

## HOW TO FOLLOW UP AFTER A CAREER FAIR

BY SHA'NE DORSEY

Did you receive business cards or contact information from employers at Capitol College's Career Fair? Well it's time to contact those employers if you have not done so already. Many employers base their hiring decisions on the candidates' follow-through, which is why following up is crucial.

### WHAT'S NEXT

After the Career Fair be sure to follow up with all of the employers. There are two ways you can send thank you letters, either via email or handwritten notes. Many people debate whether it is better to send a handwritten note or an email. Sending an email over a handwritten note has its advantages. If at the career fair you spoke with multiple employers sending an email is quicker and you are more likely to receive a response. There are some employers who may prefer jobseekers to send an email instead of a handwritten note. However, on the other hand, a handwritten note shows that you took the time to write them and comes off a little more personal.

### WHAT TO INCLUDE

In your letter, be sure to mention that you met the employer on March 28<sup>th</sup>, 2014 at Capitol College's Career Fair. Also, try to note something specific regarding your conversation at the fair so they will remember you. Strive to write no more than three paragraphs to the employer. In your first paragraph, express your gratitude by thanking them for taking the time to meet with you at the Career Fair. In the second paragraph, we suggest reiterating why you would be the perfect candidate for the job and what experience and skills you can bring to the company. If there was anything that you may have forgotten to mention while speaking with the employers at the Career Fair, this is your time to do so.



By doing this you are communicating that you understand the hiring manager's needs for the position and that you feel that your experience makes you a perfect match. Also, state that you are available for an interview. Avoid spelling and grammatical errors as much as possible; employers are also interested in your writing skills. Along with your thank you letter, attach another copy of your résumé.

### HOW TO MAINTAIN CONTACT

It is important to maintain contact with the employers after the Career Fair, and we suggest following up with an employer by sending a thank you letter between ten days and two weeks. Creating an account on LinkedIn and adding employers is another good tool we suggest using. Avoid adding or sending employers a request on any other social media site, including twitter. LinkedIn provides a basic message when requesting to connect with someone which is "I'd like to add you to my professional network on LinkedIn". We suggest customizing your request for each employer.

# CAREER CHRONICLE

CAREER SERVICES NEWSLETTER

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You will get a better response rate if you write a brief personalized, polite note to each potential connection reminding them how you met and explaining why you are interested in connecting. While using LinkedIn remember to be truthful. Be sure to keep your profile and information up to date, checking it periodically. We suggest setting up your experience and credentials on LinkedIn as you would on a résumé or a cover letter. Another option for maintaining contact is to ask an employer for an informational interview. An informational interview is an informal conversation with someone working in your area of interest who will give information and advice about how they may have gotten where they are. There are several benefits to informational interviews. The first is that you get firsthand information about working in that particular field or position and get tips about how to prepare for that career.

### FOLLOW UP TO FOLLOW UP

If you send a thank you letter and the company does not respond right away, do not get discouraged. Some of the larger companies need more time, and sometimes they will only respond to candidates they are interested in. However, knowing this information, we suggest that you do not call a company every day or week to check on the status of your application. We suggest being persistent, but contact employers in moderation. It is important that they understand that you are interested, but you want to avoid seeming desperate. If you do not hear back from an employer after reaching out to them, then we suggest following up with them within a month. After following those instructions, if you still haven't received any type of response, after two emails, you can consider one phone call to the employer.

If you have any further questions please contact the Office of Career Services.