

# Deep Hanging Out...Digitally: Social Media Strategies for the Contemporary Job Market – Webinar Outline

## 1. Ingrid Ramón Parra

- Founder, PowerofAnthro.com

## 2. Adam Gamwell

- Co-Founder, Missing Link Studios and Host, *This Anthro Life* Podcast

## 3. Chat Q&A

**We will get started at 1 pm EDT!**



AMERICAN ANTHROPOLOGICAL ASSOCIATION  
*Advancing Knowledge, Solving Human Problems*

# **Acquiring New Skills for your Job Search – A Three-Part Webinar Series**

**Welcome to the AAA Career Webinar Series!**



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# AAA Career Webinar Series, September 2020

**Sept. 10: The Art of Persuasion: Articulating Anthropology's Value to a Prospective Employer**

**Sept. 17: Demystifying the Fear around Job Searches**

**Sept. 24: Deep Hanging Out...Digitally: Social Media Strategies for the Contemporary Job Market**



# Webinar Logistics

- Visual descriptions appear in slide deck along with presenters' self-introductions and comments
- Please turn off your video and microphone unless speaking
- Open and use the Chat function; write QUESTION to pose a question and feel free to respond to any chat
- See postings on the AAA website: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As



# Nazia Hussain Visual Description

I am Nazia Hussain (she/her), a brown-skinned female with black hair. I am sitting in a room with a window to my right.



# **Deep Hanging Out...Digitally: Social Media Strategies for the Contemporary Job Market**

**Ingrid Ramón Parra & Dr. Adam Gamwell**  
**Thursday, September 24, 2020**



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# Deep Hanging Out...Digitally: Social Media Strategies for the Contemporary Job Market – Webinar Outline Review

## 1. Ingrid Ramón Parra

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## 3. Chat Q&A



# Ingrid Ramón Parra Visual Description

I am Ingrid Ramón Parra, a Latina with short dark hair. Today I am at my home office, there is a yellow wall behind me.



# Adam Gamwell Visual Description

I am a white male with a shaved head in my mid 30s. I am sitting in my home office with bookshelves behind me.



# Approach the job market as an Anthropologist

- Academic job market is linear (familiar) vs. non-academic job market which is highly variable (unfamiliar or overwhelming)
- Candidates should update their strategies for contemporary job market
- Engaging with digital platforms is required for success
- Think of the social media landscape as dynamic cultural spaces
- Applying anthropology methods to social media is a job market strategy



# Benefits of an Anthropological Approach

- Learn to articulate your value through an increased awareness of how to make your expertise understood across different fields
- Become informed about what positions are suited for your skill set
- Gain greater empowerment and confidence about your own professional identity



# Getting Started with Social Media

- Think of social media as content you and others create vs. digital platforms
- Seek quality content that helps you understand and engage with pertinent topics and thought leaders in the job fields you want to enter
- Engage strategically: you don't have to engage with every single platform



# Creating a Job Strategy

- Start identifying what types of work you would like to do (e.g., research, design, management)
- Learn about the types of positions that exist, and find open positions
- Understand that fields have their own sets of meanings and cultural values (e.g., empathy as a value in design fields)
- Let other professionals know about you professionally (e.g., share a professional opinion on LinkedIn, write a blog post)



# Accessing Platforms Based on Content

- Each social media platform features unique content
- Ask what content is most useful for your career goals

LinkedIn  
Twitter  
Medium  
Facebook

Slack  
Google Groups  
Reddit  
Podcasting  
Instagram



# Start Hanging Out

**Goal: Learn about the types of positions you might be interested in**

- Find open positions; pay attention to job title, skills, and type of experience wanted
- Find others with roles that have similar skillset to yours (LinkedIn, personal websites)
- Start following content creators that align with your professional interests (LinkedIn, Twitter, Medium, blog)



# Discovering Thought Leaders and Field Experts

**Goal: Identify professionals that are field leaders and actively create digital content**

- Find social profiles of people that have spoken at large professional conferences in the fields that interest you (e.g., EPIC, QRCA, Design Research)
- Find social profiles of industry authors (e.g., Ladner, Harrell)
- Find Business and practicing Anthropologists through LinkedIn contacts; network in current and past workplaces



# Learning the Language

**Goal: Learn about field-specific terms, issues, sets of meanings, and cultural values in your fields of interest**

- Identify topics people are talking/writing about in your preferred domain of work
- Know how to search on various platforms (e.g., using hashtags, mentions, filters, suggested connections)



# Collecting Data

**Goal: Understand how people and organizations are presenting themselves professionally across different fields**

- Collect samples of publicly-available resumes and portfolios
- Understand organizational branding (e.g., press releases, social media accounts, company content)
- Recreate sets of materials that reflect the aesthetics of the fields you are pursuing



# Identifying projects that inspire you

## **Goal: Take notes of projects that inspire you**

- Develop your own strategy by seeing the kinds of work you are drawn to
- Note the above categories: local experts, language, data and artifacts



# Becoming Visible

## **Goal: Create a professional online identity**

- Share your work or relevant experience with others
- Be where employers are
- Share a professional point of view (e.g., writing an article, retweeting, sharing on LinkedIn)



# Chat Q&A and Summary



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# Summary

1. Be strategic about the job market by using an anthropological approach to understand different fields
2. Use digital platforms as part of your job market strategy to find positions, learn about field values, engage with thought leaders, increase your network, connect with prospective employers, and share a professional identity
3. Harness digital platforms to increase confidence and success



# Closing Remarks

- Complete evaluation of this webinar, emailed to you
- See postings on the AAA website: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As
- Stay on the lookout for more career-related offerings; on-line workshops are coming in early December



# AAA Career Webinar Series – Next Up

**Sept. 24: Deep Hanging Out...Digitally: Social Media Strategies for the Contemporary Job Market**

**Coming in December, 2020**

**Breaking into Design: A Workshop**

**Setting Up Your Own Online Business**

**Communicating your Research to the Public**

