

Human Infrastructure 83: The Social Media Resume, Burnout, and Darth Vader's Keynote



Issue 83 Table Of Contents

- **Social Media Is Part Of Your Resume**
- **I Didn't Even Know I Was Sick**
- **Thanks Internet**
- **Packet Pushers Ignition**
- **Darth Vader's Keynote**
- **Product News**

Social Media Is Part Of Your Resume

By Greg Ferro

Recruiters and employers use social media to gain insight into candidates.

Social media matters.

Search for yourself from a private/incognito browser session and see what comes up. Do it in various ways, like including the name of your school, and so on. Is that how you want an employer to see you?

Because they will.

Facebook, Twitter, and LinkedIn are open and available to search.

Recruiters can access substantial amounts of extra data from LinkedIn via the Recruiter service. Check this out: <https://business.linkedin.com/talent-solutions/recruiter>.

Reviewing public posts can provide insight into a candidate's personality and the life they lead. Those posts can create a positive or negative impression.

A social media feed full of anger or obsessive behavior about sports can be negative when applying for a role at a conventional corporation. Maybe you enjoy street racing, wild parties, or leaping into water holes. Taking risks is hella fun but an employer who self-insures their employees might take a different view. Why interview someone who is a health risk and possibly off work for substantial periods?

If you decide to have a personal social media presence, consider how you have presented yourself to a potential employer or recruiter. It's not so much about presenting the right image as it is making sure you aren't presenting a negative one.

Chart 6.0

Which of the following viewpoints describes your approach to researching prospective candidates on personal social media (eg Facebook and Twitter)?



■ 11.4% We routinely check candidates out on personal social networking sites
■ 50.4% We don't routinely use these sites but would if we thought they would provide us with useful information about the candidate
■ 38.2% We do not and would not check social networking sites during the recruitment process

Chart 7.0

Do you think it's appropriate for employers to check your profiles on personal social media sites as part of the recruitment process?



■ 37.3% Yes
■ 62.7% No

SOURCE: SOCIAL MEDIA IN THE RECRUITMENT PROCESS (UK) - (PDF) [HTTPS://WWW.ROBERTWALTERS.COM/CONTENT/DAM/ROBERT-W...](https://www.robertwalters.com/content/dam/robert-w...)

Not Just Your Profile

It's not only your posts; what anyone shares on social media is available to recruiters or employers. Apps and algorithms simplify bulk collection and analysis of data. Face recognition will tag you in photos, 'Friends' in your social graph are easy to track and contribute to building a profile of how you live your personal and professional lives.

Consider that the HR team can trawl through your various feeds to learn not just about you, but the people you associate with.

Nationwide Bank demonstrates the abuse of social media in this video at <https://www.nationwide.co.uk/oversharing>. An actor approaches people in

cafe after a briefing by a remote person armed with details from a social media profile.

Welcome to modern world, where your friends can have an impact on your career path and your next job.

I Didn't Even Know I Was Sick

By Ethan Banks

I recently tweeted...

"I've become okay with only having so much time in my schedule. Would adding this { new | random | unexpected } thing to the mix stress me out? Yes? Then I can't do it. Have to leave some space. Have to execute well on the things already on the list."

I grabbed a couple of replies that especially impacted me.

The Cost Of Cutting Things Loose

"The hard part for me is deciding when to cut things loose in order to make room for new things that are more valuable. Sometimes it's natural, like a job transition, but most of the time it's not. I'd rather make intentional choices, not wait until I'm burned out. Of course, often the major problem with intentionally stopping a project is the social cost. Disappointing people is expensive for multiple reasons. And it's very difficult to weigh that against the benefit of doing something new." - @bensons

Benson crammed a whole lot of value into that reply that had me nodding my head in agreement and reflecting.

Cutting things loose. Identifying what's most valuable is difficult. For me, the key is distinguishing what's valuable to me versus what's valuable to someone else. In my work, I've found that other people are happy for me to do things for them that might not be the best use of my time.

My best work happens at the junction of projects I am uniquely capable of accomplishing and projects with the most substantial impact to others. The rest can be outsourced or cut.

Managers often use the desks of competent employees as a dumping ground. Respectfully pushing back can help. You'll drown in an ocean of trivial tasks if you never speak up.

Not waiting for burnout. I recently realized that I've worked most of my career in a state of burnout. I've usually had one full-time job with an employer and one part-time job working for myself.

Technology work is stressful. Technology often works poorly, impacting businesses negatively. Add certifications to the mix, and it's a formula for burnout. I've cycled through this formula repeatedly.

I don't willingly live that way now. Although Packet Pushers has been my full-time job since 2015, travel became the side job. Since recently curtailing travel, I'm no longer constantly fretful or exhausted, i.e. burned out.

I didn't realize I was living in this burned out state until I reduced my schedule and started feeling better. I was so used to feeling badly that feeling good was a revelation. I didn't even know I was sick.

Disappointing people comes with a cost. I am fearful that when I tell someone “no” or “no more” that I’ll alienate them. Sometimes, that’s exactly what happens. It’s a risk.

There is an upside to disappointing people, though. You get a manageable schedule. A manageable state of mind. A manageable life.

I prioritize being able to manage my life. In recent cases where I’ve said “yes” to something I didn’t really want to, I regretted the time it took from my schedule and the energy it sapped from my life. I also resented the person that asked me to be involved. That’s not a productive mental state.

The Importance Of Margin

“Margin is great as we go through different mountains and dips of life. Not always possible but I strive for it all the time.” -

[@jonesychris](#)

Chris says it well. Margin. For the first time since being a college-bound teenager, I have had holes in my schedule where there was nothing I had nor needed to do.

Don’t misunderstand--my project list is full. I have over 100 tasks representing projects large and small. But there’s a difference between a task list that represents opportunity and one that represents obligation. If I have the margin Chris strives for, I can chase opportunities. If my life is overfilled by obligations, there's no space for the opportunities. By reducing the obligation load created by travel, I’ve capitalized on opportunities.

Where Does This End Up?

I'll experience burnout in the future, I'm sure. I'd be lying to myself if I thought I was in such control of my life that I'd never again be overextended.

However, I've remembered what feeling good is like. I'm not eager to let that go.

Thanks Internet!

The Internet and social media are full of amusing flotsam and jetsam. Here's one that washed up on our shores.



TWEETED BY KEVIN BEAUMONT, @GOSSITHEDOG

Packet Pushers Ignition

Check out [Ignition](#), a brand new membership site from the Packet Pushers!

We're creating exclusive content for members including technical courses, white papers, podcasts and videos. Choose the free membership and get Link Propagation, Human Infrastructure, and a few goodies.

Choose a Premium membership for \$99 a year to get courses, Virtual Design Clinic videos, other unsponsored content, and everything from the free tier.



Get more details and [sign up here](#).

Darth Vader's Keynote

By Drew Conry-Murray

Summer is vendor tradeshow season, and a major part of every tradeshow is the executive keynote. I thought I'd have a little fun on that theme.

The scene: a cavernous hangar inside a brand new Death Star, still under construction. This is the Death Star mark II, a replacement for the original space weapon destroyed by Luke Skywalker and the Rebel Alliance.

Tens of thousands of Storm Troopers, Imperial officers, TIE fighter pilots, and technicians sit elbow to elbow in ranked rows of thinly padded folding chairs. Many are hunched over mobile devices, trying to ignore all the work that's piling up while they're sitting here.

Punishingly loud techno music blasts from hidden speakers as a light show dances across three gigantic screens hanging above a raised stage. Carefully curated social media messages flash on the screens.

Mark II gonna kill it! #deathtorebels

Scoring excellent swag at the shuttle bay w/ my boy @TK-421

Psyched for the after-party on Endor #speederbikes

What's your operating number? Enter it for a chance to win your very own MSE-6!

The music fades. The lights go down. A voice booms over the speakers: “Clones and gentlemen, please welcome Darth Vader!”

A menacing horn section sounds a familiar theme. Vader strides onto the stage in a frenzy of laser light. Applause sweeps through the hangar. Vader scans the assembly, the black orbs of his mask glittering. He raises a gloved hand. The silence is immediate.

“Hello everyone. It’s really great to see so many of you here. We’ve got a fantastic program for you today, so let’s get started.”

The Sith Lord clicks a tiny device to bring up the first slide.

DOMINATION

“Every day, more and more systems come under Imperial rule. This quarter alone, we’ve brought twenty-three new worlds under our control, bringing the total number of Imperial citizens to 45 quintillion. At this pace, we’re adding one new citizen to the Empire every .075 microseconds.”

Vader pauses for applause, then advances the deck. The next slide reads

COMPLEXITY

“But managing all those teeming life forms, spread across so many worlds, is a real challenge. Taxes have to be collected. Restive populations subjugated. Spice smugglers caught. And rebels defeated. That means implementing planetary blockades, manning local garrisons, and training and arming troops. And you're expected to do all of this faster than ever, with smaller budgets than ever.”

Vader gestures to the audience. “I know I don’t have to tell you all this—you live these challenges every single day.” There’s a murmur of knowing laughter.

“So what’s the solution? How do we meet these challenges so that we can we tighten our grip and ensure the endless reign of the Imperium?”

FEAR

“That’s right. Fear. Fear of the awesome power of this battle station. When the Mark II comes online, it will be the most powerful weapon in the galaxy, able to destroy an entire planet in a single blast. With such power under our command, we’ll do away with all the tedious effort of localized subjugation.”

“Now, I know what you must be thinking. ‘Didn’t we try this once already?’ We did. And yes, we had a few problems the first time around.”

“But as we like to say in the Imperial Council, fail fast, analyze the learnings, then iterate. And that’s just what we’ve done. Because while the initial design might have had flaws, the intent was always correct.”

"And we've learned a *lot* from Death Star Mark I. A tremendous amount—including more than I ever wanted to know about exhaust ports and shafts. Am I right?"

The audience titters nervously.

“OK. I could stand up here all day and talk about Mark II, but why just talk when I can show you. Would you like to see a demo? I knew you would! Let’s welcome to the stage Commander Tiaan Jerjerrod. He’s the guy in charge of this whole shebang. Come on out here, TJ.”

Music plays. A nervous looking man in an Imperial officer's uniform comes onstage. There's an awkward moment as the commander tries to combine a bow, a handshake, and a bro hug with his boss.

"Thank you, Lord Vader. This is an unexpected pleasure."

The commander walks to a podium where a laptop waits. He launches the demo, but nothing happens. He tries again.

"Forgive me, Lord Vader. I think it's the WiFi."

Vader's hand twitches, his thumb and index finger flirting with the shape of a C. A technician scurries from the back and futzes with the laptop. In the meantime, the commander vamps, running through some of the new features of the Mark II, including a ground-based shield that protects the Death Star from attack.

"The shield protects us from any number of advanced threats. It's is a sign of just how seriously we take security," says the commander.

At last the demo is ready. The commander opens a live video conference with the fire control team at the heart of the Death Star. The fire control team waves awkwardly to the audience, and then goes about arming the weapon. Buttons are pushed. Levers are pulled.

The video switches to an external camera. Vader reminds the audience that this is happening live. A beam of energy stabs out from Death Star and strikes a decommissioned freighter hanging in empty space. The freighter explodes into a billion tiny specks.

The audience cheers. The commander wipes his forehead with a handkerchief and bows his way off stage.

As the applause dies down, Vader turns to the crowd.

“Great stuff. Really great. And we’re going to see much, much more of that when this battle station becomes fully operational.”

“Well, it’s time to wrap things up. We explored three key ideas today: domination, complexity, and fear. But where do those ideas take us? What’s the outcome we’re trying to deliver?”

Vader clicks the slide button.

VICTORY

More cheering. Vader clasps his hands and raises them above his head like a boxer who’s won the bout.

“With the Mark II operational, we’ll sweep aside the last of the rebellion and bring the entire galaxy under our sway. It’s really going to happen, I promise. Mark II is gonna be great. Great stuff. Thank you all for coming, and enjoy the rest of the event.”

Product News

We get briefed on new products and vendor moves. Sometimes we write them up.

Aruba Networks Joins The SD-WAN Crowd With SD-Branch Release

Aruba Networks has announced [SD-Branch](#), a platform that offers SD-WAN capabilities plus the ability to manage branch switches and APs—presuming you have the right gear.

However, to get the platform's full capability, you need to be all-in on Aruba products, including ClearPass, Aruba Central, Aruba APs, Aruba switches (depending on branch size), and the branch and headend SD-WAN boxes.

[LINK](#)

Tool: Oracle Internet Intelligence

New tool from Oracle for monitoring high level traffic and BGP transitions on the Internet – [Oracle Internet Intelligence Map](#)

Oracle's Dyn division is a managed DNS service and well known to most of us. In 2014 they acquired Renesys for DDOS filtering and so they have a good network of ~ 350 sensors and mitigation locations. They have the data and lets see what they can do with it:

[LINK](#)

Cisco Live Roundup: DevNet Milestones, DNA Center As A Platform, All-In On Intent

While this year's [Cisco Live US](#) was quieter in terms of new product announcements compared to last year's extravaganza, Cisco did roll out a few of newsworthy items.

[LINK](#)

The End Bit

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Human Infrastructure is bi-weekly newsletter with view, perspectives, and opinions. It is edited and published by Greg Ferro and Drew Conry-Murray from PacketPushers.net. If you'd like to contribute, email Drew at drew.conrymurray@packetpushers.net.

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