

## ***Do you Tweet, Like, Share or Pin?***

# **SURVEY OF NEW ZEALAND CAREER PRACTITIONERS USE OF SOCIAL MEDIA TECHNOLOGIES**

Presented by Andrew Tui – CDANZ Professional Member, November 2015

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## **Introduction**

In conjunction with the Auckland branch of the Career Development Association of New Zealand (ACDANZ), career practitioner Andrew Tui conducted a survey of career practitioners about their attitudes toward and their use of social media technologies as part of their career practice.

Social media technologies have grown exponentially over the past five years and what was once typically seen as a 'fad' has become an accepted form of global communication. Popular social media technologies include LinkedIn, Facebook, Twitter, blog sites, Pinterest and Instagram to name a few.

There is currently a lack of New Zealand statistics focusing on social media usage, and anecdotal accounts of its usage by practitioners have been variable. It was deemed appropriate to gauge the current use of social media by career practitioners in a local context.

Several researchers have emphasised that it is important for career practitioners to gain confidence in existing and emerging technologies in order to consider their usefulness and potential for clients (Kettunen, Vuorinen and Sampson, 2013).

Overall the survey results indicate an acceptance of the role that social media technologies can play in supporting career practices.

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## **Social Media Context in New Zealand**

In New Zealand the use of social media has mirrored the growth experienced globally. According to Adcorp (Nov, 2013) over 2.5 million people in New Zealand used YouTube, representing over 55% of the population. Facebook was the second most used social media site with over 2.4 million users.

The increase in usage has also led to differences in the experience of users according to age group. A 2014 ComScore article suggested those aged between 15 to 34 were using Tumblr more compared to those aged 45+ (55.3% and 30.2% respectively). Those in the 45+ were likely to use LinkedIn more than those in the 15-34 age group (52% and 31.4% respectively).

An article in the National Business Review (2013) suggested that 40% of New Zealanders have been contacted about a potential job opportunity via a social media network. 17% of the New Zealand respondents had successfully secured a new job opportunity through social media too. The article explores the rise of LinkedIn as an integral social media site with companies such as ASB Bank, Fisher and Paykel, NZ Post, Vodafone and Xero using the site for recruitment.

With over one million LinkedIn users in New Zealand, and 250 million worldwide, it is becoming apparent that social media technologies have rapidly become an accepted and essential part of the job seeking and career management process. This has implications for career practitioners who consistently seek to stay current and up to date with changing trends and understanding how they impact on our clients.

Given the growth of social media and lack of current New Zealand statistics, the survey is an attempt to gauge the current use of social media by career practitioners in a local context.

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## Literature

The literature surrounding social media technology use by career practitioners is limited with few published studies globally. Currently there are no published studies from New Zealand.

A notable piece of research was conducted by Kettunen, Vuorinen and Sampson (2013) who published their article *Career Practitioners' conceptions of social media in career services* in the British Journal of Guidance of Counselling. Fifteen Finnish career practitioners were interviewed and the analysis of the data revealed five distinct categories reflecting their conceptions of social media's use in career services. These were (1) unnecessary, (2) dispensable (3) a possibility (4) desirable and (5) indispensable. The results indicated associations between career practitioners' conceptions and their practice.

Several researchers have emphasised that it is important for career practitioners to gain confidence in existing and emerging technologies in order to consider their usefulness and potential for clients (Kettunen, Vuorinen and Sampson, 2013).

An American study carried out by the National Association of Colleges and Employers (NACE) in conjunction with the Career Advisor Board (CAB) conducted a survey in 2013 focussed on college career centre professionals, their sentiments towards and their use of social media technologies in their practice. The study was a follow-up to reports conducted by NACE in 2007 and 2009 suggesting considerable concern among career centre professionals that the application of social media could have a destabilizing impact on college recruiting and their offices in particular. Overall the results of the 2013 study indicated a growing acceptance of the role that social media technologies can play in college recruiting and in career centre operations.

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## Methodology

A predominantly quantitative survey administered through Survey Monkey was communicated to career practitioners through numerous channels including email, social media, and CDANZ newsletters in September 2014 and opened for three weeks. The survey comprised of 27 questions focusing on three areas: (1) Demographics (2) Attitude towards the use of social media (3) Use of social media technologies.

*Demographics:* These questions provide contextual information including length of time working in the careers industry and level of job function.

*Attitude towards the use of social media:* The purpose of these questions is to capture attitudes towards social media at both a personal/professional level and at a team/organisational level.

*Use of social media technologies:* These questions focus on the particular technologies career practitioners may or may not use, and to what extent they are embedded in practice. This includes identifying barriers practitioners may face in using social media technologies.

The data was analysed through the Survey Monkey system and a report featuring the results was produced for practitioners and made available for the first time at the Symposium.

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## Results

### Demographics

- 132 people attempted the survey with 119 completing the 27 questions in full.
- More than half of the respondents were aged over 50 years with less than 7% of respondents aged 34 and under (fig. 1)
- Over 80% of respondents have at least 5 years of experience in the careers industry, with 58.27% having 10 or more years of experience (fig. 2).
- In regards to job function the largest representation was by those working in an advisor/counsellor/consultant level with 61.42% completing the survey (fig. 3).
- 59.84% of respondents work primarily in the Auckland region followed by Wellington with 14.96% (fig. 4).
- 26.77% of respondents work in private practice, followed by 23.62% in primary/intermediate and secondary school settings, and 22.83% in tertiary education settings (fig. 5).

#### What is your age?

Figure 1

Answer Choices	Responses	
24 or under	0.79%	1
25 to 34	5.51%	7
35 – 49	31.50%	40
50 – 64	52.76%	67
65 +	9.45%	12
Total		127

#### How many years of experience have you had in the careers industry?

Figure 2

Answer Choices	Responses	
Less than 1 year	1.57%	2
1 – 4 years	14.96%	19
5 – 9 years	25.20%	32
10 + years	58.27%	74
Total		127

## Indicate your current job function.

Figure 3

Answer Choices	Responses	
Director level	14.96%	19
Team leader / Manager level	20.47%	26
Advisor/Counsellor/Consultant level	61.42%	78
Administrator/Co-ordinator level	3.15%	4
<b>Total</b>		<b>127</b>

## What region is NZ do you primarily work in?

Figure 4

Answer Choices	Responses	
Northland	4.72%	6
Auckland	59.84%	76
Waikato	1.57%	2
Bay of Plenty	4.72%	6
Taranaki	0.79%	1
Hawkes Bay /Gisborne	2.36%	3
Manawatu	1.57%	2
Wellington	14.96%	19
Nelson / Marlborough	1.57%	2
Canterbury Westland	3.15%	4
Otago / Southland	4.72%	6
<b>Total</b>		<b>127</b>

## What type of agency, institution or organisation do you primarily work in?

Figure 5

Answer Choices	Responses	
Private practitioner - career/employment services provider	26.77%	34
Career services / human resources unit within a company	1.57%	2
Career services provided directly by government (ie. government employee)	12.60%	16
Government funded community-based employment services (private or non-profit)	4.72%	6
Non Government funded community-based employment services (private or non-profit)	2.36%	3
Vocational rehabilitation (eg. ACC, CRS)	1.57%	2
Primary, intermediate or secondary school	23.62%	30
Tertiary institution	22.83%	29
Other (please specify)	3.94%	5
<b>Total</b>		<b>127</b>

## Attitudes toward the Use of Social Media

A series of questions were directed at respondents concerning their attitudes toward the use of social media. As figure 6 shows, most career practitioners were accepting of using social media (total of 87.2%). Further to this, 67.2% identifying themselves as enthusiastic about using social media. 4.8% of respondents were concerned about the implications social media may have on their practice, and no respondents were opposed to the use of social media.

### What is your personal attitude towards the use of social media technologies?

Figure 6

Answer Choices	Responses
Enthusiastic about using social media and its role in supporting client's career development	67.20% 84
Accepting but not really enthusiastic	28.00% 35
Concerned about the implications for the future of Career Practitioners work	4.80% 6
Opposed to the use of social media	0.00% 0
Total	125

Within a team setting, the attitude towards the use of social media was largely accepting but slightly less enthusiastic than for individual career practitioners. Figure 7 shows that 2.4% of respondents felt that their team were in opposition to the use of social media in their practice.

### What is your team's attitude towards the use of social media technologies?

Figure 7

Answer Choices	Responses
Enthusiastic about using social media and its role in supporting client's career development	46.40% 58
Accepting but not really enthusiastic	32.80% 41
Concerned about the implications for the future of Career Practitioners work	3.20% 4
Opposed to the use of social media	2.40% 3
Not applicable (ie. Self-employed, independent)	15.20% 19
Total	125

As there was no baseline data to consider, figure 8 shows the perceived current usage of social media compared to that experienced in 2011, with 82.4% of respondents increasing or significantly increasing their use of social media. This is consistent with trending data suggesting increased use of social media across all people. Surprisingly 7.2% of respondents have either decreased their use or have never implemented social media in their practice.

### How are you currently using social media compared to how you were in 2011?

Figure 8

Answer Choices	Responses
Significantly increased the use of social media	36.80% 46
Increased the use of social media	45.60% 57
No change in the use of social media	10.40% 13
Decreased the use of social media	1.60% 2
Have never implemented the use of social media in my practice	5.60% 7
Total	125

80% of respondents perceived their client's as accepting and using social media in their job search / career development. Figure 9 shows that 20% perceived their clients would prefer non-social media means or rarely use social media. Further research may uncover some of the reasons and could include factors such as the client's access to social media technologies and digital literacy.

### How do you generally perceive your client's attitude towards the use of social media in their job search and / or career development?

Figure 9

Answer Choices	Responses
Enthusiastic and use social media heavily	19.20% 24
Accepting and use some social media	61.60% 77
Would prefer to interact with employers through more traditional venues and means	12.80% 16
Rarely use social media	6.40% 8
<b>Total</b>	<b>125</b>

## The Use of Social Media Technologies

With the majority of respondents showing acceptance for the use of social media technologies, figure 10 illustrates the range of social media used by practitioners. The predominant technologies used reflect the dominant platforms in the marketplace including LinkedIn (89.08%), Facebook (69.75%), YouTube (44.54%) and Blog sites including Blogger and Wordpress (26.89%).

LinkedIn and Facebook were the only social media commonly used by over 50% of practitioners, which may indicate an unfamiliarity with other social media in the marketplace.

### Which social media technologies have you used or promoted in your current practice?

Figure 10

Answer Choices	Responses
Facebook	69.75% 83
LinkedIn	89.08% 106
Twitter	23.53% 28
Online 'business card' sites (including About.me, Vizify)	3.36% 4
YouTube	44.54% 53
Meetup	5.04% 6
Pinterest	14.29% 17
Tumblr	3.36% 4
Google Plus	18.49% 22
Social media monitoring sites (including Reppler)	5.88% 7
Blog sites (including Blogger, Wordpress)	26.89% 32
I have not used any in my practice	5.88% 7
Other (please specify)	5.88% 7
<b>Total Respondents: 119</b>	

Figure 11 shows that only 20.17% of respondents have received formal training in the use of social media. When it came to informal training figure 12 showed the opposite with 63.03% having received informal training. This is an interesting observation given that career practitioners were overwhelmingly accepting of using social media (total of 87.2%).

### Have you received formal training in the use of social media?

Figure 11

Answer Choices	Responses	
Yes	20.17%	24
No	79.83%	95
<b>Total</b>		<b>119</b>

### Have you received informal training in the use of social media?

Figure 12

Answer Choices	Responses	
Yes	63.03%	75
No	36.97%	44
<b>Total</b>		<b>119</b>

Respondents were asked to identify what they perceived as the barriers to the effective use of social media in their career practice. Figure 13 shows that the top five responses were; time constraints (54.62%), knowledge of social media technologies (54.62%), privacy issues (42.86%), technology issues (39.5%) and interest in the use of social media (26.05%).

The lack of formal training (professional development) in social media technologies may suggest practitioners are generally using the more commonly known social media as noted in figure 10 and are unfamiliar with a wider range of social media technologies in the marketplace. Figure 13 also shows that more than half of the respondents perceive time constraints as a barrier to the effective use of social media. This suggests practitioners may be unsure how to apportion time to using social media in their practice, or to dedicate time to professional development.

### What do you perceive as the barriers to the effective use of social media in your practice?

Figure 13

Answer Choices	Responses	
Legal concerns	21.01%	25
Budgetary constraints	12.61%	15
Human resource constraints	17.65%	21
Time constraints	54.62%	65
Privacy issues	42.86%	51
Technology issues (eg. slow internet, firewalls)	39.50%	47
Unclear social media policy in the organisation	23.53%	28
Knowledge of social media technologies	54.62%	65
Interest in the use of social media	26.05%	31
Organisational opposition to the use of social media	11.76%	14
I have not experienced any barriers	9.24%	11
Other (please specify)	10.08%	12
<b>Total Respondents: 119</b>		

Figure 14 shows that the top five ways in which practitioners use social media with clients include: posting and sharing useful career information (64.71%), job search strategies and activities (60.5%), informing/attracting clients to career events (56.3%), advertising and promoting their career service (47.06%) and receiving/revising CVs (31.09%). This suggests practitioners are using social media to work alongside and support clients, but also to attract new clients and to promote their service.

### For what purposes have you used social media with your clients?

**Figure 14**

Answer Choices	Responses	
Informing / attracting clients to career events	56.30%	67
Receiving / revising CVs	31.09%	37
Discussing career objectives	26.89%	32
Job search strategies and activities	60.50%	72
Posting and sharing useful career information (articles, videos)	64.71%	77
Advertising and promoting your career services	47.06%	56
Not applicable	6.72%	8
Other (please specify)	6.72%	8
<b>Total Respondents: 119</b>		

As technology evolves the ability to engage with clients on an online platform has grown. Figure 15 shows that 28.57% of respondents use social media to provide individual guidance and advice to clients.

### Have you used social media to provide individual guidance / advice to clients?

**Figure 15**

Answer Choices	Responses	
Yes	28.57%	34
No	71.43%	85
<b>Total</b>		<b>119</b>

Figure 16 shows that under 20% of respondents use social media each day in their practice, with the majority using it less frequently. 11.76% prefer not to use it in their practice.

### How long would you approximately spend using social media each day in your practice during a typical work day?

**Figure 16**

Answer Choices	Responses	
I spend upwards of 25% or more of each day communicating with clients on social media	3.36%	4
I spend a portion of each day communicating with clients on social media	15.97%	19
I spend some time each week communicating with clients on social media	28.57%	34
I communicate with clients a couple of times each month on social media	15.13%	18
My interaction with clients on social media is sporadic at best	25.21%	30
I do not use social media	11.76%	14
<b>Total</b>		<b>119</b>



With client expectations changing, figure 17 shows that 46.22% of respondents and/or their organisation provide advice and training to clients on the use of social media. This may suggest there are opportunities for practitioners to undertake further professional development in social media technologies and to potentially build this advice and training into their practice. Anecdotally there are career centres that provide workshops on 'online branding and reputation' and individual consultants on writing LinkedIn profiles.

#### Do you or your team / organisation provide training and / or advice to clients on the use of social media?

Figure 17

Answer Choices	Responses	
Yes	46.22%	55
No	53.78%	64
<b>Total</b>		<b>119</b>

In regards to employer engagement, Figure 18 shows that over one third of respondents reach out to employers using social media. Of those who engage with employers, figure 19 shows the main reasons are to inform/attract employers to career events and initiatives (21.85%, marketing clients to employers (15.97%) and seeking advice from employers (15.13%). Again this highlights an opportunity for practitioners to broaden how they engage with employers.

#### Do you reach out to employers using social media?

Figure 18

Answer Choices	Responses	
Yes	35.29%	42
No	64.71%	77
<b>Total</b>		<b>119</b>

#### How do you engage with employers using social media?

Figure 19

Answer Choices	Responses	
Informing/attracting employers to career events/initiatives	21.85%	26
Marketing clients to employers	15.97%	19
Marketing clients for internships/work experience	12.61%	15
Seeking advice from employers	15.13%	18
Not applicable	66.39%	79
<b>Total Respondents: 119</b>		

Figure 20 shows that 59.66% of respondents rate their level of confidence in using social media as somewhat confident or extremely confident. This is surprising given that over 80% of respondents are accepting of social media. 6.72% reported as being extremely unconfident which again may be attributed to the barriers facing effective use of social media by practitioners.

## Generally how would you rate your level of confidence in using social media technologies?

Figure 20

	Extremely confident	Somewhat confident	Neutral	Somewhat unconfident	Extremely unconfident	Total	Average Rating
(no label)	10.92% 13	48.74% 58	18.49% 22	15.13% 18	6.72% 8	119	2.58

## Impact of Social Media

Rather than having a transformative effect on the practice of career practitioners, the impact of social media technologies is a reflection of their limited use.

## What do you perceive as the benefits of using social media technologies with your clients?

Figure 21

Answer Choices	Responses	
Inform more clients about career events	72.27%	86
Increase number of clients attending events	56.30%	67
Able to communicate with greater ease with clients	71.43%	85
Job search advice to a greater proportion of clients	65.55%	78
Respond to clients career issues in a shorter amount of time	42.02%	50
No impact on advising and supporting clients	9.24%	11
Other (please specify)	6.72%	8
Total Respondents: 119		

## What would you perceive as the impact of social media on employer relations?

Figure 22

Answer Choices	Responses	
Increased number of employer recruiters	25.21%	30
Increased number of employers at career events	19.33%	23
More immediate interaction between employers and clients	66.39%	79
No impact on employers	15.97%	19
Other (please specify)	12.61%	15
Total Respondents: 119		

Figure 23 showed that 22.69% of respondents measured the amount of client activity on social media. Figure 24 reported only 12.61% of respondents measured the amount of employer activity on social media. These low figures may reflect on the uncertainty over how social media can be measured in a tangible and easily reported manner.

## Do you measure the amount of client activity on social media? (analytics/statistics)

Figure 23

Answer Choices	Responses	
Yes	22.69%	27
No	77.31%	92
Total		119

## Do you measure the amount of employer activity on social media? (analytics/statistics)

Figure 24

Answer Choices	Responses	
Yes	12.61%	15
No	87.39%	104
Total		119

## Advantages

To the open-ended question of what has social media done to make your job easier, the responses can be grouped into 4 main themes:

### 1. Increased/enhanced levels of communication

These responses suggested social media is an effective way to increase reach and to communicate with a greater number of clients. Respondents also commented on the ease of using social media platforms and the immediacy of being able to engage with others.

- *I can interact with more employers and prospective students than ever before...*
- *E-guidance clients can come from anywhere – not restricted to geographical area.*
- *..I have clients across NZ, AU, US, UK, CA, UAE...*
- *Earlier when I was working with young clients it was the only way to access some*
- *An additional form of communication to supplement traditional methods*
- *Has helped me to stay connected with my students using platforms in which they are already engaged with*
- *Immediate interaction or same day interaction*
- *Quicker easier way to get information to students. Know that they receive it rather than using the school notices system.*
- *Instead of phoning you can flick an etext, posting updates is easier.*

### 2. Allows for collaboration and sharing with colleagues

These responses suggested social media is useful for sharing information with industry practitioners and to engage in professional development discussions and groups.

- *Collegial support via Yammer, LinkedIn groups, Facebook.*
- *Connect and network more easily, keeps me up to date with what's going on in HR/Recruitment/careers industry*
- *Collaboration and communication with colleagues easier*
- *Learning about the hot topics researching is made easier*
- *As a sole practitioner, helps keep easily in contact with other practitioners and the changing world of work through LinkedIn articles and groups*
- *..also find it great to access RSS feeds and labour market information. Also learning and developing new skills.*

### **3. Used as a tool to assist clients with their job search / career development**

These content-focused responses suggested social media is useful for sharing information with clients, including events, and to engage it as part of their job search strategy and ongoing career development.

- *Show examples to clarify points to clients*
- *Added another tool/tools for job search*
- *Advertisements about events and information can be posted*
- *Provided resources to share with clients/groups on aspects of career development. Using innovative tools to communicate with clients*
- *More information about CVs, career advice accessible*
- *Enables to share stories and reach targeted audiences with messages around employment/career development*
- *I've advised a couple of clients to update their LinkedIn profiles and work has occurred for them*
- *LinkedIn is fantastic for researching career stories to help clients make decisions about pathways of study to employment*

### **4. Ability to use of a marketing tool**

These responses suggested social media is used by some practitioners to market and advertise their services and products to clients and organisations.

- *It has made communication easier and increased our market visibility*
- *Attracting interest from potential clients*
- *Greater opportunity to connect with past clients and receive referrals*
- *Connect with clients from events or seminars that we may be presenting at; advertising (with a very small budget)*
- *Got me featured in the Harvard Business Review and the Economist as their international career expert*
- *Easier to advertise jobs when recruiting and basically my entire marketing strategy for my consultancy*

## ***Disadvantages***

To the open-ended question of what social media has not done to improve performance above what you expected it to, the responses can be grouped into 3 main themes:

### **1. Allowed improved access to opportunities for all clients**

These responses suggested social media is not widely used by clients due to an ability to access the technologies.

- *It hasn't levelled the playing field in terms of improved access to employment opportunities for all. Clients who don't use social media are increasingly disadvantaged – the 'digital divide'. There is perhaps a belief that everyone should be using social media now and they are 'backward' if they don't*
- *Many of our students don't have access to the internet or wifi at their place of residence – this is a barrier re communication*
- *Many talented individuals not on social media need to find jobs by other means*

### **2. Engagement is not as high as expected**

These responses suggested social media has not increased the levels of engagement whether it be volumes/traffic on social media platforms, or active contributions to group discussions and posts.

- *Hasn't engaged the discussion/interaction I would like to see*
- *It hasn't increased our number of clients*
- *Cannot rely on everyone using it or reading posts*

- *Haven't reached out to all students as much as we expected*
- *Advertising has not delivered any leads as yet (but this is something we are working on)*

### **3. Workload has not decreased**

These responses suggested social media has not reduced the amount of workload involved in engaging with clients and organisations.

- *Sucked time away from family, friends and leisure activities*
- *Cut down on channels on communication used. In reality we need to do what we have done plus this.*
- *Given me more time to do other things*
- *Make work easier – it actually creates extra work because you have to monitor your channels and make an effort to update information and keep current, as well as set time to engage with your audience/network*

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## **Conclusions**

The survey shows there is increased usage and acceptance of social media technologies in the work of career practitioners. However, despite the high rate of acceptance, the implementation and use of social media technologies appear limited and restricted to commonly used platforms. This limited application may be related to concerns about having time to use social media, lack of knowledge of how to use the technologies, and privacy connected with social media. As a result the impact of social media technologies is unclear at this stage. The use and perceived impact from social media may change with the employment of practitioners who are more comfortable with the technologies, and with the application of specific social media training and development for practitioners who previously may have had limited opportunities.

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## **Limitations**

The survey was attempted by 132 respondents and fully completed by 119, so caution should be given when viewing this survey as a representative sample of career practitioners across New Zealand. Geographically, the greatest proportion of respondents came from the Auckland region followed by Wellington. The survey largely comprised of practitioners from the education sector and those identifying as private practitioners (total of approximately 80%). The remainder came from a variety of industry groups.

The survey findings were not analysed further in relation to age, geography and industry type due to the relatively small numbers in the survey. However, the survey does provide a general snap shot across career practitioners in general.

It may be possible that the people who responded to this survey were already actively engaged in the use of social media and those less engaged were unlikely to respond. It is also interesting to note that of the 132 respondents who started the survey, 13 did not complete it in full. This could be attributed to a number of reasons including technical issues or a lack of identification with the survey.

As this survey was a first attempt to gauge the usage of social media by career practitioners, the focus was on collecting quantitative data so benchmarking could be set for future surveys. A limitation of this is that there are aspects of the survey where richer data could have been explored through further questioning. For example, asking respondents to rate the effectiveness of the social media technologies used in their practice.

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## Opportunities

The survey findings provide an insight into the usage of social media by career practitioners in NZ and open the way for further research and analysis into this topic. As a benchmarking survey, there is the potential to conduct this survey in a few years' time to gauge how the usage of social media has evolved and become embedded into practice. The survey could also be made industry and context specific, for instance, there could be targeted questions for practitioners working in the education sector and reporting specifically for that group.

Another opportunity is to extend the body of knowledge by conducting qualitative research to explore attitudes towards social media technologies in greater depth and construct themes out of the interviews. This would build on the research undertaken by Kettunen, Vuorinen and Sampson (2013) who published their article *Career Practitioners' conceptions of social media in career services* in the British Journal of Guidance of Counselling. Through their interviews of fifteen Finnish career practitioners, the results indicated associations between career practitioners' conceptions and their practice.

The survey also highlights that career practitioners are highly accepting of social media, but lack confidence in applying the knowledge and skill in using social media with clients. There are opportunities for practitioners to develop their expertise of social media through learning and training in both a formal and informal setting. This is akin to developing 'digital literacy' as a career management competency; able to be role-modelled to clients and team members alike.

The survey also indicates there are practitioners who are highly proficient and competent in their use of social media technologies, so perhaps this is an opportunity to offer professional development, mentoring, online groups and support to other practitioners.

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## Gratitude

Thank you to everyone who has supported me in the development of the survey and report. In particular I would like to thank my Unitec team members Becky Steel and Yolanda van den Bemd for helping me to draft the survey questions, ACDANZ members Catherine Stephens, Kathryn Scott and Gabrielle Greer for encouraging me to undertake the research and to present the findings at the Careers Research Symposium in November 2014, and to my wonderful aiga (family) for always supporting my new ventures and challenges!

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