Development of a Website for Entry Level Dietitians Regarding the Use of Online Media in Career Promotion

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Abstract

Social media websites have become increasingly popular in the past decade for the general public and job seekers alike. However, it is essential to use social media websites in a professional manner to encourage career promotion and job obtainment. When used correctly, social media websites and online resources can be beneficial for all job seekers, including entry level Registered Dietitians. The author developed a website discussing the most prominent social media websites and online resources to provide information to entry level dietitians about how these sites can be used professionally.

To develop this informative website, a literature review was first conducted, which contains information regarding Facebook, LinkedIn, Twitter, electronic portfolios, online job searching, and blogging. A survey for Clinical Nutrition Managers across the country was created, and results from this survey were also used in the development of the website. Lastly, the author of the website created her own social media profiles and provided tips learned through her experiences.

The website, entitled Social Media and the Entry Level Registered Dietitian, will serve as a resource to dietetic interns and newly registered dietitians who are seeking to successfully launch their careers. A link to the website will be emailed through a list serve to directors of all the Dietetic Internships so that dietetic interns from all across the country will have access to this site. Interns and dietitians who use the information presented on this website to create their own professional social media profiles will have a competitive edge over those who do not have a social media presence, which will ultimately help them to be successful in fulfilling their career goals and objectives.
Literature Review of Internet Technologies used in Career Promotion

In the ever increasing competitiveness of today’s job market, employees of all fields are looking for tools, including online resources and technology, to help promote their career and land their dream job. Using the vast assortment of technology available online, it is now possible to use professional (and not-so-professional) social media websites such as LinkedIn and Facebook in a professional context. Uses of sites such as these include: networking online and reaching a vast audience of potential employers, posting one’s resume on several different sites for employers to view, promoting one’s career by displaying a polished online portfolio, and searching for a job online with a few simple clicks. Along with the benefits of career related tools, however, come potential problems and unwanted effects, which could weaken job advancement and security. This review explores, evaluates, and explains the online world of career and professional promotion through social media websites, blogging, online portfolios, and job search websites to determine the effects these sites have on one’s career, particularly in the realm of health care. The findings of this literature review will be used to develop a website which will provide information about the use of online media for entry level dietitians.

Social Media Sites

Online social media, also referred to as social networking sites, is an umbrella term that encompasses the many different websites available for creating and sharing a profile, making connections with others, and viewing others’ profiles (1). Though many social media websites are targeted to the general public, sites are also available for specific groups of professionals seeking to make career connections. For this review, three of the most widely used social media
sites will be reviewed and evaluated: Facebook, LinkedIn, and Twitter. Each of these very
different types of social media has its own particular use in career promotion and employment.

**Facebook**

Perhaps the most popular social media site, Facebook currently has over 500 million
users with an account (1). It is a free website that allows it members to have a “profile” in which
users can describe basic information about themselves, update a personal status, display pictures
of themselves, and have their own “wall,” where other members can post messages, links,
videos, or pictures (2). Facebook is very popular with teenagers and young adults, many of
whom will be searching for a job or higher education in their near future. Students and young
professionals may not know how to use Facebook effectively to launch or promote their career.
The younger generation can even harm their chances for a job or higher education position
because of the information available on their Facebook profiles.

What exactly are current students and young professionals making available on their
Facebook profiles? In a study of recent medical graduates conducted by MacDonald, Sohn, and
Ellis in 2010, 65% had a profile on Facebook, and 63% of those used privacy settings so that the
public could not access their profiles (2). Strict privacy settings are available on Facebook, but
many users either do not know how to apply these settings or do not mind their information
being public (3). MacDonald et al found most public profiles displayed basic information such as
age, political views, and relationship status (2). Only a few displayed alcohol related information
on their pages, and most included healthy behavior interests like exercise and professional
groups (2). A few however, were listed to be members of potentially damaging groups such as
“Perverts united,” which could be very offensive to viewers and detrimental to the users’ careers.
On the photos page, about half the doctors had alcohol related or inappropriate pictures posted. MacDonald et al point out that although the profiles they studied were not all terribly inappropriate, they did find several profiles which seemed unprofessional and potentially career-damaging (2).

To assess why students display inappropriate information on their Facebook pages, Peluchette and Karl conducted a survey study of 346 undergraduate students in 2010 (3). The survey asked questions such as how likely the students were to put “problematic” information on his or her profile, the image they believe they portrayed on Facebook, and who they thought could and would access their Facebook page (3). Results of this study showed that students who posted inappropriate information online actually intended to portray a certain personality or type of person, such as a partier, a “wild” student, or appealing to the opposite sex (3). Researchers from both the Macdonald et al and Peluchette et al studies recommend that educators discuss the appropriate use of social networking sites with students early in their college careers (2,3). By educating students, they are more likely to understand the implications of social media and therefore not be negatively affected by it when trying to launch their careers (3). Additionally, setting specific and individual guidelines regarding social media use would be beneficial for young job seekers (2).

Although many students and young professionals understand the information posted on their Facebook page is public information (unless privacy settings are used) they are unaware of the extent to which their Facebook profiles are being viewed and evaluated by potential employers (3). Facebook allows anyone with internet access to see basic demographic information, pictures, and status updates of its users with just a few simple clicks of a mouse. Employers are taking advantage of this easily accessible and free information when searching for
and evaluating job candidates. A study conducted by CareerBuilder.com in 2009 reported that 45% of 2600 surveyed hiring managers used social networking sites such as Facebook to screen potential job candidates (1).

Employers are not only looking at the online profiles of potential employees, but in some cases, are actually using information from these profiles in their hiring decision. A study conducted in 2006 study by CareerBuilder.com found that 63% of hiring managers using social networking sites for evaluation of potential employees actually eliminated job candidates as a result of information gathered on these candidates’ Facebook pages (3). The results of the Career Builder study emphasize the importance of maintaining an appropriate and/or private Facebook profile page.

To further evaluate the relationship between hiring decisions and Facebook profiles, Bohnert and Ross carried out a study with undergraduate students in 2010 (4). Researchers gave a printout of a social networking site profile similar to Facebook, a resume, and a cover letter of a young white male to students with instructions to evaluate him as a job candidate for a managerial position (4). Participants were given either a qualified or marginally qualified resume and one of three social networking site profile printouts; one reflected an emphasis on alcohol consumption, one focused on a family orientation, and the other focused on a professional image. The participants then rated their job applicant using a survey (4). Results from the surveys showed that the applicant with the alcohol oriented profile received the lowest rating and would also be paid $2,400 less than the applicant with the family oriented or professional website (4).

In their discussion of the study, Bohnert and Ross mentioned a previous study done by Peluchette and Karl in 2009 called “Social Networking Profiles: An Examination of Student Attitudes Regarding Use and Appropriateness of Content.” Peluchette and Karl found that 20%
of college students posted information on a social networking site that they did not want seen by an employer, but assumed an employer would not see it or place very much weight on what was posted (5). Interestingly, students in the Bohnert and Ross study weighed the information from the social networking site very heavily (4). Bohnert and Ross concluded that social networking site users must consider and monitor the information they place on their sites very carefully as to avoid producing a negative image when and if employers view their sites (4). They also mention that portraying a family centered image or professional image on social networking sites was beneficial in job obtainment and salary (4).

David Perlmutter, a social media expert and director of the School of Journalism and Mass Communication at the University of Iowa, recommends creating an “alter-ego” profile, where users could use a different name not recognizable to employers for their own personal use (6). Users could still have a separate profile with their correct name to be used for professional purposes such as sharing links, pictures, and statuses relevant to the user’s career, which could be advantageous for potential employers to see (6). Another way to use Facebook for career promotion is to create a professional fan page for oneself. Potential employers, co-workers, and other Facebook users can still keep up with an individual in a professional manner without actually seeing his or her personal Facebook page (7). Even though these strategies can help boost one’s career through Facebook, most of the current literature regarding Facebook and career promotion points out the numerous potential negative effects of the site as opposed to its potential positive attributes. Future research on how to use Facebook to promote one’s career would be helpful given the immense popularity of this site.
LinkedIn

LinkedIn is another popular social networking site, but it differs from Facebook as it is designed for professionals rather than the general public. LinkedIn users create a free profile about their career, accomplishments, education, and other pertinent career development information (8). Instead of having “friends”, LinkedIn uses connections, which can range from first to third degree: first degree connections are friends, second degree connections are friends of friends, and third degree are friends of friends of friends. LinkedIn’s slogan of “Relationships Matter” highlights its main purpose of networking in a simpler and quicker manner than networking in person (8).

To obtain the maximum benefits of LinkedIn and to stand out to employers, it is important to reach beyond the basic LinkedIn profile to build one’s “brand” (8). In addition to basic demographic and career information, users can be creative with their profiles by including memberships to organizations, honors and awards, career interests, and past career ventures (8). Providing as much detail as possible is beneficial so that employers can determine if a specific job candidate would fit in well with the company (9). Unlike a paper resume, LinkedIn presents a great deal of information without a space limit. Potential employers are able to choose which information on a profile to review rather than only having a one page resume, which may not fully represent a potential employee. Along with creating a professional profile, users have the opportunity to give and receive recommendations about one another (9). Additionally, LinkedIn has a feature that enables professionals to ask other experts questions regarding a particular aspect of a career. This is a great way for employees to display knowledge, skill, and involvement in their profession (9).
Perhaps one of the most powerful tools of LinkedIn is networking. To effectively network using LinkedIn, it is necessary to make connections with co-workers, former employers, and other professionals in the same career field. Using second and third degree connections on LinkedIn can be very useful for inquiring about jobs (8). Professionals on LinkedIn can also ask to be “introduced” to other professionals and employers through these connections, which creates more possibilities to network and find relevant job openings (8).

Employers and recruiters notice well maintained and attractive LinkedIn profiles and use the site for hiring purposes. In an article entitled “Working the Network” by Mark Crawford, Crawford interviews Ross Petras, a senior recruiter for biotech and life sciences companies, about his use of LinkedIn when recruiting employees (10). Petras reports that about one-third of his placements come from LinkedIn and recommends using LinkedIn in many career areas to connect with and maintain connections with professionals (10). Dominic Monkhouse, a managing director and technology and engineering recruiter for PEER 1 Hosting uses LinkedIn as “an online CV, you can check whether anyone’s got any good references and, of course, see whether you have any common acquaintances- you may not have to wait for a reference”(11). Over 130,000 recruiters and hirers currently have LinkedIn profiles, which they can use as a tool in hiring decisions (8). Recruiters use LinkedIn as a recruiting tool because it provides a fast, efficient, and specific method of searching for employees and makes it easy to conduct a reference check on potential employees to determine whether an interview is even necessary (8). LinkedIn also has a job board where employers can post available jobs (9). Thus, LinkedIn can be an effective career tool for both employers and job seekers.
Twitter

Twitter is one of the most popular social media websites, with an estimated six million people worldwide currently using it. (9). Twitter allows its users to share thoughts, ideas, questions, opinions, and whatever else they might want to, with “tweets” up to 140 characters in length. Other users can read these tweets if they “follow” this particular user and can repost or “re-tweet” another user’s “tweet” (9). Although Twitter may not seem like it could be a career tool, it can be effectively used as one if utilized in an appropriate way.

Because Twitter is a relatively newly created site, little research has been conducted about how much employers look at Twitter for hiring purposes. However, according to TwitJobSearch.com, about 340,000 jobs are listed or mentioned on Twitter each month, thus making it another effective tool in the job search process (9). In addition to posting jobs through Twitter, employers can use Twitter to learn more about the opinions, ideas, and values of potential employees. Employers with their own Twitter page can also examine their followers to determine which ones seem to really understand a particular company and match up with its mission and values well (12).

To use Twitter effectively for career promotion, it is important for users to follow companies for whom they would like to work or that relate to their career field. This shows employers that this person is interested in and actively researching their company (12). It is also essential to maintain professionalism on Twitter by picking a professional and recognizable account name and refraining from posting inappropriate comments. Researching companies related to one’s career field is helpful to explore and discover job opportunities. “Tweeting” about current events or newly released research related to one’s career field can also grab an
employer’s attention and show that an employee is interested and excited about their career (9). As Twitter gains even more popularity, its impact on career promotion should be more closely investigated and defined through research.

**Blogging**

Blogging is another way to share thoughts, opinions, life events, pictures, and career-related information. Unlike Twitter, however, blogging has no character limit and may vary in length. Blogs contain posts and photos about recent events in a user’s life, and it is often used as a way to keep up with friends and family members. Blog posts can also be utilized for entertainment purposes, depending on the writing skill of the blogger. According to BlogPulse, over 126 million bloggers existed in 2010, and the number has likely increased since (13).

Although many blogs are used purely for personal reasons, blogging can be a beneficial career tool, if used in the correct way. Blogs can increase a person’s exposure online, thus making it easier for employers to find and get to know potential employees. A professional blog that displays a person’s passion for their career and is free of numerous grammatical errors or damaging statements leaves a positive impression on employers (6,13). However, the reverse is also true, so it is helpful to proofread blogs before posting and to get a professor or colleague’s impression of the blog as well (13,14). To maintain a positive and effective blog, it is important to have enough time to update the blog at least a few times a month and make sure each blog post is well written and professional (14).

The medical field offers its own specific challenges with blogging. In a study conducted by Lagu et al in 2008, researchers found that around 42% of medical blogs described particular patients, and 16% of these blogs actually provided enough information to identify a patient (15).
Even in the world of “medical blogging,” this can be extremely dangerous and can lead to lawsuits related to violations of patient privacy.

Currently, little credible research on the effectiveness of blogging in career promotion exists. Employers offer tips and suggestions, but no concrete evidence that these tips are successful in job ascertainment or career promotion has been established. Future research evaluating the usefulness of blogging on employment opportunities should be conducted.

**Online Job Searching**

Numerous websites and search engines have made the internet a popular and widely used job search tool. Fifty-two million Americans have used the internet to search for jobs, and at least four million Americans are looking for a job online daily (16). Although the majority of online job seekers are young adults with high education levels, increasing access to the internet and ease of use are making it possible for Americans of all age, race, and socioeconomic status to search for jobs online (16). Several methods of searching for jobs online exist, including general search engines such as Google.com, websites specifically used for job searching such as Monster.com or SimplyHired.com, or through company websites. Employers have recognized the growing trend of online job searching, and 90% of large US companies now use the internet for recruiting purposes (17). Using the internet to recruit employees is more cost effective than posting an ad in the newspaper and reaches a larger number of applicants (18).

Online job searching offers several benefits to job seekers. Searching for a job online is possible 24 hours a day, and for busy job seekers, the ability to search for a job anytime of the day is attractive. This is especially beneficial for job seekers who are currently employed but not completely happy with their current job. These employees can search for other jobs after work
hours so that they do not have to interrupt their day at work or formally inform their boss of their job search (18). Uploading one’s resume and typing responses to an online application is often faster and easier than handwriting an application and printing copies of one’s resume to distribute to employers. An online application also may appear more professional. A study conducted by Elgin and Clapham in 2000 found that applicants who submitted an application online were perceived as more qualified than applicants who submitted a paper resume (19). Perhaps the most attractive benefit of online job searching, however, is the ease of it. Several websites such as Monster.com and Indeed.com are dedicated solely for the purpose of job hunting and include a search box for the type of job desired and location of the job desired. Job seekers can simply fill in these boxes, hit enter, and hundreds of relevant job opportunities appear. With job search sites such as these being so easy to use, job seekers of all computer skill levels can effectively use these sites.

Several studies have examined the effectiveness of online job searching. In a study published in 2005 by Jansen et al, researchers evaluated job search related queries at three different points in time over a five year period (17). The study found that approximately fifty-two percent of online job queries produced relevant results and that approximately forty percent of online job queries produced results that included a job posting (17). Despite these relatively low numbers, a study done by Rooy et al in 2003 proved that online job searching is more effective than the traditional paper-based method in producing job results (19). Researchers in this study divided 60 college students into five groups, with each group using a different job search method (19). Groups that were allowed to search for jobs online were all found to produce more job hits than the group that could only use print media to search for jobs. Participants using online job search methods also perceived this method to be more successful and produce higher
quality results than those using the print media method only (19). Similarly, a study conducted by Feldman and Klaas in 2002 surveyed post grad MBA students to determine their perceived effectiveness of online job searching found that respondents ranked Internet job searching as the second most effective method of job searching, only behind networking (18).

The results of these studies point out that job seekers limiting themselves to print media to find jobs are potentially missing out on other job opportunities. Since an online job search is relatively easy to conduct, job seekers of all computer skill levels should utilize online job searching to maximize results. The studies reviewed above did not identify one particular method of online job searching to be more effective than the others, so it is not possible to determine which website or search engine produces the best and most relevant results. Determining the best online job search method could be the subject of future studies regarding the online job search topic.

E-Portfolio

An e-portfolio is a professional or academic portfolio which is uploaded online or on a computer. A person’s e-portfolio is available through a specific link that can be posted on a resume or job application. E-portfolios have been used more widely in the past decade, especially by college students (20). Many American colleges and universities provide their own system of e-portfolio for their students to use, but some use publicly available e-portfolio sites such as Blackboard, PebblePad, Chalk and Wire, Foliotek, and Digication (20). E-portfolios can be used for learning and development, showcasing achievements, and displaying professional goals and career highlights (21).
Currently, limited scholarly research exists regarding the use and effectiveness of e-portfolios in the professional realm. A literature search conducted by Tochel and colleagues in 2009 found that despite the limited research available, there was a consensus that paper portfolios have been proven effective to promote learning and professionalism by increasing the responsibility for learning and setting goals for the future (21). Thus, it can be hypothesized, but not inferred, that e-portfolios too would promote learning and professionalism in the same ways. The same literature search pointed out the benefits of an e-portfolio, including: easy access to information, documents, and other pieces of work, ease of mentors’ and evaluators’ ability to provide feedback, and creativity in displaying professional work (21). Although not proven by scientific research, experts recommend that as the so called “millenials” generation begins using e-portfolio technology, it should be formatted to coincide with the layouts of popular social media sites such as Facebook to promote ease of use (21). Further research on e-portfolios, particularly their use in the professional world, should be conducted to determine their efficacy in career promotion.

Legality of Online Technology and E-Professionalism

All of the technologies discussed in this paper can be used in career promotion for entry level professionals. However, because digital footprints can last forever, and information posted online is widely available for public viewing, professionals must take great caution in using these sites to promote their career. This issue becomes even trickier when it comes to the healthcare profession due to patient privacy laws.

HIPAA (Health Insurance Portability and Accountability Act of 1996) requires that any patient identifying information be kept private except for treatment purposes, payment, and
healthcare operations. This means that care-related discussions about patients should be held in private areas, medical charts should be attended to at all times, and any other patient information should not be shared with others or written down for non-care givers to see (22). This seems easy enough to enforce and understand while at work—however, this issue becomes tricky when social media and the internet are involved. Disclosing patient information online can destroy someone’s career, even if a person’s profile is “private.” For example, two nurses in Wisconsin were fired after posting a picture of a patient’s x-ray on their Facebook pages. Not only did these women lose their job, but they also will most likely face consequences from their state licensing board (22). Even though it may seem like common sense not to disclose patient information online, some companies have decided to create policies specifically regarding social media to give employees a clear idea of what is and what is not acceptable. Reading over an employer’s social media policy is a good idea to make sure the rules and expectations are clear. It is also in one’s best interest to generally not post about work related events because even simple and general statements made without ill intentions could be misinterpreted or frowned upon by bosses and co-workers (22).

E-professionalism is an emerging term that describes how to maintain a level of professionalism when using social media sites or online technology (7). E-professionalism is also very tricky in the healthcare environment because of patient/healthcare provider relationships and potential for giving healthcare advice online. For example, is a doctor “friending” a patient on Facebook professional? Some doctors see no problem with being friends with their patients on Facebook and claim it helps the patient/doctor relationship because it builds the relationship and makes them feel closer (7). Others, however, believe this relationship is not professionally acceptable and could even violate HIPAA laws (7). For those healthcare providers giving out
general health advice online, licensure can be another potential issue if the healthcare provider is
advising a patient or client from another state (7).

The line between personal and professional relationships becomes blurred when using
social media in the healthcare realm, so it is important for healthcare providers to define and
adhere to specific guidelines regarding social media use with patients (7). Since there are no
nation-wide laws regarding social media and e-professionalism, it is a good idea to discuss
company rules about this topic with an employer to confirm that these are clear, reasonable, and
completely understood.

Conclusion

Several online technologies are available for career promotion for entry level job seekers,
including registered dietitians. Understanding each social media site or online technology is a
key step in using these technologies effectively to obtain a job or promote one’s career. The
overarching message for use of all of these sites and technologies, however, is that using these to
build a solid and reputable brand for oneself online is essentially the main goal for entry level
professionals. As new technology continues to develop in the future, it is important for entry-
level professionals to stay on top of the newest advances so that they can use this technology
effectively to market their career and give themselves an “edge” over their competition.
Project Purpose and Methods

Project Purpose

The purpose of this project is to create an easy-to-use website that will provide information to entry-level dietitians on how to use online media for career promotion and job searching. The information presented on the website will be derived from scientific literature, the results of a survey to clinical nutrition managers regarding online media and hiring decisions, and reputable news sources. When completed, this website will be a useful tool for entry level dietitians seeking employment.

Website Development

To develop a website that will provide entry-level dietitians with information regarding using online media for career promotion, I used Weebly.com. Weebly offers free and easy website design. Weebly has numerous professional looking templates and color schemes to choose from. It also has the option to include a blog on the website, so I developed my own entry level dietitian career-related blog. The steps involved in the creation of this website are listed below:

1. Conducted a literature review on social media and online resources
2. Contacted the creators of the AllAccess Internships website to ask for advice in developing a website for the dietetics population
3. Distributed a survey to clinical nutrition managers across the country to gather information about online media and the hiring of entry-level dietitians (See Appendix A for the survey and Appendix B for the survey results)
4. Planned the basic layout of the website
   o Picked a site to develop the website (Weebly)
   o Planned the color scheme and basic format of the site
5. Organized the information in the Literature Review to determine what would be used on the website
6. Created a “rough draft” of the website where the basic layout of the website was established and information had been placed in the appropriate areas,
7. Revised the website with the help of my preceptors and made suggested improvements
8. Developed my own personal e-portfolio, which is used as an example on the website
9. Developed my own LinkedIn, Twitter, BeKnown, and BranchOut profiles to become more familiar with social media and gather tips on using the sites to share on the website.
10. Contacted Rita Smith, a local dietitian, to see if I could use her professional Facebook profile as an example on the website
11. Completed the website by uploading pictures, adding information, and editing the layout to improve its appearance. After the website was done, I published it and created a web domain for the site.
12. Continue to revise the website with project preceptors until ready to present it on May 23, 2012
13. Market the website by sending it out through an email list serve of Dietetic Internship directors
14. Continue to receive feedback from project preceptors, program directors, and fellow interns and make changes to the site as necessary

Timeline for Completion of Major Capstone Project

This timeline has been the basic schedule guiding me along as the project progressed.

<table>
<thead>
<tr>
<th>Date</th>
<th>Project Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 5, 2011</td>
<td>Turn in Project Proposal</td>
</tr>
<tr>
<td>Week of January 2-6, 2012</td>
<td>Meeting with project preceptors-</td>
</tr>
<tr>
<td></td>
<td>• Discuss revisions that should be made on Project Proposal</td>
</tr>
<tr>
<td></td>
<td>• Contact All Access Website creators for guidance in developing a website</td>
</tr>
<tr>
<td>Week of January 16-20, 2012</td>
<td>Meeting with project preceptors-</td>
</tr>
<tr>
<td></td>
<td>• Finalize survey for clinical nutrition managers for Wendy to send out (granting her permission)</td>
</tr>
<tr>
<td></td>
<td>• Send survey to Wendy to send out (granting her permission)</td>
</tr>
<tr>
<td></td>
<td>• Begin basic plan of website design and features</td>
</tr>
<tr>
<td></td>
<td>o Decide which website to use, plan layout of information, etc</td>
</tr>
<tr>
<td>Week of January 30- February 3, 2012</td>
<td>Meeting with project preceptors-</td>
</tr>
<tr>
<td></td>
<td>• Discuss website design plan in more detail</td>
</tr>
<tr>
<td></td>
<td>• Have revised copy of Project Proposal complete for Interim Report</td>
</tr>
<tr>
<td></td>
<td>• Discuss any further revisions that should be made on Project Proposal before Interim Report is due</td>
</tr>
<tr>
<td>Monday, February 13, 2012</td>
<td>Turn in Interim Report</td>
</tr>
</tbody>
</table>
| Week of February 20-24, 2012 | Meeting with project preceptors-  
| | • Collect results of survey to clinical nutrition managers & discuss how to use these results in website  
| | • Discuss website design and layout-plan to have a “rough draft” of website by next meeting  
| | • Begin working on personal e-portfolio  
| Week of March 5-9, 2012 | Meeting with project preceptors-  
| | • Present rough draft of website & get feedback  
| | • Note changes that need to be made  
| Week of March 19-23, 2012 | Meeting with project preceptors-  
| | • Continue working on and revising website  
| | • Give an update on e-portfolio progress  
| | • Start writing and forming Major Project Paper  
| | o Project Development Methods & Project Presentation sections  
| Week of March 26-30, 2012 | Meeting with project preceptors-  
| | • Continue revising and working on website and Major Project Paper  
| Week of April 16-20, 2012 | Meeting with project preceptors-  
| | • Finalize Major Project Paper and website so that they are ready to turn in  
| April 30, 2012 | **Turn in Major Project Paper**  
| Week of May 14-18, 2012 | Meeting with project preceptors-  
| | • Make revisions to Major Project Paper  
| | • Plan presentation of Major Project  
| | • Finalize e-portfolio and incorporate in project presentation  
| May 21 or 22, 2012 | Meeting with project preceptors-  
| | • Finalize presentation  
| May 23, 2012 | **Present Major Project Paper**
References

14. Filisko GM. To blog or not. *Student Lawyer.* 2011;40(1).
Appendix A.

Survey for Clinical Nutrition Manager About Use of Social Media and the Hiring Process*

1. When evaluating an entry-level dietitian for hiring purposes, do you use any kind of social media? (Facebook, LinkedIn, Twitter, Blogging, E-portfolio, other)
2. If you do use social media to evaluate entry-level dietitians, what kind of social media do you look at and use? Please list specific websites.
3. If you do use social media to evaluate entry-level dietitians, have you ever hired or not hired someone based on what you have found about this person using social media?
4. If you do not use social media to evaluate entry-level dietitians, why not?
5. Do you use any social media to recruit employees?
6. If you do use social media to recruit employees, what social media do you use? Please list specific websites.
7. Would you prefer a hard copy portfolio or electronic portfolio when evaluating a job candidate, and why?
8. If you do use social media to evaluate job candidates, what specific information do you look at to evaluate the candidates?
9. Do you post job listings online? If so, what websites do you post job listings on?
10. Please provide any tips and advice on using social media to promote an entry level dietitian’s career.

*This survey was converted to an online survey using Survey Monkey, and Wendy Phillips sent a link to the survey out through a clinical nutrition manager listserv. The link to this survey is: www.surveymonkey.com/s/PTP3D2D