

## Image Management Tool continued

*TIP- Make it easy for employers to contact the “professional” you. Make your information (via your resume) as available as possible, while keeping in mind that employers are seeking “fresh” applicants. Update your information often.*

### To polish the “professional” you:

- Have a designated e-mail specifically for your application process
- Update your on-line resume monthly, if not every two weeks
- Post only on sites whose privacy policies protect your identity
- Post your resume on large sites as well as industry specific sites

## Know Your Field

The types of organizations that may seek out my on-line information are:

- Conservative     Laid-back     Depends on the role     I’m not sure

Recruiters checking on my site will:

- See a strong fit between my experience and their organization  
 Learn a lot of positive things about me through my online activity  
 May be surprised to find out SO MUCH about me  
 I hope no one really looks

*TIP – A positive image will go a long way in confirming what recruiters may already know about you. Knowing about the field to which you are applying and why you are a good fit will add to recruiters feeling positively about your candidacy.*

### To connect with industries of interest to you:

- Link to industry websites for additional information
- Tap professional associations for possible niche positions
- Network with professionals in related fields through LinkedIn and U of M InCircle
- Create a Facebook group of UM students with similar career interests
- Create a Facebook group of UM students interested in relocating to similar geographic locations

## Good to Go?

After looking over my social networks, online profile, resume and other information I believe my image is:

- Ready to go  
 Needs some updating  
 Needs a serious overhaul

Still have questions? Visit us:  
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