Preparing for Your Career

Connecting to Your Career

Why It Matters

The landscape for finding a job in the 21st century has experienced a change. Jobs are harder to find. There are fewer jobs available, and the competition is fierce. The Internet drives the job-search process as well as the application process. Savvy career seekers use the Internet as a strategic tool to reach an employment goal.

The first step in your career-search journey is to create your online presence. How will potential employers see you? Your online presence can help or harm your job-search process. While you perfect your online presence, you also must learn to protect your identity. There are hackers that want to steal your personal information. Once you have learned how to protect your identity, you are ready to make the most of your networking opportunities and connect to your career.
You will see icons at various points throughout the chapter. These icons indicate that interactive activities are available on the Connect to Your Career companion website. Selected activities are also available on the Connect to Your Career mobile site. These activities will help you learn, practice, and expand your career knowledge and skills.

Companion Website
www.g-wlearning.com/careereducation/

Mobile Site
www.m.g-wlearning.com

Overview

Think about it. The average person spends 30 percent of his or her time each day at work. Finding the career that will make you satisfied with your work life is probably at the top of your list of priorities. The first step in the career-search process starts with your online presence.

People learn many things on the Internet—current events, news, weather, social issues, and much more. Potential employers will explore the Internet to see what they can find about you. Although your name might not be the subject of millions of search engine trends, your name and the online results that it returns are important considerations during your job search. An online presence can help to inform professionals in your field about your skills, qualifications, and talents. How will you stack up against other candidates?

For any personal social account that you have, change your privacy settings so that potential employers, or the public, cannot view pictures of your friends and family. Close your browser and log out of any accounts you are using when you are not sure who else is in the area. Do not post any photo or comment that would embarrass you if a potential employer landed on your page. Once information is posted on the Internet, you cannot hide or delete it.

Potential employers will enter your name in a search engine to see what your online presence reveals about you. This search will show if your online presence is positive, negative, nonexistent, or shared with someone else with the same name. Figure 1-1 shows each type of online presence.

A positive online presence can lead to employment opportunities. This occurs when a hiring manager enters your name into a search engine and discovers results that are positive and relevant to your career interests. Potential employers are more inclined to read positive press and less inclined to read negative press, which can help you to stand out among other candidates.

One of the first steps in the job-search process is to evaluate your online presence. An online presence is what the public can learn about a person from viewing his or her Internet activities. In today’s workforce, your online presence can influence your success in the job-search process. Hiring managers often conduct independent research on job applicants to determine if the interview process should move forward.

Most people retain Facebook, Twitter, and Pinterest accounts to socialize and maintain relationships with friends and family. These are important aspects of online communication. However, since the Internet can reveal private communications to unwanted parties, a potential employer may be able to view private exchanges without your knowledge or consent just as anyone else could. Be aware of what you are posting on social websites, as these activities might appear when a search is conducted for your name.

Creating Your Online Presence

Finding a career that is right for you can be an overwhelming task. You spend most of your waking hours working, so choosing a career is not to be taken lightly. A career is a lifelong pursuit. During your working years, you will more than likely change careers multiple times.

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Chapter 1 Online Presence

Communicate available jobs and to schedule interviews with job candidates. A separate e-mail account will enable you to manage communication for the job-search process and other professional business.

Examples of e-mail addresses are shown in Figure 1-2. How might an employer perceive applicants with these e-mail addresses? What would each of the e-mail accounts reflect about potential job candidates?

An e-mail address is a reflection of the owner of the e-mail account. For that reason, use your formal name for a professional e-mail account. Recruiters and human resource departments may sort job applicants by names that appear in the e-mail address. This is especially important for any follow-up contact an employer may have with a candidate. The employer expects to see an e-mail contact by name, not an unprofessional e-mail address.

To create your professional e-mail account, investigate free e-mail accounts with a provider whose name presents a more professional or business-like tone. For example, Yahoo offers conduct an Internet search of your name, and the results are anything but positive, consider what you can do to reflect a more positive image.

You might think that searching for your name in a search engine where no results are returned is acceptable. Yet a nonexistent online presence denotes lack of technology skills, abilities, or lack of motivation or proactive thinking.

There are occasions when you may share the same name as another person. If this occurs, you will want to examine the results. If possible, think of how to differentiate your name in your online accounts by using a middle initial, for example. This way you have a unique online presence when someone conducts an Internet search for your name.

Professional E-mail Account

Before you begin the career-exploration process, create a professional e-mail account. It is best to keep your personal and professional activities separate. Businesses use e-mail to communicate available jobs and to schedule interviews with job candidates. A separate e-mail account will enable you to manage communication for the job-search process and other professional business.

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Directions: Use the space provided to complete the activity or take notes. Alternatively, you can download the electronic version of this activity from the companion website.

1. Enter your name in the following search engines: Google, Bing, Ixquick, Dogpile, and Spokeo. Did you find multiple people with your name? If so, try entering your name and city to narrow the results.

2. What entries were displayed when you entered your name? Record the top four entries for each search engine.

3. Search engines do not always display the same results. Compare and contrast your findings from each search engine. What information is the same from one search engine to the next? What information is different?

4. An interviewer will attempt to visit profiles of job seekers to find information. Is there anything that you should change on those sites before the interviewing process begins?
alternatives to @yahoo.com. You can select either @gmail or @rocketmail. Consider using your first name and last name separated by a period. If your name or a variation of it is not available from the selected provider, try using your first initial and last name or other combinations that reflect your legal name. If all combinations fail, consider switching providers. For example, if you do not find the name you prefer from Gmail, try opening a Yahoo e-mail account instead.

Secure Password
You will need to create a secure password for your e-mail account. A secure password is a code used to access a private account or other private information, such as an e-mail account or computer network. Unauthorized users should not be able to easily identify or guess your password. You should not share your password with others. A password should be between 6 and 20 characters long and should be a combination of letters, numbers, and special characters. The safest password combinations are those that you create and that are unpredictable.

Consider the password strategies and examples in Figure 1-3. Less secure, predictable passwords often contain the following data:
- common words
- birthday or anniversary date
- address
- favorite numbers
- repeated numbers or numbers in a sequence
After you create your professional e-mail account and establish a password, you are ready to create an account profile.

Account Profile
When you set up a professional e-mail account, you may be prompted to complete a profile. A career account profile is information that describes who a person is in his or her professional life. Potential employers will use this information to learn more about you. Your professional online presence should reflect career activities that are separate from your family, friends, and social connections.

Password Strategy 1
Start with a memorable sentence.
I will exercise more.
Remove the spaces and punctuation.
IwillExercisemore
Capitalize or lowercase an unexpected letter.
IwilXercisemore
Create a memorable, unique misspelling.
IwilXercisemor
Add numbers and symbols.
#iwilXercisemor2

Password Strategy 2
Start with a memorable sentence.
My brother was accepted to Stanford University in 2013.
Use only the first letter of each word in the sentence.
M b w a T S U l 2013
Remove the spaces and punctuation.
MbwatSUl2013
Capitalize or lowercase unexpected letters.
MbWatSUl2013
Add a symbol.
#MbWatSUl2013

Your profile will allow you to display a work-appropriate photograph. If you do not have a professional photograph, have a friend or family member take one that you can use temporarily. When taking the photo, remember these important tips.
- Dress appropriately to present a professional appearance.
- Have the photo taken from the shoulders to the top of your head. This type of photo is referred to as a headshot.
- Be aware of what is displayed behind you when you have your picture taken so that nothing detracts from your face.
- Avoid busy patterns in your attire and in the background.
- Smile showing your teeth.

After you upload your photo, the next step is to create a signature block. All e-mail accounts have a field for you to add a professional signature block. This feature automatically adds your signature each time you create a new e-mail or respond to a previous e-mail. Include your full name, phone number, and e-mail address in a readable size and font. It is important to make it as easy as possible for a potential employer to contact you. You may also include a job title under your name. If you do not have a permanent position, you can designate a job title that describes your skills, such as Instructional Design Consultant, until you find a permanent position. Figure 1-4 shows examples of professional signature blocks.

Have you ever created an account on a social networking site but did not complete your profile? For your professional e-mail account, be sure to complete your profile. A profile is a living document that you will need to update often, but an incomplete profile might give an employer the impression that you do not finish what you start.

LinkedIn
Networking plays an important role in the career-search process. Networking is talking with people and establishing relationships that can lead to career growth or potential job opportunities. In order to build and expand your professional network, it is essential to create business profiles online. This is the beginning of the networking process.

LinkedIn is a professional networking site that provides static communication with professionals and is limited to closed groups and individual contacts. This professional networking site is used by more than 200 million people in the workforce for purposes of making new contacts and building business relationships. LinkedIn offers users space for posting and finding jobs that might not be advertised publicly.

LinkedIn’s basic account type is a freemium model, which means users may utilize basic services without paying. For additional services and features, users can opt to purchase upgrades.
1-2 Professional E-Mail Account

Directions: Use the space provided to complete the activity or take notes. Alternatively, you can download the electronic version of this activity from the companion website.

1. If you have not already done so, create a professional e-mail account. Write down your new e-mail address.

2. Complete your account by providing information for all of the required fields. Make certain the account profile is 100 percent complete.

3. Since many users never read the user terms of agreement, they do not realize that e-mail is owned by the host company. Potentially, the e-mail provider has access to read or track communication sent and received without the user’s permission. Do you think this is a violation of privacy? Explain why or why not.

4. Add the URL for your e-mail provider to your favorites or bookmark it in your browser.

There are several upgrade plans from which to select. When first joining LinkedIn, use the freemium model. As your career advances, you might wish to upgrade your account to utilize the premium features.

Create an Account

In order to use LinkedIn, you need to create an account. To do this, navigate to www.LinkedIn.com in your browser. Provide your first and last name, professional e-mail address, and a password. Click the Join now button. LinkedIn will send a notification to the e-mail address you provided. Confirm that you received the e-mail by clicking the link inside the body of the received e-mail. That link will return you to the LinkedIn website. It is at this point that you can begin to populate your newly created account.

Create a Profile

After you create an account, you will complete a profile similar to the one you created for your professional e-mail account. Your LinkedIn profile is a web page where you will describe your career history, education, and skills. As you complete your profile, LinkedIn will track your progress. Be diligent and make sure your profile is 100 percent complete.

The advantage of creating a profile on LinkedIn is that the site does the advertising for you through search engine optimization. Search engine optimization (SEO) is the process of indexing a website so it will rank higher on the list of returned results when a search is conducted. For example, large corporations are masters at making sure their websites are displayed at the top of a search results list. Because of LinkedIn’s SEO, when a person searches your name, he or she will find your LinkedIn profile either at or near the top of the search results list.

When you create your profile, you will notice that LinkedIn creates a URL address, or link, for your account. You will have a chance to customize the link if you do not prefer the default provided for you. Once you have a LinkedIn URL, add it to your e-mail signature block for your professional e-mail account and your résumé.

When you begin a new job, convey your willingness to do whatever it takes to be an asset to the company. Be eager to learn new tasks. Demonstrate through positive actions that you want your department or team to be successful. Develop the skill of responding with one simple phrase: “Yes, I can.”

Headline

LinkedIn provides a space directly under your name for your professional headline. The headline includes four parts: your full name, your title, your geographic location, and your industry. After you have input your name, create the title portion of the headline. This is the opportunity to position yourself as you want others to see you. If you have a job, it is appropriate to use your current title and name of your employer, such as Personal Banker at Southwest Mutual and Savings Bank. If you do not have a permanent position, you can designate a job title that describes your skills, just as you did in your e-mail signature block. Think of the most convincing, succinct description of yourself that you would want an employer to read. Some examples of titles are as follows:

- Experienced Accountant
- Hotel Concierge
- Medical Assistant
- Personal Banker

As you begin completing the headline, LinkedIn will offer suggestions for pertinent words that might help you to frame your ideas.

Next, add your geographic area and your industry. This information helps employers who are searching for local candidates in a specific geographic location. Finally, add a professional photo, such as the headshot you used for your professional e-mail account.
Activity

The Activity section is for you to update potential employers and your network regarding your professional pursuits. The updates are unlike Facebook or other social sites where it is acceptable to express emotions or your view on the day’s activities. Use LinkedIn status updates to promote yourself in your professional life. Some examples of appropriate LinkedIn status updates include your activity on the site, such as becoming a member of a group or sharing a link to a news article relevant to your industry.

Background and Experience

You will add your education, skills, specialities, contact information, certain work samples, and links to your blog, e-portfolio, or website. Add your academic courses, work experience, and professional activities, such as if you are building a new website. Avoid using vague words such as “smart” or “energetic” for your LinkedIn descriptors. Use only concrete words that will help market your talents. Remember, your writing style matters. Your work must be free of errors. Pay special attention to grammar, spelling, and punctuation. If potential employers or recruiters view a profile riddled with errors, they will move on to the next candidate.

Detail your work experience, even if the experience was a volunteer position. Provide information about the types of work that help the employer see you as a preferred job candidate. Create a notable series of statements that keep people reading about you.

Next, add specialties. The Specialties area of LinkedIn lists skills and job categories. Your connections will be able to endorse, or verify, that you have the skills listed. Many LinkedIn members who write blogs link to the blog in their profile. Those who view the profile are able to link to the blog directly from LinkedIn.

Connections

The purpose of creating a profile is to share who you are as a professional. The best way to accomplish this is to make connections. Connections are people in an individual’s network who are added only by invitation. People who are your connections agree to share their network with you.

The way to make a connection is to send an invitation. You can search for a person you know on LinkedIn. Once you see his or her profile, click the Connect button to send an invitation. On the full website, a window will open containing standard text inviting the person to connect. This is your chance to read the invitation and make changes to it before sending.

People who are your connections can view your entire profile without limits. People who are not your connections have a limited view of your profile. Therefore, it is advantageous to gain as many connections as possible. However, LinkedIn discourages spamming or sending invitations to total strangers. Members have the option to report unwarranted invitations to connect.

Connections are categorized as first, second, or third degree.

- A first-degree connection is a direct connection, mutually agreed upon by you and another member. You are able to view the entire profile of someone who is your first-degree connection, and he or she can see your entire profile.
- A second-degree connection means you are not directly connected to the other member, but you have a first-degree connection in common. You have a limited view of the profiles of your second-degree connections. You can connect with these users by clicking the Connect button.
- A third-degree connection is someone who is connected to one of your second-degree connections. You have a limited view of the profiles of your third-degree connections. No connection means that LinkedIn did not detect any association from your profile, work experience, or education that you have in common with the other member.

Another way to communicate with other members is via messages from your LinkedIn inbox. Your LinkedIn inbox is your LinkedIn e-mail that will permit private communications with any member, even those with whom you are not connected. As you become familiar with your profile, look for your e-mail inbox. You have the ability to e-mail other connections within the system through your inbox.

Groups

Once you complete your profile, you can join a variety of groups. Groups may be an open group, which means users do not have to be a member to read discussions. Other groups are closed groups, meaning you must ask for permission to join. An administrator of the group will receive your request to join and then view your profile. You will receive a notification if you gain permission to be involved.

Like other online groups, LinkedIn provides group members with a way to connect and sometimes share information with other members. You can build your LinkedIn connections by joining groups and contributing to discussions. Some groups are for exchanging information, while others are for recruiters hiring employees. Once you join groups on LinkedIn, you may send invitations to connect to others in the same group without being considered a spammer.

One of the first groups to join, especially when unemployed, is a job seekers group. Select a group that is appropriate for you.

Twitter

Twitter is a free, open networking site for professionals and nonprofessionals who communicate in real time. The purpose of networking on Twitter is to follow available job posts, as well as people’s ideas, stories, opinions, and information. Twitter is a place where employers post jobs and job seekers visit to find employment opportunities.

Twitter communication is faster than e-mail. Twitter communication is considered microblogging. A microblog is short communication limited to a certain number of characters per post. When using Twitter, communication is referred to as a Tweet. Tweets are limited to 140 characters each. However, Twitter does not limit how often a user produces Tweets.
Chapter 1 Online Presence

1-3 LinkedIn Account

Directions: Use the space provided to complete the activity or take notes. Alternatively, you can download the electronic version of this activity from the companion website.

1. If you have not already done so, create a LinkedIn account by completing the “Getting Started” information.

2. Read the Terms of Agreement. What did you learn?

3. Complete a LinkedIn headline, including your full name, title, location, and industry. If you do not have a permanent position, write a title that succinctly describes your skills.

4. Complete the other sections of the profile. Review your account profile. Make certain it is 100 percent complete.

5. LinkedIn automatically creates a URL for your profile. Customize the link to fit your needs.

Followers

When using LinkedIn, you have connections. When using Twitter, you have followers who read your Tweets. Followers are Twitter members who view another user’s Tweets in their own Twitter feed. When public profiles are used, you can follow anyone. At the same time, anyone can follow you without exchanging invitations. However, if desired, users may “block” a person. A private profile will allow you to approve follower requests. If you want to follow someone who has a private profile, you will have to send the user a follower request and wait for it to be approved.

You will want to gain followers and hold a professional audience through your Tweets. There are no advertisers allowed to promote or market items on the site directly. However, some individuals use Twitter to promote products and services via links. Users can Tweet using links that direct others to their professional portfolio and more information.

With the limited number of characters for each Tweet, users incorporate links to their blogs or websites by reducing the length of long links using URL shortening services, such as TinyURL. These services create shortened versions of long

Career Portfolio

Overview

When you apply for a job, you will need to show others how you are qualified for the position. In order to do this, you will need to create a portfolio. A portfolio is a selection of related materials that you collect and organize to show your job qualifications, skills, and talents. For example, a certificate showing you have completed your Microsoft Office Specialist (MOS) certification could help you get a job at a local newspaper. An essay you wrote about protecting native plants could show that you are serious about eco-friendly efforts and help you get a volunteer position at a park.

Two common types of portfolios are printed portfolios and electronic portfolios (e-portfolios). E-portfolios are sometimes called digital portfolios. A printed portfolio is placed in a binder or folder and carried into an interview. An e-portfolio is used to electronically distribute your portfolio to interviewers and hiring managers.

1. Using the types of portfolios described in Figure 1-5, select the one that is most appropriate for you.
2. After you have decided whether you will create a printed portfolio or an e-portfolio, conduct additional research on components that will be necessary to show your best qualifications.
3. Next, in a separate document, create a checklist. As this portfolio will be created over the course of this class, it will be helpful to have a checklist of items that you intend to include. This checklist will be a work in progress. Use it each time you think of something else that you would like to show a potential employer. This checklist will also serve as an outline for your table of contents when you assemble the final product.
Chapter 1 Online Presence

When you use e-mail, cover letters, or LinkedIn, remember to begin communication with a formal greeting and omit the @ symbol.

Twitter outpaces online job search sites with more than half a million Tweets each month for job listings alone. You can conduct searches for Tweeted available jobs on Twitter by using the hashtag #jobpostings. Twitter has become a popular way to network for jobs through companion sites as well. Websites, such as Tweetmyjobs.com, obtain available job listings from thousands of employers each day. There are aggregator job-posting sites, such as Twitterjobsearch.com, that combine Tweets and job announcements in one place and stores them in a searchable database.

Portfolio

A portfolio is a selection of related materials an individual collects and organizes to show his or her qualifications, skills, and talents. As you begin establishing your online presence, it is a good idea to start creating a portfolio. When you apply for a job, you will need to tell others about how you are qualified for the position. Showcasing examples of work you have completed or awards you have received is one way to communicate your qualifications.

Collect and save all documentation that demonstrates your accomplishments. Gather evidence for what you have accomplished during your work experience and during your academic career. Collect documentation from previous employers, concentrating on achievement certificates, recommendation letters, and other documents. Find school assignments, papers, or exams on which you scored well. Document work or school situations demonstrating your spoken or written proficiency in other languages. Include any publications you have written, and create a list of any organizations you have joined. In addition, gather evidence of academic or work projects you have completed. These items are perfect testimonials that strengthen your position as a potential employee.

Activity

Twitter accounts are similar to other social networking accounts. Have one for your social communication and a separate one for professional use. Keep your activity professional, and do not be tempted to Tweet about what you did on Friday night if it is not job related. You want to create Tweets that make people want to follow you. To build a professional following, read and comment about an article that you read, a project you are directing, or a course that you have completed. Brand yourself on Twitter as a proactive leader. Tweet frequently and focus on your intended audience.

Learn and use consistent hashtags. Hashtags are searchable keywords on Twitter that link users to all Tweets marked with the same hashtag keyword. Use hashtags anywhere in your Tweet—at the beginning, middle, or end. To make a word a hashtag, add the pound symbol (#) immediately before the word with no space between the symbol and the word. To make multiple words into a hashtag, precede it with the pound symbol and remove spaces between the words. Some examples of hashtags include the following:

- #hireme
- #greenjobs
- #careers
- #careermanagement
- #consultingjobs
- #ITjobs
- #jobpostings

When you begin to use Tweets to dialogue with followers, address them by using the @ symbol. For example, if you are engaged in several online conversations but want to respond only to Marie, begin the Tweet with @Marie. This convention is only appropriate when communicating on Twitter. In your formal

1-4 Twitter Account

Directions: Use the space provided to complete the activity or take notes. Alternatively, you can download the electronic version of this activity from the companion website.

1. If you have not already done so, create a Twitter account by completing the “Sign Up for Twitter” steps.

2. Read the Terms of Service. What did you learn?

3. What user name did you select for your professional Twitter account? Write your user name here.

4. Complete the bio section for your Twitter account. Be sure your bio is a description that you want professionals to see.

5. What will you Tweet about to look for employment? What hashtags do you plan to use?
Select documents that position you as a great candidate for a potential job. Examples of information to include are:

- honors and awards
- outstanding test scores
- courses related to your desired job or career
- certifications and diplomas
- volunteer work
- internships
- causes where you have active involvement
- patents
- leadership positions in organizations or jobs

You will also add a résumé, a list of references, and letters of recommendation. The items in your portfolio are not limited to this list. You may include any information that will illustrate why you are qualified for the position for which you are applying.

Organize all of your documentation using folders. You might find that you have a variety of documentation, both paper and electronic. It is suggested to use physical folders for your hard-copy documents as well as electronic folders on your computer for your electronic documents.

The two common types of portfolio publishing formats are hard copy and electronic. For hard-copy portfolios, the creator hand-carries the portfolio to job interviews to provide potential employers a chance to review pertinent work samples. Hard-copy portfolios are effective for original certificates, achievement awards, grade transcripts, and résumés.

An electronic portfolio contains data and content in analog form, such as video. Also known as digital portfolios, they contain data in computer-readable form. You may use a flash drive or CD that you leave behind with the interviewer, or you may use a hosting service. Some websites offer online portfolio-hosting services, some of which are free and others for which there is charge. Or, you may choose to create your own web page to post your portfolio. Through just one link, a potential employer has the opportunity to spend time looking through portfolio contents as desired.

Some common tools used to create an electronic portfolio are Microsoft Word, Microsoft PowerPoint, YouTube, or WordPress. It is a best practice to develop your portfolio using familiar software, rather than spend time learning a new program. Developing a portfolio is an ongoing process, so do not worry if you are uncertain about what to add. In most cases, people have more information and documentation than they realize. The goal is to keep it simple and relevant. Portfolios that are cluttered with too much data are often ignored.

An electronic portfolio has several advantages over a hard-copy portfolio. Electronic portfolios:

- provide unlimited space for documentation
- can be viewed any time
- can be updated or edited quickly and efficiently
- demonstrate technology skills

Types of professional portfolios vary, as shown in Figure 1-5. For example, if you are interested in pursuing work as a photographer, you will want a portfolio to display your photography skills. If your potential career involves writing, then much of your portfolio will highlight your written work. Select the type of portfolio you prefer to create to match your career goals.

Positive Thinking

You have officially started the career-search process! Creating a professional e-mail account, professional networking accounts, and a portfolio are just the beginning. Approach connecting to a career as an adventure you cannot wait to start. It is up to you to make the adventure a pleasant one. The first step is to determine that the experience of creating a plan, gathering documentation, and completing all of the necessary steps to get in front of a hiring employer are doable. Remember that you are your own boss at this present moment. Would you want to work for you?

The way you approach the career-search process reveals who you are as a potential employee. This means you must finish what you start. Finish each lesson, each question, and take the time to explore additional resources and links provided in this text. Do your best work, not mediocre work, or work just to turn in to an instructor. Work for you as your own boss. You will accomplish exactly what you decide to accomplish.

Be positive during the job-searching journey. Concentrate on your great qualities, which other candidates might not have. You are the right person for the job. Some common positive thoughts that you should focus on during the job search are as follows:

- I have capabilities that other candidates do not.
- I am a self starter.
- I demonstrate critical thinking skills.
- I have great judgment skills.
- I have awesome people skills.
- I can do this job.
- I will be able to find the work that I enjoy.
- Any employer would like me.
- Multiple employers would want to hire me.

If this occurs during the job-search process, manage your emotions carefully. Examples of some common negative thoughts include the following.

- I do not know what I want to do for a living, so I should not do anything just yet.
- I do not want to gather documentation.
- Many college graduates cannot find jobs; I will not either.
- School is a waste of time.
- Many college graduates cannot find jobs; I will not either.
- What if I am required to dress up for work when I hate dressing up?
- What if a new boss does not like me?
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Self-talk is internal thoughts and feelings about one’s self. Negative self-talk messages sometimes invade the thoughts of job candidates. In order to change negative self-talk to positive, start believing that an employer would like to have you as an employee.

Do you see how your thoughts affect your job-search performance? As you work on the steps necessary to obtain employment, practice positive self-talk.

<table>
<thead>
<tr>
<th>Portfolio Type</th>
<th>Potential Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Showcase</td>
<td>Document high grades, awards, achievements, and milestones, as well as photography, video captures for musical performances, and public speaking</td>
</tr>
<tr>
<td>Process</td>
<td>Display progressive growth in academic skills highlighted with reflection pieces, such as original blogs, articles, or commentaries</td>
</tr>
<tr>
<td>Documentation</td>
<td>Demonstrate sustained academic success or work performance accomplishments</td>
</tr>
<tr>
<td>Hybrid</td>
<td>Display a combination of showcase, process, and documentation portfolios and include feedback from professional third-parties</td>
</tr>
<tr>
<td>Dossier</td>
<td>Exhibit an instructor’s preparedness and effectiveness in the classroom, also referred to as a teaching portfolio</td>
</tr>
<tr>
<td>Professional</td>
<td>Display specifically work-related accomplishments, company workshops, or training programs completed successfully, along with valuable skills used on the job</td>
</tr>
</tbody>
</table>

Figure 1-5 Consider your career goals as you decide which type of portfolio to use.
Chapter 1 Online Presence

1-5 Positive Thinking

Directions: Use the space provided to complete the activity or take notes. Alternatively, you can download the electronic version of this activity from the companion website.

1. Freewriting is an activity in which you write down thoughts and ideas without stopping. Consider thoughts you might have as you enter the career-search process. Freewrite about yourself as a job candidate for three minutes. Write down positive thoughts as you practice self talk. Note only positive qualities.

2. Next, write down the negative thoughts that might cross your mind as you begin the job-search process.

It is important to establish a positive online presence. Online presence is what the public can learn about you from viewing your Internet activities. Potential employers will enter your name in a search engine to see what your online presence reveals about you. This search will show if your online presence is positive, negative, nonexistent, or shared with someone else with the same name.

Create a professional e-mail account to use for the job-search process. Keep your personal and professional activities separate. When creating an e-mail account, use your first and last name so that your name appears in the e-mail address. This helps recruiters recognize you when sorting through applicants. It is important to complete the career profile to project your professionalism.

LinkedIn is a professional networking site that provides static communication with professionals. LinkedIn offers users space for posting and finding jobs that might not be advertised publicly.

Twitter is a free, open site of professionals and nonprofessionals who communicate in real time. Twitter is a microblog site; microblogs are short communications limited number to a certain number of characters per post.

A professional portfolio will showcase your qualifications, skills, and talents to potential employers. Collect and save documentation that demonstrates your accomplishments. Portfolios can be in hard copy or electronic format.

The way you approach your career search reveals who you are as a potential employee. Staying positive is crucial to your success. Tell yourself that you are the right person for the job and that you will achieve your goals. Practice positive self-talk frequently to encourage yourself.

Review the career-related terms that follow. Then visit the G-W mobile site to practice vocabulary using e-flash cards until you are able to recognize their meanings. If you do not have a smartphone, visit the G-W Learning companion website to access this feature.

- online presence
- secure password
- career account profile
- networking
- freemium
- search engine optimization (SEO)
- connection
- microblog
- follower
- hashtag
- portfolio
- electronic portfolio
- self-talk

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Review Your Knowledge

1. Explain the importance of a professional online presence.

2. Describe the process of setting up a professional e-mail account.

3. Define networking.

4. Describe the process of setting up a LinkedIn account.

5. Explain the importance of making connections on LinkedIn.

6. Explain how LinkedIn advertises for people who create an account.

7. Describe the process of setting up a Twitter account.

8. How can Twitter help in the job-search process?

9. Describe the purpose of a portfolio and the different types that are used by those applying for jobs.

10. Define self-talk, and explain how you can change negative self-talk into positive self-talk.

Apply Your Knowledge

1. When considering you for a job, do you think it is appropriate for a potential employer to take into account what he or she reads about you online? Why or why not?

2. List each of your social media accounts. Record the purpose and audience for each.

3. How will you change the privacy settings of the social media accounts you have to communicate with friends and family? Even with these changes to your privacy settings, what would you change about what you post on social media sites?

4. What are some of the ways you might change your current online presence to make a favorable impression on a potential employer?

5. What elements did you add when you created a signature block for your e-mail account? Does your new signature block strengthen you as a job candidate?

6. Search for jobs in your field using LinkedIn. Notice that some of the same words are used in job posts from different employers. List ten of these repeated words.

7. After searching other LinkedIn profiles, what ideas did you gain for your own profile?
Chapter 1 Online Presence

8. In the future, you will have a chance to develop online media to add to your LinkedIn profile. What would be appropriate for you to develop and add to your profile?

9. Why would recruiters Tweet about available jobs as opposed to uploading the information to a job board?

10. When you completed the activity on positive and negative thoughts, did you find you had a greater number of positive thoughts or negative thoughts when it comes to finding a job? Why?

Exploring Certification

Career Certification Skills—Using Reading Skills

Career Certification Skills questions are designed to help you prepare for formal certification test questions. Take your time and decide the best way to approach each activity.

Positive thinking can be a major challenge when you are looking for a job. However, it is one of the most important habits that you can develop. Make it a point to work on positive self-talk as you start your career journey. Reading about positive thinking can be inspirational. You can learn how to focus on the good things, rather than the negative.

1. Conduct an Internet search on positive thinking. List the titles, authors, and URLs for three articles.

2. In order to retain information that you read, it is necessary to focus and read with a purpose. As you read each article, determine the central ideas and review the conclusions made by the author. Summarize who, what, when, and where for each article and record the information for future reference.

Career Certification Skills—Finding Information

You have taken a summer job as an assistant to a dietician in a doctor’s office. A patient is concerned about cold season and wants to know how to obtain the greatest amounts of vitamin C and fiber from fruit.

Using this chart, answer the following questions for your patient.

<table>
<thead>
<tr>
<th>Fruit</th>
<th>Calories</th>
<th>Vitamin C</th>
<th>Vitamin A</th>
<th>Dietary Fiber</th>
<th>Iron</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple, 1 medium</td>
<td>80</td>
<td>8</td>
<td>2</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Pineapple, 2 slices</td>
<td>60</td>
<td>25</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Kiwi, 2 medium</td>
<td>100</td>
<td>240</td>
<td>2</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Orange, 1 medium</td>
<td>70</td>
<td>130</td>
<td>2</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Watermelon, 2 cups diced</td>
<td>80</td>
<td>25</td>
<td>20</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

US Food and Drug Administration

1. Which fruit would you recommend as the highest source of vitamin C and highest amount of fiber?

2. Which fruit is the best source of iron, fiber, and vitamin C?

3. Compare and contrast the calories and vitamin C content of the pineapple and the watermelon.

Career Certification Skills—Applying Math Skills

Imagine that over the past several days, you applied for many jobs each day, as shown in the following chart.

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs for which you applied</td>
<td>4</td>
<td>9</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

What is the average number of jobs you applied for each day? Select the correct answer. Show your calculations.

A. 7.8
B. 4.9
C. 5.0
D. 6.2