



CANDIDATE TIP SHEET

GETTING AN INTERVIEW

RESUME TIPS

- Don't leave any work experience off your resume, even if you think it's irrelevant to the job you're applying for. Each job you have plays a part in developing your skills and who you are as an employee. Plus, it fills in gaps in employment, which can sometimes raise red flags to a potential employer.
- When listing your previous work experience, include accomplishments in each of your previous positions, rather than just a list of tasks.
- Check and double-check your contact information; you'll never find a job if a potential employer can't reach you.
- Your resume is a first impression, so make it exceptional. Check spelling, capitalization, use an easily-readable font like Arial, and remove typos. Use bold font or italics to make key words stand out.
- If emailing a resume, be sure to email a PDF rather than a Word document. Formatting can get out of whack when opening a Word document in different versions of Word.
- List experience first and then education. Items under each section should be in reverse chronological order.
- Don't use jargon or acronyms to explain a previous position if they won't be understood by those who will be reviewing your resume.
- Objective statements aren't necessary, but if using them, make sure you update for each job you apply for if there are specific references to a job or company. Your best bet is to keep it generic or use a professional summary instead.

PROFESSIONALISM

Email and Voicemail Tips

- If you don't have a professional email address, get one before applying to jobs. Best practice is firstname.lastname with email service that is familiar and reliable. No one is going to take you seriously if you use partyboy2311@hotmail.com.
- Never leave your subject line blank in an email as it is likely to be labeled spam.
- When applying for a job your email message should be free of spelling and grammar errors and contain full sentences and paragraphs. Avoid using slang or acronyms.
- Keep your voicemail message basic and courteous. When someone hears your message, it is the first impression they have of you. Is it optimistic or do you sound like a downer? Avoid a greeting that is either rambling, too casual, smart-alecky or sounds monotone.
- Your voicemail should include your full name, explain you will return the call as soon as possible, and it should be recorded in a quiet location to avoid distracting back ground noises.
- Answer your phone only when you are in a location that is quiet and free from distractions and interruptions. If not, let it go to voicemail and then return the call when you can offer your full, undivided attention.
- When leaving a message, be prepared ahead of time with what you want to say. State your name, date and time, purpose of your call and phone number. Anything longer than 30 seconds is too much detail. Avoid "ums" or long pauses.

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BEFORE & AFTER THE INTERVIEW



INTERVIEW TIPS

Do your homework

- Research the company to understand what they do, their goals, how they value employees, etc.

Be prepared

- Think about how you'd answer interview questions about your accomplishments, strengths, areas for improvement, etc. Get ready to ask some questions of your own too, whether that be about the organizational strategy or how they develop their employees. It is important to have several thoughtful questions ready. Be sure to ask about their timeline for filling the role so you know what to expect.
- Arrive 10-15 minutes early. Don't bring food or drink to the interview.
- Bring copies of your resume and references. Are their samples of your work you could share? If so, bring those too.
- Mute your cell phone or leave it in the car.
- The interview starts the minute you walk through the door, so treat everyone you come into contact with in a friendly and professional manner.
- Have a firm handshake. Try to build rapport with those you're interviewing with. People want to work with those they like and enjoy being around.
- Have nothing on the interview table except resume, job description and paper to take notes.

Follow up

- Send a thank you note; this will set you apart from the competition and show a sincere level of interest. It's best if you can reference a personal connection or a challenge that the company is facing that you can help them solve.

DRESS FOR SUCCESS

When it comes to interviewing for a job, your appearance should not disqualify you. A few rules of thumb:

- Dress one or two levels above the position you are seeking.
- Good grooming is always desirable
- Limit use of colognes or perfumes
- Wear jewelry appropriate to the position
- When in doubt, call the company's HR department for recommendations

IMPORTANCE OF BENEFITS

When negotiating an offer of employment, be sure to consider the value of the benefits package. Your total compensation is more than your base salary. Things to keep in mind:

The cost of healthcare

What is the cost sharing ratio between the employee and the company? Does the company provide additional subsidies?

401k programs and matching amounts

How much does the company match? How long does it take for those funds to be yours 100%?

Paid time off

Is it use or lose it? Is there cash value for unused vacation time?

Flexible work schedule

This can be a money saver by limiting your commuting costs

Child care

Is care available onsite or are funds available to employees?



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SOCIAL MEDIA ETIQUETTE TIPS

SOCIAL MEDIA MATTERS

60% of employers use social networking sites to research job candidates; the top 3 are LinkedIn, Twitter and Facebook.

Hiring managers in information technology (76%) and sales (65%) are most likely to use social networks to screen candidates.

49% of hiring managers who screen candidates via social networks said they've found information that caused them to not hire a candidate including:

- Provocative or inappropriate photographs, videos or information – 46%
- Information about candidate drinking or using drugs – 43%
- Discriminatory comments related to race, religion, gender, etc. – 33%
- Candidate bad-mouthed previous company or fellow employee – 31%
- Poor communication skills – 29%

32% found information that caused them to hire a candidate

- Candidate's background information supported job qualifications – 44%
- Candidate's site conveyed a professional image – 44%
- Candidate's personality came across as a good fit with company culture – 43%
- Candidate was well-rounded, showed a wide range of interests – 40%
- Candidate had great communication skills – 36%

WHAT SHOULD YOU DO?

- Job seekers should consider their personal "brand" when creating social media content...what does it say about you?
- Google yourself...how do you feel about the results?
- Make sure you have updated and accurate information everywhere an employer might look online.
- Some recruiters are skeptical of candidates that don't have an online presence; but don't feel obligated to make all of your social content available to recruiters. Look for a balance—professional information could be on LinkedIn and Twitter, but personal social media could be on a private Facebook account.
- There are hundreds of other candidates with your same level of education, work experience, and job-related skills. By demonstrating that you're interested in a variety of things makes you stand out from the horde and helps employers make a deeper connection with you.
- Keep your comments free of grammar, spelling errors, excessive emoticons, uncommon abbreviations and slang language.
- Ensure your authentic self is represented and ensure you are reflecting a positive image.
- Don't post a million times a day, your employer might question your drive for results.
- Avoid controversial topics and divisive subject matter on sites you make public. Even a friend's lack of tact could reflect poorly on the job hunter.