

# E-resumes and Internet Job Applications



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## PREPARE YOUR RESUME FOR E-MAIL AND ONLINE POSTING

It is important to have your resume in the correct format to e-mail or post it on-line. A good resume should contain keywords to attract attention of potential employers formatted for a specific delivery purpose; whether it is scanned into a resume system, posted on-line or on printed on paper. You should have your resume in each of these formats:

1. **Print Version**, designed with bulleted lists, italicized text, and other highlights, ready to print and fax, mail or hand deliver to potential employers.
2. **Scanned Version**, a .PDF format. Your local Employment Resource Centre can scan your resume for you.
3. **E-mail Version**, another plain text copy, but this one is specifically formatted for the length-of-line restrictions in e-mail. This is also a Text-Only copy.
4. **Plain Text Version**, a plain text file ready to copy and paste into online forms or post in online resume databases. This might also be referred to as a Text-Only copy. If you are pasting your resume to an on-line application you are less likely to have spelling errors, as well it you will save yourself on a lot of typing.

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## ON-LINE JOB SEARCH

The fastest way to respond to Internet job listings is to e-mail your cover letter and resume to a potential employer. You have 15 or 20 seconds to capture the reader's attention using e-mail. If you don't send your resume correctly your information could be sent to the wrong e-mail address, or make someone's job harder, and the best resume in the world from the most qualified person in the world will be ignored.

1. **Check your e-mail**, If there is a problem with your attachments or e-mail, a response may be sent via e-mail.
2. **Subject Line** "Seeking employment" is not an acceptable subject. If you are responding to an advertisement, use the job title and job code stated in the advertisement to make it easy for your e-mail to be recognized and routed to the appropriate person. If you are "cold calling" an employer, put a few words stating the reason for your e-mail in the Subject line (*materials engineer position.*)
3. **Include a cover letter in your e-mail and address it to the recipient.** "Here's my resume, please tell me if you have any jobs I might fill" is not a cover letter and does not encourage anyone to look at your resume. Whether or not you are responding to an advertised opening, the cover letter will introduce you, specify how you meet the needs of the employer, and will encourage the recipient to read your full resume.
4. **Always send your resume in the body of the e-mail message**, Put your resume right in the message so the recipient will see it as soon as he or she opens the message. It may be to your advantage to include your resume as an attachment as well. You can mention in the opening lines of your e-mail that you have included a plain-text version of your resume for scanning and as a .PDF version for their convenience.
5. **Make sure your resume is properly formatted for e-mail.** Plain text resumes not formatted for e-mail can be unreadable. Take the time to make sure it will look as good on all computers and in all e-mail systems as it does on your screen. This means shorter text lines, spacing between sections, and text-based highlights.
6. **If responding to advertisements read the application instructions and follow them.** Failing to follow application instructions not only delays your resume, it labels

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October 2010



you as someone who doesn't take direction well. They might specify an e-mail address and job code to use. They might ask you to send your resume as a Word attachment. Whatever they want, you do.

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## CONVERTING TO ASCII FOR E-MAILING USING MS WORD

- 1. Rename and save the file.** In the File Name box, type a new name for the file; for example, "resume4e-mailing." This will help you differentiate this resume form other versions of the resume you might create.
- 2. Change the margins.** With your word-processing software open the resume, highlight the entire document (Ctrl =A). Click file, Page setup. Enter 1.0 in the box labelled Left. Enter 2.0 in the box labelled Right. This shortens the length of the lines, which is important for controlling line breaks.
- 3. Change the font.** Use a fix-width font, such as Courier or Courier New. With the document still highlighted, change the font by clicking format, font. Scroll through the font selections in the drop down box labelled Font or Font Face. Click on Courier. In the box for Font Size, choose 12pt. The 12-pt font places fewer characters on a line and prevents unattractive line wraps-aim for no more than 60 characters per line. (a space counts as a character).
  - Remove all graphics
  - Change all fonts to 12-points and eliminate any formatting such as bold, italics, and underlining.
  - Avoid capital letters except in main headings
  - Left justify all text, replace tabs with spaces
- 4. Use Save As, choosing Text Only with Line Breaks.** Click File, Save As. In the Save as Type box, scroll down and select Text Only with Line Breaks if you are using MS Word.
- 5. Accept the warning.** You might see a popup box that says, "[Filename] may contain features that are not compatible with Text Only format. Do you want to save the document in this format?" Choose "Yes."
- 6. Close the file.** Click file close to remove the file from the screen.
- 7. Open new file in plain text editor** such as Notepad or Text editor. This will display your resume as it will be seen in ASCII format.

**Proofread.** It is important to proof read carefully as some text may run together. Also replace any non-ASCII characters that appear as question marks, square blocks, or other strange characters. Here are some possible replacements:

Dashes (-)	Plus signs (+)	Asterisks (*)	Double asterisks (**)	Greater than (>)	Dash and greater than (->)
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**Use the Space Bar (not the Tab key) to place a single space immediately after each symbol (and before the words).**

### 8. E-mail your resume.

The following steps will get this job done quickly:

- Go online and open a new e-mail message.
- Carefully type in the employer's e-mail address in Send To.
- In the Subject line, type "Resume:" followed by the job title you're seeking (e.g., Resume: Marketing Position).
- Set your e-mail formatting to Plain Text (not Rich Text or HTML).

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- Type a short cover note to introduce your resume in the body of your message, as well as the one attached to your e-mail.
- Keeping the e-mail message screen up, open the Plain Text version of your resume, copy all the text in this document, and paste it into the body of your e-mail message after your cover note.
- Check the entire e-mail message (cover letter and resume) to be sure its appearance is exactly what you want the employer to see.
- Attach the hardcopy version of your resume to the e-mail as a .PDF or .doc format.
- Click **Send** and you're done!

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## POSTING YOUR RESUME: STAYING CYBER SAFE

When posting your resume on-line there it is important to consider Where to post your resume and how many people do you want to have access to your resume. It isn't necessarily a good thing to have your resume on every Web site. You don't want to be considered a "resume spammer." You need to determine how visible you wish to be and how much information you want to disclose. Evaluate the job sites you post your resume on and limit your postings to protect your privacy. Some important points to consider: Never pay a fee You should never be charged to post your resume on-line. Do not spam, limit the number of sites you post to. To gain maximum exposure, limit the number of sites you post your resume to. Target your resume to your specific industry or geographic location.

- **Read Privacy Policies.** Be aware of the information they are looking for. Does the site reserve the right to sell your information to third parties?
- **Evaluate sites first.** Don't post your resume until you have had a chance to evaluate the Web site.
- **Avoid sites that mass distribute your resume.** You want to be in control where your resume is sent.
- **Be careful what contact information you provide.** Don't post your address, and phone numbers. With identity theft on the rise, you want to be careful how much information is out there for everyone to see.
- **Use an appropriate e-mail address.** Make sure your e-mail address is an appropriate name like BCarpenter@yahoo.ca.
- **Renew your resume.** Many sites sort resumes by the date inputted, renew your resume every two weeks. If you don't receive a response to your e-mail within 45 days take it off the site and post it on a different site. It might be employers using that particular database are not looking for candidates with your skills, or there are too many candidates with more skill or experience than you have.
- **Do not forget to delete your resume.** When you have finished job searching don't forget to remove your resume from databanks. You don't want your new employer thinking that you are still looking for a job. You may even consider adding a posted date in your on-line resume.

***Remember that potential employers have to pay to have access to resume databanks. If they want to search on-line on a particular site for potential employees they have to pay for it.***

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October 2010

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## **YOUR JOB IS NO LONGER JUST ABOUT YOUR RÉSUMÉ AND COVER LETTER – IT'S ABOUT YOUR RÉSUMÉ, COVER LETTER AND YOUR DIGITAL FOOTPRINT**

Be sure to clean up your online presence before job hunting. Try to remove anything negative," says Susan Kennedy, founder and president of Career Treking and author of "The Job Coach for Young Professionals." "One of the first things a potential employer will do is a simple search for you online -- you don't want any surprises coming up. This is your chance to make a first impression, and you want to ensure that it's the right one."

When it comes to your job search, everything from your pictures and tweets to your eBay transactions counts, according to a 2010 study from Microsoft. While most employers search on their own for your digital dirt, nowadays some employers ask you outright to share your information. This confuses many job seekers, as the line between what to include and what not include is often blurred.

"The main reason you would need to be choosy is if you haven't taken care with managing your online presence in the past," says Cath Duncan, career coach. "If you've been happily uploading videos of your drunken escapades or commenting about how bored you are at work and how much you've been skiving off, or if your Facebook page shows that you've been playing Farmville all day during work hours then this will reflect very badly on you with potential employers."

Social networking is and can be an extraordinarily useful collection of tools for personal branding, seeking to create serendipity through online collaboration, interacting with peers from your college, your industry, even your company's competitors.

### **Keep the following in mind when occupying a social networking profile:**

1. **Facebook** is not a good platform to share with your employers or potential employers. It's designed for social interaction and you can't control what your friends post on your wall. Facebook also doesn't have the best features for displaying yourself and the value you can add to potential employers.

2. **LinkedIn** has better features for displaying your value to employers. You should upload your CV, you should collect recommendations, and you should record your employment history. You can also link to your Twitter account and blog and other relevant information about you. Your connections on LinkedIn tend to behave more professionally on the site than they do on Facebook, so you're not going to have them commenting inappropriately on your page.

LinkedIn, like a cover letter, should be used as an addition to your résumé. Use the summary section to highlight your achievements and relevant work experience. Always be careful of typos and language. LinkedIn is your opportunity to show others your interests and affiliations without adding unnecessary information to your résumé.

3. **"If you're using your Twitter account, blog or similar as a way of sharing your ideas** -- the stuff you're enjoying reading and what's getting you thinking -- and you're keeping these aligned with your personal and professional brand then it's appropriate to share these. Remember that these are probably public anyway and will be found if they search for you. Consciously decide who you want to be and align your life and your online presence with that. When people search for you, they'll find more information that reinforces what you've already shared with them.

*Sourced from CareerBuilder.com Author Rachel Farrell*

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October 2010

