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

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# Web 2.0: The LSE Experience

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Matt Lingard & Judith Baines,  
London School of Economics





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

90 - 9 - 1

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

facebook

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

Social Media

You  Tube

Social Networking

 facebook

“Web 2.0”

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

# Possible uses for Web 2.0?

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

# LSE: Aims

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- ❑ 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

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

## **Top Sites:**

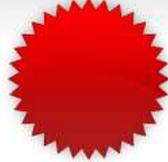
1. Facebook
  2. LinkedIn
  3. Forums
  4. Blogs
  5. Twitter
-

# Blogs & blogging (1)

- 2007-9
- Students

## The Finalists

A blog following LSE students through their final year and beyond



HOME ABOUT LAST YEAR'S FINALISTS THE 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)

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

**LSE Law Careers**

HOME ABOUT KEEP UP-TO-DATE  Go!

### Forthcoming bar events

The Careers Service has organised a series of events for students interested in applying to the bar and of course the information will also be useful when applying for mini pupillages and scholarships.

**Wednesday 3rd March:**

- 1-2pm – Pupillage & Pupillage Portal Application – Top Tips.
- 2-3pm – Pupillage & Inns Scholarship interviews – How to Survive and Thrive.
- 3-4pm – Introduction to life at the Chancery Bar

The first 2 workshops will be run by James Wakefield, a barrister and Head of the BVC at Kaplan. The final workshop will be run by a member of the Chancery Bar Association.

Sign up at My Careers Service.

**About**

 **LSE Law Careers** is brought to you by Judith Baines. More... 

**Receive email updates**

Enter your email address to receive notifications of new posts by email.

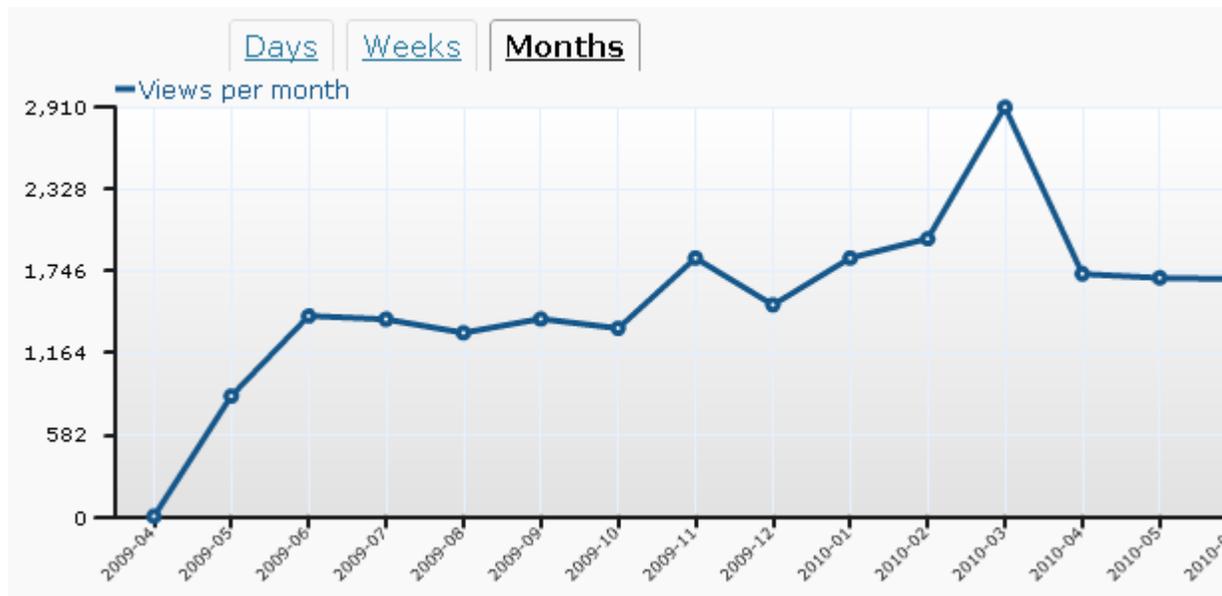
Sign me up!

**Categories**

# Blog Stats – LSE Law Careers

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- ❑ 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](#)



Saad



Selphie



Jonny

LSE Careers

Wall

Info

Photos

Discussions

Boxes

Links

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](http://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...>  
**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

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



- [Send a message](#)
- [Add Judith to your network](#)
- [Forward this profile to a connection](#)



### 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](#)

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



finding a graduate law career

Search

Browse

TV Shows

Upload

Create Account

Sign In

## Finding a law career in a recession

hercomesthebosscom

73 videos

Subscribe



hercomesthebosscom | 05 March 2009

341



Graduate Jobs in Law

821 views  
careerplayer



Legal job market tightens

279 views  
lawcrossing2008



Thinking about a career in law?

2,901 views  
stoictv



Law as a career

2,244 views  
utvnews



Working as a Solicitor

1,081 views  
CovStudent



Law & Court : How to Choose Your Law Career

387 views  
eHow

# Social Bookmarking

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- ❑ 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

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## Embedding

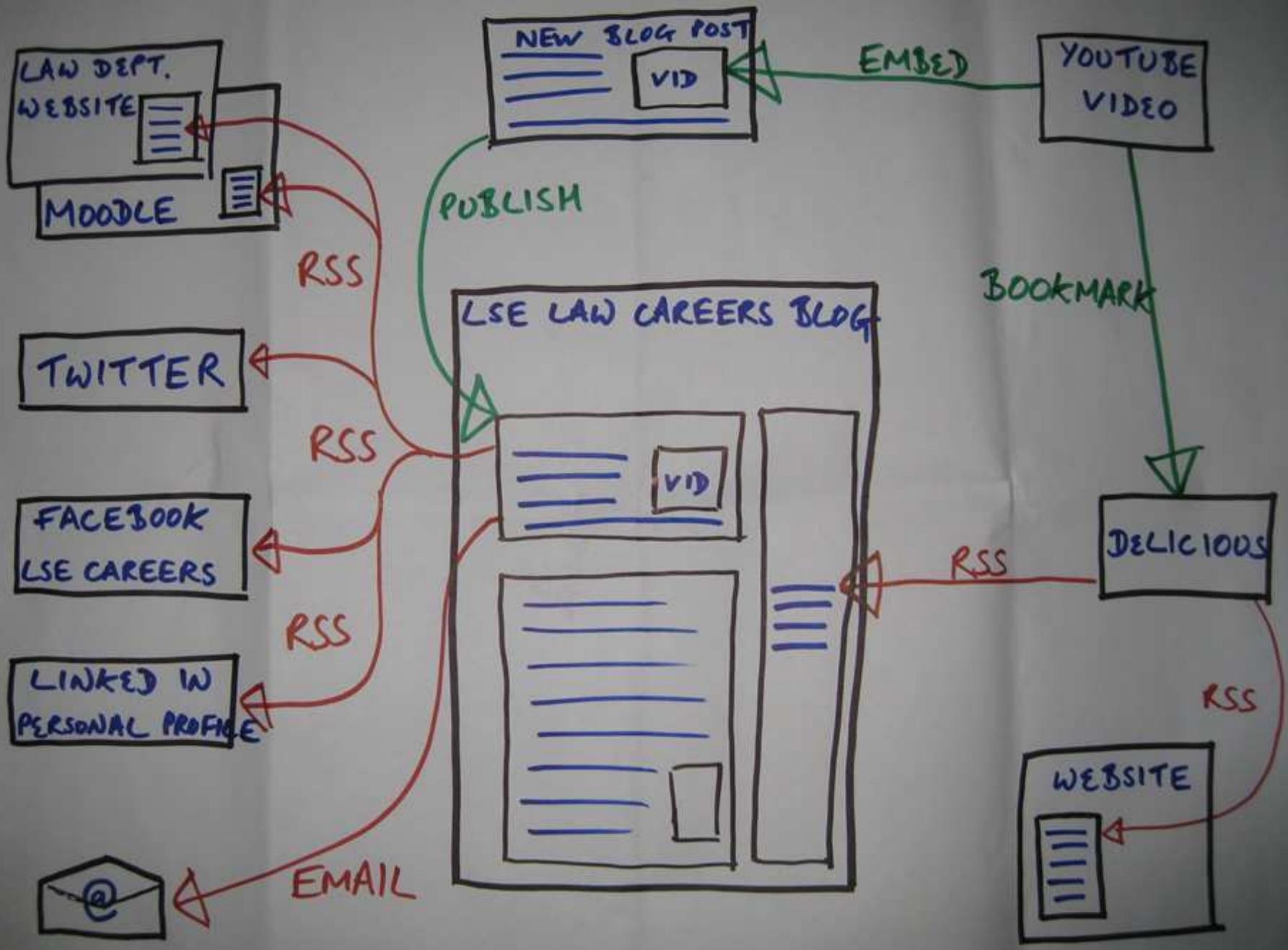
- Display content from one website in another



## Feeds

- Dynamically update one website with content from another





# Student Workshop: Digital Footprints

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- ❑ 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

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- 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

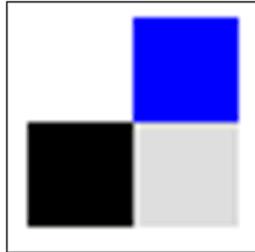
5 Responses to "On seemingly unattainable dream jobs..."

Tom Says:

February 4th, 2009 at 4:57 pm

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

YouTube Broadcast Yourself™  
UK | English



# twitter



Customer Reviews

amazon.co.uk

There are no customer reviews yet.

Create your own review



flickr

YAHOO! GROUPS



# Kezia's words of wisdom

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- ❑ 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?

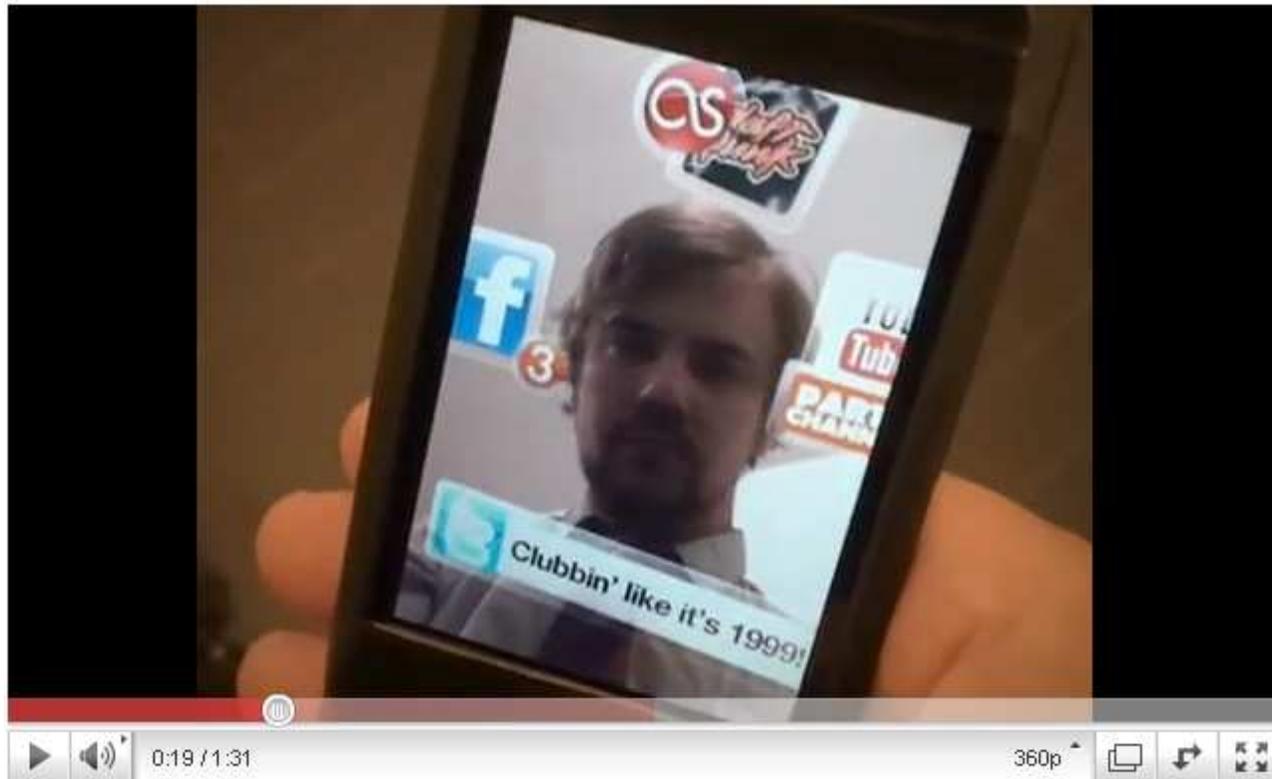
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# Augmented Identity

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

# Links & contact

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

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