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This is Eastern Michigan University's *Career Corner*, hosted by the career coaches of the University Advising and Career Development Center. And welcome to season 4, Career FAQ.

Welcome back to the *Career Corner* podcast. I'm career coach Brad Minton. All season, we've been tackling some of the biggest challenges for students and the most common questions that we get. Today's episode is devoted to a simple yet still complex question that we often receive, which is, what is the best way to land a job?

Keeping in mind that everyone's situation is a little different, depending on the degree you're seeking, the industry that you're trying to break into, the past experience that you've had, and what kind of support network you have around you, and any internal or external obstacles that you may have, the advice will alter accordingly. But, to keep it simplistic today, I will cover two of the best ways to land a job that are generally proven to be effective methods, regardless of individual circumstance.

Number one is networking. Now, this is a hot button topic, and people don't generally like the word. So I'm going to rephrase it to say building relationships. Hands down, this is the most effective way to land your next job or your next role.

Research in hiring practices continue to point that 70% to 80% of all jobs are filled via networking. In most instances, it is a personal referral, someone who knows you and understands your abilities and your character vouches for you and that ability to do a job, and they do so to key decision-makers. Networking is also essential, as it allows you to tap into the hidden job market and learn about opportunities that are not posted on job boards.

As a college student knowing this, it is absolutely essential to stretch your comfort zone and begin meeting people in your industry. Join relevant professional associations. Join student groups and organizations on campus. Attend conferences. You know, at times, it might be a little bit uncomfortable to do so, but, remember, these are the same people that care about the things that you do as well. It's a lot easier to network when there's commonality.

Other ways to network include utilizing LinkedIn. LinkedIn is networking gold. You can literally set up a profile in minutes and begin connecting and finding individuals who do the work that you find compelling from all over the world.

It is important, when using LinkedIn, to build quality connections and not just quantity. Networking can only work when someone really knows the value that you have to offer. So build the quality connections, and have an opportunity to really speak to what you do and the quality and the value that you add.

The second major tip to landing a job is targeting. So what this really means is being thoughtful and intentional in your job search. Being focused on what you have to offer and the roles that you're seeking will mean that employers see you more as a fit for their specific needs.

What students often have a tendency to do is do the spray and pray method. They send out a bunch of resumes to a hundred different companies and then hope something comes along. They find jobs that are of interest to them, and they go to job boards like ZipRecruiter and Glassdoor and Indeed.

Unfortunately, this method just doesn't work. The research shows that you have less than a 2% chance of landing a job this way. Targeting entails tailoring your cover letter and resume to each individual position, utilizing the job description as your guide. Mimic the language and the keywords, and showcase how your skills are relevant to the position. When composing a cover letter, make sure it shows your enthusiasm for that specific employer and what they do that resonates with your personality.

Lastly, targeting means that you're consistent in your use of social media. The content that you present online that's public should reflect well on you and your professional brand. And it should tell the story about who you care about and why or what you care about. This is important because research shows that hiring managers do look you up online and see if there are reasons that they should give pause to hiring you.

Again, I hope this information was helpful for you today. If you're working on your job search strategy, make sure you set up an appointment with a member of our career staff. You can go to emich.joinhandshake.com to do so. Stay tuned for another great episode of *Career Corner*. Until then, remember that we're here for you, and we support your goals.

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