How to Market Yourself

Carolyn Barringer, FSU Career Center

Aaron Moser, Auto-Owners Insurance
Career Video

Importance of Networking
70% of jobs are obtained through Networking
19% obtain a job by connecting through social networks
How is your online presence?

• Can you be found?
• Search your name – also look in photos?
• How long does it take to find you?
• What do you find?
• What if it’s bad?
E-IMPRESSION

- 77% of Executive Recruiters use search engines when screening candidates
- 35% remove applicants based off information seen on the Internet
Social networking is a kind of introduction
Why use social networking sites?

• Show that you are well-rounded
• Demonstrate that you are well-connected
• Provides a “snapshot” of who you are in real life
• Acts as a “gatekeeper” to connections you might not normally contact
Status Update:
"Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work."
--Connor R
Using Social Media in Job Searching

Top 100 Pinterest Boards for Job Search
Social Media Can Help You

• Locate potential employers
• Research employers
• Be found by employers
What is LinkedIn?
Degrees of separation

How You're Connected

You

Shirley Rowe

Debbie Osborn

Marilyn Maze

and 7 more connections in common
Get introduced

Sarah Backes-Diaz, MS, NCC, MCC, LPCC
What is LinkedIn?

- Online business card, your resume, and your letter of recommendation all in one
- How do I begin to build my online network?
- Different components of a LinkedIn profile
LinkedIn

- BrandYourself recently analyzed 100,000 profiles and found that LinkedIn was the social network MOST often appearing at the top of Google search results
- Compete.com says the traffic of LinkedIn is about 25-26 million a month
- Over roughly the past year, LinkedIn’s corporate clients increased by more than 40% to about 13,700 in late 2012 from 9,200 in late 2011 (Boston Globe)
Resources

• university.linkedin.com/career-services/
• www.linkedin.com/studentjobs
• Jason Alba's site:
  – www.imonlinkedinnowwhat.com
• LinkedIn’s Help Center
  – www.help.linkedin.com
• LinkedIn Checklist
  – http://tinyurl.com/bopwezj
a few things about a great handshake
Not this...
Definitely not this...
Let’s go for 1-3 pumps, be firm, and be done with it
People talk about themselves. Ask about their family and other interests.
Try to be an active listener. People will often give clues about where they want to guide a conversation.
Be Your Own Advocate

- Be honest with employers on your visa status
- Ask about opportunity for OPT employment
- Practice
Elevator Speech

• Who am I?
• What do I have to offer?
• Why am I interested in your organization?
• What do I have to offer and how am I a good “fit” with your organization?
• Questions for the employer
Example Elevator Speech

- Hi, my name is ______________. I am currently a graduate student majoring in ____________. I am planning to (name your career aspiration). I have been fortunate to gain experience in _______________ and _______________ and am looking for _______________. 
For more information, please visit career.fsu.edu
Visit the FSU Career Center

- Dunlap Student Success Center
- Drop-In Advising Hours
  Monday-Friday: 9 am - 4:30 pm
  Extended hours Tuesdays until 8 pm