



UWL REPOSITORY

repository.uwl.ac.uk

Web2.0 - What works & doesn't work: the LSE Experience

Baines, Judith and Lingard, Matt (2010) Web2.0 - What works & doesn't work: the LSE Experience.
In: AGCAS Careers Information and Employer Liaison Conference 2010, 13 - 15 July 2010, Warwick, UK. (Unpublished)

This is the of the final output.

UWL repository link: <https://repository.uwl.ac.uk/id/eprint/4869/>

Alternative formats: If you require this document in an alternative format, please contact:
open.research@uwl.ac.uk

Copyright:

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

Take down policy: If you believe that this document breaches copyright, please contact us at open.research@uwl.ac.uk providing details, and we will remove access to the work immediately and investigate your claim.

Web 2.0: The LSE Experience

Matt Lingard & Judith Baines,
London School of Economics



Careers
Service





- **2 billion** views a day
- **24 hours** video uploaded every **minute**

90 - 9 - 1

http://www.useit.com/alertbox/participation_inequality.html

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- **400 million** active users
- **25 billion** pieces of content shared each month

Social Media



Social Networking

facebook

“Web 2.0”

- User-generated content
- Interaction
- Networks
- People not technology

Possible uses for Web 2.0?

- ☐ Marketing / advertising
 - ☐ Building your brand
 - ☐ Service delivery
 - News
 - Quick Queries
 - Information Management
 - ☐ More?
-

LSE: Aims

- ❑ Improve promotion of events programme
 - ❑ Support recruitment process by providing and tracking news updates quickly
 - ❑ Staff development – encourages specialisation and new forms of interaction
 - ❑ Reach students who don't engage (UK undergraduates)
 - ❑ Keep up with Web 2.0 savvy employers (KPMG, PwC, Accenture, Deloitte)
 - ❑ Get feedback, comments, suggestions from stakeholders
 - ❑ Be as accessible and useable as we can for international students
-

LSE Survey

- Use of social networking sites for career research & networking
- 177 students & graduates
- April 2010
- Report & Phoenix article

Top Sites:


1. Facebook
2. LinkedIn
3. Forums
4. Blogs
5. Twitter

Blogs & blogging (1)

- 2007-9
- Students

The Finalists


A blog following LSE students through their final year and beyond




HOMEABOUTLAST YEAR'S FINALISTSTHE 2009 FINALISTS

Green Collar Jobs

18
Feb
2009



Today, the LSE's Career Service has organised an excellent talk about "Green Collar Jobs". First and for those not so familiar with this very recent term, let's define Green Collar jobs as somehow environmentally-friendly occupations or lines of production. If you want to have a wider idea about the whole concept and its politico-social dimension, you should read the excellent book "The Green Collar Economy" by Van Jones! For anyone else: I guess the most common idea is to work for a company producing renewable energies but obviously the spectrum is much wider. The EU estimates that in 2005 already 3.4 million people were working in the eco-industry in Europe. This is more than in car-manufacturing (2.7) or chemicals (2.4 mio). Anyways, I have been working a bit on the Green Economy lately in some freelance activity and found it obviously appealing



The 2009 Finalists: (l-r) Elizabeth, Daniela, Jan Seifert, Florencia & Jan Sramek

Authors

Daniela
Elizabeth
Florencia
Jan Seifert
Jan Sramek
Maria

Recent Posts

Green Collar Jobs

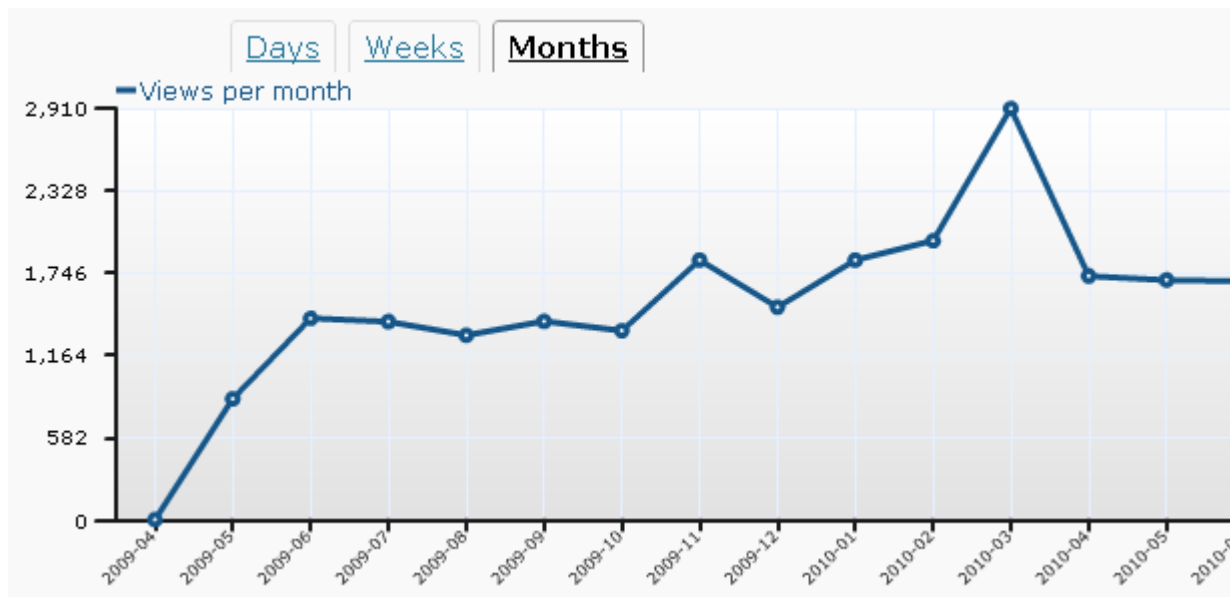
Blogs & blogging (2)

- ❑ Sector news
 - Law
 - Finance
 - Comms.
- ❑ Grad. Advance
- ❑ Directors
- ❑ Careers Advisers
- ❑ 2009 onwards



Blog Stats – LSE Law Careers

- ❑ Average 65 hits per day
- ❑ 61 Email subscribers
- ❑ Law Dept website biggest referrer



Facebook



We're here to help LSE students and alumni develop and achieve their career plans.

Information

Location:
Come and visit us: we're on the 3rd floor of Tower Three, in W300

Mon - Thurs:
10:00 am - 5:00 pm

Fri:
11:00 am - 5:00 pm

Fans

6 of 1,690 fans [See All](#)



SaadSelphieJonny

LSE Careers 

WallInfoPhotosDiscussionsBoxesLinks

 [Filters](#)

**LSE Careers** We've just made more Recruiter in Residence slots available for this Friday. If you want to chat, one-on-one, with a representative from Accenture or Which? you can sign up in W300 today or tomorrow - just bring along a ten pound deposit and we'll book you right in.
3 minutes ago

**Eunice Zhu** hey I am an LSE alumnus. I tried to log in the student session of LSE my career service but failed. I can still use my student account on other LSE services, thus I am wondering if my student account is suspended as to 'my career service' from Nov. 3rd??
Yesterday at 2:00pm · [Report](#)

**LSE Careers** Hi Eunice,
Due to a system error "My Careers Service" was down from yesterday evening until lunchtime today. It's working again now, so hopefully you won't have further problems! You've probably got access on your old student account until 31st December, but remember to register as an alumnus when it stops working.
5 minutes ago

**LSE Careers** International Organisations' Day 2009 - booking opens at 11am tomorrow and places go quickly, so be ready...
October 29 at 12:24pm

Twitter



LSECareers

Business and Management Fair is this evening from 6.30 in the Atrium - Booking is now closed.
<http://bit.ly/4CxLMK>

about 23 hours ago from TweetDeck

RT @unilevergrads: Meet Gerry, Niamh, Christine and Stephan at #LSE #Business & #Management Fair today to find out more about #careers at...

about 24 hours ago from TweetDeck

Loads of CV checks available online today - some right now! Book via My Careers Service: www.lse.ac.uk/careers

4:02 AM Nov 3rd from web

Biz & Mgmt fair is next Tues, LSE UK Public Sector & Policy fair is next Thurs - top employers to chat to - booking open now on My Careers!

Name LSE Careers Service
Location London
Web <http://www.lse.ac.uk/careers>
Bio The Careers Service at London School of Economics

36 1,012 13
following followers listed

Tweets 195


Favorites


Following



RSS feed of LSECareers's tweets

LinkedIn


LinkedIn  [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox \(4\)](#) [More...](#)

People 

[Advanced](#)


Commerical Water Services - Water Leak Detection, Repairs & Water Bill Auditing. Call Us Now! - From Graham Mann

[Edit My Profile](#) [View My Profile](#)


Judith Baines 

Careers Adviser at LSE



United Kingdom | Higher Education



Current

- **Careers Adviser at London School of Economics** 
- **Lead Trainer on Challenges in HE (PG Dip.) at University of Warwick**

Past

- Careers Adviser at The College of Law 
- Deputy Head of Careers at London Metropolitan University 
- Student Development Manager at University of North London

Education

- London School of Economics
- OPP
- The University of Reading

[see all...](#)

Connections

29 connections





Websites


- [LSE Law Careers blog](#)
- [LSE Finance Careers blog](#)


[Send a message](#)


[Add Judith to your network](#)


[Forward this profile to a connection](#)

Ads by LinkedIn Members 

[EU Regulatory Monitoring](#)
The Most Professional Solution
Subscribe to EU Issue Tracker

[Brother Colour Printers](#)
Up to £50 Cashback. Free Next Day Delivery.

[Advertise online today](#)
With one of the largest advertising

Judith's Activity

[edit](#)

Social Media - YouTube

You Tube [Browse](#) [TV Shows](#) [Upload](#) [Create Account](#) [Sign In](#)

Finding a law career in a recession
[herecomesthebosscom](#) 73 videos



Judith Baines
careers advisor, law

0:19 / 2:04 360p

[herecomesthebosscom](#) | 05 March 2009



Graduate Jobs in Law
821 views
careerplayer
1:45



Legal job market tightens
279 views
lawcrossing2008
1:33



Thinking about a career in law?
2,901 views
stoictv
3:58



Law as a career
2,244 views
utvinews
2:57



Working as a Solicitor
1,081 views
CovStudent
2:16



Law & Court : How to Choose Your Law Career
387 views
eHow
1:36

Social Bookmarking

- ❑ Alternative to Internet Favourites
- ❑ Share web links with colleagues & students
- ❑ Embed links in websites



Tags		Options ▾
▼ Top 10 Tags		
Finance	101	
Media	82	
marketing	80	
CareerChoice	76	
Law	73	
Advertising	63	
web2.0	62	
graduate	61	
I.T	46	
JobRoles	46	

12 JUL 10 [graduate-jobs.com - graduate jobs UK and graduate recruitment](#) SAVE

16

UK careers, employment & recruitment schemes for graduates. The only graduate job board in the UK which is completely compatible with software such as screen readers making it as user friendly as possible for blind and partially sighted graduates and job seekers.

graduate < jobs

Feeding the Web

☐ Embedding

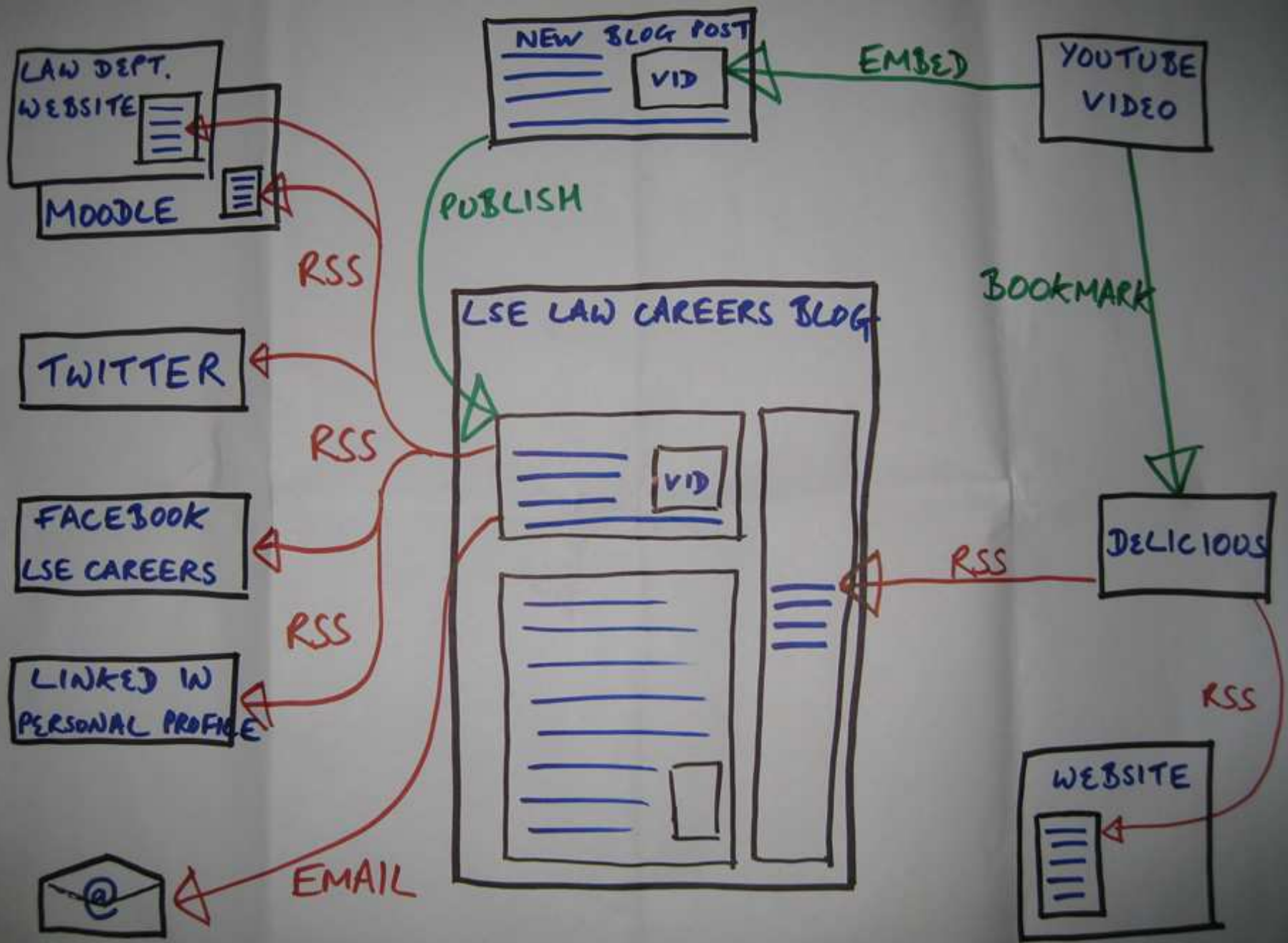
- Display content from one website in another



☐ Feeds

- Dynamically update one website with content from another





Student Workshop: Digital Footprints

- ❑ Why this is important
- ❑ What is your digital footprint?
 - Finding your footprint
 - Beware your digital footprint
- ❑ Develop your online presence
- ❑ Employers' digital presence
- ❑ Netiquette



Policy & Strategy

- ☐ Marketing policy or strategy?
Includes Web2.0?
 - ☐ Information strategy? Web2.0?
 - ☐ Separate Web2.0 policy?
 - ☐ **Discuss in 2s/3s:**
 - Do Careers Services need web2.0 policies & strategies? Why?
-

Tips...

The Finalists

A blog following LSE students

5 Responses to "On seemingly unattainable dream jobs..."

Tom Says:

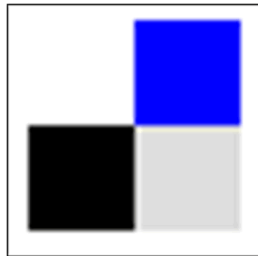
February 4th, 2009 at 4:57 pm

Inspirational! I will definitely keep my hopes up! Go job hunting!

You Tube Broadcast Yourself™
UK | English

twitter

Blogger



myspace.com®
a place for friends

Customer Reviews

amazon.co.uk

There are no customer reviews yet.

Create your own review

YAHOO! GROUPS

Nicube beta
Engaging People



facebook



flickr®

LinkedIn®

slideshare
Present Yourself

Kezia's words of wisdom

- ❑ Some things are difficult to call failures. ... difficult to call successes;
- ❑ Stats can be hard to come by; time consuming to monitor and students rarely offer feedback spontaneously.
- ❑ As our fan base grows, we're not really sure what we are doing successfully.

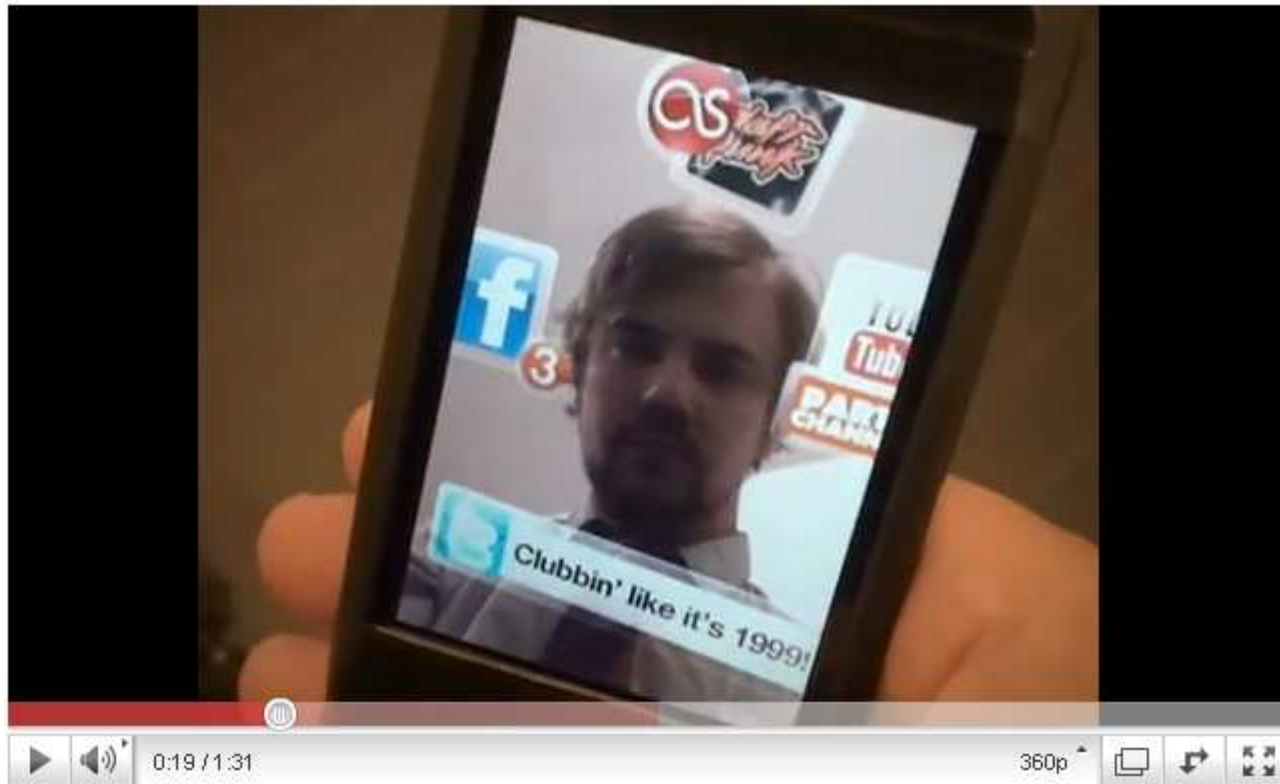
"Should I always determine my purpose before I give it a go online, or is it just good to be in the mix trying things out?"

Next big thing?





Augmented Identity



<http://www.youtube.com/watch?v=tb0pMeg1UN0>

Links & contact

<http://delicious.com/mattlingard/ciel10>

m.j.lingard@lse.ac.uk

j.a.baines@lse.ac.uk