



Social media and CDANZ

Pat Cody, CDANZ's Communications Officer, considers how to incorporate social media into the CDANZ website.

Recently the CDANZ exec had an education session and discussion around how CDANZ should proceed with social media.

“Social media” is the collective term for communications that occur over the internet. The exec was shown examples of new feeds, blogs, video, pod casts, and news groups. It is possible to use web technology to allow members to interact via the CDANZ website and to link to other social media sites such as LinkedIn (a business networking site). If you want to know more about this, you can google these terms at www.google.co.nz, or www.wikipedia.org or watch video clips on www.youtube.com.

The outcome of the discussion was that we should start slowly but surely while considering the resources that we have available. An important consideration when incorporating social media features is to keep CDANZ members informed and ensure that they have the opportunity to also learn about the dynamic of social media and the opportunities it offers our professional community.

Website changes in 2011 will include:

- ◆ RSS feeds - where career related articles and news from a range of sources are sent to the website for members to read.
- ◆ Video and podcasts – short films about CDANZ and Career Development in general are made available to view on the website
- ◆ LinkedIn / web details – an opportunity for members to find out more about other members by accessing their online profiles.
- ◆ Education - links from our website to enable members to find out more about social media

There are other opportunities in the medium term for blogs and linking to our Ezine but this needs to be sized first in terms of maintenance work required.

As we proceed, we will review our progress. Meanwhile, please have your say to Pat via *good old email*. pat.cody@careers.govt.nz.