

## JOB SEARCH STRATEGIES

- **Treat the job search like a full-time job** but combine strategies and resources for the best results.
- **Tailor your application to each position**, based on your company research & the job description.
- **Create a way to track your sent applications:** what you sent and when, method of delivery, and follow up.
- **Follow up with every application you** submit (unless otherwise specified)

### SOCIAL MEDIA

- Google yourself & update your *privacy settings*.
- Think about how you want to define your professional brand
- *Follow companies/professionals* of interest & comment on their posts
- Set up a LinkedIn profile. Why? LinkedIn is:
  - The #1 social media site used by recruiters
  - An online, extended version of your resume
  - A tool to connect you with alumni, professionals, information, and more

### NETWORKING

- Assess your personal network:
  - Friends, family, peers
  - Former employers
  - Faculty, staff, alumni
  - Neighbors
- Prepare your Elevator Pitch and tailor it to your audience
- Request an informational interview or the chance to shadow
- Participate in professional associations or events to meet people in your field
- Continue gaining experience while you apply for jobs:
  - Volunteer or intern
  - Join a Meetup or club
  - Take a free online class

### TARGETING YOUR SEARCH

- Make a list of companies that interest you. Consider:
  - Geographic location
  - Cost of living
  - Industry leaders
  - Work environment/climate
  - Salary expectations
  - Who works there
- Search company websites for opportunities
- Research and attend events the organization will be hosting or attending
- Send a targeted resume and cover letter based on your research and the job description
- Identify an internal contact; connect via LinkedIn

### JOB DATABASES

- Use Handshake's Job & Internship listings, as well as its Resources:
- Vault
  - GoinGlobal
  - Book of Lists
  - Career-Specific Sites & Job Search Sites

### FOLLOW UP

This may be the most important component to the job search process. Follow up to restate your interest, confirm receipt of your application, inquire about the hiring timeline, and offer additional information.