**Digital Media Rules of Engagement**

**1. Email**

Rationale: Most companies use email as the main channel of communication; PMS like Bampcamp, Trello and Communication software like Slack may also be used but most of the companies you will work at will still be using email. This means that email can function as

the official company record of communication among employees and the community they interact with and can be used for evidence for a range of purposes such as conduct, job performance, and promises to clients (and vice versa):

* Start with formal language until you are alerted to a shift to informal language
* Begin any message with a polite/respectful salutation like “Hi + name.” Refrain from using “Hey, Hey you, Yo”—even if the message is between close colleagues
* End any message with a polite/respectful salutation like “Best, Warm Regards, Sincerely”

**2. Job Applications**

Rationale: Job applications have gotten much easier since they have been put online. That said, there are still issues you want to pay close attention to.

* Be honest: Many companies run a background check on potential employees. Many are fine with minor issues that may arise but will overlook them if the potential employee is honest about them in advance on the job application.
* Be correct and careful
* Be neat

**2. References/Letters of Rec**

Rationale: Companies generally ask potential employee to provide evidence that they are employable. In most cases, the company only requests a list of references (2-5), but on some occasions they ask for formal letters of recommendation.

* Seek out references/letter of rec from those with whom you believe will give you a positive evaluation. Do not ask anyone at a company where you may have had a strained relationship with the supervisor, quit unexpectedly, or received a poor performance review.
* Notify those whom you wish to use as references that you wish to use their names before you actually do it.
* Provide your references with your most recent resume, a copy of the job announcement, and a list of items you wish for them to focus on in the letter
* Give at least a two-week lead time for formal letters of recommendation
* Be polite in your messages when you request references

**3. Social Media Personal Branding**

Rationale: The easiest way companies can cull job applications quickly is by conducting a Google Search of the candidates and checking out candidates’ social media presence.

* Know that you are your brand
* Understand that most companies now expect candidates from any background and training to have a LinkedIn presence
* Know that if you are going into digital marketing, you need to show evidence of a Facebook, Twitter, Instagram, etc. site
* Wipe negative items about yourself off the web before you begin your job search
* Conduct I-Searches daily even after landing a job
* Focus your posts on positive subjects/topics and avoid complaining

**4. Job Interview**

* Dress formally for the first interview and then modify once you are alerted to a less formal business atmosphere
* Bring extra copies of your resume with you to the interview
* Stand up and shake hand with those you meet
* Look your interviewers in the eye
* Come prepared with questions for the company
* Do not talk about salary in the first interview
* Ask the interviewer when to expect notification of the progress of your candidacy
* Follow up interview with formal thank you notes, which can be done via email or card. Every person who interviewed you should receive a separate message. Use the follow up communication as the mechanism for mentioning items you forgot to say during the interview or to augment something discussed and had further time to reflect on
* Talk about how you can contribute your talents and skills to the company and not solely about your talents and skills