

CLASS OF 2022 LAUNCH KIT

EASTERN.EDU/CAREERS



Center for

CAREER
DEVELOPMENT

at EASTERN  UNIVERSITY

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A WORD FROM THE CENTER FOR CAREER DEVELOPMENT

One of the biggest pleasures of working in career development is watching each graduating class launch: celebrating the victory of graduation, pondering future options, and ultimately choosing first destinations as a newly-minted grad.

Through the challenges of their undergraduate career, the Class of 2022 has learned to be flexible and innovative advocates. You have come to see the world in a new way that ultimately, will better serve yourselves and others. The tenacity and perspective you bring will revolutionize the workplace.

As you leave Eastern, we pray that you will find an abundance of opportunity, pathways to continued learning, and the confidence to take leaps of faith. We hope that this kit will provide practical guides in that journey.

May you be blessed as you go forth to serve and love your neighbors, communities, and the world.



SARAH TODD, M.ED'13
DIRECTOR



SARAH TODD
DIRECTOR



ABIGAIL BROOKE
ASSISTANT DIRECTOR

LAUNCH 2021 CHECKLIST

What small step can you take today to get you ready for what's next?

- ☒ Update your resume (and get a resume review!)
- ☒ Fill out your [Handshake](#) profile
- ☒ Take a new LinkedIn Headshot
- ☒ Update your LinkedIn profile
- ☒ Find and connect with 5 professionals in your field
- ☒ Set up [informational interviews](#) to build knowledge and connections
- ☒ Practice virtual interview questions on [Standout](#)
- ☒ Bookmark a few professional associations or industry-specific websites or blogs to stay up to date on your field
- ☒ Ensure your voicemail is turned on and check it regularly
- ☒ Decide which professional email to use going forward and implement it
- ☒ Reach out to past supervisors/mentors and ask if they're willing to serve as a reference
- ☒ Do a social media audit; ensure privacy settings are enabled
- ☒ Set achievable small goals for yourself that fit your unique situation
- ☒ Stay connected with your support system and ask for help (including the [Center for Career Development](#))

WRITING A RESUME

Your Resume Should:

- Be an organized and effective self-marketing tool with zero flaws
- Have sections based on your experiences, such as education, jobs, activities, volunteering, etc.
- Be a 1-page document as a college student; may be longer the more experiences you have

How to Format:

- Avoid templates; they present spacing issues and can sacrifice function for looks
- Provide professional contact information at the top; only one address needed
- Use reverse chronological order for each of category (newest to oldest)
- Develop separate sections
- The order of categories should be the most important to least important
- The amount of space that you provide for an item indicates the importance of that item
- Use phrases to describe rather than full sentences. No first-person statements
- Don't go below .5 for all margins
- Don't go below size 10 font
- Don't include references in the resume itself



Creating Your Blueprint

As you plan your résumé, keep in mind that an employer may initially only spend 15-20 seconds reviewing it. Remember, **the purpose of a resume is to get you an interview.** Your goal is to highlight your qualifications, skills, and experiences in a manner that will make you stand out from the rest. Follow this guide to develop your resume using the checklist, compare your resume to the sample, and make sure you use strong, active verbs.

Resume Writing Checklist

- ☒ You've included your updated contact information (name, address, phone, email).
- ☒ You've included headers that fit your experiences, such as: Education, Job Experience, Internship Experience, Volunteer Experience, Skills, Related Experience, etc.
- ☒ The resume is tailored to the job you are applying for.
- ☒ The resume is relevant to the position and contains position/industry-related keywords.
- ☒ The resume contains action words.
- ☒ The resume does not contain pronouns (I, We, My, etc).
- ☒ Length of document is appropriate. (CAN be more than one page if necessary, but avoid going over onto a second page only by a few lines)
- ☒ Document is free of spelling and grammatical errors.
- ☒ Resume contains no personal information or photos.
- ☒ The format is organized and easy to read.
- ☒ You've had at least one other person look over your resume for you.

Active Verbs

The following active verbs can be used to begin each phrase in your resume. Keep in mind there may be additional words that pertain specifically to your field. Always begin your statements with a strong word that describes a skill or ability you possess.

Analysis:

- ☒ Adjusted
- ☒ Analyzed
- ☒ Approved
- ☒ Assessed
- ☒ Attained
- ☒ Budgeted
- ☒ Calculated
- ☒ Categorized
- ☒ Collected
- ☒ Compared
- ☒ Compiled
- ☒ Computed
- ☒ Defined
- ☒ Estimated
- ☒ Evaluated
- ☒ Gathered
- ☒ Interpreted
- ☒ Maintained
- ☒ Processed
- ☒ Reconciled
- ☒ Reinforced
- ☒ Researched
- ☒ Screened
- ☒ Solved

Communication:

- ☒ Adapted
- ☒ Approved
- ☒ Communicated
- ☒ Consulted
- ☒ Created
- ☒ Critiqued
- ☒ Discussed
- ☒ Drafted
- ☒ Edited
- ☒ Interviewed
- ☒ Lectured
- ☒ Negotiated
- ☒ Persuaded
- ☒ Presented
- ☒ Promoted
- ☒ Published
- ☒ Reported
- ☒ Reviewed
- ☒ Revised
- ☒ Summarized
- ☒ Translated
- ☒ Updated
- ☒ Wrote

Initiative:

- ☒ Accomplished
- ☒ Achieved
- ☒ Compiled
- ☒ Completed
- ☒ Defined
- ☒ Established
- ☒ Expanded
- ☒ Expedited
- ☒ Founded
- ☒ Generated
- ☒ Implemented
- ☒ Improved
- ☒ Increased
- ☒ Initiated
- ☒ Inspected
- ☒ Launched
- ☒ Perceived
- ☒ Produced
- ☒ Proposed
- ☒ Provided
- ☒ Reduced
- ☒ Stimulated
- ☒ Succeeded
- ☒ Utilized

Leadership:

- ☒ Administered
- ☒ Advised
- ☒ Approved
- ☒ Assigned
- ☒ Conducted
- ☒ Coordinated
- ☒ Counseled
- ☒ Defined
- ☒ Directed
- ☒ Educated
- ☒ Established
- ☒ Expanded
- ☒ Founded
- ☒ Guided
- ☒ Instructed
- ☒ Led
- ☒ Managed
- ☒ Organized
- ☒ Planned
- ☒ Prepared
- ☒ Proposed
- ☒ Scheduled
- ☒ Supervised
- ☒ Trained

Relationships:

- ☒ Advised
- ☒ Advocated
- ☒ Collaborated
- ☒ Communicated
- ☒ Contributed
- ☒ Counseled
- ☒ Educated
- ☒ Enlisted
- ☒ Facilitated
- ☒ Guided
- ☒ Influenced
- ☒ Instructed
- ☒ Listened
- ☒ Mediated
- ☒ Negotiated
- ☒ Participated
- ☒ Persuaded
- ☒ Recommended
- ☒ Reconciled
- ☒ Resolved
- ☒ Served
- ☒ Supported
- ☒ Trained

NAME

Address (or City, State) | Professional Email | Phone

EDUCATION

Eastern University, St. Davids, PA | May 2021

Degree Type in Major | GPA (optional)

RELATED WORK/INTERNSHIP EXPERIENCE

Name of Company or Organization, Date (month year to month year)

Job Title

- List 3-5 bullet points describing your job responsibilities or accomplishments
- Make sure that each bullet point is detailed and thorough, and highlights skill sets you obtained while working in this position.
- If this is a current position, be sure to write the responsibilities in present tense; for past positions, write in past tense
- Each section should be organized from newest experience to oldest
- Make sure to use active verbs

ADDITIONAL EXPERIENCE

Name of Company or Organization, Date (month year to month year)

Job Title

- Set this section up the same as you would your first section; fewer bullets if less applicable to job for which you are applying

VOLUNTEER EXPERIENCE

Volunteer, ABC Organization, Date (month year to month year)

- List your volunteer experience and what organizations you are involved with. Make sure that you include organizations that you have leadership roles in, and don't forget service learning or campus clubs/ministries/organizations.

SKILLS, QUALIFICATIONS & CERTIFICATIONS

The skills section should include hard skills that are specific and measurable such as proficiency in a foreign language, typing speed, computer software knowledge/certification, laboratory techniques, or other skills related to your field. List your skills in bullet point format. Don't include items like "hardworking" or "pleasant to be around"; personality traits are not skills.

WRITING A RESUME

The Final Draft

- Be error-free! Proofread your resume several times and have it checked by a career counselor. One error on your resume can leave a poor first impression with an employer.
- Be cautious with unusual fonts and graphics. They may not convert well when sent electronically.
- When emailing or uploading a resume, email as a PDF unless instructed to do otherwise by the employer.

More Than One

- If you're in several disciplines, you may find having two or more versions of your resume will serve opportunities in different fields more effectively.

CVs: How They Differ

A Curriculum Vitae (CV) resembles a resume in many ways but is more specifically focused on academic achievements. It summarizes education and academic history, and may include details about teaching experience, publications (books, articles, research papers, unpublished manuscripts, or book chapters), and academic honors and awards. Sections often include:

- Name & Address
- Education
- Dissertation/Thesis
- Fellowships & Awards
- Areas of Research Interest or Areas of Specialization or Principal Research and Teaching Interests
- Teaching Experience
- Research Experience
- Publications & Presentations
- Works in Progress
- Related Professional Experience
- Languages
- References



WRITING A COVER LETTER

What is a Cover Letter?

- The cover letter allows you to expand and elaborate on information contained in your resume.
- It allows you to show your passion for the position, highlight your knowledge of the company, and make connections between the position and your relevant qualifications.
- An effective cover letter is specifically tailored for the position to which you are applying.

Cover Letter Tips

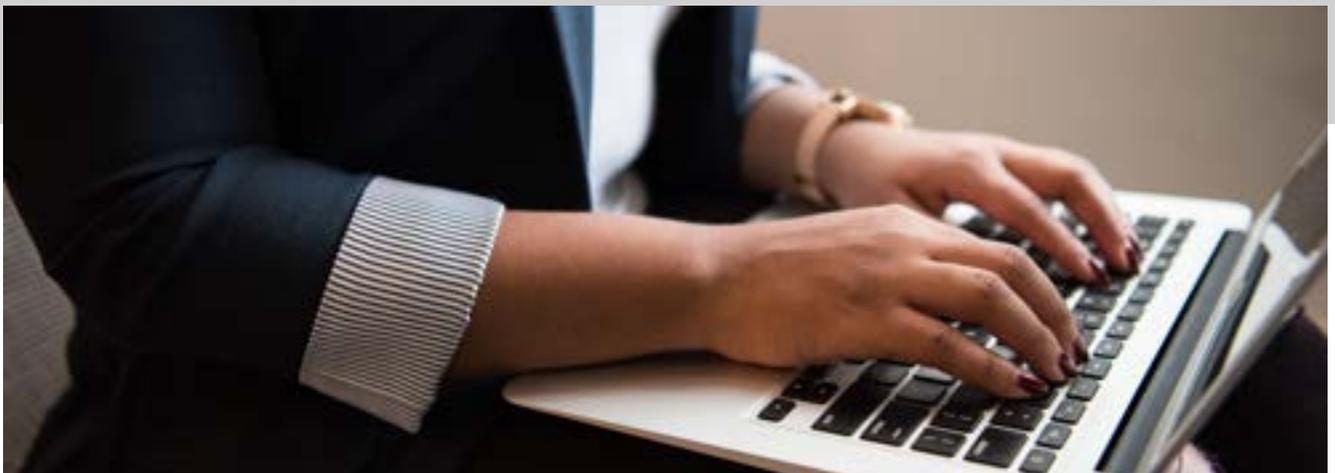
- Research the organization, and get to know the job description/posting very well.
- Appearance counts! Make sure margins are even, and try to balance the letter on the page.
- Use the same font and text size in your cover letter as in your resume.
- Always address the recipient by their title and last name if known. "Dear Hiring Manager" is fine otherwise.
- Vary your sentence structure. Do not start every sentence with "I."
- Pay attention to the qualifications sought in the job posting/description and highlight ones you have in your cover letter.
- Be absolutely certain that your cover letter is error-free.
- Save your cover letter as a PDF with the employer's name in the file name.



WRITING A COVER LETTER

Cover Letter Checklist

- ☒ You've used an appropriate business format for your letter.
- ☒ Your cover letter is no more than one page in length.
- ☒ You have researched the organization and reviewed the job description for the position.
- ☒ The first paragraph states the title of the position for which you are applying, along with a brief description of why you are interested in the position or relevant connections.
- ☒ The second paragraph highlights examples of specific experiences that relate directly to the qualifications and job responsibilities of the position. (Make sure you're not regurgitating your resume here!)
- ☒ You have used the language the employer uses in the job description in your writing.
- ☒ The final paragraph thanks the reader for considering your application and reiterates your interest.
- ☒ Your cover letter is not just listing experiences that are already on the resume; something new is communicated.
- ☒ Your correct contact information is included on the cover letter.
- ☒ You have addressed the letter to a specific hiring manager using "Dear [title last name]" or "Dear Hiring Manager".
- ☒ Your cover letter is free of spelling and grammatical errors.
- ☒ You've had at least one other person read over your cover letter and saved as a PDF.



SAMPLE COVER LETTER

NAME

Address (or City, State) | Professional Email | Phone

Date

Dear Ms./Mr./Mx./Dr. Last Name [or Dear Hiring Manager]:

The first paragraph of your cover letter should get the reader's attention, stimulate interest, and be appropriate for the job you are seeking. You should make your goal clear to readers. You must mention what position you are interested in or applying for. It is also appropriate to mention where you learned of the job opening or if you have a relevant connection/contact.

For the body paragraph, or second paragraph, focus on your two or three strongest qualifications for the position. How has your background prepared you for this position? Don't just paraphrase what can be found in your resume. Be sure to illustrate what you personally bring to the position with specific details, and you should demonstrate how your experiences will benefit the employer. Avoid vague statements; back up claims with specific examples. (For example, if you are organized, give a specific example of your organizational skills from past experiences.)

In the final paragraph, you should thank the reader for taking the time to read and consider your application. Reiterate your interest in the position, and why you are a fit for the position. Let them know that you are excited about the opportunity to further discuss your fit for their position and organization. Remember, your letter as a whole should not exceed one page!

Sincerely,
Your Full Name

JOB SEARCH TIPS

Career development is a lifelong, evolving process that rarely happens in a straight line. While your degree is an important step, it is only one of many aspects of you that will be desirable to employers. Your education will open many doors, but it is up to you to seek and find the right vocation for you. You are gifted in multiple areas and it's likely you'll find meaningful work across several fields throughout your life.



Job Search Tips:

- Utilize [Handshake](#), EU's internship/job board; practice virtual interview on [Standout](#)
- Update your LinkedIn profile and turn on the job seeker field
- Look where other [EU alumni](#) in your field have been hired on LinkedIn
- Review [What Can I Do With This Major?](#)
- Take the [MyNextMove Interest Profiler](#)
- Research job opportunities and salaries on [O*Net](#)
- Complete [informational interviews](#) with mentors and professionals in your field
- Set small, achievable goals (i.e. a Zoom chat with someone you want to network with, apply for 2 jobs this week, etc.)
- Alert your network: update folks who may not know you're graduating that you're actively seeking. When they say, "What do you want to do?", be able to give some guidance.
- Look outside of job boards; have a list of companies and organizations you're interested in and go directly to their sites regularly
- Use apps: Handshake and LinkedIn are available on the go
- Use saved searches and job agents on job board sites to save time
- Follow up on every lead as soon as you hear about it
- Keep your resume in your inbox or in your Google drive to share quickly if need be
- Work on your [elevator pitch](#); make sure you can say who you are and what you're looking for
- If you can, volunteer while you search; volunteering can generate more contacts in your field
- Find resources on [job searching through the Handshake blog](#).
- Stay connected with the [Center for Career Development via social media](#)

EQUITABLE JOB SEARCH

LOOKING FOR YOUR FIRST JOB? HOW TO FIND AN EMPLOYER THAT VALUES DIVERSITY

Christopher Donchak is a career counselor and employer engagement specialist at Pennsylvania State University – Harrisburg. Taken from the National Association of Colleges and Employers.

How do you know when an organization values diversity, equity, and inclusion? Why is it important to know a company's policies of diversity, equity, and inclusion? How do companies demonstrate they have an inclusive, equitable, and diverse environment? All of these questions are important.

...if diversity, inclusion, and equity are important to you and you want to work for an organization that values and supports these initiatives, you must first do your research. Check to see if the company is registered through the [Human Rights Campaign Corporate Equality Index](#) (Human Rights Campaign, 2019) in LGBTQ+ inclusivity in the workplace. See if they are listed in the [Forbes 500 top places to work](#) for diversity and inclusion, which benchmarks an organization's policies against anti-discrimination laws, inclusive hiring practices, equal and available opportunities for advancement, and social advocacy initiatives. Check out the company's website to see if they have specialty affinity groups that include women and people of color. Explore their leadership in middle, upper management, and executive positions to see if they include women and people of color. See what their customers and employees are saying about their workplace environment and hiring practices.

It is important to know this information as a potential employee to determine if the company is a right fit for you. Will the company be supportive? Does the company value you as an individual and want you to bring your whole self to work? Statistics show that employees who feel marginalized, stymied, or compartmentalized in their lives at work have a reduced feeling of workplace satisfaction. They experience higher levels of anxiety and stress because they have to keep a part of their lives secret from their coworkers and managers from fear of retaliation or discrimination. This fear, in turn, leads to decreased productivity, higher rates of absenteeism, and higher turnover rates.

In adopting inclusive language, researching a company's policies, and understanding how diversity, equity, and inclusivity enhance an organization's working environment, you will be better equipped to explore and discover the organization that will best fit your own professional and personal identities.

INTERVIEW TIPS: BEFORE THE INTERVIEW

Before the Interview

Preparation is everything! The more you are prepared, the better the interview tends to go. Here are 10 tips to help you prepare for your interview.

- ☒ Update your paperwork and make sure to bring several copies to the interview. (cover letter, resume, references)
- ☒ Research the organization and company.
- ☒ Read over the job description multiple times and make sure you can summarize the position in your own words if the employer asks you to.
- ☒ Anticipate and practice interview questions. Don't memorize your answers; make notecards to practice concepts or ideas to express for specific questions.
- ☒ Do a test drive to your interview site so that on the big day you will know where you are going and where you should park.
- ☒ Arrive 10-15 minutes early, as there may be paperwork you need to fill out.
- ☒ Dress professionally. Try on your planned outfit in advance to ensure it fits properly.
- ☒ Bring a folder to carry all of your documents in to keep them neat and organized.
- ☒ Prepare five thought-provoking questions to ask the employer. (examples follow)
- ☒ Smile and introduce yourself.

If your interview is **remote**, read on for more tips!



INTERVIEW TIPS: REMOTE INTERVIEWS

Remote Interview Tips

- ☒ Practice a virtual interview on [Standout](#)
- ☒ Prepare your interview space; check your camera view to be sure your background is clean and neat.
- ☒ Ensure your microphone, camera, and tech are working properly.
- ☒ Check lighting and be sure your face can be seen (watch backlighting).
- ☒ Dress the part. Wear professional attire appropriate for your field.
- ☒ Turn off notifications on your laptop and phone. Make sure devices are charged/plugged in.
- ☒ Arrive in the virtual interview space or waiting room a few minutes early.
- ☒ Look into your interviewer's eyes; try not to watch yourself.
- ☒ Have your resume and the job description close by for reference.
- ☒ Be prepped on behavioral interview questions and other common questions. (examples follow)
- ☒ Have questions ready for your interviewer. (examples follow)
- ☒ Don't get flustered if technical difficulties happen; try to stay calm and adapt if necessary.
- ☒ Send a follow-up thank you email within 24 hours.



INTERVIEW TIPS: DURING THE INTERVIEW

During the Interview

When you meet the hiring manager or the person who will be conducting your interview, remember that the first impression is the most important one!

- Smile, make good eye contact, and greet the employer by their name.
- Once the interview gets started, it's important to be a good listener. When you speak, speak slowly and confidently.
- Keep your tone positive. If you tend to be talkative, be careful not to ramble; you may want to repeat the question back to the interviewer to keep focused.
- If you are asked a question you don't know how to answer, feel free to ask for clarification and take the time to think before you answer.

Overall, your goal is convince the employer that you have these four qualities:

1. **Qualifications:** Talk about your background, education, and experiences.
2. **Attitude:** Be honest, positive, sincere, and professional.
3. **Intelligence:** Use your communication skills, and speak about your knowledge of the company and its mission. How can you help the organization achieve its goals?
4. **Compatibility:** Speak about how you have adapted to different work environments in the past and provide examples of your ability to be an effective team player.



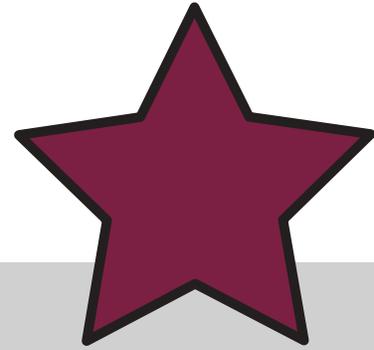
INTERVIEW TIPS: SAMPLE INTERVIEW QUESTIONS

Sample Interview Questions

- ☒ What made you want to apply for this position?
- ☒ Why do you want to work here?
- ☒ What are your strengths/weaknesses?
- ☒ What was the most important thing you learned from your time at [a past experience of yours]?
- ☒ What skills or training do you have that qualify you for this position?
- ☒ Describe a time when you had to be relatively quick in making a decision.
- ☒ Tell me about a time when you experienced conflict as part of a team and how you handled it.
- ☒ Tell me about a time when you made a mistake in a past job and how you dealt with it.
- ☒ In your own words, how would you describe the position you're applying for?
- ☒ What are some of your future professional goals?
- ☒ If I were to ask your previous supervisor to describe you, what would the person tell me?
- ☒ What is something you've invested in learning outside of your classes?
- ☒ What motivates you and how are you able to motivate others?
- ☒ Why should I hire you?



INTERVIEW TIPS: STAR METHOD



STAR Method for Behavioral Interview Questions

"Tell me about a time when..."

Situation: give an example of a situation you were involved in that resulted in a positive outcome

Task: describe the tasks involved in that situation

Action: talk about actions steps taken in the situation

Results: what results directly followed because of your actions

- Before the interview process, identify two or three of your top-selling points and determine how you will convey these points (with demonstrated STAR stories) during the interview.
- It is helpful to frame your answer as a story that you can tell. The interviewer will sometimes ask you open-ended questions to allow you to choose which examples you wish to use. When a part of your story relates to a skill or experience the interviewer wishes to explore further, they will then ask you very specific follow-up questions regarding your behavior. These can include "What were you thinking at that point?" or "Lead me through your decision process."
- Whenever you can, quantify your results. Numbers illustrate your level of authority and responsibility. For example: "I was a shift supervisor." could be "As Shift Supervisor, I trained and evaluated 4 employees."



INTERVIEW TIPS: QUESTIONS FOR THE EMPLOYER

Sample Questions to ask the Employer

- ☒ What kind of assignments might I expect during the first six months on the job?
- ☒ What qualities are you looking for in the candidate who fulfills this position?
- ☒ What is your supervisory style?
- ☒ How is success in this job measured and what evaluation process do you use?
- ☒ How do you approach professional development for your employees?
- ☒ How do you promote work/life balance for your employees?
- ☒ What are typical job hours? If those need to be exceeded, how are employees compensated?
- ☒ Are there opportunities for advancement in this organization?
- ☒ What kind of training will I have?
- ☒ What do you see as the biggest challenge for someone in this position?
- ☒ What is your favorite part about working with this organization?
- ☒ What kind of timeline do you envision in terms of hiring for this role?



INTERVIEW TIPS: AFTER THE INTERVIEW

After the Interview

The follow up is the final act of the interview process. Be sure to make notes during your interview, including the name and contact information of the person, or people who are interviewing you. You will need their email addresses to send follow up thank you emails. In the closing phase of the interview, you should find out what you should expect going forward. Some companies do first and second interviews; some do not. It's always acceptable to ask for a timeline of when you might be able to hear back about the employer's decision, so don't be afraid to ask.

Thank You

Within 24 hours, be sure to send a thank you email to your interviewer(s). Reiterate your interest and thank them for their time. If there are any details you neglected to share that might enhance your candidacy, you can add them. Keep thank you emails brief and concise.



SALARY NEGOTIATION & ACCEPTING A JOB

1. Salary is best discussed when the employer has made you an offer
2. Salary should be viewed in the context of total employment package
3. Know what you are worth and what the current market will bear
4. Many** offers are negotiable
5. It is okay to ask for what you want

****Not all opportunities will be eligible for negotiation. Your situation and your field will vary. Research orgs and use your network and mentors to find out what's at play within your industry.**

Whether an employer makes you an offer via telephone, email, or in person, be sure to:

- Express your appreciation for the offer.
- Indicate that you have a few follow-up questions about the job (i.e. vacation time, start date, position title, benefits, etc).
- Thank the employer for the information, and ask for time to consider the offer (anywhere between a few days and one week is standard).
- Ask if it is okay to call back if you have additional questions before making a final decision.

[Excerpted from NYUWagner Grad School of Public Service](#)



SALARY NEGOTIATION & ACCEPTING A JOB

Before you accept or decline an offer, consider every aspect of the job. The following questions can help you determine if this is the right position for you:

- Is your interest in the organization still strong?
- Will you gain new skills or bolster old skills in this job?
- Is the position consistent with your short term and long term goals?
- How does this job compare to your ideal job?
- How will this position impact your personal life and relationships?
- Is the salary acceptable?
- How are the other elements of the benefits package?

If you are satisfied with the complete compensation package and you do not want to negotiate any aspect of the position, you can accept the position as offered!



SALARY NEGOTIATION & ACCEPTING A JOB

If you are not satisfied with the complete compensation package and you want to negotiate one or more aspects of the position, keep the following principles in mind:

- Always negotiate in good faith. You should only go through with negotiating an offer if you are seriously considering taking the job.
- If possible, negotiate in person, via Zoom, or over the telephone. Tone plays a big role in negotiation and it is more difficult to convey in written form.
- If you are considering other organizations, contact those employers, inform them of your offer, and inquire about the status of your application. If they are interested in you and have some flexibility, they may speed up their decision-making process. However, you may have to make a decision before you have complete information on all possible offers.
- You should only accept an offer if you intend to stick with it.

If you decide to negotiate an offer, you must be clear about the aspects of the position that you would like to have improved. Remember to consider every aspect of the job. Do not feel compelled to focus exclusively on salary. **The employer can either agree or disagree to consider your request.**



SALARY NEGOTIATION & ACCEPTING A JOB

If the employer does not agree to consider your request to enhance the offer:

Maintain a positive and gracious tone. If you do not want to make a second attempt, simply thank the employer for the offer again and indicate that you will get back to them with a final decision on or before the original deadline.

If the employer does agree to consider your request to enhance the offer:

Express your appreciation for the consideration and tell the employer what type of enhancement you had in mind. If you want to raise the salary, do not state the exact figure that you desire. Instead, choose a realistic round number that is slightly above the exact figure that you want. For example, if you would like to increase the salary from \$40,000 to \$45,000, you might say “I was hoping to move towards \$50,000.”

[Excerpted from NYUWagner Grad School of Public Service](#)



SOCIAL MEDIA

- Keep in mind that whatever you post (pictures, videos, status updates, tweets, links, etc.) is generally public. Friends, friends of friends, and people in your networks may have access to this.
- Avoid complaining publicly about work or work-related items.
- Avoid writing publicly about your job search unless it can be public. If your current employer sees this, it may negatively impact your experience at work.
- Pick a professional photo for all of your social media presences. This is the first image employers and others will see if and when they screen you (which many do).
- Google your name. Be aware of what the top results are. The top results on the page will make the first impression.
- Tell people in your networks about appropriate good news. Share an accomplishment from class or your internship. Compliment someone for doing good work. Avoid posting negative comments, especially about employers, coworkers, and supervisors.
- Use privacy settings on all sites where possible.



LINKEDIN



LinkedIn is the world's largest professional social network. It is used widely by recruiters, hiring managers, and professionals in hundreds of industries to find qualified candidates for open positions, including grads like you. With hundreds of millions of members on the network and thousands of Eastern alumni there too, it's a great tool for your career. All students and alumni can join the [Eastern University Alumni Group](#).

A great place to start your job search using social media is through LinkedIn. LinkedIn is a social networking site focused on making professional connections and expanding your network of contacts. A [great guide to get you started or to improve your profile is here](#).



CONTACT US

careers@eastern.edu

eastern.edu/careers

eastern.joinhandshake.com

[@eucareers](https://twitter.com/eucareers) 

[eucareercenter](https://www.instagram.com/eucareercenter) 

[Center for Career
Development](https://www.youtube.com/watch?v=...) 



Eastern University Alumni are welcome to contact the Center for Career Development for career assistance up to five (5) years after graduation for individual help with resumes, cover letters, and general job search questions. More information is [available here](#).

**To speak to a career counselor,
email us at careers@eastern.edu
or call 610-341-5827.**