Using Social Media

Potential employers, future colleagues, and other professionals will look at your social media activities. Your “web presence” can help you or hurt you in your job search. Here is how to use social media to your advantage:

**Be Thorough:** Fill out your profile completely & include professional details and photos

**Use Them All:** Facebook, LinkedIn, and Twitter are the common sites that employers will be looking for you on.

**Be Personal:** Don’t send generic “Friend Requests”, to professionals, make it specific to the person you are trying to connect with!

**Stay Professional:** Keep all your photos, status updates, and content professional.

**Tailor your Profiles:** Join groups/networks that match up with your career goals.

**Be Inclusive:** Include links to your social media pages on your email signature, business cards, etc.

**Google Yourself:** Go ahead and see what comes up. Employers ARE doing it, so you want to know what employers are seeing.

---

**Have YOU signed up for BearTracker Yet?**

- Search for full-time, part-time, summer, internship, and volunteer opportunities!
- Resume Referral Service- upload your resume and Career Planning will send your resume out to job openings based on your preferences! (For seniors only)
- Connect with alumni mentors!
Upcoming Events

Regional Small Employer Networking Event
March 7th, 3:00-5:30, optional interviews at 5:30. 2nd floor Clarkson University Student Center. All SUNY Potsdam students are welcome to attend.

Clarkson MBA Program
April 16th from 11:00-1:00pm. A Clarkson University MBA Program representative will be in the BSU.

Prep Workshop for Employer Fair and Networking
March 6th, 5:00-6:00. Learn tips and strategies for succeeding at networking events! BSU 204.

Bio Career Connections
April 3rd, 12:00-5:00pm. Interested in a career in Biology? Come to this networking event, sponsored by CNYCDA at Ithaca College.

Financial Careers
April 3rd, 11:00-1:00 BSU. Come speak with representatives from various financial employers! Great networking experience!

For all of the upcoming Career Planning events, find us on Facebook: SUNY Potsdam Career Planning

Self-Marketing Brochures

What is it?
A document highlighting your skills, abilities, and experiences in a compact, creative, easy to read brochure format.

Advantages
-Brochures are easy to read and help you focus your strengths and accomplishments -They are portable and easy to send to potential employers/graduate schools, and are a great addition to a resume -Brochures are great to hand out at job fairs and graduate school fairs -Sets you apart from other candidates and show off your creativity, initiative, and computer skills!

What to Include
-Accomplishments & Qualifications -Honors, Awards, & Scholarships
-Published Work or Research -Clubs & Organizations
-Specific Examples of Relevant Experience: Internships, Summer Jobs, Volunteering -Graphics & Photos
-Famous Relevant Quotes that Support your theme and content -Quotes from References
-Contact Information -Your Contact Information

For more information on Self-Marketing Brochures, come to the Career Planning Office in 206 Sisson Hall for assistance and to see sample brochures.

How to have an Excellent Interview

First Impressions: Have a professional appearance, shake hands with confidence, and be enthusiastic and engaging
Interview Content: Research the organization and position, be confident and poised, and relate your skills to the job.
Interview Techniques: Maintain eye contact with your interviewer, use appropriate grammar (no “um… or “like”), and don’t talk too fast!
Closing: Successfully convey your interest in the position, ask any appropriate questions, and thank the interviewer.

For great interview practice, schedule a Mock Interview with Career Planning!

Regional Small Employer Networking Event
–Short Term Projects –Summer & Semester Employment –Full Time Employment –Volunteer Opportunities –Internships

March 7th, 3:00-5:30. At the Clarkson Student Center 2nd floor. Interviews for full-time jobs start at 5:30 (must submit resume by March 2nd to margo@clarkson.edu)

All students are encouraged to participate! For complete event information visit: www.potsdam.edu/career and click on “Regional Small Employer Fair”

**Transportation is available! A van will be transporting students to and from Clarkson every half hour from 2:30-5:00pm. For a ride, meet in front of the Union.**