

# 5 Mistakes College Job Seekers Make



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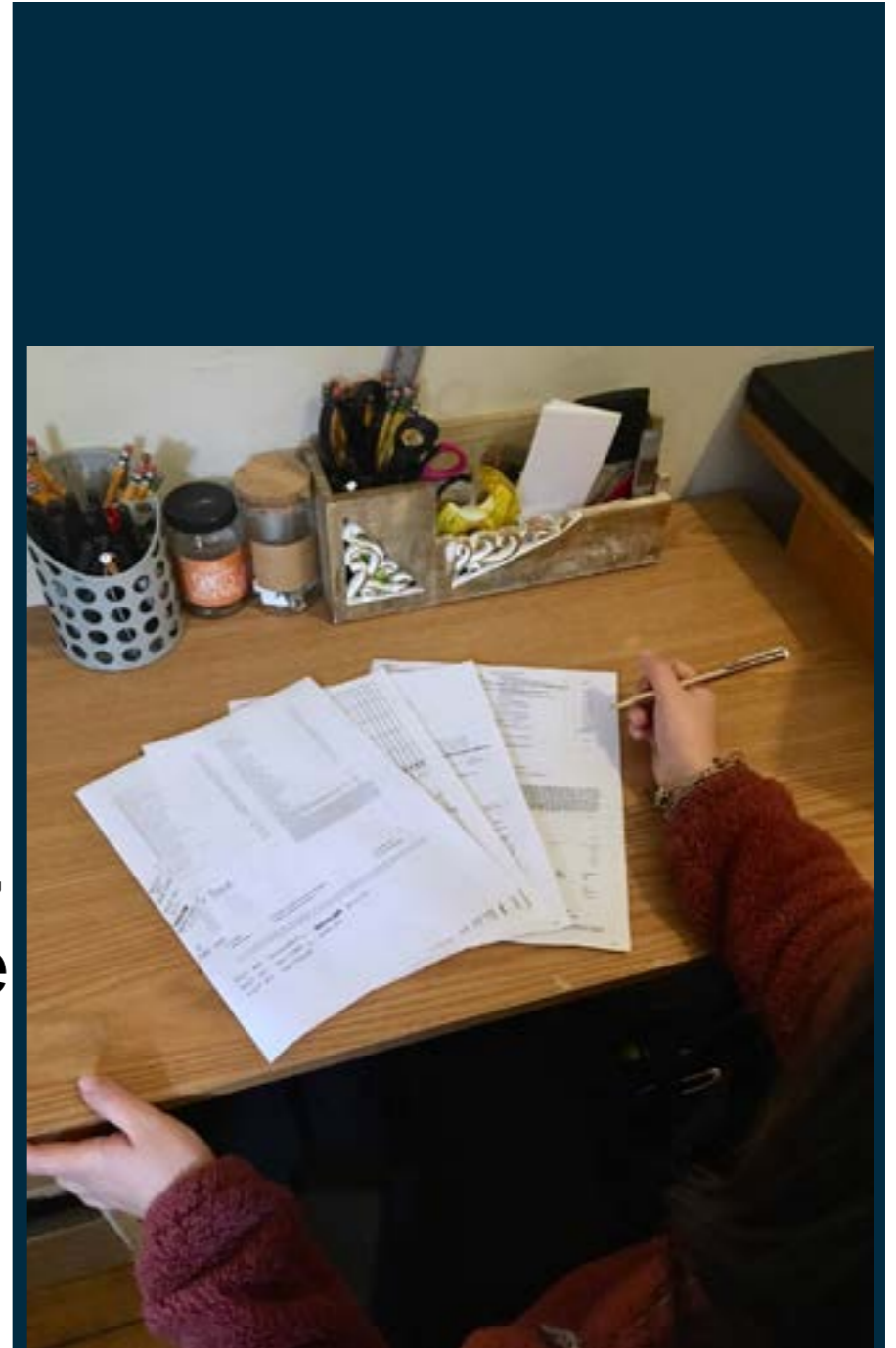
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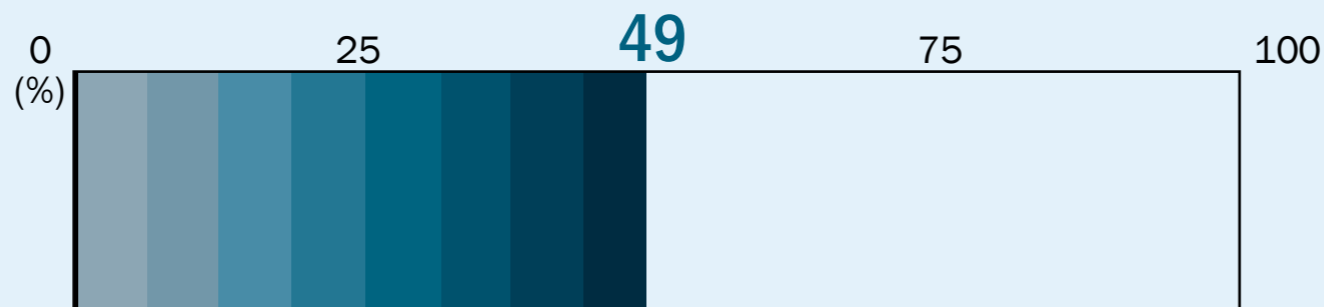
Students are not applying for enough jobs. According to the survey, 44% of students only apply to between one and five jobs at a time. Schawbel maintains that students should go after 30-40 jobs at once. “It’s like a full-time job to get a job now,” he says. I agree that it makes sense to consider numerous possible employers but I think it’s also wise to set your sights, as Schawbel did, on one firm or a handful of companies where you feel truly motivated to work. That said, you shouldn’t wait around for your efforts to bear fruit. Do pursue alternatives in the meantime. The best case scenario is that you get more than one offer and can use it as leverage to negotiate the terms you want from your target employer.



Taking no for an answer when you get no response from an employer. Nearly half, 49%, of students surveyed say that companies never get back to them after they send in their résumé. To me that number seems low. I hear too many stories about résumés that go into a black hole. If you don't hear back, don't give up. As Schawbel recommends, tap your college career office, your personal network of family and friends, LinkedIn and Facebook to find a personal connection. If a friend of a friend works where you want to work, reach out and try to meet in person. You are competing with dozens of other students who haven't gotten responses either. Make yourself stand out by not giving up.

## Quit after getting no reply

Students that said companies did not get back to them



Failing to do enough of their own networking. While 57% of students say they wish their schools offered more networking opportunities, Schawbel says students aren't taking it upon themselves to ask their career offices for help. Half of students either haven't used their school's career office, have had a bad experience or feel the office needs improvement. Schawbel says the most valuable thing students can get from school career services is connections to alumni in their desired line of work. Alumni can teach stu-

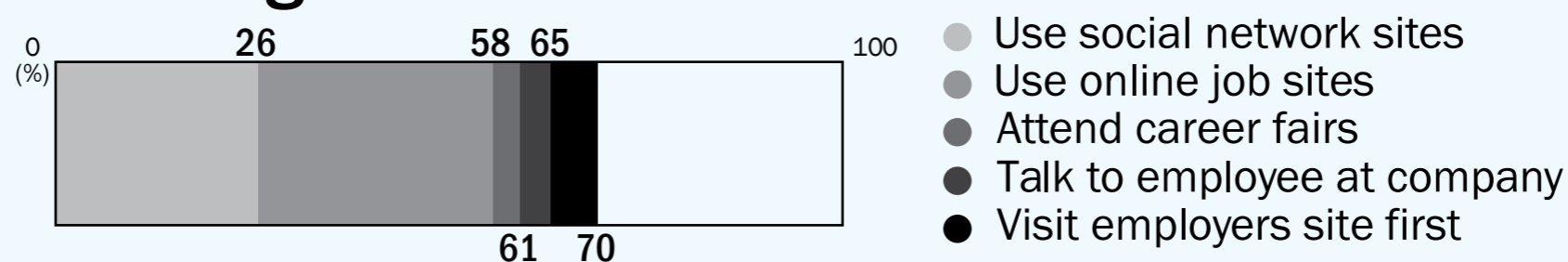


dents about the day-to-day realities of a job, how to craft a résumé, how to interview and how to land a position. Students should also go to conferences, industry events and Meetups in their areas of interest. One event-listings site Schawbel recommends: [eventbright.com](http://eventbright.com). I'm also a fan of more basic networking: Stay in touch with lots of people, especially those who are not in your immediate circle, including professors and teaching assistants you may have had three semesters ago. Let everyone know you're looking for work.



Believing that applying through an employer's website is all they need to do. The survey shows that 70% of students turn first to an employer's website while 65% talk to someone who works at the company where they want to work. Some 61% approach employers through school career fairs and 58% search through online job sites. Only 26% use social networking sites like LinkedIn and Facebook. As I noted above, Schawbel is a big advocate of LinkedIn.

## Believe applying on employers website is enough



I agree with Schawbel that stopping after you apply through an employer's website is a mistake. As the old saw goes, people get jobs through people they know. Once you've found a listing and applied through a company website, it's time to find a direct connection to someone at the company. Go ahead and use LinkedIn, as Schawbel suggests, but make your goal an in-person meeting. It's encouraging that 65% of students are making contact inside companies.

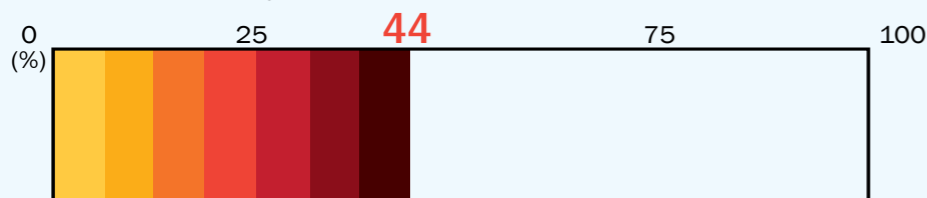
Spending time on Facebook and YouTube when they should be using LinkedIn. The survey reveals that while 90% of students use Facebook and 78% are regularly on YouTube, nearly half—46%—say they never use LinkedIn. Schawbel says that it's an absolute must to create a LinkedIn profile by the time you're a senior in college, but it's an even better idea to start as a freshman. He's also an advocate of linking to as many people as you possibly can, which runs counter to the advice that LinkedIn staffers offer, to only connect with people you would want to network with in person. Schawbel, who has 7,400 LinkedIn connections, eschews this advice because of the compound strength of a deep LinkedIn network. "I've landed business because of my multiple connections," he says. Example: American Express, where one of his connections was working. Schawbel convinced the company to partner with him to sponsor the research for his next book called, appropriately, *Promote Yourself*.

As a journalist who faces a daily onslaught from PR people wanting to connect with me on LinkedIn, I have a tough time agreeing with Schawbel about connecting with as many people as possible. But I think it's wise for college students to create LinkedIn profiles early and to start to build connections, endorsements and recommendations. In fact I'm thinking my 16-year-old ought to start a profile after he finishes his second paying gig this summer working for a neighborhood tennis camp. If the boss loves him, he should get that on record and also get in the habit of updating his profile, something I don't do frequently enough.

# 5 Mistakes College Job Seekers Make

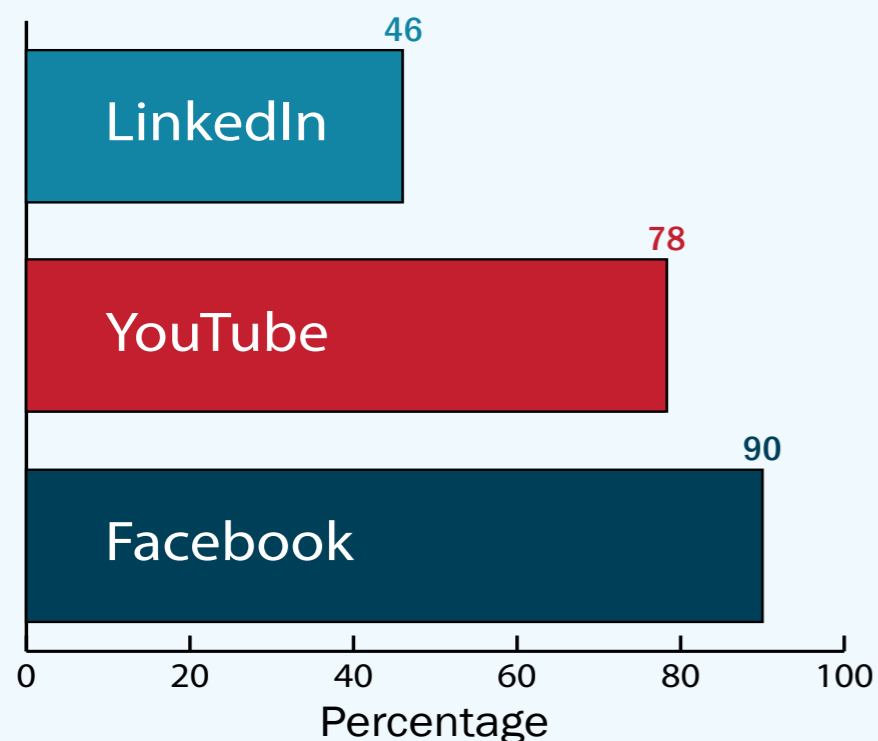
## Only applying for 1-5 jobs a time

Should apply for 30-40 jobs at one time



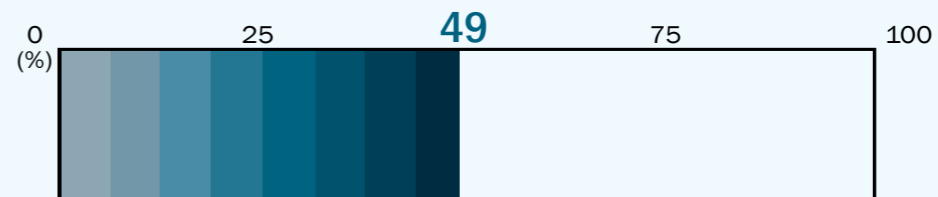
## Where time is spent online

Students are using Facebook + Youtube rather than LinkedIn



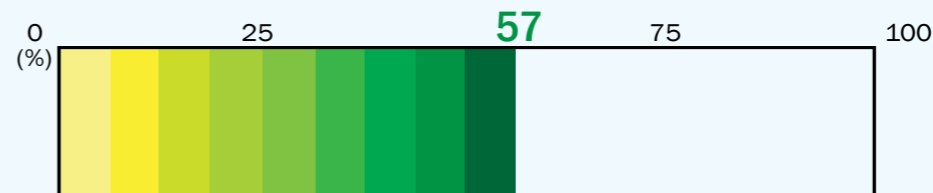
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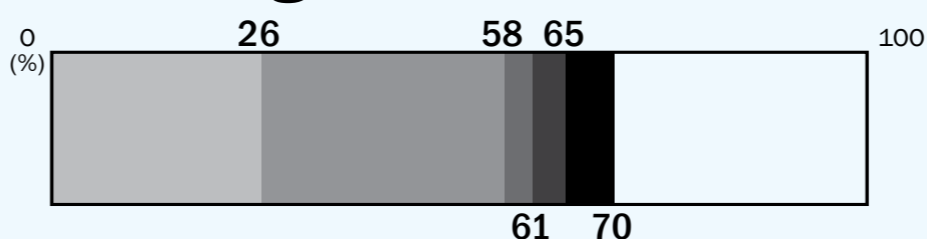


## Don't do enough of their own networking

Students wishing their school had more networking opportunities



## Believe applying on employers website is enough



- Use social network sites
- Use online job sites
- Attend career fairs
- Talk to employee at company
- Visit employers site first

\*Percentages are based on study of 600 college students - Study conducted by AfterCollege website\*