

## SOCIAL MEDIA SKILLS = JOB SUCCESS

Social media credentials are now considered workplace skills in the US, with companies advertising for applicants who can demonstrate a love for social marketing strategies such as Facebook, MySpace and Twitter. Further, some advertisers are no longer just asking for applicants' CVs but their facebook address and online portfolio as well.

Experts say social media skills are moving alongside knowledge of email and Microsoft Word as basic job requirements. This emerging trend suggests that in finding a job, it's no longer just about who you know, it's who you tweet.

"Now when companies hire you, they know you're going to be an ambassador for the company," said social media and career counsellor Nance Rosen. "Who you have as your friends and how many people you have influence over have become a part of the vetting process."

Best Buy recently posted a new vacancy requiring a degree and at least 250 Twitter followers. After the blogosphere reacted, Best Buy rewrote the job description. Applicants may not think it's fair for employers to judge them by their friends, but the reality is that a lot of that information is public.

Source: [www.sfgate.com](http://www.sfgate.com)

## SAVING FOR THE LONG TERM

A recent survey by St. George Bank suggests many Australians have made changes to their spending and saving habits for good as a result of the GFC.

91 percent of the 1,000 people polled say it's important to save now more than ever before; 94 percent say it's important to pay off as much debt as possible and almost eight in 10 claim they'll continue to save or pay down debt once the GFC is over. And only 13 percent say they'll return to their old spending habits once the economy has recovered.



## ONE IN FOUR AUSSIES BORN OVERSEAS

The Australian Bureau of Statistics has just released a report stating that more than a quarter of people living in Australia were born overseas. The report examined migration data for the financial year ending in mid-2008, and includes people who stay in the country for more than 12 months.

Neil Scott from the ABS says it is the highest proportion of migrants in the population since the late 19th Century. The number of European-born migrants is declining, while the proportion born in Asia is rising: "Traditionally the United Kingdom has remained the largest group, with 1.2 million calling Australia home," he said. "But it's been declining over the years, so even though it's the largest, it's not as large as it used to be in terms of proportion. It's closely followed by New Zealand, which has about half a million people living in Australia and then China, which has about 314,000." He adds: "There's a lot more temporary migration, so you see more people coming over here to either study, and a lot more people were coming over and working on working visas."

Source: [www.abc.net.au](http://www.abc.net.au)

## SHOW MUMMY THE MONEY

Party plan contributes a mind-boggling \$9 billion to the Australian economy and has proven to be one of the industries rising phoenix-like from the GFC fire. "Party planners are laughing all the way to the bank, especially the everyday mums who have joined worldwide recognised brands like Intimo Lingerie, ENJO, and Chefs Tool Box," says Sonia Williams, author of the book *Show Mummy the Money*.

She explains why party planning has grown during tough times: "They sell everyday products consumed by everyday individuals, in everyday homes, all with the convenience of home shopping. In a time-poor society, home shopping has become increasingly popular, akin to shopping online but with the added benefit of personal customer service."

In an Australian first, Sonia launches her book, which will unreservedly reveal the secrets to success in the world of party planning, warts and all, called *Give it a Go, What have you got to lose?* Recently interviewed on *60 Minutes* as a 'mumpreneur,' Sonia is committed to promoting the many ways that mums can make money from home.

Discover more: [www.showmummythemoney.com.au](http://www.showmummythemoney.com.au)



## GIVE YOUR PETS A BREAK

Virgin Blue just announced that pet boarding and dog training is now available at Sydney Airport through Virgin partner Hanrob. Travellers are advised they can give their pets a holiday with spacious climate-controlled suites, playtime, grooming and dog training. A reservation form is available on Virgin's website so you can book your pet's holiday while arranging your own.

## FAST FACT

It is estimated a  
**Tupperware party**  
starts somewhere in the world  
EVERY 2.3 SECONDS

