

style. If your desired industry allows for a creative approach to your résumé, go for it. It will help you stand out.

Make sure you pay attention to typefaces, writing style, and format as you determine which of the résumés you've gathered to use as your model. Then, using the best characteristics of those résumés, craft yours, infusing it with your own unique sense of style and personality—but don't go overboard.

Here is a hypothetical résumé from a candidate for an entry-level account executive position.

In one very quick read, I can glance at each section to see if Jessica has the background and qualifications I require of my entry-level account executives. Remember, you will spend a great deal of time writing and perfecting your résumé, but I will spend only a few seconds with it. Therefore, it needs to tell your story quickly and effectively.

## Your Social Media Footprint

Social media is now a permanent part of our culture and society. Your social media footprint will either help you land a job or hurt you in your job search process. Let's take a look at popular social media platforms and discuss ways to have your social media footprint work for you, not against you.

**LinkedIn:** In my opinion, for career purposes LinkedIn is the most valuable social media platform, because it allows you to connect with people in their professional life and have access to them on an ongoing basis. That's why I be-

### Jessica L. Johnson

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#### OBJECTIVE

To obtain an entry-level position in account management at an advertising agency.

#### EDUCATION

Syracuse University, Whitman School of Management, Marketing; GPA: 3.85  
Studied art history abroad at John Cabot University, Rome, Italy  
May 2016  
Spring 2015

#### PROFESSIONAL EXPERIENCE

Group P—Advertising Agency, New York, NY  
Intern-Assistant to Account Executives, Technology Team  
June 2015–Aug. 2015

- Communicated with the client on all projects on an ongoing basis and provided competitive media and spending reports on a monthly basis.
- Organized the annual technology party on behalf of Chatsnap for the launch of its newest app, Chatsnap P.
- Participated in creative brainstorming meetings for clients such as Yahoo and Facebook.

ELR Communications—Advertising Agency, New York, NY  
Intern-Assistant to Account Executives, Health and Beauty Team  
June 2014–Aug. 2014

- Maintained competitive activity reports in the oral-care category for the Colgate brand of toothpaste.
- Participated in the execution of a major sampling event at 10 baseball stadiums across the country.
- Provided day-to-day support for the account team across all of the agency's oral-care brands.

The Yogurt Spot, Plainville, NY  
Cashier  
June 2013–Aug. 2013

- Greeted customers, filled orders, and handled the cash register.
- Helped plan, organize, and execute a Grand Opening celebration.

#### ACTIVITIES AND MEMBERSHIPS

- The Daily Orange**  
Wrote an advice column for the school newspaper.  
Jan. 2014–May 2016
- YMCA of Central New York**  
Mentored girls ages 11–13 on topics such as nutrition and fitness.  
Sept. 2014–Jan. 2016
- Member of the American Marketing Association  
Sept. 2014–Present

#### VOLUNTEER WORK

Parke Day Camp  
Counseled foster children ages 6–15.  
June 2012–Aug. 2012

#### SKILLS

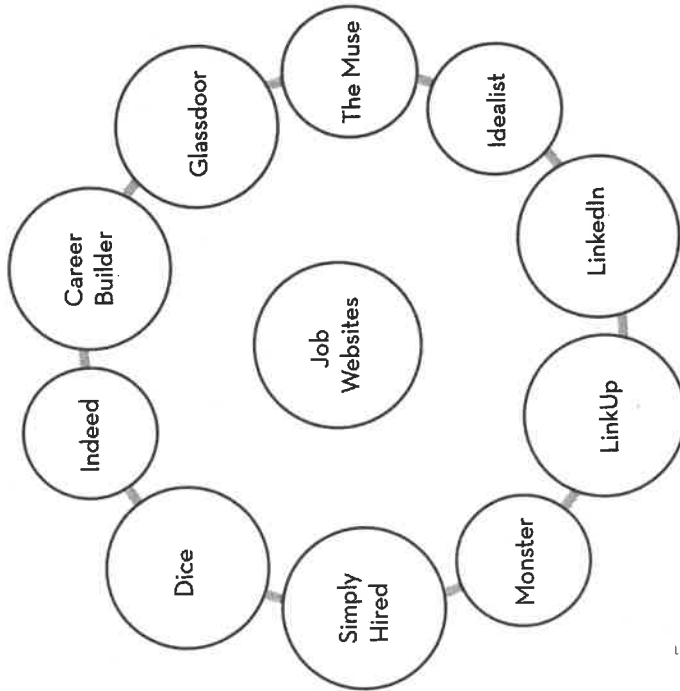
Computer: Proficient in managing social media platforms such as Facebook, Twitter, and LinkedIn.

#### INTERESTS AND ACTIVITIES

Travel: France, England, Italy, and the United States  
Activities: Yoga, dancing, and cooking

**POPULAR JOB SITES**

Once you have perfected all of the materials you will need to find your dream job, the next phase in the process is finding the jobs you want to apply to. There are several great sites to go to for job openings. Here are some of the most popular:



Recruiters can also be a valuable source for job openings, especially if they specialize in entry-level positions. Search online for recruiters in your field in the geographic area where you plan to work. A recruiter can get to know you and promote you to a company if he or she thinks you will be a good fit.

Use job sites and recruiters to kickstart your search into high gear.

lieve the best time to establish a LinkedIn account is during the summer before your junior year of college. This is the summer when you should be engaged in your first internship. Once you have this experience, open a LinkedIn account and start building your professional profile.

You can start with a professional photo of yourself—a closely cropped headshot. Many people make the mistake of using their Facebook profile photo for their LinkedIn profile. No one wants to see a candidate in a T-shirt and sunglasses on LinkedIn. My rule of thumb is to wear neat business casual or better. You don't have to wear a suit or dress in your profile shot, but if you do, that is obviously a good thing, especially if you are interviewing with companies where that's the dress code.

Next, build your credentials on LinkedIn much as you would prepare your résumé. Just follow the formula LinkedIn provides and you will be all set. Remember, you need to establish consistency in the professional information you put on your résumé and the information you put on LinkedIn. Dates of employment, jobs held, university information, and a strong summary of your qualifications

should all match from one presentation to the other, because people like me check both to validate a job candidate.

Over the course of your internship, you'll want to reach out through your LinkedIn account and connect with the people you are working for. This is seed planting for when you graduate, because you will want to reach out to these people for help in finding full-time employment. I would recommend that you connect with all of the people in your inner circle at work, but you should not reach outside that circle to try to connect with, say, the president of the company (unless you have a relationship with that person). Overreaching can create awkwardness, and you don't want to do that. But certainly you should feel free to connect with a vice president if you are part of that person's team and have interacted with them. He or she will understand what you are trying to do and will likely respect you for it.

If you see a job posted on LinkedIn and you wish to submit your résumé, by all means, go ahead. But if you are in the initial résumé submission phase, you should not look up the management team of the company and try to connect with them directly. This happens to me often, and I find it to be invasive. I understand the desire to be aggressive and get in front of the management team, but you wouldn't go on Facebook and friend someone you don't know. The same rules apply to LinkedIn. It's just too much, too soon. If, however, you have been selected by the interview team to come in, and you have interviewed with the company and feel that you are in the running for the job, then it is OK to send out a LinkedIn

invitation to the people you have interviewed with. Not everybody will accept, since it is still early in the interview process, so don't be offended if your invitation is ignored.

If you make it through the interview process and are offered a job, send out a LinkedIn invitation to all of your immediate co-workers once you've started working. It will demonstrate to them that you understand professional social media etiquette and the value of a LinkedIn connection.

**Facebook:** You have most likely been on Facebook for several years, and you have left behind an impression of yourself for the world to see. Hopefully that impression is a good one. Here is how I use Facebook to determine if a good candidate will get a call to come in for an interview.

The very first thing I do when I scan through the pile of "good résumés" is go on Facebook and look up the candidates. It will give me a pretty good indication of who you really are and what you are all about. You can make a great impression

LinkedIn asks members not to ask to connect with people they don't actually know. If you send an invitation to connect to somebody with whom you don't already have a professional or personal relationship, he or she may simply ignore it—or go even further, and reject it by telling LinkedIn they don't know you, which would prevent you from being able to invite him or her again in the future. In fact, if enough people reject your invitations because they don't know you, LinkedIn may temporarily restrict your account, which will make it that much harder to make any more connections until the restrictions are lifted.

with your résumé and cover letter, but all that hard work can get torn down with bad material on your Facebook page.

Most people are pretty easy to find on Facebook and have not looked closely at their posts and photos, so the material I'll see there is authentic and reveals quite a bit. I like to see the type of topics a candidate posts about on Facebook, and I like to see the photos they've posted and the photos friends or family members have tagged them in. If I see a photo of a candidate with a group of friends in a social environment with drinks in hand, I applaud his or her sociability. But if I see a photo of a candidate being held upside down by the feet with a keg hose attached to his or her mouth, I'll move on. Not because he or she did it. Believe me, I know all about the things that go on in college. It's because he or she wasn't smart enough to take that photo down. I need to know a job candidate is savvy, and leaving that type of material up on Facebook while job hunting tells me a candidate is just not savvy enough to be considered for a full-time position with my company.

Here are some suggestions for what to do about your Facebook account during your job search:

*Cleanse it.* Take down anything and everything that might be offensive to a potential employer. This includes photos, comments, posts of third-party material, and so on. When in doubt, take it out. Leave up material that shows you have a personality, friends, and hobbies. I have seen people display their hobbies on Facebook, such as photography where

the landscaped picture is a shot of a place the candidate has traveled to. This is great. In one photo, it tells the person looking you up that you are likely to be a multidimensional candidate. If, however, there are photos of you that are racy or showcase you in skimpy clothes, or feature you making out with your significant other (yes, I've seen all of these), I would recommend taking them down. This is not the impression you want to give someone who is deciding between you or someone else for a first interview.

*Change your privacy settings.* If your privacy settings allow me and everybody else in the world to look at all of your posts and photos, you can change them and restrict access to your account. Maybe you've already done so, in order to guard your privacy. There's a potential downside to this, though: Often, I have gone to a candidate's Facebook page and the only thing I can see is their basic profile, with no access to their photos, friends, or much of anything else. It can lead me to conclude—rightly or wrongly—that a candidate is hiding something he or she doesn't want me to see.

So you could be better off taking the opposite approach: Let a recruiter into your social media world, but be sure the world they step into is a very positive reflection of who you are.

*Shut it down.* If you are not sure about whether the posts on your Facebook page are appropriate, you just don't want

to delete your photos and comments, or you're concerned that shutting out potential employers might set off their alarms, you would benefit yourself by simply shutting down your account until you are employed. Unlike a résumé, I cannot require you to show me your Facebook page, so if you just shut it down short-term, there is nothing for me to find out about you that you don't want me to know.

**Instagram:** Instagram is growing in popularity, and many people use this platform to share photos within their network. Keep in mind, though, that as with Facebook, if your account is not private, it gives a potential employer the opportunity to find you and view all of your photos. As with Facebook, you can either make your account private or sift through your photos and remove the ones an employer might find objectionable.

**Twitter:** Twitter is another valuable social media platform that offers you a voice to the outside world. If people are following you, you must have something to say. Just remember that one of the people who might decide to follow you is a prospective boss, so you need to tweet with care. My advice for Twitter users is not to tweet anything during your job search that might turn off a prospective employer. Keep all political and religious beliefs, as well as offensive language, off Twitter during your job search. Other than that, tweet away—just be smart about it. You never know how any single tweet might irritate a potential employer.

If the company you are interviewing with has a Twitter

## THERE ARE JOBS OUT THERE

presence, you will want to follow that company. In fact, follow any company you might be interested in working for, whether or not you've landed an interview yet. It will give you a good feel for what those companies are like and can help you decide which ones might be the best fit for you.



Another thing you can do on any social media platform to shield your activity from prospective employers is to change your online name. For example, when Samantha Lexi Johnson is job hunting, she might change all her online profiles to Samantha Lexi; her friends and followers probably won't even notice anything has changed, and if they do, she can always explain it to them privately if she wants. Of course, this won't work if you included your middle name on your résumé, because if you did and I can't find you using your full name, I will search again using just your first and middle name.

## Networking

~~There is no single thing you can do during your job search that is more important than networking. Answering ads posted online is~~