

Reflection Paper

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Week one we dove right into what it means to be a digital leader. I learned the five traits of a successful digital leader: Vision, Curiosity, Collaborative, Experimental, and Networking Proficiency (DMI, 2017). A digital leader must have a vision; a fresh set of eyes to create a strategy that moves the organization towards a more digital future (DMI, 2017). “Every functional leader has a role to play in shaping digital adoption for their organization” (“Being A Digital Leader”, n. d.). A digital leader must understand the importance of networking and be able to collaborate with other departments to gain insight from another point of view (DMI, 2017). A digital leader must be a strategist, an innovator, and a driver (“Being A Digital Leader”, n. d.). A strategist stays ahead of the trends, an innovator moves their organization toward a vision, and a driver builds trust and collaborates with stakeholders (“Being A Digital Leader”, n. d.). At the center of a this “digital triathlete” is agility (“Being A Digital Leader”, n. d.). A digital leader must have the agility to keep up with rapid changes, learn new technologies, and discover new ways of thinking (“Being A Digital Leader”, n. d.).

The second week was all about social media blunders and digital mistakes. I learned the importance of staying true to your brand and your voice (Hamdi, 2021). When the Airforce made a joke about war, it didn’t land well with its audience (Hamdi, 2021). Everything you post should be on brand with how you view yourself. And apologies aren’t always enough to cover your mistakes. In the Chris Brown and Rhianna post by Snapchat, Rhianna didn’t accept their apology (Hamdi, 2021). “Again, when you’re referencing a very sensitive subject for most users and making light of serious allegations, you’re diminishing others feelings” (Hamdi, 2021). Typos can be seen as unprofessional and demonstrate careless behavior (Hamdi, 2021). Spelling and grammar

should always be double-checked before finalizing a post. Also, be clear and effective in your wording so that what you want to say makes sense to your audience. Most importantly, if you're ever second guessing a post, bring in someone else for another opinion (Hamdi, 2021).

During the third week, we earned two certifications from Hootsuite: The Hootsuite Platform Certification and the Social Media Marketing Certification. Hootsuite is a platform for interacting with all your social media content in one place. In planner, you can strategically plan when to post depending on the algorithm so that you can better engage your audience. In boards and streams, you can, "keep up with social conversations, trends, competitor activity, and brand mentions that matter to you" (Hootsuite Inc, n. d.). Analytics is the most unique to Hootsuite, where you track your post performance across all social media platforms. You can also generate customized reports, "using only the metrics that are important to you" (Hootsuite Inc, n. d.). In the Social Media Marketing course, we learned how use Hootsuite to build a social media strategy, learned how to set content goals, how to build a social media community, and measure success (Hootsuite Inc, n. d.).

In week four, we reviewed what we learned about digital footprints, blunders, and the legacies we leave behind. A digital blunder is mistake made online typically on social media by an individual or company (Hamdi, 2021). Always make sure what you post is on brand with yourself or your business's social profile (Hamdi, 2021). Our digital footprint is like an electronic tattoo that "will live far longer than our bodies will" (Enriquez). I learned a digital legacy is what we leave behind on the internet after we die ("Digital Legacy", n. d.). There is no federal law to protect our online data after we die and this leaves us vulnerable to hackers and thieves, but some states do have laws that dictate who is able to access our accounts so it's important to know which rules apply to you ("Digital Legacy", n. d.).

Week five and six we learned about social media networking and social media platforms and how we can use them to become digital leaders. Networking is essential to building important relationships of people that “provide support, feedback, insight, and resources” (Ibarra and Hunter, 2019). Networking is important for not only managers, but “those focused on simply doing their current jobs well” (Ibarra and Hunter, 2019). Networking can be viewed as a negative thing by relying on “who you know” versus “what you know” (Ibarra and Hunter, 2019). I created a LinkedIn account during week six’s assignment, Professional Leadership Network. I found out that LinkedIn is so much more than a resume, but it’s a community of people who can assist you in more ways than one. I discovered several groups like the Career Development Services of Old Dominion University and the Hiring Our Heroes Military Spouse Program. LinkedIn is a great social media for digital leaders to take advantage of and a great way to network.

Now is the time for me to take what I learned and put it into action. I will continue to try to be a better digital citizen. Being a good digital citizen is a “list of dos, not a list of don’ts” (Youtube, 2018). I will verify my sources credibility before using them and use the skills I’ve acquired to tell “fact from fiction” (Youtube, 2018). I will transfer the skills from learned in this classroom into a digital context; this is essential to being a good digital citizen (Youtube, 2018). And I will use my digital platforms safely and my voice to make a positive impact in my digital and local community. Part of being a good digital citizen is knowing how to tread carefully and avoid making digital or social media blunders. I will always be considerate of others’ feelings when posting online and get a second opinion if I’m ever questioning the impact of my post. But if I do make a mistake, I will own it and apologize.

I'm grateful for the opportunity I had to participate in Hootsuite Academy and earn my certifications. These will be added to my resume on LinkedIn, which I will continue to improve and work on in the coming weeks. I will use the knowledge learned from these courses to improve my job skills and advance my career. I'll take advantage of the Hootsuite platform to create or curate new content, schedule posts, and use analytics to improve my social media scores. The Social Media Marketing course showed me how to use my social media to its fullest potential and I plan to audit my social medias and continue to use Hootsuite to monitor my posting activity across all social media platforms.

I will continue to try and reduce my digital footprint and "cover my tracks." Our digital footprint says so much about us and it's important to protect our data. It acts like our digital reputation (Kaspersky, 2022). To protect my digital footprint, I'll delete old accounts and avoid sharing any private data over public Wi-Fi (Kaspersky, 2022). I'll also limit the amount of data I share by avoiding unsafe websites, checking my privacy settings, and avoid oversharing important information like my phone number or email on social media (Kaspersky, 2022). I will protect my passwords, leaving them only with close friends and family members who I trust, and I'll create a plan to protect my financial assets and social medias for the future ("Digital Legacy", n. d.).

If I'm ever feeling stuck, I'll reference my Professional Leadership Network for inspiration. I'll listen to the TEDx Talks, confide in my groups on Facebook, and get a little boost of motivation from my pages on Instagram. I'll continue to learn from digital leaders like Equalman and Herminia Ibarra and be inspired to be the best digital leader I can be.

I learned an immeasurable amount of information these last seven weeks, it's difficult to put into words. I will use what I've learned to become a better digital citizen and digital leader. My long-term goal is to take this knowledge and share it with others. I wish to leave a positive impact wherever the future may take me. And I know that what I learned will assist me after college and stepping into the career I want.

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