

Using Online Social Networks and Blogging for Collaboration and Career Growth

Led by

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Take-away tips

Chandra Edwards:

Marketing and Public Affairs are always looking to have people contribute in research and clinical areas. Please contact chandra.edwards@childrens.harvard.edu in Marketing and nancy.fliesler@childrens.harvard.edu in Public Affairs. <https://www.within3.com/> is a vehicle for past and current faculty, listing job opportunities and collaborative research; at present, it is by invitation only. At some point in the future, there will be a research blog within the research area on the Children's web site. At present, Thrive is the only Children's blogging page: <http://childrenshospitalblog.org/>. Use them as a vehicle in the following ways:

David Harlow:

It is advisable to network both inside and outside the community. Use social media (i.e. blogging) to enhance your research collaboration or future career endeavors. How to do this? Post a couple times a week. Do this so as to give a real window for others to yourself, that is, develop a "personal brand." This creates a persona that people can trust. The objectives are "transparency" and "trust." Before blogging, identify your personal goal for doing so. Is this a "call to action?" How would you like to interact with people online? (In terms of outside the community, Attorney Harlow recommended that physicians and clinical fellows consider blogging at <http://getbetterhealth.com/>. Another site, <http://www.medpedia.com/>, is by invitation only.) Also, in order to stay within word limits on blogging sites, use <http://bit.ly/> to reduce long URL's; it also identifies who goes on your topic.

Charlie Schick:

Follow those people online with whom you'd like to work. Send links: "Here's what I do." "Here's what I've written." Create a LinkedIn profile (<http://www.linkedin.com/>): post your resume online. If you Google someone, or someone Googles you, you have a presence online. There are certain things that you cannot do unless you have a presence online. HR recruiters, more and more, seek employees through LinkedIn profiles. <http://www.ning.com/> is a way to join new social networks for your interests and passions. Establish yourself as knowing about a certain arena. Search groups in order to get added. Note: You don't have to participate in all of the social networks. Find out what the people you're interested in, are on. Note: You can only do Twitter if you do it with others.

Vocabulary for social networking:

- Social networking refers to several vehicles, such as, for example, the well-known Facebook and Twitter, and entails posting to a blog, replying to others' comments, or having your own blog.
- Channels are web sites where individuals or members can blog, such as <http://www.facebook.com/> , <http://twitter.com/> , and Thrive (<http://childrenshospitalblog.org/>); also <https://www.within3.com/> , and also the internal (http://web2.tch.harvard.edu/index_new.cfm) and external (<http://www.childrenshospital.org/>) Children's web sites.
- Flaming means "complaining just to complain."
- TweetDeck (<http://tweetdeck.com/beta/>) is a personal browser for staying in touch with what's happening now, connecting you with your contacts across Twitter, Facebook and more. TweetDeck shows you everything you want to see at once, so you can stay organized and up to date.