

Go Online Go Offline

GET THE JOB

76%

of recruiters view details positively about volunteer, professional/social work on social media

93%

of recruiters are likely to look at social profiles

87%

of recruiters use **LinkedIn** to evaluate and engage prospects

50%

of recruiters plan to invest in social and professional networks

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

Statistic Source: "Jobvite Recruiter Nation Survey Results 2016"

Statistical sources: "Jobvite Recruiter Nation Survey Results 2016," "LinkedIn 2016 Global Recruiting Trends," "National Association of Colleges and Employers Job Outlook 2016"



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 in 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.



PROMOTE YOURSELF

LinkedIn isn't the only network worth posting on. If you have established social networks already, use them. Let your friends and family know the type of job you're looking for and you might just get a hit. Six degrees of separation is a real thing, especially in the digital age. Just avoid bombarding feeds with your job search woes.



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 share 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.



MEET FACE TO FACE

You might have developed virtual friendships with members of industry, special interest, or alumni groups. See if you can take those relationships offline. See if groups are already established and if not, set one up yourself.



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.

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. Tap your network 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 pick 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 Sony Records but you're 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.



Content adapted from Jebra Turner by the University Career Center at the University of Maryland, College Park