Using Technology for Job Searching and in the Workplace

Technology has changed our workplace, professional relationships, and job search strategies. Understanding how to use technology professionally is essential for success in today's workplace.

Tips for the Job Search
Do…
-Become comfortable talking on the phone. While job searching, you may have a phone interview, so it is important to practice your tone and delivery to ensure effective communication.
-Dress professionally for Skype interviews, all the way down to your shoes. Some employers ask candidates to stand up for an interview, only to find them wearing a suit jacket with pajama pants.

Don't…
-Use your phone at an in-person interview. Instead, keep your phone off and concealed in your purse or pocket during an on-site interview. From the moment you enter the building, consider it a phone-free zone for your interview. Instead of texting while you are waiting for the interview to start, use the time to introduce yourself to the receptionists and other job candidates.
-Apply for jobs on your smart phone. Many online job portals do not have mobile compatibility, complicating the mobile application process.

Tips for the Workplace
Do…
-Call your co-worker when it will be easier to explain a concept verbally than via email. While talking on the phone may feel awkward, it can save time and strengthen your relationship. Better yet, speak to them in person!
-Use your phone after work to coordinate events with co-workers, like a company sports game, carpool, or meal.

Don't…
-Text for personal reasons while at work, except on break. Even during breaks, rather than texting while you are walking around the office or eating lunch, talk with your colleagues to expand your network and make friends.
-Text other colleagues on work-related matters during meetings, unless it is absolutely urgent.

Tips for the Job Search
Do…
-Create and regularly update your LinkedIn profile. 92% of employers use social media sites like LinkedIn to find people to fill open positions.[1]
-Follow companies on Facebook and LinkedIn to receive immediate updates, learn about a company's culture and values, and to stand out as an applicant. Often employers will check to see if you are following them on social media. Applying for jobs through LinkedIn can also give you an edge in the application process because it shows your technology proficiencies.
-Keep your posts positive and appropriate. Ask yourself, would I want my grandma to see this? Remember that what you post lasts forever. Even on anonymous sites like Yik Yak, there are ways of tracing posts to the users. Similarly, private profiles are less private than we might think, as recruiters have ways of circumventing your "private" profile to access your information.
-Post articles that are relevant and interesting to you in order to put yourself on others' radar.
-Use the Pepperdine Career Network and LinkedIn to connect with alumni and arrange informational interviews.

Don't…
-Connect with strangers on LinkedIn without sharing your reason for connecting, such as for an informational interview. Similarly, do not accept connections from strangers without good reason.
-Post personal content during work hours because each post has a time stamp.

[1] http://www.adweek.com/socialtimes/survey-96-of-recruiters-use-social-media-to-find-high-quality-candidates/627040
"Recruiters' Advice for Candidates" Image from http://www.adweek.com/socialtimes/wp-content/uploads/sites/2/2015/09/Screenshot-2015-09-22-at-08.01.35-e1442934303329.png

Recruiters' Advice for Candidates

👍	👍	👍	👎	👎	👎
Do share details about volunteer, professional, or social engagement work	Do engage with current events, appropriately	Do double check your spelling and grammar	Don't share details of alcohol consumption	Don't rush to post that selfie!	If you're looking for a job in communications or marketing: don't delete your profile!
76% of recruiters view this positively.	52% of recruiters view this neutrally, while 47% view it positively.	72% cite these mistakes as a negative	54% of recruiters view this negatively Or marijuana use (75% of recruiters view this negatively.)	25% of recruiters see selfies negatively, although 72% are neutral	33% of those in this field viewed limited social media presence as a negative.

In the Workplace

Do…

-Learn your company's technology policy. Each company has different expectations.
-Use your social media knowledge to benefit your company. For example, you can use your skills by creating a Facebook page for company interns or a marketing campaign for your company.

Don't…

-Post confidential company or employee information online.
-Post negative things in general. Posting something offensive could cost you your job.
-Post negative things about your company or co-workers. Your profile is not as private as you might think.

Tips for the Job Search

Do…

-Follow up with the people you meet at networking events within 24 hours of the event.
-Send an email thank you note within 24 hours of the interview. Excel in the interview process by writing a handwritten thank you note to your interviewer in addition to sending an email thank you note. This will show your true interest in the position and professionalism.
-Use spell check and read important emails out loud before sending.

Don't…

-Forget to check your spam for emails from recruiters that may have ended up there.
-Use informal language such as "hey" or "what's up" in job searching emails.
-Ask for a job in a networking email.

Tips for the Workplace

Do…

-Type with kindness. Little formalities, such as "dear" and "thank you," can go a long way.
-Give your colleagues grace. Since email does not communicate tone or body language, misinterpretations happen. When a message seems aggressive, try to see the sender's perspective.
-Follow-up quickly, within at least 24 hours of receiving an email.
-Review email drafts. For sensitive topics, step away from the computer or ask a friend to read it before sending.

Don't…

-Spend your entire day checking and responding to emails. It can be easy to be overwhelmed by emails. Create a system for yourself to minimize stress and ensure effective time management.
-Set boundaries for yourself with regard to email. If a colleague emails you at 2am, giving an immediate response can create an expectation that you are always available after work hours.