

Web 2.0: The LSE Experience

Matt Lingard & Judith Baines,
London School of Economics



Careers
Service





- **2 billion** views a day
- **24 hours** video uploaded every **minute**

90 - 9 - 1



- **400 million** active users
- **25 billion** pieces of content shared each month

Social Media



Social Networking



“Web 2.0”

- User-generated content
- Interaction
- Networks
- People not technology

Possible uses for Web 2.0?

- Marketing / advertising
- Building your brand
- Service delivery
 - News
 - Quick Queries
 - Information Management
- More?

LSE: Aims

- Improve promotion of events programme
- Support recruitment process by providing and tracking news updates quickly
- Staff development – encourages specialisation and new forms of interaction
- Reach students who don't engage (UK undergraduates)
- Keep up with Web 2.0 savvy employers (KPMG, PwC, Accenture, Deloitte)
- Get feedback, comments, suggestions from stakeholders
- Be as accessible and useable as we can for international students

LSE Survey

- Use of social networking sites for career research & networking
- 177 students & graduates
- April 2010
- Report & Phoenix article

Top Sites:

1. Facebook
2. LinkedIn
3. Forums
4. Blogs
5. Twitter

Blogs & blogging (1)

- 2007-9
- Students

The Finalists

A blog following LSE students through their final year and beyond



HOME ABOUT LAST YEAR'S FINALISTS THE 2009 FINALISTS

Green Collar Jobs

18
Feb
2009



Today, the LSE's Career Service has organised an excellent talk about "Green Collar Jobs". First and for those not so familiar with this very recent term, let's define Green Collar jobs as somehow

environmentally-friendly occupations or lines of production. If you want to have a wider idea about the whole concept and its politico-social dimension, you should read the excellent book "[The Green Collar Economy](#)" by Van Jones! For anyone else: I guess the most common idea is to work for a company producing renewable energies but obviously the spectrum is much wider. The EU estimates that in 2005 already 3.4 million people were working in the eco-industry in Europe. This is more than in car-manufacturing (2.7) or chemicals (2.4 mio). Anyways, I have been working a bit on the Green Economy lately in some freelance activity and found it obviously appealing



The 2009 Finalists: (l-r) Elizabeth, Daniela, Jan Seifert, Florencia & Jan Sramek

Authors

Daniela
Elizabeth
Florencia
Jan Seifert
Jan Sramek
Maria

Recent Posts

[Green Collar Jobs](#)

Blogs & blogging (2)

□ Sector news

- Law
- Finance
- Comms.

□ Grad. Advance

□ Directors

□ Careers Advisers

□ 2009 onwards



LSE Law Careers

HOME ABOUT KEEP UP-TO-DATE

Forthcoming bar events

The Careers Service has organised a series of events for students interested in applying to the bar and of course the information will also be useful when applying for mini pupillages and scholarships.

Wednesday 3rd March:

1-2pm – Pupillage & Pupillage Portal Application – Top Tips.

2-3pm – Pupillage & Inns Scholarship interviews – How to Survive and Thrive.

3-4pm – Introduction to life at the Chancery Bar

The first 2 workshops will be run by James Wakefield, a barrister and Head of the BVC at Kaplan. The final workshop will be run by a member of the Chancery Bar Association.

Sign up at [My Careers Service](#).

About

LSE Law Careers is brought to you by Judith Beines. More... [Feed](#)

Receive email updates

Enter your email address to receive notifications of new posts by email.

Sign me up!

Categories

Blog Stats – LSE Law Careers

- Average 65 hits per day
- 61 Email subscribers
- Law Dept website biggest referrer



Facebook

LSE Careers Service

We're here to help LSE students and alumni develop and achieve their career plans.

Information

Location:
Come and visit us: we're on the 3rd floor of Tower Three, in W300

Mon - Thurs:
10:00 am - 5:00 pm

Fri:
11:00 am - 5:00 pm

Fans

6 of 1,690 fans [See All](#)

 Saad  Selphie  Jonny

LSE Careers

Wall Info Photos Discussions Boxes Links

 **LSE Careers** We've just made more Recruiter in Residence slots available for this Friday. If you want to chat, one-on-one, with a representative from Accenture or Which? you can sign up in W300 today or tomorrow - just bring along a ten pound deposit and we'll book you right in.

3 minutes ago

 **Eunice Zhu** hey I am an LSE alumnus. I tried to log in the student session of LSE my career service but failed. I can still use my student account on other LSE services, thus I am wondering if my student account is suspended as to 'my career service' from Nov. 3rd??

Yesterday at 2:00pm · Report

 **LSE Careers** Hi Eunice,

Due to a system error "My Careers Service" was down from yesterday evening until lunchtime today. It's working again now, so hopefully you won't have further problems! You've probably got access on your old student account until 31st December, but remember to register as an alumnus when it stops working.

5 minutes ago

 **LSE Careers** International Organisations' Day 2009 - booking opens at 11am tomorrow and places go quickly, so be ready...

October 29 at 12:24pm

Twitter



LSECareers

Business and Management Fair is this evening from 6.30 in the Atrium - Booking is now closed.

<http://bit.ly/4CxLMK>

about 23 hours ago from TweetDeck

RT @unilevergrads: Meet Gerry, Niamh, Christine and Stephan at #LSE #Business & #Management Fair today to find out more about #careers at...

about 24 hours ago from TweetDeck

Loads of CV checks available online today - some right now! Book via My Careers Service: www.lse.ac.uk/careers

4:02 AM Nov 3rd from web

Biz & Mgmt fair is next Tues, LSE UK Public Sector & Policy fair is next Thurs - top employers to chat to - booking open now on My Careers!

Name LSE Careers Service

Location London

Web <http://www.lse.ac...>

Bio The Careers Service at London School of Economics

36 1,012 13

following followers listed

Tweets

195

Favorites

Following



[RSS feed of LSECareers's tweets](#)

LinkedIn

LinkedIn Home Profile Contacts Groups Jobs Inbox (4) More... People Advanced

Commercial Water Services - Water Leak Detection, Repairs & Water Bill Auditing. Call Us Now! - From Graham Mann

Edit My Profile View My Profile

Judith Baines 

Careers Adviser at LSE
United Kingdom | Higher Education



Current

- **Careers Adviser at London School of Economics**
- **Lead Trainer on Challenges in HE (PG Dip.) at University of Warwick**

Past

- Careers Adviser at The College of Law
- Deputy Head of Careers at London Metropolitan University
- Student Development Manager at University of North London

Education

- London School of Economics
- OPP
- The University of Reading

see all...

Connections 29 connections

Websites

- LSE Law Careers blog
- LSE Finance Careers blog

Send a message

Add Judith to your network

Forward this profile to a connection

Ads by LinkedIn Members 

 [EU Regulatory Monitoring](#)
The Most Professional Solution
Subscribe to EU Issue Tracker

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 [Advertise online today](#)
With one of the largest advertising

edit

Social Media - YouTube

YouTube finding a graduate law career [Create Account](#) | [Sign In](#)

Finding a law career in a recession

[herecomesthebosscom](#) 73 videos 



0:19 / 2:04  341 

Graduate Jobs in Law
821 views
careerplayer
1:45

Legal job market tightens
279 views
lawcrossing2008
1:33

Thinking about a career in law?
2,901 views
stolctv
3:58

Law as a career
2,244 views
utvnews
2:57

Working as a Solicitor
1,081 views
CovStudent
2:16

Law & Court : How to Choose Your Law Career
387 views
eHow
1:36

[herecomesthebosscom](#) | 05 March 2009

Social Bookmarking

- Alternative to Internet Favourites
- Share web links with colleagues & students
- Embed links in websites



Tags	Options
▼ Top 10 Tags	
Finance	101
Media	82
marketing	80
CareerChoice	76
Law	73
Advertising	63
web2.0	62
graduate	61
I.T	46
JobRoles	46

12 JUL 10 [graduate-jobs.com - graduate jobs UK and graduate recruitment](#) [SAVE](#) 16

UK careers, employment & recruitment schemes for graduates. The only graduate job board in the UK which is completely compatible with software such as screen readers making it as user friendly as possible for blind and partially sighted graduates and job seekers.

graduate jobs

Feeding the Web

□ Embedding

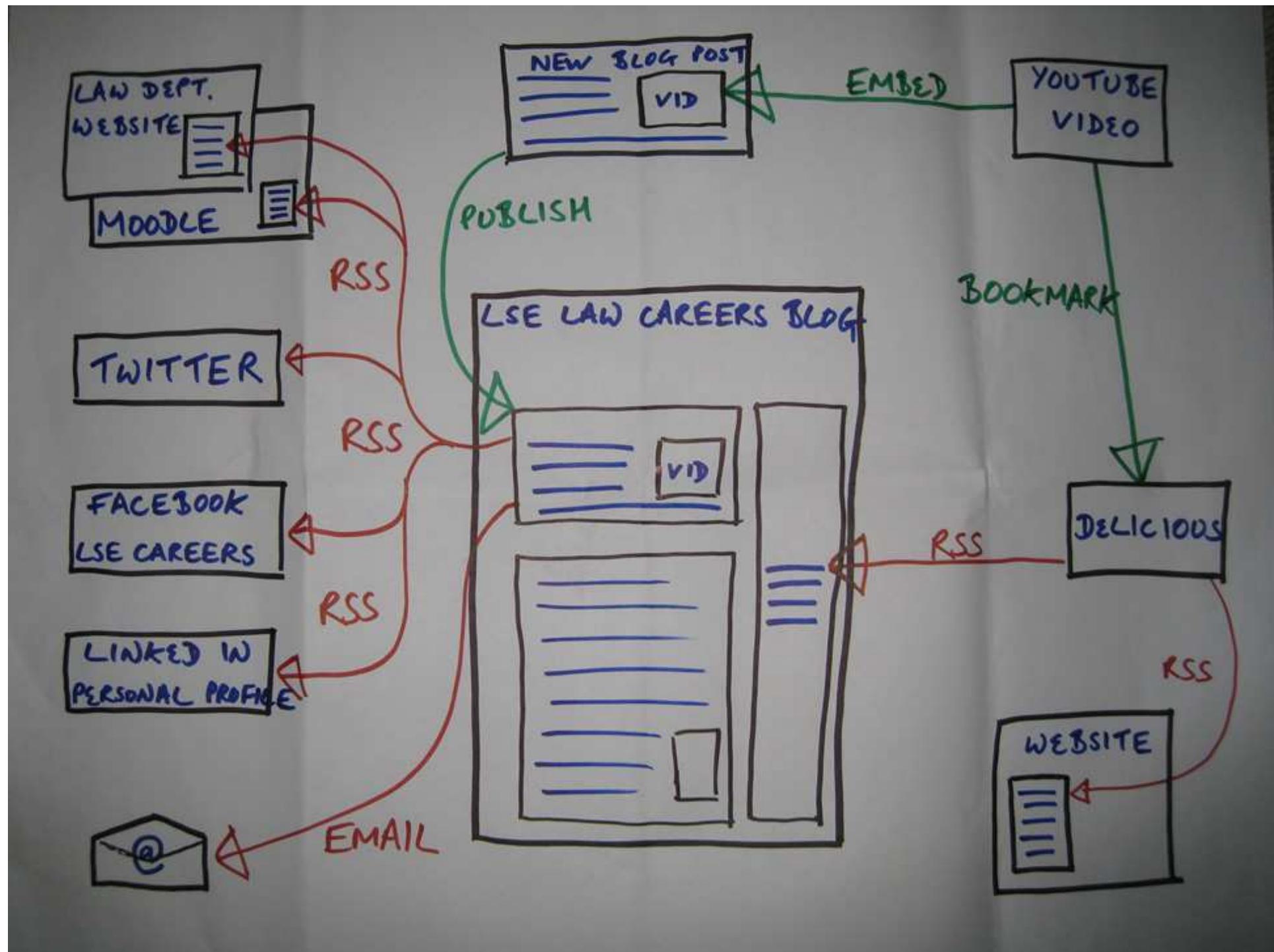
- Display content from one website in another



□ Feeds

- Dynamically update one website with content from another





Student Workshop: Digital Footprints

- Why this is important
- What is your digital footprint?
 - Finding your footprint
 - Beware your digital footprint
- Develop your online presence
- Employers' digital presence
- Netiquette



Policy & Strategy

- Marketing policy or strategy?
Includes Web2.0?
- Information strategy? Web2.0?
- Separate Web2.0 policy?

- Discuss in 2s/3s:**
 - Do Careers Services need web2.0 policies & strategies? Why?

Tips...

The Finalists

A blog following LSE students

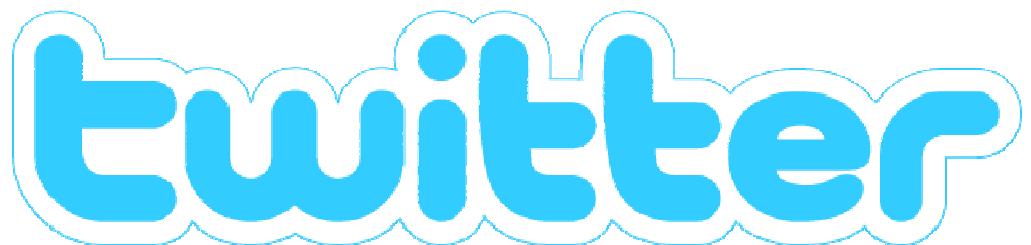
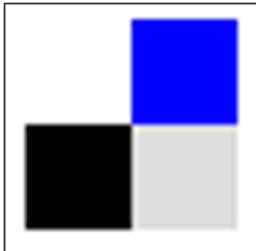
5 Responses to "On seemingly unattainable dream jobs..."



Tom Says:

February 4th, 2009 at 4:57 pm

Inspirational! I will definitely keep my hopes up! Go job hunting!



Customer Reviews

There are no customer reviews yet.

[Create your own review](#)



YAHOO! GROUPS



flickr

LinkedIn ®



Kezia's words of wisdom

- Some things are difficult to call failures. ... difficult to call successes;
- Stats can be hard to come by; time consuming to monitor and students rarely offer feedback spontaneously.
- As our fan base grows, we're not really sure what we are doing successfully.

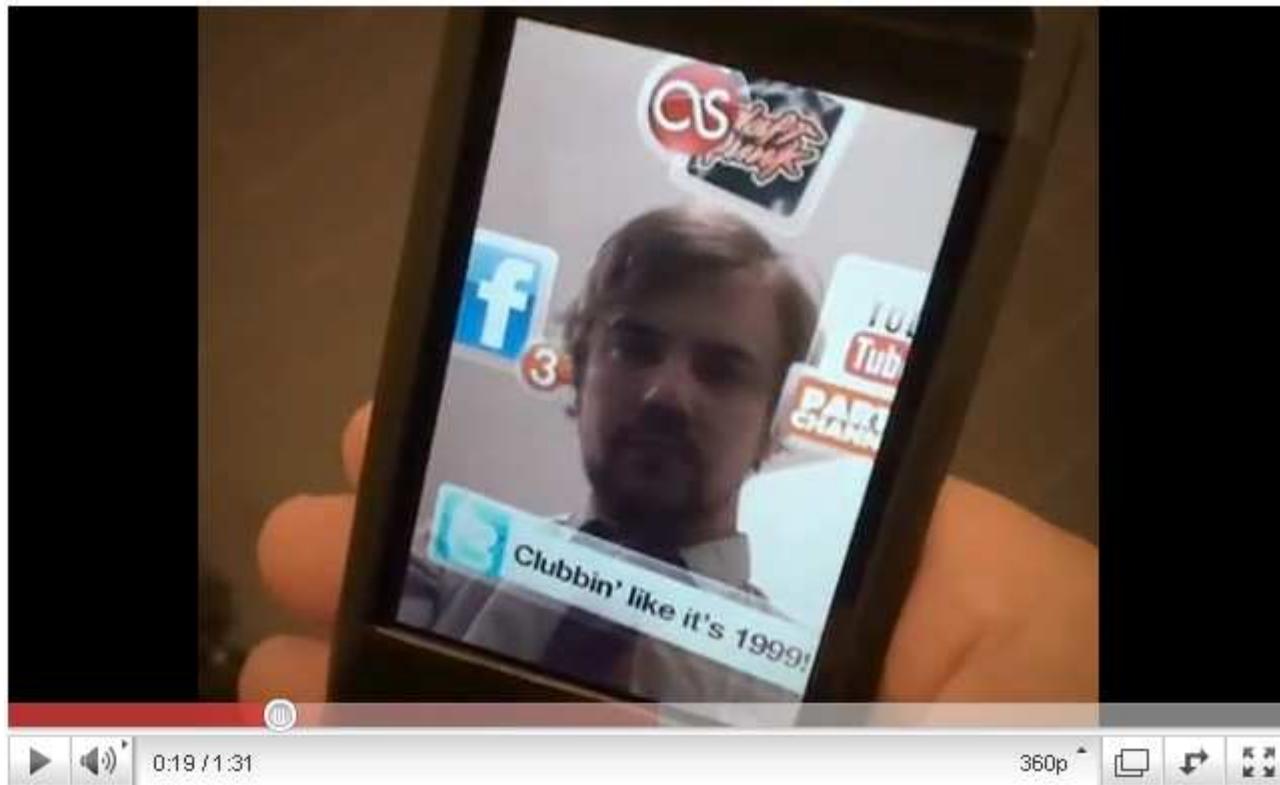
“Should I always determine my purpose before I give it a go online, or is it just good to be in the mix trying things out?”

Next big thing?





Augmented Identity



<http://www.youtube.com/watch?v=tb0pMeg1UN0>

Links & contact

<http://delicious.com/mattlingard/ciel10>

m.j.lingard@lse.ac.uk

j.a.baines@lse.ac.uk