

# To Accept or Not to Accept: Big Job Offer Questions to Consider



Deciding to accept a job offer is a big deal, so you'll want to make sure there are no big surprises when you sign on. Especially if you've gone through several rounds of interviews and/or back and forth negotiations, you'll want to have a clear picture of what your future at the company will look like.

Ideally, there are some key things that you'll want to ask about, and if possible, get the answers in writing so that you have them on file should things change. Obviously, salary and benefits would be the major items to get in writing, but there are some other things you should ask about, too. Here are some answers you'll want to have so you can start the job feeling confident, and with a sense of purpose:

**Know what you'll be expected to accomplish.** If you haven't had any specifics about clearly defined responsibilities, ask what a typical day on the job will be like

for you.

**Get some insight into the company's vision.** You'll want to have an understanding of the role you play as the company moves forward, and also feel confident that the company is growing, not struggling. Ask about the "big picture," and where the company is heading over the next couple of years.

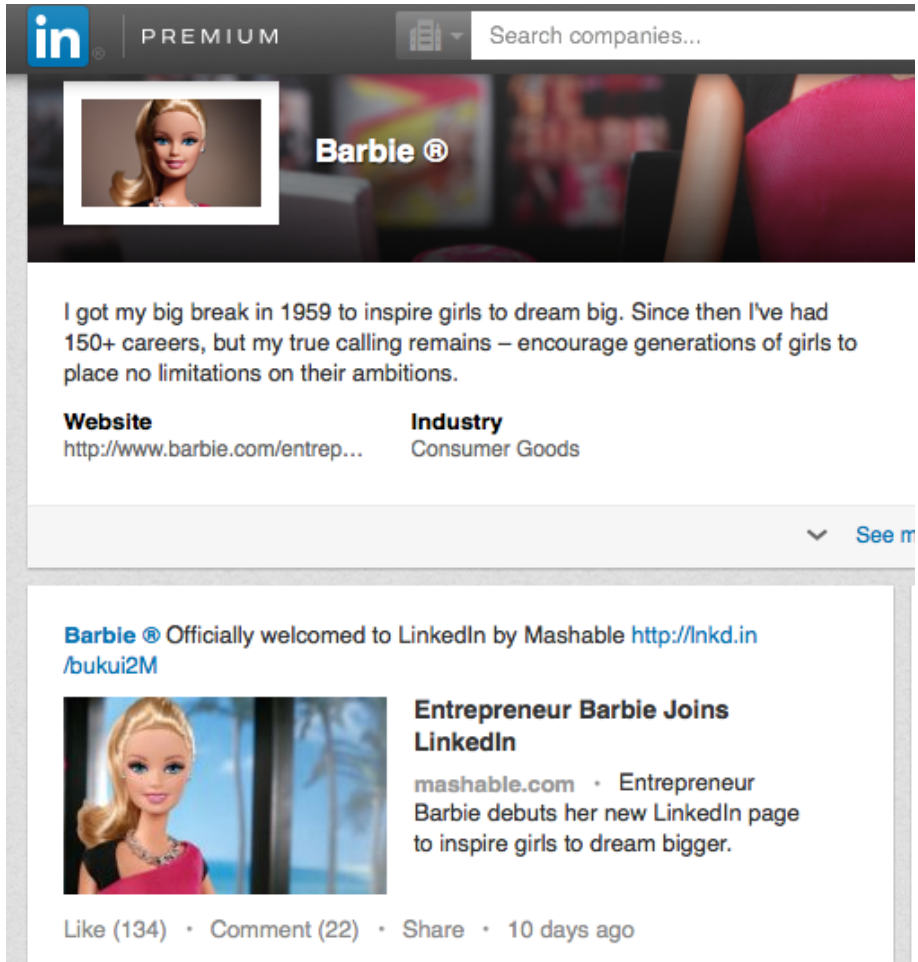
**Find out why they need you.** It can be disheartening to find out that the last three people who held your position didn't last more than a couple of months, for instance. You'll want to find out why if that's the case. Perhaps the previous person was promoted. On the other hand, maybe your position is brand new, and you'll be heading up a new initiative with little guidance. The point is you should know why the position was open, who held it before you (if applicable), and why they are no longer there.

Landing a job is terrific, but you should also **ask about the potential career path should you do a great job.** Does the company promote from within? Did the higher ups work their way up from your position? Are there a lot of long time employees on staff? Understand if this position will be a stepping stone job for you, or a long-term career move.

Once you have answers to the above questions, you can make a more informed decision about whether or not the company is the best fit for you. Of course, no job offer is ever completely perfect, so you'll have weigh the factors that are most important to you.

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# Social Networking Strategies You Can Learn from Barbie



The image is a screenshot of the Barbie LinkedIn profile. At the top, the LinkedIn logo and 'PREMIUM' status are visible. The profile picture is a close-up of a Barbie doll's face. The name 'Barbie ®' is displayed next to the picture. Below the name is a bio: 'I got my big break in 1959 to inspire girls to dream big. Since then I've had 150+ careers, but my true calling remains – encourage generations of girls to place no limitations on their ambitions.' Under the bio, the 'Website' is listed as 'http://www.barbie.com/entrep...' and the 'Industry' is 'Consumer Goods'. Below this is a post from Mashable announcing Barbie's LinkedIn page. The post includes a smaller image of Barbie and the headline 'Entrepreneur Barbie Joins LinkedIn'. The text of the post says 'mashable.com • Entrepreneur Barbie debuts her new LinkedIn page to inspire girls to dream bigger.' At the bottom of the post, it shows 'Like (134) • Comment (22) • Share • 10 days ago'.

**Barbie ®**

I got my big break in 1959 to inspire girls to dream big. Since then I've had 150+ careers, but my true calling remains – encourage generations of girls to place no limitations on their ambitions.

**Website**  
<http://www.barbie.com/entrep...>

**Industry**  
Consumer Goods

**Barbie ®** Officially welcomed to LinkedIn by Mashable <http://lnkd.in/bukui2M>

**Entrepreneur Barbie Joins LinkedIn**

mashable.com • Entrepreneur Barbie debuts her new LinkedIn page to inspire girls to dream bigger.

Like (134) • Comment (22) • Share • 10 days ago

Just because she's plastic, it hasn't stopped Barbie from sharing a pretty strong social media message of empowerment on LinkedIn and Twitter. To help promote the launch of Entrepreneur Barbie, the iconic doll created her own LinkedIn

profile page, has hosted a Twitter chat, and is networking with some amazing businesswomen.

Once you get past the plastic pink-heavy product promotion, you can actually learn a thing or two about improving your own networking skills from Barb. Take a look...

**Barbie is aligning herself with smart people (not just Ken!).** It's definitely quality over quantity when it comes to adding connections on your social media accounts. Are the people on your follower lists influencers? Are they likely to share something you post, or give you a reference or endorsement? Do they offer content that teaches you something? Barbie's C-level and VP friends do all of the above.

**She shares relevant articles and promotes others.** If you want to keep your followers engaged, it shouldn't be all about self-promotion. Sure, Barbie links to content on her website occasionally, but she also touts the work of fellow female entrepreneurs. Linking to industry articles or giving kudos to other connections is a great way to build up a good rapport, and it's likely that others will do the same for you over time.

Retweeted by Barbie



LinkedIn @LinkedIn · Jul 2

"Don't let anyone put you in a box." ~Entrepreneur @Barbie's advice to young women [linkd.in/trk100Y](https://linkd.in/trk100Y)



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Barbie @Barbie · Jul 2

.@Barbie shares tips for young women who want to start their own business in a fab Q&A with @LinkedIn: [dolltasti.cc/1iWnBrP](https://dolltasti.cc/1iWnBrP)  
[#Unapologetic](#)

**She's constantly learning new skills.** Sure, she's had a lot of help from Mattel, but Barbie is constantly evolving and never afraid to follow her career dreams (after all, she's had about 150 different careers over the years). Even if you're with one company or in one industry for the long haul, it's a good idea to keep your resume fresh and your skills updated.

**Barbie is super sweet, but also #unapologetic (that's her hashtag, by the way).** We admit, Barbie can be a little too perky sometimes, and her perfect bloneness has earned her lots of criticism over the years. Still, her latest message is that she makes no apologies about her looks, and instead focuses on encouraging girls to be whatever they want. The takeaway: Don't ever apologize for who you are, or your beliefs.

**She's always smiling.** It might be a little easier for Barbie since her smile is literally painted on, but maintaining a friendly, welcoming vibe online will help bolster your personal brand and goodwill, too. We've all got those connections

who constantly complain or look for the negative in every business situation, and they can be a real downer. While it's OK to take a stance on an issue, be careful about flaming or alienating others, or coming across as close-minded. Before you post, ask yourself: What does this update say about me?

As Barbie says, "if you dream it, you can be it." Pretty good advice considering her 50+ year career.

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# Crazy Interview Questions You Would Hate to Be Asked



Everyone expects that interviewers to throw a curveball or two during the interview process. But some questions are so out there that you may wonder why in the world an employer would be interested in the answers?

Your challenge is to take a look at these oddball questions from Glassdoor.com (based on user comments regarding questions they were asked by major companies), and think about how you'd respond.

1. What song best describes your work ethic?
2. Jeff Bezos walks into your office and says you can have a million dollars to launch your best entrepreneurial idea. What is it?
3. What do you think about when you are alone in your car?
4. How would you rate your memory?
5. Estimate how many windows are in New York.
6. How would you direct someone else on how to cook an omelet?
7. If you were to get rid of one state in the U.S., which would it be and why?
8. What's your favorite song? Perform it for us now.
9. How many cows are in Canada?

10. If we came to your house for dinner, what would you prepare for us?

Then there are other weird interview questions that give you the ability to fill in the blank. One common one:

If you were a \_\_\_\_\_ (this could be animal/tree/fruit/ice cream flavor/etc.), what would you be?

But wait... there's more! A story in the Indianapolis Star a few years ago highlighted these crazy questions:

- What movie star do you think would make the best employee?
- What color describes your personality and why?
- Are you more like a placid pool of water or a running hose?

The real question: Are you prepared to take these crazy interview questions as they come and give your best answer possible?

You may want to practice having some odd questions thrown to you just to see what type of answers you can come up with on the spot. This exercise can help you not be speechless or thrown off your game when you're interviewing for a job you really want.

*What's the strangest interview question you've ever been asked?*

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# How to Stay Focused on Your Job Search



Just because you're not punching a time card doesn't mean you shouldn't schedule your work day. In your case, your "job" is to find employment. It's not the type of activity that can be conducted passively, or that you should put off for too long.

And spending 20 minutes a day on job boards isn't enough. Here are some strategies for an effective job search:

**Turn tech distractions into a job seeking strategy.** If you're doing the bulk of your job-seeking activity on a mobile device or computer, it's very easy to end up playing Candy Crush, texting friends, editing images for Instagram, etc. In other words, social media, the Internet, and cell phone communications can suck the time right out of your day before you even know it.

Instead, use technology to your advantage. If you're on social media, clean up your profiles and update your accomplishments and skills areas. Connect with friends and colleagues not just to talk about what happened on Game of Thrones,

but to discuss the kind of job opportunity you're seeking.

**Vary your job-search activities.** Anyone can get bored reading through job postings and uploading resumes all day. And here's a hint - that's probably not the most effective way to find a job anyway. Schedule time in your day to correspond with people both online and in person; reach out to schedule informational interviews; find out where there might be a job fair or industry event to help you network; delve into researching companies you're interested in; contact your old school's alumni office to see if they could help; etc.

**Don't obsess over waiting for responses.** Keep track of job applications you send so you can follow up in a week or two, but don't keep checking your email every 12 minutes to see if someone got back to you. That being said, getting outdoors a little each day can help you stay upbeat, too.

**Consider volunteering or taking a class.** If you suspect that your job search may take some time, doing something constructive in the interim can help you keep your skills fresh, learn new ones, and meet people. These activities also make for great interview fodder, since they show that you're a proactive person who's not sitting around waiting for opportunities, but rather, you make things happen.

Staying focused on your job search is challenging, especially if it lingers on for a while, but sticking with it will get you back to work sooner rather than later.

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# 14 Ways to Freshen Up Your Resume



If you've been running with the same resume for years, it's time to breathe new life into that old document with a midway-through-2014 update. Need direction? Try some of these tips to freshen up your resume before the year comes to a close.

## **1. Consider aesthetic appeal.**

Recruiters don't want to read a resume that looks like a textbook. Make sure your layout is symmetrical and includes some white space; too much text or wild style choices are not visually appealing. Your resume should be easy on the eye.

## **2. Insert some numbers.**

On your resume, quantifiable success is way better than vague prose. Tell employers exactly how much money you saved the company, how big a budget you managed, how many people you supervised... you get the idea.

## **3. Get graphic.**

If you're in any kind of creative field and you want to set yourself apart from the pack, take your resume content and channel it into a way-cool infographic. Want to keep the design work to a minimum? Insert a small chart or graph to highlight your accomplishments.

## **4. Replace duties with accomplishments.**

Employers don't care what you're *responsible for*; they want to know what you've *achieved*. List the specific ways you've met or exceeded goals, whether in customer satisfaction, time to completion, volume completed, or other areas.

#### **5. Add your LinkedIn URL.**

Ninety percent of employers will review your LinkedIn profile, so simplify their lives by adding that link to your resume. Make sure your LinkedIn content matches and augments your resume, featuring as many endorsements and recommendations as possible.

#### **6. Include a quotation.**

A great reference from a former client or supervisor can validate your credentials and add pizzazz to your resume. Choose a sentence that highlights the uniqueness of your character and contribution.

#### **7. Focus on the top third.**

Hiring managers only spend about six seconds on an initial resume review, so you've got to make sure the top third knocks their socks off. If your resume is opened on a smartphone, give employers a reason to scroll down and keep reading.

#### **8. Create an accomplishments section.**

If you've had any measure of success in your career, don't bury those mentions in your work experience section. Create a separate section to highlight the results of which you're most proud. And make sure this section is in the top third of your resume!

#### **9. Lose the fluff.**

Don't waste your limited resume space on empty phrases like "team player," "excellent communicator," and "confident leader." Replace overused words with high-impact details that showcase your specific skills and accomplishments.

#### **10. Use Wordle.**

Never heard of Wordle? It's a word-cloud creator that you can use to find the most common words within a specific text. Check job postings to find the words that are used most often, and then optimize your resume and LinkedIn profile for those keywords.

#### **11. Keep the keywords.**

One of the best ways to catch an employer's (and a search engine's) eye is by

sprinkling industry-relevant keywords throughout your resume. Make sure these keywords are part of your headline, branding statement, career summary, work experience, and key skills sections.

**12. Pare down your work experience.**

Unless it's incredibly relevant and impressive, ditch the job you had right out of high school in favor of more current accomplishments. Your resume should not tell your entire life story.

**13. Write several versions.**

Once you've got your master resume down, create a few different versions that are targeted to different kinds of positions and skills. Keywords should change between versions, with each resume tailored to a specific job opening.

**14. Ask someone new to read it.**

Even if you've reviewed your resume dozens of times, it's amazing what you can miss. Have a couple of friends check your resume for errors and to make sure you sound as good as you think you do.

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## 4 Overlooked Ways to Improve Your Job Search



There is so much career advice out there that job seekers can feel overwhelmed. Beyond sticking to the basics of having a strong resume and sharpening your interviewing skills, there are little often overlooked ways to give yourself a competitive edge.

We connected with Heather R. Huhman, career expert and founder & president of Come Recommended, to share some simple strategies for improving your job search.

Take a look...

**LinkedIn is for everyone.** No matter your industry or your work experience, everyone can benefit from creating a LinkedIn profile if for no other reason than it's a great way to connect with employers, recruiters, and create new contacts that could lead to job offers, says Huhman. "Get started with a professional profile picture, and a well-written summary rich in keywords that describes their experience and skills," she says.

**Approach each potential employer differently.** New job hunters often make the mistake of sending the same cover letter and resume to every employer, says Huhman. "Although this seems like a good idea, this actually hurts job seekers. It's important to tailor your resume and cover letter for the position. This guarantees that employers are learning about their skills and experience relative to the position they're applying for," she explains.

**Update your pitch.** Your personal brand is likely to change over time, says Huhman. For example, in college you were on the search for internships and now, you must market yourself as a young professional in your field. And it goes beyond just adding a few lines to your resume. "When reworking your brand, take a look at your goals, accomplishments, and personality," says Huhman. "Find the strongest elements of each area and blend them in a personal brand that makes you shine."

**Make connections.** Whether it's staying in touch with your college's career center or alumni office, or becoming a member of a professional organization, try to gain access to as many networking and professional development opportunities as possible, says Huhman. Here's why: "You'll get the chance to learn about exclusive job opportunities," she says.

For more job search strategies, follow @HeatherHuhman on Twitter.

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# When it Rains Job Offers, Here's How to Choose the Best One



It's a great situation to be in, but still – having to choose between more than one job offer can be a tough position to be in. Picking one that doesn't turn out well could have you kicking yourself. One might sound like it offers a promising future, but the money might not be as appealing as another. So how do you choose?

We break down some key factors in determining which job is the best move for you and your career future...

**Take another deep look into the companies involved.** You probably already did some research before your job interviews, but go back and see if there are any potential red flags. Did one employer have a few negative reviews online? Did you come across an article about the company going through a round of layoffs not too long ago? What seems to be the company's tone on its social media profile

pages – does it mesh with your personality? While none of these considerations are game changers, they could serve as tie breakers if you're torn.

**Think beyond salary.** If there's a huge disparity between salaries, it's hard not to go with the better offer. However, you should also gauge whether there is room for advancement, if there are yearly reviews, if bonuses are typical, and if the company tends to promote from within. It could turn out that taking the slightly lower offer can put you ahead of the game in a year or two.

**Consider how the perks add up.** Also, don't forget to factor in other money considerations that can cancel out a difference in salary offers. For instance, one job might pay more, but it requires a commute that involves a higher monthly expense. Other extras like free gym membership, free lunch, better paid time off policies, matching 401k, and/or superior health benefits should all be factored in as well.

**Understand the type of work you'll be doing.** Finances aside, you want to try to choose work that will keep you engaged and excited, challenged and motivated. In short, you want to have a reason to show up at the office everyday, other than your paycheck. So which job is the most appealing if money wasn't a factor?

**Don't discount the gut factor.** There is something to be said for trusting a certain vibe – good or bad — that a potential employer put out, even if you can't quite put your finger on it. If something seems off, investigate further. And if you still can't identify why one company rubs you the wrong way, while another just seems like a better fit, than maybe just the feeling is enough.

*Have you ever had to choose between two or more job offers? What was the deciding factor for you?*

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# How to Keep Your Job Search on the Down Low



America, we are a fascinating contradiction. We carry on private cell phone conversations in public and post the contents of our meals on Facebook, yet somehow still insist that our privacy is important.

Nowhere is our contradictory desire for confidentiality more apparent than in our attitude toward our job search. We want to cast a wide net as we look for work, but we're also intent on keeping our job seeker status from getting into the wrong hands. Stealth is the watchword.

In fact, according to a study conducted by Wakefield Research and commissioned by TheLadders, 88 percent of people think privacy is important when searching for a job. Makes sense, right? We don't want our current employer to get wind that we're looking, since that could take us out of the driver's seat of our career change and throw a wrench into our future plans.

But how can we accomplish this stealth operation? More than three-quarters of survey respondents think it's flat-out impossible. And here's the real kicker: While job seekers think there's no way to avoid being found out, they're missing a crucial piece of the confidentiality puzzle – 37 percent don't bother checking the privacy settings of a website before posting their resume.

Say *what?! There's that contradiction again. We don't want anyone to know our business, but we're still putting it out there, unfiltered, for the world to see.*

### **How to Stay Stealthy**

Here's the big tip for job seekers: Always check and double-check the privacy settings on job boards. But don't stop there. If you want to keep your job search on the down low, you've got to keep tabs on *all* your online activity. Click "View As" on your Facebook profile to see what your timeline looks like to the public. You'd be surprised how much information (groups, recent locations) you were sharing with the world. Better yet, don't post anything about your job search on Facebook, Twitter, or your personal blog.

And when you update your LinkedIn profile, make sure you update your privacy controls, too. Turn off your activity broadcasts so no one knows you've been making changes to your profile or following new companies. There's nothing strange about maintaining a strong presence on the career networking site, but making a lot of changes at once can raise red flags at your current job. While you're at it, update your public profile so that when people Google you, your life story doesn't pop up for all the world to see. Consider just keeping the basics and your headline visible to the public.

Bottom line: *It is possible to keep your job search on the down low. Take it from Marc Cenedella, founder and CEO of TheLadders: "Americans want their privacy, and we strongly believe that a job search should not require an individual to give it up."*

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# Almost Half of Job Seekers are Giving Up. Are You?



Do you feel like you're looking for a job with a cloud hanging over your head? If so, your feelings are right on par with nearly half of job seekers.

According to a new poll, commissioned by staffing firm Express Employment Professionals, 47 percent of 1,500 respondents have completely given up on

looking for a job. It's understandable, especially for the long-term unemployed, however, staying positive and changing your approach can help rejuvenate your job search and keep you motivated.

Take a closer look at the survey, along with some strategies for counteracting the feelings of despair shared by fellow job hunters...

*Survey says...* **Only 13 percent of the survey's respondents said that they pursued more education while unemployed, and 44 percent are unwilling to relocate.**

If you're long-term unemployed, you might want to *consider that adding to your skill set by taking a class on your own, or via a formal training program*, could give your resume the boost it needs. Plus, it will show that you are being proactive during your unemployment period. In addition, it's not always easy to pick and leave your home town, but depending on the work you're looking for, sometimes moving or even being open to a longer commute can make a world of difference.

*Survey says...* **Almost half of job seekers blame the economy for their difficulty in finding a job, followed by the government, themselves, or their last employer.**

Reframe your thinking. Instead of assigning blame, *look toward outside influences to help with your job search*. Which former colleagues can you get in touch with to ask for help or provide a reference for you? As for the government, ask around about local programs and events that are available to help job seekers improve their resumes, interviewing skills, or meet with potential employers.

*Survey says...* **There is still hope for the majority of job seekers, 91 percent of whom said that they think they'll find a job in the next six months**

The good news is that things are turning around for many job hunters as national unemployment rates decrease. This year, employers said they expected to hire more grads than last year, and in certain industries, there is a lot of demand for new hires. See if you can use such trends to your advantage by *applying for positions that utilize your skills*, even if they are on the fringes of your industry.

*Survey says....* **Respondents said they spend an average of 13.8 hours a week looking for work.**

That's not really a lot at all, when you think about it. Take a look at the efforts

you've been putting into finding a new job, and try adding some new tactics into the mix. Responding to job postings is a start, but many positions are never even posted publicly. *Ask around, keep networking, contact companies directly, volunteer at industry events to meet new people, work on improving your online profiles and/or website.* The more proactive you are, the more opportunities you can create.

*Survey says...* **The majority of respondents — 68 percent — say they are getting some outside help to find a job, but 51 percent say they don't have the resources to look for a job.**

*There are so many resources available to you that you might be overlooking.* For instance, if you went to college, your school's alumni office or career center might be able to help put you in touch with former students who can offer you advice. There are lots of online and social media-driven resources available to you as well, most of them free. You might also consider working with a headhunter or career coach.

Being a job seeker can be frustrating - most of us have been there at some point! But being resilient in the face of unemployment challenges is the best way to discover or make your own job opportunities.

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# Prove You're the Right Fit on a Job Interview



You often hear the phrase “looking for the right fit” when employers describe the ideal employee. But what exactly does that mean? First, the bad news: The answer is different for every hiring manager. The good news is that you can figure it out and adapt your responses to try to crack their “fit” code.

Greg Johnson, executive coach at Above the Rim Executive Coaching, recently shared his thoughts on the “fit” on his LinkedIn blog, and we couldn’t agree with his suggestions more. He says, “Interview preparation is one of the most important aspects of the job search; however, the vast majority of job seekers simply wing the interview.”

Based on Johnson’s tips, here’s what you can be doing to prep yourself instead:

**Tailor your resume and list of skills to the position being offered.** You might have a ton of experience in a variety of careers/jobs, but you want to come

across as someone who's suited with the specific skills needed to fill a particular role. Cast your job history in the light of what's being asked for in the job description. If it's a customer service position, think of the ways in which you serviced customers in your past roles and highlight that.

**Present yourself in terms of the value you can bring to the company.**

Hiring managers are interested in the bottom line. How will you earn your salary? What kind of productivity and idea generation can you give them so they're getting the most bang for their buck? Frame your answers to include specific ways you earned or saved your past employers money.

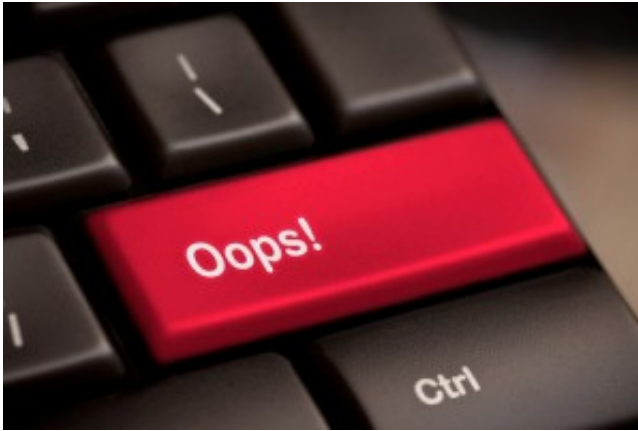
**Are you on the same page when it comes to culture?** There's only one way to find out, and that's by doing a lot of research on the company before you step foot in the interview room. What do employee reviews have to say about the company? What images are being presented on the company's website and social media pages? This aspect of job hunting is just as important for you since you'll want to work for a company at which you feel comfortable.

**Do you share the company's vision?** Look into the history of the company, and where it's headed. Are they innovative and visionary, or do they stick to their same tried and true values since inception? Do they develop a lot of new products and services, or do they focus on their big ticket items? These insights can help you know what type of work will be expected of you, and how much opportunity you'll have for new developments.

Learning about these different aspects of a company can help you fit into their employee puzzle perfectly. Of course, you don't want to fake them out too much, because you'll be most happy at a company that's the right fit for you, too.

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# 8 Ways to Ruin Your Chances at Getting Hired



If you're close to getting your foot in the door, these missteps could cause the door to slam in your face. We compiled eight things job seekers that harm their search efforts and cause employers to move onto the next candidate.

Don't get in your own way of landing a new job! Read on...

## **1. Holding back information.**

Withholding certain details from a potential employer makes you look sneaky. It's important to be honest during the interview process about your career or preferences so you can find the best fit. Plus, interviewers will be able to tell how your education, training, and experience lines up with their job opening and whether you're telling the truth.

## **2. Being vague.**

Many people write generic cover letters and discuss general skills and ideas. Vague descriptions of your accomplishments make it harder for you to stand out in the job process. Instead, leave out the jargon. Show specifics and measurable facts that will make you unique. Did you learn how to communicate across language barriers while in Prague? Did you improve sales figures by 8 percent?

Include those details.

### **3. Acting aggressively.**

Enthusiasm helps, but don't cross the line. You don't want to appear annoying or pushy. In fact, don't do any of the following: Drop off your resume in person when the instructions specifically ask you to apply online; check the status of your application more than once in three weeks; call and hang up repeatedly when you get a voicemail; and cold call employees at the company to boost your name. These actions are seen as desperate and will bring negative attention to your resume.

### **4. Neglecting the small details.**

Candidates often remember to be professional in interviews, formal writing samples, and cover letters. However, many people forget to check spelling and grammar in their emails or be nice to the receptionist. Everything counts in the hiring process. Don't forget that co-workers talk, and employers take account of every piece of information.

### **5. Talking negatively about former jobs or bosses.**

While in an interview, it's easy to talk about the reasons why you want to leave your old job. Remember, the job search process is like dating. Don't talk about your ex! It'll raise a red flag if you dish the dirt so quickly. For example, a job candidate who spoke about annoying customers while interviewing for a customer service position didn't get the position.

### **6. Forgetting to tailor your resume for each job.**

If you don't make an effort to change your information slightly, you look lazy. Simply put, you look like the wrong candidate for the job. Target the specific position. There's nothing wrong or dishonest about having different versions of your resume as long as everything is accurate. For example, if you are applying for a sales position, include your experience related to that. Get your resume in order before you send it anywhere.

### **7. Acting overly confident.**

Though confidence is attractive and desirable, don't cross the line. You're applying for a job and asking your future employer for a position, after all. Jobs about positions, money, and management aren't a good call. For example, a

candidate said he was so well qualified for the job that if he didn't get it, that would prove the management was incompetent.

### **8. Neglecting your social media.**

This rings true for college, internship, and job applications alike, especially as it applies to the above principles. If you speak negatively about your current job, post cocky or pushy comments, and don't discuss experiences or interests related to your job search, interviewers and employers can easily find out the information and are likely to discard your application. Countless advice columns mention that inappropriate photos on social media are a bad idea, but don't forget the small details related to the job hunt. Manage your privacy settings, watch what you post, and don't friend co-workers or bosses if you think it will be a problem. You can't control the flow of information on the Internet, but you can reduce what will impede your career in the future.

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# Should You Take Seasonal Work While You're Job Hunting?



If you're looking for a job for a while, it's a tough decision as to whether it's worth taking a part-time job offer. Will it lead to anything more? Is it going to take away from your job search? Is it too out of your field of interest to offer any valid experience? Would an income boost really help you at this point, even if it isn't a full salary?

Those are just some of the consideration you might have if part-time opportunities arise. And now that summer is approaching, you'll have another option: seasonal work. Unfortunately, it probably doesn't mean you get to sit on the beach with your laptop. Seasonal jobs are those that you know will only last for a short period of time, but for some, it could be a good way to get back into work mode while you continue to search a more permanent gig.

We spoke with Ryan Naylor, president of LocalWork.com, for his thoughts on

seasonal work and what you need to know before you take on a summer job...

**Pro: Getting out there again.**

One of the best things about temp or seasonal jobs is the networking. You're able to get back in the industry and start proving your worth. By keeping your focus on relationships, the temp job could lead to full-time employment.

**Con: No health insurance.**

Be aware that most seasonal or part-time gigs will not be able to offer you benefits, says Naylor. "If you are on a Cobra policy from a previous employer, you may want to double check your requirements to maintain that same benefit package. If there is a clause which causes you to lose your package if your start full-time work again, make sure you are not taking a temp job that could cause long-term problems," he advises.

**Pro: Staying on.**

Many companies will use seasonal staff to filter out good employees to keep for full-time roles, says Naylor. "It is always best when in the interview to ask if they are considering keeping any candidates on for full-time. If they mention an intent to do this, be sure to follow-up with questions about factors they will look at when determining who to keep on board," he suggests.

**Con: The work is not really your thing.**

Usually companies that hire seasonally for summer are in industries like travel, tourism, or retail. If those aren't your fields of interest, than you have to look at the experience as simply a job to tide you over, not necessarily a career advancing move. Then again, there's something to be learned from every experience, so make the most of it and see how you can apply your newfound skills to your resume (i.e. customer service experience).

**Pro: Closing up unemployment gaps.**

Being out of work a long time can hurt your resume as it can sometimes raise questions, says Naylor. "I highly recommend filling those gaps with work. Whether that is temp/season or volunteer work, it's best to keep your resume relevant," he says.

**Con: Coming across as unemployable.**

Of course, loaded up with too many temp jobs in a row isn't ideal since it could imply that you're not able to retain a job, so pick and choose seasonal/temp work wisely.

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