

CREATING YOUR DIGITAL IMAGE

Using Technology in the job Search

Because almost all jobseekers are using technology today in conducting their job search, it is important to remember proper “netiquette.” Many jobseekers use the internet to identify potential employers and apply for jobs, but you want to be sure the information about yourself is coming through clearly. Since employers and employment agencies use scanners or online application systems to manage job candidates, you’ll want to consider the following tips when using technology:

- Generally, don't send an unsolicited resume (unsolicited resumes usually don't get read)
- Don't mass-email your resume. Experts say that only two out of every 100 unsolicited resumes are read
- Send the resume to a specific person with a cover letter type of message indicating your intent to follow-up
- Consider targeting your resume to the needs of the specific employer. This requires researching the employer and editing your resume prior to sending it
- Follow-up by phone or email for each resume you send
- If you're concerned about the visual quality of a resume you are sending by email, consider converting your document into a PDF
- If you're sending your resume as an email attachment, make sure the recipient can receive attachments. If you're sending your resume in a proprietary format such as Microsoft Word or WordPerfect, be sure the recipient has the correct version of the program so they can read your resume. If you're unsure, email or call to confirm

Employers and Social Media Sites

In the 20th century, employers mainly had to rely on the “paper information” you presented about yourself, such as resumes, cover letters, transcripts, etc. Employers did not really get a chance to know who you were until either they spoke with you over the phone or when they met you during an interview. Today, employers have many more resources at their disposal to learn more about you. Websites like Facebook, MySpace, YouTube and Google can often provide information which will have a significant impact on the impression an employer has about a potential candidate. When applying for jobs, protect yourself and avoid revealing too much personal information. If you are not sure about what should be seen, consider using the “Grandma Rule” – would you want your grandmother to see your online profile?

REFINING YOUR DIGITAL IMAGE

Your Online Digital Trail – Where does it go?

It is recommended that you do a Google search on your name every 3-6 months just to see what results come up. Are you satisfied with the results? Are you confident prospective employers will see your results favorably? Take these steps to be sure your “Google Rank” is a good one:

1. **Clean up digital dirt.** Remove any photos, content and links that can work against you in an employer's eyes.
2. **Keep your thoughts to yourself.** Avoid writing negative comments about co-workers. This only makes employers question how you will act as a potential employee. Keep the content you post focused on positive things.
3. **Be selective about whom you accept as friends.** Don't forget others can see your friends when they search for you. Change your privacy settings or better yet, temporarily shut down your account. Just like with everything else that is available online, you want to be sure you have some control or an idea of what others are seeing about you.

Online Do's

- Use Smart Subject Lines in Emails
- Create a LinkedIn account
- Think Before You Hit Send
- Be Careful When Posting Online
- Keep Your Personal Information Fresh

Online Don'ts

- Be Too Familiar
- Avoid using first names unless welcomed
- Bad-Mouth Your Current Employer
- Use Inappropriate Email Addresses