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Students Learn Importance of Social Media in Job Searches

Nov. 10

To increase awareness of the importance of social media in the job search, the **Hart Career Center** sponsored an “IWU Career Dream” Instagram contest conceptualized and implemented by Career Center student workers. Students who followed the Career Center’s Instagram account could submit a photo of themselves pursuing their career dream through an internship, campus leadership involvement, community service or other professional development activities.

“The contest showed how people got involved with their internships or jobs, and gave students the chance to self-promote themselves via Instagram,” said Karen Thul ’15, one of the publicity coordinators for the Hart Career Center.

Megan Win ’16 received a Kindle Fire HD6 Tablet as a prize after the Instagram photo of her volunteer work was selected as the contest winner.

During a Career Center program, Illinois Wesleyan alumni Stacy Kaeding ’08, overseer of global staffing operations for Honeywell International, and Mike Conti ’09, senior associate for the Overture Group, spoke about both the positive and negative effects social media can have on a career, and what actions people should take in utilizing social media while seeking employment.

Kaeding also donated a one-hour “Rock Your Profile” session to help a student create an impressive social media presence. Yangyuan Xu ’18 was the winner of the session with Kaeding through an attendance raffle.



Emily Potosky ’15 (left) helped implement the Instagram contest, in which Megan Win ’16 won a Kindle Fire HD6 Tablet.

By Danielle Kamp ’15