Email Tips For Job Seekers

About Your Email Address…

Most potential employers will ask for a copy of your email address.

- ✦ If you don't have an email, sign up for one. You will have to provide either your phone number or an alternate email address in case you get locked out of your account. (It's never a good idea to fake a confirmation email address or phone number, because if you get locked out of your email there's no way to identify yourself and get back in).

- ✦ Most commonly used are Gmail, Yahoo, or Hotmail/MSN/Live. They are free.

- ✦ Your email handle should never be inappropriate, cheesy, crude or anything that conveys to an employer that you can't be taken seriously.

About Your Email Address

✦ Not sure what email handle to choose? Your name is an excellent choice. If you're John Thomas and your email is john.thomas@gmail.com, your email is easy for employers to recognize and remember

✦ Are computer skills important for the job? Most savvy net surfers have switched to a free email service rather than one hosted by their Internet Service Provider. If your email ends in @verizon, @comcast or @aol, consider switching.

✦ It's always acceptable to have more than one email address, so your personal and job searching email don't get mixed up

Do NOT…

✦ Skip reading the whole job posting. Lots of candidates applying by email get deleted early on because they didn't obey the directions in the posting

✦ Make your email extremely long.

✦ Use gifs, emoticons or cute pictures

Sending Business Emails

✦ When sending a business email, include some form of cover letter as often as possible

✦ Keep versions of your resume and cover letter on your computer or flash drive so you can tailor them to the job easily

✦ Let's look at how to format an email when sending your resume and cover letter.

Sending Your Email

✦ If possible, send your email to a person rather than a general email inbox

✦ Always CC a copy to yourself so that you have a record of what jobs you applied for where

To: bossgeorge@company.com;

Cc: jenny.allen@gmail.com;   +

Subject:

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Formatting Your Email

✦ You want to make sure your email doesn't get deleted. Make sure there's a subject in the subject line

To: bossgeorge@company.com;

Cc: jenny.allen@gmail.com;   +

Subject: Office Assistant | Jenny Allen   ×

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✦ List the full name of the position you're hiring for in the subject line; include /"Your name" if desired

✦ Create a pip by hitting Ctrl and the key above Enter on your keyboard

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Formatting Your Email

- If you know who is hiring (do some research!) address them as "Dear Mr./Ms. Lastname". If not, start with "Dear Hiring Manager".

- Copy and paste your cover letter from a Word document into the body of the email. You'll want to have spell checked and proofread this ahead of time, and it should sound like you wrote it for the job. If you use a similar cover letter for all jobs, tweak it each time so that it doesn't sound generic

- Be clear in your cover letter what the purpose of writing is, whether you are networking or applying for a job.

Formatting Your Email

✦ It will look something like this:

Dear Mr. George, — Hiring manager's name

1. Why you're writing
2. Relevant experience
3. What your skills are
4. What you know about their company
5. A request to meet

It is with great enthusiasm that I submit my application for the position of Office Assistant for the Conglo Conglomeration. As an administrative professional with over ten years' experience, I know my diverse skills and qualifications will make me an asset to the Conglo project team.

As you will see from the attached resume, I have been employed as an office manager in the past and know that this position needs someone like me that has the ability to prioritize and multitask. Working in the public services industry has been the perfect training arena for me. Not only has it trained and prepared me for all types of experiences dealing with customer service, but also taught me how to think on my feet and become an expert problem solver.

In addition to being flexible and responsive, I'm also a quick learner– particularly when it comes to details. I was trained in three new computer programs at my last position, and became proficient within a month. I believe in applying this same level of attention to detail to tasks important as scheduling meetings and as ordinary as making sure the copier never runs out of paper.

I would be excited to work for Conglo Conglomeration, because the company has an excellent reputation and a strong commitment to its customers. Conglo provides excellent customer service to all clients, something very important to me in my professional career.

In closing, I would love the opportunity to meet with you and discuss the value that I can bring to the Conglo Conglomeration. I appreciate your consideration and look forward to hearing from you.

Warmest regards,

Formatting Your Email

✦ Your signature can be an automatic email signature added every time you send an email, if you are using this email account solely for job searching

✦ Your signature should be clear, brief (4-7 lines long) and professional

✦ Include: your name, title (if still employed), phone/address, URL (if relevant)

✦ Consider adding links to your relevant social media (LinkedIn or Twitter)

✦ Add a link that displays your latest tweet or blog post if relevant

How Do I Create/Edit An Email Signature?

This process will look slightly different depending on who your email provider is, but generally can be done using these steps:

1. Open your email
2. Go to Settings (sometimes represented by a gear like these):
3. Scroll down to where it says "Signature". You'll see a box that looks something like this:

4. Type you signature in here, using the tools in the toolbar to adjust font size, insert attachments, and so on.

Signature

B *I* U ABC ≡ ≡ ≡ ≡ | ⋮≡ ⋮≡ Ω — ∞ ✂ HTML A ▾

Font Family ▾   Font Size ▾

Signature
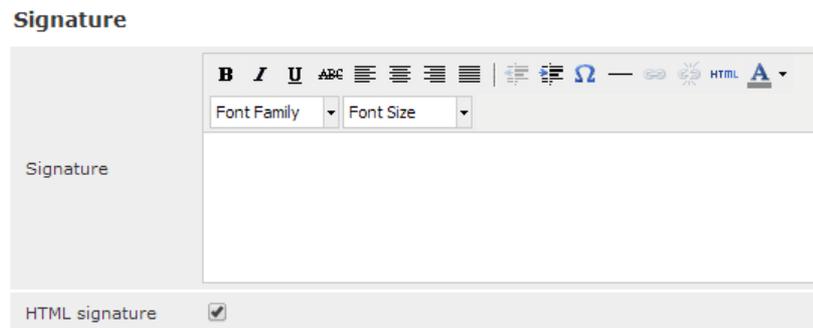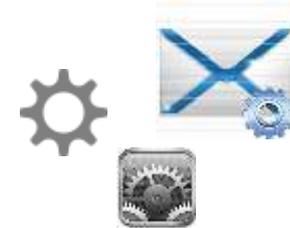
HTML signature ☑

*If you don't see have a signature box in your settings, open a new email and see if there's a signature button at the top of the email, or click on Menu and either More/Settings or Settings. Raise your hand for help if you can't find your email signature.

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The Anatomy of A Signature

Use pipes | or colons :: to separate out information and use less lines in your signature. The key to type a pipe character is above the Enter key. Press shift and the pipe key at the same time.

Quality Cow
Claude Slaughter | Head Butcher & Beef Inspector

Quality Cow Industries
1234 Lane Rd, Spotted City, Kansas 67444
P: (509) 868-9976 | F: (915) 773-5543
claude.slaughter@qualitymeat.org | www.qualitymeat.org
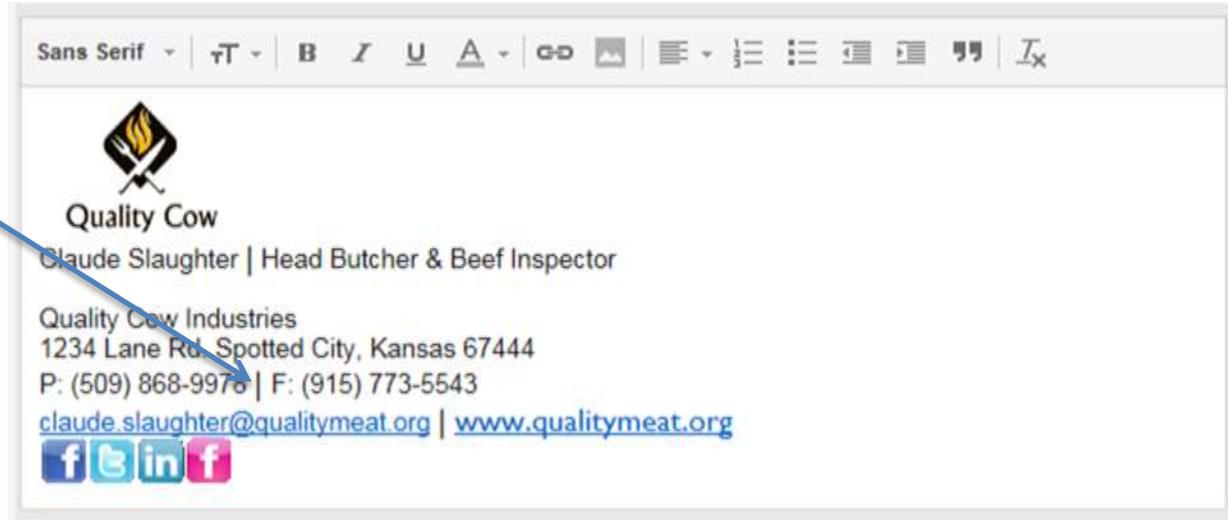
Skip multicolored fonts and graphics that are not your business logo. You don't want clients associating your email with chain letters or spam.

**Test your signature! Send it to yourself or a friend and look at the email on an Android and IOS phone as well as regular desktop email. Make sure the spacing and graphics are satisfactory on each device.

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How To Add Social Media Icons

First you need a picture of the social media icon. Either search for the perfect size (and style!) for your email on the web, or save any size and adjust it using a photo editing tool like Picnik to ensure that they are exactly the same size.

Then open your email signature and insert each of these images next to one another on one line. Click on each image followed by the hyperlink button and copy and paste the URL of your social networking site into the box.

Quality Cow

Claude Slaughter | Head Butcher & Beef Inspector

Quality Cow Industries
1234 Lane Rd. Spotted City, Kansas 67444
P: (509) 868-9978 | F: (915) 773-5543
claude.slaughter@qualitymeat.org | www.qualitymeat.org

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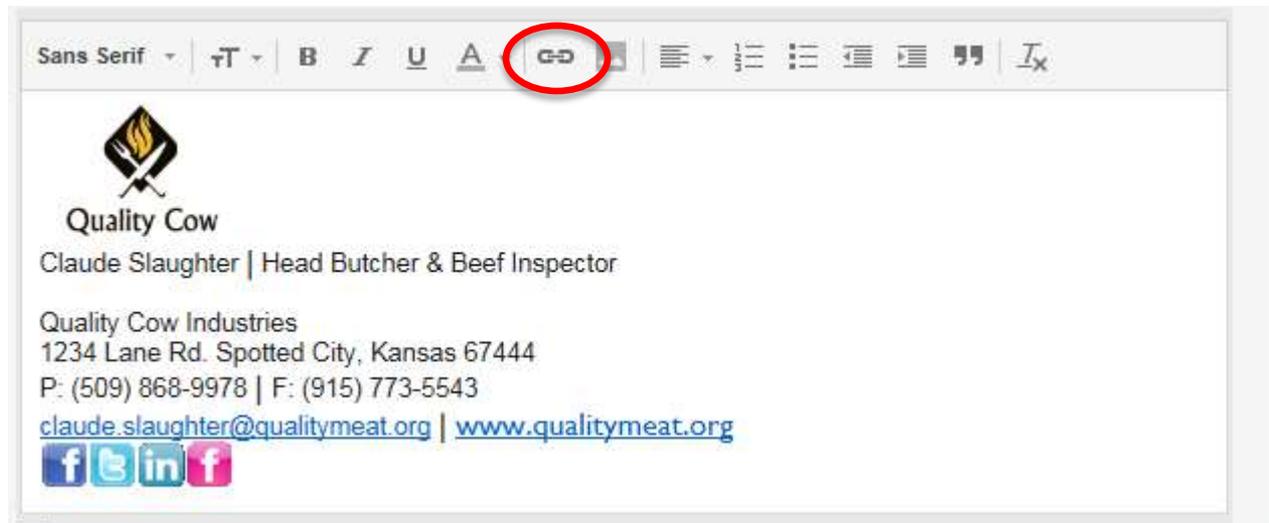
How To Add An Attachment

✦ Save your resume, cover letter, or other document on your computer somewhere you know you can find it.

✦ Open a new email and click the paper clip in your email's toolbar:
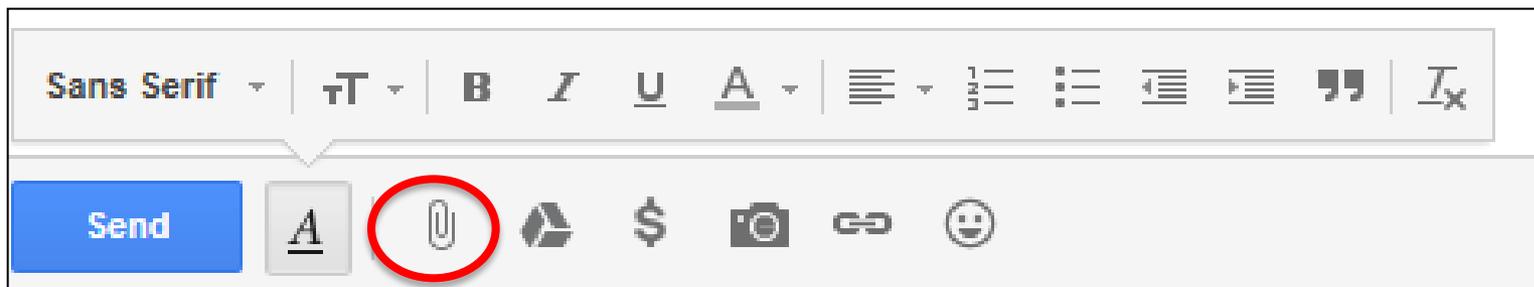
✦ A new window will open. Click on your document and the Insert or Attach button.

How Do I Create Email Folders?

✦ This will be different depending on what email you're using, but is a great way to organize your email. Let's look at how to do this using Gmail, Yahoo and Hotmail.

✦ If your email doesn't have options that look like these, try right clicking on existing folders and see if there's an option to add new ones.

✦ In Gmail, click the file folder and "Create New".

How Do I Create Email Folders?

✦ In Yahoo click on Add next to My Folders
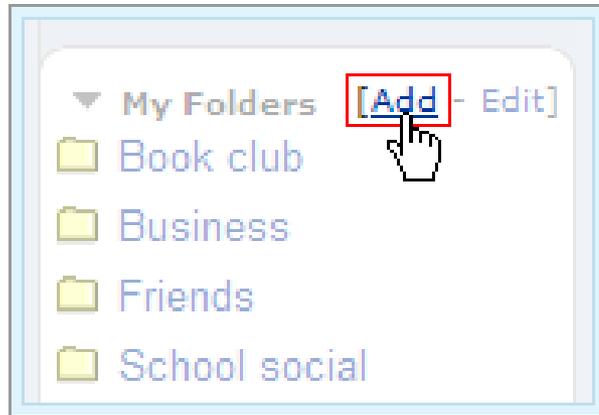
✦ In Hotmail/MSN/Live, hover your mouse next to Folders and click Add A Folder
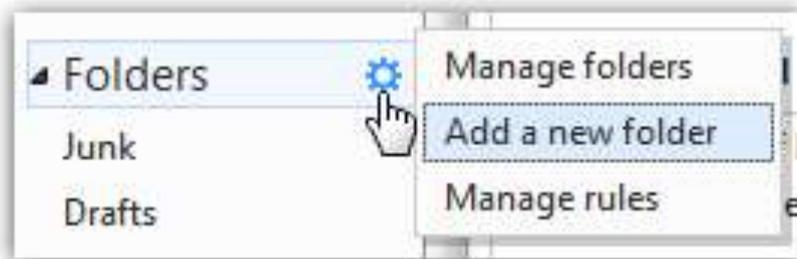
What are Filters/Rules?

✦ "Filters" or "Rules" (depending on what your email calls them) allow you to have certain kinds of email sent to different folders automatically, so that your email is already sorted when you go to answer it.

✦ You can use these to sort responses to jobs you've applied for

✦ How to create them is a little different depending on the email you use. We'll look at how to do it in Outlook and Gmail, and if your email is different we can help you look up directions after this class, or book a librarian.

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How To Create Filters In Gmail

✦ Log in to Gmail. In the search bar at the top, click the down arrow. You'll see a box like this:
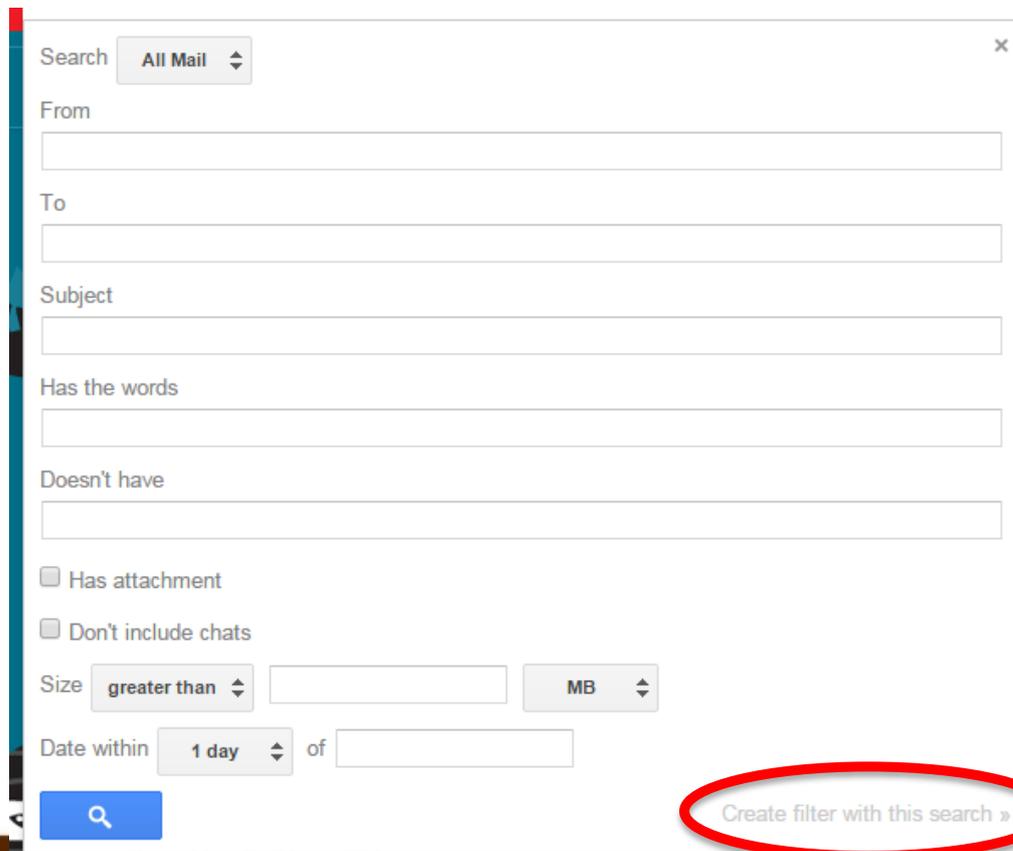
Search	All Mail

From

To

Subject

Has the words

Doesn't have

☐ Has attachment
☐ Don't include chats

Size greater than | MB

Date within 1 day of

🔍

Create filter with this search »

✦ Once you've set the keywords for the emails you want to filter, click Create Filter

✦ Tell Gmail where you want that type of email to go. To erase filters, go to Settings>Filters>Erase.

Apply your filter retroactively by checking this box.

What About Alerts?

✦ If you don't want to keep track of new information becoming available or have to keep checking back on the progress of a document, you can create email alerts to let you know something new is out there.

✦ There are many different types of alerts and ways to add them; we are only going to look at a few

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Types of Alerts

✦ Google Alerts at www.google.com/alerts will email you links on a certain topic as they become available

✦ If you have a smartphone, your email's app usually has an option to alert you with a sound when important emails come in

Email Safety: Protect Your Account

- Email is not as private as you may think
- <u>NEVER</u> put the following in an email
  - Account numbers
  - Passwords
  - Social Security Number
  - Credit/Debit card number
  - Any other information you should keep private
- Email recovery – be prepared

Shared Computers

- Beware of using any machine with multiple users for your business
  - Be cautious
  - Log out when finished
  - Clear browser history, cache, cookies
  - Restart the computer

Open Wi-Fi Networks

- Any Wi-Fi network that doesn't require a passcode to connect
- Libraries, hotels, restaurants, coffee shops, etc.
- Don't do this at home
- Open, for anyone to see
- https://
- VPNs can be used to secure an open network

More Resources

- Ask Leo explains the 7 Things You Should Do Right Away If Your Email Is Hacked http://www.askleo.com
- The Art of Designing and Marking Up Email Signatures (using programming language to create an email signature) http://www.sitepoint.com/the-art-of-designing-and-marking-up-email-signatures/
- How To Create A Logo, 60 Tips http://www.creativebloq.com/graphic-design/pro-guide-logo-design-21221