

Final Reflection Paper

Digital Leadership has made me more aware of the advantages that we could be getting with using technology for a professional need. The course has taught me how to use social media as a tool rather than just a way to view things like sports and stuff. I learned a lot of different strategies to become a better digital leader with whatever field I want to work in and ways to network with others digitally. All these different strategies are examples of things that I could ultimately use as a digital leader.

Starting with the intro video in Charlene Li, she brought up some great points about digital leadership. The thing I found out most interesting about her video was when she talked about the change in digital leadership over time. She talked about how much easier it was to just reach out to somebody over the phone rather than in person because when it is over the phone it is always for a purpose. She explained that engagement between employees and employers is one of the most important things and now with the digital world it is a lot easier. Than in the second LinkedIn learning Andrea talks about how this digital world can sometimes be overwhelming with all the emails especially to managers in charge of multiple employees. She described it when she did a follow up with somebody and they were almost rude because she replied with a follow up with an email with no substance.

During the week that we had to achieve the two Hootsuite certifications I learned a lot about the app and other things related to the app. I learned how Hootsuite is a platform that connects all your social media accounts into one place where you then can post one thing on all social media platforms. I also learned that within the app you can make things all publish at a certain time of your choosing. These platforms can make it a whole lot easier on people and business owners to keep there social media pages updated and to keep them more organized. I

also learned that marketing is one of the most important parts of a business and if you take advantage in the growing technology part of the world you will get a jump start on marketing to others. In the social media marketing certification, I learned that digital marketing is a growing reality and Hootsuite is a great way to achieve social media marketing.

I also learned about the differences between digital footprints, blunders, and legacies. “Your "digital footprint" is any information you leave about yourself online, from comments, pictures, and posts on social media to app use, emails, and the websites you visit” (Nebraska 1). The difference is that a digital blunder is when a company messes something up when they digitally post something online. The thing I found most interesting about them is how often these big corporations do it, they have many different teams and sometimes those blunders fall through the cracks and get posted. The last thing was the digital legacy which I had no idea was even a thing before starting this course. A digital legacy is the digital information of a person that get released after the death of that certain person. “This might include their social media profiles, online conversations, photos, videos, gaming profiles and their website or blog” (Digital 1).

The last thing of the course was the Professional Leadership Network, and this was finding profiles from each social media app that matched what we wanted to do for a career path. During this assignment I realized just how easy it was to find these accounts on all different apps. The easiest app to use when it comes to careers is LinkedIn with finding job openings, profiles, and groups you can join for any career of your choice. What I found very interesting was how easy it was on other apps like Instagram and YouTube. On Instagram I thought it was just for catching up with friends and seeing what was going on in the sports world, but it was very useful when it comes to finding and following accounts that pertained to my desired career path. The same goes for YouTube because when I was younger I would only use YouTube to

watch people play video games and other things but never knew it could be so useful for learning things on any subject.

While taking this course it has allowed me to learn about things more in depth about the changes that are occurring in this world. When I start my career, I would hopefully like to be a coach of some sort and with coaching comes organization and in today's world selling tickets online. While being an athlete I always had to worry about my digital footprint and by making sure the things I was posting were okay with what college coaches could see, this would also be a helpful tool when I begin looking for a career path in anything. Employers always look at somebody's social media first because this is the person who will be representing the company if they get hired and if they are posting things that do not make the company look good it will be a bad look by the company and the employee.

Something I would like to use, especially if I am starting my own company or freelancing, is Hootsuite because after seeing the benefits of using it, it could be very helpful. Another thing is always making sure when texting an employer, I am using some level of substance with texts and emails. Also, before I do start my career and during, I would like to use social media more for my advantage rather than just using them to connect with friends. Using social media and tools like LinkedIn to use personal networking and connect with people who will further my career. Also using tools like Instagram and YouTube to further my knowledge of subject, things like Ted Talks and other YouTube channels could help further my understanding on daily events and political things in the world.

Work Cited

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