

Twitter for professional development and career progression

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ALIA Top End Symposium 2011
Darwin, 7-8 October 2011



Why Twitter?

- Networking and building connections
- Current awareness
- Information sharing
- Conversations
- Professional development
- Career progression?



About the survey

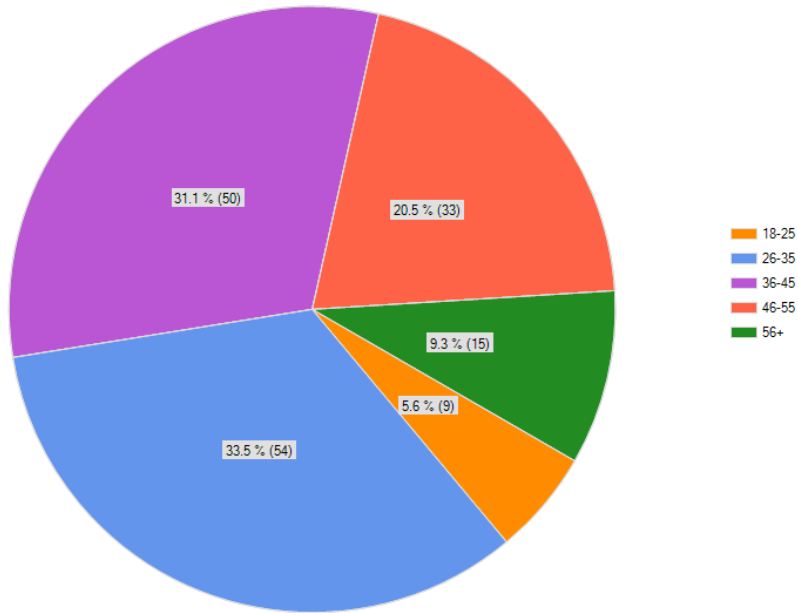
- 25 questions
- Promoted through Twitter
- Retweeted (shared) by others
- Targeted regular Twitter users
- Library and information workers
- 161 respondents



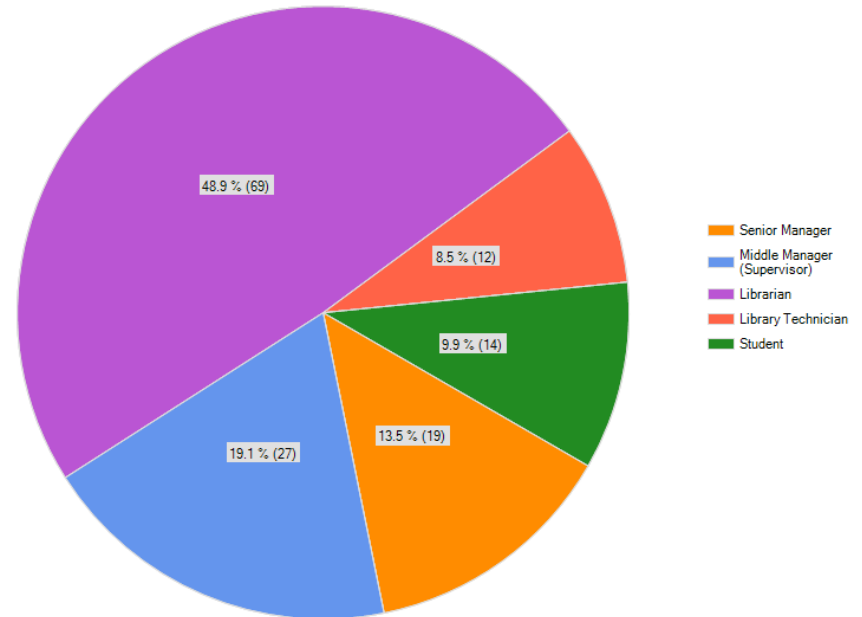
Survey demographics

- who's tweeting?

Your age group



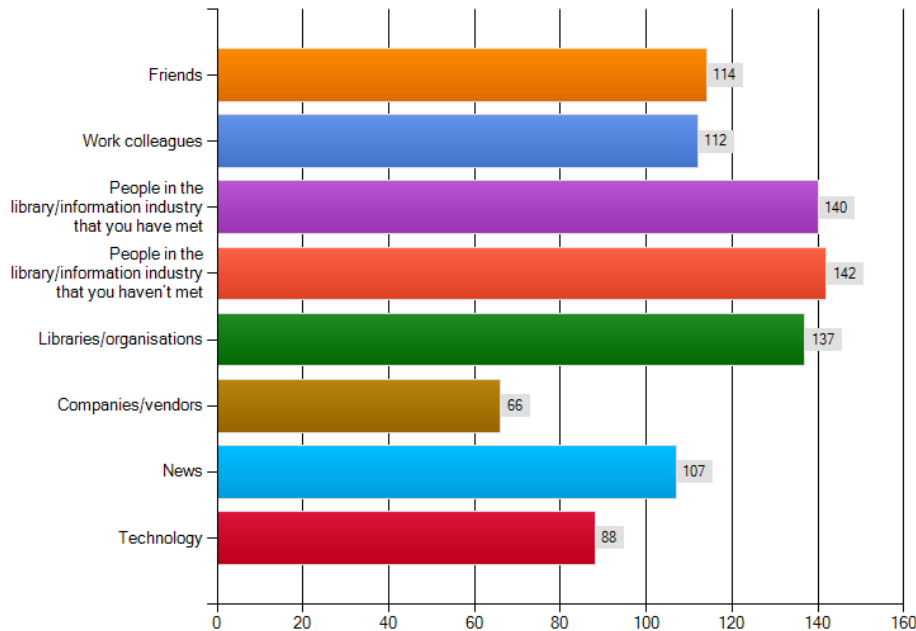
Your position / employment level



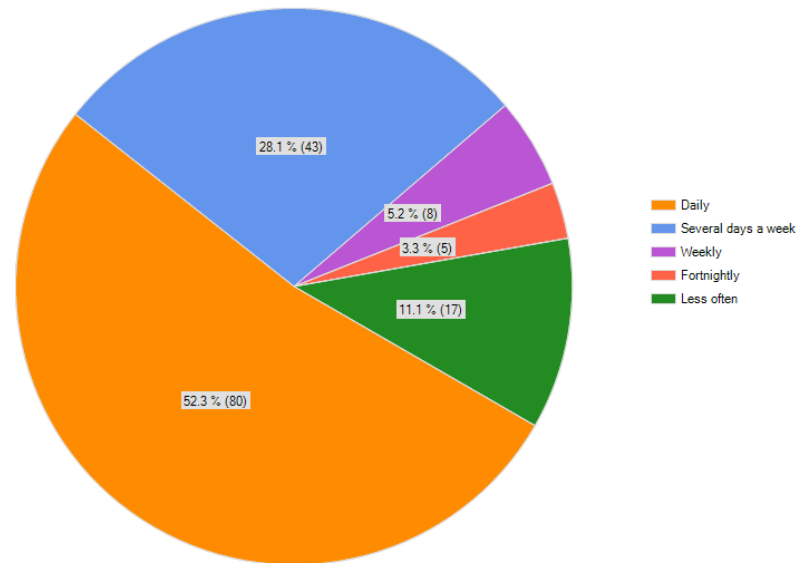
Who do they follow?

How often do they tweet?

What kind of accounts do you follow? Please check all that apply. (see top of page for notes about multiple account holders)

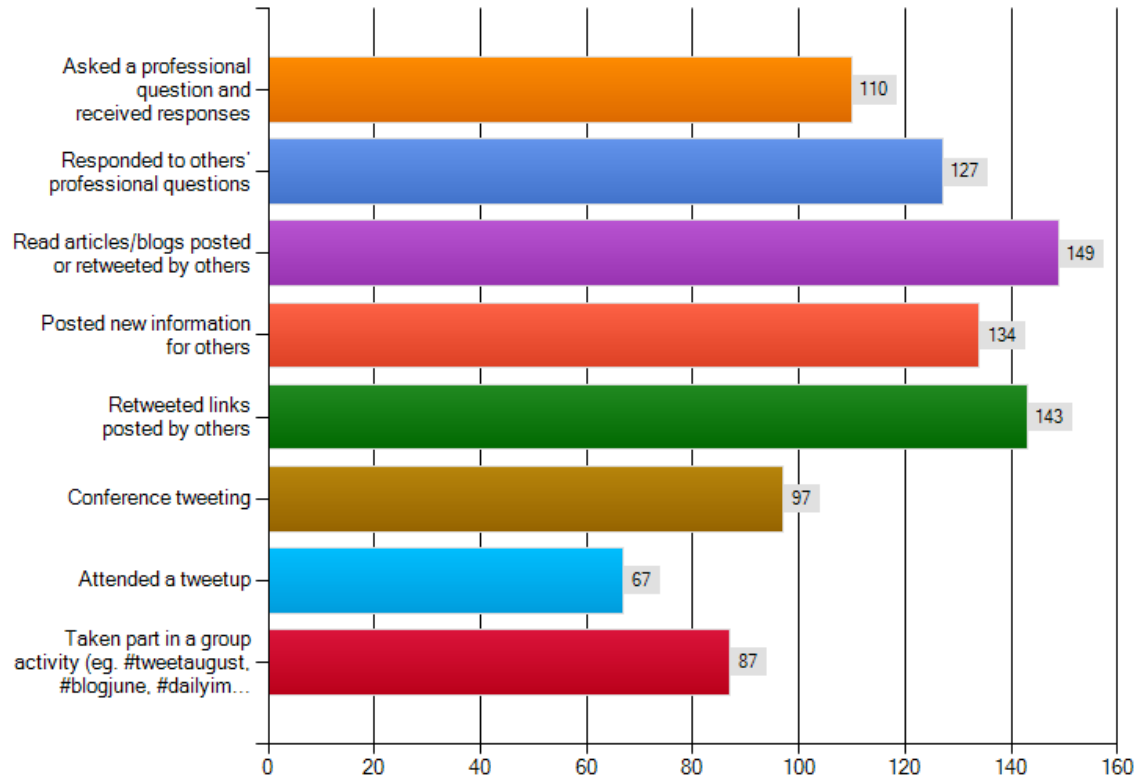


How often do you tweet? (see top of page for notes about multiple account holders)



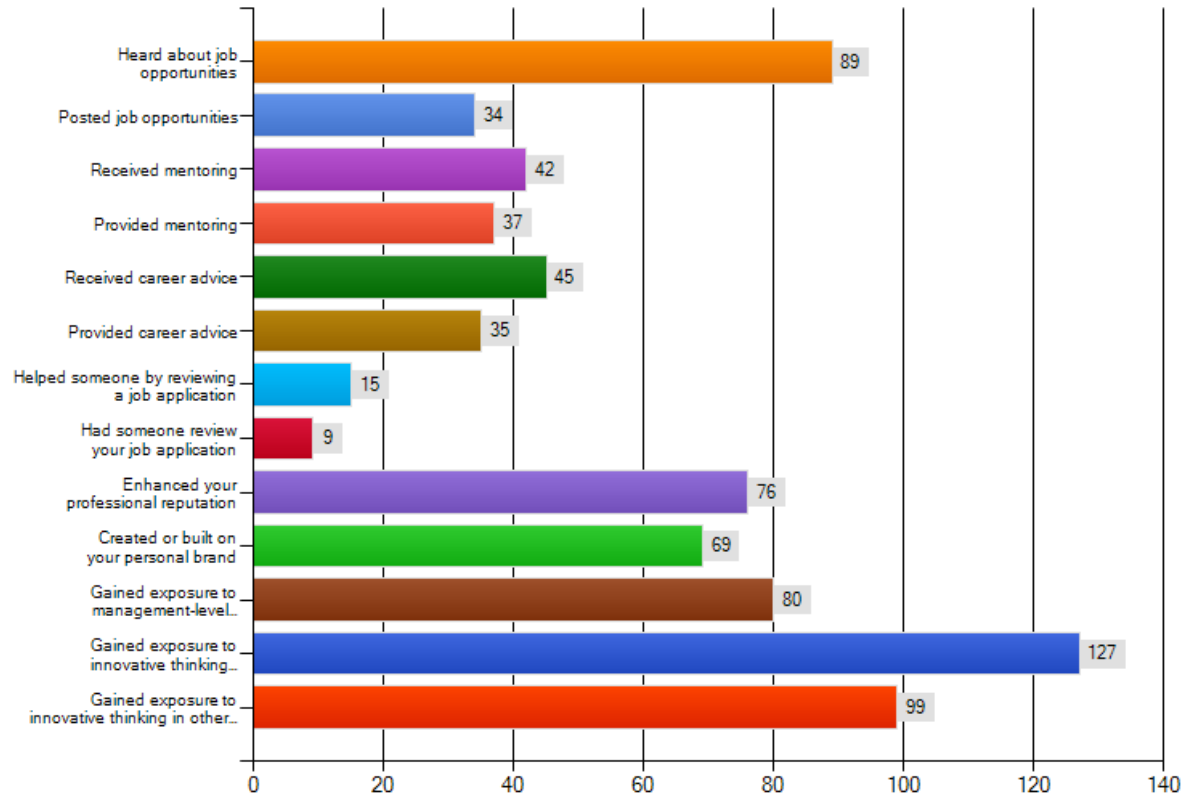
What do librarians do on Twitter?

Have you ever participated in any of the following activities, either on Twitter or as a result of conversations/activity on Twitter? Please check all that apply.



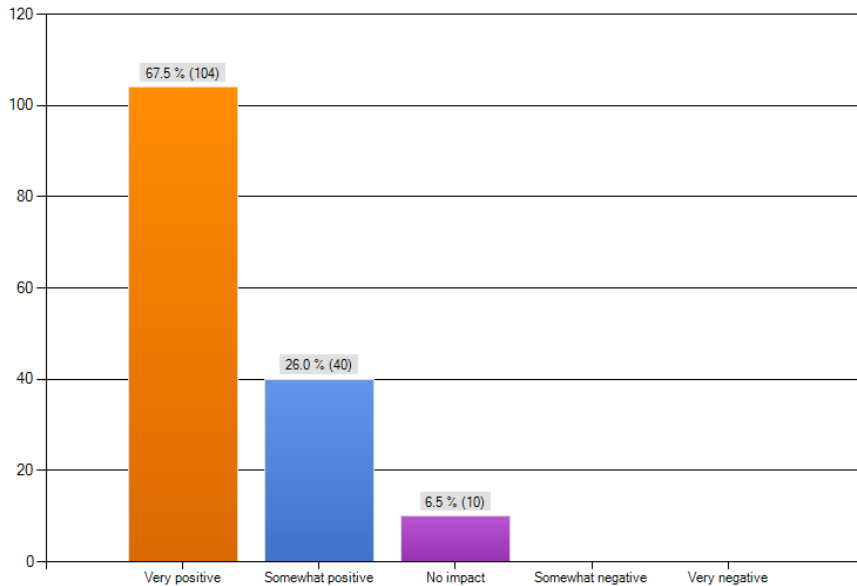
How does Twitter upskill people?

Have you experienced any of the following activities as a result of your Twitter use, including via direct messages and/or through contacts that you made on Twitter? Please check all that apply.

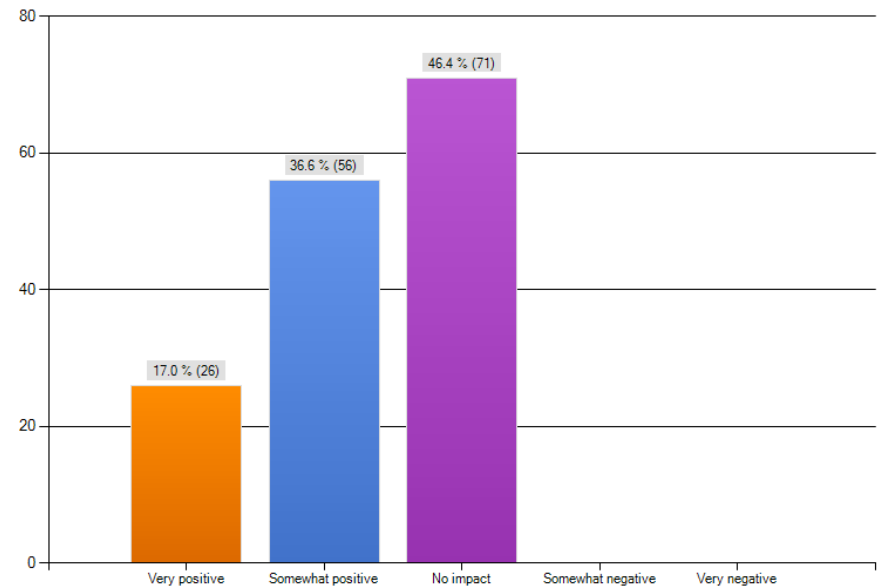


Perceptions of Twitter's impact on professional development

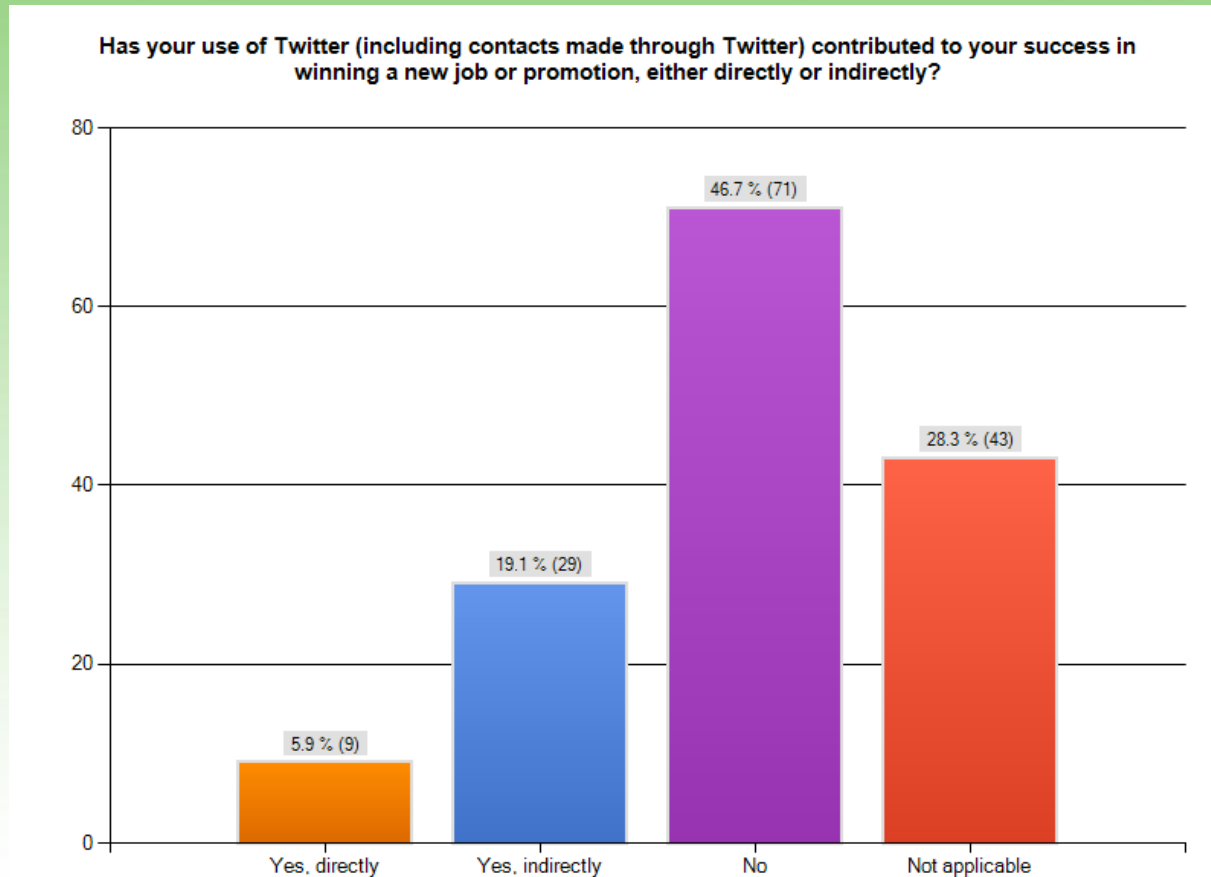
Overall, do you feel that your use of Twitter has had a positive or negative impact on your professional development?



Do you feel that your use of Twitter has had a positive or negative impact on your career progression?



Tweet your way to a new job



In their own words ...

I use Twitter as my main professional current awareness source

My access to this professional tool has enabled me to be perceived as a futurist, expert, leader in many ways. It keeps me at the cutting edge of our industry more than any other tool

It has helped me become an "ideas person"

It helps me as I do my work because the ideas I come across on Twitter often come in handy on a practical level

Twitter is ... a two-way street (or more correctly a big network) and that is how altruism works - you must share as well as use



In their own words ...

My last three jobs have directly been the result of contacts made through Twitter

The best professional development discussion I have ever had was on Twitter, with an academic, a library manager, and a PhD student, talking about the role of the modern library, informed by different theories and experiences

Twitter has been incredibly useful in making contacts and enhancing my professional reputation - I have on more than one occasion been contacted for advice / asked to speak at a conference by organisations based upon the issues I have tweeted about

Twitter is incremental. Some people don't get it and that's OK. But I love it :)



What can we conclude?

- Library and information workers of all ages, sectors and job positions use Twitter regularly
- Twitter is an effective professional development tool, especially if you contribute as much as you take
- Sometimes Twitter can even help you land a job or promotion



Your turn!

- Join at twitter.com
- Find some libraries and librarians to follow
- Start talking (tweeting)

Follow:

[@sallysetsforth](https://twitter.com/sallysetsforth)

[@CDUniLibrary](https://twitter.com/CDUniLibrary)

[@ALIA_TopEnd](https://twitter.com/ALIA_TopEnd)

