

LinkedIn - Iris & Thomas

1. Describe the critical characteristics of your social media platforms of choice.
 - Professional networking: most importantly, users are able to use LinkedIn to develop connections and network with people who they are interested, including colleagues, industry peers and potential employers to achieve professional development.
 - Career development: users are able to advance their careers by the resources and tools LinkedIn provided, for example, job search, career advice tools and professional development courses and certificates. Recruiters can also search and find potential employee candidates by recruiting tools.
 - LinkedIn Profiles: Creating and maintaining a professional LinkedIn profile can help users showcase their competencies and experience, connect with other professionals, and attract potential employers or clients.
 - Content sharing: users are able to create articles, posts and videos to share insights related to their profession to impact others, and read others' posts to achieve information exchange.

2. What features & characteristics of the technology make it practical for personal learning?
 - LinkedIn groups: LinkedIn allows users to connect, network and also form their own networking groups with people they prefer, and achieve personal learning through information sharing in the PLN group.
 - LinkedIn Learning: offers a vast library of online courses and video tutorials on a variety of topics, including business marketing, analytical, and creative skills. Users can search for courses based on their interests and career goals, and complete them at their own pace.
 - Influencers: LinkedIn Influencers are thought leaders in their respective fields who share insights and ideas on various topics through blog posts and articles. Following relevant influencers can help users stay up-to-date on industry trends and gain latest industry information and new perspectives on their work.

3. How does the technology allow you to enhance/develop your digital identity/reputation?

LinkedIn allows people to develop professional digital identity, which showcases people's professional background in order to achieve professional development and explore career opportunities. As mentioned above, LinkedIn enables users to create

their professional profile, highlighting their education, experience and key competencies. This profile is a digital identity that showcases others who they are in the industry, helps them to attract people who share similar values, industry background or employers. In this case, people may start to add connections with these people attracted on LinkedIn, such as building network groups, etc. As the professional digital identity attracts and people connect with more people in the industry, their network circle is enlarged, which gradually builds up their digital reputation in the industry.

4. What are the ways the technology tracks and uses your data?

LinkedIn is a highly data-insight based platform that tracks and uses users' data to enhance user experience and serve personalized content.

- Personalized content: E.g. By analyzing the profile data and user behaviors, LinkedIn personalizes 'people you may know' or 'people also follow' to suggest potential connections and networks, or influencers that people interest.
- LinkedIn advertisement

5. What are the strengths and weaknesses of social media platforms' privacy, security and acceptable use policies?

○ Strengths

- LinkedIn privacy policy tries to be transparent about the data they collect, how it is used, and who it is shared to.
- LinkedIn has an accessible privacy policy page on their website which lays out clear and concisely how data is being utilized.
- LinkedIn does not share information to third-party advertisers or advertisement networks
- Privacy tab allows user to access and manage all privacy and security settings related to their account.
- Can manage what can be seen about the individual, how the information is used, and downloading of user data

○ Weakness

- LinkedIn can share hashed IDs or device identifiers to third-party advertisers which can be a security issue as websites can track to see if your device identifier was on their website and can potentially link it back to your profile.
- LinkedIn also tracks the URL of the website you came from and the website you go to and can also get information about your network and device. Furthermore, if you are on a mobile device they can accurately track your location. LinkedIn tracking this information can have a negative impact on the user in the case

of a security breach. If a security breach were to occur, then not only is the network and device details leaked, but the individuals location can also be leaked.

6. Who are the leaders in your field, and what is their presence on the social media platform?

- An example of a leader in the Computer Science field would be Bill Gates. On the social media platform he has over 36 million followers and posts on a frequent basis (every 2 days). He also comments on many posts and has a lot of featured articles written by him. His social media presence on LinkedIn is exceptionally good, he utilizes all the features that the website has to offer and maintains his presence on a daily basis.
- An example of a leader in the Health informatics field is Provincial Health Officer Bonnie Henry. Her social media presence on LinkedIn is rather low with no posts and no rarely any activity on the website. I think that she could benefit from posting more or even reacting and commenting on different posts. Doing this would help to increase her social media presence and make it easier for her to connect with others on the platform.

7. How do they use social media platforms to build their reputation/presence and network?

- Social media platforms can be used to build rapport and network by putting yourself out there by sharing your interests and opinions. Since reputation and presence is built over time, actively posting and commenting will help people in a similar field see your name pop up more frequently this can help them become more familiar with you as a person and can lead to networking opportunities.
- An excellent example would be Bill Gates and how he utilizes LinkedIn. He actively posts and reacts to posts which puts his name out there even more. He also writes articles sharing his opinion and insights on different topics. Doing all of this, coupled with the success of his businesses has made his social media presence quite strong, leading to more opportunities to connect with others.

8. How will you know that your PLN is a success?

- You will know that your PLN is a success on LinkedIn when you begin making connections through your PLN. PLNs can be an excellent way to make connections, members of your PLN can help connect you with companies and individuals whom they have worked for and can help build your professional career.

9. How has each group member contributed to the PLN project (please complete peer review)

Twitter - Catriona & Ray

10. Describe the critical characteristics of your social media platforms of choice.

- **Reach a wide audience:** Twitter can be used by millions of users, making it easy to quickly reach an audience interested in a specific topic.
- **Marketing tool:** Due to its wide audience, it is easy to recommend any product to your target customers. Recruitment services, business consulting and retail stores are among the various advertisements that may appear on the platform.
- **Beneficial for information:** Twitter is a hybrid of blogging, messaging and feedback. All the information and facts on it can be shared not only with family and friends, but also with the community or the whole country. In Twitter each of us is the equivalent of a small journalist who can provide feedback to help others improve.
- **Twitter Communities :** It is a community where people can have healthy and active discussions with like-minded people. We can create a group of our own or join a specific Twitter community. People outside the community cannot participate in communicating with people in the community, but they can view the conversations in the community.
- **Twitter Spaces :** This feature is relatively new and has become a popular feature on the site. Users can host live audio conversations on Twitter. Because the Twitter space is public, all Twitter users can join and listen to the conversation while it is happening. Up to 13 participants are allowed.

11. What features & characteristics of the technology make it practical for personal learning?

- **Follow System:** Twitter's follow system allows users to follow other users who share content related to their areas of interest. This feature allows users to build a network of like-minded people to help them learn and grow.
- **Hashtags:** Hashtags are used to categorize content on Twitter, making it easy for users to find and join conversations on specific topics. Hashtags are an important tool for building PLNs on Twitter because they allow users to connect with others who are interested in the same topics.
- **chat and direct messaging:** Twitter's chat and direct messaging features allow users to communicate privately with other users. These features are useful for building PLNs because users can connect with

others, ask questions and share information without having to broadcast it to the entire Twitter community.

- **Lists:** Twitter's lists feature enables users to create and manage lists of accounts they follow. Users can organize their Twitter mentions by topic or theme, making it easier to find and engage with relevant content.

12. How does the technology allow you to enhance/develop your digital identity/reputation?

The first thing Twitter has is profile customization. Allows users to customize their profiles by adding profile pictures, header images and bios. Enables users to create unique and professional looking profiles that reflect their interests and expertise. Secondly there is content sharing which allows sharing of articles, images, videos etc. Sharing quality content related to one's area of interest helps establish the user as a thought leader in their industry, thus enhancing their digital identity and reputation. Then there is engagement, where Twitter allows users to interact with other users by liking, retweeting and replying to their tweets.

13. What are the ways the technology tracks and uses your data?

There are various ways for Twitter to track user data such as:

- **Track user activity:** Twitter tracks users' usual activities on the platform. For example, users' usual tweets and retweets are followed by likes and comments. This is the platform's algorithm that allows them to target their ads.
- **Location data:** Twitter uses the user's GPS to analyze location data to be able to recommend tweets, promoted accounts, and promoted trends to the user. Users can also disable Twitter's access to location information on their phones if they feel uncomfortable that their location information is being monitored.

14. What are the strengths and weaknesses of social media platforms' privacy, security and acceptable use policies?

Like most platforms Twitter has a similar privacy policy, which includes that it can be viewed by others, and there is data that is collected from you. Twitter allows people to decide if they want to have their platform public, which means that everyone has access to viewing your profile or finding your information from internet search engines. Additionally, people will have access to whom you follow, as well as what you like. However, if you decide to make a private profile only people that follow

you can view your profile. However, when using Twitter, it is good to keep these in mind. Twitter does collect information of what you post, but it also keeps track of your interactions with others, such as comments, reposting, whom you follow, your direct messages, and many more

a potential weakness is that there is some data safety concerns in how the data is being handled and the cyber security.

Many of you might remember when Twitter was bought earlier this year by Elon Musk there was a big concern about the handling of Twitter information. However, the data that is collected is similar to most other social media platforms and internet-based activity, the goal being to collect as much data as they can. Furthermore, it is just how the data will be used, will they be given to companies. Additionally, Al-Hakim from global news, found that Elon Musk buying Twitter might be the wake-up call that people need to realize how much information about us is out there and to become more aware

Al-Hakim,

A. (2022). Elon Musk's Twitter takeover: What that means for your personal data. *Global News*.

<https://globalnews.ca/news/9234526/elon-musk-twitter-data-privacy-free-speech/>

Twitter

privacy policy

15. Who are the leaders in your field, and what is their presence on the social media platform?

A good example of this would be Dr. John Gottman, who is a prominent psychologist, although he does not have his own personal social media he does have an account for the Gottman Institute which has an impressive 50 thousand followers..

Another example of leaders in our field is psychology organizations, like the American Psychiatric Association with 168 thousand followers. Organizations like this help provide ways to connect with multiple leaders in your field, and to keep you up to date on current things that are happening.

16. How do they use social media platforms to build their reputation/presence and network?

Dr. Jhon Gottman and majority of leaders in the psychology field who work in the privatized sector, tend to have a higher social media presence because they want to reach a broader amount of people to promote their ideas.

American Psychiatric Association also maintains the goal of trying to reach more people and spread awareness. They also posts 2-5 times a day, which is enough to keep you interacting with their account but not enough that you will unfollow due to it bogging down your feed. Twitter also allows you to comment on posts allowing you to interact with other followers as well as repost images so you can share them with your followers.

17. How will you know that your PLN is a success?

I think you will know that your PLN is a success when you begin making connections through your PLN. Additionally, you will know if your PLN is a success when you feel like you get multiple different views, and not just one perspective. This means following/interacting with a vast majority of news outlets, or a vast majority of leaders in your field. Ultimately the goal of PLN is to have multiple different inputs and to learn things that you might have not considered. they can help connect you with companies and individuals who have successful PLN and can help build your professional career.

Conclusion - Our group would like to thank you for watching our video. We hope that this was a useful tool to help you learn how to build and improve your public learning network on LinkedIn and Twitter. We also hope that this video helped you realize why public learning networks are so important, and how social media helps strengthen our networks and connections to others

3.24:

Structure of Video

Section 1 – Introduction (30 seconds)

1. Brief Introduction of Group members and the project - Thomas

Section 2 - Features of the Social Media Platforms (Aiming for roughly 35 seconds per point/social media website). Ie. Each question will be approximately 1 minute long, 30 seconds for LinkedIn and 30 Seconds for Twitter

2. Describe the critical characteristics of your social media platforms of choice.
 - a. LinkedIn - Iris
 - b. Twitter - Ray

3. What features & characteristics of the technology make it practical for personal learning?
 - a. LinkedIn - Iris
 - b. Twitter - Ray
4. How does technology allow you to enhance/develop your digital identity/reputation?
 - a. LinkedIn - Iris
 - b. Twitter - Ray
5. What are the ways the technology tracks and uses your data?
 - a. LinkedIn - Iris
 - b. Twitter - Ray
6. What are the strengths and weaknesses of social media platforms' privacy, security and acceptable use policies? (30 seconds)
 - a. Generalize this question - Thomas
7. Who are the leaders in your field, and what is their presence on the social media platform? (One each)
 - a. LinkedIn - Thomas
 - b. Twitter - Catriona
8. How do they use social media platforms to build their reputation/presence and network?
 - a. LinkedIn - Thomas
 - b. Twitter - Catriona
9. How will you know that your PLN is a success? (30 seconds)
 - a. Generalize this question - Catriona

Section 3 - Conclusion - 30 seconds

10. Conclusion - Catriona