

UHL2432

ENGLISH FOR PROFESSIONAL COMMUNICATION

CHAPTER 1

JOB SEARCH SKILLS

Expected Outcomes

Demonstrate the ability to use a range of methods to search for employment opportunities and identify possible sources of support.

Read job requirements and skills in job searching.

Write a resume using the format instructed by the lecturer.

Write a cover letter according to the format taught.

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Unit 1.4 Preparing for Employment

1.4.1 Researching Employers

Identifying New Employers

Narrow your search

Get ideas from alumni

Read the news/journals for that industry

Unit 1.4 Preparing for Employment

1.4.1 Researching Employers

Researching Specific Employers

Attend
recruiting
events

Talk to
people who
work there

Unit 1.4 Preparing for Employment

1.4.1 Researching Employers

The Use of Social Media

Choose the best social networking and job search site that is suitable for you.

Employers might seek out candidates on social media sites, such as LinkedIn or screen candidates based on their social media usage.

Ask yourself: “What does my social media footprint say about me?”

Unit 1.4 Preparing for Employment

1.4.1 Researching Employers

Social Media

Facebook

LinkedIn

YouTube

Twitter

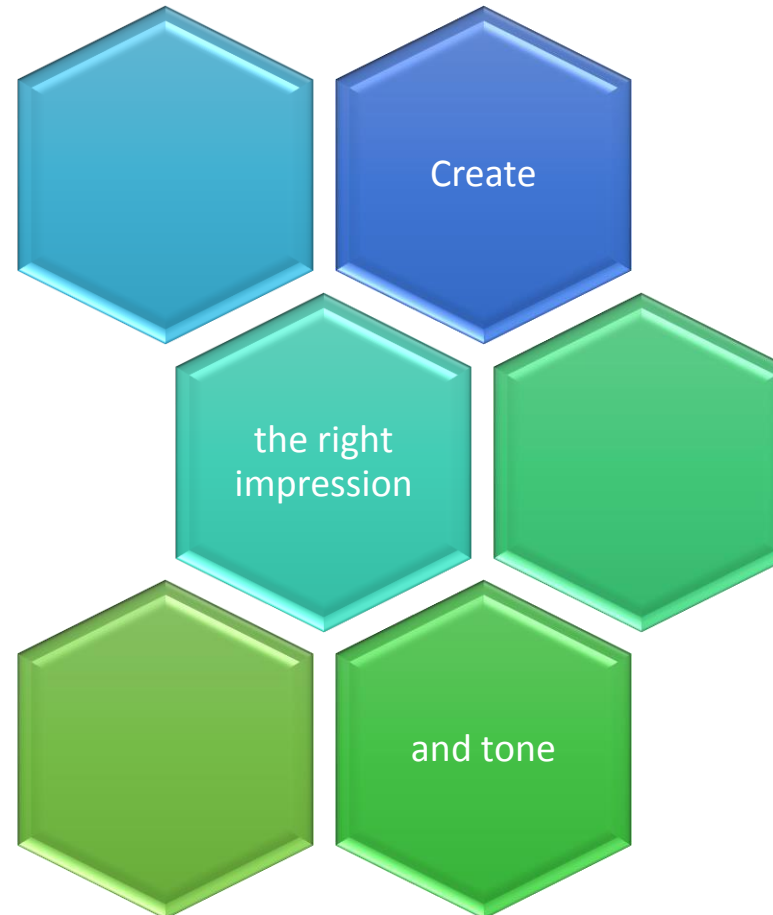
Blogs

Websites

E-portfolios

Unit 1.4 Preparing for Employment

1.4.2 Professional Email etiquette in job search



Unit 1.4 Preparing for Employment

1.4.2 Professional Email etiquette in job search

Email etiquette : Checklist for writing effective emails

SMART subject line

Appropriate greeting and closing section

Modern business language and simple sentences

Never use ALL CAPITALS for any part of your message

Structure your messages logically

Use appropriate tone

Format messages appropriately

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