



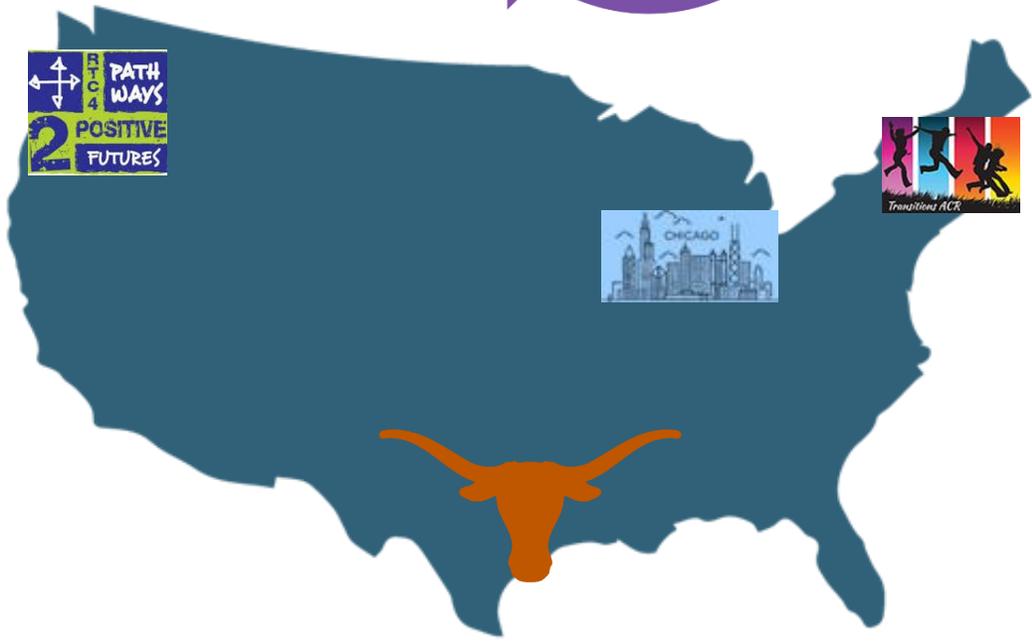
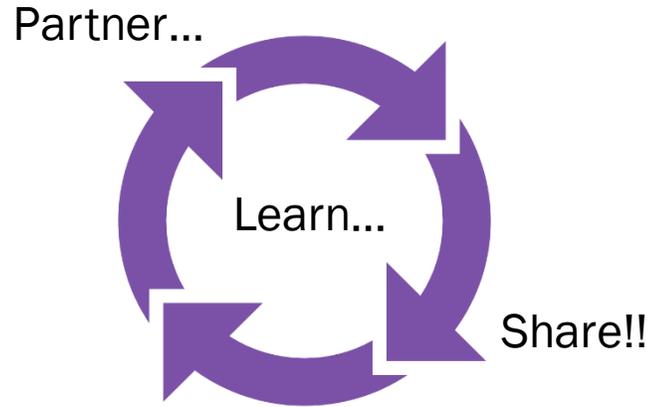
Discovery-Oriented Care & Using Social Media to build Vocational Identity

THRESHOLDS

Youth & Young Adult Services
Research & Innovation

Vanessa Vorhies Klodnick, PhD, LCSW

- I specialize in the transition to adulthood for young people with serious mental health needs.



Objectives

- Think differently about your IPS engagement strategies.
- Learn a new practice to support your work as IPS Specialists.
- Feel excited about this conference!



To better engage & support young adults, need to shift from:



*...well, I'm finding out a lot more about myself. I am a lot further than I was before without them. Also, I have gotten more laid back. More laid back? Yeah, when it comes to like things that like being laid back, with like **helping be gentle. I've gotten more familiar with me and who I am.***



Adolescents & young adults are hard on themselves. Know this. Know what you say & how you treat them deeply matters for how they understand their worth.

By helping a young person explore & identify what they are good at; what they like; where they see themselves is critical.



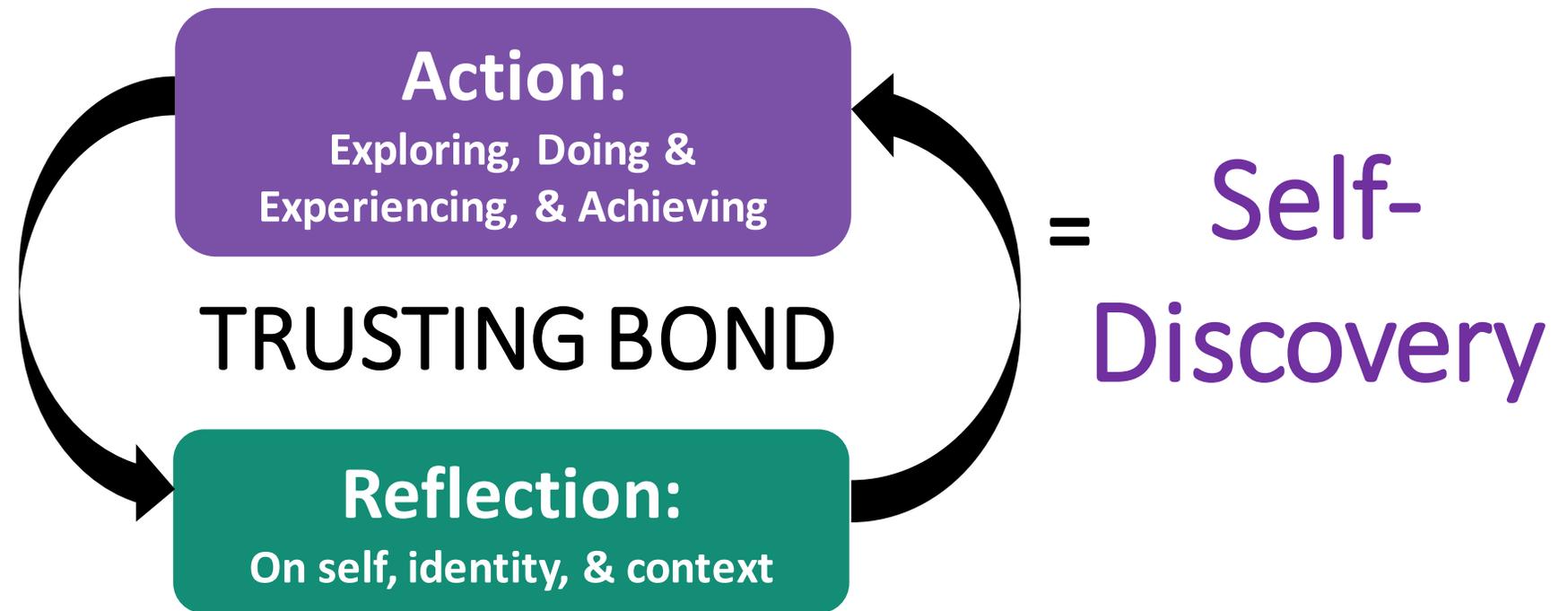
Discovery-Oriented Care

IT'S A THING. Like hashtags are a thing...
just maybe not universally used as hashtags.



Discovery-Oriented Care: Balance Action & Reflection

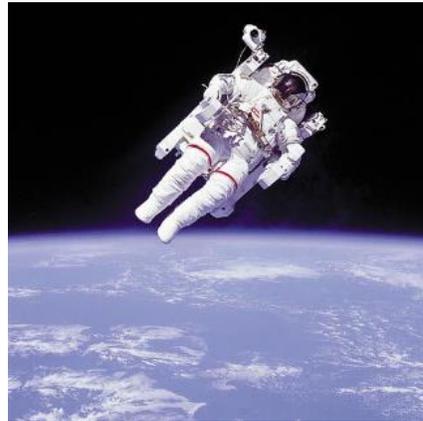
- Embrace ah-ha moments together around identity!
- Recognize, celebrate, & integrate
- Ask, what am I learning about myself? Why is this?



Discovery-Oriented Care Basics



**Antennas
Way Up**



**Self-
Discovery
Moments**

**Stay Curious,
not Critical**



**Flexible &
Patient**

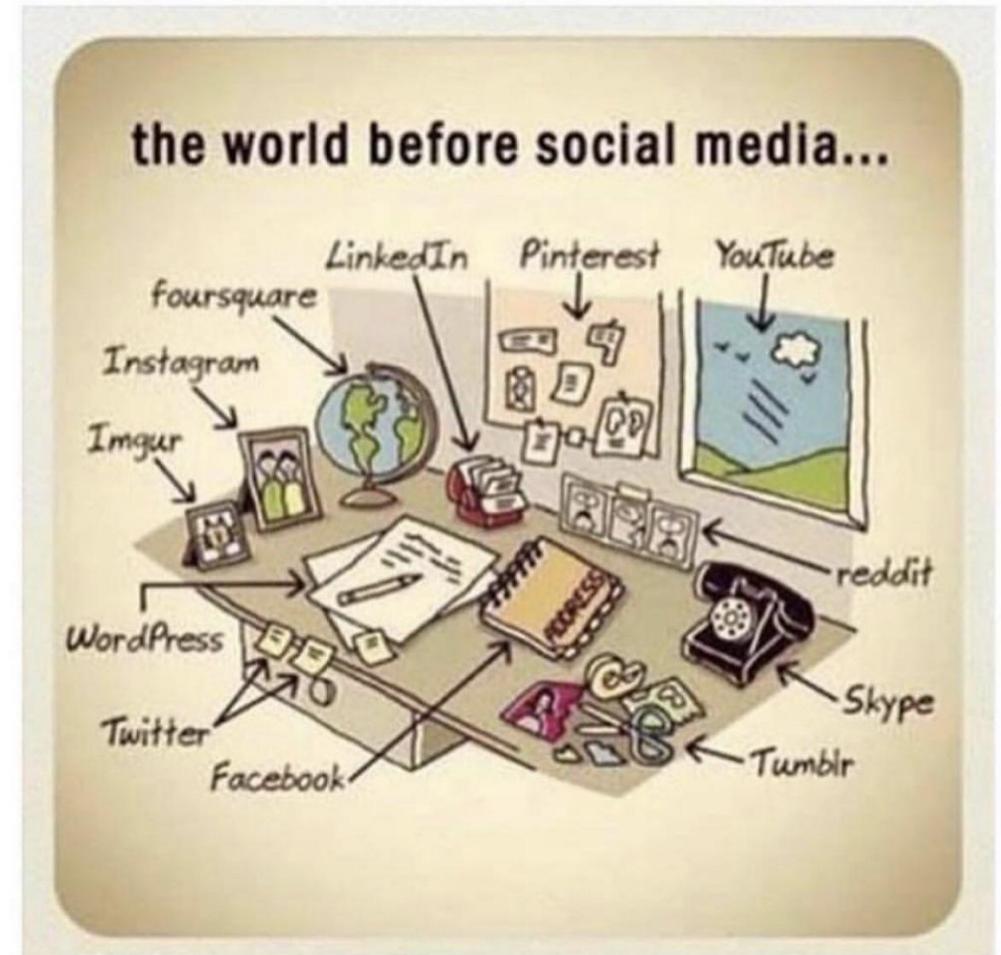


It's time for our first poll
– & with a
commitment!



So discovery? What does this have to do with technology & social media?

The World before Social Media..



**What % of 18-29 year olds
have smartphone in U.S.?**

96%

**What % of 18-29 year olds
use social media in U.S.?**

88%

Let's
do
another
poll.

Would you like to see
Prince Harry & Meghan
Markle move to Canada?

■ Yes: 12%

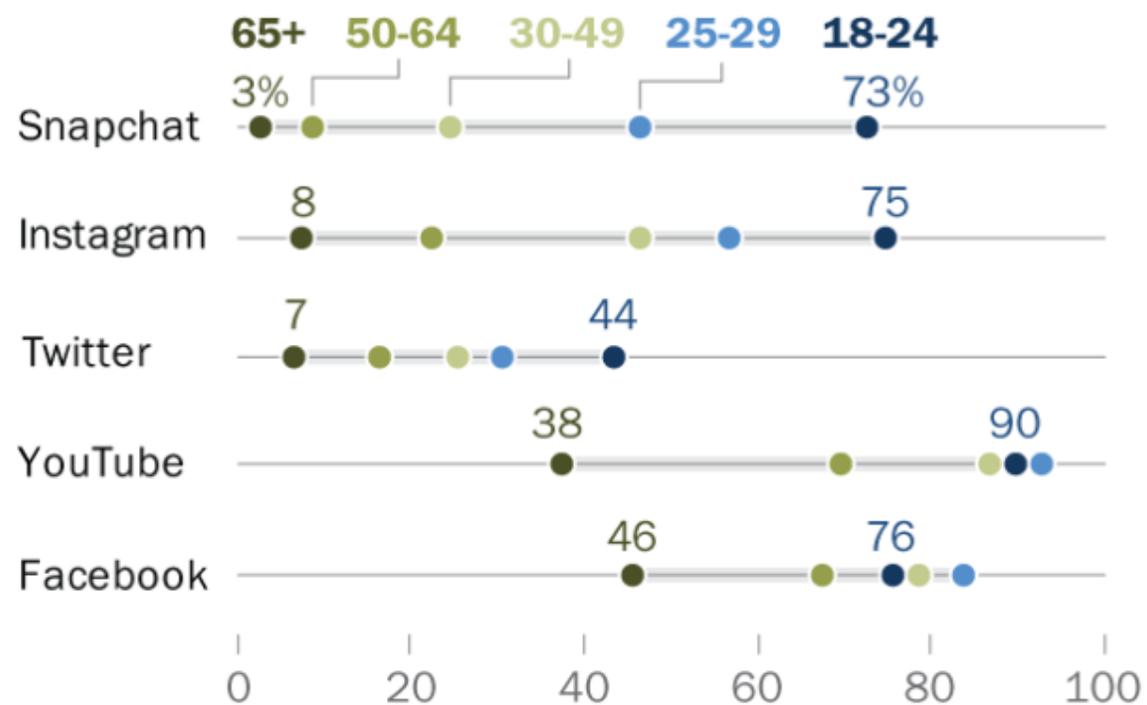
■ No: 36%

■ Don't care: 52%



Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



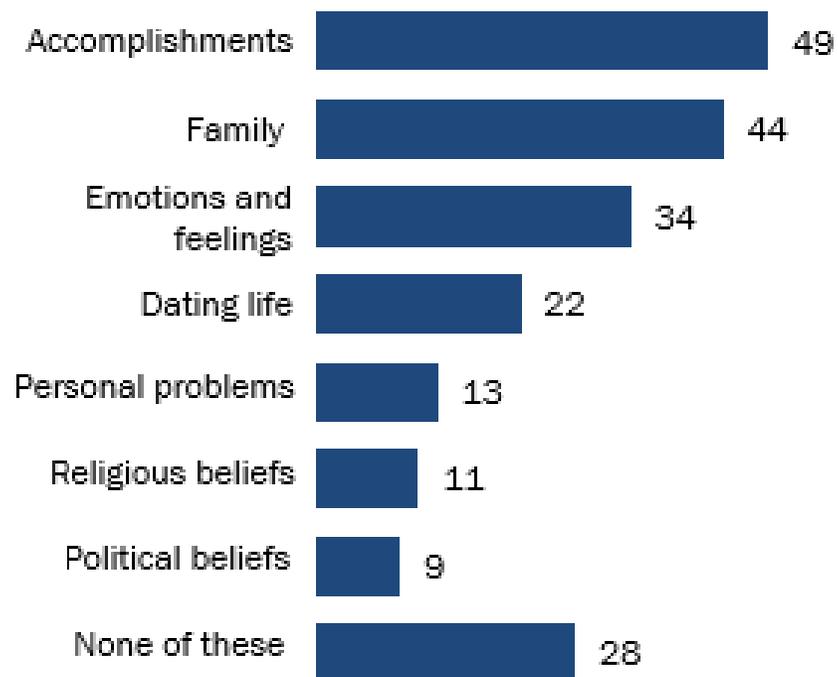
Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

While about half of teens post their accomplishments on social media, few discuss their religious or political beliefs

% of U.S. teens who say they ever post about their ___ on social media



Note: Respondents were allowed to select multiple options. Respondents who did not give an answer are not shown.

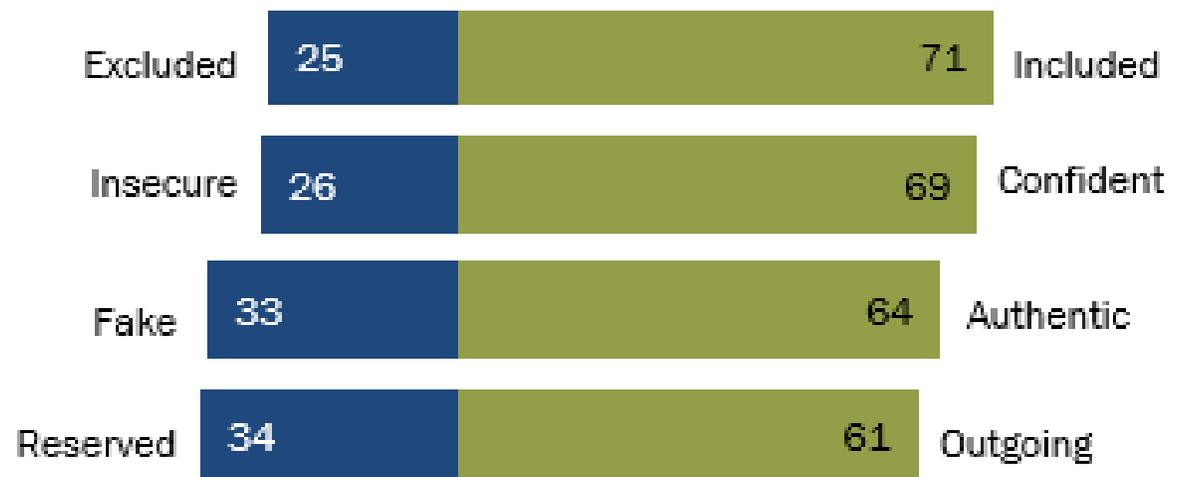
Source: Survey conducted March 7-April 10, 2018.

"Teens' Social Media Habits and Experiences"

PEW RESEARCH CENTER

Teens are more likely to say social media makes them feel more included and confident rather than excluded or insecure

% of U.S. teens who say that social media makes them feel more ...



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018.

"Teens' Social Media Habits and Experiences"

PEW RESEARCH CENTER

<https://www.pewresearch.org/internet/2018/11/28/teens-and-their-experiences-on-social-media/>

THRESHOLDS

ONLINE PRESENCE IS CRITICAL

- What is your brand? Your online identity?
- How do we work with young people on building professional online identities?
- First, we start with you.



- What would happen if the **person next to you googled you?** Or, looked on one of your social media profiles?
- What might they see? What might they **learn about you?**
- Is the “You” you want them to know? **Would you hire you?**



GOOGLE* YOURSELF.

What did you learn...
that you're willing to share...

Did you know:
the word
“Google” was
made an
official verb in
2006 in the
Oxford English
Dictionary!

What's the first thing people notice on a social media profile?





Search

- My Profile [edit](#)
- My Friends
- My Photos
- My Shares
- My Notes
- My Groups
- My Events
- My Messages
- My Account
- My Privacy



The University of Working Professionals



It's your world.
Take Command.

CLICK



Aman Ahmed

Centennial '07

[Share](#) +

Sex: Male
 Relationship Status: Single
 Birthday: August 20, 1984
 Hometown:
 Political views: Liberal
 Religious Views: Muslim

▼ **News Feed**

Displaying 0 stories. [See All](#)

You have no recent activity.

▼ **Information**

[edit](#)

Contact Info [\[edit \]](#)

Email:

 AIM Screenname:
 Mobile:
 Website:

Personal Info [\[edit \]](#)

Activities: I just sit around all day, pressing refresh and accepting all friend requests. This is how sad my life is. What's sadder is that I'm enjoying every minute of it.

Interests: Brotherhood, Unity, Dawah, All that jazz.

Favorite Music: I'm scared that the Haram police will go after me if I put something in here... but then again why are they on Facebook?

Favorite TV Shows: Family Guy, MNC, Seinfeld

Favorite Movies:

- [View More Photos of Me \(78\)](#)
- [Read Notes by Me \(3\)](#)
- [Edit My Profile](#)
- [Create a Profile Badge](#)

▼ **Status** [edit](#)

Keep your friends updated on your current status.

▼ **Centennial Friends**

209 Friends at Centennial [See All](#)



This photo has been removed by Facebook administrators for being too sexy.



Hypothetical Jones

Update Info

Activity Log  

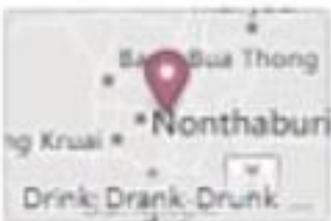
- Works at UNEMPLOYED!!!!!!
- Studied Culinary History at University of Wonderland
- Lives in Podunk, Connecticut
- It's Complicated



Friends 4



Photos



Map 2



Likes 10

3 

About

That Profile Photo matters!

Those with the most *beneficial* Facebook picture obtained 38% more job interview invitations compared to those with the *least beneficial* picture.^a



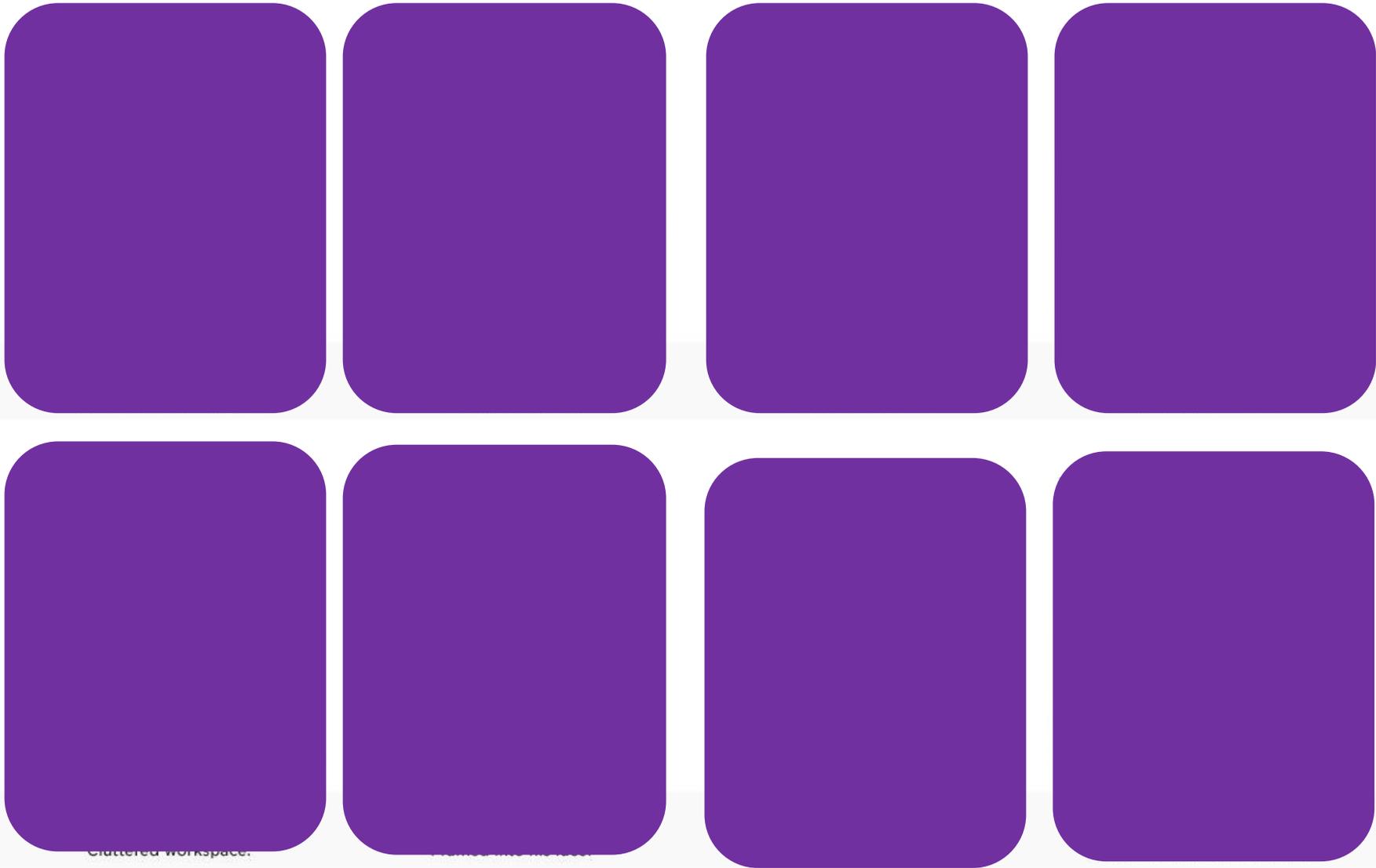
People select more flattering profile images when selecting pictures for other people compared with when selecting for themselves.^b

There is a LOT of advice for how to take the best profile photo.

- <https://www.orbitmedia.com/blog/perfect-profile-pictures-9-tips-plus-some-research/>
- <https://www.meero.com/en/news/corporate/411/11-Tips-To-Follow-For-The-Perfect-Linkedin-Profile-Picture-In-2019>

^ahttps://www.researchgate.net/publication/313222889_Facebook_profile_picture_appearance_affects_recruiters'_first_hiring_decisions

^bWhite, D., Sutherland, C.A.M, Burton, A.L. (2017). *Choosing face: The curse of self in profile image selection*. *Cognitive Research: Principles and Implications*, 2:23. DOI 10.1186/s41235-017-0058-3



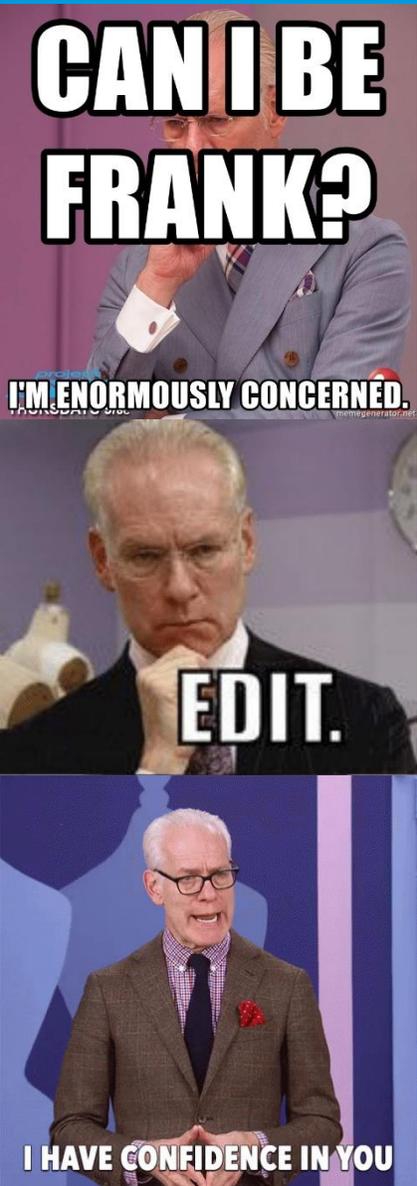
Cattered workspace.

Home office workspace.

Look back at your profile photo, which kind of smile do you have?

Five Degrees of open "body language" in faces and smiles





Improve your online presence & personal brand!

Group 1: Refine, but be yourself!

- A more polished or professional version of yourself can still be you.
- People like personalities. People like relating through social media.
- Don't lose yourself in the editing process.

Group 2: Integrate more of you!

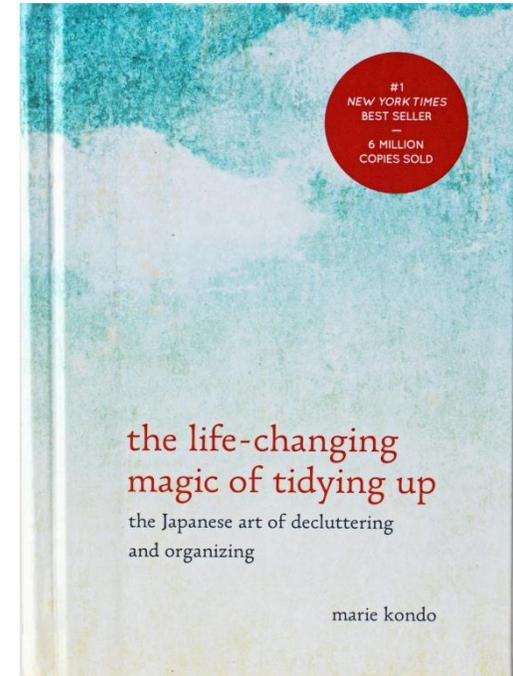
- Maybe you just realized that your social media doesn't really say as much about you as it could.
- Maybe it's time to be more YOU on social media.





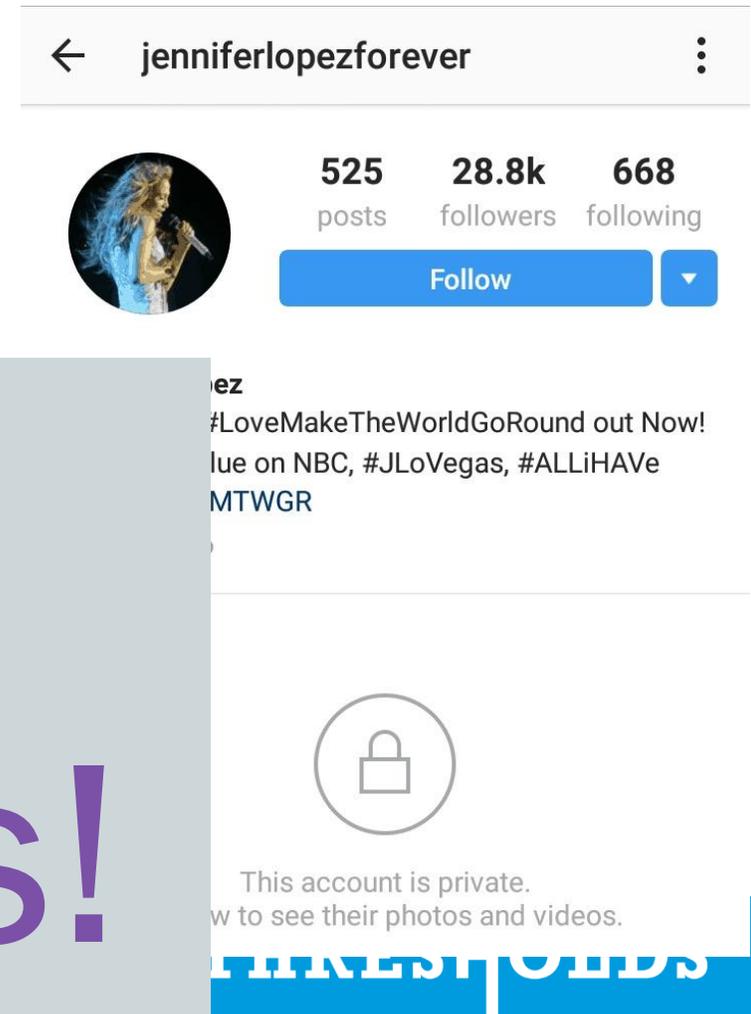
THE SOCIAL MEDIA SCRUB & BIO BUILDING

- Make all social media accounts more secure, maybe private
- Consider what is public & what isn't. Be consistent across accounts.
- Un-tag self from photos & posts unless they reflect who you are.
- Hide or delete any inappropriate posts.
- Deactivate unused accounts (e.g., middle school youtube account)
- When you do post, think about who will see it & what the post will have on their impression of you.
- Consider who you follow or who you are “friends” with. Revise.
- Proofread.
- Add a professional profile photo; make sure it's in focus & not a selfie.
- Add bio that represents you & is professional.





Accounts may be private, but the profile is not!



150
Characters!

Build your bio!

Ask Questions to Reflect

1. What am I good at? What do I really excel at? What have others told me I am good at?
2. What am I most passionate about? What makes me come alive? What motivates me?
3. What do I want people to know about me? What do I not want them to know about me?
4. How do I positive impact others & my community?
5. If someone else were to describe who I am, what would they say? What might I want them to say?
6. What do I aspire to do? Be?
7. What are some things I'm most proud of achieving?
8. What brings me great joy in life?

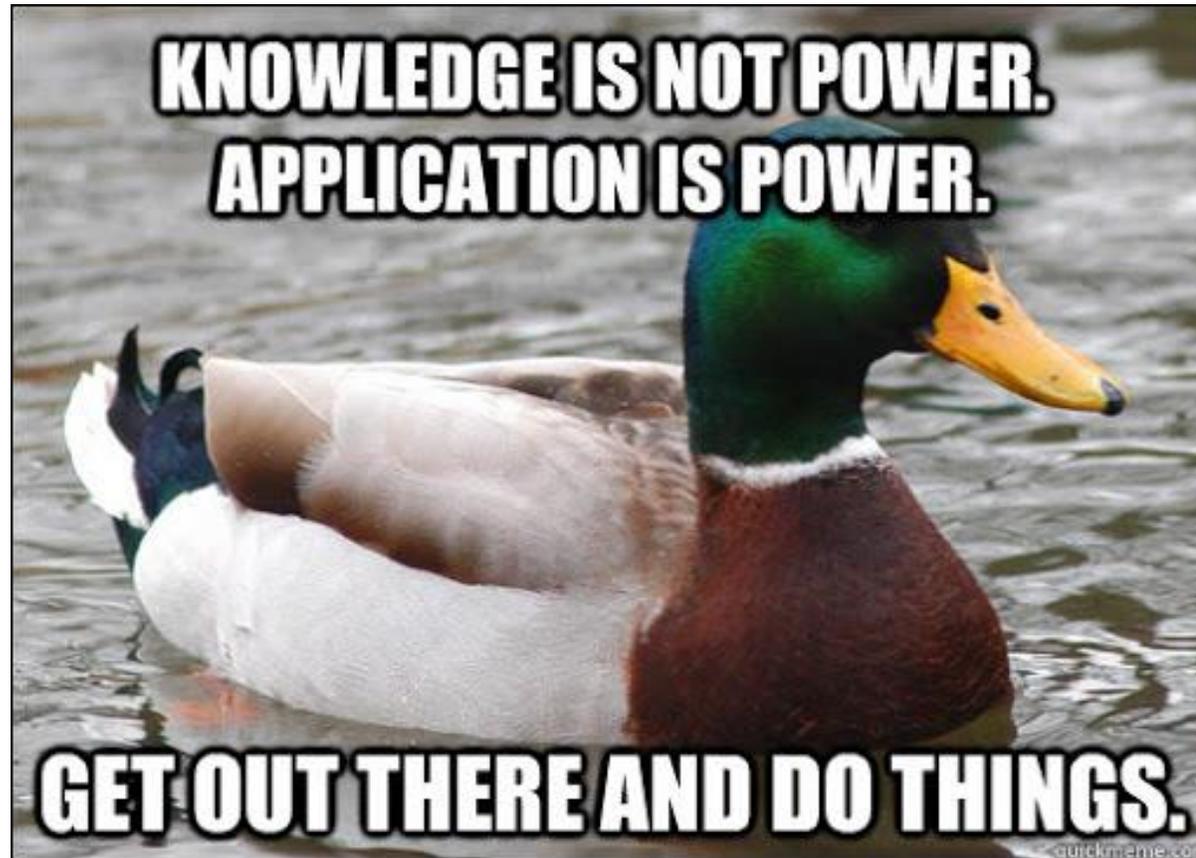
Now,
add
some of
these
details
to your
profile!

THESE ALL SAY SOMETHING ABOUT YOU TOO. DO NOT NEGLECT.

- Email address & signature block
- Voicemail
- Ringtone
- Resume: Content counts, but so does design (e.g., layout, font, organization, etc.)



Ask about these.
Discuss pros & cons of changing. Support use of Google Docs for resume building (free, online, very accessible to all)



Get in touch:

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