



# Job-Search Strategies

## TABLE OF CONTENTS

1	Job-Hunting Preliminaries
3	Informational Interviews
4	Internet Resources
5	Job Search
9	Interviewing
10	Evaluating The Offer
12	Appendix A - Informational Interview: Sample Questions
13	Appendix B - Informational Interview: Introduction Letter & E-mail
15	Appendix C - Informational Interview: Telephone Script
17	Appendix D - Informational Interview: Thank-You Letter
18	Appendix E - Job Offer Checklist & Rating
20	Appendix F - Informational Briefs: Ethical Considerations Networking Online & Social Networking
26	Appendix G - LinkedIn Information

## INTRODUCTION

Looking for meaningful employment is often time-consuming and takes a good deal of commitment. Locating a position that matches your interests, needs, abilities, and goals may not be easy, but it is time well spent as you go about launching your career.

The process need not be frustrating. In fact, if you follow the strategies outlined below and take full advantage of the resources available to you, your job search will be one of the most rewarding experiences of your life.

Before jumping into specific job-search strategies, take time to consider these points:

- » Even in the toughest economic times, thousands of positions become available and are filled every month.
- » The most qualified candidate does not always get the position. The best jobs often go to the candidates who know the most about how to get the job.
- » Your academic discipline does not mandate the type of position you will enter. By properly presenting your skills and abilities, you can benefit from a broad range of opportunities.
- » Your initial decision is not necessarily where you will spend your entire career. The average graduate this year will have seven or eight positions in three or more different career fields in his/her lifetime. Nonetheless, your first job may have an impact on the types of jobs for which you will be able to compete successfully in the future.
- » The more targeted you are in your search, the more you can concentrate on the opportunities in the field of your choice, and the more effective you will be in your job-search campaign. Lack of focus is not a virtue in the job search.

## JOB-HUNTING PRELIMINARIES

The job search, in its simplest terms, is a marketing strategy. The candidate represents the product and the world of work represents the market. In order to properly “market” yourself, you need to take time to discover what your product (you) can do for your market. This research is called self-assessment and involves the examination of what you can offer a potential employer.

Each candidate has countless skills and abilities that, when put in the realm of the workplace, can assist an organization in meeting its objectives. Successful job seekers will take time to identify their specific skills, interests, and goals, and focus their job search in the area(s) where they see a potential “match” between themselves and the positions available.

This publication does not lend itself to a long, involved discourse on self-assessment, but that does not minimize the importance of knowing yourself and what you have to offer an employer. As you go about making contacts, writing cover letters and resumes, and going through the interviewing process, the top candidates will be the ones who set themselves apart with a solid understanding of how they can make a positive contribution to potential employers.

Most individuals benefit from seeking assistance with the self-assessment process. This assistance is readily available, in various forms, through Career Services in Hoyt Hall.

Once you have identified where your interests lie and where you may be of greatest assistance to employers, it is time to research your market (the world of work). There are literally thousands of opportunities available to you, but to be effective in your search you need to narrow down the scope of your job campaign to those positions most in sync with your interests and abilities. Job-market research will help you to understand your future employer(s) and gain a firmer understanding of the job(s) you are seeking.

## Resources

Countless articles, websites, books, journals, and directories containing career information on various occupations are available through libraries and online. Such resources include descriptions of specific jobs, qualifications required, salary information, and much more. Newspapers and magazines often feature articles about certain industries, occupations, and fields of work. Almost all professions have newsletters, magazines, or journals that are published on a regular basis and are found online. These publications contain information pertaining to new products and technologies, industry developments and changes, current trends, emerging occupations, and personnel developments in the field. These sources of information can give you a wealth of insight into your chosen career field(s) that will serve as an important—if not essential—foundation for your actual job-search campaign. The best place to start this research is on Career Services' website [[MiamiOH.edu/careers](http://MiamiOH.edu/careers)]. Go to Job/Internship Search and then a good place to begin is the Internet-based Job-Search Resources link.

## INFORMATIONAL INTERVIEWS

One problem with written resources is that they frequently become outdated and online information may not tell the whole story. The best way to get a feel for a certain position or industry is to talk with people currently employed in your target area. These conversations are called “informational interviews,” and if done properly, can put you head and shoulders above your competition.

To begin the informational interviewing process, you should contact people within your personal network. This may include your family, friends, roommates, past employers and professors. Ask these contacts for names of people within occupations or organizations that interest you. If this does not bring the desired results, you can obtain contact names by consulting corporate literature, professional and trade associations, Chamber of Commerce directories, and Miami alumni. Most of this information is available on an organization's website or on websites such as CareerShift

[[MiamiOH.edu/careers/students/job\\_search/careershift.shtml](http://MiamiOH.edu/careers/students/job_search/careershift.shtml)], Hoovers [[Hoovers.com](http://Hoovers.com)] or Vault [[Vault.com](http://Vault.com)].

LinkedIn [[MiamiOH.edu/careers/students/job\\_search/linkedin.shtml](http://MiamiOH.edu/careers/students/job_search/linkedin.shtml)] is a very powerful resource for connecting and networking with classmates, faculty/staff, and industry professionals. Connect to Miami alumni through the Miami University Alumni Association LinkedIn group. Refer to *Appendix F* at the end of this guide for more information on networking and online/social networking. Refer to *Appendix G* for more information on LinkedIn.

Before beginning the process of informational interviewing, it is imperative that you thoroughly research any written and online materials on your career field. This preparation will allow you to present yourself as knowledgeable, interested and mature. You will not make a favorable impression by asking questions that could be easily answered in the organization's literature or through other readily available online resources. Refer to Career Services website for research links [[MiamiOH.edu/careers/students/job\\_search/internetsites](http://MiamiOH.edu/careers/students/job_search/internetsites)]. Click on Company/Organization Research.

Your questions should demonstrate that you have researched the field and that you have a genuine interest in learning more about the career area you have chosen. Appropriate questions include inquiries about day-to-day responsibilities, skills needed to succeed in the position, typical career tracks, and current issues in the field. You will find sample questions that will help you begin the development of your own list of questions in *Appendix A*.

The most effective means of making contact with potential sources of information begins with a letter or e-mail. The e-mail will act as a means of introduction and allow you to inquire about the possibility of an appointment—either phone, Skype or in person. In this e-mail/letter, be very specific about your request for career information, not your desire for a job. The letter should be brief and business-like both in content and format. A sample letter is provided in *Appendix B-1*. Remember, if your first contact is via e-mail,

your content and format should be formal and similar to a written letter. A sample e-mail is in *Appendix B-2*. You should indicate that you will follow-up with a phone call to arrange a mutually convenient time for an appointment. 30 minutes is a reasonable length of time to request for a meeting, whether in person or via phone or Skype. During the follow-up phone call, be prepared to ask the questions you have developed in case the contact person does not have time to see you in person. Sample phone scripts are located in *Appendix C*.

If you are granted an appointment, make certain that you are dressed appropriately, arrive early, have your questions ready, and bring a small notebook along for taking notes. Be polite and considerate by being prepared and organized, and by spending only the agreed upon time with your contact person. Typically, these people will also want to know more about your career plans and preparation. Offer to show them your resume to acquaint them with your qualifications. You might want to request specific advice about your resume and job search. Be careful here: you do *not* want to appear to be asking for a job!

Before you close the interview, be sure to request a business card to begin your file of future job-search contacts. You might want to ask your contact to suggest any articles, books or websites for you to read about their organization or field. A good concluding question would be to inquire about other people in the profession with whom you could speak to gain more information about your chosen field. This will give you additional “contact people” from whom to seek information. If approached correctly, many people are happy, if not flattered, to share their expertise with someone genuinely interested in their line of work. If you experience some rejection during this process, be cordial, and do not become discouraged.

Follow up with a thank-you letter or e-mail whether you conducted the informational interview in person or on the phone. This follow-up contact is very important because it shows sincere appreciation and also demonstrates your professionalism. A sample letter can be found in *Appendix D*. Also, take a few minutes to summarize what

you have learned. What are your positive and negative impressions? How do your skills and interests match the occupation? Would you enjoy performing the duties described by your contact?

Note that it is not uncommon for people to re-evaluate and modify their goals or job choice during any part of this exploration stage. Although this stage of the job-search process need not be unnecessarily lengthy, it does take time. However, it is better to commit time to exploring your job choice and confirming your goals at this point rather than continue with a possibly misguided job search.

## INTERNET RESOURCES

Career Services has constructed a place for you to begin your search of the Internet. You can access this site through our website: **[MiamiOH.edu/careers](http://MiamiOH.edu/careers)**.

Click on “Students” and select “Job/ Internship Search.” We suggest you begin your research using the “Internet-based Job-search Resources” link, and go to “LinkedIn & CareerShift” to research employers.

Additional sections in the “Job/ Internship Search” category include: Your Broader Job Search, Identify Your Target, Create Effective Job-Search Tools, Build Professional Experience, Networking, and General Resources. The links grouped under the above categories are designed to help you understand how to conduct a more efficient, and less frustrating, job or internship search and how to develop the tools you need (i.e., resume, cover letter, networking expertise, and interviewing skills).

Although we review websites before linking to them, we are not responsible for the content of the sites. Always read the fine print before providing personal information or paying a fee.

## THE ACTUAL JOB SEARCH

By this point, you have identified where you feel you can make the best contribution to prospective employers and have researched the field thoroughly enough to know how you can best present your background and qualifications. Before going on, let us discuss the attributes that are needed for a successful job search.

- » **Persistence.** Rejection is a very real—and natural—part of the job search. It is an incredibly unique individual who can complete a job search without being rejected by some employers along the way. The successful job seeker is the person who learns to accept the fact that rejection is a natural part of the process but who continues to contact other potential employers until an appropriate position is found. Remember that every “no” gets you that much closer to the “yes” you are after. In fact, the typical job campaign looks like this:

NO						
NO	NO	NO	NO	NO	NO	YES

The real key lies in learning from your mistakes and making adjustments as you continue your search. If rejections become excessive, it is a good idea to consult with one of our career advisors for advice and guidance. This will help you to identify and avoid repeating any fundamental mistakes that may be undermining your effectiveness.

- » **Organization.** Any task becomes that much more difficult, time consuming, and cumbersome if you go about it in a disorganized manner. With each contact being a possible job lead, it is imperative that you stay organized and keep track of all correspondence and communication with prospective employers.
- » **Confidence.** A positive mental attitude toward yourself and your ability to locate, secure, and succeed in the position of your choice is essential. A success-oriented attitude will allow you to overcome the inevitable obstacles in your employment search.

## JOB-SEARCH STRATEGIES

Basically, students obtain employment in five ways: personal “networking”; direct contact with employers; on-campus interviewing; answering online advertisements; and staffing services. The successful job search combines each strategy as it pertains to the individual job-seeker’s goals. For instance, a search for a heavily recruited position, such as sales or systems analysis, will put more emphasis on on-campus interviewing, whereas a search for a not-so-heavily recruited position, such as communications, advertising, or working in a nonprofit, will emphasize networking and direct contact. The point is that each individual’s job search will be different, and you need to plan a strategy that utilizes a combination of these tactics.

### Networking

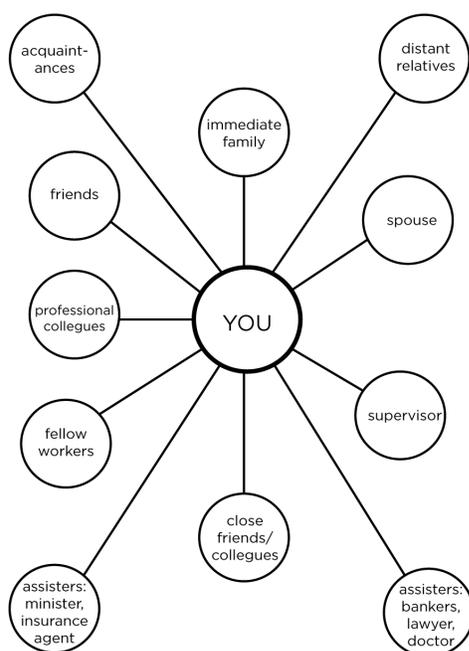
Without a doubt, one of the most effective, and most underutilized, methods of obtaining employment is through personal networking. The reality of the job market is that many positions, some say as high as 70-80 percent, are filled without ever being advertised. This creates what is called the “hidden job market,” and the most effective way to break into this market is through your personal network.

Refer to the articles in *Appendices F & G* on “Networking” and “Online/Social Networking”. In addition, refer to our website for LinkedIn [[MiamiOH.edu/careers/students/job\\_search/linkedin.shtml](http://MiamiOH.edu/careers/students/job_search/linkedin.shtml)] information and how it relates to networking and your internship/job search.

Your network is a group of people who know the types of position(s) you are seeking, such as friends, family, and faculty, who are willing to keep you abreast of current job openings and introduce you to appropriate people with the authority to make hiring decisions. In fact, once you have developed your network, these contact people may be able to provide valuable information about their industry or organization, and expand your network by giving you the names of other people in the field. These people do not take over the responsibility of your job search, but they can be of invaluable assistance to you.

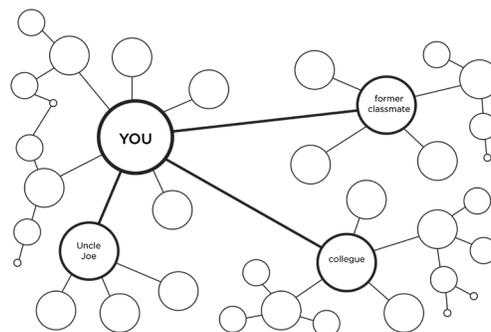
One key to a successful network goes back to self-assessment and your ability to articulate the type of position you are seeking. It is also imperative that you constantly attempt to expand your network and keep your contact people informed on the progress of your search. Giving each contact person, or member of your network, a copy of your resume will allow them to gain a clear understanding of your background and abilities. The illustration below demonstrates how one goes about developing a personal network.

### Developing Your Network



Begin with people you know, such as faculty members, friends, family and acquaintances. By expanding your network to include their friends and acquaintances, you will be amazed at the depth of your personal contact list. Do not forget that you can also greatly expand your network by conducting informational interviews.

### Expanding Your Network



(Illustrations excerpted from High Impact Resumes and Letters by Ronald Krannich and William J. Banis)

Keep in mind that people will be more willing to assist you if their good will is not abused. No one likes to be taken advantage of. Be very conscious of the use of peoples' time and express appropriate gratitude for their assistance.

### Direct Contact

If you are seeking employment with specific organizations or with organizations in a specific geographic area or industry, an effective strategy is to contact employers directly. This method is frequently misunderstood to mean the mass e-mailing of 100-300 resumes and then passively waiting for a response. This is not only ineffective, but can be very time consuming, expensive, and frustrating.

One way to begin the direct-contact approach is to use online directories and resources, such as CareerShift [[MiamiOH.edu/careers/students/job\\_search/careershift.shtml](http://MiamiOH.edu/careers/students/job_search/careershift.shtml)], LinkedIn [[MiamiOH.edu/careers/students/job\\_search/linkedin.shtml](http://MiamiOH.edu/careers/students/job_search/linkedin.shtml)], or Career Services Website [[MiamiOH.edu/careers/students/job\\_search](http://MiamiOH.edu/careers/students/job_search)].

However you locate the information, your task is to identify those organizations that most closely match your occupational goals. Research the organizations by reviewing their websites and utilizing other company research sites mentioned above. Choose a manageable number of these organizations (no more than 50) and make a list of names and addresses of key contact people within these organizations. Some online directories

list contact names and others do not, but even if you do obtain a name, it is best to call the organization to make sure you have the right name and to make sure the person is currently in the position listed in the directory. If there is not a specific person listed as a contact, the phone call is imperative. Try to determine the person who most likely will have the authority to hire you. For instance, in sales it may be the District Sales Manager, for public relations it may be the Director of Public Relations or the Director of Corporate Communications, and so on. In smaller organizations and nonprofits, it may be a vice-president, director, or even the president. When you call, be certain to get the proper spelling of the person's name and his/her complete title. In any case, avoid sending "Dear Sir or Ma'am" or "To Whom it May Concern" letters.

When you have developed this list, your next step is to write a customized e-mail/cover letter and e-mail/mail it along with a copy of your resume. Be extremely cautious about using existing published samples and simply substituting your particular information. Cover letter guides are available in our office and via our website [[MiamiOH.edu/careers/students/resumes](http://MiamiOH.edu/careers/students/resumes)]. (NOTE: when available, you should also apply online through the employer's website. However, this should not be done in lieu of e-mailing/mailling your cover letter and resume directly to the appropriate contact person. An exception is when the job posting specifically states that applications will only be accepted online.)

After sending this correspondence and waiting an appropriate amount of time for the letter to be received (7-10 business days), it is time for you to follow up with a phone call. The follow-up call should be made to inquire if your letter was received, offer any additional information needed, and ask about the possibility of an interview. Persistence and professionalism are essential at this stage of the process. If the response to your request for an interview is denied, ask whether there would be a convenient time in the future for you to again contact the employer in case a position should become available at a later date. If everything goes well, this phone call will result in setting a mutually convenient time for your interview. This call should then be followed

up by a letter thanking the employer for the opportunity to interview and confirming the date, time, and place of the interview.

On the day of the interview, you will want to arrive at least 15 minutes prior to the time of the interview, be courteous and friendly, and demonstrate you have researched the position, organization and industry. After your interview, you will want to follow up once again with a formal thank-you note expressing your gratitude for the employer's time and consideration, your interest in the position, and possibly a major point brought out in the interview.

Information on interviewing skills is presented in the *Interviewing* guide available in our office and on our website [[MiamiOH.edu/careers/students/pdfs/interviewing.pdf](http://MiamiOH.edu/careers/students/pdfs/interviewing.pdf)]. You may also wish to take advantage of our Mock Interview Service. Simply schedule an appointment on your Mami CAREERlink account [[miami-csm.symplicity.com/students/](http://miami-csm.symplicity.com/students/)] or call (513) 529-3831 for an appointment.

Because of the number of resumes received by employers, it is essential that you distinguish yourself from other candidates. Accomplishing this will take effective paperwork and persistent follow-through on each contact. Depending on the success of your first set of inquiries, it may be necessary to add newly selected employers to your list of prospects. As you do so, keep in mind the critical importance of follow-up.

## **On-Campus Interviewing & Miami CAREERlink**

Career Services has a vibrant and well-respected on-campus interviewing program. Annually, 300-350 businesses, government agencies, and school districts combine to conduct more than 5,000 interviews for Miami students. Although you will not want to limit your search to on-campus recruiting, you will want to take full advantage of on-campus interviewing opportunities available to you.

When you complete your profile and upload your resume(s) on Career Services' Miami CAREERlink [[miami-csm.symplicity](http://miami-csm.symplicity)].

[com/students](#)], employers have access to your resume (in the Student Resume Book) and information about your area(s) of career interest. Many employers use the Student Resume Book to identify candidates and invite them to interview on-campus. You also gain access to job and internship listings of employers who may not come to campus to recruit. In addition, Career Services notifies students of upcoming programs, career fairs, and information useful to your job/internship search. It is important for you to routinely (at least once a semester) update your account and your resume(s). The key to taking advantage of on-campus interviewing and Miami CAREERlink is for you to actively check your account for invitations to interview or attend information sessions and prepare for your interviews by attending training programs and signing up for a mock interview.

Please note that in order to participate in on-campus interviews or a mock interview you must complete a *Basic Interviewing Skills* program [[MiamiOH.edu/careers/students/programs](#)] once during your time at Miami.

## Answering Advertisements & On-line Job Postings

Many employers use newspapers and other publications (both printed and online) to advertise their job openings. To overlook this avenue to employment is to overlook an abundance of immediate openings in a specific geographic location or a specific occupation. Although depending solely on this one method can be a major error, ignoring it as a part of your comprehensive job-search strategy will also be a mistake. Take the time to determine where employers in your desired field or industry advertise their job openings. Professional associations often include job openings in their journals. Some employers post vacancies on their own websites, and if they do, this may be the preferred way to apply for this company's job openings. Also consider newspapers within your desired geographic location. And finally, do not overlook the Internet job banks such as CareerBuilder.com, indeed.com, CareerShift [[MiamiOH.edu/careers/students/job\\_search/careershift.shtml](#)], LinkedIn [[MiamiOH.edu/careers/students/job\\_search/linkedin.shtml](#)],

and Idealist.org. As described earlier, you can locate many useful sites by visiting Career Services' Website [[MiamiOH.edu/careers/students/job\\_search](#)]

Career Services also receives current job openings daily and posts them on Miami CAREERlink [[MiamiOH.edu/careers/students/job\\_search/careershift.shtml](#)].

## Staffing Services

There are numerous private staffing agencies and employment agencies in the business of obtaining employment for their clients. Although you may want to investigate the possible use of these services, some staffing agencies tend not to be of much assistance to the entry-level job seeker. If you decide to seek the service of a staffing service, first check their credibility through the Better Business Bureau [[www.bbb.org](#)] and previous clients. Before signing any agreement or contract, be certain you know exactly what type of agreement you are signing. Be especially conscious of the payment clause. Many agencies will expect a sizable fee for their service. In general, commercial employment agencies who charge a fee are not very effective for new college graduates.

Staffing services who do not charge a fee (the fee is paid for by the company looking for an employee) may be a viable short-term option for recent graduates as they continue to look for a full-time job. Career Services website has additional information to help you research Staffing Services [[MiamiOH.edu/careers/students/job\\_search/internetsites/jobbanks.shtml](#)].

## JOB-SEARCH PRESENTATION

To be successful in your job search, you must combine your knowledge of job-search strategies with effective forms of presentation. In the written form, (e.g., resumes, cover letters, thank-you letters, etc.) you must learn to write in a style that clearly presents your individual skills and potential. Attention-to-detail is extremely important. In interviews, you must present yourself as mature, interested, and confident. Developing proper presentation

skills can make the difference between success and failure in your job search.

## Resume Preparation

Your resume is a one-page document (for most students) that outlines your skills, qualifications, interests, and accomplishments while providing a clear, concise description of your background. Your resume is your calling card and many times provides the all-important first impression for your potential employer. With this in mind, the importance of a well-organized, grammatically correct, and visually appealing resume is self-evident.

## Letters

As you go through the job-search process, there are a variety of letters you will need to develop: cover letters, follow-up letters, thank-you letters, etc. It is essential that each letter be individually tailored and written to make you stand out from your competition. This correspondence will reflect your communication skills, attention to detail, and professionalism.

Many students benefit from assistance in developing their resume and job-search correspondence. There are a variety of resources available to you through Career Services. Among these are two other volumes of the Career Development Series, *Resume Preparation* and *Cover Letters and Other Job-Search Correspondence*. These publications are also available on our website [[MiamiOH.edu/careers](http://MiamiOH.edu/careers)]. OptimalResume (login required) is an online resume building tool that provides sample templates and a variety of resume styles to help you produce a professional-looking resume. To access OptimalResume, go to [[MiamiOH.edu/careers/secure/optresume.shtml](http://MiamiOH.edu/careers/secure/optresume.shtml)], select “overview of services”, and click on the OptimalResume link.

As you begin to develop your “paperwork” and you desire individual help, Career Services has career advisors available by appointment to answer your questions and provide instruction.

## INTERVIEWING

Effective interviewing skills are essential to a successful job-search campaign. Proper execution of the strategies outlined above will lead you to the point of face-to-face interaction with your potential employer. The first step is often a 25-30 minute screening interview that gives you and the employer a chance to evaluate a possible “match” of interests. Before going into the interview, you must prepare by knowing yourself and learning about the organization with which you will be interviewing. This is a critical step that too many candidates overlook to their own detriment. Take time to re-examine your skills, abilities, interests, and career goals and determine how you, as a candidate, meet the employer’s needs.

During the interview be positive and enthusiastic. Demonstrate to the interviewer your interest in the organization and in the position for which you are interviewing. Answer questions honestly and allow your personality to come out. Also, be certain to demonstrate your knowledge of the organization and prepare questions that will allow you to more thoroughly examine the organization and its opportunities.

After the interview, jot down for reference some major points brought out in the interview. This will help jog your memory during the next phase of interviews with the organization. Also, be certain to write a formal thank-you letter/e-mail after each interview.

A successful screening interview will lead to subsequent follow-up interviews typically done at the place of employment. This allows you to meet various people in the organization and involves an in-depth evaluation on the part of both you and the employer. Depending on the employer, there may be anywhere from two to five interview stages until the point where a job offer is given. The process may also include testing or a day at the facility or in the field with someone in the position for which you are applying. No two interviewing processes are the same, but the goal in all interviews is to determine mutual interest. Thus, both you and the employer will be evaluating the “match” during each stage.

Like any other skill, proper interviewing techniques develop with time and practice. Read the *Interviewing* guide, which is available in our office and on our website [[MiamiOH.edu/careers](http://MiamiOH.edu/careers)]. This guide outlines specific interviewing strategies and contains a list of typical interview questions. After you read this booklet, you will want to practice answering some sample questions with a friend. For more in-depth instruction, take advantage of the Mock Interview program that allows you to practice interviewing with a Career Services staff member. This mock interview is digitally recorded to allow you and the staff member to evaluate your performance and discuss tips for improvement. In addition, we organize Mock Interview events several times throughout the semester where Miami Alumni or other professionals return to Miami to conduct mock interviews and provide feedback to current students.

## EVALUATING THE OFFER

After the interview process, if the employer determines an appropriate fit exists between you and the organization, a job offer will be extended. The job offer is normally made over the phone and is followed by a letter outlining the details of the offer. At this point, a time frame is usually set for your decision. Time frames vary, but two weeks to a month is typical. If you are not prepared to make a decision in the specified time period, some negotiation and extensions are common. Just as you expect the employer to be sensitive to your situation, you should also be sensitive to the employer's need to properly project hires.

If you should receive multiple offers, you need to examine each one very closely in terms of what is important to you in a job (e.g., advancement, challenge, work environment, salary, security, etc.). It is a good idea also to take heed of your "gut" reaction. As you go through the many contacts you have with each employer, you will develop a feel for whether or not you will be comfortable in a given work environment. Trust your instincts, but do not be hesitant to seek guidance in evaluating various offers you may receive. There are two rating forms provided in *Appendix E* that can be used in evaluating and comparing job

offers. Depending upon your career objective, you may want to add to or change the criteria on the checklists. The different formats of these two rating systems will provide different perspectives on your job choice.

It is best to accept an offer with a phone call and follow it up with a letter of confirmation. This letter should include the specifics of your offer and once again express your eagerness to begin your career with your future employer. As a courtesy, you should also write to the other employers you are currently in contact with to let them know that you have accepted an offer. Also, be certain to inform your network of contacts and your references that you have secured a position and thank them for their help.

There are many ethical considerations to think about during your job search. For example, your acceptance of an employment offer should be made in good faith and honor a contractual agreement with the employer. The single most serious ethical breach is renegeing on an employment acceptance. For additional information, please refer to *Appendix F*, "Some Ethical Considerations To Guide Your Job Search."

## **SOME FINAL TIPS ON CONDUCTING A SUCCESSFUL JOB SEARCH**

We hope this guide has answered some of your fundamental questions concerning the job search. However, at the same time, we hope it will encourage you to more fully explore various job-search strategies and the wealth of assistance available to you as you map out your plans. The final tips that follow may be particularly useful to you:

- » Make an appointment with a career advisor to discuss a workable plan of action and timetable for your particular job search.
- » Familiarize yourself with the services provided by Career Services.
- » Review our website [[MiamiOH.edu/careers](https://miamioh.edu/careers)]- and the multiple career and job-search websites [[MiamiOH.edu/careers/students/job\\_search/nternetsites](https://miamioh.edu/careers/students/job_search/nternetsites)] that are linked to this site.
- » Invest in one or two good handbooks on the job search. Many such texts are available online, and some are much better than others. A career advisor can suggest some good resources for you.
- » Be sure to pay proper attention to the quality of your job-search paperwork. More than one job search has been scuttled because of a poorly constructed resume or improper correspondence.
- » Remember the importance of follow-up. It is the single most important ingredient in a successful job campaign.
- » Carefully review employer websites for vacancies and online application opportunities.
- » Do not put all your eggs in one basket. Use a variety of job-search strategies concurrently.
- » Take the time to develop appropriate career goals and focus your efforts on realistic job targets.

Finally, keep in mind the importance of maintaining a positive attitude as you go about the process. This will set the tone for a successful job-search campaign and assure that you present yourself in the best possible light. GOOD LUCK!

### **CAREER SERVICES WEB SITE**

For additional information about Career Services, please refer to our website at [[MiamiOH.edu/careers](https://miamioh.edu/careers)]

## Appendix A

### INFORMATIONAL INTERVIEWS: Sample Questions

How did you get into this field?

Which majors are most successful in securing employment in this field?

How would you describe a typical day/week on the job?

What are the most satisfying aspects of your job?

What frustrations or drawbacks do you experience in this position?

How would you describe the work environment (work pressure, deadlines, routines, new activities, etc.)?

How often do you travel and for how long?

What percentage of your time is spent interacting with people? Writing reports? Reading job-related publications?

How much contact do you have with people outside of your organization? What is your relationship to these people?

How does your career affect your lifestyle (the amount of work required, your material needs, and time for leisure, travel, outside interests, and family)?

What are the latest developments and primary issues in this field today?

How do you see the jobs in the field changing over the next five to ten years?

What educational degrees, licenses, or other credentials are required for entry and advancement in your kind of work? Are there any that are preferred or helpful, although not required?

What are the trade/professional groups to which you belong and which do you find most beneficial to your work? Do any of them assist college students interested in internships or entry-level positions in your field?

Which other career areas do you see as being related to your work?

What personal characteristics, personality traits, values, interests, etc., do you believe are necessary or helpful for success and satisfaction in this occupation (or organization)?

How do people usually learn about job openings in your field?

What do you wish you had known about this career field before you entered it? What about this employer? How is the organization structured? What kinds of entry-level jobs are available within organizations like this?

Do you have a formal training program? Could you please describe it to me? What percentage of training occurs in the classroom? On the job?

What are the typical career paths within your organization?

Are there any books, periodicals, or websites that you would recommend?

What special advice would you give to a young person entering your field?

## Appendix B-1

### INFORMATIONAL INTERVIEW: Sample Introduction Letter

814 S. Main Street, #5  
Oxford, OH 45056  
November 10, 20XX

Ms. Janet Smith  
Vice President, Marketing  
XYZ Corporation  
8500 Martingale Road  
Ourtown, OH 45999

Dear Ms. Smith:

I am currently a sophomore at Miami University and am seeking information about a variety of occupational fields that interest me. A career advisor from Miami's Career Services recommended that I conduct some informational interviews to learn more about employment opportunities in these fields.

More than other disciplines, the field of marketing appeals to me because it seems to be an occupation that must continuously redefine itself, especially with the growth of social media. I have been researching various positions and tasks involved in this occupation, and now would like to talk with someone who is actually working in this field.

Ms. Smith, getting firsthand information from accomplished people such as you would help me make an informed decision about my career choice. I would certainly appreciate any information and insights you could provide.

I will telephone you next week in hopes of arranging a meeting at your convenience. I look forward to the possibility of meeting with you to discuss career options in marketing.

Sincerely,

*Marty I. Roudebush*

Marty I. Roudebush

## Appendix B-2

### INFORMATIONAL INTERVIEW: Sample Introduction E-mail

Ms. Janet Smith  
Vice President, Marketing  
XYZ Corporation  
8500 Martingale Road  
Ourtown, OH 45999

Dear Ms. Smith:

I am currently a sophomore at Miami University and am seeking information about a variety of occupational fields that interest me. A career advisor from Miami's Career Services recommended that I conduct some informational interviews to learn more about employment opportunities in these fields.

More than other disciplines, the field of marketing appeals to me because it seems to be an occupation that must continuously redefine itself, especially with the growth of social media. I have been researching various positions and tasks involved in this occupation, and now would like to talk with someone who is actually working in this field.

Ms. Smith, getting firsthand information from accomplished people such as you would help me make an informed decision about my career choice. I would certainly appreciate any information and insights you could provide.

I will telephone you next week in hopes of arranging a meeting at your convenience. I look forward to the possibility of meeting with you to discuss career options in marketing.

Sincerely,

Marty I. Roudebush

814 S. Main Street, #5  
Oxford, OH 45056  
513-529-3831  
roudebumi@miamioh.edu

## Appendix C

### INFORMATIONAL INTERVIEW: Sample Telephone Script

TUESDAY MORNING, 8:30 a.m.

Ring, Ring, Ring

**Assistant:** "XYZ Corporation, Mrs. Jackson speaking, may I help you?"

**Marty:** "Yes, Mrs. Jackson. This is Marty Roudebush. I am a student at Miami University. May I speak with Ms. Smith please?"

(Typical Block)

**Assistant:** "Ms. Smith is in a meeting now, may I take a message?"

**Marty:** "Can you tell me when she might be available?"

**Assistant:** "She should be available this afternoon. May I take your phone number and ask her to call you when she is free?"

**Marty:** "Since my schedule is somewhat hectic today, I will call back later this afternoon. Thank you."

\* \* \* \* \*

TUESDAY AFTERNOON, 2:00 p.m.

Ring, Ring, Ring

**Assistant:** "XYZ Corporation, Mrs. Jackson speaking, may I help you?"

**Marty:** "Mrs. Jackson, this is Marty Roudebush, from Miami University. We spoke this morning. Is Ms. Smith available now?"

(Blocking Efforts)

**Assistant:** "Just one moment, please. . . Ms. Smith is out for the rest of the day. May I take a message, Marty?"

**Marty:** "Thank you, Mrs. Jackson. I am currently researching the marketing field as a possible career choice, and would like to meet with Ms. Smith to ask a few questions about her experiences in this field. Could you tell me when would be a good time to contact her?"

**Assistant:** "Ms. Smith will be in her office Thursday morning around 9:00. If you will give me your number I will leave her a message to call you."

**Marty:** "Thank you, could you please let her know that I phoned again and that I will call her back Thursday morning? I appreciate your helpfulness."

**THURSDAY MORNING, 9:00 a.m.**

Ring, Ring, Ring

**Assistant:** "XYZ Corporation, Mrs. Jackson speaking, may I help you?"

**Marty:** "Hello Mrs. Jackson, this is Marty Roudebush again. I spoke with you Tuesday about meeting with Ms. Smith. Would it be possible to speak with her now?"

**Assistant:** "Just one moment please, I will put your call through."

\*\*\*\*\*

**Ms. Smith:** "Hello, Janet Smith speaking."

**Marty:** "Ms. Smith, my name is Marty Roudebush, and I am a student at Miami University. I recently sent you a letter highlighting my interest in your career field. I am currently researching marketing as a career choice, and would like to gather more information from someone in the field. If possible, I would like to speak with you for a half-hour or so about your position in the field of marketing."

**Ms. Smith:** "Well, we are not hiring right now."

**Marty:** "That's okay. At this point I am not looking for a job, just some firsthand information about the marketing field. The interview should last no more than 30 minutes."

**Ms. Smith:** "In that case, I might be able to fit you in next week sometime. . . . How about next Thursday at 11:00?"

**Marty:** "Next Thursday at 11:00 will be fine. Thank you very much. I am looking forward to meeting you and discussing your experiences in the field of marketing."

## Appendix D

### INFORMATIONAL INTERVIEW: Sample Thank-You Letter

814 S. Main Street, #5  
Oxford, OH 45056  
November 28, 200X

Ms. Janet Smith  
Vice President, Marketing  
XYZ Corporation  
8500 Martingale Road  
Ourtown, OH 45999

Dear Ms. Smith:

I would like to thank you once again for the information you provided on Thursday. Your insights on the field of marketing were extremely helpful in clarifying my career goals.

As you suggested, I made an appointment with Mark Lowry at Marketing, Inc., to discuss his career in marketing research. I appreciate this referral and am sure it will be very beneficial. Also, thank you for recommending the Sales and Marketing Management website to me. I am looking forward to reading it.

Again, thank you for your information and time.

Sincerely,

*Marty I. Roudebush*

Marty I. Roudebush

# Appendix E

## JOB OFFER CHECKLIST

Directions: Using the following list of questions as a guide, reflect on the suitability of your various job offers. Use the chart at the right to compare and contrast your two most viable job alternatives. Check the appropriate response for each job offer, add your totals, and indicate them at the bottom. Draw upon this information as you weigh your decision.

	Offer #1		Offer #2	
	Yes	No	Yes	No
1. Will the job use the skills you want to use in your work?				
2. Will the environment be conducive to your productivity?				
3. Will you be able to establish compatible working relationships with your colleagues?				
4. Will the job offer sufficient variety and stimulation?				
5. Will you have the opportunity to continue to learn and grow professionally?				
6. Will the formal and informal lines of communication be open for feedback and suggestions?				
7. Will the purposes of the organization be compatible with your values and priorities?				
8. Will the salary meet your basic needs?				
9. Will advancement opportunities exist within the organization?				
10. Will you "feel good" about your job?				
11. Other criteria: _____				
<b>TOTAL</b>				

## Appendix E (continued)

### RATING YOUR JOB OFFERS

Directions: Rate each job factor listed below by circling one of the scores (1 = Poor, 2 = Average, 3 = Good, 4 = Excellent). At the bottom of the grid, subtotal your scores in each column and add your subtotals for the total score.

Job Factor	Excellent	Good	Average	Poor
Use of Your Skills	4	3	2	1
Responsibility Level	4	3	2	1
On-the-Job Training	4	3	2	1
Coworkers	4	3	2	1
Supervisors	4	3	2	1
Working Conditions	4	3	2	1
Evaluation/Feedback on Your Work	4	3	2	1
Commuting Distance	4	3	2	1
Advancement Possibilities	4	3	2	1
Reputation of Organization	4	3	2	1
Location of Job	4	3	2	1
Subtotals	+	+	+	

---

### TOTAL

#### Scoring\*

44 - 41 Excellent Job Offer (the kind most people dream of)

40 - 34 Good Job Offer (better than most people can hope for)

33 - 28 Average Job Offer (most job offers fall here)

27 - 20 Poor Job Offer (accept only if nothing else comes along)

19 - 0 Dismal Job Offer (forget it)

\*Some job factors are more important (or have higher priority) than others. For some people, for instance, the "Use of Your Skills" may be more important than "Location of Job." In this rating sheet each job factor was weighted equally. When evaluating your score you may also want to weigh these factors in terms of their importance to you.

(Both evaluations in Appendix E excerpted from For Your Action by W. Wallace, C. Wagner, & N. Siska)

## *Job-Search Information Brief*



### SOME ETHICAL CONSIDERATIONS TO GUIDE YOUR JOB SEARCH

In recent years, there has been a renewed interest in ethics. Ethical considerations come into play in a variety of interpersonal and organizational relationships, and the job search is certainly no exception. From time to time during your job search, some questions might arise which have important ethical implications. For example . . . Should I interview for positions simply to improve my interviewing skills? Can I continue to interview after I accept an offer if an attractive opportunity presents itself? Can I accept, and then later reject, a job offer? These and other questions can pose a variety of ethical dilemmas for students.

Despite some well-publicized exceptions, the great majority of employers operate ethically, and they seek prospective employees who share the same high standards of ethical conduct. Likewise, most students consider themselves to be ethical individuals. However, some erroneously believe that, in the competitive job market, “anything goes” if it results in a satisfying career opportunity.

As a member of the National Association of Colleges and Employers (NACE), Miami University expects students to observe the following principles during their job-search campaigns. In fact, you may be suspended from using our services for unethical behavior. These principles provide an ethical framework for conducting an effective job search and emphasize common professional practices you should recognize and follow.

- » Interview only if you are sincerely interested in the position. Do not use interviews as “practice.” Instead, arrange for a digitally recorded mock interview at Career Services.
- » Be certain to provide accurate information on your background, including work experience, GPA, major, etc. Falsification of such information is a serious breach of ethics and is grounds for termination of employment if discovered after you are hired.
- » Respond promptly to invitations for on-site or second interviews. Accept them only if you are sincerely interested in the position. Never interview just to get a free trip to the job location.
- » Follow established procedures if you must cancel an on-campus interview. Notify employers immediately if you must postpone or cancel on-site interviews.
- » Exercise prudence in your on-site interview expenditures and be sure to keep receipts for travel and lodging expenses. Determine the appropriateness of unusual expenses in advance. You should never submit requests for reimbursement to cover personal expenses such as dry cleaning, phone calls, entertainment, etc. Prorate expenses if you visit more than one employer on a single trip.
- » Carefully discuss offers with employers to verify terms and reach mutually acceptable response deadlines. Notification should be made in writing and in a timely manner.
- » If you must request additional time to consider an employer’s offer, do so with as much advance notice as possible. Keep in mind that employers often face internal deadlines over which they may have little control. If an extension is granted, be certain to promptly confirm the arrangements in writing in order to avoid problems later.

(Over...)

- » Your acceptance of an employment offer should be made in good faith and honored as a contractual agreement with the employer. **The single most serious ethical breach is renegeing on an employment acceptance.**
- » Do not continue to interview after accepting an offer, and be certain to notify other employers with offers pending.
- » Notify our office when you accept an offer so we may better assist students still seeking positions. This information will be kept in confidence.

# Job-Search Information Brief



## NETWORKING

Networking is probably one of the most underutilized job-search strategies. While statistics show that 60-80% of job seekers find their next position through networking and the “hidden or informal job market,” most job seekers continue to focus their search on the formal job market – postings, want ads or recruiting services. While the formal market is a valid avenue, it is important to utilize all available resources.

What is networking? Well, to start, it’s a skill that will serve you in many aspects of life – not just your job search, and chances are it’s something you already do. Consider how you locate a good restaurant – you ask friends and family for recommendations. This is networking! It’s asking someone you know for specific information to help you solve a problem. And often, if that person doesn’t know the answer, they refer you to someone they know who might be able to help. Now your network has expanded.

In your job search, networking is:

- » Talking to people who know you, are familiar with what you want to do, and can provide information to help you progress toward your goal.
- » Connecting with people, either in person or online, who are employed in your field of interest and can share inside information on what the job field is really like.
- » Contacting individuals within organizations for which you believe you’d like to work and learning about the culture and hiring process.
- » Getting the inside track on a job that hasn’t yet been advertised.

Volumes have been written on the power of networking and how to do it “right.” Below are some basics to help you get started.

**Develop a personal marketing plan.** You need to be able to articulate to your network what skills you have and how and where you want to use them. Take the time to identify your skills, interests and goals. If you’re not focused, you won’t be able to help your network help you.

Make sure your resume is current and targeted to your goals. You’ll want to give people in your network a copy so that they have a ready reference to your background and abilities when they talk to their contacts.

**Do your research.** Investigate the positions, industries and organizations that interest you. Try to find out as much as you can for several reasons: First, the information gained may help you narrow down your list and focus your efforts. Second, by being knowledgeable, you prove to

people you meet that this is important to you. And third, you bring value to your network by sharing information about current industry trends and issues that you have uncovered.

**Make a list of who you know.** The first response by most people is usually: “I don’t know anyone.” That’s not true. We all have a larger network than we think. Consider...

- » Your parents and your friends’ parents
- » Family – grandparents, aunts/uncles, brothers/sisters, cousins
- » Friends of your parents
- » Neighbors
- » Faculty (current and former)
- » Clergy
- » Miami alumni

(Over...)

- » Your doctor and dentist
- » Former employers and co-workers
- » Members of organizations you belong to – social and professional
- » Anyone you know, who when contacted, recognizes you  
Begin by writing these names down. If you get stuck, ask those in your inner circle to help jog your memory.

**Make a list of people you'd like to meet.** Once you've listed those you already know, start working on a list of those you'd like to know. These are the people in a particular position or employed by a certain organization that interests you. Having this list helps you focus when contacting your network. It's very possible that someone in your network has just the contact you need.

**Utilize LinkedIn.** There are a multitude of websites to use for networking. A good place to start is on LinkedIn, a professional networking site. This differs from social networking sites such as Facebook. LinkedIn allows you to create a profile discussing previous work, volunteer, and educational experiences. There is also discussion space and an "Answers" section where you can post questions to other members and learn from their advice and expertise. In addition to social networking, you can develop your network and portfolio further by using Twitter, blogging, creating a website. For creative fields, maintain a Flickr or Photobucket account and consider researching virtual agencies (who may charge a fee) such as [[theispot.com](http://theispot.com)]. When joining any networking site, carefully read the Privacy Statement to understand how the company will use your profile information.

When you create a profile on any website, look to join "groups" which will expand your network. This would include any group for the Miami University Alumni Association (even if you are still an undergraduate) or professional association relevant to your career field.

For additional information, refer to Career Services Online & Social Networking brief [[MiamiOH.edu/careers/students/pdfs/OS\\_networking.pdf](http://MiamiOH.edu/careers/students/pdfs/OS_networking.pdf)].

**Make contact with those on your list and those to whom you've been referred.** For many, this is the hard part. If you've received referrals, make sure you contact these people – after all, someone who knows you and what you're looking for thought they would be a good connection for you. In turn, be certain to solicit additional names from these new contacts in order to continue to expand your network. *This is the essence of networking!*

There are a number of ways to make contact, depending on how well you know the person. If this is someone you speak with regularly, a phone call is all that's needed. However, an introduction letter helps smooth the way

before phoning someone you don't know well, or were referred to. (Examples of an introduction letter and phone script can be found in Appendix B and C of *Job-Search Strategies* Career Development Series guide.)

**Conduct informational interviews.** Informational interviews are a great way to structure your time with someone to ensure you have the opportunity to ask the questions most important to you. As the term implies, these are short appointments for gathering information from someone with experience. Informational interviews should not be confused with job interviews (a more detailed explanation of informational interviewing as well as sample questions can be found in our *Job-Search Strategies* guide.)

**Attend networking functions.** Continue to build your network by attending professional organization meetings and conferences, career fairs, Chamber of Commerce functions, and other events that put you in contact with those who may be able to provide information.

**Follow up.** Once you've met with your contacts, be sure to follow up as agreed. Chances are you were given new ideas and information which require more research. As you may now recognize, networking is an ongoing process.

Don't neglect to follow up on leads you were given, and be certain to update your network on the progress you've made as a result of the information they've provided.

And don't forget to say "thank you." We all want to know we've been able to help and that our efforts are appreciated. Sending a thank-you note to everyone you speak with goes a long way in maintaining your network.

**Keep a contact log.** Make sure to keep track of who you talk with, when you spoke, what you discussed, and what the next steps will be. As your network grows, this tool will be invaluable.

**Some Final Words ...** Call it what you will – information gathering, market research, or any of the other terms used to describe networking – it is a skill that can help you both personally and professionally. While networking often receives bad press, the main point to remember is that the networking process is about building relationships. Through these relationships you gain *and* give important information. Job-seekers who take advice but don't give anything back may see some short-term success, but miss out on long-term opportunities. You will find that if you take care of your network, your network will take care of you.

# Job-Search Information Brief



## ONLINE & SOCIAL NETWORKING

Online/social networking and branding have added an additional piece to traditional networking. Online networking can be used to increase your employment possibilities by cultivating your network, demonstrating your projects and work experiences, and developing a complete “profile” for potential employers to see. However, your online presence or image can also prove detrimental in your job search if not managed properly.

It is becoming increasingly important to proactively manage your online image. A growing number of recruiters Google an applicant’s name when deciding whether or not to interview a candidate. This search may lead an employer to your profile on numerous websites, newspaper articles, blog postings, or other information containing your name. The information can either be helpful or harmful depending on the content.

- To help you use sites such as LinkedIn, Facebook, Twitter, and YouTube as effectively as possible, review the following tips (Source: Pollak, Lindsey, 10 Tips for Using Social Media in Your Job Search, Job Choices 2012, p. 17):
- » **Develop a professional presence.** Google your name to see what you find. Employers look for:
    - › Unsuitable photos, videos, etc.
    - › Inappropriate comments and text written by the candidate.
    - › Comments criticizing current employers, colleagues, or clients.
    - › Truthfulness of the candidate’s qualifications.
  - » **Think, before you post.** The reality is that whatever you post on the internet will never truly go away. Yes, it is important to add privacy settings, delete embarrassing or inappropriate past photos or posts, but this information may still be found in other people’s postings or linked to you.
    - › For more information about managing your online reputation:
      - › Your Future Employer is Watching You Online. You Should Be, Too. [<http://goo.gl/DG2ak>]
      - › Managing Your Reputation Through Search [<http://goo.gl/AHbvj>]
  - › What Kind of Stuff Do Employers Search for When I Apply for a Job? [<http://goo.gl/Qu6ih>]
  - » **Fill your profiles with key words.** What key words and phrases would a recruiter or hiring manager type in when searching for a particular candidate with certain skills/experiences—namely, YOU? Use those words and phrases in your profiles. Check out job listings of interest and the social media profiles of people in positions you want for ideas of key words.
  - » **Create a LinkedIn profile that is completely professional,** and add professional details to your Facebook and Twitter profiles. The following links provide more information about how to create, maintain, and use your LinkedIn account in your job search and social networking.
    - › LinkedIn [[www.linkedin.com/](http://www.linkedin.com/)]
    - › LinkedIn Profile Tutorial YouTube video [<http://goo.gl/Bk4pE>]
    - › How to Use LinkedIn: Checklist Guide [<http://goo.gl/udDu0>]
    - › How to: LinkedIn Recommendations [<http://goo.gl/aK0zR>]
    - › Three LinkedIn Secrets for Job Seekers [<http://goo.gl/WPNMk>]

(Over...)

- ▶ Using LinkedIn to Increase Your Online Presence [<http://goo.gl/0Qm1s>]
  - ▶ Mashable's News Feed on LinkedIn [<http://mashable.com/category/linkedin/>]
- » **Avoid using standard/generic messages in LinkedIn.** When making new connections in social media, don't use the default message, "I'd like to connect with you." Instead, craft a unique and specific message, referring to mutual connections and be specific about what you are seeking. "I am looking to gain insights into the music industry from fellow Miami alums."
- » **Develop an authentic network** of friends, family, parents, classmates, professors, neighbors, members of social and professional organizations to which you belong, Miami Alumni, and other close contacts who can provide you with referrals within their networks.
- » **Join online communities** with which you are already connected. For example, Miami University has a LinkedIn group (Miami University Alumni Association) composed of alumni, current students, staff, and faculty. If you volunteer or support a nonprofit(s), check and see if they have a Facebook fan page. Or, join an industry association listserv. Once you are a member, make sure to actively comment on discussions and engage with people who are members of your online communities. They may be able to help you find job opportunities before they become common knowledge. However, you need to bring something to the group. Share information and actively participate in discussions; do not simply promote yourself and your job search.
- » **Tweet.** Twitter is a social network to help you research and connect with recruiters, employers, and industry experts. Many companies and organizations are tweeting their job postings. The links below offer useful information about Twitter
  - ▶ Twitter
  - ▶ Mashable's Guide to Twitter [<http://mashable.com/guidebook/twitter/>]
  - ▶ Twitter Job Search Site [<http://www.twitjobsearch.com/>]
  - ▶ List of Up-to-date Industry Experts on Twitter [<http://muckrack.com/>]
- » **Blog.** Start a blog to increase your online presence, especially if you are in a field where your insights and writing may be noticed by an employer. Employers often Google the names of prospective candidates or interviewees and if you have a well-written blog, you have already made a positive first-impression.
  - ▶ Problogger provides information on starting and maintaining a blog [<http://www.probloger.net/>]
  - ▶ BloggingasaBrandingTool...forNon-Bloggers [<http://goo.gl/9nbQk>]
  - ▶ How to Build a More Beautiful Blog [<http://goo.gl/bccS9>]
- » **Share.** When looking for a job/internship it is sometimes difficult to remember that other people are experiencing the same level of angst and frustration as you. Step outside of yourself and support others by sharing articles, blog posts, and YouTube videos you find informative and, perhaps, uplifting. This will help you develop your professional network and recipients may help you in return.
- » **Understand social media specific to your field of interest.** For example, many individuals in creative fields utilize Etsy to display their work, create a portfolio, build a following, and even sell their work. Pinterest is defined on Mashable's website as "a social bookmarking site where users collect and share photos of their favorite events, interests and hobbies."
- » Use social media to research a company or organization prior to a job interview. Study the LinkedIn profiles, Twitter feeds, and blogs of the organizations and people involved in your interview. Social media is another avenue for company research.

**Some Final Words ...** Social media is an important tool in your job search, but remember that online methods complement your face-to-face job-search process, not replace it. In addition, limit yourself to a manageable number of social-networking sites. Having a few social networking profiles with a lot of depth, is more impressive than having multiple profiles with little depth and little time to manage them. Most experts agree that LinkedIn is a must for job seekers.

## Appendix G

# Be a part of the crowd. **LinkedIn**

- » LinkedIn is the leading professional network on the web
  - Connect with classmates, faculty/staff, and industry professionals
  - Find new opportunities for internships and full-time positions
  
- » LinkedIn Stats:
  - LinkedIn has more than doubled in size (over 160 million members) in the past year with one user added every single second
  - Executives from ALL Fortune 500 companies are registered on LinkedIn
  - 45% of LinkedIn members are considered the major decision-makers for their companies (Twitter and Facebook only account for 24-29%)
  - 2 million company pages
  - More than 1 million groups
  - 35% of students search for jobs on LinkedIn, 700% increase since 2010From: [<http://goo.gl/jbXvb>]
  
- » How do you start on LinkedIn?
  - Create your profile on [www.linkedin.com](http://www.linkedin.com)
  - Pick an appropriate photo
  - Show off your education – add academic highlights, study abroad, undergraduate research
  - Add your experience and credentials (start with your resume!) – internships, part time jobs, volunteer experience, campus organizations, and leadership & involvement
  
- » I have a profile, now what? Connect, connect, connect!
  
- » Start with people you know and customize all connection requests
  - Connect to Miami Alumni through the Miami University Alumni Association LinkedIn group
  - Connect to industry professionals for insight, advice, and opportunities
  - Join groups affiliated with your major, industry interest, and campus/community involvement
  
- » Now that you're connected:
  - Research potential employers and the people that work there
  - Utilize your connections by conducting informational interviews
  - Realize the potential of your major—search for people with your major and discover their career paths
  - Stay in the know with current trends related to your interests
  - Engage in discussions through the groups you are a member of
  - Discover internships and job opportunities worldwide
  
- » Example student profiles:
  - [<http://goo.gl/6xVLX>]
  - [<http://goo.gl/H2pNJ>]
  - [<http://goo.gl/rAZDG>]
  
- » Additional Helpful Links:
  - Career Services on LinkedIn: [[MiamiOH.edu/careers/students/job\\_search/linkedin.shtml](http://MiamiOH.edu/careers/students/job_search/linkedin.shtml)]
  - Jobs for students and recent graduates: [[www.linkedin.com/studentjobs](http://www.linkedin.com/studentjobs)]
  - Explore the Miami University connection: [[www.linkedin.com/alumni](http://www.linkedin.com/alumni)]
  - Success stories and resources: [[university.linkedin.com](http://university.linkedin.com)]

**Titles in the Career Development Series include:**

A Career Guide for Liberal Arts Students  
Careers in Nonprofit Organizations  
Cover Letters & Other Job-Search Correspondence  
Employment Guide for Teacher Candidates  
The Graduate School Option  
Interviewing  
A Job-Search Guide for International Students  
Job-Search Strategies  
Resume Preparation  
Sexual Orientation, Gender Identity & Your Job Search

To obtain any of the titles listed in the Career Development Series, please visit [MiamiOH.edu/careers/students/cds](http://MiamiOH.edu/careers/students/cds) or stop in Career Services.



MIAMI UNIVERSITY

CAREER SERVICES

200 Hoyt Hall • Oxford, Ohio 45056  
[MiamiOH.edu/careers](http://MiamiOH.edu/careers) • (513) 529-3831