

# NETWORKING AND CAREER MANAGEMENT SKILLS

## THE ROLE OF SOCIAL NETWORKING AND SOCIAL MEDIA IN JOB SEEKING AND CAREER DEVELOPMENT

### The Research:

**66% of adults** in the UK report having a profile on a **social networking site** - business networking site **LinkedIn** alone reported **15 million members** in 2014. Research has also shown that **businesses** are increasingly using **social media** as a cost-effective way to **recruit staff** and **advertise positions**.

My research investigates the key **networking skills and behaviours** of the Scottish labour force (SLF), and how these are supported by such **social media platforms**. This knowledge can then be taught as **career management skills**.

### The Questions:

1. What are the key off-line networking skills and behaviours adopted by the SLF to get jobs and progress careers?
2. How are these skills and behaviours supported by social media tools?
3. How can this knowledge be integrated into career management skills to improve individual employability levels?
4. How can networking supported by social media be incorporated into careers guidance to improve service delivery?

### Key Themes:

#### NETWORKS

Off-line social networks can be positive for a person's well-being, and help with job search and career development.

#### SOCIAL CAPITAL

The goodwill available to a person through the structure of their network ties - must be **mobilized**.

#### NETWORKING

A goal-directed behaviour which creates, maintains and **mobilizes** interpersonal relationships.

#### SOCIAL MEDIA ADOPTION

Shown to provide a source of bonding, bridged and maintained social capital to the user.



### Methodology

#### MULTI METHODS APPROACH

- **Quantitative survey** to determine the extent and nature of networking supported by social media among the SLF
- **Qualitative case studies** to determine how knowledge gained can be used to improve guidance services for clients

#### CONTACT DETAILS

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