

Over 4.62 billion people across the world use social media - over 93% of regular internet users log into social media, 72% of Americans use social media. Instagram now boasts over 1.5 billion users, 59% of US adults use Instagram daily; 36% of the world's population is on Facebook, 22% of Americans use Twitter **BUT**, what are you doing as a job seeker to #GetSET in your job search. I came up with the #GetSET approach as an out of work, sports information professional in the fall of 2013. It is constantly being revamped and reorganized, but also been implemented in multiple ways. The premise behind SET is that one is equipped and prepared to go forward in an endeavor. My focus for this endeavor is job seeking within intercollegiate athletics.



The first part of SET is **STRATEGIC**. Defining what it means to be strategic is how it relates to a general plan that is created to achieve a goal. It is easy to articulate what that goal is, but the approach to the goal is where you begin to distinguish yourself as a candidate. For example, if an individual says to the word, 'apple.' It is a complex word with many definitions. Do you think of an iPhone? Computer? Do you think of the food in the produce aisle of your favorite grocery store. You are a **BRAND**. A brand is the identity of a product or a service. You have a skill set that is unique to the prospective employer. Getting your brand into the conversation for the potential employer is being strategic. Establishing a short-term and long-term goal strategy as a job seeker. What in your arsenal of skills can you work on the short-term. Do you watch a YouTube tutorial to refine your skills in Photoshop? Do you contact a colleague at a neighboring institution to see how they write the press release to announce their new coach? Do you watch the NBA finals and practice the latest StatCrew or GeniusSports offering? As you transition into your long-term goals, are you waiting for your annual evaluation from your supervisor? Today, the average person changes jobs ten to fifteen times (with an average of 12 job changes) during his or her career. Working within your department to achieve its goals are part of the extension of your brand. How can you contribute that growth? Are you equipped with Photoshop or video skills that can help the department, in other ways beyond traditional sports information roles such as camp flyers, annual reports, Hall of Fame activities, etc. Or do you have an interest in being a sports information contact for another sport within your own department? Being able to transfer skills and apply your goals within your department makes you a more valuable employee.

The next part is to be **ENGAGED**. As you engage in the process, begin to ask yourself - what distinguishes you? What makes you different? We all are unique in our skill set and our personalities. As you recognize how you are unique in the process start to put that forth in your application materials. Using the same approach to your search will likely yield the same results - which is likely to be a 'no.' Learn through the process, give the necessary undivided attention and support. For example, early in my career, I had four interactions with a potential employer. In the final interaction, despite saying 'No'; they shared my application materials with another opportunity. Two interviews later, I had my first 'Yes' with this new opportunity. Another example is to remain in communication and collaboration within your network. Telling not only your references, but also your colleagues on your interest in opportunities. This is part of the necessary research when looking for your next employment endeavor. Coaches as well as athletic administrators tend to shift in employment just as much as sports information personnel. Keep lines of communication open and can in return open doors of employment opportunity. Lastly, learn how to engage with social media. 1 in 3 employers who research candidates on social media sites have found content that made them more likely to hire a candidate. 48% of candidates will use to social media in their search for their most recent job search.

The last part is **TEAMWORK**. As indicated earlier, working with your colleagues and your references is important in your search. As you go through the process, there are individuals that you should equip and educate. Your colleagues can bring forth you the necessary knowledge to organize a search and identify opportunities. Whereas your references are your support team - they are going to support any and all your endeavors. Use your online assets to help you network via telephone calls, emails, social media are all important to help you more effectively.

Knowing how to create an online asset plan, for your search is important. The plan consists of making sure you have developed a strong personal brand, choosing the assets that fit with who you are and with your skills. Develop a plan of consistency and alignment. Knowing within the plan the right position that fits you - one at a time. Define this plan and link this plan to your efforts to work together in a meaningful way. The more you network; the more successful you will be.

