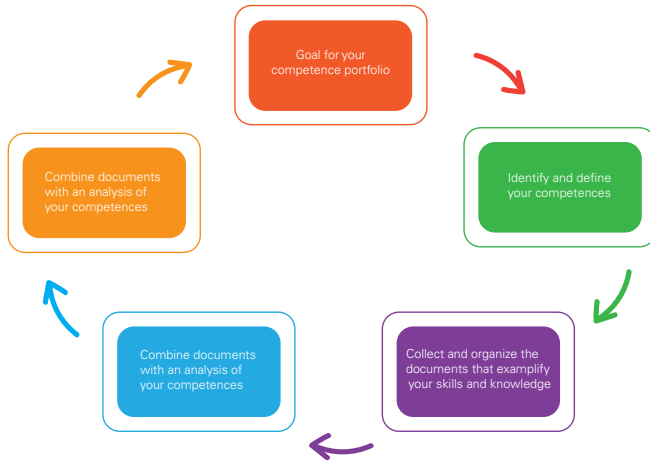
The making of a competence portfolio is a part of the final stages in the education in cultural production. So far, many have expressed plans to convert their skillset portfolio into a showcase portfolio that can be used to market one's skillset. Here's how one student put it in the spring of 2012:

"The course opened up the concept of a portfolio

in a new light. What exactly is a portfolio and how can it be beneficial as a tool for a producer? Although the portfolio I compiled during the course will still need some fine-tuning to find its final form and content, I nevertheless put it online in the hopes of someone finding it through Google and offering new professional opportunities. As soon as I will finish the portfolio, I will be able to offer it to anybody requiring it, especially potential employers. I also became interested in founding an own, personal website using the Wordpress platform."

Many want their portfolio to be a marketing tool for their own skillset: "You would want your portfolio to be something you can link people to when you are searching for a job – without ever having to think twice. "

The main goal is not so much to learn new professional skills, as to understand your own capability, knowledge and attitude as a whole with a past and a future. "I went on the [e-portfolio] course in order to better understand what I want to do and what I have to give. I feel like the knowledge already is there and that I just have to re-structuralize it to make better sense of it".



### Websites mentioned in the article

- Portolano Project (<http://www.itinéraires.fr/ePortolano/>)
- Wordpress (<http://www.wordpress.org/> & <http://www.wordpress.com/>)

# Metropolia Career Services and Social Media

TIINA NISKANEN

### Old Service, New Tools

Since 1998, I have been working for the Career Services at EVTEK University of Applied Sciences, and after the 2008 merger with Stadia University of Applied Sciences, I continued in my position at the new Helsinki Metropolia

University of Applied Sciences. At some point, I noticed more and more discussions about social media in recruiting and job search and was curious to see how Metropolia Career Services could make use of various applications.

### *Pioneering Experiments*

I created platforms that were all meant to encourage employers and job seekers – both students and alumni – to participate and find each other. Being among the first in Finland to test new tools, Metropolia Career Services were promoting Metropolia as an organization that keeps abreast with time.

Even though I developed and tested applications independently, I got a lot of help from my networks in and outside Metropolia University. I searched for recommendations and general guidelines even if I was not able to fully follow them with the resources available. A good tool can be used for many purposes – up to such that were not all intended by the designer. Here it was not important to use tools in an orthodox way or like everyone

else did, but in a way that was useful for my customers – students, employers, alumni, and staff.

On a general level, I loved the overall sharing spirit of openness and helping around social media. Agile, iterative and experimental development styles were also accepted alongside traditional planning. This was also born out of necessity, since this field and its applications are undergoing a constant change.

### *Applications: Primarily in English and From Personal to General*

Because there usually is less information available for our English-speaking students than for Finnish-speakers, I decided to make the social media platforms primarily in English. After all, 14 out of 65 of Metropolia's Degree Programmes are in English.

Before starting to think how social media applications could help Metropolia Career Services, I always first tested them on personal profiles. I wanted to pilot as many applications as possible and see which of them might interest people and stay alive.

In spring 2010, I got green light from my boss for using some of my working hours to explore the possibilities of social media for Metropolia Career Services. Initiated by the Communications Department, there was also a cross-disciplinary meeting among Metropolia's social media enthusiasts, where we brainstormed and discussed possibilities and guidelines. All kinds of staff members, ranging from the IT Department to the library and the student affairs office, took part in the meeting.

Little by little, when time permitted, I created an online presence in the following services (launch time in parentheses – first date signifying the launch of a personal profile, the second one for our Career Services):

- Twitter (3/2010, 6/2010)
- Facebook (12/2007, 9/2010)
- LinkedIn (7/2007, 10/2010)
- Wiki (-, 2010 2011)
- Paper.li (2011, 2011)
- Google+ (7/2011, 11/2011)

All of these could be used for searching for information and jobs, but Paper.li doesn't help you in networking or personal branding (neither does a wiki, unless you put your name on the pages as a contributor).

**Twitter. Follow for visibility, headhunt or job hunt actively!** A Twitter account seemed easiest to set up, so I started with it. I chose @MetroCareer as the handle. I got tips from e.g. Ilse Skog from Metropolia's Communications Department and from Jussi Linkola from the Degree Programme in Media. Metropolia's Media Centre Valo made the profile and background images, and the Communications Department approved them.

However, I did not have something original to say all the time (e.g. marketing our own events), so the first idea was to gather example lists of employers (e.g. according to area or industry) and career info providers for students. If I would have found our students in the service, I could have made list of them, but many students did not mention their school in their profile. Later I also auto forwarded posts from the Career Services Facebook page and let the Paper.li magazines I created



generate automatic tweets for the account. To make the account stream more alive and interactive, I also started to retweet job offers.

In May 2014, @MetroCareer was the most followed Twitter account of Metropolia with over 1 000 followers.

**Facebook.** *“Employers and Metropolia’s job seekers: participate, get visibility and find each other! Job ads and CVs welcome!”*

Because the length of the Facebook page name wasn’t as restricted as with Twitter, I named the page bilingually as “Metropolia Career Services – Metropolian rekrytointipalvelut”. As with Twitter, I got images from the communications department.

The concept was to offer a joint forum for employers’ job ads and job hunters’ links. The employers embraced the idea, but no job seeker did actually post a link to their portfolio, promotional video, homepage or LinkedIn profile.

The changes the Facebook user interface has undergone since the launch of the page in 2010 have

constantly made the page less useful: the Timeline put the job ads in a separate box where they were harder to find, and the visibility of the page posts for the followers has become worse all the time.

**LinkedIn.** The IT lecturer Erik Pätynen, probably the first to spot the new feature, originally made Metropolia’s company profile on LinkedIn in 2010. I asked permission to be added as an admin and inserted, for example our Degree Programmes and Career Services into the profile. As an employee of the Career Services, I could for example have posted reminders for graduates and summer job seekers.

I then promoted the possibilities of LinkedIn to Metropolia’s HR and Communications departments and Alumni Relations Coordinator. After this we got more admins, and additional image material from the Communications Department.

**Wiki.** At a certain point I did not have a good place to save links for the use others and myself. However, I attended a workshop by the VALOA project where we were encouraged to try something new. This is when I

chose to explore a flexible, open and crowdsourced wiki. It took me quite a while to figure out a bilingual structure, but in the end, the crowdsourcing idea did not take off and I also realized the links would soon be outdated.

Nevertheless, I had a great learning experience with the help of colleagues such as Petri Silmälä from the IT Department (wiki technique), Jussi Linkola from the Degree Programme in Media and the Vyyhti project (wiki platform), Vesa Linja-aho from Automotive and Transport Engineering (crowdsourcing, licencing) and Tarmo Toikkanen from Aalto University (licencing CC BY SA).

*Paper.li* Paper.li is a service turning the tweets you follow into a digital paper that is visual and easy to browse. I think I got the tip for using the application from Päivi Ylitalo-Kallio at the Metropolia library. Later I ran across another similar app called Tweeted Times.

I made two versions of digital papers for the Career Services. "The Metropolia Career Daily" chooses tweets from all accounts that @MetroCareer follows, "The Jobs in Finland Daily" those tweets that contain at least one job search related hashtag.

*Google+.* As soon as I received the news from my colleague Petri Silmälä from the IT Department that the business pages on Google+, were opened, I felt eager to test them. Because the service was much less used in Finland than Facebook, it was easy to gain visibility for Metropolia's brand on for example CircleCount.com's ranking of the most followed Google+ pages in Finland.

For a joint forum for employers and job seekers, Google+ has not been as interactive as Facebook. This can for example be seen in that the employer or job seeker cannot post on the business page otherwise than by commenting on posts by the page. However, for job seekers looking for opportunities outside Finland, the service is well worth exploring.

*Wordpress.* I have used a personal Wordpress blog for documenting some of my work with social media at Metropolia Career Services.

### *Challenges and Possibilities*

Even if I was enthusiastic myself and got reasonable organic success with my social media experiments, I did

not manage to inspire and convince Metropolia's Career Services network so that it would actively have marketed the possibilities to students. After our supporting team for the Career Services was terminated in October 2013, the future for the social media presence I have built seems uncertain.

### *Resources and Team Effort*

Since being something new which people did not have the time for or the interest to explore, social media applications were easily pushed aside.

I did not have the same authority as our Communications Department to instruct the staff to do guerrilla marketing with the help of e.g. slogans and social media addresses in email signatures. A message to students now and then from a distant supporting team member like me could not have the same effect as a network of 20 staff members closer to students.

However, I did sometimes use our intranet to post job ads that had come via social media channels – simply to promote the channels and show that there really is

valuable information available.

Developing service concepts and brisk customer service also requires time in social media. Because the working time allocated for social media was never specified and I was so enthusiastic, I did part of the experiments on my own time. Since I wanted to test applications relatively broadly, I did not have enough time to update, develop and react to system changes – on the contrary to e.g. Metropolia's main page on Facebook which has several administrators running it.

### *A New Approach*

Generally speaking, I see potential in recruiting and social media, but not in the sense that all job seekers would in future do a social media campaign when seeking for a job or aggressively build their personal brand online.

The more interesting thing I learned with my Career Services experiments is the broader idea of openness and connectivity, reciprocal helping – even in the spirit of paying it forward – and how these aspects aid all parties in functioning more effectively and satisfactorily.

In addition, social media would fit nicely with the profile Metropolia has chosen for itself as facilitator of networking between higher education institution experts and the labour market in the metropolitan area, and activator of social dialogue

### *Tips for the Job Seeker*

Apart from the job ads on Metropolia's intranet and the nationwide recruitment system for universities of applied sciences Jobstep.net, it is good to remember the possibilities of social media. Here are some tips:

1. Follow Career Services, interesting employers or subjects (e.g. LinkedIn groups, Twitter hashtags #vacancies, #career, #jobsearch, #jobhunt and #careersadvice).
2. Participate in discussions; share your know-how, link to your own profiles.

3. Promote yourself as a job seeker, link to your own info (homepage, portfolio, LinkedIn CV, promotional video on YouTube etc.).
4. Act responsibly online – the web never forgets.
5. If you wish to be found, do not hide. If you wish to be found as Metropolia's student or graduate, mention Metropolia on your profile.
6. Building networks takes time both in real life and in the virtual world: do not leave it to the moment of graduation.
7. Think how you wish to present yourself to employers interested in you and to what kind of employers you wish to appear interesting (an ad agency and a tax office probably require a different approach)
8. Think about what your user name (not always for you to choose), writings (comments, discussions, posts, blog posts) or other online activity (Facebook page likes, Twitter accounts you follow, your network size in different services) inform about you to a recruiter.

9. *NOTICE! In Finland a recruiter is allowed to search for information about an applicant online, but it should not affect the recruitment process in any way. Since this is impossible to do in practice, you often hear said that you should not google applicants.*

### **Web services mentioned in the article**

- Metropolia Career Services <http://www.metropolia.fi/en/services/career-services/>
- Metropolia's Intranet <http://tuubi.metropolia.fi/>
- Wiki <http://wiki.metropolia.fi/display/careerservices/>
- Personal Blog
- <http://tiinaniskanen.wordpress.com/>

# How to Apply Social Media to Job Search –Case JobiJobi!

ANN-CHRISTINE WAHL

Using social media in job search does not appeal to everyone. Despite being a very social medium, many still consider social media a private area. During the past 10 years, job search has been massively digitalized. Already, 93 % of employers are likely to use social media to screen the candidates.

When correctly used, social media can work as leverage in job search. In addition, it can be a means of

communication, and establishing a professional online profile. 78 % of recruiters have successfully hired a candidate who was identified or introduced through a social network or social media.

The JobiJobi! service has been studying the growth of social recruiting in Finland during the past three years. The aim has especially been to improve young peoples' job search skills in social media and collect useful information especially to the project blog.

## **Online Image**

People are increasingly spending time on the Internet, which also reflects to the size of the user's digital footprint. In Finland, screening candidates on the Internet is not against the law, but using the information to make a recruiting decision is. This is practically impossible to monitor. Many employers also see that it is their right to search a potential employee's background before hiring.

This is why every job seeker should do a search engine check on themselves and look at the results from the employer's point of view. In general, employers react

negatively to pictures of alcohol consumption, references to illegal drugs, profanity and spelling mistakes. Volunteering and membership in professional organizations gather positive attention.

If the search results do not support the desired professional image, it might be a good idea to clean up some of the material from one's own channels and check the privacy settings. The Internet has a long a memory and because of this, pre-moderation is always easier than trying to fix the problem afterwards.

## **Networks**

When looking at today's job market, good networks are almost as if not as important as work experience. Social media is a great place to establish your presence in professional circles. Great places to network are for example Twitter and LinkedIn.

Twitter is a home to professionals from various fields and also a good place for job hunting. On Twitter, discussions are more factual and fast paced compared to Facebook. One can gain followers by participating

actively in discussions and sharing interesting content. It's also easier to get in contact with corporate HR representatives through Twitter than email.

LinkedIn is a social media channel purely intended for job search and recruiting – already the user's profile page is formed of their CV. People usually connect with past and present colleagues, but the LION tag after a user's name indicates that a person is also open to network with unfamiliar people. In addition, there are various active discussion groups on LinkedIn, which are great places to get introduced to other professionals from the field.

## **Expertise**

Traditional job applications leave next to little space to present your expertise. Social media gives concrete tools to demonstrate your skills.

The best way to demonstrate your expertise is to engage in conversations and being useful to other users. Listening is also a skill worth bearing in mind. Expertise is not about imposing your services and blocking everybody's stream with an endless amount of 'interesting'

links. One should be wary about what to share and always be sure to comment them in some way.

Social media works like a grapevine; good as well as bad reputation spreads fast. In best cases, other users recommend people with a good reputation through social media. In this way, social media connections can prove very valuable.

## **Portfolios**

Online presence rarely limits itself only to one social media channel. Although some people want to stick strictly to the official online portfolio, it is becoming more and more common to add social media channels to a job application. There are several services (e.g. about.me and flavors.me), which allow you to gather all your links and a little description of yourself, all under one page.

## **Why Social Job Seeking?**

Social media add versatility and depth to job search. Firstly, this is because a job seeker using social media gives the employer a more profound picture of him/herself.

Secondly, the employer does not have to go behind the job seeker's back to obtain more information.

If interested in social job seeking, it is only a matter of finding the best-suited social media channels for oneself and getting to know them profoundly. Furthermore, one should only be using social media in job search for the right reasons. Using it only "because one should" rarely results in anything good.

## References

Jobi blog ([www.jobijobi.fi/jobi](http://www.jobijobi.fi/jobi))

Jobvite Social Recruiting Survey 2013

# Operating in the Realm of Social Media

RISTO SÄNTTI

This is a quite personal account of what operating in the realm of social media can involve. I present some issues that my professional experience suggests may be worth considering.

My business experience was gained in the field of human resource management in large multinational organizations. The dominant focus of my work has been on competence development, with major side tracks on fields such as recruitment, personnel selection, talent management. My present responsibilities at the University of Vaasa lie in the field of the networked university, which is an area gathering momentum in a rapid pace.



Social media is interlinked with—and caused by the transformation of—the development of information technology, the Internet, and the networked world. While we are in the midst of a great change, it is difficult to objectively evaluate where exactly we are at a certain moment. It would be a relief to know that the pace of change is balancing and slowing. Nevertheless there is little reason to believe that this is the case. An educated guess is that we are now in the middle (or maybe even still at the start) of this change process.

The concept of change contains an understanding of generations as different operators in the social reality. There is much on-going discussion about generations, and unfortunately much of it is marked by a stereotypical mindset and limited content. Obviously several generations of people exist simultaneously. What we can see are Traditionalists, Baby Boomers, and generations X, Y and Z. Social media is a strong societal phenomenon that influences everyone. All generations therefore need to find and to construct their own approach to and relationship with social media. It may be worth noticing

that declining to do anything with it is also a relationship choice.

Current discussions often present narratives on the special and natural relationship between Generation Y and social media. This is probably true when viewed from a special narrow perspective. Generation Y has grown up alongside the emergence of software and hardware that follow a certain logic. There are, however, two considerable handicaps facing this specifically social media competent generation. First, the competences seem great when seen from the viewpoint of the majority of Traditionalists or Baby Boomers, but recent research has revealed considerable competence gaps in the social media competences of Generation Y too. Second, evolution is extremely rapid, and it will be demanding to keep up with it.

An example of the future state of affairs may be illustrated in a setting that is realistic in the light of currently emerging new technology where a child of Generation Z would advise her mother: “Ma, don’t press it with your finger. Think yourself inside.” Generations understand

best those phenomena that they have faced in the critical phases of their personal development. This natural learning window also closes rapidly somewhere around the age of 20 after which the human mind naturally solidifies itself into “right” concepts and truths about reality. Therefore, the demand for flexible thinking will be one we all face.

What seems to be very relevant in the context of social media in human resource management is its potential to facilitate dialogue. Human interaction, qualitative discussion, and, at the highest level, dialogue help to foster good work and related well-being. The huge array of social media tools still needs to be sorted and re-conceptualized from the angle of dialogue within and external to organizational networks.

From the dialogue angle, Massive Open Online Courses, MOOCs, are a hot topic that both educational institutions and organizations will need to relate to. These Internet courses are more or less open to interested students, and are aimed at very large participating groups. A relevant question relates to interaction – that

between students, instructors and peers. Two development paths seem to be evolving. Traditionalist, previous university course based, top-down and teacher-centered xMOOCs are one line. The other is the cMOOC operating by connectivist principles, aiming at both scaling the course but also supporting diverse viewpoints and discussions within it. The xMOOC model is “easier” to build and provide, but the cMOOC model seems to provide better local learning experiences and those based on participant needs.

# Principles of cloud services and applications

PETRI SILMÄLÄ

## Principles of Cloud Services

Cloud services are online utilities existing independent of time and place. It is possible for an organization to rent a cloud service in order to ensure that it can manage the uploaded material itself.

The majority of cloud services are financed by advertising and selling users' data to advertisers. In this

case, the information is stored in external servers, which usually reserve the rights to the material. Typical ad-funded cloud services include the file storage service Google Drive, the file-sharing service Dropbox and video sharing site YouTube, as well as social networks such as Facebook, Google+ and LinkedIn.

## A Tool for Recruitment

In the 2010's, many organizations take full benefit of various cloud services. The introduction to these new tools is also easy, and does generally not require any special installation or modification. They can also help save on costs.

In addition, employers find cloud services fascinating. The last decade has seen the introduction of numerous social networks where organizations introduce their work opportunities or describe themselves as a workplace. Respectively, job seekers can raise their profile by reporting on their professional careers, skills, hobbies and interests, and even submit concrete work samples.

The most effective online services, both from the employers' and the job seekers' point of view, are Facebook with a billion users, LinkedIn for professional networking, and Google+ which is still searching for its markets. Many expand the range of self-impression by using YouTube or Vimeo. Also, a creative use of new photo-sharing services such as Pinterest may lead to positive results.

However, these third party services do not come without problems. Social networks do for instance not replace the traditional job interview as users can easily manipulate and polish their profiles. Social networks also convergence the civil side and working life to each other in a way that our culture not yet is familiar with. If you regard this convergence a problem, you can always control how your profile appears to the world.

### **Boundary Conditions of Cloud Services**

Free of charge utilities provide no service commitment. The service may close or become subject to charge without prior notice. In general, the use of cloud services is

suitable for short-term projects since this reduces the risk of the cessation of the service or a sudden change in the terms of use.

The data security in cloud services is based on trust. In some cases, the stored data might be lost or the staff behind the service may be able to see the data. You should not upload confidential information or business secrets onto cloud services, at least not without encrypting them first. Furthermore, you should always make a backup copy of the data you upload on such third-party service.

In cloud services, the provider usually partially or completely reserves the rights for the uploaded material. Copyright issues are always determined by the Terms of Service. For example, the rights of images and videos uploaded onto Facebook are transferred to the company for as long as the person is registered with the service provider. In general, the user should choose cloud services that do not reserve the rights of the material, at least not exclusively. It is recommended to use services located on the territory of the European Union because

the EU Data Protection Directive only allows the export of personal data to reliable countries.

The United States are applying the so-called Patriot Act. It allows American companies to disclose user information to the authorities, even if the service is located outside the USA, such as Europe.

Cloud services usually require registration. All users do not necessarily want to give information to a third party, in which case the organization should consider whether it is appropriate to use the cloud service.

Cloud services are usually closed systems. Their potential application integrations are thus limited. This means that the organization's own systems data usually cannot be integrated with cloud services.

## **What are Cloud Services Most Suitable for?**

- The use of cloud services is suitable for the following types of activity:
- The operation is relatively short-lived.
- The uploaded data is financially relatively insignificant.
- The project involves people who have already registered as users of the cloud service.
- The activity spans over countries and organizations.

## **Checklist before Using the Cloud Service**

- Find out how many people in your organization and your customers have already registered for the cloud service you are going to use.
- Determine the financial value for the data that you are going to upload onto the cloud service.
- Read the Terms of Service. The more valuable the information is, the more cautious you should be.

# 10 Golden Rules for Engaging via Social Media

PAULIINA MÄKELÄ

## 1. Be Genuine and Kind in Social Media

When you are a genuine, mindful, friendly, polite, compassionate and kind person in social media, you get a good start. When you act according to your values, you are as good as your word.

Create your social media profile in a way that suits you. Usually it contains your first name and your last name written together. Add an identifiable profile photo of you. It will distinguish you from others and is the visible part of your person in social media. Write a short introduction of yourself so that others can get to know you better and get information about what you are going to do in the service. Be open while using social media on a level you are comfortable with. Tell others online and face to face in which online services they can find you. Add information about your social media presence in your email signature and business cards.

## 2. First Listen, Then Discuss

Start using a new social media service by watching and following others. Before registration to the social media service check how others have filled in their profile information. If you are not able to do it before registration, do it afterwards by learning from others. When you adopt an appropriate way of using the social media service, it's easier for you to start discussions.

### **3. Acquire Good Media Literacy and Remember Source Criticism**

Media literacy describes the competencies that enable a person to analyze and evaluate messages in a wide variety of different media. Acquire good media literacy: you need it whenever using the internet, television, networks and so on. Learn how to use appropriate equipment and how to filter and evaluate received information. Learn how to create and forward messages. Use media in an appropriate way and make use of media devices in different interaction situations.

Remember source criticism! Evaluate the usefulness and reliability of the information source. Check information from various sources and consider whether or not the information provider is well-known and trustworthy.

### **4. Set Your Own Limits and Be Aware of What You Commit to**

When you register to several social media services, you will encounter an information flood at some point. Learn

how to control, eliminate and tackle the information flood. Set your own limits for using social media. Also learn to switch equipment off frequently.

Social media services have their own terms of use which you approve when you register to the service. The terms of use concern the use of the social media service, safety and privacy, for example.

Think about what kind of role you take when using social media. Are you using social media in a professional way or is it for your personal usage? Or are you using social media for both at the same time?

### **5. Don't Bully, Don't Insult**

Good and bad things happen both online and face to face. Make sure that you behave well on the internet. Cyberbullying occurs in all age groups. Cyberbullying has criminal consequences and can lead to legal investigations and prosecution. When you are in an outburst of emotion, steer clear of the computer.

## **6. Think Before You Share**

Think about what you share about yourself and your family in social media services. Pictures, comments, status updates and videos will spread out quickly on the internet and will potentially be available to the whole world. Material that has been uploaded and shared once can never be completely removed from the internet. Praise, congratulate, thank, give positive feedback and allow in others a positive change. Forward blog texts, materials, invitations, job advertisements, videos and links which can help your network.

## **7. Know and Respect Copyrights**

The easiest way to respect copyrights is to use your own texts, photos and videos. You cannot use anyone else's material protected by copyrights without the author's permission. Use Creative Commons licensed material if you don't have your own photos, videos or music. Creative Commons license offers a large selection protection and freedom to copyrights. Creative Commons is a non-commercial project.

## **8. Adapt into the online culture**

Learn how to share and tell stories. Learn by combining different sources of information and by forwarding material to others. Share your own know-how and learn new things simultaneously. Create your own personal learning environment (PLE) from your social media services. Bring your own know-how forward. Your presence in social media services is also a sign that you want to learn something new. Learn how to network in order to get a lot of professionals from different fields in your network. Use crowdsourcing to solve difficult issues by requesting information about the issue in your network. By using crowdsourcing, you can get answers to your questions, new ideas, examples of how to utilize social media, volunteers or workers to your project and a name to your company, among other things.

## **9. Tolerate Incompleteness**

An essential part of social media is being able to tolerate incompleteness. You can share unfinished things in order to bring more people from your network to participate in



it. It can be a new service, product, project, training, material or report under preparation. You should be brave and make your projects visible already when you are in the phase of coming up with ideas and planning. This way you might get help from an unlikely source. Present your plans – someone can help and/or join in with your plan.

## **10. Protect Your Information and Act Wisely**

Protect your privacy with the right settings and think about your openness. Create strong passwords in social media services and change them frequently. Don't click strange or suspicious links. Never send your credit card information, online bank service credentials or passwords via e-mail. If you think that you are a victim of phishing or cyberbullying, don't hesitate to ask for help. If your profile has been stolen in a social media service, contact the administrators and ask them to remove the wrong profile. File a report of an offence even if you only suffered minor financial loss.

## **Links**

- Finnish Society on Media Education
- <http://en.mediakasvatus.fi/node/5568>
- Save the Children - Media Education
- <http://www.pelastakalapset.fi/en/how-we-work/media-education/>
- The Finnish Police
- <http://www.poliisi.fi/english>
- Creative Commons
- <http://creativecommons.org/>
- Finnish Competition and Consumer Authority - Scams
- <http://www.kuluttajavirasto.fi/en-GB/scams/>
- The Media Literacy School
- <http://www.mediataitokoulu.fi/etusivu-3/>
- Finnish Communications Regulatory Authority - Information Security
- <https://www.viestintavirasto.fi/en/index/tietoturva.html>
- Data Protection in Finland
- <http://tietosuoja.fi/1560.htm>

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