Top Eight Career Strategies For College Students

1. Maintain good grades
2. Start identifying your interests, skills, and values
3. Actively explore career options; network with others about what they do
4. Consider co-curricular activities, clubs and community service
5. Develop your writing and computer skills
6. Gain some work experience, preferably related to your major
7. Gain an appreciation for diversity through study abroad and student activities
8. Utilize the Career Services Center

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• Lack of Meaningful Information
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• Too Much Information
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• Lying About Your Experience
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• Using an Inappropriate E-mail Address
  Inappropriate e-mail addresses get noticed by prospective employers and can work against you. Make sure that they are professional, using your first initial and last name; avoid using nick names.

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  Meet face-to-face with area employers to learn about job openings and what they look for in new hires. For upcoming Career Fair information, see page 2.

www.southwest.tn.edu/career-services
Social Media in the Job Search: LinkedIn, Twitter Outpace Facebook as Tools

Overall, just under 41 percent of seniors taking part in NACE’s 2011 Student Survey reported using some form of social media in their job search.

Among that group, those with LinkedIn profiles and Twitter accounts are much more likely to use social networking in their job searches than students with just Facebook profiles.

Facebook dominates the social networking landscape for college students—nearly 91 percent of responding seniors indicated they have a profile—but less than one-quarter use Facebook as a job-search tool.

Conversely, though fewer students report having LinkedIn profiles (31.5 percent) or Twitter accounts (22.7 percent), they are much more likely to use them. Nearly 70 percent of those with both a LinkedIn and Twitter account use them in the job search.

The most popular uses? Roughly half of students using any kind of social media in their job search use it to discuss potential jobs, but those using LinkedIn in the job search are much more likely than their Facebook counterparts to distribute their profiles through the network (81 percent vs. 62 percent). Similarly, nearly half of those incorporating LinkedIn into their job search use it to research employers, compared to approximately 36 percent of Facebook users.

The survey also found that student attitudes toward social networking in the job search are changing. Nearly 71 percent of Class of 2011 seniors said they expect employers to view candidates’ social networking profiles, compared to 66.5 percent from the Class of 2010 and 57.1 percent from the Class of 2009.

The 2011 Student Survey was conducted mid-February through April 30, 2011. More than 50,000 graduating senior respondents.

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Mark your calendar for these upcoming events!

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>EVENT</th>
<th>CAMPUSS</th>
<th>Bldg/Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/14</td>
<td>10 a.m.-1 p.m.</td>
<td>Tennessee Career Coach Visit</td>
<td>Macon Cove</td>
<td>Parking Lot</td>
</tr>
<tr>
<td>09/20</td>
<td>6:30-8 p.m.</td>
<td>Networking Roundtable Career Transition Group</td>
<td>Macon Cove</td>
<td>Bert Bornblum Library, Room 122</td>
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<tr>
<td>09/21</td>
<td>8:30-10 a.m.</td>
<td>Connect with Career Services</td>
<td>Gill Center</td>
<td>Common Area</td>
</tr>
<tr>
<td>09/22</td>
<td>8:30-10 a.m.</td>
<td>Connect with Career Services</td>
<td>Whitehaven Center</td>
<td>Common Area</td>
</tr>
<tr>
<td>10/4</td>
<td>6:30-8 p.m.</td>
<td>Networking Roundtable Career Transition Group</td>
<td>Macon Cove</td>
<td>Bert Bornblum Library, Room 122</td>
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<tr>
<td>10/5</td>
<td>2-3 p.m.</td>
<td>Career Choice Webinar</td>
<td>Macon Cove</td>
<td>Bert Bornblum Library, Room 122</td>
</tr>
<tr>
<td>10/6</td>
<td>10 a.m.-3 p.m.</td>
<td>Cumulus Community Job Fair</td>
<td>Macon Cove</td>
<td>Farris Building First Floor Hallway</td>
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<tr>
<td>10/18</td>
<td>6:30-8 p.m.</td>
<td>Networking Roundtable Career Transition Group</td>
<td>Macon Cove</td>
<td>Farris Building, Room 1106A</td>
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<tr>
<td>10/25</td>
<td>11 a.m.-2 p.m.</td>
<td>Tennessee Career Coach</td>
<td>Macon Cove</td>
<td>Parking Lot</td>
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<td>10/26</td>
<td>2-3 p.m.</td>
<td>Career Planning Webinar</td>
<td>Macon Cove</td>
<td>Bert Bornblum Library, Room 122</td>
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<td>11/1</td>
<td>6:30-8 p.m.</td>
<td>Networking Roundtable Career Transition Group</td>
<td>Macon Cove</td>
<td>Bert Bornblum Library, Room 122</td>
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<td>11/9</td>
<td>2-3 p.m.</td>
<td>Interviewing Webinar</td>
<td>Macon Cove</td>
<td>Bert Bornblum Library, Room 122</td>
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<td>11/15</td>
<td>6:30-8 p.m.</td>
<td>Networking Roundtable Career Transition Group</td>
<td>Macon Cove</td>
<td>Bert Bornblum Library, Room 122</td>
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<tr>
<td>11/16</td>
<td>2-3 p.m.</td>
<td>Job Search Webinar</td>
<td>Macon Cove</td>
<td>Bert Bornblum Library, Room 122</td>
</tr>
<tr>
<td>12/6</td>
<td>6:30-8 p.m.</td>
<td>Networking Roundtable Career Transition Group</td>
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</tbody>
</table>

Social Media in the Job Search: LinkedIn, Twitter Outpace Facebook as Tools

Not Sure About A Major?
If you are unclear about your major, you aren’t alone. Research shows that 80% of students entering college are unsure of what to major in and up to 50% will change their major at least once before graduation. When choosing a career and major, it’s important to know yourself. Taking time to identify your interests, work values and skills can result in a more rewarding college experience and satisfying career down the road. To identify the career area(s) most suited to your interests and abilities, students are invited to take the research-based Kuder® Career Assessments. The free assessments are available through Career Services or Advising and Counseling.
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Gathered data on Mark your calendar

Link edIn, Facebook

Social Media in the Job Search: LinkedIn, Twitter Outpace Facebook as Tools

LinkedIn and Facebook have become a crucial tool for job seekers especially the Class of 2011.

A short, professional voicemail greeting is the best. If a prospective employer has to listen to a message before leaving you a message...
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