



# ***Use of Social Media in Job Placement & Development for Students with Disabilities***

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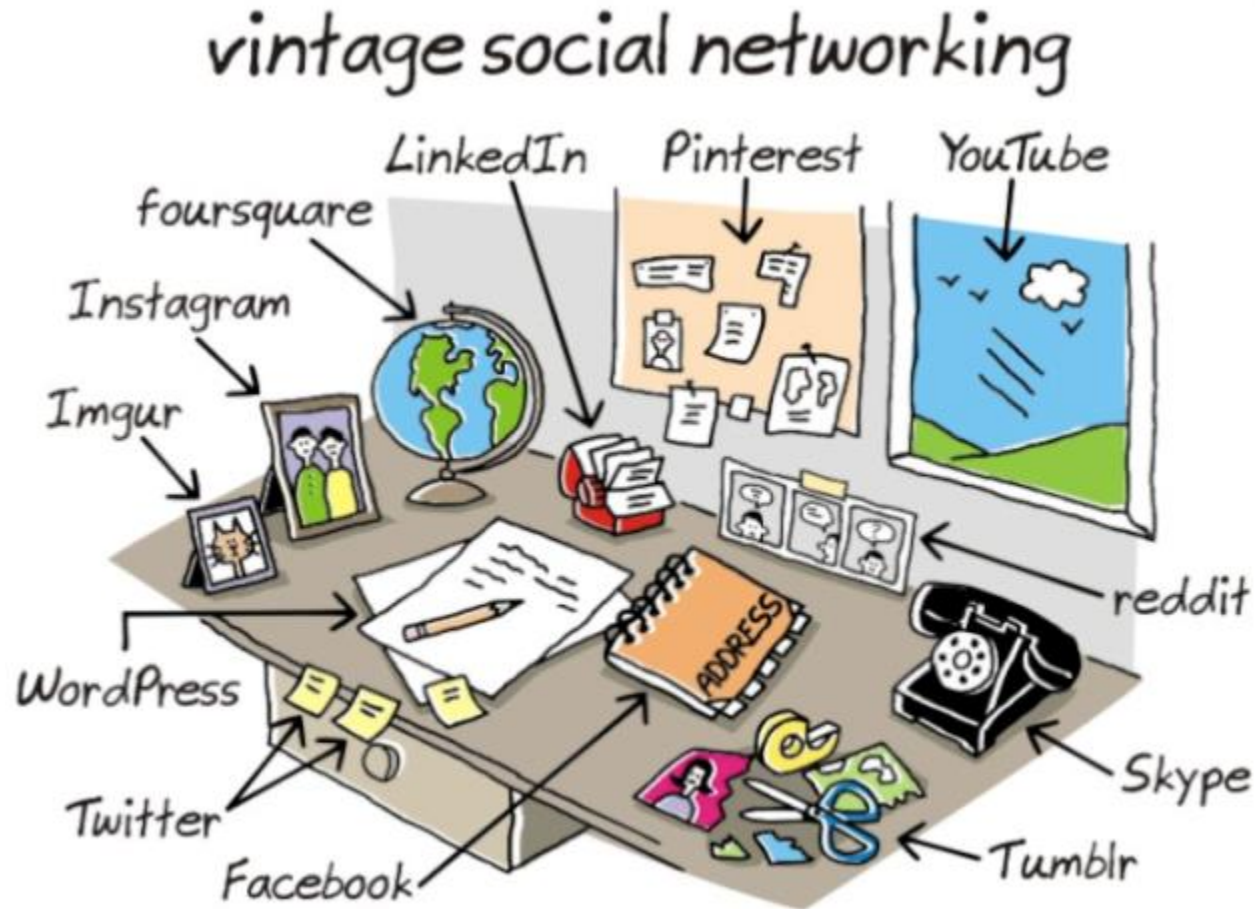
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# About the Author and Research Assistant

- **Christopher Kempski** is a professor of career counseling, job placement and development, assistive technology, medical and psychosocial aspects of disability, and vocational rehabilitation. He also works in the field, where he is a consultant and researcher in areas of Social Media and Disability Services.
- **Maria Suprun** is an advanced graduate student at the Mount Sinai School of Medicine in BioStatistics, and completed her MS in Mental Health from Hunter College.



# What is Social Media?



# Facebook and Job Search

- Networking
- Status Updates
- Facebook Marketplace
- Join and Get Active in Groups
- Posting Ads
- Use Graph Search as Your Fun Resume



# Facebook and Job Search

The screenshot shows a web browser window with several tabs open: 'Lecture 3 - Limit', 'Your Orders', 'Online Function Grapher', and 'Facebook (2) People who like The National Rehabilitation Association'. The address bar shows the URL: <https://www.facebook.com/search/113945575632/likers>. The browser's bookmark bar includes 'Imported From IE', 'Edit Account Inform...', 'Kiehl's Since 1851-', 'MSSM', 'iCloud', 'Weill Cornell Connect', 'Genetic.Org Home P...', 'ASA', and 'Other Bookmarks'. The Facebook interface shows a search for 'People who like The National Rehabilitation Association'. The search results list three individuals:

- Michele Buoninfante Gavin-Blainey** (NYU): Likes The National Rehabilitation Association, jcpenny and 111 others. Worked at Beth Israel Medical Center. Lives in New York, New York. 1 mutual friend: Christopher Kempski. Buttons: Add Friend, Message.
- Helene Feldman** (New York, New York): Likes The National Rehabilitation Association, Ocean Awareness in the B... Listens to Eve Cuyen, The Official Adrienne Hindmarsh Fan Page and Fra... Watches House, So You Think You Can Dance and AXS TV Concerts. Read Outside the Lines Coloring Book, The Lost World of Fossil Lake: Sn... Button: Message.
- Anita Nation Sulteen**: Likes The National Rehabilitation Association, Maggie Designs and 109... Read Digital Bible. Listens to Contemporary Christian, Martina McBride and Carrie Underwo... From Omaha, Nebraska. Buttons: Add Friend, Message.

On the right side of the page, there is a 'REFINE THIS SEARCH' section with filters for Gender, Relationship, Employer, Current City, Hometown, School, and Friendship, each with an 'Add...' button. Below this is a 'SEE MORE' link. The 'EXTEND THIS SEARCH' section features logos for 'CRG', 'What can YOU do?', and 'npr', along with a profile picture of a man. At the bottom right, there are links for 'More pages they like', 'Photos of these people', and 'These people's friends', along with a 'Chat (Off)' button.

# LinkedIn and Job Search

- Networking
- Keywords and Skills
- Recommendations
- Searchable Jobs
- Answers
- Staying Connected



# Twitter and Job Search

- Networking
- Link to Your Online Resume
- Follow Industry Experts
- Establish Yourself
- Get Targeted Job Tweets



[Website Link - Twitter Job Search Tips](#)



# Social Media & Counseling

- Growth in the **effectiveness** of Internet job search tactics over the years from 1998 to 2009
- Tracking job **postings**, learning about potential employers, self-advertising, getting job **leads**, and staying **connected**
- Using the Internet for **research** and information-seeking activities

# Our Research

## ◆ Using social media in job placement and development, 2011:

- Proper use of social media resources, such as *Facebook*, *LinkedIn*, and *Twitter* in a **job search**
- **Tips** and general advice how to make one's social media profiles more competitive in the **current** labor market
- Issues of **privacy** settings and **networking**



# Our Research - Continued



- ◆ Do **counselors** use Social Media to help their clients/students?
- ◆ If yes, what is their **experience** and thoughts?

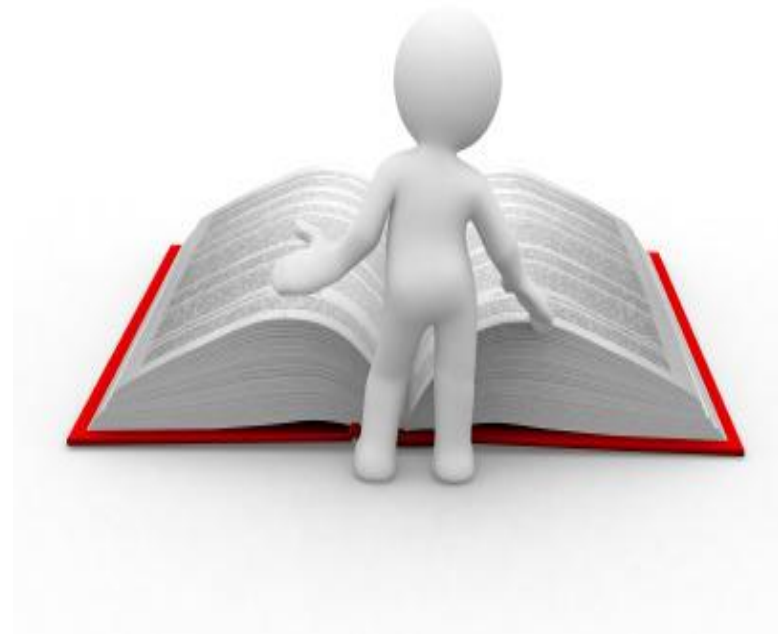
# Our Research - Continued

## ◆ **Using Social Media in Vocational Rehabilitation, 2013**

- **Survey** on the ways that social media are used by vocational counselors, job developers, disability service and other placement personnel
- Focus on the use of social media as a tool for job **placement**, including personal and professional experience

# Our Research - Definitions

- Career Counseling
- Vocational rehabilitation
- Vocational counseling
- Job placement
- Students with Disabilities



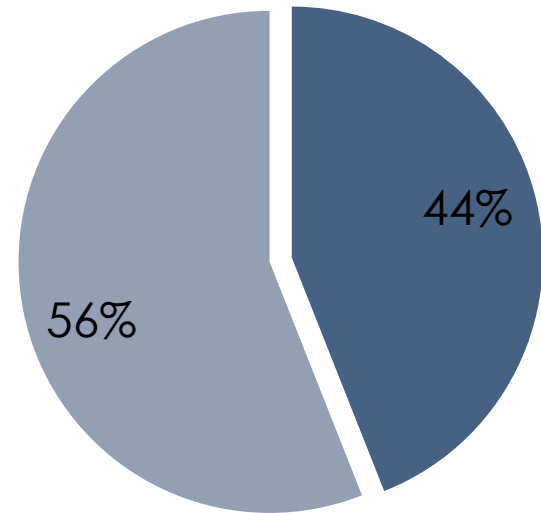
# Our Research - Findings



Employers do not allow the use of Social Media

No clear understanding on how to incorporate Social Media into counseling

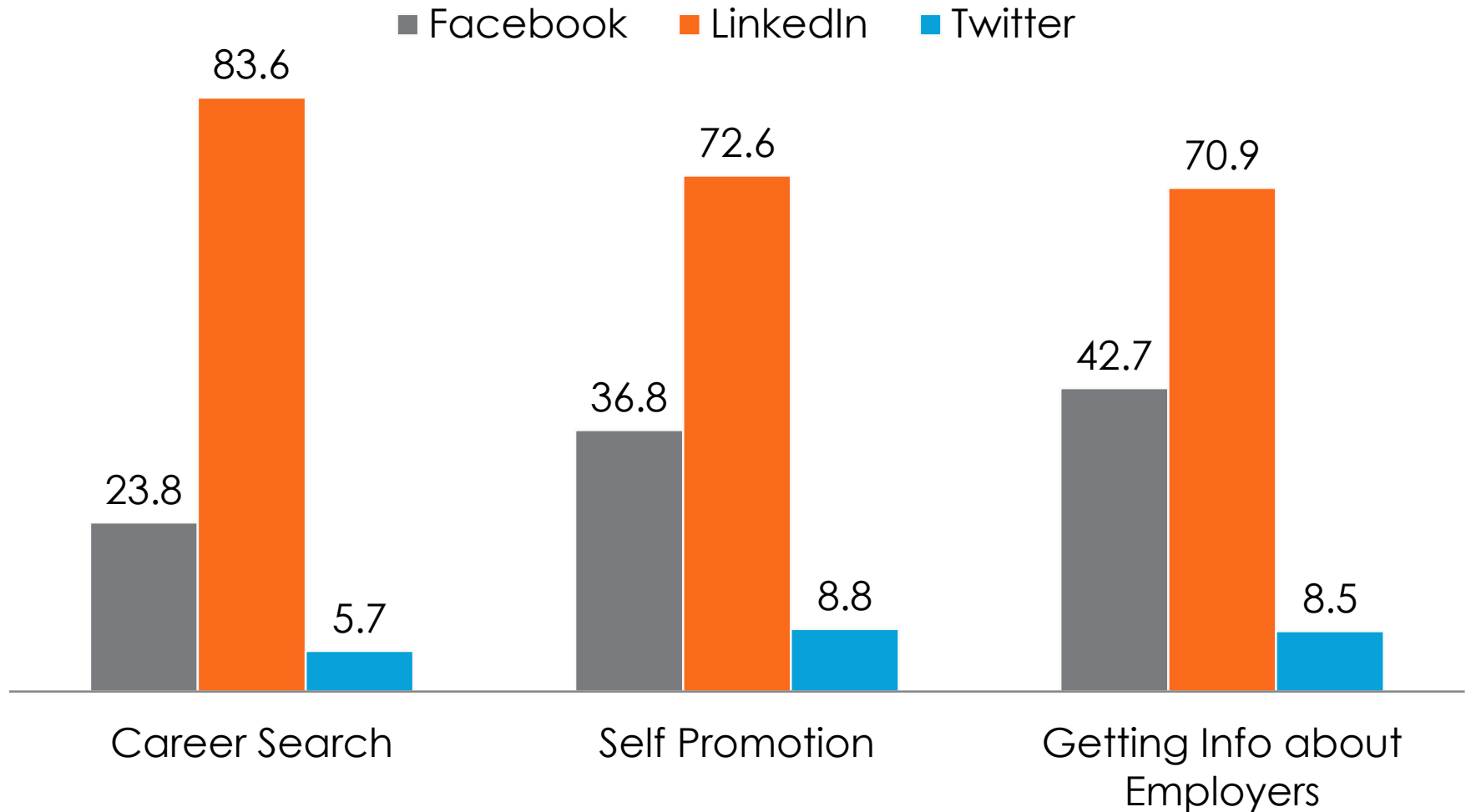
**Social Media Use**  
■ Don't use SM   ■ Use SM



# Our Research – Findings - Continued



## Most Prevalent Social Media Tools



# Our Research – Findings - Continued

- Social Media mostly used with clients/students **20-45** years old
- **54%** prefer to use Social Media with **English** proficient clients/students

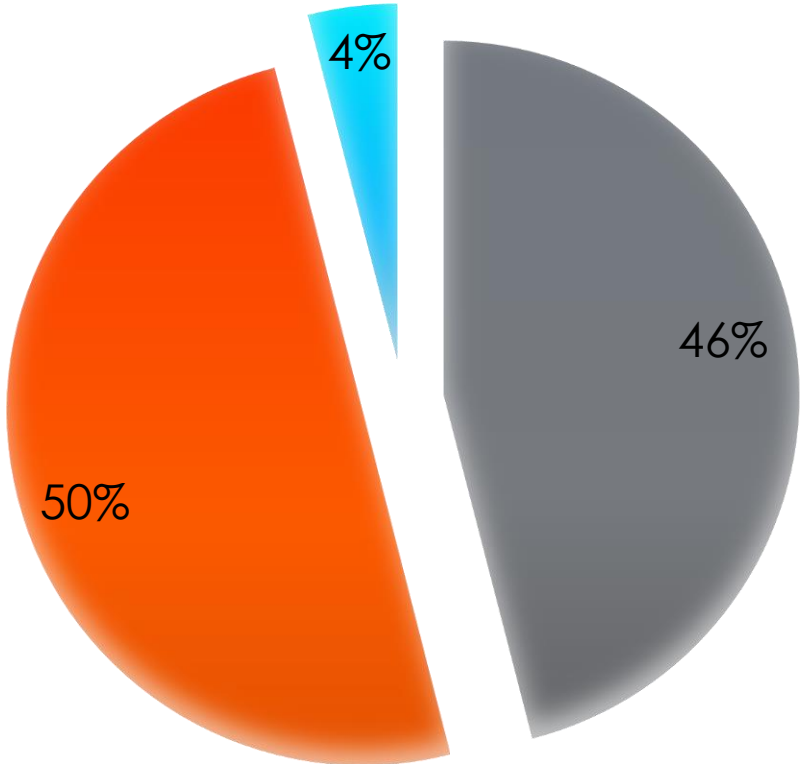




# Our Research – Findings - Continued

## Interview Success Rate

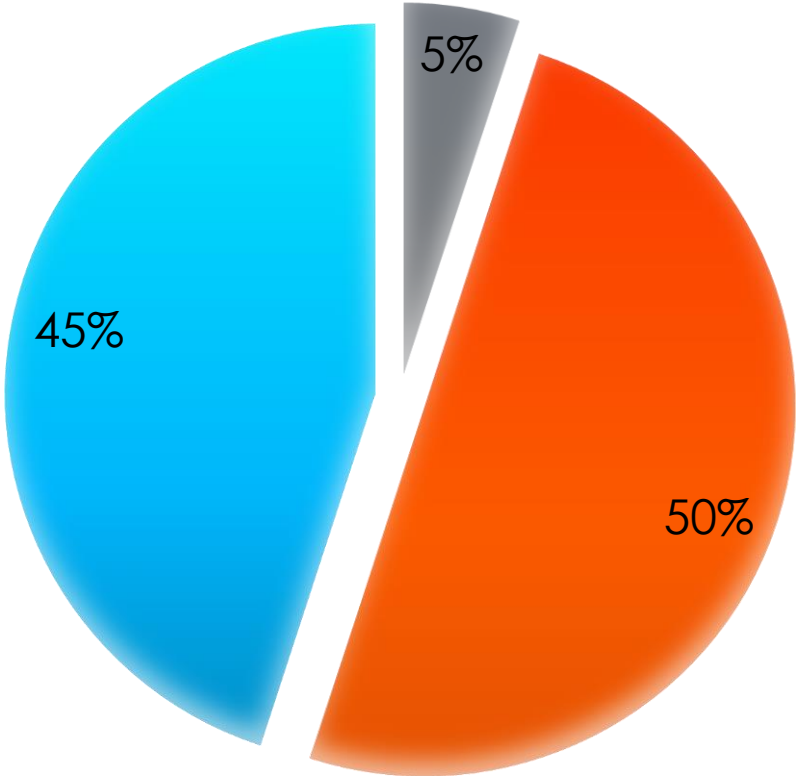
■ none ■ 1 to 10 ■ 11 to 20



# Our Research – Findings - Continued

## Job Retention

■ > 2 yrs   ■ 6 mo - 2 yrs   ■ < 6 mo



# Our Research – Findings – Continued

- **79%** of participants work with people/students having a disability

## *Why using Social Media?*

- Promoting **abilities**
- Reducing stigma
- **Accessing** range of resources
- ‘More **level** playing field’
- Substituting the physical **search**





# Our Research – Findings - Continued

- 79% encourage their clients/students to control **privacy** settings
- 89% advise their clients/students to keep profiles **employer-friendly**
- 84% of clients/students continue **networking** via Social Media after getting a job

# Social Media - Drawbacks

- Too much reliance on the technology
- No clear boundaries for client/student-counselor relationship
- Dilemmas of when to reveal disability to the employer



# Social Media - Drawbacks

- Limited access
- Not enough understanding of how it works
- Information placed online is difficult to remove
- Issues of confidentiality
- Inefficient privacy control
- Lack of realization about consequences
- Unrealistic Client/Student/Employer expectations





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S E C N E Q U E N C E

Signs of the social networking times.



## Questions & Answers



# Contact Info



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**Thank you!**

