



Social Media Mentoring :

A new fashioned approach to an old fashioned concept

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Mentoring

A situation where an experienced individual (mentor) encourages and guides the inexperienced individual (mentee)

- Can be in the workplace – senior guiding new
- Outside of the workplace – agreement reached on relationship
- Can be initiated by either
- Formal or informal
- Short or long term
- Provides professional AND personal support

Expectation that the mentor and mentee meet face to face

A virtual approach

Advent of ICT meant mentorship started evolving

A relationship could begin over email

- Removed geographical limitations
- Started 'match up' programs
- Lack of immediacy



A blended approach



Web 2.0 further evolved mentoring

- Increase in opportunities for connecting
- Removed time constraints
- Levelled the connection process

*Significant opportunities for connecting
and engaging*

Social media mentoring

Developed our own blended model

- Facebook (messaging)
- Twitter (tweeting, direct messaging, retweeting)
- Skype
- Blog June
- Face to Face

Gave us opportunities to overcome challenges as they arose



Results

- Clarification of job role
- Increased job satisfaction
- Expansion of PLN
- Supervision skills
- Increased self confidence
- Extended professional development
- Exposure to new ideas
- Personal satisfaction
- Investing in the profession
- “Personalised” development
- Knowledge sharing
- Better reflection
- Personal development

Enhances opportunities for the mentor as well as the mentee

Questions?

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