

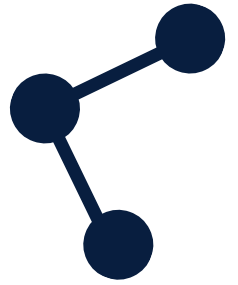
# JOB SEARCH ESSENTIALS



Beyond applying to positions, a successful job search includes developing your digital brand and connecting with professionals in your targeted industry. Meet in person whenever possible. Real life interactions make you more memorable and strengthen your network significantly. Here are the essentials you can't job search without:

## 1 SOCIAL MEDIA

Platforms like LinkedIn and Portfolium can help you build your professional network and develop a digital brand. Social media is also a great way to follow companies, recruiters, industry connections and knowledge communities. Optimize your social media by including industry specific skills and keywords to enhance your SEO and make it easier for recruiters to find you!



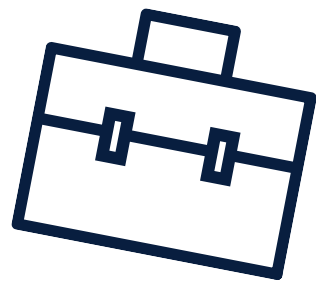
## 2 TARGETED COMPANY SEARCH

Research the top organizations in your field and identify 10-15 that peak your interest. Use websites such as Glassdoor.com & Salary.com to get the inside scoop on employers before applying. Check out company profiles to get a sense of their culture, compensation, benefits, overall work/life integration and employee expectations.



## 3 PROFESSIONAL DEVELOPMENT

Join professional organizations in your industry to expand your network, find specialized trainings and gain access to conferences. Share articles/publications from industry professionals, familiarize yourself with best practices and technology trends that can impact your future career. These proactive strategies make you more marketable to potential employers and your overall knowledge communities.



## 4 INFORMATIONAL INTERVIEWS

Connect with professionals and request a 20 minute face-to-face, phone, or Skype meeting to discuss the person's role, their typical day at work and any career advice they may have for you. By meeting a contact in your desired role or industry, informational interviews are the most effective way to build your professional network and gain an in-depth look into what a job entails. Do your research and TheMuse.com is a great resource to learn more about these career chats.



## 5 FIU ALUMNI & COLLEGE EVENTS

Stay connected with your alma mater by attending FIU events. Calendar.fiu.edu and FIUalumni.com highlight daily lectures, speakers, meetups and more to connect you to professionals. Network with alumni at a tailgate, virtually meet alumni through Panther Chats/webinars or attend career fairs. With a community of over 215,000+ alumni, there is always something for everyone at FIU.



## 6 COMMUNITY EVENTS

Life in vibrant Miami offers a variety of professional networking possibilities and community events. Volunteer for local non-profits through Idealist.org, attend Miami Chamber of Commerce events, Waffle Wednesdays in Wynwood, connect with the arts community at the Frost Museum, PAMM or find more at Eventbrite.com and MiamiNewTimes.com. There is something to do everyday in South Florida. Go out and explore your world!

