

VIRTUAL NETWORKING AND INTERVIEWING



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CAREERSERVICES

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VIRTUAL NETWORKING

LinkedIn

Create a profile and make sure that you have detailed content on your site.

Connect with people (PSU related especially) at the organizations and ask for advice on the process of securing an internship/full time position with their organization

SOCIAL MEDIA

Use Facebook, Twitter, Instagram and others to follow organizations to be aware of current events and postings within the company

Make sure your social media is clean, professional and portrays an individual they want to hire

LINKEDIN VIDEOS

Add videos to your profile

- – short, introduction video to further introduce yourself and what you are seeking or are interested in.

Employers prefer to watch a video

- Gives them a virtual feel for who you are and what you are looking for.

Class Project Videos

- Create a short video showing your work and expertise utilizing tools the employer is listing in their postings

CREATE A *VIRTUAL* PROFESSIONAL PRESENCE ON SOCIAL MEDIA

Create a professional based presence on all virtual social media including LinkedIn and your personal brand sites such as Facebook, Instagram, Twitter, etc.

Post professional photos and captions to show your professional side

NETWORKING

MAKE SURE AS MANY PEOPLE AS POSSIBLE ARE AWARE YOU ARE SEEKING A SUMMER/FALL INTERNSHIP OR FULL TIME POSITION

Utilize online resources to search for internships and full-time positions

- Nittany Lion Careers -

- <https://nittanylioncareers.psu.edu/>

- Indeed.com - <https://www.indeed.com/>

RESOURCES

Interview Stream

<https://psuberks.interviewstream.com/Account/>

Linked In Jobs:

<https://www.linkedin.com/jobs/>

Career Guide

https://studentaffairs.psu.edu/sites/default/files/Campus_Guide_18_19.pdf

TECHNOLOGY PLATFORMS

Employers are using **multiple types of technical platforms** to interview

Microsoft Teams

Zoom

Skype

HireVue

Research the platforms and practice to ensure you are comfortable with using it prior to your actual interview date and time.

VIRTUAL INTERVIEW PREPARATION

▪ PREPARATION DOES NOT DIFFER FROM TRADITIONAL INTERVIEW PREP

- Think about your skills, interests and experiences
- Prepare examples of how you demonstrated the above while tailoring your answer to specific positions you have experienced

RESEARCH THE ORGANIZATION

- Review the website to identify mission, services, products and note similarities between that organization and your education, background and experience

PREPARE RESPONSES TO QUESTIONS WITH FOCUS ON MISSION, SERVICES, COMPETITION

- Think about your skills, interests and experiences
- Prepare examples of how you demonstrated the above while tailoring your answer to specific positions you have experienced
- Your responses should include information that will show Impact, Measurable Results and Your Contribution to the Organization – utilize specific percentages if available to you (i.e. your idea increased sales by 10% over a six month period)

RESUME FOR INTERVIEW

Email an updated copy of your resume to the recruiter a day before or a few hours prior to the interview

Offer to screen share your resume at the start of the Zoom interview so it is readily accessible to the interviewer

Have your reference sheet prepared and ready to share during the interview

PREPARE YOUR **DIGITAL RESUME** TO SEND ELECTRONICALLY TO THE ORGANIZATION

It is a good practice to *offer to send your resume at the end of the conversation* with the recruiter during the virtual fair.

Have the document downloaded and ready to go on your laptop/computer or phone so that you can easily send it through the email or chat platform.

Be prepared!

INTERVIEW SETTING/LOCATION

Arrange a professional, quiet setting/location for the interview

- Office, small area in your home that has been arranged to look professional or just a neutral, clean space
 - No dorm room or bedroom looks
- If you cannot arrange an uncluttered space, consider putting a virtual green screen behind you to block out the clutter
- This will keep the interviewer from being distracted and able to focus on you

VIRTUAL CONNECTION

Ask **how** the employer will be interviewing you: Phone, Skype, Zoom, etc.

Ask for the **link** to the interview ahead of time so you can prepare

Always **enter the meeting a few minutes (10-15) before** the scheduled interview

Confirm the **volume level**

Silence all other devices: Cell, home devices, etc.

Allow time to work through any technical issues on either end

Be **patient and professional** – Adapt to technical issues

Professional Introduction– Good Morning/Afternoon, I'm John Smith interviewing for the position of _____.

BE ENGAGED IN THE INTERVIEW

Show that you are an **active listener** by asking your interviewer questions. Get a feel for company culture, professional development and growth opportunities.

Asking questions is an important step within an interview to **demonstrate interest** and to show that you care enough about the opportunity to ask for information.

What are the most challenging aspects of the job?

What are some of the most immediate priorities or projects for the person entering this role?

Why do you enjoy working for this organization?

What are the biggest challenges facing the organization or department?

What are the goals of the department? Of the company?

What is the management style of the organization?

DRESS FOR SUCCESS

DRESS PROFESSIONALLY FOR THE INTERVIEW

- This will not only impress the interviewer, but will put you in a professional state of mind
- They can still see you and will be looking for your professional self
- This is not the time to be casual – be serious and be prepared

COLORS TO WEAR/AVOID

Wear Neutral colors – Navy, Gray, Black and Brown are professional and translate well to the virtual world

Royal, navy, sky blue all look great on video along with gray and green

Stay away from red, orange, yellow and pink – they don't translate well to the virtual interview

ENERGY LEVELS

Pump up your energy level

You have a virtual wall between you and the employer so show your personality by being energetic but professional

Be upbeat and knowledgeable about the company, the position and what you will bring to the table

SPEAK CLEARLY

Articulate your words and **speak clearly** to ensure the interviewer understands what you are saying

Don't rush your words – take the time to clearly state your point of view

Show your passion through your words, voice levels and energy

BE SERIOUS

It might not feel like a real interview, but it is!

Enter this interview with the same professionalism you would enter an in person interview

Don't be casual – be *professional*

EYE CONTACT

Look at the camera and make eye contact

- While this sounds difficult, avoid looking directly at yourself or the keyboard
- Look at the camera on your computer or place a photo above the camera to make it easier to establish eye contact
- Put the organizational logo on your computer to help you remember why you want the position with that company

HEADPHONES/EARBUDS?

Ask your interviewer if they are comfortable with you wearing headphones or earbuds during the interview

Headphones can allow you to hear the interviewer clearer and will break down any extraneous noises

USE YOUR TIME WISELY

If a recruiter or interviewer asks you what you did with your time at home during the pandemic

Positive Answers:

- Completed certifications via LinkedIn Learning in salesforce, CRM systems, ERP systems, Management Information Systems, connected with PSU Alumni for advice on how to navigate this time, etc.
- Updated LinkedIn profile, connected with professionals in my area or interest and major

Negative Answers:

- Played video games, went on social media, slept a lot –NO NO NO!

ONE WAY VIDEO INTERVIEW

One Way Video Interviewing is a new process, on the rise in this new virtual world.

TIME – try not to go over the time limit they set, but if you do, don't panic, others might have gone over as well.

TAKES – you will have from one to three takes to answer the questions in a specific time period

Some will give you one week to complete the video, others will give you a link and specific time to actually answer the questions.


LOOK AT THE CAMERA – Look into the camera, put a picture near the camera so you have someone to look at if that will help you.

Smile and try not to sound like a robot. Inject your passion for the position without rambling.

Find a **BALANCE** between professionalism and passion.

Answer the questions as best you can and then you can wow them in person during the phone or in person interview.

Just breathe and communicate effectively.



TYPES OF INTERVIEW QUESTIONS

**TRADITIONAL
BEHAVIORAL
CASE**

TRADITIONAL

Designed to help employers get a feel for **who you are and what makes you unique**. Employers will listen to your responses for statements that reflect their goals, values, and needs as related to the position you are seeking.

- Tell me about yourself.
- Why are you interested in our organization?
- What interests you about this internship/job?
- What are your strengths? Weaknesses?
- What are your long-term goals?
- Why are you the best candidate for this position?

BEHAVIORAL

Designed to discover how you have handled situations in the past. The best way to respond to behavioral questions is to use the **STARR method**.

S: Describe the **SITUATION**

T: What **TASKS** did you identify that needed to be completed?

A: What **ACTION** did you take?

R: What was the **RESULT** of the action?

R: REFLECT. What did you learn?

Behavioral questions require more preparation. Make sure to **reflect on experiences from part-time jobs, class projects, student organizations, and volunteer experiences**.

*Give me an example of a time at work when you had to deal with unreasonable expectations.

*Tell me about a time when an unexpected event interrupted your work plans. How did you handle the situation? What was the outcome?

*Tell me about a time when you successfully prioritized your goals and objectives.

*Tell me about a time when you felt it necessary to compromise your own needs to help others.

CASE

Designed to test your ability to think analytically under stress with incomplete information.

Listen carefully to the material being presented. Take notes if you'd like and be sure to ask questions if you need additional details.

Take your time. If you need a minute to collect your thoughts, say so.

Offer a general statement or framework at the beginning to serve as an outline.

Focus on key, broad issues first.

Orient your answer towards action. Suggest specific steps that can be taken rather than just theory.

Be conscious of resources. If it relates to the problem, ask the interviewer about the budget, capital, and other resources that the client can allocate to the situation.

SKILLS TO SHOWCASE

- Adaptability
- Flexibility
- Resiliency
- Technology Experience
- Networking Persistence to Promote your Professionalism
 - No stalking, but follow up and make contact
 - Use good judgement in timing

FOLLOW-UP

SEND A THANK YOU NOTE via email and/or traditional mail to let the employer know you are interested

- Include something you discussed during the interview as a talking point for the note

Send an email to a contact if you have not heard back from the employer asking if you are being considered for the internship/position and if they require further information from you

ACCEPTING/DECLINING OFFERS

Follow-up with employers if you are accepting or declining an offer.

Let them know if you are or are NOT interested. Don't "ghost" them as you never know if they will be in your future for another position in the future.

TRACKING APPLICATIONS AND INTERVIEWS

- Create an *Excel spreadsheet* to keep detailed notes so you know where you are in the search with each organization
- Include the **date of application, company/contact name, title of position you applied to, and any information** related to the position that you think is important and could use in an interview situation (you can even add a copy of the position posting to the information for later review)

ASK FOR ADVICE/ PROFESSIONAL RESOURCES

Ask the recruiter for advice on next steps if you are not being considered for a specific position

Develop adaptability by having a Plan B, Plan C, etc.

Don't be afraid to ask a recruiter for advice on next steps and processes, especially in light of the current pandemic situation

ADDITIONAL WORKSHOPS

<https://studentaffairs.psu.edu/career/programs/events-workshops>

Acing the Interview

Let's talk strategy. Learn what employers are looking for during an interview and how you can develop those skills to stand out from the crowd.

Excelling in a Virtual Internship

Working from home just got easier. Learn the ins and outs of navigating an online experience, best practices to help you succeed, and how to maximize the opportunity even when you're off-site.

Navigating a Virtual Career Fair

Online career fairs are a unique environment. Learn how to prepare before logging on, how to maximize your time in the platform, and how to follow-up afterward.

Alumni Career Services: Transitioning from Student to Alumni

Getting ready to graduate? Learn about all of the career support provided to you at a Penn State alumni and how our teams support you for life.

PENN STATE BERKS CAREER SERVICES

Contact us to schedule a
virtual appointment:

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