

## Career Development Guest Speaker Form

Student Name Macarido Hoover

Name of Guest Speaker, Job Title, and Workplace Justin Pratchett, Social Media Researcher

Topic the speaker is talking about today Social Media

1. Six interesting points from this speaker's presentation or talk

- a. A lot of info can be found online just from a username
- b. Your social media accounts should be private
- c. Description Tags and the small info or about me sections are visible even if the account is private
- d. Show positive things online, so that they can see better results
- e. Snapchat photos aren't actually deleted
- f. Be careful what you post online

2. What career path(s) did the presenter take to reach their career?

College Professor, and then researcher.

3. What career advice did the speaker share with you?

Have a good presence online.

4. List one fact or note from this presentation that you might share with someone else.

A lot can be found online, which can affect them if a employer searches their name.

5. Write a question that you might ask the speaker.

How many people have too much info available online?

6. What did you enjoy most about the presentation or talk?

The joke about having a slide on one of the students.

7. Would you consider the speaker's occupation for yourself - why or why not?

No, as I enjoy programming, but I do believe his occupation is important.

*If your Guest can comment on Entrepreneurship and Business Planning (CEW 13.4.11), please answer the questions below:*

"What are some pros and cons to being an entrepreneur?"

You can be your own boss, but that can lead to procrastination as the pressure is self-imposed.

"What specific personal traits should an entrepreneur possess to start and/or run a business?"

A good social standing, and good media appearances.

"What are some key aspects necessary for a successful business plan?"

Good marketing, A good presence online, and positive media appearances.