



The ERC Guide to

Résumés

Curriculum Vitae

Cover Letters

Interviewing

Career Fairs

Networking

Netiquette & Social Media

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Formatting Tips:

The purpose of a résumé is to get an interview. Knowing a potential employer will spend less than 30 seconds perusing your résumé, do it right the first time! Here are some tips to make sure your résumé gets a second look.

- Avoid using a template—these do not stand out to an employer.
- Spelling errors are the quickest way to land your résumé in the trash can. Your résumé must be flawless.
- Use a standard font such as Times New Roman, Helvetica or Arial. Plan on using at least an 11 point font. Your résumé should be easy to read.
- Avoid using “I” or “me” on your résumé. Your résumé is about you. Employers are well aware of this.
- Be consistent. Put all information in a logical order and keep your style consistent throughout the résumé. Make sure information is easy to read and understandable. List your experience, activities, honors and related skills the same.
- Be honest, don’t exaggerate.
- Your résumé should be no more than two pages long. If you go with a second page, make sure Your Name, Page 2 is in the top corner of the second page.
- Keep margins and spacing clean and inviting to the eye.
- Use appropriate verb tenses. When you’re documenting previous work experience, use past tense. If it’s a current job, use present tense. Make sure the formatting is the same throughout your résumé.
- Don’t abbreviate. If you volunteer for the JMC, that’s great, but list it as Joe Mertz Center for Volunteer Service.
- You should print your résumé and cover letter on résumé paper (a better quality paper).
- Keep track of the résumés you send out so that you can follow up appropriately.

Résumés

Planning Ahead:

Envision What the Employer Wants:

- Are they looking for someone with a lot of experience in one area or someone who has general experience in many areas?
- Are they looking for someone who is willing to work their way up the ladder?
- Do they want someone who is willing to travel?
- Will they expect new employees to go through training?

Assess Your Interests, Skills, Abilities, Experience & Personal Characteristics:

- What are you good at?
- What tasks do you enjoy doing?
- What are the areas you have experience and skills in?
- What are the areas that you would like to learn about?

Put Together an Accomplishment History:

Before writing your résumé, take some time to come up with a list of all the accomplishments you have garnered from your various work experiences, classes, activities and organizations. Some examples could be designing brochures, supervising people, working in a team environment or organizing an event.

Save your resume:

Save your résumé using your name, i.e., Susie Smith Resume.doc. The hiring professional won’t have to rename the document once it has been received.

See examples on pages 8-12

Contact Information:

- Your name should be larger so it stands out.
- Use your cell phone number if possible so you aren't relying on others to take messages, etc.
- Use an email address that is somewhat formal (HU account if possible). Avoid using hotmama@yahoo.com.
- Include both your current and permanent addresses if you know you won't be at your school address throughout the entire hiring process.
- Do not include photographs, birth date, hobbies or personal interests. Photographs can be used in certain fields (such as acting) but are usually inappropriate.

Career Objective: (this is optional)

Your objective should be specific to the job or internship you're applying to. You want your potential employer to think, "Wow, this individual is a perfect fit for the position." Consider beginning your objective with "seeking a position..." or "to obtain a position..."

Education:

Your education is important so sell it right away—especially since you probably won't have too much experience. You don't need to include high school information—it's assumed since you're in college.

Information to include:

- Bachelor of Arts in Sociology
- Minors, concentrations, etc.
- Huntington University, Huntington, IN
- Graduation Date: May 2011
- Optional: GPA (3.0 or above) Dean's List, Alpha Chi
- Study Abroad Experience

Coursework:

You might want to list classes that are relevant to your major and/or position. This is not an end all list, just list the ones that are pertinent. List course names, not numbers.

Experience:

This could be split into two sections—relevant experience and work experience. A relevant experience sample heading might be Computer Experience, Sales Experience, Financial Experience,

Psychology Experience, Social Work Experience.

- Use bullet points to describe your experience. Begin these short phrases with action verbs (see pages 4-5). Prioritize the bullets, making sure your descriptions are in order of importance and relevance.
- Always quantify if possible. For example, supervised 10 employees.
- When writing descriptors, keep in mind the transferable skills you have learned/gained through the experience.
- When listing your experiences, begin with the most current experience first.
- Remember, just because your experience is unpaid doesn't mean it shouldn't be highlighted. It reflects well on you and in many cases could be featured over paid experiences if your involvement includes leadership or is more relevant to your goals.

If you are a freshman, you might need to include high school jobs and activities. As you progress through college, more recent and relevant job experiences will take their place.

Computer Skills:

If you're going to include this section, list only the computer programs you truly know how to use.

Extracurricular Activities/Honors/Awards:

- Include such things as athletic participation, scholarships, honors, mission trip experiences or volunteer experiences.
- Be sure to include any leadership positions you've held.
- When listing your volunteer experiences, be sure to use bullet points as you did when listing your work experiences. And remember, quantify if possible.

References:

Include at bottom of résumé: Available Upon Request. Have a separate sheet with your contact name and information (just like your résumé). This additional sheet will list the names and contact information of your references. Make sure they give you permission and that they will be a positive reference.

Résumé Vocabulary

Adverbs:

accurately
actively
ambitiously
analytically
artistically
assertively
competently
competitively

confidently
conscientiously
consistently
cooperatively
courteously
creatively
diligently
effectively

efficiently
energetically
imaginatively
independently
intellectually
intelligently
logically
patiently

perseveringly
pleasantly
practically
precisely
proficiently
realistically
reliably
resourcefully

responsibly
steadily
strongly
substantially
successfully
supportively
technically
thoroughly

Communication/People Skills:

addressed
advertised
arbitrated
arranged
articulated
authored
clarified
collaborated
communicated
composed
condensed
conferred
consulted
contacted

conveyed
convinced
corresponded
debated
defined
developed
directed
discussed
drafted
edited
elicited
enlisted
explained
expressed

formulated
furnished
incorporated
influenced
interacted
interpreted
interviewed
involved
joined
judged
lectured
listened
marketed
mediated

moderated
negotiated
observed
outlined
participated
persuaded
presented
promoted
proposed
publicized
reconciled
recruited
referred
reinforced

reported
resolved
responded
solicited
specified
spoke
suggested
summarized
synthesized
translated
wrote

Creative Skills:

acted
adapted
began
Combined
composed
conceptualized
condensed

created
customized
designed
developed
directed
displayed
drew

entertained
established
fashioned
formulated
founded
illustrated
initiated

instituted
integrated
introduced
invented
modeled
modified
originated

performed
photographed
planned
revised
revitalized
shaped
solved

Data/Financial Skills:

administered
adjusted
allocated
analyzed
appraised
assessed

audited
balanced
budgeted
calculated
computed
conserved

corrected
determined
developed
estimated
forecasted
managed

marketing
measured
netted
planned
prepared
programmed

projected
qualified
reconciled
reduced
researched
retrieved

Teaching Skills:

adapted
advised
clarified
coached
communicated
conducted

coordinated
critiqued
developed
enabled
encouraged
evaluated

explained
facilitated
focused
guided
individualized
informed

instilled
instructed
motivated
persuaded
simulated
stimulated

taught
tested
trained
transmitted
tutored

Helping Skills:

adapted
advocated
aided
answered
arranged
assessed
assisted
clarified

coached
collaborated
contributed
cooperated
counseled
demonstrated
diagnosed
educated

encouraged
ensured
expedited
facilitated
familiarized
furthered
guided
helped

insured
intervened
motivated
prevented
provided
referred
rehabilitated
represented

resolved
simplified
supplied
supported
volunteered

Management/Leadership Skills:

administered
analyzed
appointed
approved
assigned
attained
authorized
chaired
considered
consolidated
contracted
controlled

converted
coordinated
decided
delegated
developed
directed
eliminated
emphasized
enforced
enhanced
established
executed

generated
handled
headed
hired
hosted
improved
incorporated
increased
initiated
inspected
instituted
led

managed
merged
motivated
navigated
organized
originated
overhauled
oversaw
planned
presided
prioritized
produced

recommended
reorganized
replaced
restored
reviewed
scheduled
secured
selected
streamlined
strengthened
supervised
terminated

Organizational Skills:

approved
arranged
catalogued
categorized
charted
classified
coded
collected
compiled

corrected
corresponded
distributed
executed
filed
generated
incorporated
inspected
logged

maintained
monitored
obtained
operated
ordered
organized
prepared
processed
provided

purchased
recorded
registered
reserved
responded
reviewed
routed
scheduled
screened

submitted
supplied
standardized
systematized
updated
validated
verified

Research Skills:

analyzed
clarified
collected
compared
conducted
critiqued
detected

determined
diagnosed
evaluated
examined
experimented
explored
extracted

formulated
gathered
inspected
interviewed
invented
investigated
located

measured
organized
researched
reviewed
searched
solved
summarized

surveyed
systematized
tested

Technical Skills:

adapted
applied
assembled
built
calculated
computed
conserved

constructed
converted
debugged
designed
determined
developed
engineered

fabricated
fortified
installed
maintained
operated
overhauled
printed

programmed
rectified
regulated
remodeled
repaired
replaced
restored

solved
specialized
standardized
studied
upgraded
utilized

Specific Descriptors

for education majors:

- Assign and graded all homework and tests
- Involved in parent/teacher conferences
- Developed lesson plans to accommodate different learning styles
- Participated in faculty and professional meetings and training workshops
- Responsible for classroom of 21 third-graders for five weeks
- Implemented positive behavior management strategies
- Developed special projects to meet the needs of various student abilities
- Created hands-on science projects for students
- Organized learning stations to meet language arts standards
- Worked with groups of 4-5 students on motor skills
- Taught kindergartners letter sounds with the use of flash cards
- Wrote and taught daily lessons plans for a classroom of 21 third graders
- Wrote and taught daily lesson plans including modification for six students
- Attended an IEP meeting
- Planned, taught and adjusted all classroom curriculum according to Indiana Academic Standards
- Collaborated with other third grade teachers to identify subject areas not yet mastered by students
- Incorporated current events into classroom instruction
- Organized and taught an integrated literature unit
- Taught four mathematics lessons on symmetry and geometry
- Recorded daily grades and helped prepare grade cards
- Worked one-on-one with students struggling in spelling
- Charted reading progress of each student
- Planned two field trips to correlate with lessons taught in classroom
- Developed and taught daily reading, math and science lessons for four weeks
- Created a thematic unit about China for social studies
- Created bulletin boards and visual aids to compliment unit on mammals
- Led a reading group for seven low-achieving first graders
- Assisted teacher with classroom management
- Took over morning procedures for four weeks
- Created a discovery lesson about minerals
- Tested eight students to identify their reading levels
- Assisted teacher with instruction of 23 first graders
- Worked with students from a wide range of race, ethnic and economic backgrounds
- Developed incentive program to encourage students to read outside of class
- Volunteered at a weekly after school reading program for fourth graders

Specific Descriptors

for study abroad students:

Now that you have a fabulous international study abroad or an off campus study experience under your belt, how can you translate this into a useful professional tool? Below are some ways to help articulate how the skills and qualities that you have acquired will be useful in a professional setting. Using the list below, pick out 5 – 7 items that will be useful to an employer.

Skill

- Time management skills
- Identify problems and utilize available resources to solve the problems
- Accept responsibility
- Communicate despite barriers
- Learn quickly
- Take initiative and take risks
- Establish rapport quickly
- Function with a high level of ambiguity
- Achieve goals despite obstacles
- Handle difficult situations
- Handle stress
- Manage/Organize
- Lead others in informal or formal groups
- Conduct research despite language and cultural differences
- Cope with rejection
- Adapt to new environments
- Understand an organization's culture
- Learn through listening and observing
- Learn through mistakes
- Perform in an environment with adverse conditions

Qualities

- Self-reliance
- High energy level/enthusiasm
- Appreciation of diversity
- Perseverance
- Flexibility & Adaptability
- Tolerance/open-mindedness
- Assertiveness
- Inquisitiveness
- Self-confidence
- Self-knowledge
- Independence
- Openness to relocation
- Diplomatic

(Reprinted from the Metro Boston Study Abroad Re-Entry Conference, Northeastern University, Boston, MA. Presentation of Susan Ingleby, Office of Career Services, Fletcher School of Law and Diplomacy, Tufts University.

Susie Student

susiestudent@huntington.edu

(260) 555-5555

Current Address:
2303 College Ave.
Huntington, Indiana 46750

Permanent Address:
2333 E. Market St.
Indianapolis, Indiana 46777

Objective To obtain experience with psychological testing and psychometrics within the field of **school psychology**

Education Bachelor of Arts in Psychology, May 2012
Minor: Sociology
Huntington University, Huntington, Indiana
GPA: 3.5/4.0

Academic Honors Named on Huntington University's Dean's List (2008-2011)
Mid-America Undergraduate Psychology (April 2010)
Research Conference

- Conducted research and present findings
- Research Topic: The Effect of Ordinal verses Perceived Birth Order on Subclinical Obsessive-Compulsive Tendencies
- Copy of study available upon request

Inducted into Alpha Chi National Honor Society (October 2010)
Recipient of Alpha Chi Sophomore Honor Award (April 2010)

Psychology Coursework

Child Development	Brain and Behavior	Research Methods
Adult Development	Theories of Personality	Religion & Behavior Sc.
Abnormal Psychology	Social Psychology	Motivation & Emotion

Professional Experience

Anthony Wayne Services, Inc., Fort Wayne, IN
Personal Assistant (Summers 2008-2010)

- Drove clients around community to fulfill their social needs and also to help them make purchases

Travis Harrison, Attorney at Law, Bluffton, IN
Legal Secretary (summer 2007)

- Responsible for maintaining office filing, coordinating appointments, receiving clients, and various office tasks

Professional Skills Proficient in Microsoft Word, Excel, Access, and computer graphics
Experience in designing and conducting research
Basic ability to read Spanish
Well-developed leadership, communication, and organizational skills

Shannon Peters

2059 Riverside Dr. Huntington, IN 46750
(260) 555-8595 - peters133@gmail.com

Objective

Seeking a position with an established accounting firm while preparing for the CPA exam

Education

Huntington University, Huntington, IN May 2011
Bachelor of Science in Accounting
Minor: Business Management
Honors: Dean's List, six semesters; Alpha Chi National Honor Society
GPA: 3.8/4.0

Relevant Experience

Conley's Power Equipment, Fort Wayne, IN Summer 2010
Accounting Intern

- Balanced monthly accounts payable statements
- Posted vendor invoices
- Gathered over 500 pages of research on companies seeking information systems contracts

Sweet Satisfaction, Huntington University Fall 2009
Operations Manager

- Developed marketing strategy for increasing revenue
- Established operating and control procedures handbook
- Handled purchasing and stocking of merchandise

Valley State Bank, Huntington, IN Summers 2008 & 2009
Bank Teller

- Provided friendly, professional customer service
- Issued money orders, travelers checks loan payments and deposits/withdrawals

Extracurricular Activities

Investment Club Member, Huntington University, 2008-present
Joe Mertz Center Bingo Buddies Volunteer, 2008-present
Student Admissions Staff, Huntington University, 2007-09
Volunteer, Huntington Boys and Girls Club, 2007-current

Computer Skills

Proficient with Microsoft Word, PowerPoint, Excel, Publisher and Access

References

Available Upon Request

Jackson Beaver

210 Himes St. Huntington, IN 46750 • (260)555-1234 • beaverj@huntington.edu • www.jbeaver.com

Education	Huntington University, Huntington, IN Bachelor of Arts in Digital Media Arts - Animation Graduation: May 2011 GPA: 3.9/4.0
Related Coursework	Animation I, II & III (Traditional; Drawn and Stop-Motion) 3D Computer I, II & III (Concepts; Character Design and Environments) Life Drawing I; Drawing I & II; Storyboard and Concept; Motion Graphics;
Software Experience	Adobe Premier <ul style="list-style-type: none">Used to edit a variety of short films and clips for class projects Adobe After Effects <ul style="list-style-type: none">Used extensively for rotoscoping, tracking, compositing of 3D elements and effects, color-keying and motion graphics Adobe Photoshop <ul style="list-style-type: none">Variety of experience in manipulating images, painting textures and backgrounds, creating design Maya 2009, 2010 <ul style="list-style-type: none">Working knowledge of polygon and NURBS modeling, experience creating shaders, UV maps and painting textures, significant knowledge of lighting (technical and aesthetically), experience creating character rigs and character animations Corel Painter X <ul style="list-style-type: none">Created various paintings, sketches, textures and color studies Blender 3D <ul style="list-style-type: none">Used to learn techniques for modeling, animation, texturing lighting and rendering before switching to Maya
Relevant Experience	Effects Artist, Huntington University Fall 2009 <ul style="list-style-type: none">Responsible for constructing and animating a single frog through production of a locally-aired "Frogs" commercialRemoved character rigs in After Effects with a two-week deadline, working with the director to make changes as necessary Freelance Artist Fall 2007 – Spring 2008 <ul style="list-style-type: none">Created animations and 3D sets for compositing with live action video on three separate amateur filmsCommunicated with directors of each film over the internet to get feedback and make appropriate changes
Achievements	2009 "Best of Show" recipient, Huntington University Animation Showcase Member, Alpha Chi Honors Society Presidential Scholar, highest academic scholarship Community Volunteer, campus "911 Volunteer" service
References	Available Upon Request

Emma J. Funnels

461 Himes St.
Huntington, Indiana 46750
260.555.1520
funnelse@huntington.edu

Education

Bachelor of Science in Elementary Education

Huntington University, Huntington, Indiana
Kindergarten Endorsement
Anticipated Graduation: May 2010

Classroom Experience

Fall Creek Elementary, Fort Wayne, IN Spring 2010
Student Teaching, 3rd grade

- Responsible for classroom of 22 students
- Planned, taught and adjusted all classroom curriculum according to Indiana Academic Standards
- Observed and participated in several IEP conferences
- Prepared and implemented modifications for identified students

Southside Elementary, Huntington, IN Spring 2009
Kindergarten Practicum

- Created learning stations to meet language arts standards
- Worked with groups of 4-5 students on motor skills
- Taught counting lessons to 3-4 students in a math learning center

Work Experience

Camp Sonshine, Hillsdale, MI Summer 2006 – 2008
Camp Counselor

- Responsible for encouraging, mentoring, educating and challenging over 85 junior high campers each summer
- Led daily devotions
- Organized fitness component for entire camp

YMCA, Huntington, IN Winter 2007
Basketball Coach

- Led weekly practices for first and second grade team
- Organized fundraiser to buy uniforms

Extracurricular Activities

- Member of Huntington University Volleyball Team, 2006-10
- Freshman Mentor for Huntington University Orientation, 2009
- Volunteer (Big Sister) for Big Brothers/Big Sisters, 2006-08
- Member of Spring Break Missions Trip to Haiti, 2007

References

Available upon request



Anna Marie Smith

(260) 555-1212

Hair Color: Brown

Height: 5'8"

Eye Color: Blue

Weight: 140lbs

Vocal Range: Soprano

Performance Experience:

Production

Harvey
Scapin
The Music Man
A Midsummer Night's Dream
Shakesperience (08-09)
I'm Not Stupid
Radium Girls
Little Women
Royal Cricket of Japan
Godspell (2010 Tour)
Godspell (2011 Tour)
Crimes of the Heart

Role

Veta Louise Simmons
Nerine
Alma Hix
Titania
Ensemble
Margaret Fletcher
Ms. Wiley/Mrs. Michaels
Clarissa/Ensemble
Royal Ant/Musician
Gilmer/Herb
Sonia
Meg MaGrath

Produced By

Slane, Huntington, IN, 2012
Duffer, Huntington, IN, 2012
Duffer, Huntington, IN, 2012
Shamburger, Huntington, IN, 2011
Posegate, Huntington, IN, 2011-2012
Kaestner, Huntington, IN, 2011
Shamburger, Huntington, IN, 2011
Shamburger, Huntington, IN, 2010
Burnett, Huntington, IN, 2010
Shamburger, Huntington, IN, 2010
Shamburger, Huntington, IN, 2011
Shamburger, Huntington, IN, 2010

Technical Experience:

Production

Am I Blue
Mr. Scrooge
Fiddler on the Roof, Jr.
The Glass Menagerie
Gift of the Magi
Little Shop of Horrors
Trifles
As It is In Heaven

Technical Position

Director
Director
Stage Manager
Stage Manager
Director
Assistant Stage Manager
Stage Manager
Hair & Makeup Designer

Produced By

Huntington University, Huntington, IN, 2012
Huntington University, Huntington, IN, 2011
Huntington University, Huntington, IN, 2012
Huntington University, Huntington, IN, 2011
Huntington University, Huntington, IN, 2010
Huntington University, Huntington, IN, 2009
Huntington University, Huntington, IN, 2010
Huntington University, Huntington, IN, 2011

Special Skills:

Acting – Jay Duffer, David Shamburger, Mike Burnett
Directing – Jay Duffer, David Shamburger
Musical Theatre – Melissa Duffer, Jay Duffer, Kristi Shamburger, David Shamburger
Classical/ Opera – Joni Killian, Valentina Trubow
Film – Maura Knowles, Mark Archer
Jazz, Tap, Modern, Hip Hop, Ballet – Melissa Duffer, Hillary Pearson, Kristi Shamburger, Brooke Farrington
Piano – Chicako Sloan, Leon Harshenin

Additional Activities and Awards

Irene Ryan Acting Nomination
APO President (2011-2010)
Theatre PR Director

Education:

Bachelor of Arts, Theater Performance, Huntington University, Huntington, IN
May 2012

Curriculum Vitae

General Info:

What is a Curriculum Vitae

A Curriculum Vita (“CV” or “Vita”) is a comprehensive, biographical statement emphasizing your professional qualifications and activities. In general, curricula vitae are three or more pages in length. Because a CV is similar to a resume, you may find the “Resume and Cover Letter” information in this guide helpful. An advantage to a CV format is the significant freedom to choose the headings and categories for your information and the strength reflected in their arrangement.

When is a CV appropriate

A CV should be used only when specifically requested

- Applications for admission to Graduate or Professional Schools
- Proposals for fellowships or grants
- Applications for positions in academia, including:
 - School Administration
 - Institutional research and consulting
 - Higher education positions in teaching, research and administration

Cover Letters for CV's

Although a CV is a complete record of your accomplishments, a cover letter should accompany your CV to personalize your experience. Cover letters for positions that request a CV may exceed the one-page rule, but should still be clear and concise. The goal of the cover letter is to highlight and elaborate on pertinent information using your own writing style. Remember that the quality of your writing will be examined.

Make sure you have several individuals proof read your CV and cover letter. Make the appropriate changes and present the revised version for critique. At least three revisions are usually needed to produce a solid product.

Print your CV and cover letter on nice white resume paper. Send your CV and cover letter using a large envelope (8 1/2 X 11 inches) so you don't have to fold your curriculum vitae and cover letter. Unless you have really neat handwriting, type the name and address on the envelope, using full name and title of the person you identified in your cover letter.

Do not include personal information such as marital status, age, ethnicity, race, religion, place of birth or citizenship.

Possible sections to include in your CV

Heading	Name, Address, email and phone number
Education	List academic degrees beginning with the degree in progress or most recently earned. Include: name of institution; city and state and degree earned (BA, BS, MA, PhD) and area of concentration; month and year degree was (or will be) received. You may also want to include the title of your thesis. If you are an undergraduate and your GPA is 3.5 or higher, it is appropriate to include it.
Certifications	List all relevant certifications and the year received.
Honors and Awards	List competitive scholarships, fellowships and assistantships received; names of scholastic honors; teaching or research awards.
Relevant Experience	List positions (part-time, full-time, volunteer, temporary and permanent) related to the work sought. Include department, firm, agency or organization; complete name; city and state; job/position title; dates; also include brief description of activities/duties using action verbs (see action verbs on pages 4-5). List these in reverse chronological order.
Other Experience	Group your other experience (including volunteer work and internships) to enhance your CV. Your experience can also be broken into other categories such as: Teaching, Counseling, Administration, Volunteer, Community, Internship, etc. Entries within these sections should be in reverse chronological order.
Grants Received	Include name of grant; name of granting agency; date received, title or purpose of research project, etc.
Professional Associations	Memberships in national, regional, state and local professional organizations should be listed (include leadership positions or committees). Include student memberships in professional associations also.
Publications	Give bibliographic citations for articles, chapters in books, research reports or other publications that you have authored or co-authored.
Presentations	Give titles of professional presentations; name of conference or event; dates and location; and include a brief description. List in reverse chronological order.
Recent/Current Research	Description of research projects conducted or in progress and include type of research and brief description of the purpose.
Institutional Service	List institutional committees served on, including offices held and student groups supervised; list special academic projects you have assisted.
Courses Taught	List names of courses taught, institution and dates and brief course description.
Community Involvement	Appropriate and relevant volunteer work, church work, community service organizations, etc.
Educational Travel	Names of countries, dates, purpose (if relevant to position applying for)
Qualifications or Skills	A summary of particular or relevant strengths or skills you want to highlight.

Cover Letters

General Info:

- Modify your cover letter for each company and position you are applying for.
- Your cover letter should be formatted using a standard block format or modified block format. In the Block Format, the first line of a paragraph is not indented, although a blank line separates each paragraph.
- Include your contact information at the top just as you did for your résumé, i.e: name, address, phone number and email address.
- Don't forget to include the date.
- Find out the name of the person in charge of hiring so you can address the letter to that person. This may mean you have to do a little detective work—check out the company website or call the company receptionist. For example, is the name spelled Smith or Smyth?
- Use a formal salutation: Dear Mr. Smith or Dear Ms. Jones. Include the person's title when appropriate.
- If possible, send out your résumé and cover letter to arrive on a Tuesday, Wednesday or Thursday.

Sections:

1st PARAGRAPH

Ask yourself, will the opening sentence and paragraph grab the attention of my audience in a positive manner and invite them to read further? Include the position you are applying for. Explain how you found out about the position. If you can drop a name of someone within the company or associated with the company—now's the time to include this information.

2nd PARAGRAPH

This paragraph should include a brief description or detail from your resume—elaborate on a skill or experience that relates directly to the position you are applying to.

3rd PARAGRAPH

The final paragraph should include contact information. Make sure you let them know how you plan to follow up.

CLOSING

At the end of the letter, a closing such as “Sincerely” is appropriate, and then you will sign your name. The key to sending out your resume is that you actually follow up by either phone, mail or email.

Steve Smith

stevestudent@huntington.edu

Current Address:
2303 College Ave.
Huntington, IN 46750
(260) 555-5555

Permanent Address:
2333 E. Market St.
Indianapolis, IN 46777

February 3, 2011

Mrs. Jane Doe
ABC Corporation
5566 N. Jefferson
Fort Wayne, IN 46804

Dear Mrs. Doe,

I am writing at the recommendation of a mutual acquaintance, Jim Smith, who suggested I contact you concerning the internship opportunity with your accounting firm. Please accept this letter and accompanying resume as evidence of my interest in this position with your company.

In addition to being a full-time student, I have also enjoyed working on campus in the Registrar's Office. As a student worker, I have learned the importance of working with confidential records, accurately entering data into Excel spreadsheets and finishing time-sensitive tasks in an efficient manner. I know these skills will help me in the accounting field.

I have also gained experience in the area of investments and personal finance as a member of the University's investment club. This club meets regularly to discuss current market trends and the economy of our country. As a result of this membership, I have made sound investment choices with my personal finances.

I know that my education, skills and experience will benefit ABC Corporation, and I believe I will be equally rewarded by the training I will receive at your accounting firm. As follow-up to this correspondence, I will call next week to determine if my qualifications meet your needs. Thanks for your time. I look forward to potentially meeting with you.

Respectfully,

Steve Smith

Enclosure

John Doe

444 Himes Street
Huntington, IN 46750
260.555.5566
jdoe@huntington.edu

October 1, 2011

Ms. Lisa Smith
Human Resources Director
XYZ Corporation
One Stoneway Drive
Houston, Texas 77057

Dear Ms. Smith,

Attached you will find my resume which I am sending in response to your XYZcorp.com advertisement for the position of Pharmaceutical Sales Representative in Fort Wayne, Indiana.

I graduated from Huntington University in 2010 with a Bachelor of Science in Business Management. As you will see from my resume, in addition to meeting the demands of a full-time academic schedule and achieving a 3.0 GPA upon graduation, I have accumulated two years of sales experience in the real estate field. As an office assistant I was able to work in a professional setting to gain experience in developing positive rapport with clients, organizing special projects and initiating new marketing strategies. While at DePuy Orthopedics, I gained an invaluable amount of medical knowledge as a marketing intern. This experience has directed my career path toward sales in the medical field with a company such as your own.

Upon graduation, I was featured in the June 2010 edition of the Fort Wayne's Business Journal's cover article, "Best of the Bunch." This award is given to one graduating senior from each University in Northeast Indiana.

I believe my experience and enthusiasm qualifies me for this position you are seeking to fill. I would love the opportunity to interview with XYZ Corporation. so I can further demonstrate the skills and talents I can offer your company. I can be reached at (260)555-5666. Thank you for taking the time to review this letter.

Sincerely,

John Doe
Enclosure

Follow Up

Via Phone:

Remind the employer who you are, when you sent your résumé, and for what position you are applying. Let them know that you are calling to follow up and see if they have any additional questions for you. This is also a good time to casually ask them if they have had a chance to review your résumé and their timeline for hiring. Thank the employer for their time and remind them that they can contact you by either phone or email with any questions.

Via Email:

If you feel more comfortable contacting the employer through email, or feel this is the best way to contact them, the format of your follow up will be slightly different. In the subject line, write something as simple as “Follow up”. Address the person formally with Mr./Mrs./Ms. and remind them who you are, when you sent your résumé and the position you are interested in. As in the phone call, let them know that you are just checking to see if they have had a chance to review your résumé. Reiterate your contact information and thank them for their time.

Via Letter:

The format will be the same as your cover letter. The rest of the letter will follow the format of the email. At the end of the letter, a closing such as “Sincerely” is appropriate, and then sign your name.



When you can, please follow up with a phone call, email or letter. The best method would be a phone call, unless a company states “no phone calls please.” Respect their wishes. Don’t ever contact a business or organization when it specifically says not to.

Norm Forester
123 Himes St.
Huntington, IN 46750
forestern@huntington.edu
(260)555-1234

October 1, 2011

Ms. Cheryl Moss
Human Resources Director
Merck & Company, Inc.
123 Merck Dr.
New York, NY 12345

Dear Ms. Moss,

I am sending this letter as follow up to the resume I sent you two weeks ago. I hope you have had a chance to review the information. Again, I am interested in the Sales Management position with your Indianapolis Office. I believe the skills and experience I demonstrate on my resume would make me a valuable addition to your company.

If you have any questions, please feel free to contact me at (260) 555-1234.
Thank you for your time and consideration.

Sincerely,

Norm Forester (signature)

Norm Forester

Enclosure

Interviewing

Before the Interview:

RESEARCH THE COMPANY

Research the organization to gain as much knowledge about the company as possible. You can find this information in places such as: company websites, company annual reports, current employees or interns, college professors, trade journals such as Wall Street Journal or Fortune Magazine and Google searches on the Internet. Do your homework, learn the positions that are available and develop informed questions to ask regarding the company. By doing this background research, you will demonstrate a genuine interest in the company and make a stronger first impression.

Appropriate Attire:

Women

(business professional)

- Nice, well-fitting suit (skirt and matching jacket or pants and matching jacket)
- Nice shirt (nothing low cut)
- Closed toe shoes, no sandals

Women

(business casual)

- Nice pants and jacket
- Nice shirt (nothing low cut)
- Closed toe shoes, no sandals

For Men and Women

- Clean, well groomed hair
- Brush your teeth!
- Piercings to a minimum
- Well manicured, clean nails
- Minimal or no cologne/perfume
- No eating or chewing gum
- Carry a portfolio containing copies of your résumé, pen and a note pad.

Men

(business professional)

- Dark or gray suit
- Clean, pressed shirt and tie
- Dark leather shoes
- Dark socks

Men

(business casual)

- Khaki slacks with dark jacket
- Clean, pressed shirt
- Dark shoes
- Dark socks

Dress for the position you want!

Once you're on the job, the rules of dressing are as individual as the workplace. Dress conservatively for the interview and the first few days on the job then take a look around at your co-workers to gauge what you should or shouldn't wear. A good rule of thumb—look at the people who are in roles you want to have someday. Dress as far as you want to go in the organization.

The Telephone Interview:

1. Practice - Contact the ERC to conduct a mock interview and record it so you can see how you sound.
2. Lose the distractions - find a nice, comfortable quiet place for your phone interview. Put away any distractions such as gum, food or your roommates!
3. Grab a copy of your resume - have it in front of you for reference.
4. Prepare a cheat sheet - prepare a few sentences to highlight your competencies and innovative ideas.
5. What's the job? Research the company, division and job for which you are interviewing. Print out the job description. Think about how you could best contribute given your skills and interests.
6. Write down two or three you'd like to ask ahead of time.
7. Other preparations - be mentally and physically prepared. Have a notepad and pen closeby. Don't stop the interview for anything. And last but not least - SMILE!!!

General Tips:

- Be on time—this means 10-15 minutes early.
- Practice—Interviewing is a skill that can be learned but it takes practice. Schedule a mock interview with the Enterprise Resource Center.
- Use positive information to answer questions. Please don't get negative in an interview.
- If asked a yes/no question, don't respond with a one word answer. Be sure to support your response with an example or explanation.
- Past experiences are great indicators of future performance/behaviors. Examples are a great way of highlighting past experiences.
- It's okay to be nervous. But don't let it show! Don't talk excessively with your hands or fiddle with a pen.
- Make sure you are physically comfortable when you sit down for the interview. The more comfortable you are physically, the more comfortable you'll be mentally.

What they are looking for:

- Communication and Interpersonal Skills
- Enthusiasm
- Adaptability and Flexibility
- Maturity and a Professional Attitude
- Analytical Skills
- Great Personality
- Well Rounded Person
- Related Work Experience / Transferable Skills
- Initiative, Ambition and Motivation
- Creativity and Intelligence
- Teamwork
- Decent Grades
- Dependability and a Strong Work Ethic
- Job-Person Fit

Questions YOU can ask:

- Can you tell me more about the position and the type of person you are seeking?
- Tell me about an employee in your organization who is considered to be an outstanding employee. What makes that person special?
- What would you consider to be exceptional performance from someone in this position in the first 90 days?
- How does my background compare with others you have interviewed?
- Why did you decide to join this company?
- I feel my background and experience are a good fit for this position and I am very interested. What is the next step?
- What does it take to advance within the organization?
- How have your expectations changed over time?
- What do you consider your company's strengths and weaknesses?
- What are the measurements for success within your organization?

Follow Up!

Within 24 hours of the interview, write thank you notes to everyone you interviewed with. Show your appreciation for the employer's interest in you and reiterate your interest in the position and the organization. You might even include a sentence or two about something you discussed in the interview. Make sure you follow up with any information the employer may have asked you to provide after the interview.

Standard Interview Questions:

- Tell me about yourself.
- Why have you chosen this particular field?
- What courses did you like best? Least? Why?
- Why did you choose your major and other academic pursuits?
- I would like to begin by having you outline for me any practical experience you have from previous jobs or other experiences that are related to the profession of _____.
- Being able to learn quickly on the job is important. Tell me about a situation when you had to pick up an essential skill quickly.
- Give me an example of a problem you encountered either in school or at work and explain how you solved it.
- Give me an example of when you showed initiative on the job.
- Describe an experience in which you worked as part of a team.
- When you are assigned a difficult task, organization is important. Can you think of a time when you organized your work effectively in order to meet a deadline?
- Why do you feel you would be successful in _____?
- Sometimes, we all run into frustrating customers or clients. Tell me about the most frustrating person you have had to deal with recently.
- Tell me about a time when you were able to help improve a work procedure by making good suggestions to your supervisor or co-worker.
- Describe your best / worst boss.
- In general, what do you consider to be your strengths and weaknesses?
- What have been your most satisfying and most disappointing experiences?
- Sometimes, demands are placed on new employees that stretch their current knowledge. There are always times when we wish we knew more than we do. Describe an experience when you were most frustrated with your knowledge in _____. (Tell me about the time that you most needed to know more).
- Explain how your past work experiences will aid you in the profession of _____?
- There are many qualified individuals applying for a limited number of positions. What can you tell me that would make you stand out among the rest?
- Where do you see yourself in three years? What are your long-term goals? Where do you hope to be in ten years?



Career Fairs

Things to do before you go:

PREPARE YOUR RESUME

Recruiters meet hundreds of students and you want your résumé to stand out. Good résumés should be error-free, professional and highlight your skills. Visit the Enterprise Resource Center for a résumé review to make sure your résumé is ready!



DO YOUR HOMEWORK

Research the organizations you are most interested in to gain as much knowledge as possible.

You can find this information in places such as:

- Company Websites
- Company Annual Reports
- Current Employees or Interns
- College Professors
- Trade Journals (i.e. Wall Street Journal, Fortune Magazine)
- Google Search on the organization (i.e. awards or new patents)

Research the positions that are available and develop informed questions to ask regarding the company. By doing this background research, you will demonstrate a genuine interest in the company and make a stronger first impression.

Treat it like an Interview:

ATTIRE

- Clean, well groomed hair
- Brush your teeth
- Piercings to a minimum
- Well manicured nails, not too long and neutral colors
- Minimal cologne or perfume
- No eating, smoking or chewing gum
- Lose the backpack, carry a portfolio containing copies of your résumé, a pen and a note pad

PRACTICE

Prepare for the day just like you would for any other job interview. Practice answering questions that might be asked of you. Some common questions can include:

- Tell me about yourself.

- What made you decide to major in (accounting, social work, chemistry)?
- What are your qualifications?
- There are many qualified individuals applying for a limited number of positions. What can you tell me that would make you stand out among the rest?

QUESTIONS

You should also be prepared to ask questions of the recruiter. Here are some questions to get you started:

- What qualities and background are you looking for in employees?
- What is the application process for your organization?
- Do you have a business card I could have for future reference?

Bring:

- Portfolio with multiple copies of your résumé
- Pen and paper

Take:

- Business cards and company literature
- Greater knowledge of career opportunities

What to Do

During:

- Stay calm!
- Listen carefully to what the recruiter is saying and don't forget to ask those questions!

When you first arrive, walk the room to get a feel for the layout of the fair. If a recruiter is already talking with a student, don't immediately get in line. Hang back a bit and listen to the conversation. This should give you the opportunity to observe the recruiter in action and hear the questions that are being asked.

As you move around the room, make eye contact with the recruiter and go over and introduce yourself. This is not the time to be timid and shy. You might not know the organization but it could be a great career opportunity. And it's good practice talking with employers!!

Another great strategy for introducing yourself at a career fair is the 45-second commercial about yourself. It should highlight:

- Your name, year in school and major
- Opportunities you are seeking
- Relevant experience
- Knowledge about the company

An example might be: "Good Afternoon! I'm Susie Smith and I am a senior graduating in May with a business management degree. I am looking for a position in sales in which I can use my retail experience to build upon my management skills in a corporate setting."

Don't travel in groups. Having a friend there is nice, but talk with a recruiter individually. Even though your friend might be interested in the same position, you each want to make a separate impression.

- Be brief—other students are waiting.
- Be confident.
- Attend the career fair early.

Stand out professionally and make a personal connection with the recruiter. Making a connection will help the recruiter remember who you are.

Ask for the recruiter's business card (so you can send a thank you note later). Keep track of your contacts. Once you've talked with a recruiter, jot down notes about the organization and what was discussed. This will help you later when you do your follow up.

After:

The career fair might be over, but your job isn't. Make the most out of the fair by following these next steps:

- Write a thank you note to each recruiter you spoke to. Remind them of your interest in the organization and highlight a skill you have that they need. The thank you note should be written within two days of the career fair.
- Follow up with a phone call after you've sent the thank you note. Do you really need to call? You bet you do. It shows that you are the kind of worker who gets the job done—even if it's unpleasant.

It's as simple as reminding the recruiter who you are and the career fair that you attended and what position you were interested in. Let them know

that you were calling to follow up and see if they had any additional questions they wanted to ask you. This is also a good time to ask if they have had a chance to review your résumé and if they're considering a next step. Thank the recruiter for his or her time.

Recruiters have their own hiring process, so follow their instructions carefully. If a recruiter takes your résumé, but also says to submit your résumé online, then submit your résumé online. If a recruiter asks for no phone calls, please respect his or her wishes. And, don't ever contact an organization when they specifically say not to.

Remember to keep track of the contacts you've made. It's called networking!

Final Advice:

Getting a job takes work. Look at small, medium and large companies. Plan to spend time each day:

- Surfing
- Researching
- Talking
- Thinking
- Reading
- Writing
- Calling
- Practicing
- Interviewing
- Following up

Don't rely only on the internet to help you get an interview. Network with friends and relatives. Mail your résumé to businesses that interest you. Answer help-wanted ads in the newspapers and job-sites. Talk with people who know lots of other people (i.e. teachers, preachers, police officers and small business owners).

Why Attend a Career Fair?

- To discover job opportunities
- To research an organization or industry
- To receive feedback on your résumé
- To meet with many recruiters at once
- To increase your chances of getting a job interview
- To network with professionals



Networking

What is it?

By definition, networking is the practice of making contact and exchanging information with other people, groups or institutions. It has also been defined as the development and maintenance of mutually valuable relationships.

Did you know that 70-75% of jobs are found through networking? With this in mind, how do you get started? The next few pages include various tips from business professionals for maximizing your networking potential.

If the idea of approaching people you don't know intimidates you, begin your networking efforts by seeking out familiar faces, such as relatives and friends. You can do a lot of networking just by talking to people you know. A logical next step is to talk with individuals who graduated from HU. LinkedIn could and should be

used as a connector for alumni. After all, they joined the network to make and take such calls.



Even before you start looking for a job, create your own “networking” business card. You can create a clean, simple card in minutes using Microsoft Word that will reap many benefits. You can even use Avery pre-cut business cards for a professional look. Remember to keep a stack of these cards handy in case you meet someone new.

Boosting your approachability:

1. To get you started, below are a few suggestions to boost your networking approachability from Scott Ginsberg, author of *The Power of Approachability*.
2. Be ready to engage. The word approachability derives from the Latin verb appropriate, which means “to come nearer to.” Remember approachability is a two way street. It's both you stepping onto someone else's front porch; and you inviting someone to step onto your front porch. Be ready to engage with conversation topics, have questions and stories in the back of your mind so you can avoid those awkward “How's the weather” type of discussions.
3. Discover the CPI. It stands for the Common Point of Interest. Your duty is to discover the CPI as soon as possible. It not only connects people to you, it allows them to feel more comfortable talking to you. You can do better than asking people about the weather. Instead, ask questions that begin with “What's your favorite...,” “Tell me the best...” or “When was the last time...”
4. Don't cross your arms. Even if it's cold, even if you're bored, even if you're tired and don't want to be there — don't cross your arms! It's such a simple, subconscious non-verbal cue that too many people practice. It gives off the impression that you are defensive, nervous, judgmental, close-minded or skeptical.
5. Don't assume. Remember, just because someone walks in whom you've never seen before, doesn't mean he's new. And not everyone you remember, remembers you. Avoid questions such as “You must be new,” “How's work going” or “Do you remember me?”. Approachability is a function of comfort, so it's important to sidestep moments of embarrassment by using phrases that allow the other person to offer you the information you need to know. Examples include, “I'm not sure we've met before” or “I'm Scott, we met last month at the Chamber meeting.”
6. Have no fear. They won't be interested in me. I will make a fool of myself. These are two main reasons people don't start conversations. However, practice will make this fear fade away. The more often you start conversations, the better you will become at it. So, be the first to introduce yourself. When you take an active instead of passive role, your skills will develop and there will be less chance for rejection. Also, understand the gains vs. losses. For example, what's so bad about a rejection from someone you don't even know?

What NOT to do:

7 HABITS OF HIGHLY HORRIBLE NETWORKERS

Ginsberg also shares Seven Habits of Highly Horrible Networkers. Don't be one of these networkers!

Habit #1: Attitude - Networking begins with attitude. Avoid the highly horrible networkers approach:

- The Hard Sell - They believe networking is about one thing...selling themselves to everyone in the room.
- Business Only - They're not there to make friends, have fun or develop mutually valuable relationships.
- It's All About Me - They don't take time to help and share with others, but rather focus on their own needs.

Habit #2: Dig Your Well WHEN You're Thirsty - The key to networking is establishing contacts and developing relationships before you need them. Highly horrible networkers only network because they need new customers, have a new product or service to sell or their boss forced them to do so. If you try to dig your well WHEN you're thirsty, you may never find a drink.

Habit #3: Dealin' the Deck - Have you ever seen people distribute 115 of their business cards within the first three minutes of an event? These highly horrible networkers move as quickly as possible from one person to the next. They don't make eye contact, they don't ask to exchange cards - they just deal them out. It's guaranteed to make people feel puny and insignificant.

Habit #4: Unprofessional Information - What email address account are you using? Is there any chance it could be ambiguous, offensive or questionable to a potential employer? If it's hotlips98@yahoo.com, you might be a highly horrible networker.

Habit #5: Sit with the Wrong Company - Highly horrible networkers not only attend meetings with their friends and/or coworkers, but they talk and sit with them the entire time! This is not a good technique to maximize your networking opportunities. If you're sitting with YOUR company - you're sitting with the WRONG company.

Habit #6: Small Talk is for Suckers - Highly horrible networkers forget about small talk. They don't ask or answer about "New and exciting things happening at work" or "How Easter was," they simply jump right into their personal agenda.

Habit #7: Limitations - Highly horrible networkers believe there is only one specific time and place for networking. They don't believe networking opportunities can exist in elevators, busses, supermarkets or the park.

Practical Tips:

- Ask open-ended questions. This will open up the discussion and shows others you are interested in them.
- Follow the 80/20 Rule. To build stronger relationships, you need to understand how to manage a conversation in such a way that the other person feels important and honored. Try to listen about eighty percent of the time and only talk about twenty percent. Obviously, this will not always be possible, but it is a good goal.
- Be able to articulate what you are looking for and how others may help you. Too often people in conversations ask, "How can I help you?" and no immediate answer comes to mind.
- Follow through quickly and efficiently on referrals you are given. When people give you referrals, your actions are a reflection of them. Respect and honor that.
- Brainstorm for contacts. Think of everyone who could possibly serve as a contact. Don't limit yourself to people who could clearly help you out - friendly, accessible people in unrelated fields often have contacts they would be happy to share with you.
- Prepare and practice your self-introduction. To avoid being tongue-tied when you try to start a conversation with someone you don't know, prepare a self-introduction that is clear, interesting and well-delivered. It should be no longer than 8-10 seconds. For example, "Hi, my name is Jacob Stiver. I'm glad to have this chance to meet you and learn how a psychology major can break into a pharmaceutical industry."
- Risk rejection - it's not the end of the world. Some individuals may not respond to your introduction in the way you would like. If so, that's okay. Don't take it personally, just move on. And don't forget how important it is for you to physically move around and about - you can't work a room sitting down!
- Redefine what it means to interact with "strangers." Networking isn't really all that different than when you join a new club or run into people you've seen around campus - you look to find what you have in common with others. Commonalities help us connect more easily so take the initiative to approach others and share a piece of information that could reveal the common thread you share with them. Be sure to listen carefully to discover shared interests or goals and use your shared background or interests as the basis for sustaining conversations.
- Make it easy for your contacts. When you call, meet with or write to a potential contact, make it as easy as possible for them to help you. Explain what you specifically want and ask detail-oriented questions. For example, "I'm looking for jobs in arts administration. Do you know anyone who works at the Arts Council? May I have their names and phone numbers and would it be okay if I use your name when I introduce myself to them?" Be sure to avoid making general demands, such as, "Do you know of any jobs that would be good for me?" This sort of question is overwhelming and puts an undue burden on your contact.

Networking Contact Worksheet:

Family	Parents				
	Siblings				
	Grandparents				
	Aunts/Uncles				
	Cousins				
	Other				
Former Employers	Relevant jobs/ Internships				
	Other Jobs				
Faculty/Staff	In your major				
	Those who know you well				
	Career Services/ ERC Staff				
Alumni	Recent alumni/ friends in major				
	LinkedIn Contacts				
Friends	Close Friends				
	Acquaintances				
Others	Coaches				
	Neighbors				
	Church Pastor				
	High School Teachers				

Netiquette and Social Media

Netiquette stands for “internet etiquette,” the do’s and don’t’s of online communication.



E-Mail:

1. Be brief but thorough. It takes considerable time and effort to read long messages so choose your words carefully - don't go on and on. You also want to make sure you summarize the reason for your email in the subject line so the reader has a general idea of why you're sending it.
2. Use white space - it enhances readability. Be sure to put a blank line between paragraphs and put a URL on a separate line, and indented a couple of spaces.
3. Be professional. Avoid using slang and abbreviations. Include a salutation, use proper English and keep tone in mind (it's easy to misconstrue typed words since you don't have the luxury of facial expressions, gestures and tone of voice to communicate your meaning).
4. Don't use all capitals...it reads like yelling.
5. Review your email before sending. Check your message for content, tone, spelling and grammar.
6. Appropriate response time is crucial! You should respond to an employer's email within 24 hours of receiving it!

Cell phones:

Turn your phone to off (not vibrate - off). Whether you're in a formal or informal setting with a potential employer. As tempted as you might be to check your phone during a down time or while you're waiting - AVOID DOING SO! Don't give a potential employer any reason to think you're not a serious candidate for his/her company.

Facebook/Blogs/Google:

What you post online can be used against you! Potential employers can and will use social networking to learn more about you so pictures, comments, posts, etc. associated with you is public information and can be very incriminating. Make sure everything about your Facebook account is rated PG. Google yourself and see what is attached to your name...it might surprise you.

How to use LinkedIn to get a job

Create a professional presence on the web! Create a LinkedIn account and start developing your professional network. Ask faculty, classmates and other professionals to connect with you. You may have a great internship or job and enjoy a good relationship with your supervisor, but do not want to be friends on Facebook. Find opportunities for internships and full time positions. Manage what potential employers learn about you from the internet.

Create a profile - <http://university.linkedin.com/node/42>

- Your professional and educational background – uploading your recent resume will help you do this
- Your interests and skills; build in keywords so your profile is found more easily in a search
- Your volunteer work, honors/awards, activities, etc.

Create an informative profile headline

- Your profile headline gives people a short, memorable way to understand who you are in a professional context. Think of the headline as the slogan for your professional brand, such as “Student, National University” or “Recent honors grad seeking marketing position.”
- Check out the profiles of students and recent alums you admire for ideas and inspiration.

Add a photo

- Remember that LinkedIn is not Facebook or MySpace. If you choose to post a photograph — and we recommend that you do — select a professional, high-quality headshot of you alone
- This can be used for people who don’t know you by your name but recognize you by your picture.

Write a professional summary - <http://university.linkedin.com/node/43>

- The Professional Summary section of your profile is a good way to highlight your experience. Select an Industry, because recruiters often use that field to search. Don’t forget the Headline, because that’s right at the top of the page when someone views your profile.

Grow your network - <http://university.linkedin.com/node/50>

- Build your network with the people that you already know:
 - Friends and Friends of your parents who are professionals
 - Co-workers (Past and Present)
 - Supervisors
 - Faculty
 - You can start a search by building a list based on your e-mail address book and start requesting connections. This first level of connections is the most important circle to focus on as all of those folks have their own connections (referred to as 2nd degree connections) that could be the key introduction to finding that next job opportunity.

Join groups - <http://university.linkedin.com/node/51>

- Groups can be found by geographic locations, career interests, school alumni, etc
- Some are open so you can immediately interact and some require an approval by the moderator.
- Joining groups gives you immediate access to many more people that you can network with simply BECAUSE you belong to the same group now.

Get Recommendations

- To a potential employer, a LinkedIn recommendation is a reference in advance.
- Nothing builds credibility like third-party endorsements.
- The most impressive LinkedIn profiles have at least one recommendation associated with each position a person has held.
- Think about soliciting recommendations from professors, internship coordinators and colleagues, employers, and professional mentors.
- Find the link to recommendations under your Profile tab. It’ll direct you to the jobs you’ve listed and where to ask for recommendations from people. Remember that you MUST already be connected with a person in order to receive their recommendation.

Turn relationships into opportunities - <http://university.linkedin.com/node/52>

Use LinkedIn to search for jobs - <http://university.linkedin.com/node/53>

- Use LinkedIn as part of your job search strategy - it will help expedite your job search.
- Find Alumni all over the world here.

Ensure your profile completeness is at 100%

- That means your name will be out there for people to see. Remember: users with complete profiles are 40 times more likely to receive opportunities through LinkedIn.



**ENTERPRISE
RESOURCE
CENTER**

HUNTINGTON UNIVERSITY

Location: Loew-Brenn 102

Email: erc@huntington.edu