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Midterm Paper

I went to an event in Columbia University called “Social Media Followup: Developing your Online Strategy”. They had a previous meeting where students make their social media accounts. Luckily, for me, I already had what I needed. The attendance was rather low and it had only one speaker. This event was run by the Career Design Lab of the university.

When the event started, the speaker started talking about how you should advertise yourself when making a profile. I learned that not everything was to be written. It can have images and videos to demonstrate who you are. It is more appealing and gives you personality. Someone in the audience, a student, talked about having vlogs in his LinkedIn. Another thing the speaker brought up is having diverse groups of people in your social media. It does not have to be designers like myself. This can help when looking for small work if anyone you follow needs someone to design something for them. It is important to be honest when making your profile and to be polite. “Give without remembering, take without forgetting”. This means that you must value what people do for you to get where you are. It relates to what designers do when they need to have connections with other people and get their name out there.

When it comes to promoting yourself, it should not be considered bragging. It is a basic brand strategy. We won't sell if we don't expose. The speaker talked about ways to do that. We would have to define our audience, adopt point of view, and allocate resources. Knowing who we are trying to appeal is what can help get connection to people who want to use what you are proud of doing to work. Being open-minded is important to show that you are a sociable person. Having connections from all these will help get you resources for your work. For me, it would get me a photographer for my projects because photography is not a strong suit of mine.

After the event was over, I went up to the speaker and asked about the events they hold and what she does. I learned that she is the director of the Career Education for the university. She organizes these events. I also interacted with a student of the school. She wanted to know how to be more active in her social media. She does

literature and is passionate about it. Perhaps, this event was not just for designers like myself. I told her how people write a small excerpt of what they are writing. It could be quote, an afterthought, etc. I told her it would be more interesting if she says what was in her mind when she was writing a certain part in a book or write a powerful quote from the book that would make people want to click the link and read it. I believed that she would be more human and real if she does these instead of only posting what she writes.

After leaving the venue, I felt that this event did not had the expectations I thought it would have in events like these due to having low attendance and only one speaker. I didn't get the chance to interact with as much as I want to since everyone else were students that are like most when it comes to events like these; closed. What made me want to go to this event was the social media branding strategies I could learn. I got those, but, as a networking event, I felt that it was lackluster. I do not think this event put me out of comfort zone as much as I hoped it would

Notes I have taken during the event

