

# Tips for Virtual Job Fairs

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By attending a virtual job fair, you can connect with employers, recruiters, and other resources through text, voice, and video chat to make that ever-important first great impression. Use this opportunity to learn more about employers, and to make sure they get to know you better as well.

## **Create your Online Profile & Update your Information:**

- Make sure your registration profile is complete and up-to-date, so that employers can reach out to you during and following the fair.
- Your profile should include the jobs, industries and locations that interest you, plus your education, skills, and any previous work experience.
- Update your LinkedIn profile so that it is complete and accurately describes you professionally.
- Check your digital footprint and make sure you look good online.

## **Do Your Research:**

- Review the list of employers who will be attending the job fair, and their job openings beforehand.
- Choose the top 5 companies that you really want to speak with to make sure you don't miss those employers on job fair day.
- In advance, prepare 2-3 questions to ask these employers that show you did your research and have a genuine interest in working for their company.
- Tailor your cover letter and resume for each employer specifically, and make sure to save each version of your cover letter and resume as a PDF file on your desktop so that you can find and share them easily during the virtual job fair.

## **Set up your Virtual Space:**

- Be sure to have an uncluttered and professional looking background behind you, check lighting and background noise, and try to limit the distractions or loud noises that might occur.
- Set up your camera at eye level. If you are using a laptop, you may want to put a secure box under it to raise it so you are looking straight at the camera.

## **Check your Connection:**

- Make sure your internet connection, video camera and microphone are all working in advance, to make sure there will be no problems when speaking to employers.

## **Make a Great First Impression:**

- Dress up. Even though it is a virtual job fair, you want to put your best foot forward by wearing clean and professional interview clothing.
- When in text chat, avoid slang and emoticons, write in full sentences, and be careful with spelling. Keep your responses short and to the point.
- When in video chat, make eye contact by looking at your webcam so that it looks like you are focusing on the person, and are listening and interested in what they are saying.
- Be confident, positive, and authentic.

### **Stand Out with Smart Questions and Answers:**

- Ask for information you could not find on the employer website, such as: What particular skills do you want most? What kind of person are you seeking for the position?
- Prepare an introduction about your education, skills and future goals, and watch for opportunities to share how you can be a valuable part of a company's team, how your experience translates to their goals, and how you can help them.
- Be prepared to provide short accomplishment stories and responses to typical screening interview questions.

### **Take Notes and Follow-Up:**

- Make sure you write down the employers' name and contacts, and any information they gave during the virtual job fair to make it easier to send your thank you messages to everyone you spoke to.
- Good ways to follow-up include email, LinkedIn, or scheduling a video meeting.

### **Check out Free Employment Resources:**

- Visit the virtual employment organization booths at the fair and note those which could be a good help for you during and after this event.

### **Online Job Applications:**

- Make sure you have all the information you will need, such as an up-to-date resume, a cover letter for some jobs, your employment history, and employment references.
- Give yourself enough time to complete the application, including potential online employment tests.
- Reach out to an employment organization for free assistance in completing online applications.

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**We look forward to seeing you!**



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