Upcoming Events

• Thu, Sept 13, 6pm  Accenture - Co Presentation  Loc: 4-163
• Thu, Sept 13, 6pm  Analysis Group - Co Presentation  Loc: 1-135
• Mon, Sept 17, 2pm  How to Work a Career Fair  
  Pre-registration requested on Careerbridge.  Loc: E25-111
• Mon, Sept 17  7pm  Careers in Consulting  
  Pre-registration requested on Careerbridge.  Loc: 3-370
• Tue, Sept 18, 2pm  Developing a Meaningful Elevator Pitch  
  Pre-registration requested on Careerbridge.  Loc: 24-121

Plus Many, Many More…https://capd.mit.edu/events
Job Search Strategies
A Multifaceted Adventure

Expected Learning Outcomes from today’s talk:
• Lifelong Career Planning Process
• Things to consider during Job Search
• What skills employers want
• Job Search strategy
  • Self Assessment Exercise
• Establishing SMART goals
• Sample Job Transition Plan
• Networking & other Job Search methods
• Developing your Communication
Career Planning-A Life Long Process

Job Search
Resumes CV, Interviews, Networking

Focusing
Which organizations are a good fit? What do I need to be competitive? Who can connect me to these organizations? Networking

Exploration
What’s out there? What options do I have? What jobs fit my skills? What careers and industries can use them? Networking

Self Assessment
Who am I? What are my interests? What kinds of skills do I have? What are my work-related values? What is my work style? Networking

From Peter Fiske: Workshop at MIT. Modified from Stanford University Career Planning and Placement Office
Job Search Strategy
Things to Consider

What’s next in your career

• Do you need a job NOW, or do you have time to look?
• Do you want the Academic track, or should you consider Industry?
• If a non-US citizen, will your visa status impact your search?
• Are internships/contract/temp positions an option until you land?
• Are there other jobs you can perform until you find what you are looking for?
  • Sometimes job search is a two-step process to land the job you want
• Is a different profession an option?
• Is continued education, graduate school or a postdoc an option?
  • What are the financial implications of this option?
  • Will the economic climate be the same in the next few years?
Job Search Strategy
Things to Consider

What type of job fits your career goals?

• What type of job do you want?
• Do your technical skills and areas of interest match the demands of the positions you are pursuing?
• Do you need to strengthen your skills, what companies offer training?
• Are your expectations about companies and positions appropriate?
• What compensations practices will meet your expectations?
• Are there opportunities for advancement and promotions?
Job Search Strategy
Things to Consider

Is the culture in line with your work and life styles?

• What type of company structure would be one that you would be comfortable in?
• What atmosphere would be one in which you felt you could work and be productive?
• Are you compatible with the work environment you are pursuing?
• Do your philosophies and life values align with the company values?
Job Search Strategy
Things to Consider

What are the business strategies of companies that interest you?

• Do the company’s vision, mission statement and purpose compare with your career objectives?
• What are your target company’s reputations in their industry?
• Are your target companies financially sound? Do they have long-term financial strength?
Job Search Strategy
Things to Consider

Will your new boss/staff support your professional goals and growth?

- What management style supports your work style?
- How do companies communicate with their employees?
- How/when is the employee’s evaluation process conducted?
- Do you have a voice in your growth plan, will your opinions be heard?
Job Search Strategy
Things to Consider

Define Your Target Market

- What geographic area do you want?
- What industry do you prefer?
- What size organization is right for you?
- What organizational culture is right for you?
- Are there sufficient jobs in your target market?
- What resources do you need to obtain the right information?
Job Search Strategy
Things to Consider

Research and Gather Marketplace Information

- What organizations meet your criteria, and have the need for someone with your skills/experience?
- What are the business strategies of your target market?
  - Who are their competitors, what is their culture like?
- What resources are needed to obtain the contact information of key people in your target organizations?
- What are the compensation practices of your industry?
How Employers Rate Candidate Skills/Qualities

- Ability to communicate verbally (internally and externally) 4.63
- Ability to work in a team structure 4.62
- Ability to make decisions and solve problems 4.49
- Ability to plan, organize and prioritize work 4.41
- Ability to obtain and process information 4.34
- Ability to analyze quantitative data 4.21
- Technical knowledge related to job 3.99
- Proficiency with computer software programs 3.86
- Ability to create and/or edit written reports 3.60
- Ability to sell or influence others 3.55

5-point scale, where 1 = Not Important and 5 = Extremely Important

Let’s take a moment and identify every skill you have on this list...
Job Search Strategy

First Step - Assessment

• What are your strongest skills?
• What are your interests?
• What are your values and how do they relate to your work?
• What are your likes and dislikes in the workplace?
• What are your strongest personal traits?
• What is your career vision?
Components of Self Assessment

Four Major Elements

- **Skills**... What am I good at?
- **Interest**... What do I enjoy doing?
- **Personal Characteristics**... What are my strongest traits?
- **Values**... What is important to me?
Skills...What Am I good At?

Don’t confuse skills with experience

• Skills describe your ability to perform a task…
  • They are portable (problem solving, analytical, managing)
• Experience is usually expressed as a label attached to a specific job (Operations Manager, Project Leader, Supervisor)
  • Not always portable…unless you are applying for a similar job
• So...What are your strongest skills?
Assessing Your Skills Inventory

- Communication
- Facilitating
- Listening
- Managing Conflict
- Public Speaking
- Writing
- Synchronizing
- Budgeting
- Recording
- Client Relations
- Developing Systems
- Directing
- Serving Customers
- Delegating
- Developing Procedures
- Planning
- Other

- Implementing
- Coaching
- Motivating
- Training
- Team Building
- Researching
- Financial Analysis
- Assessing Quality
- Developing Work Plan
- Setting Priorities
- Analyzing Data
- Managing People
- Managing Projects
- Programming
- Developing Strategy
- Inventing
- Other

Check every skill you have…identify your top 3-5
Interest – What Do I Enjoy Doing?

People are more successful when they can work in an environment that interests them.

Probing Questions

What are your interests – both academic and personal?
- What do you love to do? (hobbies, activities, etc.)
- What books do you browse through in bookstores?
- What are your favorite courses?
- What is your passion…which cause would you give money to?
- If you were a reporter, what kind of stories would you like to write?
- What are your favorite objects/gadgets/toys?
- What sorts of information do you find most fascinating?
- Who are your heroes?
- What did you dream of being when you were a child?
### Interest – What Do I Enjoy Doing?

- Work Independently
- Work Without Stress
- Make Decisions
- Work In Small Firm
- Work Under Deadlines
- Do Same Job Everyday
- Do Repetitive Work
- Work in Teams
- Work With Customers
- Travel
- Live Near Work
- Make Own Hours
- Other

- Noisy Conditions
- A Lot Of Writing
- A Lot Of Reading
- Work In Large Firm
- Quiet Conditions
- A Lot Of Driving
- Lead People
- Fix Problems
- Physical Tasks
- Work Odd Hours
- Do Research
- Work Alone
- Other

Check off everyone interest you have...Identify your top 3-5 interests
Personal Characteristics...

Personal Characteristics make you unique and enhance your ability to perform certain tasks successfully in the workplace

- How would you describe yourself?
- How would others describe you?
- What are your strongest traits?
### Assessing Your Personal Characteristics

<table>
<thead>
<tr>
<th>Trait</th>
<th>Score</th>
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<tbody>
<tr>
<td>Accurate</td>
<td></td>
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<tr>
<td>Adventurous</td>
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<tr>
<td>Artistic</td>
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<td>Assertive</td>
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<td>Civic-Minded</td>
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<td>Compassionate</td>
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<td>Communicates Well</td>
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<td>Creative</td>
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<td>Dependable</td>
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<td>Efficient</td>
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<td>Emotional</td>
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<td>Enthusiastic</td>
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<tr>
<td>Good Attitude</td>
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<tr>
<td>High Standards</td>
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<tr>
<td>Inquisitive</td>
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<td>Kind</td>
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<td>Leader</td>
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<tr>
<td>Loyal</td>
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<tr>
<td>People-Oriented</td>
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<tr>
<td>Perfectionist</td>
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<tr>
<td>Persuasive</td>
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<tr>
<td>Physically Fit</td>
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<tr>
<td>Practical</td>
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<tr>
<td>Productive</td>
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<td>Rational</td>
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<td>Responsible</td>
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<td>Self-Assured</td>
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<td>Self Starter</td>
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<td>Sense Of Humor</td>
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<td>Sensitive</td>
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<td>Sociable</td>
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<td>Tolerant</td>
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<td>Trustworthy</td>
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<tr>
<td>Other</td>
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Check everyone you possess…Identify your Strongest 3-5 Traits...

Consider having someone close to you also assess your traits, then discuss
VALUES - What is important to me?

Your Values are one of the most important aspects of your career choices...they keep you on course

- Our personal values underlie every aspect of our life
- Values give meaning and purpose to what we do
- Values lend relative importance to various aspects of our work
- Sometimes we find ourselves in conflict with a work or life situation because it clashes with our values
- We need to re-examine our priorities from time to time, in light of changing life circumstances
- A common way people value careers is by economic rewards
  - But in many cases, money is not the highest priority for people
VALUES - What is important to me?

Having the understanding and knowledge of your personal values, and recognizing that they affect aspects of your life, can act as guardrails during the decision making process…

• How do your values fit in the world?
  • Life, family, love, peace, play, etc
• How are your values shaped by your cultural experiences?
  • Family, education, economics, customs, status, ethnicity, social institutions, etc
• How do your values impact your decision making process?
Rank Your Personal Values

Rank 1 – 10, with 1 being the most important

- **Independence and Autonomy** – having the freedom to do things on your own, minimal restrictions
- **Authority** – managing your environment, desire to influence the outcome of a situation
- **Leadership/Management** – Coordinating the work of others, responsibility for results
- **Technical Expertise** – the drive to have expertise in skill areas or functions
- **Lifestyle** – having a holistic pursuit in your life…unifying career, family and interest
- **Service** – providing guidance or solutions, dedicated to a worthwhile cause
- **Companionship** – being in an environment that fosters friendships and teaming
- **Security** – having financial strength or stability
- **Challenge** – need to be in an environment that stretches your abilities, technically and organizationally
- **Prosperity** – accumulating wealth, more than you need

Identify your Top 3 Values
# Summary of Your Self Assessment

<table>
<thead>
<tr>
<th>Top 3 Skills</th>
<th>Top 3 Traits</th>
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<table>
<thead>
<tr>
<th>Top 3 Interests</th>
<th>Top 3 Values</th>
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Next Step – Establish Professional Objective

• Establishing an overall objective with SMART goals is the foundation of a successful job search
• Once you have a better sense of your direction, set your long-term objective
• Then, develop short-term goals that include
  • Daily, Weekly and Monthly targets
• Set yourself up for success

What do you want to do? What do you need to do? Where do you start?
SMART Goals

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime-Framed
SMART Goals

Specific

• Goals need to be specific
• Goals that are not specific are difficult to follow and judge
• Saying “I need a job” is not enough
• Saying “I need a job within 3 months, preferably as a data scientist…” is more specific
• More specific goals help you define your job search parameters
SMART Goals

Measurable

• Make your goals quantifiable

• Saying
  • “I need to make new contacts for networking” is not enough

• Saying
  • “I will attend two networking meetings this month” or
  • “I will attend a conference next month and call/email three of my contacts” is measurable
SMART Goals

Achievable

• Goals need to be reasonable and achievable
• Don’t set yourself up for failure
• Saying
  • “I will send 10 Resumes/CV’s per day to my target companies and conduct 10 informational interviews per month” may not be achievable
• Establish what is reasonable…and work it!
SMART Goals

Realistic

• It is important to honestly evaluate yourself
• Ask…do you have the ability and commitment to achieve your desired results?
• Ask…do you have the right skills and experience for the jobs that you desire?
• Research your profession and determine where your skills fit within the marketplace
• Target jobs that fit your skills, interests and values
• Do a gap analysis and strengthen your weaknesses
SMART Goals

Time-Framed

- Having a time frame to achieve your overall objective will give structure to your goals
- Without an end date there is no urgency, no reason to take action today
- A time frame gives you the impetus to get started and helps you monitor your progress

*By the end of this semester I would like to have completed*....
Sample Job Transition Plan

Step 1
• Digest what is happening in your life...what’s the catalyst behind this job search...What are you feeling?
  • Graduating and need a job, Excited that I’m completing my education, Scared to leave campus, In denial (I’m not ready), Postdoc is ending, Relief, Acceptance, etc.
  • If considering a career change, develop the mental strength to make the move you want

Step 2
• Attend a job search seminar to educate yourself on the latest and most effective job search techniques
• Assess your skills, interest and values to determine what job and environment is right for you
• Attend Employers Symposiums and various Company events on campus
• Attend Career Fairs…MIT Fall Career Fair Sept 21, 2018
• Begin developing your communication strategy
  • Written, Verbal, and Virtual (LinkedIn)
Sample Job Transition Plan

Step 3

- Begin your search – quantitatively and qualitatively
- Research your industry/profession and target companies to determine the latest trends
- Determine how your skills and competencies fit within the marketplace
- Create your contact list for networking and set-up informational interviews
- Join networking groups and attend meetings
- Research jobs of interest/fit and tailor your resume to *link your skills to their needs*
Sample Job Transition Plan

Step 4
• Send a resume and cover letter to your opportunities of interest
• Maintain a good filing system of job search activities
• Practice your interviewing skills – set up an appointment to do a mock interview with the CAPD office

Step 5
• Follow-up from last weeks outreach
• Continue active networking
• Continue practicing your interviewing skills
• Continue applying to jobs of interest
• Continue working it!
Networking

• Networking is the process of **discovering and utilizing connections between people**
  • Genuine networks stem from academic, friendships, business, or family relationships
  • Everyone knows other people, and thus has a network

• But “Networking" implies **movement beyond one's immediate network** and involves tapping into other people's networks, perhaps far removed from one's own
Why Network?

• The “Hidden” Job Market
  • 70% - 90% of jobs/opportunities are found informally, mainly through friends, relatives, direct contacts, and indirect contacts (your network’s network)

• According to NACE and The U.S. Department of Labor, >70% of all workers use informal job search methods

My last three jobs were landed through networking
Networking at MIT

• **MIT Alumni Database**
  • [https://alum.mit.edu/](https://alum.mit.edu/)  [https://alum.mit.edu/careers](https://alum.mit.edu/careers)
  • Many Alumni have signed up to be advisors to alums/students

• **Venues/Events across MIT**
  • [http://pda.mit.edu/](http://pda.mit.edu/)
  • [http://web.mit.edu/community/topic/entre.html](http://web.mit.edu/community/topic/entre.html)
  • [http://web.mit.edu/community/topic/academic.html](http://web.mit.edu/community/topic/academic.html)
  • [http://events.mit.edu/](http://events.mit.edu/)
  • [http://web.mit.edu/staff/connect/networking.html](http://web.mit.edu/staff/connect/networking.html)
  • [https://capd.mit.edu/explore-careers](https://capd.mit.edu/explore-careers)

  Plus many, many more
Networking at MIT…cont

- Company Presentations
- Career Fairs and Campus Career Workshops
  - https://fcf-webmaster.squarespace.com/ Fall CF
  - Log into Careerbridge.mit.edu - >600 Job Postings
- In Class/Labs: Professors, Advisors & Classmates
- Alumni Association (Alumni Network Services, Clubs and Affiliated Groups, Alumni Magazine and Publications, Events)
- Special Events at MIT (lectures, sporting events)
- Student Groups/Clubs
- Staff and Each Other (the person sitting beside you)
Network Beyond MIT

- Professional Associations and Conferences
- Career Fairs Beyond MIT
- Community Groups (Public Service Center)
- Events in Cambridge and surrounding Boston area
- Trade Publications / Industry News
- Online (list-serves, newsgroups/special interest groups) Job Clubs or Networking Groups
- Prior co-workers, advisors, bosses, lab mates
- Family Parties (Weddings, Reunions, Holiday Celebrations)
- Other Parties in local area
- Your previous College and University Alumni
Benefits of Networking

• Validate your career choice by investigating day-to-day experiences in your field
• Gain recognition and visibility in your field
• Learn/practice interviewing skills without the pressure of an actual interview
• Build confidence in your ability to discuss your career aspirations and successes
• Gain exposure to current trends and innovations in your field
• Obtain information that can be used in cover letters and interviews
• Meet decision makers and people who can influence your career
• Gain additional leads to jobs and other pertinent information
• Provide/receive support during your job search
Do’s & Don’ts of Networking

DO
• Research the company and industry
• Research jobs in the company that match your skills
• Prepare to answer questions about your career interest and achievements
• Bring several questions to the interview
• Research the compensation structure of your role in the marketplace
• Dress appropriately – same as job interview
• Arrive 10 minutes early
• Send a thank you note within 12-24 hours

DON’T
• DON’T ASK FOR A JOB – your sole purpose is to obtain information
• See Do’s above
Networking Prep

• Know yourself
  • Have your “Tell Me About Yourself” script ready
• Bring your resume/cv, and business card if you use one
• Research/know details about the person and/or company with whom you are meeting
• Prepare a list of open-ended questions to ask
  • Don’t ask questions that are answered on their web site
Your 30 Second Commercial or Elevator Pitch

Sample Question (almost always asked)

“Tell me about yourself”

– Consider responding in the following manner
  • I am a ...........
  • With interest/expertise in ...........
  • I have worked for; had internships in; project work on;..........  
  • My strengths include skill, skill, skill

Your response should highlight your skills and competencies, specifically in their areas of need!
Your “30 Second Commercial”

Actual example of an M.Eng targeting an I.T. role at Google:

I am a candidate for a Masters in Engineering in Computer Science & Electrical Engineering and will graduate in June 20xx.

My areas of interest are in software development and systems design. My expertise is focused on understanding the user’s needs, and to provide solutions to solve problems, improve product quality or increase productivity in the workplace.

I interned with IBM and was a member of the research team that designed, prototyped, and implemented a successful multi-user enterprise web application to visualize and manage collaborative projects and work activities. Additionally, I was able to strengthen my skills in Java and JavaScript and work closely with highly experienced, world-class engineers.

I have additional strengths in natural language processing, artificial intelligence, distributed computing and proficient with Windows environments, C++, information retrieval and TCP/IP. I will also complete my BS in Mathematics upon graduation this June.

Note: Words underlined appeared in the actual job description
Your “30 Second Commercial”

I am a Post Doctoral Fellow at MIT with expertise in optogenetics/biophotonics.

My areas of interest are in optics, microscopy and image processing/analysis, with particular emphasis on the technical requirements related to optogenetic applications.

I have worked in several labs and have lead teams in the design and implementation of hardware necessary to grow both the biophotonics and optogenetics capabilities. I have also had access to a broad range of sophisticated instruments and assisted in the design and construction of new hardware/software to develop unique and customized imaging capabilities.

As a Scientist at the Computer Science and Artificial Intelligence Laboratory and Laboratory for Nuclear Science at MIT, my research has enabled me to develop additional skills in EthoVision XT, video tracking, behavioral patterns, operant conditioning, and exploratory behavior.

Note: Words underlined appeared in the actual job description
Your “30 Second Commercial”

I am an experienced Real Estate Developer with significant expertise managing multi-dueling and multi-residential properties.

My areas of interest are in researching RE markets and submarkets, valuation analysis, analyzing financial statements, and modeling projected cash flow with a focus on the multi-housing industry.

I worked at Equity Residential and was a member of the research team that analyzed revenue and expense dynamics, rent survey analysis, and sales comparable valuation analysis for apartment supply and demand. Additionally, I was able to strengthen my skills in Excel VBA and other programming and modeling tools.

I have additional strengths in finance, statistics, and economics, as well as my proven ability to manage my time effectively and work on several projects simultaneously.

Note: Words underlined appeared in the actual job description
Your “30 Second Commercial”

I have a Masters in Biomedical Engineering with 2+ years of experience in bioinformatics.

My areas of interest are in the development of data analysis pipelines and implementation of data driven statistical models of critical biological pathways in a variety of disease areas.

I interned with Berg Pharma and assisted disease biology teams in experimental design and data acquisition.

I have additional strengths in mathematics and statistics with a proficiency in R and Matlab. I also have experience in Bioconductor, and scripting in PERL/Python and MySQL.

Words underlined appeared in the actual job description.
Developing an Effective Job Search Strategy

Once your **Written** and **Verbal** communications are ready to go, now it is time to develop/strengthen your **Virtual** profile
Your **Virtual Communication Strategy**

Social Media is a fundamental shift in the way we communicate

Percent of employers who reported using social networking sites to research/find job candidates in Jobvite 2016 survey (n=800 employers)

- 96% of employers use social media to recruit
- 94% use it to contact candidates
- 93% keep tabs on potential candidates
- 92% vet candidates pre interview
- 91% post jobs through social media
- 78% have made a hire through social media
- 78% expect increased competition for hires
- 64% use 2 or more social networks for recruiting

LinkedIn dominates all stages of the social media recruiting process
Developing Your Communication Strategy

Virtual – LinkedIn  (*Use caution and be professional*)

The professional media tool of choice is LinkedIn

- Over 500 million members use it for professional networking and marketing
- Recruiters use LinkedIn to search for potential candidates
- Your LinkedIn Profile mirrors your resume and highlights your technical skills, attributes, accomplishments, professional history including companies, educational institutions, professional affiliations, and professional recommendations
- You should establish a LinkedIn account today, or update your profile to reflect your current status and future intentions
- If applicable, you can have links to your website or blogs

49% hold positions of Manager, Director, Owner, Chief Officer or Vice President
Developing Your Communication Strategy

Virtual – LinkedIn and other Social Media

Creating Your Bio...Things to Consider

• Display your full name and allow others to contact you
• Upload a picture (smile)
• Include a detailed history of your skills and accomplishments
• Write a Wicked Good “What I Do” section
• If applicable:
  • List your Presentations (including your PowerPoint visuals)
  • List your Publications, Patents, Trademarks
  • Include link to your website/blog if you have one
Developing Your Communication Strategy

Be Careful…keep it business only!
• Many people use LinkedIn, Facebook, Twitter, etc.
  • LinkedIn is used mostly for professional contacts
• Many companies use social media to learn more about you…and make judgments
• Some companies use social media to update candidates during the recruiting cycle
• What is acceptable to you and your friends may not be acceptable to employers/hiring managers
Social Media Networking & Recruiting

Be Careful!!!

• 42% have reconsidered a candidate based on content viewed in a social profile, leading to both positive and negative re-assessments.

• More recruiters react negatively to profanity (65%) and grammar and punctuation errors in posts/tweets (61%) than references to alcohol use (47%).
# How Recruiters View Your Content

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<th>Content</th>
<th>Positive</th>
<th>Neutral</th>
<th>Negative</th>
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</thead>
<tbody>
<tr>
<td>Memberships in Professional Organizations</td>
<td>80%</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>Volunteer/Donate to Charity</td>
<td>65%</td>
<td>26%</td>
<td>1%</td>
</tr>
<tr>
<td>Political Posts/Tweets</td>
<td>2%</td>
<td>65%</td>
<td>18%</td>
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<tr>
<td>Overtly Religious Posts/Tweets</td>
<td>3%</td>
<td>53%</td>
<td>26%</td>
</tr>
<tr>
<td>Photos of Consumption of Alcohol</td>
<td>1%</td>
<td>39%</td>
<td>47%</td>
</tr>
<tr>
<td>Spelling/Grammar Errors</td>
<td>3%</td>
<td>29%</td>
<td>61%</td>
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<tr>
<td>Profanity in posts/tweets</td>
<td>4%</td>
<td>20%</td>
<td>65%</td>
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<td>Post/Tweets of a Sexual Nature</td>
<td>1%</td>
<td>16%</td>
<td>71%</td>
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<tr>
<td>Reference to Doing Illegal Drugs</td>
<td>1%</td>
<td>7%</td>
<td>83%</td>
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Recruiter’s Assessment - Jobvite Survey
Developing Your Virtual Strategy

Examples on How to Use LinkedIn

http://www.linkedin.com/home

- Connect/correspond with your contacts
- Connect your contacts with others
- Get connected with your contact’s contacts
- Find contacts “People you may know”
- Display recommendations & recommend others
- Explore by companies, locations, & industries
- Explore jobs that match your profile
  - LinkedIn does key word searches on your profile
Developing Your Virtual Strategy

How Recruiters Find You

- Using the “Advanced” “Search People” capabilities of LinkedIn, they can specify specific keywords, job titles, and locations to find candidates.
- To be found by this search, an individual needs to ensure that they mention the right phrases within their profile.
  - For example – if a recruiter is searching for a programmer with C++ experience, and a job searcher mentions C++ within their profile, their profile will be in the results.
- The closer a profile links to search criteria, the more attractive the candidate. Develop a complete, keyword-rich profile.
- Prospective employees who are looking for employers, search LinkedIn by keywords, too. They also look at company profiles to make up lists of companies for whom they'd like to work.
Developing Your Virtual Strategy

How Often Do You Access LinkedIn?

- Daily: 35%
- A few times a week: 32%
- A few times a month: 16%
- When I get an email from LinkedIn: 8%
- Monthly: 2%
- Less than once a month: 6%
- Never: 1%

Source: Lab42 and Mashable. N=500
Maintain Your Network

Having a complete Written, Verbal and Virtual strategy will be beneficial during Networking and Job Application

• Keep your contacts informed
• Stay in contact - meet for lunch, coffee, etc.
• Send emails occasionally, birthday or season greeting cards
• Inform them of your results, especially when you used them for one of their contacts

Take the time to say Thank You
Other Job Search Methods

In Addition to Networking

• Job Search Websites
  • Indeed.com - Expand your search with Indeed's huge aggregate job search engine
  • Beyond.com - The Go-to site for job networking
    A MUST for all serious job seekers
  • Snagajob.com - Best and largest site for hourly or part-time jobs of all kinds

• Explore company websites
• Consider using Recruiting/Employment firms
• Explore Newspaper Classified Section

Keep ALL of your options open during Job Search
Industry Job Search Strategy for PhD’s & Postdocs

Final Q & A

“And the day came when the risk it took to remain inside the bud was more painful than the risk it took to blossom” …unknown
Make an Appointment with your CAPD Advisor

For an appointment please log into your account in http://careerbridge.mit.edu/

In your Dashboard on the left select: “Advising” then “Advising Appointment” and choose a time that works for you