

# Digital

# Professionalism

The competence or skill expected of  
a professional when engaged in  
social and digital communication

It's all about Employability

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# DIGITAL PROFESSIONALISM

The competences and values expected of a professional when engaged in social and digital communication

# Challenges presented by Social Media

- Confusion about the extent to which information is private
- Ease with which information can be broadcast
- Informality of social networking – can be quite easy to fall foul of defamation laws or act “unprofessionally”
- Personal & professional boundaries can be rendered porous (J Shreather, BMA 2011)

# DIGITAL FOOTPRINT

A Digital Footprint is of interest to;

- You personally
- Your Profession
- Your Employer
- Your students/clients/potential clients

You Personally

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# Your Profession

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# Your Employer

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# Your Clients

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- “***Absolute arseholes***” and “***idiots***”

University of Nottingham lecturer’s rant about students and the University on an open Facebook profile

# Excuses people give for using material from the internet

- **There was no "copyright" logo or any other watermark on the photo**
- **It is on the internet, therefore it is free to use**
- **I won't make money off this photo. It's just for teaching/academic purposes**
- **I credited the photographer so it's good advertising for him**

**(Adapted from Greenslade 2013)**

- Training – for all staff including academics
  - Create great role models, brand advocates, protect the brand, enable authentic feedback, dialogue and outreach – improve the reach of research, stay in touch with alumni, inspire!
  - Training for all students – improve employability, foster an active network of great role models, brand advocates
  - Embed authentic use of social in everything we do, from external comms to internal comms, teaching to fund raising, customer services

iPad

12:12

86%



Home



Connect



Discover



Me



## Tweets

**IGGY** @iggywarwick

21h

Junior Commissioners present on the future of education & the internet at #GlobalGifted13 [ig.gy/17Jgao](http://ig.gy/17Jgao) @jnrcommission @warwickuni

**Warwick University** @warwickuni

22h

We will be screening the Last Night of the Proms on the #bigscreenpiazza. Saturday 7 September, 7pm. Open to all! [bit.ly/1dt9IUO](http://bit.ly/1dt9IUO)



Warwick University retweeted

**IGGY** @iggywarwick

22h

Gentle reminder that TOMORROW is the deadline for the IGGY Heron Scholarship in Science & Arts [ig.gy/1cFsAgz](http://ig.gy/1cFsAgz) @warwickuni #gtchat

**Warwick University** @warwickuni

22h

@SaraGregs Hi Sara, your university number should be on your formal offer letter.

**Warwick University** @warwickuni

1d

@carrievansxx Hi Carrie, your best option is to email [ugadmissions@warwick.ac.uk](mailto:ugadmissions@warwick.ac.uk) and they will advise you. Thanks.

**Warwick University** @warwickuni

1d

What effect will intervention in Syria have on business? @warwickecon Professor @mark4harrison on @ConversationUK. [bit.ly/19PxpS9](http://bit.ly/19PxpS9)

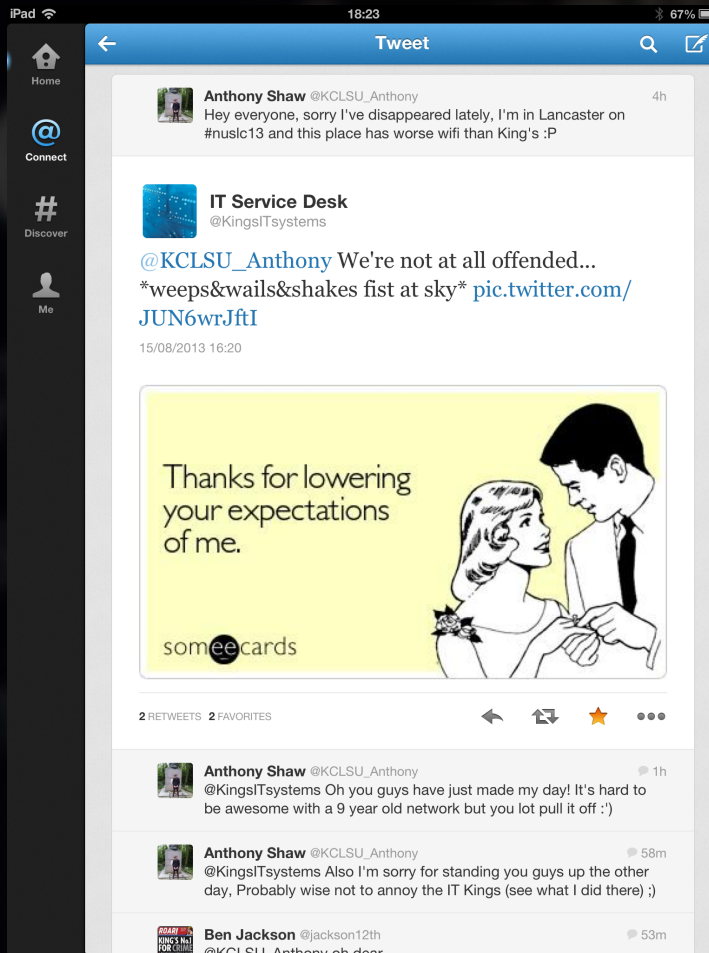


Warwick University retweeted

**The Conversation UK** @ConversationUK

1d

@warwickuni History suggests intervention in #Syria will be bad for business, by @mark4harrison of Uni of Warwick [goo.gl/9iJJt0](http://goo.gl/9iJJt0)



# PERSONAL BRANDING

- Open accounts across at least 5 platforms ( Google +, Twitter, Facebook, LinkedIn, Slideshare, wordpress blog)
- Use a familiar avatar, make your self easy to find
- Use a similar backdrop, theme, banner etc
- Buy yourname.com
- Consider everything that you do on your mobile device, potentially public – Snapchat and Whats App too, even comments on newspapers
- Google yourself regularly

# REMEMBER:

- If you are not a paying customer for the applications you are using, you are the commodity.