

Professional Branding content doc

Pg. 1 Building Your Professional Brand

Content taken from:

<https://crn.lhh.com/#/site/page/buildbrandintro> > this will be the page we use

<https://crn.lhh.com/#/site/page/buildingyourmessage>

<https://crn.lhh.com/#/site/page/profileintro>

Building Your Professional Brand

Now more than ever, you have to have a strong professional brand. Why? Because you need to stand out in the talent marketplace so that contacts, recruiters, and potential employers can easily identify you for your skills and expertise. You want to be known as one of those “go-to” people in your field or your desired field.

Your brand must be consistent. These days, recruiters and hiring managers don’t differentiate between your resume and your online presence. Build a complete presence so that the same things you say about yourself in person are echoed and amplified online. Consider these things when building your consistent, professional brand:

- **Your values, goals, and identity as a person and a professional.**
If you haven’t already surveyed your professional environment and developed your professional objective, this would be a good time. LinkedIn is a MUST!
- **Your professional appearance, including clothing and attitude.**
A hiring manager may have checked out your Instagram and Facebook accounts, so consider how you want to present yourself.
- **Your communications strategy, including your exit statement, your resume, and your accomplishments.** You will weave these into a coordinated story or message that you will aim consistently at your target audience.

Let’s break these out for you so you can get started:

LinkedIn – Your Professional Self

One of the first tasks in Professional Branding for your job search is to create a profile on LinkedIn. While personal referrals are the most effective means of pushing a hiring manager to interview you, your LinkedIn profile is just as important. In fact, a recent LHH survey told us that 98% of recruiters who use online resources use LinkedIn to source candidates for their company.

LinkedIn is also a research tool for your job search. Check out some target companies, see how peers and colleagues present themselves. In fact, go beyond LinkedIn for your research. The LHH survey found that the “failure of the candidate to research the company” was the highest frustration point for recruiters as they screened potential hires. We have compiled a [resource page](#) to help you research career options, specific companies, and industries that will help you build your knowledge and your professional brand. Our [LinkedIn](#) page will help you get started -- or up your presence -- on this important social network. Make no mistake: this is a competition, and you want to stand out.

Appearance and Attitude

Google yourself. Do you like what you see? You had better, because this is the search result a recruiter or hiring manager will see when they start screening for candidates. Google may pull up your most “liked” photo on your Instagram account; your last tweet or re-tweet on Twitter; it might provide a link to your public Facebook profile. While it’s okay to be human and have a little fun in your social network, consider toning it down if you are actively looking for a job. If you have a blog, think about how the tone of it reflects the image and values you are trying to represent.

What is it they say? Once a post is on the Internet, it’s on the Internet forever. Check your privacy settings on all your social networks and try to keep the personal details available only to friends and family. Our [Reputation Management](#) page has more things to watch for as you “put yourself out there.”

Building Your Message

In marketing literature, it must be crystal clear what the features, advantages, and benefits are being offered to the prospective buyer. The same is true for your resume. You want to design the document carefully to contain information that highlights your skills, and doesn’t rule you out for a specific position before you even have an interview.

To do this effectively, you need a solid branding strategy. What you say about yourself online, on your resume, or in person, should be strong and consistent. In this section, you’ll find the tools to help you write:

- Your [exit statement](#) – what to tell a potential employer about the circumstances of your last job
- Your [accomplishment stories](#) – the positive, measurable results you’ve achieved in prior jobs.
- From there, you’ll be able to [write your resume](#), or tweak it to make it shine.
- And finally, you will build your [marketing plan](#) to stay on message.

Having a plan and a consistent, confident message will make your brand stand out.

Page 2: Your Exit Statement

<https://crn.lhh.com/#/site/page/exit>

Your Exit Statement

Your Exit Statement concisely answers the question: *"Why are you looking for a new job?"*

Think of it as your "press release" because it is the device that tells the world about your transition. An effective exit statement is brief, non-defensive and positive. When applicable, it lets others know that your departure was not due to any fault of yours.

Share your exit statement with your references so that you all give essentially the same reason for your leaving your last job.

Your exit statement consists of two basic parts:

1. **Why you left your job.** Keep this part as short as possible. Never say anything negative about your previous boss or company.
2. **What position you are looking for.** Sound positive and enthusiastic. Get in something about your qualifications, but still keep it fairly brief.

Here's an example:

As a result of the merger of Joshua Tree Industries and GreenLeaf Products, 300 positions were eliminated, including mine. I am now exploring opportunities in the food industry that will take full advantage of my extensive management experience, as well as my engineering and manufacturing background.

Using the [Exit Statement Template](#), write a careful statement that explains why you are in the market for a new position, and practice it aloud so that you become skilled at delivering it.

Page 3: Your Accomplishments

<https://crn.lhh.com/#/site/page/accomplishments>

Your Accomplishments

Accomplishment Statements prove that you have the desired qualifications through clear, strong, result statements rather than a list of potentials, talents, or responsibilities. The key is to keep these statements as short and direct as possible.

You will want to have brief, succinct bullet-points of your accomplishments under each position you held that state what you achieved in that role. As you build your resume, these statements are important since they demonstrate the measurable and quantitative impact you had on an organization, distinguishing you from other people with similar qualifications. They also create an opportunity for Hiring Managers to ask questions on subjects you know a lot about.

To help you decide what your accomplishments were, ask yourself [these questions](#), and think of specific examples in response.

In today's job market, it's important to know your skills and be able to find positions that require those skills. An excellent guide for developing accomplishment stories that showcase your skills is called SOAR. Your SOAR stories put your accomplishments in a business context that an employer can understand. And the SOAR acronym is easy to remember and will help you organize material in interview situations.

- Situation - Describe the Situation.
- Obstacles - Describe the Obstacles you faced.
- Actions - List the Actions you took.
- Results - Describe the results you helped obtain and the benefits to your employer.

Example:

- Situation - Supervisor needed small database set up to automate manual records and calculate costs.
- Obstacles - Lack of knowledge in spreadsheet or database applications.
- Actions - Took online training, asked for coaching from a colleague to set up spreadsheet.
- Results - Completed and used the new database in a spreadsheet format reducing recordkeeping and calculation time by 80% from previous manual method.

The SOAR approach works because it...

- presents a complete story, from the context through to the results.

- is applicable outside your industry – shows your thinking process.

You should have as many as 10-20 SOAR stories ready when you go in for an interview. These stories are great for open-ended questions.

Use the [Accomplishment Stories Template](#) to discover further examples and build your own SOAR stories.

Page 4: Write Your Resume

<https://crn.lhh.com/#/site/page/writeresume>

Write Your Resume

Your resume is often the first impression that a future employer has of you. It presents an overview of what you have done in the past, and implies what you can do for that employer in the future. Its main job, then, is to sell your qualifications. You have to think of it as a sales piece, and what it's selling is **you**.

Just remember that most employers won't be buying until they've also checked you out online – especially on [LinkedIn](#). Surveys reveal that more than 90 percent of all employers use social media to evaluate potential hires. In fact, a recent LHH survey told us that 98% of recruiters who use online resources use LinkedIn to source candidates for their company. Make sure your credentials on your resume match those on your online profile. They also must be professional, and create an outstanding image of you.

Types of Resumes

There are three main types of resumes: Chronological, Functional and Combination.

Chronological Resume

The chronological resume is the most widely used and most traditional. It emphasizes your employment history, where you worked and for how long, your position titles, responsibilities and accomplishments. Positions are listed in reverse chronological order with the most recent first. Use the chronological resume when:

- You are looking for work in the same field.
- Your work history documents significant career growth with increasing responsibility.
- You are transferring skills to the same industry.

Functional Resume

The functional resume emphasizes your skills, competencies or expertise in specific areas (e.g., marketing, finance, production management) rather than emphasizing employers and dates. It usually incorporates accomplishments to demonstrate your expertise in a particular skill, functional area or field of business.

Functional resumes are more adaptable to special circumstances, such as lack of direct experience in a chosen field, or difficult-to-explain job gaps or changes. Be aware that many hiring managers view functional resumes with suspicion because they often appear to conceal information and can be difficult to follow. Consider the functional resume if you:

- wish to sell yourself on skills and competencies not reflected in your recent work history and emphasize your transferable skills

- are entry-level or re-entering the job market after a significant absence
- have an inconsistent work history that you do not want to be obvious
- have been a frequent job or career changer.

Combination Resume

The combination resume uses aspects of both the chronological and functional formats. It begins by highlighting transferable skills, and then it lists job history from most recent to earliest including company name, job title, and date of employment. However it doesn't go into detailed information about each job.

(Depending on your career focus, you might also consider the [Curriculum Vitae](#) and a Bio.)

Creating an effective resume

You'll want to draw upon your [accomplishment stories](#) as you start to build your resume. Remember that the "AR" -- Actions and Results statements -- section of your SOAR-based accomplishment stories will be the basis of the summary of your resume. The most frequently used and accepted resume format is the chronological format. It outlines your job history starting with the most recent job. You should include clear and concise information on job titles, responsibilities and accomplishments.

Essential parts of a resume

- **Heading:** Name, address, telephone number(s), email address, and LinkedIn URL.
- **Professional Objective OR Summary:** If you are just entering the job market, include your professional objective. This is a concise statement of what you want to do. If you have already been in the workforce, use your summary. This is a concise statement of your qualifications and experience.
- **Employment history:** Company name, length of employment and job titles should be included. This section might include volunteer, co ops/internships and service learning work.
- **Responsibilities statements (scope of position):** Selected information from your job description that a potential employer might find of interest.
- **Accomplishment statements:** These statements show your achievements and contributions to an organization. Keep in mind how your profession measures performance.
- **Education:** Summarize your educational background. Name and location of college/university attended. Grade point average. Major and minor areas of study.

- **Professional development and training:** List the skills you have acquired (e.g., Excel); if you speak a foreign language; areas where you have received additional training (e.g., for nursing you might include CPR training).
- **Memberships:** Include membership and offices held in professional associations, boards, and community activities that support your professional career objective.
- **Other categories:** These could include honors and activities relevant to your objective, projects and publications you have worked on, or military experience.

Resume Formats and Templates

Now that you've got the resume essentials, you'll need to understand the types of resume formats you will require to apply for jobs on multiple platforms. It used to be that you simply "prettied-up" your resume with dynamic fonts and color, then printed it out a hundred times and sent it to potential employers. And yes, it's still important to have a professional-looking, printed or printable resume.

But that's not all. You will need a second, "machine-readable" resume that will make applying online a lot more fruitful. Don't worry, it's nothing to be worried about, we have you covered! You'll find all you need to know about the [ATS-ready resume](#) and how to build one. For now, here are some basic resume tools:

- [Resume Analyzer](#)
- [Do's and Don'ts of Resume Writing](#)
- [Resume Samples](#)
- [Resume Template](#)

Your ATS Resume

Your resume is ready to go. Well, almost. These days, a resume is more than a pretty document that emphasizes your credentials and accomplishments with dynamic fonts and color. And while it's important to have a professional looking printed or printable resume, you need to have an ATS-friendly resume as well.

ATS stands for Applicant Tracking System. Corporations, businesses, and recruiting agencies are using these ATS software systems to scan and screen candidates because of the huge number of resumes coming to them. And the plain fact is, if you're resume isn't ATS-ready, it's likely to be ignored right at the screening phase. Here's how it plays out:

- You apply for a job online and are prompted to create a profile
- You upload your resume
- The ATS software takes over scanning keywords in your experience, your qualifications, and education areas of the resume to determine if it matches the company's job description
- If your resume is optimized for ATS and for this specific job description, you will likely get a call
- If the ATS software doesn't find a viable match, you will likely get a "sorry" email in the next day or so. Even if you are qualified for the role.

A robot only wants the facts

The ATS is a machine that reads and analyzes words that match the job description. It doesn't understand nuanced, emotional concepts. Make sure you use exact keywords from the job description in your ATS resume. And yes, that means you will be changing your basic resume for every job you apply for online. You need to get the robot's approval to move forward! This is not a waste of time!

The format of your document is critical to being ATS-ready too. Here are some things to keep in mind when creating a machine-readable resume:

- Make sure you have a resume in the file format they ask for. Even though a .pdf file is common, not all systems will accept that format. Give them what they want!
- Some common document formatting tools like tables, columns, and text boxes are not ATS-friendly. Any information you've put into these conventional document design tools will not be read and will not show up in your profile.
- Images may "pretty-up" your resume, you might use them to stand out. Don't bother. Like tables, images and graphics can create problems for ATS software.

- If you really are attached to an image, you can place it in the header or footer. But don't put anything important there, as the ATS will not read headers and footers.
- Be careful with special characters. The ATS is a machine and reads text like code. That goes for accents too. Even the word résumé might translate into résumé.

You might be asking yourself, "Is there any formatting I CAN use?"

Yes. The robot has limitations, but it's still your friend. If you use **bold text** or CAPITALIZATION to emphasize your name or to draw attention to something, the tracking system is fine with that. Phew!

- Bulleted lists are fine too
- Use the basic round dot
- Not the arrows or special characters

Standard fonts like Verdana or Arial are your best bets. Try to keep the point size to 10-12. And if you like colored words, you're good to go!

It's not rocket science

This is a lot of information here and it may seem daunting to you. Don't worry, we have [templates](#) for you to use in order to craft your ATS-ready resume. It's really not as space-age as it sounds!

<https://crn.lhh.com/#/site/page/marketingplanintro>

Marketing Plan: Give Your Job Search Direction

A sound, well-constructed personal marketing plan is key to ensuring that you focus on priority actions and avoid wasting time and energy on unproductive activities. As with any project, a good plan helps you organize and prioritize your work and keeps your productivity high. Your plan defines where you want to go and how you plan to get there. It also helps you target the types of organizations you plan to pursue. So take your time and give careful consideration to all the options.

There are four parts to creating a personal marketing plan:

Professional objective with preferred function

What's your objective?

To get your marketing plan off to a good start, it's always a good idea to begin by asking a simple question: What is my objective?

Your professional objective is a concise phrase or sentence that describes the kind of work you are seeking. It should reflect your values, traits, skills, interests, overall experience and expertise in a way that is clearly understood by people inside and outside of your profession.

Preferred functions

After your professional objective, you will want to include your functions, that is, the role or areas of work that fit your experience and interest. Normally, this consists of one or two words, and should include three to five targeted functions. Functions should be displayed as a list under the professional objective. You should be able to name job titles typical of these functions and combinations of them.

Here are some examples:

Marketing management

- *strategy development*
- *market research*
- *product development*

Senior banker

- *commercial banking*
- *compliance*
- *branch banking*
- *asset management*

- *special asset liquidation*

Senior electrical design engineer

- *telecom and datacom*
- *product development*
- *leading hardware teams*

Human resources generalist

- *organization development in turnaround companies*
- *staffing*
- *compensation and benefits*
- *coaching*

Your positioning statement

Your positioning statement is used in conversations throughout your search. You'll use it in networking meetings, emails, phone calls, and of course, on interviews. It is the response to, "Tell me about yourself."

Your Positioning Statement contains these four basic elements:

1. **Profession:** State your professional identity in the present tense. "I am a marketing executive."
2. **Expertise:** State the competencies and skills that qualify you for that kind of work.
3. **Types of organizations:** Summarize the environments or organizations in which you have worked, such as Fortune 100 company, small consulting firm, not-for-profit organization. You might also mention other types of activities, such as teaching, participation on boards, or other leadership roles.
4. **Unique strengths:** Articulate the qualities that help you stand out from others in your field, such as exceptional problem solving skills, unique technical knowledge, or specialties.

An example of a good positioning statement is: *"I am an information systems specialist focusing on the application of technology to business functions in the area of marketing, sales, manufacturing, logistics and accounting. I have worked with a Fortune 500 firm as well as a small entrepreneurial business. I am now serving as an adjunct professor at Oxbridge College. My strengths include data administration, strategic planning, data warehousing, and relational database design, development and implementation."*

Now you can craft a brief statement that conveys your professional objective, key qualifications, and uniqueness for use in conversations. Practice it aloud, so that you can call it up whenever you want to.

Target market

What's your target market?

Your target market defines the types of organizations you plan to pursue. Your criteria for defining your target market needs to include the following four elements:

1. **Geographic location:** The first criterion in identifying your target market is geographic location. Will you pursue all relevant companies in the country of your choice? Or are you limiting yourself to commuting distance of your current residence? Location is determined by personal preferences and by market demand. Define your geographic preference in a way that it can be drawn on a map, like a sales territory.
2. **Industry or type of organization:** The second criterion is industry, or type of organization. Again, part of this is a matter of personal preference. For some, the professional objective and qualifications dictate the industry. A metallurgist will work in primary metals and metal products. Another critical factor is how much your past experience will determine if you will be seen as a strong candidate. A financial professional with manufacturing experience is seen as a strong candidate in manufacturing.
3. **Size of organization:** The size of an organization is usually defined either in terms of annual revenue or number of employees. Size is a matter of personal preference, and it can be a critical factor. Below a certain size, a company may not have the position you are seeking. For example, a company of only 200 employees is not likely to hire an HR director for six figures.
4. **Organizational culture (optional):** Organization culture is sometimes a factor in determining a target market. Generally, however, it is not used to determine the initial list, but to help prioritize the target companies. For some, the only concern is that resources are available to do the work they like to do, and culture is irrelevant. Others have a strong personal preference about culture.

How large should your target market be?

The size of your target market will vary with the above criteria. To check on the size, scope and likelihood of landing in your target market, consider these elements:

- Geographic location of organization: stated precisely enough that you could draw it on a map, like a sales territory.
- Industry or type of organization: identified by the Standard Industrial Classification (SIC) or North American Industry Classification System (NAICS) codes.

- Size of organization: stated in annual revenue, number of employees or other measures appropriate to your industry or profession.
- Organizational culture: stated concretely enough to research targets (e.g. an organization with more than 20% women at all levels or an organization that routinely uses cross-functional teams).

Target list

What are your top 50 target organizations?

Don't guess – identify your target organizations using your criteria. Research and stay informed about them. Read, ask questions, and listen. Use the research and databases on CRN to build your initial list of 50 organizations, then refine your target list.

Evaluating your target market

When is your target market large enough? This is the critical question, because when a target market is too small, it can make your search longer. Once you have estimated the number of openings that might be available, the questions are: How many openings a month are enough? When is the target market large enough? When does it need to be expanded?

These are questions without simple answers because there are many considerations that must be factored into the equation. Following are some general guidelines.

If the number of openings per month are:

- 10 or less: seriously consider expanding your target market.
- 10 to 50: your target market is probably large enough.
- Over 50: you have defined a target market that is large enough and you may need to select a smaller segment for a starting point.

Now that we have explained the four parts of a Marketing Plan, use the [Marketing Plan Template](#) to guide and help build your Marketing Plan. The more you know about the companies to target, the more relevant your Marketing Plan will be.

Reputation Management

Google yourself. What's the first thing that comes up? Maybe it's an Instagram picture of you posing at the gym. Perhaps it's a friend's Twitter selfie of you and your girlfriends, drinks in hand, doing the "duckface." Or maybe nothing shows up at all.

This is what a recruiter will see if you have applied for a job. And while we keep saying that you want to be "found" in the online marketplace, you want to be found for all the right reasons.

What can damage your reputation?

The old adage, "You don't get a second chance at a first impression," rings true today. To some extent, you have the power to control what that first online impression is, making sure that the number one result in that Google search is positive:

- a blog piece that shows some smart insight on your industry or an issue,
- a photo of you at a community or industry event,
- a current, relevant LinkedIn profile.

But there are things we can't control:

- The Internet is a space where ANYONE can say ANYTHING about you even if it isn't true, an ex-boyfriend or girlfriend revealing your bad behavior, a former employee trashing you as a manager
- Friends can tag you in their photos that don't show you in a good light

There are many stories of people losing their jobs, or getting suspended by their employers because of a tweet or an ugly video posted on YouTube. Companies also have reputations to think about, so their recruiters are screening candidates who don't have baggage, who won't embarrass them.

Building a positive reputation

Let's face it: most of us have Facebook or Instagram accounts. And we sometimes have goofy profile pictures. We get on Twitter and start re-tweeting jokes and memes that we want our followers to see. For the most part, that's okay. We are social beings.

But if you are in the process of looking for a new job, it's a good idea to tone down the social you, and pump up the professional you. Especially if you have some of those negative, uncontrollable things outlined above floating around online. If you do some of these things, Google will pay attention:

- Start posting positive questions or comments on industry forums
- Follow industry "gurus" on Twitter and re-tweet their posts
- Update your LinkedIn account – if you don't have one, create one

- Ask colleagues, friends, and family members politely to take certain pictures or posts down. They should understand why that's important during your job search
- Ask for a LinkedIn referral
- Start a simple blog – there are many free platforms out there – and write your positive thoughts on an issue or an industry you are targeting.

Doing these things will eventually turn that Google search around, moving the newer, more positive results to the top of the search result.

The implications of not being found at all

While Google is a good starting point for most of us to find someone, for a recruiter, it's LinkedIn. And if you're not there, the recruiter will likely move on to other candidates.

Hiring managers told us which social media platforms they are using to source candidates for their company.



(LHH recruiter survey, 2016)

We get it. There are many of you who are worried about putting personal information out there on the Internet. But you need to be on LinkedIn when looking for a job. We can help you [get started on LinkedIn](#), and there is also a [webinar](#) that you can sign up for.

If you've already got a LinkedIn account and you're looking for work, it might be a good time to update your profile and ask for referrals.

You have the power to control your online reputation. Do it!

<https://crn.lhh.com/#/site/page/linkedin>

LinkedIn

LinkedIn is the largest professional networking tool online. For those in career transition, an updated LinkedIn profile is a must. This site is the single most important social networking tool for your career. Your profile should be filled out completely, with your relevant work experience, specialties, skills, what you're looking for, and recommendations from former colleagues.

Once you have established a profile, you can use LinkedIn proactively to build your network, develop your expertise, find job leads and connect with recruiters and hiring managers at the companies of your choice.

Follow these steps to get yourself connected:

1. Sign up. Go to [LinkedIn.com](https://www.linkedin.com). Enter your name, email address and the password of your choice.
2. Fill in your profile. These areas include:
 - Summary: What is your personal brand – your story that you want to tell employers? This may be the most important element of your LinkedIn profile (see tips later on this page below)
 - Specialties/keywords: What areas of expertise do you have? Fill in this area with a list of keywords relevant to your experience – this will help optimize the likelihood that your profile will come up when recruiters are searching by keywords.
 - Past experience: Fill in with all relevant past jobs/experience. You don't have to list every job you have held, but certainly list the most recent, as well as those jobs most relevant to the position you are seeking.
3. Carefully word your headline. This should tell your brand in one short sentence. For example, "Experienced Communications Professional with Fortune 500 Experience".
4. Use a photo. This will help with recognition when recruiters see you online. It will help make your profile look more complete and professional. Ensure it is a professional-looking headshot.
5. Connect with friends and colleagues. As LinkedIn is based on the strength of your network and connections, this is especially important. Upload your email contacts/address book. Find out who is a member of LinkedIn and invite them to connect. Make sure you add friends, former colleagues, professional contacts and acquaintances.

6. Ask for recommendations. Once you have connected with people on LinkedIn, choose individuals whom you particularly trust, and request a professional recommendation. If they write a recommendation, this will be displayed on your profile – and will be visible as a testament of your skill to potential employers.
7. Join professional groups. Many industries and professional associations have networking groups. Do a LinkedIn search for your field, discover which groups exist and then join a few. Groups can help you keep up with your industry's news, to network and to find job leads.
8. Check for 100 percent completeness. When you are done, LinkedIn informs you how complete your profile is. If you're not hitting 100, then go back and revisit sections that might require a little more work.

Best practices for using LinkedIn

- Write a compelling summary. Don't treat this section as a throwaway, cobbling a couple of sentences together. This is the content that can show up in a Google search. Take advantage of your summary to insert key words that will pop out to hiring managers. When they have hundreds of profiles to look at, they may not go beyond the summary if it's not eye-catching. This is your professional brand, your personality, and your differentiator.
- Write a personal note with each LinkedIn invitation. When sending an invitation to connect on LinkedIn, the automatic default is the invitation text "I'd like to add you to my professional network on LinkedIn." This is the easy way, but we recommend you take the time to write a personal note. It will set you apart from most of the crowd.
- Send an invitation to connect right after a meeting. If you meet someone new at an event, for instance, and see them as a valuable contact, send a LinkedIn invitation within a day or two of meeting that person. This will ensure they remember meeting you.
- Take action proactively. Search for hiring managers and related key words. LinkedIn allows you to search based on keywords in other people's profiles, so take advantage of this feature to search for hiring managers and others who work at companies of interest.

<https://crn.lhh.com/#/site/page/twitter>

Short and tweet

Where can you get almost instant exposure to other recruiters and executives? For most people, it doesn't come with the first tweet, but over time you can get your name out there and be recognized. This free social networking and micro-blogging service allows users to send tweets of up to 140 characters to the Twitter website.

We caution job seekers not to devote an inordinate amount of time here, but it does have a top spot in the social networking world with 307 million active monthly users (as of Q3 2015 - Statista). If you're in job search, following the feeds of tweeters related to targeted companies and industries can be useful. Twitter is a great platform for demonstrating thought leadership and interests by sharing links, articles and industry news, and engaging in conversations with other industry professionals. In a recent LHH survey, approximately 60% of recruiters said they use Twitter to post job openings, so it's worth poking around.

Follow these steps to get started:

1. **Sign up.** Go to [Twitter.com](https://twitter.com). Fill out your name, username, password and email address. Make sure you choose a username that is consistent with how you want people to recognize you online – such as your first and last name. Keep it professional.
2. **Fill out your profile completely.** You never know if an employer is going to check out your profile after you have tweeted with an interesting industry article. Make sure you intrigue them – especially in the bio section.
3. **Add value in your tweets.** When you do devote time to Twitter, make sure it worthwhile. Don't talk about what you had for breakfast, add something of value! Share articles you find interesting, and links to your industry's news.
4. **Seek out interesting people to follow.** Use the *Find People* feature on Twitter to find suggested users in various industries. Actively engage anyone who could have a positive impact on your job search.
5. **Follow your industry Tweets.** Search under *Who to Follow* to find industries and companies to keep you updated for your job search. Knowing the latest 'inside' information will speak volumes in an interview.

Twitter terms to know

- **Tweet:** The result of posting a message on Twitter. Messages are limited to 140 characters.
- **RT:** A retweet is the result of posting another Twitter user's message on your own Twitter account, usually denoted by reposting the message and adding RT [username].

- **DM:** Direct messages are private messages that Twitter users can exchange. Direct messages can only be exchanged if both users are following each other.
- **@Reply:** A tweet that is public, but is directed at a specific user and is denoted by starting the tweet with the @ symbol and the individual's username.
- **Hashtag:** A way to label conversations to make them easily categorized and searchable, denoted by using the “#” sign.

<https://crn.lhh.com/#/site/page/facebook>

Facebook

Facebook is the world's largest social networking site, with over 1.55 billion monthly active users (as of Q3 2015 - Statista). The number keeps growing with Facebook's ongoing innovations. That's a lot of networking potential that job seekers don't want to miss out on.

Since Facebook is traditionally a personal networking site where users share everything from their wild weekend in Bora Bora to their recipes, our best advice is **USER BEWARE**. Especially when you're in an active job search, you don't want a potential employer calling up your profile and seeing photos of that last wild party. Use discretion...and use the privacy settings.

If you don't already have a Facebook account, follow these steps:

1. **Sign up.** Go to [Facebook.com](https://www.facebook.com). Fill in your name, email and the password of your choice. It will also ask for your sex, birthday, and phone number.
2. **Fill out the Bio/About Me section.** This is a great place to tell your story and share your personal brand. Write a few short sentences explaining what you're all about, what your background is, and what your interests are.
3. **Fill out the Work/Education section.** It is always important to showcase this basic information.
4. **Fill out Contact Information.** Always make sure you can be reached.
5. **Consider other sections.** Posting the other personal items such as favorite sports, books or movies is totally up to you. Just beware of categories such as religious beliefs or political views – employers are not supposed to discriminate on such matters, but it does happen.
6. **Set your Privacy controls.** If your site is even slightly questionable, this is the best way to avoid potential employers from counting you out. Facebook offers a wide range of privacy settings, which allow you to set your profile anywhere from totally public to totally private – and anything in between. Because employers will be searching for you, it is important to make sure that only professional content is publicly viewable, and that all other personal content is made private and viewable only by your friends and family. The privacy settings can be accessed in the top navigation bar (look for the padlock icon).

Page 11 : Sample Cover Letters

Note: this hasn't been changed from original...we will need to write some more modern cover-letters

<https://crn.lhh.com/#/site/page/coverletter>

Sample Cover Letters

Sample Letter 1 - Direct Target

NAME
Address
CSZ
(000) 123-1234

Date

Company
Address
City, State Zip

Dear Hiring Manager:

A company is the acknowledged leader in its field when its name reaches "generic" product status. Now to millions of people shipping overnight means "Company Name."

To remain the leader in its field, a company needs success-oriented professionals to grow with the organization. I offer these traits.

My background as it relates to your current needs includes the following areas of expertise:

- Proven ability to identify and capitalize on new business opportunities; consistently ranked in top 25%.
- Developed financial strategies combining quality service and pricing to maximize profits and improve customer satisfaction.
- Strong computer background with major hi-tech companies. Experience includes help desk, software development and networks.

My geographical preference is Atlanta however I am open to relocation. I am targeting positions with a total compensation package of \$85k.

I look forward to the opportunity to discuss further how my skills and experience can contribute to the rapid growth of company name. Please feel free to call me at (000) 123-1234.

Sincerely,

Your Name

Sample Letter 2 - Contact Referred Networking Letter

NAME

Email

Address

City, State Zip

Telephone

Date

Mr. John Smith

President

Company

Address

City, State Zip

Dear Mr. Smith:

Jane Smith and I were having lunch last Wednesday and your name came up in conversation. Jane suggested you might be a good source to contact for information regarding the trends in landscape architecture in the D.C. metropolitan area.

For the last 12 years, I have honed my skills as a planner, designer and architect of landscapes for small and large-scale developments. I have managed budgets of over \$2.4 million, and coordinated projects for housing, shopping and convention complexes. I am seeking a senior position in an architectural firm or a leading construction corporation.

I will be visiting the Washington, D.C. area the week of April 27th and would like to take a few minutes of your time to discuss my search with you. I will call you to see if a convenient time can be arranged.

Sincerely,

Your Name

Page 12 : Curriculum Vitae

Curriculum Vitae

A Curriculum Vitae is typically much more detailed and longer than a resume. A CV was once standard in most countries other than the U.S. and Canada, but globalization has made this less common. In most industrial nations, a two-page resume is now expected. However, for many technical and academic fields in both the U.S. and abroad, a CV is requested.

Your CV should list personal, academic and professional skills, qualifications and achievements and should be tailored for each target organization to which you apply. Emphasize your achievements and skills that match the specific area of the company's requirements.

Just like a resume, the average hiring manager spends only 20-30 seconds looking at a CV. It should convey your accomplishments, be concise, accurate, and easy to scan.

The content, order and format should be customized to the potential employer's priorities, your own career experience, and your objectives. Just like a resume, skills and achievements must be specific, measurable, and action-oriented. Be sure your most important information is on the first page. Check spelling and be consistent in the layout.

Elements of a CV

A traditional CV will include the following sections:

- **Identity and contact information:** Name, Address, Phone, Email, Age, Marital Status (optional), Nationality, National Service Obligations (for men), and Visa/Work Permit where applicable.
- **Objective:** A brief description of your job search focus and professional goals.
- **Education:** Degree(s) title, university name and location, starting date and graduation date (actual or anticipated). List GPAs (if notable) and academic awards. Highlight courses or research relevant to your objective. List post-graduate courses or continuing education.
- **Fellowships:** If applicable, list field of research, place, title, dates.
- **Internships/Residency:** If applicable, list location, specialty, dates.
- **Licensure/Certifications:** If applicable, list type of license or certification, date received.
- **Presentations and Publications:** For academic and scientific professions, list publications, publisher and date or presentations, event and date.
- **Work Experience:** This section is similar to that of a resume and should include the following for each job: the position title, company name and location, start and end dates, and a short, specific description of tasks and

responsibilities. If the company is not well known, briefly describe the company.

- **Grants and Awards:** If applicable, list any research grants and special awards.
- **Professional Affiliations:** List all professional memberships.
- **Foreign Language:** List language skills and level of fluency.
- **Personal and Volunteer:** List any relevant community involvement, volunteer work, special skills, hobbies, sports, travel, etc.
- **References:** For references create a separate page using your contact information as the heading.

Below are links to a few CV samples:

- [CV - Sample 1](#)
- [CV - Sample 2](#)

Research Companies and Industries

<https://crn.lhh.com/#/site/page/researchfindingintro>

<https://crn.lhh.com/#/site/page/library>

Research Companies and Industries

There are many ways to find information about specific companies and industries as you prepare your resume and plan your job search. When you've created your target list, sit down and think, *"What do I really need to know about XYZ company?"*

Ask yourself:

- For my particular job type, specifically what do I need to know?
- Why do I need to know it?
- When do I need to know it?
- What will I do with the information once I have it?
- How much time and effort is this particular objective worth?

Company research can be time consuming. Be vigilant about how you are managing your time and ask the right questions.

The research strategy: ask the right questions

In a recent LHH survey, we found that the "failure of the candidate to research the company" was the highest frustration point for recruiters as they screened potential hires. So don't take this lightly! As you scan the company website or any news on industry websites about the company, take notes and find out:

- How big is the company?
- What does the company do?
- What is the company's history?
- Where are their locations?
- Is the company a leader in its field?
- Who are the direct competitors of the company you are targeting and how is it performing compared to its competitors?
- What are the trends facing the company?
- What is the employment outlook in this company?
- What are the challenges facing this company and industry?
- What are the opportunities facing this company?

- How are these challenges and opportunities similar to or different than what you've faced before?

Online sources for information and news on your targets

- **D&B Hoover**, available on some versions of the CRN, is a great "one-stop-shop" for company look-ups, especially when preparing for an interview. Get the latest information on a potential employer, to better understand the competitive landscape, or to analyze a company's performance. **D&B Hoover** will also help you get in-depth knowledge of an industry, to understand past significant events, and find upcoming industry trends. To access **D&B Hoover**, go to the **QuickLinks** tab on the upper menu and select **D&B Hoover** from the menu.
- [Business Research Guide from Rutgers University Libraries](#) is an excellent, regularly-updated compilation of business information sources. While some of the sources here are available only to Rutgers faculty and students, most are generally available and free. There is a section devoted specifically to "Job Searching." Many major universities - especially those with business schools - offer excellent online research tools, which are accessible to the public.
- **SEC Filings**: The website of the Securities and Exchange Commission is a free site that offers an archive back to 1994 and basic search functionality by company name and Ticker symbol. The filings come in plain text format. They're not beautiful, but they're legible. At the very least, take a look at the company's Annual Report to Shareholders that will give you high level insight into the state of the company.

Library Resources

Really? The library?

Don't discount it. Job hunters often seriously underestimate the value of free library services in conducting a search. If you have a recent advanced degree, you are probably well aware of what a library can do. If not, now is a good time to find out.

Pick the right library

Select a library that has a substantial business collection. If you're not sure where to begin, call your local public library, describe what you're doing, and ask them to recommend the library in your area that might best suit your needs.

In addition to local and county public libraries, public colleges and universities that offer business degrees are likely to have good business reference collections-and are likely to be open to the public.

If you're not certain about the location of the public library nearest you, visit [Libdex](#). Libdex is an online directory of almost 20,000 public libraries in the U.S. It contains links to local public libraries' home pages, allowing you to get directions, contact information, hours of operation, information about their collection and so forth.

Free resources and services

Most libraries offer an extraordinary range of resources and services, including:

- free or very low-fee Internet access
- research assistance to Internet users
- proprietary databases such as InfoTrac
- training or research help to new users
- support by well-trained professional researchers
- general business reference materials
- local and national newspapers
- business magazines and trade publications
- regional and local business directories and publications

Some libraries make electronic services available to patrons through the library's public website.

The library is also an excellent place to connect with other people, networking groups, workshops, and training sessions some of which are specifically geared to job hunters.

Understand your research

As you research your target companies, take the time to determine how you'll use what you have learned.

- What have I learned about the company/person/product from what I have just read?
- How does what I've learned impact how I plan to present myself in networking meetings, interviews or other communications?
- What parts of my background should I highlight based on what I now know? Is there anything in my background that I need to downplay?
- What does the company need, and why do they therefore need me?

Use discretion in handling the information you found. Nobody likes a "know-it-all." Be careful about quoting things you have read unless you are certain of the source and date.

It's probably **not** a good idea to take your research materials with you to an interview. If you have done your homework, your preparation will be self-evident by the questions you ask. Prepare questions based on your research; this will be a great way to keep the important elements of your research close at hand and gain more information.