Latest jobs numbers show a damn healthy economy.

Payrolls +196k in March.

Positive revisions over the past two months add another +14k.

Over the past three months, the economy has produced on average +180k jobs per month. Which is smoking.

Unemployment steady at 3.8%.

As I said: Economists left and right agree. Here’s Greg Mankiw who chaired the CEA under Bush 43: Stephen Moore “does not have the intellectual gravitas for this important job.”

“It is time for Senators to do their job. Mr. Moore should not be confirmed.”

gregmankiw.blogspot.com/2019/03/memo-t ...

Indeed, even Stephen Moore thinks that Stephen Moore is unqualified to sit on the Fed board:

Steve Moore: “I’m kind of new to this game, frankly, so I’m going to be on a steep learning curve myself about how the Fed operates, how the Federal Reserve makes its decisions.”
bloomberg.com/news/articles/… via @tspolitics
By the power vested in me by Stephen Moore—the only person in the world qualified enough to describe a period of low and stable inflation as both raising the risk of hyperinflation and creating an economically debilitating deflation—I declare it beer o’clock.

I just learned that this is a real product and some people buy it. (Apparently, it keeps your shirt tucked in.) #latecapitalism

True story: As a young bloke at @USydneyEcon, I noticed that the student union burger joint would cut back on beets when they discounted their burgers.

So I ran for student govt on a platform of beets always being on burgers and won by a landslide. Democracy has spoken. #beets
YOUR ONLINE IDENTITIY
Online records are forever

Personal and work websites

Social media ranks high

Photo or video uploads

Digital subscriptions

Participation in events
Twitter: Basics

- A real-time network for sharing ideas and content
- Order of content is determined by two platform functions
- Like, retweet, or retweet w/comment
- Join conversations with a reply
- Use the thread/reply feature for longer thoughts
- No edit function

A beautiful story about how we can show appreciation for the ultimate last act of giving - by my former @dartmouth colleague @TimLaheyMD

The New York Times @nytimes
In hospitals across the U.S., "honor walks" show appreciation and respect for the final contributions of patients whose organs will be donated to others nyti.ms/2K3fpjj

7:11 AM - 5 Apr 2019
8 Retweets 23 Likes
Twitter: Best Practice

- Fill out your entire profile
- Follow people you find interesting and pay attention to trends
- Link to interesting content and add your insights
- Use hashtags to expand your reach
- Assume everything will be screenshot
- Pin tweets for important updates/announcements
LinkedIn: Basics

- A professional networking site
- Built for people and organizations to make connections
- Share news, opinion pieces, job ads and other content
- Join specialized groups
LinkedIn: Best Practice

- Fill out your profile (Noticing a theme?)
- It’s a professional network so look professional
- Personalize network requests, don’t spam
- List specific skills so people can endorse them
- Endorse the skills of others
- Share content, offer congratulations, be positive
- Use the functionality available to you
- Add your CV to your profile
Facebook: Basics

- Connects people with family, friends, colleagues
- Pages can be personal or professional
- Encourages various types of content
- Facebook Live allows for live video streaming
- “Friend” requests connect you with people
- Liking a professional page gives you updates
- Professional pages can leverage paid promotion of content
Facebook: Best Practice

- Consider a separate professional page
- Leverage Facebook Live to have interactive discussions
- Make sure to review privacy settings
- Promotion and targeted advertising reaches a wider audience
- With a personal page, be aware of who you are sharing content with
Great for people who travel and/or like to take pictures
Like Twitter, employs hashtags to reach a wider audience
Geotags let people see your pictures alongside others in the same locale
Stories allow you to share a series of photos and videos for 24 hours
Filters allow you to add effects
Add captions to pictures to help tell the story
Follow people you know, like and comment on their pictures
Utilize the story function to create a narrative with pictures and video clips
Use effects and filters judiciously, don’t get carried away
Hashtags and geotags expand your audience
Be Good Digital Citizen: The RAPID Principle

RESPECTFUL: Treat every moment like a job interview or networking opportunity

AUTHENTIC: Every task is a chance to show what you represent

POSITIVE: The Internet will be the longest relationship you have

INTELLIGENT: The Internet puts the world at your fingertips — leverage that power

DISTINCTIVE: Curate what you share specifically to your network and audience
MORE RESOURCES

SOCIAL INTEGRITY: SocialIntegrity.umich.edu
News, information, research, resources, and materials

UMSOCIAL: SocialMedia.umich.edu
University guidelines, strategy documents, tools, official inventory and leadership information
THANK YOU!

QUESTIONS?