

Tony McGrory: Social media is a modern day phenomenon but it's something that has existed in its various forms for a long, long time, and the embracement of social media tends to actually reflect on two parts of our working population; people who are older than 30, and people who are younger than 30.

The people who are younger than 30 very often have grown up in a system of both education and exposure at home to electronics, and to interactive media that at one time we, in the older generation, the people who are older than 30, used to look for a camera to do one specific job, look for a video recorder to another type of job, whereas these days you're carrying that technology round in your hand and in your pocket in a telephone.

So the aspect of social media which actually helps people gain success in their careers is largely to do with how well they've embraced it. And the great aspect about social media is that you can move data very quickly, you can co-ordinate data and actually present it quickly, but, more importantly, you can get hold of valid data very quickly, the speed of the internet.

The fact that we work in a global market today actually reflects that business as well, and that not only are people good and avid users of things like social media, for example, in LinkedIn in terms of your business networking responsibilities, and also it's a very, very good tool for maintaining your networking.

Facebook, from a social aspect, can actually have a very, very powerful influence as well in terms of how you relate to people, what you publish, how you pub... how you choose to publish it, where you want to be seen, and how you actually seek, if you like, approval through the 'like' facility.

And then, as I've mentioned on, there are more rapid things that younger people are embracing, which, in many cases, are keeping ahead of their parents influences, so Instagram is more popular these days than, shall we say, emailing, emails a bit old-fashioned if you're a ten year old. So that's one way in which the media can actually help you.

But probably, most importantly, in terms of day to day interactivity specific apps associated with banking, associated with real estate, and associated with human resources, to name just three areas that I've used social media in, are so vitally important in terms of actually getting the differential that actually determines and puts you ahead of your contemporaries.

So in many cases the important aspect about career development within business and within organisations is largely to do with how do you become first among equals?