



HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA

GUIDE TO WORK ETIQUETTE

***START
HERE / NEVER
STOP***

WORK ETIQUETTE

TIPS AND TRICKS

How to network, what to put on your resume... Each of those skills is essential when it comes to establishing your network and landing your dream job or internship. But what about that other stuff, like what to wear to an interview or when to follow up? How to set up informational interviews or how many LinkedIn messages is too many?

This is your guide to navigating the nuances of the job and internship search, as well as what you might not hear in a networking 101.

Proper etiquette is essential, and we've got you covered.

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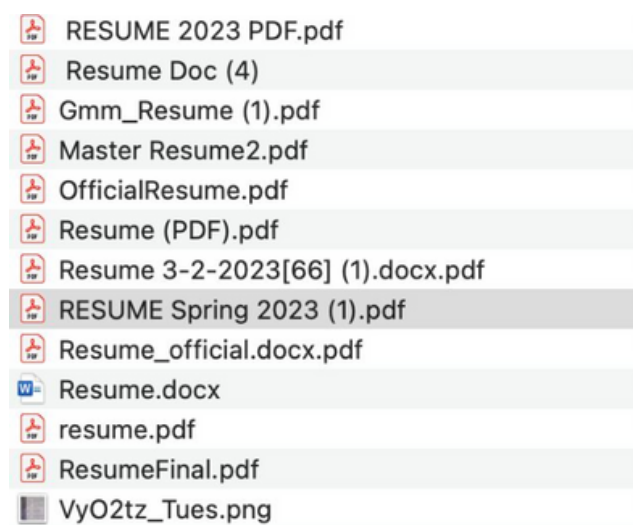
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GENERAL TIPS

IT MATTERS HOW YOU SAVE

Make sure to include your name any and every time you save your resume, and **always** save as a PDF. A safe format to follow is "FirstName_LastName_Resume." This will make it stand out to employers amongst a list of resume submissions, as pictured below.



BE PERSISTENT!

It can feel daunting to continually reach out to a professional in your industry of interest, but don't be afraid to be persistent. An email will often get buried, and more often than not, it simply wasn't seen. Be respectful and allow time for individuals to respond, but be bold and persistent when it comes to connecting. Wait a week, then follow up.

REACHING OUT

FIND SOMETHING IN COMMON

Working in the same place, graduating from the same college or even having the same hobby - nothing is a stretch when it comes to finding something in common with the individual you want to connect with. **Do your research** and find common ground to include in your introduction.

MAKE YOUR ASK CLEAR

Make it clear what you're asking for. Most likely, time is precious for whoever you're reaching out to. In order to be respectful and get a response, state exactly what you want from them in your initial connection - an informational interview, a potential mentorship... don't let them get to the end of the message and be confused about what you're asking of them.

OFFER SOMETHING

Make your ask worth their while. If you're meeting in person, offer to bring coffee or another refreshment. If it's a virtual call, send a gift card to a local spot and propose the idea of bringing a snack or drink to the Zoom to make it more personal. They're giving you their time, so offer something in return. It doesn't need to be extravagant, but the extra thought goes a long way.

SCHEDULING

SEND YOUR AVAILABILITY

Make your ask clear, but also make your schedule clear. The goal is to cut out the "when are you free?" back and forth and get straight to the good stuff. Include a few times that work for you and offer to include more if necessary. Again, making the meeting as easy as possible is the ultimate goal.

PREPARE THEM WELL

To help yourself and whoever you're planning to meet with, ask if they might want you to send over questions beforehand. That way you've already done the hard part and you can both get the most out of your time together.

TAKE CARE OF THE DETAILS

Offer to set up the Zoom link if you're meeting virtually. Once you schedule the meeting, it doesn't hurt to draft an email to send to them the day of, a gentle reminder that you're meeting and letting them know that you're looking forward to it. Whatever you can do to emphasize your interest and alleviate responsibility from the individual you're speaking with will help you both prior to the conversation.

THE INTERVIEW

RESEARCH, RESEARCH, RESEARCH!

Prep for the interview like you would for a test or exam; consider going so far as to make a sort of study guide or cheat sheet! Research the company, and if you have access to their name, research the interviewer as well.

Some specific things to research and take note of:

- The company mission statement (look for an About Us on their website)
- Any recent news/their latest projects
- The name of the company head (CEO, president, etc) and the name of the team/department lead in which you are applying.
- Its main competition or who you see as its competition.
- The job posting and its title; be able to share how the experience or skills you have relate to what they're looking for.

Feel free to use our [study guide template](#).

WHAT TO WEAR

It goes without saying to dress professional - you can find insights and advice on the best business casual/powerful interview outfit with a quick Google search. Another important thing to note is to **dress in an outfit you're comfortable in**. If you put on an itchy sweater, you risk being more focused on discomfort than bringing your A game to any interview or conversation. Try on your outfit before - sitting, walking and standing.

THE INTERVIEW

WHAT TO BRING

Bring your resume, a couple of examples of your work... those are the obvious ones. If you're meeting virtually, have them easily accessible for a screen share or quick email. For in person meetings, expect the unexpected. Bring an umbrella, a pen and notebook, a photo ID (for getting into the building) and maybe a small mirror. Take time to pack your bag the night before. If the call is virtual, take time to consider your background and have any necessary resources readily available.

ALWAYS SAY THANK YOU

Always. A thank you note has historically made or broke a meeting or interview. There's no such thing as following up too soon, either. If you think you'll forget, send that thank you email or note directly after the conversation. Waiting until the next day is okay, too, as long as it gets sent! Make the note personal, including details from the conversation and letting them know what you gained from the time they gave you.

PRACTICE BEFORE

UNC Career Services offers a mock interview service as well as multiple other interview prep tools. You can learn more about this resource [here](#).

MORE SOURCES

SPECIFIC SOURCES:

We rounded up more websites and resources to help you feel confident when networking and interviewing.

For thank you emails/following up:

- <https://www.indeed.com/career-advice/interviewing/follow-up-email-examples-after-interview>

For what to wear to an interview:

- <https://www.coursera.org/articles/what-to-wear-to-an-interview>

Informational Interview Questions:

- <https://www.livecareer.com/resources/interviews/questions/informational-interview-questions>

OTHER SOURCES:

- [ED2010](#)
- [TheMuse](#)

VISIT THE HUB

NEED MORE HELP? MAKE AN APPOINTMENT!

While these guides are great resources, there are still many tips and tricks for resumes, cover letters, LinkedIn profiles and the job/internship search in general. We're here to help with that!

Career Services in the Hussman Undergraduate Hub offers support on any and all facets of your career journey. We're here to help in any way we can - looking over your application materials, helping you prepare for an interview or networking opportunity and offering advice on career decisions. Or whatever else you can think of! Check out the links below and come see us soon!

If you want to meet in person, you can make an appointment [here](#).

If you want to learn more about Career Services, click [here](#).

To check out the Hub instagram page, click [here](#).