Use of Social Media in Job Placement & Development for Students with Disabilities

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About the Author and Research Assistant

- **Christopher Kempski** is a professor of career counseling, job placement and development, assistive technology, medical and psychosocial aspects of disability, and vocational rehabilitation. He also works in the field, where he is a consultant and researcher in areas of Social Media and Disability Services.

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Why Social Media?

- 55% of Americans 45-54 have a profile on a social networking site
- More than 1 million websites have integrated with Facebook in various ways
- There are 175 million tweets sent from Twitter every day in 2012
- Number of LinkedIn business pages: 2.7 million
- Two new users join LinkedIn every second
What is Social Media?
Facebook and Job Search

- Networking
- Status Updates
- Facebook Marketplace
- Join and Get Active in Groups
- Posting Ads
- Use Graph Search as Your Fun Resume

Website link - How to use Facebook to get hired
Facebook and Job Search
LinkedIn and Job Search

- Networking
- Keywords and Skills
- Recommendations
- Searchable Jobs
- Answers
- Staying Connected

Website link - LinkedIn and Your Job Search
Twitter and Job Search

- Networking
- Link to Your Online Resume
- Follow Industry Experts
- Establish Yourself
- Get Targeted Job Tweets

Website Link - Twitter Job Search Tips
Social Media & Counseling

• Growth in the **effectiveness** of Internet job search tactics over the years from 1998 to 2009

• Tracking job **postings**, learning about potential employers, self-advertising, getting job **leads**, and staying **connected**

• Using the Internet for **research** and information-seeking activities
Our Research

◆ Using social media in job placement and development, 2011:

- Proper use of social media resources, such as Facebook, LinkedIn, and Twitter in a job search

- Tips and general advice how to make one’s social media profiles more competitive in the current labor market

- Issues of privacy settings and networking
Do counselors use Social Media to help their clients/students?

If yes, what is their experience and thoughts?
Our Research - Continued

- **Using Social Media in Vocational Rehabilitation, 2013**

  - **Survey** on the ways that social media are used by vocational counselors, job developers, disability service and other placement personnel

  - Focus on the use of social media as a tool for job placement, including personal and professional experience
Our Research - Definitions

- Career Counseling
- Vocational rehabilitation
- Vocational counseling
- Job placement
- Students with Disabilities
Our Research - Findings

Employers do not allow the use of Social Media

No clear understanding on how to incorporate Social Media into counseling
Our Research – Findings - Continued

Most Prevalent Social Media Tools

- Facebook
- LinkedIn
- Twitter

Career Search: 23.8% Facebook, 83.6% LinkedIn, 5.7% Twitter
Self Promotion: 36.8% Facebook, 72.6% LinkedIn, 8.8% Twitter
Getting Info about Employers: 42.7% Facebook, 70.9% LinkedIn, 8.5% Twitter
Our Research – Findings - Continued

- Social Media mostly used with clients/students 20-45 years old

- 54% prefer to use Social Media with English proficient clients/students
Our Research – Findings - Continued

**Interview Success Rate**

- none: 50%
- 1 to 10: 46%
- 11 to 20: 4%
Our Research – Findings - Continued

Job Retention

- > 2 yrs: 50%
- 6 mo - 2 yrs: 45%
- < 6 mo: 5%
Our Research – Findings – Continued

- 79% of participants work with people/students having a disability

**Why using Social Media?**

- Promoting abilities
- Reducing stigma
- **Accessing** range of resources
- ‘More level playing field’
- Substituting the physical **search**
Our Research – Findings - Continued

- 79% encourage their clients/students to control privacy settings
- 89% advise their clients/students to keep profiles employer-friendly
- 84% of clients/students continue networking via Social Media after getting a job
Social Media - Drawbacks

- Too much reliance on the technology
- No clear boundaries for client/student-counselor relationship
- Dilemmas of when to reveal disability to the employer
Social Media - Drawbacks

- Limited access
- Not enough understanding of how it works
- Information placed online is difficult to remove
- Issues of confidentiality
- Inefficient privacy control
- Lack of realization about consequences
- Unrealistic Client/Student/Employer expectations
Unemployable due to stupid personal stuff I put on my Facebook page.

Me too!

For me, it was an embarrassing YouTube video.

Signs of the social networking times.
Questions & Answers
Contact Info

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Thank you!