

## **RIT Alumni Career Success Series – Using Social Media for Your Job Search Transcript**

Slide 1: Hello alumni, and welcome to the fourth and last session in our Career Success Series. I'm Kris Stehler from the RIT Career Services Office, and I manage all the alumni career programs and services for the office.

Slide 2: Tonight we're going to talk about the importance of using social media in your job search. We'll cover the basics of the most common social networking sites, explain why and how to use them in your job search, and introduce you to two RIT-specific databases you can use for networking and professional contact development.

Slide 3: As you most likely know, social media is comprised of web technologies that people use to interact with other people around the world, for personal, entertainment, and professional purposes. Social networking specifically involves making connections with other individuals and groups. At this point in time, social networking has become a pervasive way by which people of all generations and socioeconomic backgrounds interact. Because it's become so widely used, it's essential that you know how to use social networking in your professional networking and job search processes.

Slide 4: The job posting process has truly changed in the past few years. Companies are discovering that it's easier to post positions, and that they're better able to target qualified candidates, on social networking sites like LinkedIn, and through their company Facebook and Twitter pages. Indeed, some companies post their job openings solely on social networking sites. Additionally, recruiters are able to connect with potential employees through their social networking connections in a kind of referral process, which takes away an element of the unknown about a candidate.

On the candidate side, your ability to promote yourself and network online demonstrates that your technical abilities are current. Social networking sites also give you the ability to differentiate yourself in a variety of ways, highlighting your skills and accomplishments to prospective employers beyond a traditional resume. We all know that networking is the number one way to find a job (70% of all jobs are found through networking). Social networking sites allow you to develop connections with companies, contacts and recruiters, all of which you can then use in your search for that perfect job.

Slide 5: We've discussed branding throughout this series. When you're searching for a job, you're really trying to sell a product – yourself - to prospective employers. How does one sell a product? By creating a brand specific to that product, that sets it apart and demonstrates why it's the best fit for your needs. We all know the Nike, Pepsi, and Toyota brands – easily recognizable by the qualities they promote through their advertising campaigns. You have to create your own brand, that sets you apart, and demonstrates that you're the best fit for a prospective employer's needs, by highlighting your accomplishments, skills, key attributes and strengths.

Once you know what you have to offer and can demonstrate how you will be an asset to a company, you have to build your professional brand – an online presence that will be found hiring managers, contacts and recruiters. Before you begin, Google yourself, to see what's currently visible about you online. Surprised? Anything negative? More than one person with your name? Your goal now is to be

at the top of the Google search for your name, with positive references that denote a strong professional brand.

Here are some ways to accomplish this. You'll see that developing a strong professional brand takes continuous effort and dedication. You have to manage your professional brand the way you would manage any project, maintaining consistency throughout all online venues, and keeping your goals in sight. It's not enough to create a LinkedIn profile and wait for the contacts and offers to come to you – you have to reach out, be active, demonstrate your skills, abilities and knowledge – put yourself out where others can see you and what you have to offer. If you've never written an article or a blog, or built a website, this is the perfect time to further develop your skills while you're demonstrating your industry knowledge.

Slide 6: Now we'll talk about some specific social networking sites. The most important, in terms of professional networking, is LinkedIn. Hopefully you all have a profile and are actively using LinkedIn. LinkedIn has many features that make it ideal for professional networking purposes, including the fact that it's widely used, by individuals, companies AND recruiters.

Slide 7: LinkedIn allows you to connect with other professionals – both people you already know, and people you'd like to know. Your own contacts can serve as a referral to connect you with their contacts, or you can introduce yourself to prospective contacts, individually or through groups to which you both belong. You can join groups in which you're interested, and connect with members. You can also connect with other RIT alumni – a great resource for your networking! As we mentioned before, many companies post jobs on LinkedIn, and you can make connections with recruiters.

Slide 8: Your goals in using LinkedIn should be to develop a strong, influential presence, so that you can be found – by recruiters, hiring managers and key people in your field, and to find the key people in your field (including recruiters, HR and hiring managers, RIT alumni and other contacts) who can help move you forward in your career and job search goals.

Slide 9: As we discussed in last week's webinar, LinkedIn allows you to build a comprehensive profile that showcases your professional brand. More than a simple resume, your LinkedIn professional profile incorporates all elements of your experience, skills, interests, and capabilities in a way designed to attract the attention of recruiters and networking contacts – what one source refers to as your “interactive business card.” This is your space to differentiate yourself from the competition and demonstrate your qualifications, so take full advantage of this way to introduce yourself. Here are some tips for building a strong profile. We'll talk more about some of these in more detail.

Slide 10: Before you put your profile together, do some research; check out other profiles from professionals in your field – what key words do they use, how do they summarize their experiences? Then think about what sets you apart from the competition, and what your key strengths and skills are. You can then organize your profile summary to best highlight these strengths and present your professional brand. Once you put your summary together, make sure you get feedback – review it with your Program Coordinator in our office, and with other professionals in your industry to ensure that it measures up to industry standards, and contains all the key words that will get you noticed by recruiters searching LinkedIn. You should even do an advanced search using the key words in your summary, to see if you show up in the search results – if you can find yourself, you will know recruiters can find you also.

Slide 11: Here is a success tip for your profile. Use the keywords that you have found in your research for your targeted position – the position you want. These should be reflected throughout your profile, in your headline, your summary, and your skills section. A good practice is to go into the advanced people search and enter your keywords – make sure that you come up in your search, and preferably near the top of the list. If you can't find yourself, you'll know that others won't find you either, and that you have more work to do.

Slide 12: Another tip is to be sure you have a professional photo on your profile page. This is your first impression for people searching LinkedIn for potential candidates, so you'll want a photo that reflects your confidence and competence. Don't just throw any photo up, take the time to make sure it reflects the image you want to project to your target audience. Again, think about your targeted industry or field; if you aspire to be an accountant, you will have a professional photo in a business environment; if you're an environmental scientist, it's appropriate to have a photo outside, literally in the field.

Slide 13: Here's a good example that encompasses all the key elements of a good profile. You'll see that Lindsey has a title that highlights her niche strengths and is loaded with keywords for her target market. So instead of titling herself Marketing Manager, she becomes a vibrant candidate who knows who she is and what she wants. People searching for these skills will find her easily.

Slide 14: And that's what you're looking for, to be found, both by humans (HR managers, hiring managers and recruiters), as well as search engines. SEO – search engine optimization, is a tool many recruiters use to source candidates, and of course it looks for those important keywords. Again, keep your target audience in mind as you develop your title and summary.

Think about what else can differentiate you – add rich media that shows, rather than tells. You can include many types of media, including videos, links to websites, presentations you've done, articles you've written, and there are many apps for LinkedIn that help you showcase your accomplishments.

Slide 15: Another tip is to get endorsements from people who can speak to the skills you want to emphasize. LinkedIn randomly adds skills it thinks you might want to showcase, and asks your contacts to endorse you. Instead, take control and add your own skills, and actively seek endorsements for those key skills for your targeted field and job. Monitor and manage your endorsements – you can move, add and demote any at any time that aren't relevant to your goals.

Slide 16: Your top 10 endorsements show, with those contacts who have endorsed you. These readily catch the eye of recruiters, so be sure they represent your targeted field and highlight your relevant skills and expertise.

Slide 17: Endorsements are quick agreements by your contacts that you possess certain skills. Recommendations on the other hand are more in depth, thought out additions that match a skill to an accomplishment, supporting your strength in that area. You'll want to make targeted requests for each skill and experience that you want to emphasize, so that prospective employers can see your history of success in those areas. Be selective, and be specific on what you'd like them to focus on – not the precise wording, but the project, job, or activity. You can get recommendations for any experience you've had, including volunteer activities or group memberships – any chance you've had to demonstrate that particular skill.

Slide 18: It's also a good idea to find and follow the key influencers for your industry and field. You'll be able to keep current on news and trends, and also find more people to connect with, for networking and leads to potential opportunities.

Slide 19: Once you have your profile completed, be sure to keep it fresh and updated. When you add or update something, you'll be brought to the front in any SEO searches. Things to consider include updating your group memberships – we'll talk more about groups later, adding regular status updates to emphasize new activities you're doing, articles you've written or would like to share, etc. Be sure these are relevant updates, and not just empty words that waste people's time. Add any new skills and experiences, and of course continue to manage your endorsements and secure recommendations that support your skills.

Slide 20: Check to see who has viewed your profile, and follow up as appropriate. If a prospective networking contact has checked your profile you can send a connection request – personalized of course. If a recruiter or HR manager has viewed your profile, this means you have come up in one of their keyword searches. You can follow up with your resume, or a note letting them know you're interested in a further discussion about potential opportunities. This is one more way to actively manage your LinkedIn account.

Slide 21: Once you have a solid profile, your goal is to become as influential as you can. You need to know yourself, your niche, and your audience, so you can target all your activity accordingly. Always post your relevant updates, so people in your field will find you. And do look for the influencers in your field and connect with them. You can again use the advanced people search and relevant keywords. If you're connected with the people who are the industry leaders, you'll benefit from their knowledge, resources and contacts. Here are additional ways to become influential.

Slide 22: One of the primary functions of LinkedIn is to network. You should connect and network with three main groups of contacts. First, do use your social contacts – all your friends, family, co-workers (or former co-workers), former faculty, and people from any other social groups of which you're a part. Do an advanced search in the People section, and when you find them, ask to be connected. This group may be helpful in linking you with people they know who can help in your job search, and can send referrals your way. Don't forget RIT alumni - we'll talk more about finding them later. The second group of contacts are recruiters or headhunters, who use LinkedIn extensively to find candidates for the positions for which they're recruiting. You'll want to find and connect with a reputable recruiter for your industry. We'll discuss this process in a bit. The third group of contacts are the hiring managers for the companies in which you're interested. This can be an involved process, and will take effort on your part, but can be key to a successful job search.

Slide 23: In connecting with your targeted companies, remember that people always opt for a known commodity, in the same way, hiring managers would rather hire people that come recommended. So when searching for the hiring manager in the department of the company you're interested in, see which of your own connections can give you an introduction, referral or recommendation to that hiring manager. This is another good reason for strategically building your LinkedIn network.

Slide 24: As an example, I've put Harris RF in the company section, and engineering in the title, and have limited the search to Rochester.

Slide 25: The results are people in LinkedIn who work in engineering at Harris RF in Rochester. But which one should I reach out to?

Slide 26: If I dig further to see which of my own connections are connected to these people, I immediately see one that I know well – Mary Turcotte in this case. I feel comfortable that she will help make an introduction for me with this individual.

Slide 27: I can now craft a customized message that will go to the contact, via Mary, my own contact, and I'll write a note to her as well, saying why I want to connect with him and asking her to pass along the message. When he receives it from her, the chances are better that he'll take the time to read and consider her request. This doesn't always work, of course, but this is another good reason to manage your connections and keep in contact with them, so they feel comfortable outreaching on your behalf.

Slide 28: The point here is to make strategic connections, those that are relevant for your field, the companies you're targeting, and your career and job search goals. Once you've got your targeted list of contacts, you can then approach them with a request to connect – these should all be customized, and focused on the mutual benefits of your connection. It should not be just about what they can do for you, take the time to determine how connecting with you can benefit them, and let them know. Or share something that you have in common, as a basis for the connection.

Slide 29: Once you have connections, don't just let them sit there— actively manage and utilize them. I think sometimes people think all they have to do is acquire connections and sit back and wait for people to come to them with job offers. Here are some ways to really utilize the contacts you've made.

First, gather information. Check profiles to see if you can add keywords to your own profile, see what groups people are joining, and even what companies they've worked for in the past – you might be able to add to your targeted company list. See what contacts they have, for suggestions on who you might want to reach out to in the future. As you find these, you can request that your connections make introductions on your behalf.

Also, look for opportunities to request targeted endorsements and recommendations.

Slide 30: Here's another success tip; in the spirit of reciprocal networking, stay in contact through LinkedIn messaging, and be sure to offer your support and expertise to them. Also try to make some contacts more than just LinkedIn connections; try to arrange in person meetings to take your relationship to the next level.

Slide 31: RIT alumni are a good source of connections on LinkedIn; most alumni are very willing to provide assistance to other alumni – as you should be as well. There are several ways to find RIT alumni. The first is the university feature, which shows you in depth where RIT alumni are, by location, field, company, etc. You can also do an advanced people search by targeted company, by inserting the company name, and Rochester Institute of Technology into the school box. You can do a similar search for your major or field by inserting key words. You can also insert a specific geographic location, and connect with alumni in a targeted location, for tips on relocation.

Slide 32: Here's the LinkedIn alumni tool; if you go to this website and put in Rochester Institute of Technology, you'll get a good summary breakdown of where RIT alumni are. Again, you can use this information to connect with alumni in your field, location, and targeted companies. You might also get

ideas for additional companies to target, positions in your field you may not have thought of, and other areas to research further.

Slide 33: Here's another page on the alumni tool; you can dig deeper and find alumni by major, as well as company.

Slide 34: Here's another success tip; when you're making connections, find a recruiter – third party recruiter, headhunter – for your field and geographic location and connect with them. Many companies use recruiting agencies to source their jobs, so connecting with them will help you gain access to these jobs.

Slide 35: To find a recruiter, go to the advanced people search section, and put your field and the word recruiter in the search box, adding location if you'd like. In this case we've done a search for IT recruiters. Once you have your list, you can research them and their agencies, and find ones you feel are reputable and work with companies you're interested in. You can then reach out to make a connection.

Slide 36: Groups are an important part of LinkedIn. Take advantage of the 50 groups that you can join, and find groups that are relevant to your industry, field, and specific areas of interest. You should also join the RIT alumni groups – the general one and specific college ones, and of course our office group – RIT Career Services. There are general groups that may be of interest as well, such as women's groups.

Slide 37: You can do an advanced search in groups to get an idea of what's available for your industry, field, or niche area. LinkedIn has just changed some of their policies relating to groups. You may now find some are hidden, and only available through a personal invite from a group member. This is another good reason to make as many networking contacts as you can, to be able to join the groups most relevant to you.

Slide 38: Once you're part of groups, again be active, don't just be a lurker. By being part of a group you have access to all group members, so demonstrate your skills by sharing your expertise. You can start discussions, contribute to ongoing discussions, and connect with group members for additional networking. Again, you can use groups for research; check out members' profiles, companies, and other group suggestions. Companies sometimes have their own groups; if you're targeting specific companies check to see if they have a group you can join.

Slide 39: For example, Paychex here in Rochester not only has a company LinkedIn page, but a group page, where they frequently post positions.

Slide 40: So again, to maximize the potential of your groups, make sure to join groups that are relevant for your field, be a contributor, not just a lurker, and be sure all your posts are relevant to the group's purpose and interests (you don't want to waste anyone's time, but demonstrate your expertise), and be professional at all times. Whether you're posting or commenting on other posts, there is bound to be different viewpoints; be sure to respect everyone's perspective. You also want to adhere to the group's rules; different groups may have different rules for submitting posts by subject, etc.

Slide 41: In terms of finding actual jobs using LinkedIn, there are several things you should do. There's a Jobs tab that allows you to search for posted positions directly, by keyword, location, and job function. There's also a Job Seeker Premium feature that offers additional features for the job seeker, for a

monthly fee. Make sure all your contacts know you're looking for a job, and join and participate in Groups, as we've just discussed. Members of groups share job leads, articles of interest, and tips to assist each other. For example, employers frequently post active job openings on our RIT Career Services group. Many companies have their own LinkedIn pages, where you can find jobs, get information about the company, and see what employees you may be connected with (either directly or through your contacts' connections). You can also check and see if any RIT alumni work at companies in which you're interested – reach out and make a connection with them! Search on People using industry key words, and see where people with your skills are working – this may give you additional companies to research. As we mentioned earlier, more recruiters and hiring managers are using LinkedIn exclusively to find candidates these days, so make sure you're attractive to recruiters, by using all the relevant key words for the job you want.

Slide 42: On a company's LinkedIn page, search the New Hires section, to see if there are any who are connected to you, that you can reach out to.

Here's something you may not have thought of – find start up companies who may have a need for your skills; this is a chance for you to get in on the ground floor of an exciting opportunity.

Do reach out directly to hiring managers and let them know how exactly you can help them solve their problems, why you're the best candidate.

Slide 43: In the Advanced search feature for jobs, LinkedIn displays jobs that match your skills and keywords. You can also search for positions by geographic location, industry and function, and also by additional options including experience level and salary. You can save your searches to go back to later.

Slide 44: Here's another success tip – follow your targeted companies. You'll get information on events and other happenings at the company, they may post jobs, and you may find out news about new hires (that you may know) and promotions, which may leave a slot you can fill. The more you know about a company, the more you can determine how you can fit in and fill a need they have, which is essential when you approach key people in the company about potential opportunities. Based on the keywords and experiences in your profile, LinkedIn will suggest additional companies for you to follow, which may expand your targeted company list.

Slide 45: We've talked about reaching out to potential connections. When you're searching for industry contacts, make sure you use the keywords that are industry specific and related to your niche. Again, use the advanced people search function to find people in your industry.

Slide 46: A few final words about LinkedIn. You want to back up your account, including your profile and your contacts, just to be safe in case your system gets hacked.

Slide 47: LinkedIn has various levels of accounts. The free account is very powerful, allowing you to do everything we've just discussed; to conduct in-depth research and networking, to connect with targeted companies and potential hiring managers, use the alumni feature, and join groups. There are other premium levels, with various prices, that give you additional benefits, which you may find useful, especially if you are in a job search. I'd recommend fully utilizing the free features, and then determine if the additional features of the premium accounts may be worth your while.

Slide 48: You may have heard of Twitter, the real-time social networking site on which people “Tweet” about their activities. While primarily a way to stay updated about your contacts, Twitter can also be used as a tool for your job search. With over 300 million active users each month, this is a resource that you can’t afford not to use.

Slide 49: Twitter can help a job search in several ways, which we’ll discuss in detail.

First, it allows you to help build your credibility with people and companies in your industry and interest areas.

Through Twitter, you can also expand your network of professional contacts.

Finally, you are able to find actual job postings on Twitter, through a variety of ways.

Slide 50: Twitter offers a good opportunity to expand your brand and connect with a whole new constituency. Brand Yourself on Twitter provides tools that help you manage your online reputation and promote yourself across the social web. When you create your Twitter profile, remember you’ll be using this media for professional purposes. Use your real name for your username, so recruiters can find you. You can also include a title, i.e. @your name + engineer, or expert. Keep your professional picture. Your bio needs to be targeted, as you only have 160 characters available. Use specific key words for your industry, that will show up in a search. And take advantage of the tools available on Twitter to create a custom, professional background, on which you can showcase your other online information, including websites, LinkedIn profile, blogs, and articles you’ve written.

Once you’ve set up your Twitter page and profile, you’ll want to gain followers (who can hopefully lead you to jobs). The way to do this is to actively Tweet (submit comments) – add content to the Twitter network. Here are some ways to do this. Your goal is to be seen as an active and knowledgeable participant, eager to be involved in your industry, and to make connections with like-minded people.

Slide 51: To build your online network, search for and begin to follow people, companies, professional associations, journals, etc in your industry. Once you start following other people and commenting on their Tweets, you can begin to establish relationships, which can ultimately lead to referrals, recommendations, tips and suggestions for your search (as with any other networking contacts). Your ultimate goal is to follow many people to gain industry knowledge and potential contacts, but to really develop and nurture a few relationships that will turn into valuable assets for your job search and career.

Slide 52: There are two main ways to use Twitter in your job search.

First, you can use Twitter as a networking tool, and find opportunities indirectly through your connections, followers, and those that you follow. These opportunities will result from your networking efforts, discussed in detail in the previous slide “Building Your Online Network.”

Second, you can find opportunities directly through Twitter in these ways. Outreaching to people who work at your targeted companies can lead to information on job openings. Following companies can get you information on jobs in real time, and sometimes before they’re released to the world at large. Savvy job seekers will stay on top of these opportunities by actively following their companies of interest. Putting @Microjobs in the search area on Twitter brings up Tweets from companies and

contacts with actual job postings, and often links directly to the postings or companies. @TweetMyJobs (again search in Twitter) is a place for people to talk about job openings as well as their job successes, sharing information and leads. If you go to the website <http://TweetMyJobs.com>, you'll find job postings, and can set up search agents to send alerts to your Twitter account when jobs matching your search criteria are posted to the site. Other hashtags you can search on include #job listings, #job openings, #freelance, and #company name jobs.

Slide 53: Here are some final tips for using Twitter. Do put your elevator pitch or introduction in your bio, use a professional photo, and include links to your online resume; these will give you a proper professional introduction to potential recruiters. Spend some time to create a custom background that will further define your brand and make you stand out from the competition. Follow all industry experts for your industry – really become involved in what's out there, including sharing your own expertise, to gain exposure. Above all, be consistent in all your online platforms – you want your brand to shine, no matter where companies find you. You can find more information on using Twitter at [twitter.com](http://twitter.com), and Dan Schawbel has put together a great example of a professional Twitter page that you can check out.

Slide 54: You may not think about Facebook when you're thinking about your job search, but it can be a powerful tool for making connections – with individuals as well as companies – that can lead to jobs. Dedicated to helping people make connections, Facebook is continually growing, and the fastest growing demographic is those 35 years and older. The average Facebook user has 120 friends, so you have the opportunity to grow your network exponentially, by connecting with family, friends, as well as business contacts and companies. You can even join groups of like-minded people, to develop even more contacts, and share news, jobs, and other things of interest.

Slide 55: As with other social networking sites, it's helpful to develop an organized strategy, focusing on a few key elements, for using Facebook as a job search resource. First, since Facebook is generally known as a social networking site, it's necessary to make your profile professional, and to monitor your Facebook page regularly, to ensure all information on your page says professional. Make sure you have a professional photo, and keep social pictures off your page. You'll want to include things that will showcase your expertise, including your resume (Facebook has an application that lets you post your LinkedIn profile or resume on Facebook – just visit the applications section and do a keyword search on “resumes”.) Also post any other things you've done on the Internet, like blogs, articles you've written, professional associations to which you belong, and anything else that represents your professional brand.

Facebook allows you to organize your connections by category, so you should make lists that are meaningful to you, like family contacts, friends, referrals, professional association contacts, and company or business contacts. This will allow you to easily share relevant information and updates with the appropriate contacts. Again, it will be necessary to check your privacy settings and monitor your page frequently, to make sure other people aren't posting inappropriate things, including pictures.

In addition to making “friends” with individual contacts, Facebook lets you become a fan of companies through their Facebook pages. Doing this lets you get information and updates on your targeted companies, see job postings, and even community events sponsored by the company that you may be able to attend. This is a good way to stay up to date on companies that interest you.

Slide 56: Here are some specific suggestions for using Facebook in your job search.

Facebook has a marketplace, with advertisements for numerous goods and services. Some companies post job opportunities here, and even allow you to send a message and your resume to the hiring manager.

Search for and join groups in your professional field of interest, and also become fans of the groups' pages. Once you're a member of a group, you can connect and network with other members, sharing industry information, job opportunities, referrals, and tips for a job search. As with any networking group, the more members get to know you, the more willing they will be to send jobs your way, and make recommendations on your behalf to their contacts.

Don't forget to use your personal friends and contacts – let them know you're looking for a job and would appreciate any contacts or referrals they can make.

You can also use the classmate and coworker searches to reconnect with former classmates and people with whom you used to work. You may find some who now work at companies in which you're interested, and who can help you get a foot in the door.

Facebook allows you to add applications to your profile. The ones in this link can assist with your job search and networking activities.

Slide 57: BranchOut is a relatively new application for Facebook, that allows you to create a professional presence on Facebook, and leverage the over 600 million Facebook users to get connections to jobs. BranchOut lets you search for jobs by company, position, location, industry, and area of expertise. It also displays your inside connections at companies in which you're interested, and recruiters use this application to search for candidates. When you register for BranchOut, it will show up on your Facebook page, and once you complete your profile, you can search for jobs, see inside connections at companies that post jobs, get endorsements from contacts that will get you noticed by recruiters, and see extended contact possibilities – contacts that are friends of your own contacts – with whom you can connect for potential networking and employment opportunities.

Slide 58: Here are a couple of last social networking groups just for RIT alumni. Our office job posting system – Job Zone – has a networking feature called the Professional Network. This is a growing database of RIT alumni, employers, and other friends of RIT who have agreed to act as networking contacts for RIT students and alumni. In this capacity, they are willing to provide information, guidance, suggestions, resources, and contacts, on a one-time or recurring basis, to those searching for a job (but don't ask for a job directly). This database is searchable by company or major, or you can browse to find members with jobs who match your interest areas. You'll make the initial outreach requesting contact and if available, members will respond, and you'll begin your connection. Past participants in the Professional Network have connected for a one-time informational interview, by email, phone, or in person, while others have developed longer-term mentoring relationships. Either way, this is a great resource for building your professional network, and benefiting from the experiences and expertise of alumni and employers in your field.

Slide 59: The RIT Online Community is available only to RIT alumni, and provides you with access to our over 108,000 RIT alumni. This site is on the Alumni Relations Office website, here, which is separate from the Career Services website. However, we now have single login university wide, which means you will use the same username and password to login to all your accounts.

Slide 60: Once you register in this system, you can search the Tiger Locator directory by major, industry, job type, geographic location, and other criteria. The system will give you a list of alumni who meet that criteria, and if they have agreed to share their information, you'll have the ability to see their in depth job and education details. You'll also be able to send them an email, in which you can introduce yourself and request advice, information, and contacts to help in your search (don't ask for a job directly). As with other networking contacts, your goal is to establish a mutually beneficial connection, which will hopefully lead you to other contacts and resources.

Slide 61: And remember we're here to assist in any aspect of your job search, including helping you develop or reviewing any of your social media materials. If you would like to know who your career services advisor is, just contact me and I'll connect you. Feel free to email me with any questions you may have.