CONTROL YOUR IMAGE
Review your online representation before promoting yourself online. How do you present yourself on Facebook? YouTube? Blog? Remove anything questionable that could damage your reputation. Sites like Reppler are a great way to automate the process and receive alerts if anything new pops up.

UTILIZE CAREERS4TERPS
As a Terp, you can belong to an exclusive career and internship database that only UMD students and alumni can access. Recruiters post to Careers4Terps because they believe in Maryland students. Set up search agents that notify you when positions of interest are posted and post your resume for employers to find.

BE ACTIVE ON LINKEDIN
Each month, 187 million users visit LinkedIn. Create a profile that displays both your personality as well as your qualifications. Join groups in fields of professional interest and join the discussions. Build your network with quality contacts. Optimize your profile for search engines (SEO) so that recruiters can find you through keywords.

USE TWITTER
Employers connect with potential employees and post job opportunities on Twitter. See if your ideal employers have Twitter handles to follow. Engage them via Twitter to learn more. You’re checking for good fits as much as recruiters are. Search for handles dedicated to widespread job postings such as @USA_Internship and @NYFashionJobs.

RESEARCH INDUSTRIES & SEARCH JOB POSTINGS
Remember to check the large job databases, but also industry-specific boards that cater to your demographic. Once you’ve found something promising, research the company. Companies engage with potential hires on Pinterest, YouTube and even infographics to show what it’s like to work with them. Envision yourself there. Do you like it?

MAINTAIN ONLINE ETIQUETTE
Your online interactions are a demonstration of your communication skills. Remember to maintain professional language when connecting with employers online. Avoid too many follow up contacts—this can be perceived as creepy or needy. When tweeting, don’t try fitting so much into a one post that you must resort to netspeak.

SET UP INFORMATIONAL INTERVIEWS
Spend 20 minutes with someone in the field to research a position, industry, or company you’ve targeted and add contacts to your network. They’ll be more likely to want to help you and possibly put in a good word on your behalf or hand-deliver your resume. Use Terrapins Connect to identify alumni. Engage them via Facebook by asking, “Do you know anyone who works in ___?” and confirming it’s okay to contact them. At the end of the interview, ask for more leads so you can meet others.

MASTER STORYTELLING & CASUAL CONVERSATION
Learn how to slip in bits about your job search while discussing general topics of interest. Later, practice relaying more detailed, career-related information about yourself. Share specific skills and talents. In interviews, you’ll deliver memorable examples through story and in the gym or coffee shop, you’ll engage innumerable eyes and ears to help your job search.

GET INVOLVED
Now is a great time to volunteer for a nonprofit or industry group. You’ll get out of the house, feel a sense of accomplishment, and pack up some new skills. While helping out, you could make some valuable new industry contacts that you might never meet otherwise.

NETWORK FROM WITHIN
Taking a job that isn’t exactly a perfect fit at your dream company is a great way to gain footing for the position you really want. If you want to work in marketing for Sorry Records but you’ve offered a quality control position, take it. In a few years you may be right where you want to be. Experience within a company you fit well with increases your chance of inside mobility.

NURTURE YOUR NETWORK
Even after you’re hired, don’t stop adding to your network and nurturing your contacts. 80% of jobs go to someone with a connection to the company. Be that someone. Put forth a positive attitude and memorable conversation, engage new people, and be the total package that Terps are known to be.

ATTEND JOB FAIRS, CONFERENCES AND CLASSES
Go where groups of people in your field assemble. Everyone has a common interest and often their intention is to make connections—conversations flow naturally. Job fairs catering to your major and career interests are best, but you can also attend events that might intersect with your field, such as a medical clinical job fair if you want a staff accountant job.

81% of recruiters find quality candidates through employee referrals or internal hires
41% of recruiters plan to invest in referrals in 2017
80% of recruiters highly favor leadership experiences when profiling a candidate
80% of jobs go to someone with a connection to the company

Go Online Go Offline
GET THE JOB