

# HOW TO NAVIGATE A VIRTUAL CAREER FAIR



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CAREERSERVICES

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# 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

# ADVANCE REGISTRATION FOR THE VIRTUAL FAIR

Register for the virtual career fair prior to the date and time of the fair.

Create a profile in advance that can be shared with employers

Upload a recent resume

Make sure the resume and LinkedIn profile has been reviewed by a Career Services professional

# RESEARCH PARTICIPATING ORGANIZATIONS

**Research** the companies in attendance prior to attending the virtual fair. The list should be available on the website for the fair.

Research the list and organizations of interest to you.

- Create an **A and B List of Employers** that you want to talk with during the virtual fair

**Apply** to positions that you qualify for prior to the fair, if possible, and keep an Excel spreadsheet of those applications.

**Prepare questions and information** about the company so that you're ready to discuss with the recruiter virtually at the fair.

**Follow** those employers on LinkedIn and other social media sites

# PREPARE A VERBAL ELEVATOR PITCH

Interaction will most likely all be through a **digital chat** format.

Knowing this, you want to prepare a short, and to the point speech about who you are and why they should be interested in learning more about you

Be ready to share verbally and send electronically.

You might be talking with the recruiter via phone or a video call.

Try to memorize a short elevator pitch so you can be prepared for whatever platform you are using to interact with the organization.

Your time will be limited, via instant messaging chat formats.

# 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!

# PROFESSIONAL DRESS

You want to look your professional best, even if it is virtual.

Recruiters can **still see you** and will be expecting you to be dressed professionally.

You want to be prepared if they ask you to do a video call rather than chat online or phone call.

You should be wearing your best business suit or dress shirt so you are ready to switch platforms as needed.

# ATTEND IN A DISTRACTION FREE SETTING

**Attend the fair in a distraction free zone of your home/room.**

- You can consider setting up a Virtual Career Fair Booth

You don't want any sounds or noise to interrupt you while you are attending the virtual fair.

- Turn off cell phones, home phones, other devices.

During your attendance at the virtual fair, you want to be sitting somewhere you know will be free from distractions of any kind.

Sit up straight and look at the camera directly. Don't be tempted to look at your phone or anywhere else in the room. Stay focused!



# 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

# 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

# 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

# FOLLOW UP PROCEDURES

**Follow up after the fair is imperative.**

The same professional courtesy applies during a virtual experience - and one of the strongest is a professional thank you and follow-up correspondence.

*Ask for the contact information* of the representative and send them a thank you email or letter within a day of the job fair.

Career fairs are a great way to not only look for jobs but also build a network whether they are in person or online. This is especially true during this time of shelter at home and social isolation.

# THANK YOU

**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 fair 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

# 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)

# 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

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virtual appointment:

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