

## Meeting Employers Online

There are several ways you can meet and engage employers and other professionals online. For those initial connections, whether they be for a virtual career fair, prototype conversation, job interview, webinar, etc., remember that you don't get a second chance to make a good first impression, so prepare well!



## Virtual Engagement Basics

- 1. Make sure your technology is arranged:**  
Position camera at eye level, practice eye contact
- 2. Ensure distraction-free environment:**  
Clean background; light source in front, not back
- 3. Use clear, concise professional communication:**  
Verbally and in written chats, be authentic
- 4. Watch face expressions, body language, posture:**  
Minimize fidgeting, and don't eat food or chew gum
- 5. Don't multi-task while engaging:**  
Give your full attention, but take notes as needed
- 6. Use your mute button as needed:**  
Eliminate noise to hear employers clearly

### Virtual Career Fairs (VCF)

VCFs work like a traditional \*job fair, but is held online. Through VCFs, employers and job seekers can meet and interact with potential candidates from the comfort of their home or office.

Preparation should include all the above, plus:

- **Register ahead of time** and learn the basics of the software as each fair can be unique.
- **Dress professionally**, at least above the waist!
- **Research the attending employers** and group them by preference; visit top companies last.
- **Get ready to upload your tailored résumé** if you are applying for any jobs.
- **Don't be afraid to make connections and exchange information;** employers came for you!
- **Be patient;** sometimes employer responses can be slowed by audio.

### Virtual or Video Interviews

**Virtual interviews are similar to in-person interviews and are now** often your first interaction with an employer. A video interview can be the first of several interviews (online and/or in-person) depending on the position.

Preparation should include all the above and some of the guidance to the left, plus:

- **Research the employers** to build rapport and talk about common interests, or other neutral topics.
- **Have helpful reference information handy;** virtual interviews are a great opportunity for post-it notes. Have your questions handy, too.
- **Pause before answering** to ensure the interviewer finishes speaking and you understand the question.
- **Follow up promptly with a thank you note.**

\*See pg 46-52 for more information on Career Fairs and Interviewing.

## You are unique

and have strengths, values, experience, skills and characteristics that can be communicated in person and online. These all contribute to your reputation and "personal brand." There are many ways to tell your story. Always be authentic, honest and ready to show how your talents match that of the job.

Your brand can be showcased in any way you communicate with people, from a résumé/cover letter, personal website, blog, and portfolio to your social media. It can also be discovered through Google results.

Defining and improving your brand online can help you present the positive things that set you apart. Having a strong, positive online presence is a must in business today.



# LinkedIn Profile Tips

## CREATE IT

Develop your profile: use a clear, professional-looking picture; create an introductory profile & excellent summary. Show off your skills, work experience and credentials by using strategic, preferred-industry keywords. (Unlike a résumé you can use pronouns.)

Proofread! Proofread! Proofread!

Add your experience: jobs (paid/unpaid, internships, part-time, freelance). Use a "Volunteer Work" section.

Select skills in which you have proficiency, and in which you would be open to receive endorsements.

Create a customized, easy URL within the LinkedIn software.

Fill out contact information which you are comfortable sharing.

Add additional profile sections as relevant, including language proficiency.

## USE IT

Connect with friends, professional acquaintances, mentors, students, alumni, etc., and reach out to others with whom you find a professional interest.

Be professional, always.

Learn, connect, solicit advice and post like a thought leader. Comment and compliment others.

Update skills as you develop/with industry changes.

Reach out to, and follow-up with your professional connections through messaging.

Search LinkedIn jobs and reach out to key employees from companies in which you are interested.

Obtain endorsements from your connections to boost your credibility; thank your endorsers.



## 16 Ideas for Sharing on LinkedIn and Professional Social Media

Infographics/ statistics	Celebrate an achievement	Motivational message	Shoutout to a connection
CrowdSource Solution/Ideas	Ask a question	An interesting/ relevant article	Professional tips/hacks
Company/ industry news	Invite to event	Photo from professional event	Article you're quoted in
Helpful tools and resources	How-to- Video	Job postings	Article you've written

### Who's looking at YOUR profile?

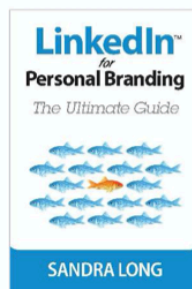
### Who SHOULD be looking at your profile?

***Over 45 million LinkedIn profiles are viewed per day!***



#### LinkedIn Education and Services

- Book
- Coaching
- Profile Services
- Live Training
- Virtual Training
- Webinars
- Events
- On-Demand Video Programs



Connect with Sandra Long - LinkedIn Author, Speaker, and Instructor  
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Book: <http://bit.ly/linkedinbooksandra2>

TEDx Talk – LinkedIn Community by Sandra Long  
<http://bit.ly/Sandra-TEDx>





## Social media: a power tool for personal branding

Social Media can be used in a positive way to present or market yourself, demonstrate your skills, and show your value. Now that you are entering the job market, your reputation is at stake with everything you post. And if you want to get past that initial Google search (anyone can Google your name), you're going to want to use all tools at your disposal to develop a powerful and positive personal brand that accurately shows off your capabilities of value to employers and colleagues. Here are some "dos and don'ts" to get you started.

### DO'S

- have a professional head shot for your LinkedIn profile
- #trending know what is trending and engage in online conversations
- check your grammar, spelling and punctuation before posting
- keep your information consistent across all social media platforms
- Protect your online reputation and privacy; "Brand Yourself" can help

### DON'TS

- forget to keep your LinkedIn profile current and up-to-date
- share posts involving drugs, alcohol, or profanity
- post something you would not want your grandmother to see
- ask a professional if there are any job openings
- Overshare, fight, or be preachy or political

**BrandYourself** is a helpful [free](https://brandyourself.com) tool to help you manage "Google" and social media queries: [brandyourself.com](https://brandyourself.com)



## HOW WILL YOU STAND OUT? 11 IMPRESSIONS ARE MADE ABOUT YOU IN THE FIRST 7 SECONDS!

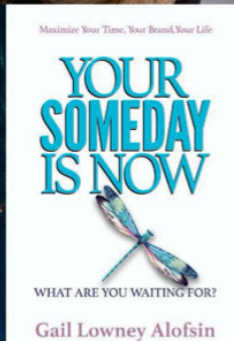
### You, Inc. Build Your Career Brand!

Using Gail's book, *Your Someday is Now*, as a roadmap, our focus is on client success.

Whether you are a recent graduate or a seasoned executive, Gail will improve your Power Networking, Time Management, Communication and impactful business skills.

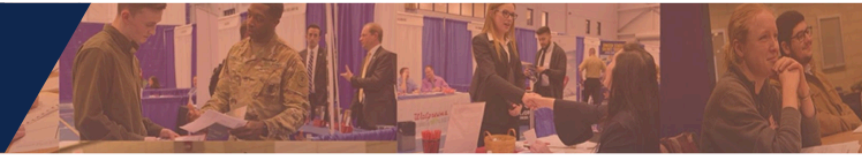
### AMP! Consulting Offers:

- Book: *Your Someday is Now - What are YOU Waiting For?*
- Presentations and Corporate Training - Onsite and Virtual
- Webinars with Local, Regional and National Applications Conference
- Keynotes and Workshops - Onsite and Virtual
- 1:1 Customized Career Coaching for all experience levels



**GAIL SPEAKS**  
INSPIRATION • EDUCATION • PERFORMANCE

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## WONDERING WHAT TO WEAR WHEN DOING BUSINESS?

Going to a career fair, handing in résumé at a company, interviewing for that perfect position...you may never get a second chance to make a good "first impression." Don't take a chance. Know how to do it right the first time.

	Freshmen	Sophomore	Junior	Senior
<b>GOAL</b>	Speak with employers about what they do and common careers within their companies. Ask if your major is one that their company would value and hire.	Start seeking internships and building your professional network. Discover what makes people in your major stand out and seem attractive to employers.	Find an internship.	Find an internship.
<b>PREP</b>	Review attendee list, find 3-5 companies you would like to speak with. Bring a résumé if you are trying to find a position.	Find 6-7 companies you are interested in. Select 1-2 that you have not heard from. Find out when they hire or plan to post positions.	Revisit 5-7 companies, add 5+ more, network for more experience in talking with employers and meeting contacts.	Speak with companies you interned with. Reconnect with 10+ you met in the past. Add another 3-5 companies.
<b>DRESS</b>	Dress a little nicer than you would for class. Typically, a polo and khaki combo or equivalent is best.	Men: dress shirt/slacks Women: blouse/dress shirt with skirt/slacks	Men: tie/long sleeve dress shirt/with slacks Women: blouse/long sleeve dress shirt/with skirt/slacks	Men/Women: suit
<b>BRING</b>	Notepad, pen/pencil, copies of your résumé printed on professional résumé paper	résumés (min 10 copies), padfolio, pen	résumés (min 10 copies), padfolio, pen, business cards	résumés (min 10 copies), padfolio, pen, business cards
<b>?s</b>	1.) I am majoring in ____, what part of your organization would value my major? 2.) Do you offer internships? 3.) Do you have any tips or advice that might help me in my search?	1.) Can you tell me about the projects your interns have worked on? 2.) Does your internship program match the student with a mentor? 3.) I am willing to locate. Which of your office has the greatest hiring needs?	1.) Last year you and I spoke about your internship program. I'm interested in learning more. 2.) Out of your interns from last year, how many were offered jobs and what makes them successful? 3.) How can I apply?	1.) I did an internship in __ and would like to do more. Would your company value someone like me with the skills I bring? 2.) I applied online already. Can you tell me who I should contact to set up an interview?

### WOMEN: WHEN LOOKING FOR A JOB



- Natural makeup & nails, no perfume, no bulky jewelry
- Pressed suit or dress
- Light button-up shirt (nothing see-through)
- Hair pulled back, off face
- Appropriate skirt (no shorter than past the knee) or suit pants
- Polished, closed toe shoes (no more than two inches high)
- Portfolio or clean folder

### WOMEN: NETWORKING



- Natural makeup & nails, no perfume
- Nice blouse, no tank top straps
- Appropriate skirt (no shorter than past the knee) or suit pants
- Polished, closed toe shoes (no more than two inches high)
- No cleavage, jeans or gym clothes

### MEN: WHEN LOOKING FOR A JOB



- Clean shaven, showered, fresh haircut
- Muted, solid color tie
- Pressed suit
- Polished shoes that match belt
- Cover tattoos, no jewelry
- Remove piercings
- No cologne
- Portfolio or clean folder

### MEN: NETWORKING



- Clean shaven, showered
- Button up shirt (don't have to wear a tie)
- Match belt to shoes
- Pressed khakis or nice slacks
- Polished shoes
- No cologne