

Question: You are a newly Certified Public Accountant. How can you best network to find a job within your community?

- A) Facebook
- B) Twitter
- C) Attend the Professional Accountants' Society meeting
- D) Attend the Community Churches' Social

Feedback: The answer is “C”. Great effort if you were correct. Joining a professional society related to the career you want, is a great step in networking. It will bring you together with professionals in the field, who you can learn from, and get to know. This way when a job becomes available, they might recommend you!

Question: You want to network just prior to graduating on May 31st, 2021 from your small group management degree program in order to get a job. Choose the S.M.A.R.T. goal to address this intention.

- A) I will create a professional profile with my education, skills, abilities, and experience to post on Facebook™ by May 1st, 2020.
- B) I will start tweeting to potential employers by the end of the third quarter of 2021.
- C) I will post a video of my graduation to YouTube the same day I graduate.
- D) I will create a LinkedIn® account for posting starting the week after graduation.

Feedback: The Answer is “A”. By creating a professional profile, you are providing a short resume of those skills, abilities, and experience for which someone just might be looking. Although it is important to subsequently create a LinkedIn® account among others for networking, the first crucial step is creating your professional profile on Facebook.

Remember to address your brand. Your brand is you. You need to protect that identity as being professional and ethical and acting in a socially acceptable manner for career purposes. Make sure your profile is written accordingly and all videos and postings even in informal social situations on the Internet also represent you well. You must be sure that whatever you post you would not be ashamed to have an employer access.

Question: You want to become a franchise owner after graduating with your small group management degree on January 31st, 2020. Which of the following would be the appropriate S.M.A.R.T. goal?

- A) I will sign a franchise agreement with either Virginia Pantry Kitchen or Food Carts Inc. franchises by March 31st, 2020.
- B) I will become a retail franchisee by December 15th, 2019.
- C) I will hire my first franchise employee by the end of January of 2020.
- D) By the end of 2018, I will have decided which franchise I want to sign with.

Feedback: “A” is the correct answer. Remember the S.M.A.R.T. goal must be specific, measurable, actionable, realistic, and time bounded. Thus, only answer A fits these parameters.

Question: What is a drawback of using Twitter in terms of connecting with others?

- A) It really targets the wrong types of contacts.
- B) It only allows 280 characters.
- C) It tends to only be used for political events.
- D) It can be considered unethical.

Feedback: The correct response is “B.” It is used mostly in the moment to get the word out to others regarding events as they happen. However, it is

not really an ideal social media tool for building relationships over the long-term as it limits the amount of discussion etc.