

# TECHNO-SOCIALLY CONNECTED HOMELESS VETERANS

**Presenters:**

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**Brenna Bernardin**

**Fast Forward**

**Community**

**Technology Center**

**Columbia, SC**



**If you were going to be homeless tomorrow, what two objects would you take?**

**For an increasing number of homeless, the answer is a laptop and cell phone.**

**–Homeless turn to Twitter for food, shelter  
CNN Tech Article**

# **SOCIAL NETWORKING**

# SOCIAL NETWORKS



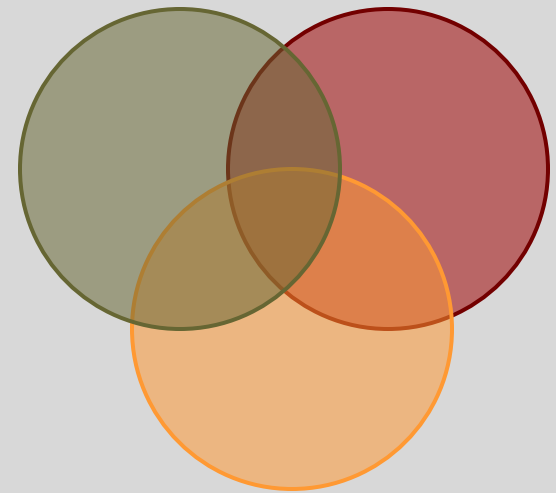
How many social networks do you belong to?

- Facebook
- Twitter
- Linked In
- Google+
- Instagram

# WHO ARE YOU?

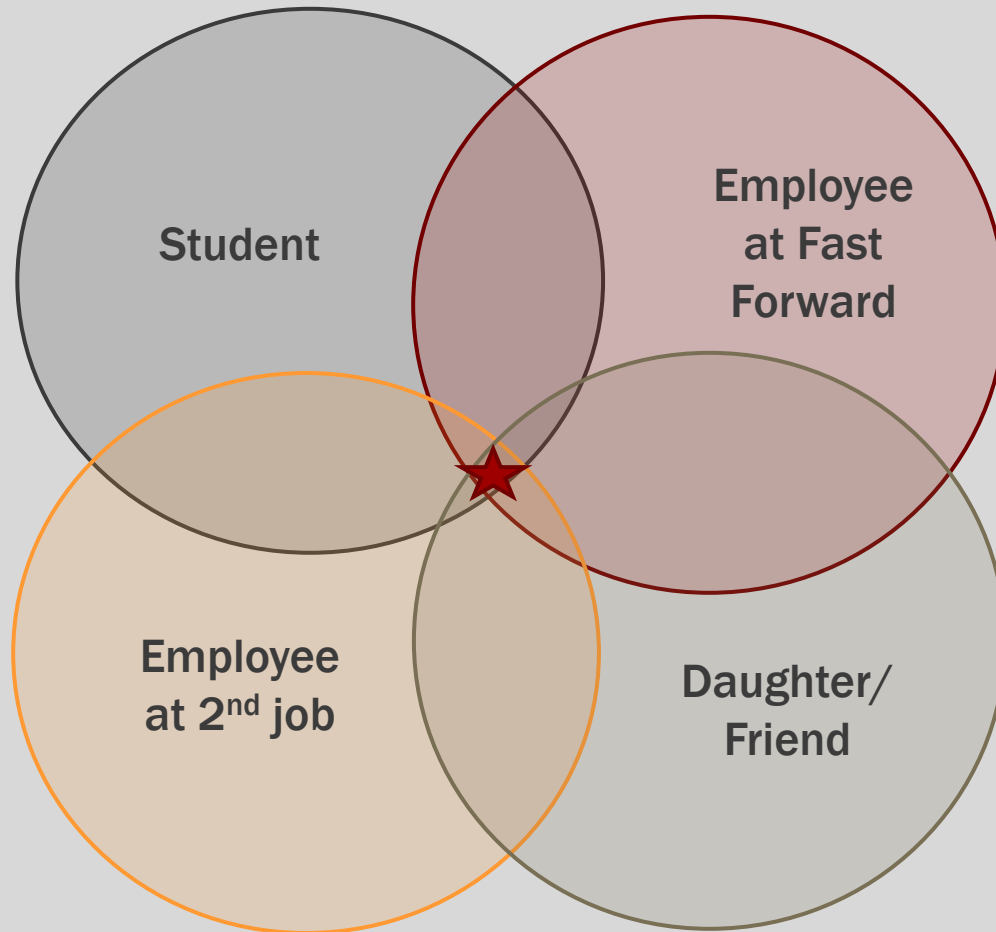
- Who you are on one social network might not be who you are on another

- Facebook vs. LinkedIn

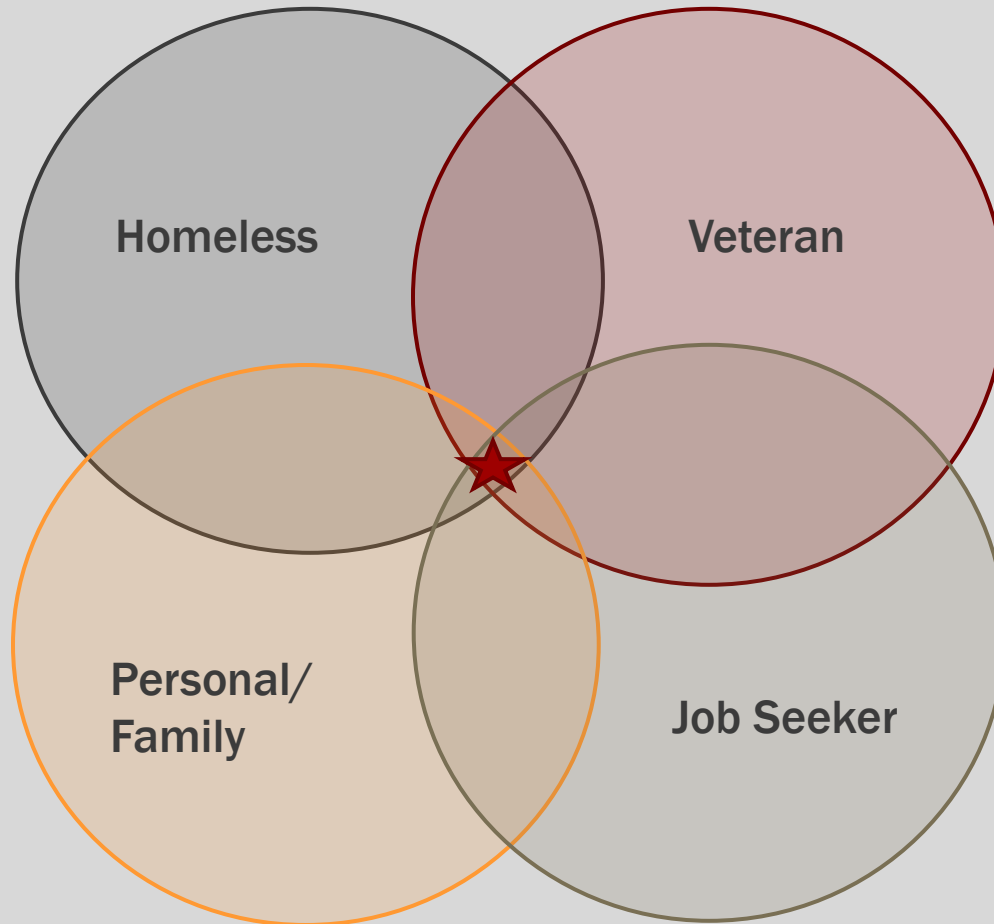


- How do you handle juggling the different personas?
  - How do your clients handle juggling the different personas?

# WHO AM I?



# WHO ARE THE CLIENTS?





# DID YOU KNOW?



**40% of accounts and 8% of messages on social networks are spam**

**Every minute of the day:**

**100,000 tweets are sent**

**684,478 pieces of content are shared on Facebook**

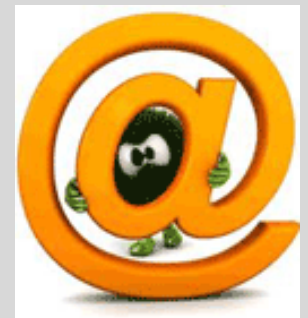
**2 million search queries are made on Google**

**48 hours of video are uploaded to YouTube**

**47,000 apps are downloaded**

**3,600 photos are shared on Instagram**

**571 websites are created**



# FACEBOOK AND PRIVACY

## FACEBOOK PRIVACY FACTS

FACEBOOK HAS MORE THAN

**1 BILLION**



MONTHLY ACTIVE USERS.



**13 MILLION**

FACEBOOK USERS HAVE NEVER TOUCHED THEIR PRIVACY SETTINGS.

**28%** SHARE ALL, OR ALMOST ALL, OF THEIR WALL POSTS WITH AN AUDIENCE WIDER THAN JUST THEIR FRIENDS.



**11%** OF FACEBOOK USERS SAID THAT SOMEONE ELSE HAS TRIED TO USE THEIR LOGIN WITHOUT THEIR PERMISSION.



→ If we don't know to change our privacy settings, how do we expect our clients to?

91% of Employers look at social networking sites. What are they seeing?

Who do you connect with?

**PEOPLE** 91% of employers admit to using social networking sites to screen prospective employees. 91%

**1 Basic Info** Edit

**2** I Am: Male Show my gender on my timeline

Birthdays: Apr 1 1985 Note: you can only change your birthday a limited number of times. I confirm my age is 28. Show my full birthday on my timeline

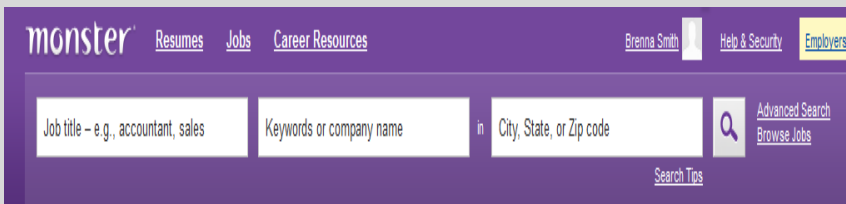
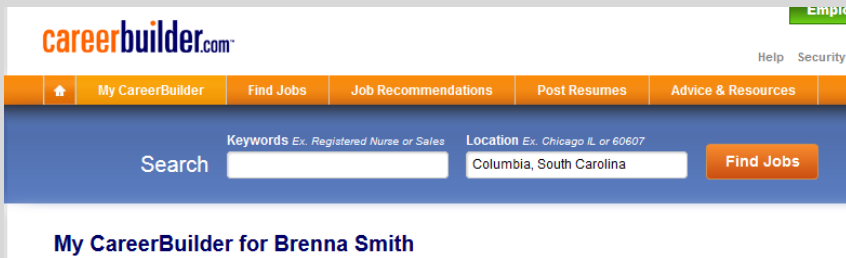
Interested In: Women Men

Relationship Status: This will not appear in News Feed. Single

**3** Public Friends Friends except Acquaintances Only Me Custom Close Friends Upland Christian See all lists...

# **JOB SEARCHING**

# AN EXPERIMENT



- Trac Phone \$9.99
  - Minutes: \$29.99/120 minutes plus 60 bonus minutes
- Gmail Account
  - Brenna Smith
- Career Builder
- Monster
- Indeed



Email address and profiles created on a Saturday afternoon

# ONLINE CAREER PROFILE

## ■ Brenna Smith

- 8 years of Customer Service Experience
- Bachelor's Degree- Anthropology
- Technology Skills



## ■ Customer Service Experience

- Cashier
- Telephone Sales
- Grocery Store and Retail experience

- ## ■ Goal: To find a job in Customer Service either in a retail store or business setting.

## ■ Where?

- Columbia, South Carolina
  - 5 miles outside of Columbia, SC (5 points area) Zip Code: 29205

# ON THE PREVIOUS SLIDE, DID YOU NOTICE THE INFORMATION AT THE BOTTOM OF THE PAGE?

I understand that this is **NOT a job offer** and that I will be contacted by a representative of The Art Institute of Pittsburgh - Online division.

✓ “I understand this is NOT a job offer and that I will be contacted by a representative of The Art Institute of Pittsburgh- Online division.”

All fields required.

## 1 About You

First Name: Brenna  
Last Name: Smith  
Phone: 803 - 318 - 9642  
Program of Interest: -- Please select --

## 2 Your Contact Info

Home Address: 3223 Devine St  
City: Columbia  
State: South Carolina  
Zip: 29205  
Email: brenna.smith3223@gmail.com

I understand that this is **NOT a job offer** and that I will be contacted by a representative of The Art Institute of Pittsburgh - Online division.

[REQUEST INFO](#)



# READ THE FINE PRINT

“This is not a job opportunity. This is an education opportunity.”

Information automatically generated from resume uploaded

Unless someone is actually interested in the option, make sure they click “No” and don’t give their information.

The screenshot shows a web browser window with the URL `bdm.careerbuilder.com/bdso.aspx?bdmlocrd=gjXV4NH3aUjvdmLibOTXA0tOe78E0phi6yh8oS5LriI4job9Je7EzwOwcRVIS`. A notification bar at the top reads: "Please consider this education offer. To skip this page, please click the No thank you button. No thank you. Please Continue...".

The main content area features the DeVry University logo and the following text:

**Earn the respect of employers with a degree you can earn on campus, online or both.**

Whether you take classes at one of our 95+ locations, online, or a combination of both you can be confident that you're earning a degree that employers will value. That's because at DeVry University we partner with business and technology industry leaders to design programs that provide real-world knowledge. You'll also have the option of earning your degree faster through our accelerated programs—a year-round intensive structure. No matter how you choose to put your schedule together, you'll find all your classes are taught by distinguished professors with real-world experience, dedicated to your success.

Fill out the form below to request more information.

**\* Required**

First Name:\* Brenna  
Last Name:\* Smith  
Home Address:\* 3223 Devine St  
Apt/Suite:  
City, State, Zip:\* Columbia, South Carolina 29205  
Home Phone:\*  
Work Phone:\*  
Email:\* brenna.smith3223@gme  
High School Graduation Month:\* Select  
High School Graduation Year:\* Select  
Highest Level of Education Achieved:\* Select

By clicking submit I authorize an admissions representative to contact me regarding education opportunities. This is not a job offer and is not required to continue.

Submit My Information ►

No Thank You >>

At the bottom, a small footer states: "DeVry University is accredited by The Higher Learning Commission of the North Central Association, www.ncahlc.org. Keller Graduate School of Management is included in this accreditation. In New York, DeVry University operates as DeVry College of New York. DeVry University operates as DeVry Institute of Technology in Calgary, Alberta. DeVry is certified to..."

Red arrows from the text on the left point to the following elements in the form:

- The top navigation bar and notification bar.
- The introductory text and DeVry University logo.
- The "Home Address" field.
- The "Email" field.
- The "Submit My Information" button.
- The "No Thank You" button.



## Why South University Online?

South University Online Programs are designed to cater to your needs with small classes that allow for individualized attention, qualified instructors who bring a wealth of knowledge to the classroom, customized learning environments, and challenging curricula that's geared toward your career goals.

Designed with the needs of working adult students in mind, South University Online Programs are built on the same curriculum offered at South University's campus locations. As a student at South University Online you will receive the same degree, quality instruction, variety of learning options and level of service found at the campus locations.

## Explore What South University Has to Offer

Choose from one of our online associate's, bachelor's, or master's degree programs and begin exploring what South University has to offer.

See [suprograms.info](#) for program duration, tuition, fees, and other costs, median debt, federal salary data, alumni success, and other information info.

[Accreditation & Licensing](#)

[Privacy Policy](#)

## 1 About You All Fields Required

First Name

Brenna

Last Name

Smith

What year did you graduate high school?

2007

What is your Military Affiliation?

-- Please select --

## 2 Your Contact Information

Home Address

3223 Devine St

City

Columbia

State

South Carolina

Zip

29205

Email

brenna.smith3223@gmail.com

Phone

803 - 318 - 9642

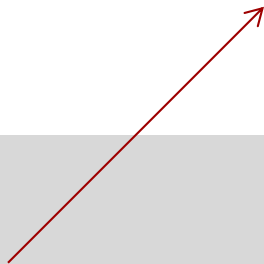
I understand that this is **NOT** a job offer and that I will be contacted by a representative of South University Online.

Please select an area of interest

-- Please select --

REQUEST INFO

No Thanks





# RESULTS

- 9-** Number of emails received 45 minutes after creating profiles
- 16-** Number of emails received by Monday morning (10 am)
- 10-** Number of emails about schools
- 2-** Number of phone calls received Saturday afternoon
- 5-** Number of phone calls received by Monday morning (10 am)
- 0-** The number of phone calls or emails that matched the job objective posted

“I have been unable to reach you via email”

“Good Morning again, Brenna. I haven’t been able to connect with you by email, this is my fourth message...”

“Congratulations on taking the first step in earning your college degree.”



## Here’s to YOUR Future with...

“This is your first step to the start of your new life. As a college graduate, you’ll have a much better chance at finding meaningful employment...”

“We offer tuition priority scholarships of up to \$150 off each course to bring the tuition cost down with no out-of-state tuition costs”



“Just to re-introduce myself, my name is...”

# NOT EVERYTHING IS A PERFECT MATCH



## Diesel Mechanics - View similar jobs

Job type: Full-Time | Pay: \$15.00 - \$35.00/hour  
Skilled Labor – Trades – Installation, Maintenance, Repair – Diesel Technician – Diesel Mechanic Join the premier provider of quality products and...

[View full job description](#) [Save to MyCareerBuilder](#) [Email to a friend](#)



## Sterling Commerce Architect (OMS/DOMS) - View similar jobs

Job type: Full-Time  
TATA Consultancy Services (TCS) is currently searching for a Sterling Commerce Architect (OMS/DOMS) to join our team in Minneapolis, MN; Seattle, WA;...

[View full job description](#) [Save to MyCareerBuilder](#) [Email to a friend](#)



## Automotive Sales Manager - View similar jobs

Job type: Full-Time  
Group 1 Automotive, a leader in automotive retail and we are looking to add qualified AUTOMOTIVE SALES MANAGER to our team. Group 1 is a Fortune...

[View full job description](#) [Save to MyCareerBuilder](#) [Email to a friend](#)



## Automotive Finance Manager - View similar jobs

Job type: Full-Time  
Group 1 Automotive is part of fast growing Group 1 Automotive, a leader in automotive retail and we are looking to add qualified AUTOMOTIVE FINANCE...

[View full job description](#) [Save to MyCareerBuilder](#) [Email to a friend](#)



## Tired of Looking For a Job? Consider This Business. - View similar jobs

Job type: Full-Time/Part-Time | Pay: \$90k - \$200k/year  
Click on the LEARN MORE button to get the details about this great opportunity or CLICK HERE. The Master's Touch has been putting entrepreneurs...

**NON-TRADITIONAL JOB:** This opportunity may require investment... [More >>](#)

[View full job description](#) [Save to MyCareerBuilder](#) [Email to a friend](#)



## System Support Technician - m/f print operations - View similar jobs

Job type: Full-Time  
Position Summary Works as part of a team to learn how to analyze production system problems and recommend workable solutions. Observes work...

[View full job description](#) [Save to MyCareerBuilder](#) [Email to a friend](#)



## Customer Specialist - View similar jobs

Job type: Full-Time  
Responsibilities With your knack for solving tough problems and your focus on delivering exceptional customer service, you will thrive in a Customer...

[View full job description](#) [Save to MyCareerBuilder](#) [Email to a friend](#)



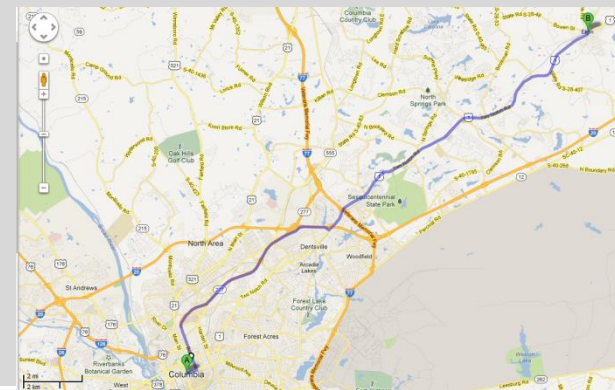
“harness your impressive multi-tasking and tech-savvy skills to resolve challenging customer issues including device-related troubleshooting, billing, service inquiries and more.”

Sounds pretty good so far...

Location: Elgin, SC



22.9 miles away



# GET CONNECTED...?

See who you know at the jobs you want.

 [Connect with Facebook](#)



When you connect with Facebook, you'll instantly see who you know at thousands of great companies. Each connection brings you closer to the jobs you want.

[NEXT STEP](#)

 **Build Your Profile**

**2 Get Connected**  
52% of people find jobs through people they know. Your friends and coworkers can help you get ahead!

**3 Post Your Resume**

 [Sign Up with Facebook](#)



(And start using BeKnown from Monster!  
Don't worry, you'll still have privacy control. [Find out more](#) )

**Remember, if you connect with Facebook, your information is public. This means your friends and people looking at your page will see the jobs you're looking at.**

**If someone sent you a message about applying at the company you work for, would you respond?**

## Your Job Matches

Hourly jobs near Columbia, SC 29205 US [Edit](#)

[Recent](#)

[Favorites](#)

[All](#)

Since May 06, 2013

31 - 45 of 1,750



### Senior Systems Support Analyst

Software Specialists - Columbia, SC  
Posted May 07, 2013

See who can help you get this job  
[Connect with Facebook](#)





- Use them for what they are, a resource
  - Don't give extra information
    - “No Thank You”

- Stand out- Create a brand
- Convenience
  - Multiple applications without the driving time/cost
  - Remember, for some jobs, seeing is believing
- Apply for several jobs at multiple locations with one application
  - Lowes



- Email alerts
- Resume templates/tips
  - Company connections

# REMEMBER



## ZIP IT

Keep your personal information private and think about what is put online.



## BLOCK IT

Block people you don't know. Don't open attachments and unknown links.



## FLAG IT

If something seems too good to be true, mark it and look it up.

# ONLINE DATING

# STRANGER DANGER

**Think of how much personal information you're willing to give a stranger.**

**If you're not willing to walk up to a stranger and tell them personal information, why post it on a dating site?**

**“Data that is posted on the Internet should be regarded as permanent after 20 minutes, even if the originator has deleted the file”**

**–Ed Gibson**

**Former head of Cybersecurity for Microsoft**

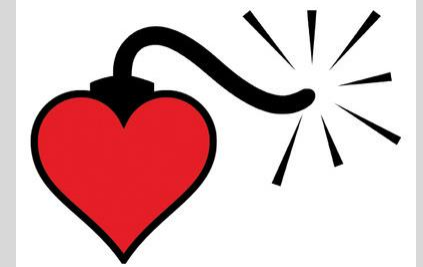
- Match.com
- Zoosk.com
- Pof.com
- Etc.





# ONLINE DATING

## ■ How to stay safe:



### ■ Use an anonymous e-mail

- This doesn't mean creating a fictitious person, but rather, an email address that is not your name
- Don't use the same one you use for job searching!

### ■ Do not give out personal information

- Where you work, where you live, your normal routine

### ■ Do not send your bank account, credit card information, etc.

- Even if you have the very best of intentions to help the prince/princess in a foreign country

# CELL PHONES

# JOB CONNECTION AND LIFE LINE

- Trac Phones and Cricket phones cost as little as \$9.99
  - Minutes range from \$9.99-\$199.99
- Virgin Mobile
  - “\$35/Month Killer Phones. #MINDBLOWN”
- Smart phones are everywhere
  - It’s a social symbol
  - It’s an important tool for accessing email, internet, etc.

**With cell phones so easily purchased, it is important to remember, your cell phone number is almost as important and personal as your social security number.**

**Think about everyone who has your cell phone number**

**What would you do if you lost your cell phone?**

**What would you do if you didn't have minutes for your phone or got a new, better phone and new phone number while you are applying for jobs.**

**How many resumes were sent out with a number that is no longer accurate.**

**How will an employer get in touch?**

# IS YOUR PHONE SAFE?

**We know to put antivirus on computers, but what about cell phones?**

All Cell Phones should have:

- Password
- Anti Virus
  - AVG Mobile
- Task Killer
  - Advanced Task Killer

# APPLICATIONS

- Use the official markets for Apple or Android
- Research apps before downloading
  - Check the publisher
  - Read the reviews
- Pay attention to app permission during the installation
  - Is it asking your location?
  - To use personal information?
  - Track calls and use?



# FREE RESOURCES

# GCF LEARN FREE

- Technology Training:
  - [www.gcflearnfree.org](http://www.gcflearnfree.org)
- Technology Training
  - Computer Basics
  - Internet Basics
  - Microsoft
  - Apple
- Life Skills
  - ATM
  - Paying Bills
- Career Skills
  - Interviewing
  - Job Search



A screenshot of the GCF LearnFree.org website homepage. The page has a dark blue background with a yellow search bar at the top. The main heading is "Your Free Learning Source" in large, white, bold letters. Below this, there are four yellow star icons with text: "Start Learning Immediately", "Learn at Your Own Pace", "Over 750 Free Lessons", and "Over 250 Videos". To the right, there is an illustration of a yellow stick figure sitting at a desk with a computer. At the bottom, there are four categories represented by icons: "Technology" (a laptop), "Reading" (a stack of books), "Math" (a chalkboard with math problems), and "Career Skills" (a briefcase). The footer contains the text "Creating Opportunities for a Better Life. ®" and "All Topics &gt;&gt;&gt;".



# INTERNET AND SOCIAL MEDIA RESOURCES

- Microsoft Safety and Security Center
  - “Like It” Click Fraud
    - [www.microsoft.com/security/online-privacy](http://www.microsoft.com/security/online-privacy)
- USA.gov
  - Internet and Social Networking Safety
    - <http://www.usa.gov/topics/science/communications/internet/social-networks.shtml>
- Get Safe Online
  - Protecting yourself, your computer, tablets, and smart phones
  - Social Media safety, online banking and shopping safety
    - <http://www.getsafeonline.org/social-networking/social-networking-sites/>
- Passwords
  - <https://www.microsoft.com/security/pc-security/password-checker.aspx>



# PASSWORDS

## ■ How to Create a strong password

- <http://www.microsoft.com/security/online-privacy/passwords-create.aspx>

## ■ Password Strength:

- <https://www.microsoft.com/security/pc-security/password-checker.aspx>

## Password Requirements:

- 8 Characters long
- Upper Case
- Lower Case
- Number
- Symbol

**J2o0B1\$3bcb**

**Jobs**

**2013**

**bcb**

# HOW COMPLICATED ARE YOU?

Microsoft Search Micro...

## Safety & Security Center

Home Security Privacy Family Safety Resources

### Check your password - is it strong?

Your online accounts, computer files, and personal information are more secure when you use strong passwords to help protect them.

**Test the strength of your passwords:** Type a password into the box.

Password:

Strength:  **Strong**

J2o0B1\$3bcb

**Test the strength of your passwords:** Type a password into the box.

Password:

Strength:  **Weak**



BcbJ0b\$13  
20jObS!13

## Check your password - is it strong?

Your online accounts, computer files, and personal information are more secure when you use strong passwords to help protect them.

**Test the strength of your passwords:** Type a password into the box.

Password:

Strength:  **Medium**



# ELECTRONIC PORTFOLIO

As people move, they need technology that moves with them. Having access to necessities when job searching is mandatory for job success.

- Gmail
- Drive
  - Google Docs
    - Word, Excel, etc.
- Google Calendar

## Create a new Google Account



## Your Google Account is more than just Gmail.

Talk, chat, share, schedule, store, organize, collaborate, discover, and create. Use Google products from Gmail to Google+ to YouTube, view your search history, all with one username and password, all backed up all the time and easy to find at (you guessed it) Google.com.

### Geo

- Google Offers**  
Get amazing offers at the best places to eat, shop, and play
- Maps**  
View maps and directions

- Latitude**  
See where your friends are right now
- Earth**  
Explore the world from your computer

### Home & Office

- Drive**  
Create, share and keep all your stuff in one place
- Calendar**  
Organize your schedule and share events with friends
- Talk**  
IM and call your friends through your computer
- Voice**  
One number for all your phones, online voicemail and cheap calling
- Google Cloud Print**  
Print anywhere, from any device

- Gmail**  
Fast, searchable email with less spam
- Sites**  
Create websites and secure group wikis
- Translate**  
Instantly translate text, web pages, and files between over 50 languages
- Google Wallet**  
Make your phone your wallet

**QUESTIONS?**

**COMMENTS?**

**EVALUATIONS**



How we interact with machines and technology  
in many ways defines who we are.