

Build your brand online and network with professionals in your field using social media that reflects your career or professional goals. (You may want to create separate personal and professional social media pages.)

**FACEBOOK**

Use a professional-looking picture—you can use the same picture on all of your social media pages.

Add the following to the “about” section: internship and other educational experience, a short bio, and links to other professional social media.

Follow organizations you’re interested in to discover intern and full-time job opportunities, announcements about the company, and potential contacts in the organization.

**LINKEDIN**

Drop in your professional photo.

Customize your headline with keywords and phrases that are related to your desired industry or profession.

Request a connection with professionals you’ve worked with at internships or met through networking channels. Be sure to “personalize” your request by offering some information on why you would like to connect.

**TWITTER**

Use a professional profile photo. Your cover photo can indicate your interests.

Choose a Twitter handle that will be recognizable as you.

Tell your story in your bio: university, class year, major, and keywords describing your career interests.

Add a link to your LinkedIn profile, your personal website, blog, and/or online portfolio.

**PINTEREST**

Drop your professional-looking picture on your main page.

Select a username that is consistent with your other social media platforms.

Create a bio that reflects your goals and brand. Who are you? Why are you using Pinterest?

What are your professional aspirations?

Create boards using images and content to share your interests and experiences in your field.

Mark boards “secret,” if they are going to contain content you would prefer to keep private.

Courtesy of the National Association of Colleges and Employers.

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**LinkedIn****BUILDING A STRONG LINKEDIN PROFILE**

- **Use keywords in your summary statement.** Many employers search by keyword, so use keywords—technical terms and skills—from your field. Not sure what your best keywords are? Find profiles of people who hold the job you’d like to get and see which keywords they use.
- **Write short text.** Describe your skills and abilities in short bursts of keyword-rich text. Use bullets to separate information.
- **List all your experience.** LinkedIn, like other social media, helps you connect with former colleagues and networking contacts who may be able to help you find a job opportunity. It also gives an employer searching to fill a job a description of your expertise.
- **Ask for recommendations.** Collect a recommendation or two from someone at each of the organizations where you’ve worked. Don’t forget to get recommendations for internships you’ve completed.
- **Refresh your news.** Update your status about major projects you’ve completed, books you’re reading, and professional successes you’ve had, at least once a week. This lets your professional contacts know what you are doing and serves as a sign of activity for potential employers.

*Courtesy of the National Association of Colleges and Employers*

“References available upon request” is a statement that can make or break your job offer. Here are 10 tips for assembling a successful reference list.

**1. Ask, don't assume.** Ask your references for permission to use their names. Confirm the following:

- Do the people you include as references actually want to give you a reference?
- Does their schedule permit time to discuss your qualifications?
- Most importantly, what kind of reference will they be? When it comes to references, neutral is the same as negative, so ask your contacts to be honest: Can the people you ask give you a positive recommendation?

**2. Let the professionals do the job.** Potential supervisors are not interested in hearing friends or relatives talk about how nice you are. They want confirmation for their main objective: Are you going to deliver the duties of the job? Good reference sources include previous supervisors, co-workers, professors, or advisers. Think outside the box: If you voluntarily coordinated an organization's fund-raising effort, the organization's supervisor could be a great reference. It doesn't matter that you weren't paid.

**3. Avoid name dropping.** A reference's name or job title is insignificant compared to the information he or she will provide regarding your strengths and weaknesses. CEO may be a loftier title than supervisor; however, who can better attest to your abilities on a daily basis?

**4. Provide references with the appropriate tools.** Give each reference a copy of your resume, so he or she has a complete picture of your background. Provide a description of the job to which you are applying. Knowing the duties and responsibilities ahead of time will prepare references for questions they may be asked and help them relate your experience to the potential job.

**5. Alert references to potential phone calls.** Contact your references and tell them to anticipate a phone call or e-mail. Tell them the name of the company, and the position for which you interviewed. If you know the name of the person who will check your references, offer that information, too.

**6. Keep your references informed.** Were you offered the job? If so, did you accept? When will you start?

**7. Thank your references.** When you accept a job offer, take the time to write each of your references a thank-you note. They have played a valuable part in your receiving an offer.

**8. Keep in touch.** Don't end contact with your references. Send an e-mail, call or meet them for lunch on occasion. You never know when if and when you may need to call upon them to be references in the future.

**9. Update your list.** Just like resumes become outdated, so do reference lists. As your career builds, keep your reference list up-to-date.

**10. Return the favor.** Your references may have been the deciding factor in your job offer. When you are asked to be a reference, say yes.