



## 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.