

JULY 2020



# CAREER CENTER GUIDE TO VIRTUAL SERVICES



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## HAVE A CAREER QUESTION?

GET ANSWERS FROM OUR  
CAREER COUNSELORS

# CAREER Q&A VIRTUAL DROP-IN

EVERY TUESDAY  
NOON-1:30 P.M.

## OPEN FOR BUSINESS

We are open – virtually – to  
provide career counseling  
and resources. Check out  
our online resources and  
connect today!

# VIRTUAL APPOINTMENTS

## WHAT TO EXPECT

**This is your appointment**



**You set the agenda and the pace, it's totally up to you. You will also be doing most of the talking. Career Counselors are here to facilitate your career choice and development, rather than lead it**



# HOW TO GET THE MOST OUT OF YOUR VIRTUAL APPOINTMENT







### **DON'T KNOW WHERE TO START?**

If you just don't know where to start, that's fine.

A Career Counselor can help you with this. Just be aware that each appointment may only help you to move a few steps along, but that's ok.



### **PREPARATION**

The best way to prepare is by checking out the resources on our website. Our website covers every stage of career planning. It is worth looking at before you book your appointment and you may just find what you are looking for



### **RESEARCH**

If you are able and willing to do a little, or a lot of preparation and research, you will eventually find yourself further along in the process. Even a small amount of research and reflection may help you focus the appointment on what you need

**CHECK OUT OUR RESOURCES**  
**ONLINE**

# VIRTUAL CAREER FAIRS

## BEFORE THE VIRTUAL CAREER FAIR



Don't "walk" into a virtual career fair with zero preparation. These are the things you'll want to do ahead of time to set yourself up for success

### 1. Register ahead of time

Registering ahead of time allows you to get a glimpse of the employers participating in the fair.

### 2. Research participating organizations

At virtual career fairs, companies look for candidates who are curious and ask questions. In order to stand out from the crowd, candidates should do their research and know about the companies and positions they are interested in.

### 3. Prepare your resume

You will want your resume to be updated and spotless for an optimal first impression. Have your resume updated, proofread and reviewed ahead of time. The same goes for your LinkedIn account or any other work samples. Upload your resume so that it is accessible and ready to hand out to any employer you meet at the career fair.

### 4. Practice your pitch.

How will you introduce yourself? Why are you interested in the company? What type of position are you seeking? How is your previous work experience relevant? What do you plan on asking the employers at the virtual career fair? Be ready to answer these questions without hesitation when the time comes.

### 5. Make sure your technology is ready to go

Make sure your device is capable of supporting you in a virtual career fair. Camera capability is always best as employers would like to speak with you face-to-face. Plan an IT dress rehearsal the day before to avoid any last minute surprises. Also be sure to download any software needed for the fair. You may also want to use headphones if you cannot attend from a quiet, private location.



# AT THE VIRTUAL CAREER FAIR

Once you log in, how can you stand out from the crowd at a virtual career fair? Here are a few suggestions.



**Wear a professional outfit:**

Make the most of this opportunity to make a good connection by looking professional. Be prepared to look professional from at least the waist up.



**Attend from a distraction -free environment:**

Even on a small screen employers can see plenty of background. Make sure your location is clean, quiet and well lit. You'll want your expertise to be the focal point of the conversation without any distractions



**Be ready to put yourself out there:** Be confident and entergetic. It's even easier to be a wallflower at a virtual career fair than a traditional one. Once an employer introduces themselves the ball is in your court to introduce yourself, ask questions and start the conversation.



**Use clear, professional business communication:** If you are in a written chat session your written communication should be professional, grammar matters, text lingo and emoticons are not appropriate



**Demonstrate strong body language in video chats:** Stay conscious of your body language. On camera, it's even more important to hold eye contact with employers. Speak clearly and avoid slouching. Keep hand gestures to a minimum to avoid blocking your face from the camera



**Ask for next steps and contact information:** Before parting be sure to take down the employers contact information, ask how to stay in touch.

# AFTER THE VIRTUAL CAREER FAIR

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**Dont Let your efforts go to waste by neglecting to follow-up with connections after the virtual career fair**

**REACH OUT THE NEXT DAY  
WITH A THANK YOU NOTE**

## **GET EXCITED FOR THE FUTURE OF CAREER FAIRS**



Employers partake in career fairs because they're looking for job seekers like yourself. Just because they're held virtually doesn't make that any different



# MASTERING THE VIRTUAL INTERVIEW

## HOW TO PREPARE FOR THE VIRTUAL INTERVIEW



**Test Your Technology:** Avoid technical glitches by testing your equipment the day before your interview. Nothing can stifle your call like a dropped call mid-way through the interview.

**Keep Your Virtual Identity Professional:** Keep your email and username simple. Don't give employers a reason to question your professionalism before they meet you.

**Dress for Success:** Dress as though you were preparing for an in-person interview. Avoid any overpowering patterns and flashy accessories.

**Create Your Surroundings:** If possible sit in front of a solid background, so that you remain the focal point. Background should look business like but welcoming much like a home office.

**Monitor Body Language:** Unfortunately a firm handshake and enthusiasm won't translate via video. Convey confidence through your body language. Sit up straight smile and keep the camera eye level to avoid looking down. Write your talking points on Post-it-notes. Place your notes around your computer screen to avoid shuffling or clicking around during the interview.

**Get Rid of Distractions:** Be sure to eliminate any potential distractions before you start the interview

**Practice Answers to Common Interview Questions:** There is no way to know exactly what a hiring manager will ask, but there are some common interview questions you can prepare for.

**Don't Forget to Follow-up:** Within 24 hours send an email to whomever you chatted with, thanking them for taking the time to meet with you.

# SOCIAL MEDIA



**FAMILIARIZE YOURSELF WITH POPULAR SOCIAL NETWORKING SITES:** Choose platforms that are appropriate to your line of business. LinkedIn and Twitter are great ones to start with. Facebook business and Instagram may also be important.



**Let's Get Started: Write Your Bio & Take a Professional Headshot.**

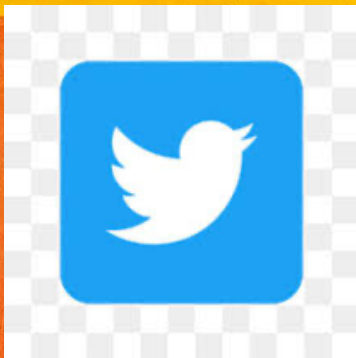
Come up with a great tagline and logo

Write about your expertise.

Make it short concise and to the point



LinkedIn: is "the" site for professional networking. Recruiters actively use it to source candidates and it's the best resource for building and managing your career network. Update your profile frequently, include your employment history, education, skills, and examples of projects you've worked on. The more connections you have, the greater your visibility.



Twitter: is a terrific way to establish yourself as an expert in your industry. Tweet about what's happening in your industry---news, events and advice. Be sure to retweet advice from industry leaders. Take time to follow (and retweet) companies you're interested in. You may be able to get new job postings before they are listed elsewhere online.



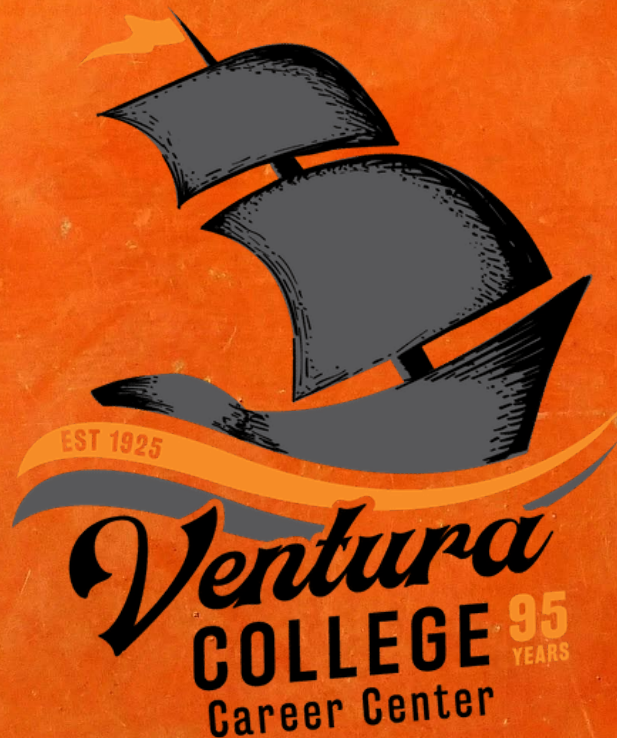
Facebook: Creating a Facebook page is a way to differentiate the professional from the personal. Set up a page to share your expertise, news and current events. Keep your family, friends and photos on your personal page and be careful about privacy settings.



# Fall 2020 On-line Workshops & Events

*CHECK OUR WEBSITE FOR  
DATES AND TIMES*

- Resumes
- Interviewing
- LinkedIn & LinkedIn Learning
- Employer Presentations





# WE WANT TO HEAR FROM YOU

VIRTUAL OFFICE HOURS MON-FRI/9AM-5PM

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