

## **FREE! ONLINE RESOURCES TO MARKET YOURSELF TO EMPLOYERS**

### **GOOGLE SITES (WEBPAGE)**

- **How could I use this site?**
  - Create a free Google sites webpage to market yourself to employers.
  - This webpage could include links to paper projects you have completed; your resume and cover letter; specific details about relevant volunteer/community service projects you have participated in; descriptions of organizations you have participated in and your involvement in those organizations, among others.
- **How do I create my Google sites account?**
  - Go to [www.google.com](http://www.google.com)
  - Select the “more” drop down box
  - Select Google sites
  - Register with Google if you don’t have a Gmail account. *(Note: You can use an existing email account for Google sites)*
  - Create new site
  - Choose a template and begin!

### **WORDPRESS (BLOG)**

- **How could I use this site?**
  - Create a blog with relevant career related links, including your resume, accomplishments, community service, campus involvement, major projects, etc. WordPress is very popular because it has a lot of layout options and themes, so you can easily customize how you visually would like your information.
- **How do I create my WordPress account?**
  - Go to [www.wordpress.com](http://www.wordpress.com)
  - Select “Sign up now”
  - Complete the registration information *(Note: Review the privacy settings)*
  - Verify your account by accessing your email
  - Begin your profile!

### **LINKEDIN (SOCIAL NETWORKING SITE)**

- **How could I use this site?**
  - LinkedIn is a site whose main purpose is to establish and maintain networking contacts. Create a LinkedIn account and then you can start by searching for alumni from your institution and/or professionals in your desired career field. These individuals can often serve as strong networking contacts and good sources of information.
  - You can also create a professional profile highlighting your career interests, qualifications, and accomplishments, along with information about your education and employment history. Your profile is also a link that you can send to networking contacts and employers.
- **How do I create my LinkedIn account?**
  - Go to [www.Linkedin.com](http://www.Linkedin.com)
  - Complete the Join LinkedIn today box
  - Complete your professional profile *(Note: You can upload your resume to complete your profile in minutes)*
  - Select what types of contacts you want to receive and begin networking!

**ALERT:** *Be sure to take precautions when using online resources.*

**Follow these tips:**

- **Customize your security options/settings. (Be cautious about creating a public profile. Ask yourself, “Do I want everyone on the Internet to potentially know my phone number, address, etc?)**
- **Check your security setting frequently. (Security settings can sometimes change).**
- **Do not include any material that could be interpreted as inappropriate-you want this resource to work for you, not against you.**
- **Be honest about your experience, skills, etc.**