



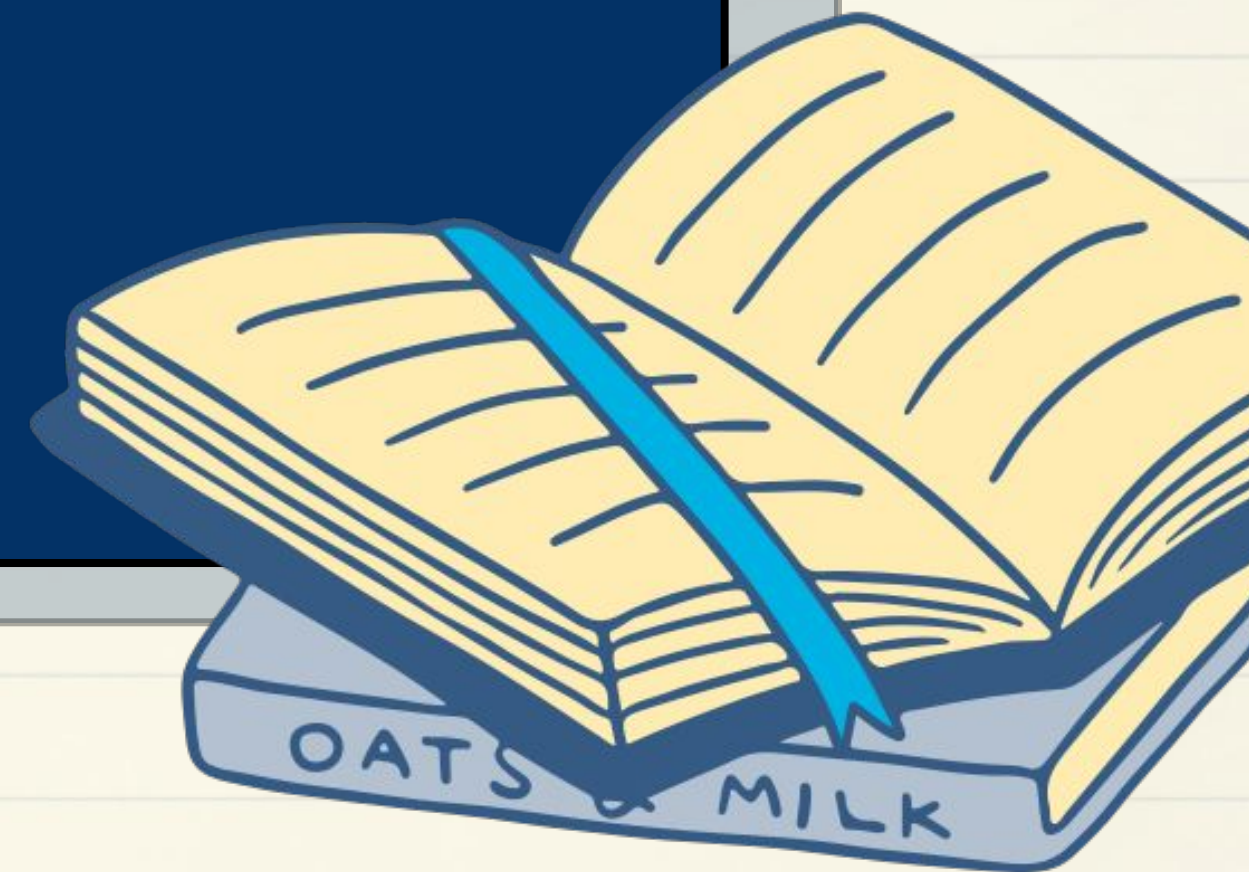
Professionalism Workshop

Your Brand is Conveyed Through:

- Your online presence
- Interactions with colleagues both in person and through virtual mediums
- Conduct on the clock and at work events
- How you present yourself



Social Media



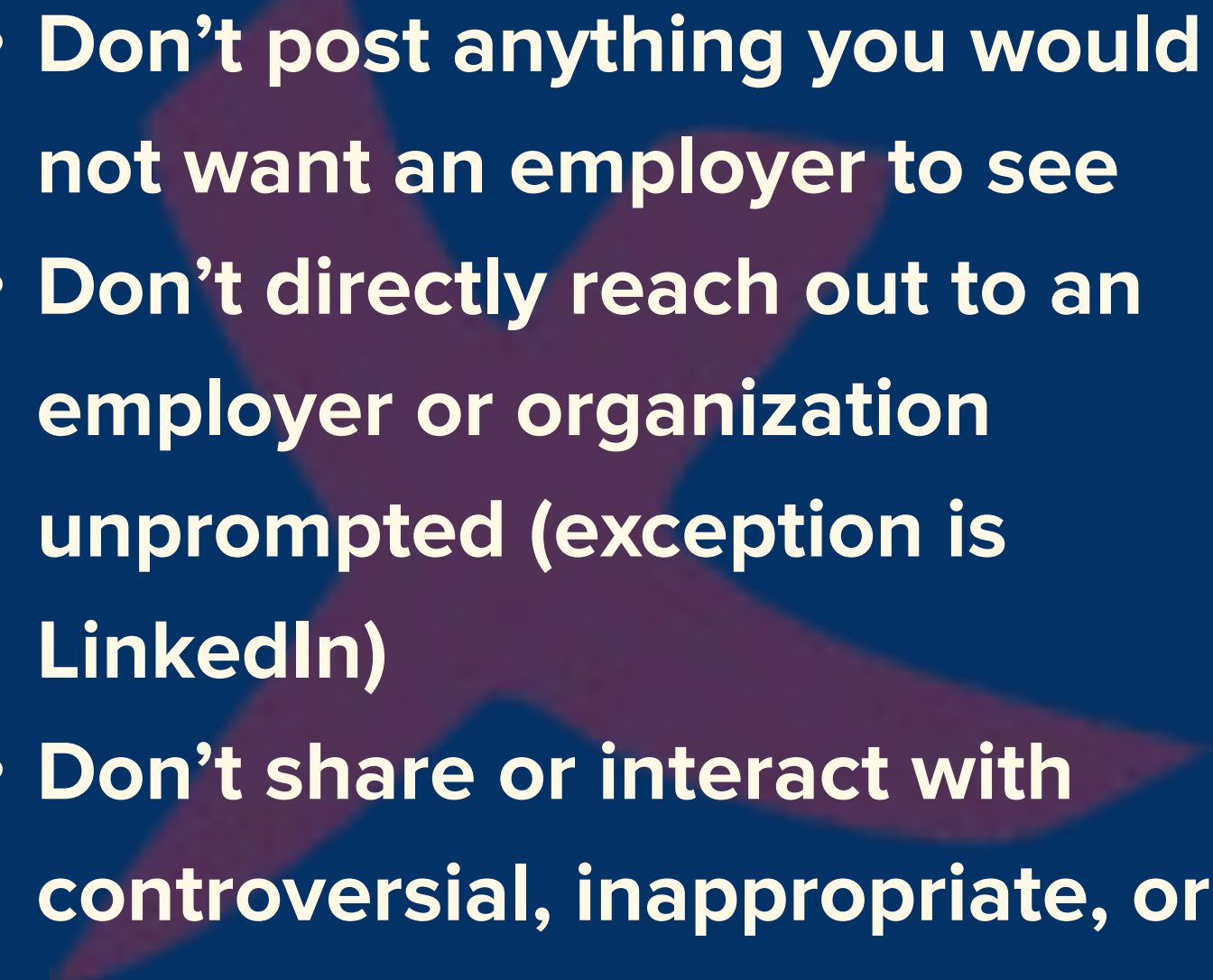
Social Media:

How can you proactively manage your online image?



Do's & Don'ts

- 
- **DO** post appropriate photos/updates of yourself and others
 - **DO** use it to find career interests and learn more about the online presence of organizations
 - **DO** set profile to private when possible

- 
- **Don't** post anything you would not want an employer to see
 - **Don't** directly reach out to an employer or organization unprompted (exception is LinkedIn)
 - **Don't** share or interact with controversial, inappropriate, or questionable posts

Networking



Why Network?

- Build connections that can help you find or secure positions
- 70% of jobs never publicly listed (CNBC report)
- Letters of recommendation and references
- Acquire insights about industries you're unfamiliar with
- Learn about roles you're interested in or discover new potential careers



Where to Network?

IN PERSON

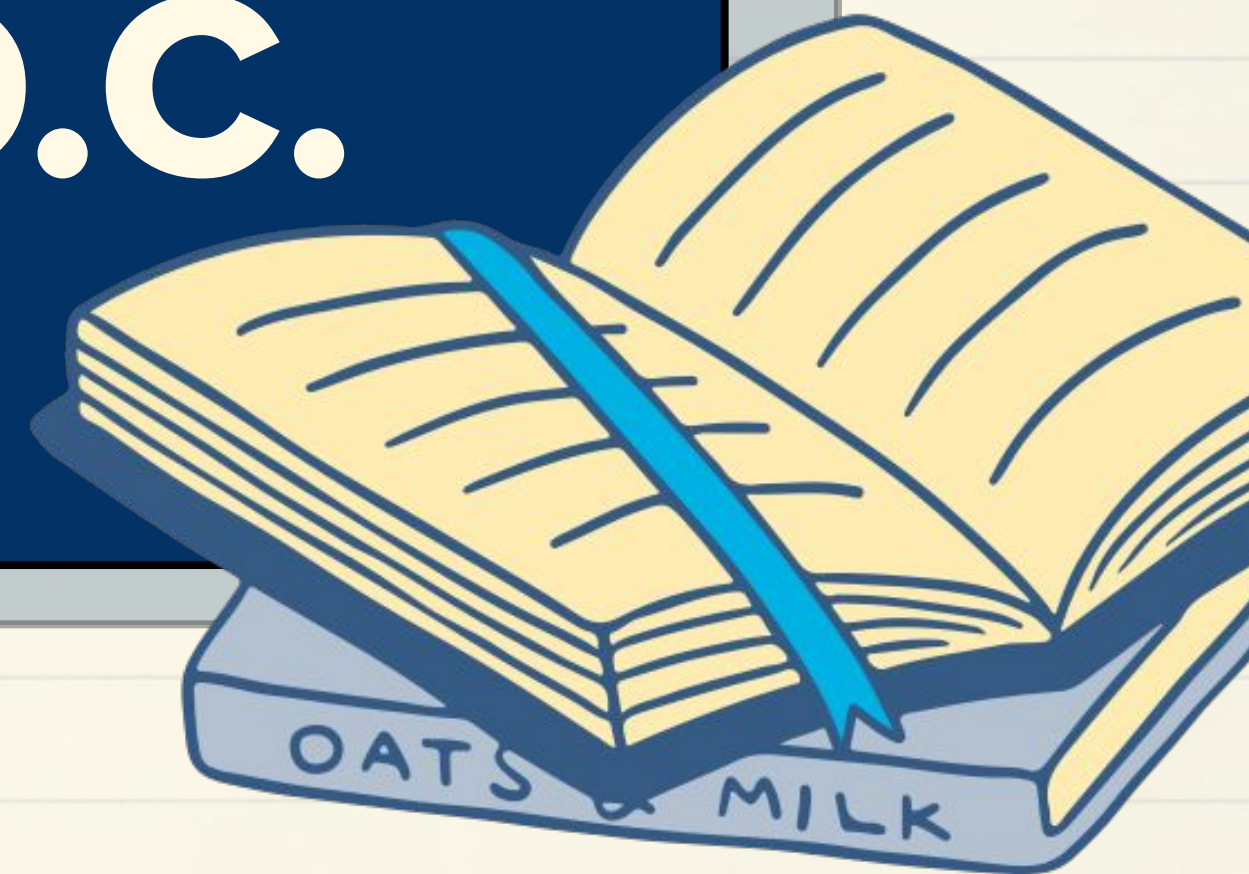
- UCDC center
- Classes
- Internships
- Out & about in DC

ONLINE

- LinkedIn
- Handshake
- Cold Emails



Networking in Washington D.C.



D.C. Networking

Tips:

- DC is like a small town! Be mindful of your conduct in public spaces
- Practice your “elevator pitch” and have meaningful conversations
- Attend networking events— there are lots in DC
- Invite colleagues, lecturers, etc. out for coffee chats or lunch (but be prepared to pay)!

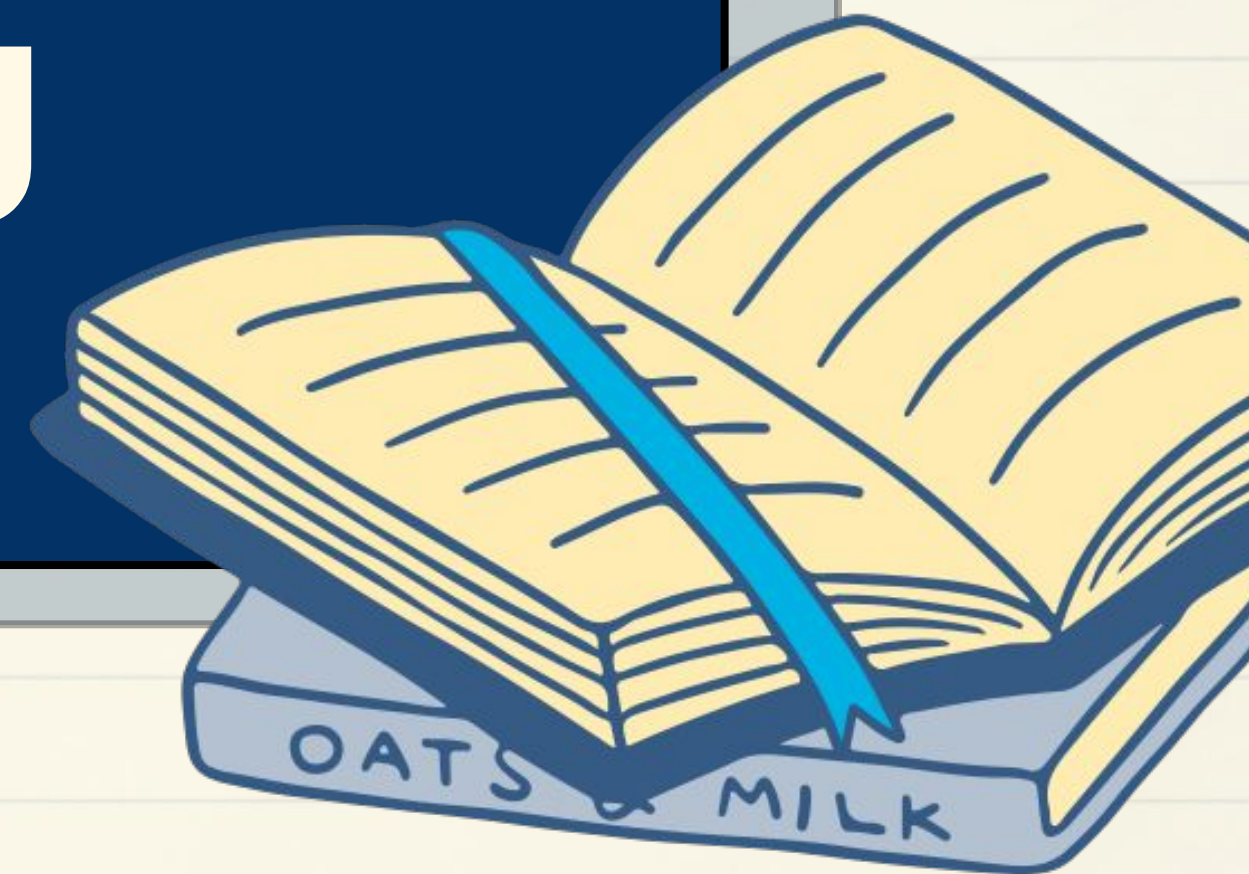


Building Your Elevator Pitch

- Similar to a “Tell me about yourself” interview response
 - Make sure to include:
 - An introduction
 - An overview of your professional background
 - Your career interests
 - A question to engage the individual you’re talking to (i.e. “I’d love to hear about your experiences with ____ industry”)



Online Networking



Linkedin

- **Linkedin is a professional social networking site!**
- **When you create a profile, you can write an about section, select your prospective industries, and connect with former/current colleagues**
- **Update your profile when you change positions, complete coursework, or want to share a project!**
- **You can get creative and aren't limited to resume and cover letter conventions!**



Profile Photos:


Which of these are the most appropriate to use in a LinkedIn profile?



Networking on LinkedIn


- Find organizations you're interested in and check the "people" tab
- Connect with UCD alumni in your prospective industry
- Cold message and request informational interviews!
- Follow groups & pages related to your industry to learn insider knowledge


Jonathan, one of your connections has a new job **LinkedIn**


 Karoline Mulkangas is now Regional Incentive Manager at South African Breweries

[View Karoline's new job](#) [Congratulate Karoline](#)

A little about Karoline's company

 Karoline now works at [South African Breweries](#)
Since March 8, 2012, 7 members have started a new job at South African Breweries

 Previously at [Comair Limited](#), Karoline went from a company with 1,000-5,000 employees to a company with 5,000-10,000 employees

 Karoline moved from the Airlines/Aviation industry to the Food & Beverages industry

[Update your profile](#) to make sure your colleagues know what you are up to.
This is an occasional email to help you get the most out of LinkedIn. [Unsubscribe](#)
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Sample Cold Message

- **Keep it brief– LinkedIn has character limits**
- **Introduce yourself and your university affiliation**
- **Demonstrate your enthusiasm for their work!**
- **This framework can be expanded upon for emails or referrals***

Hi [name],

I was hoping we could connect as I see you work as [role] and I am currently a [insert major] student at UC Davis considering a career in [insert].

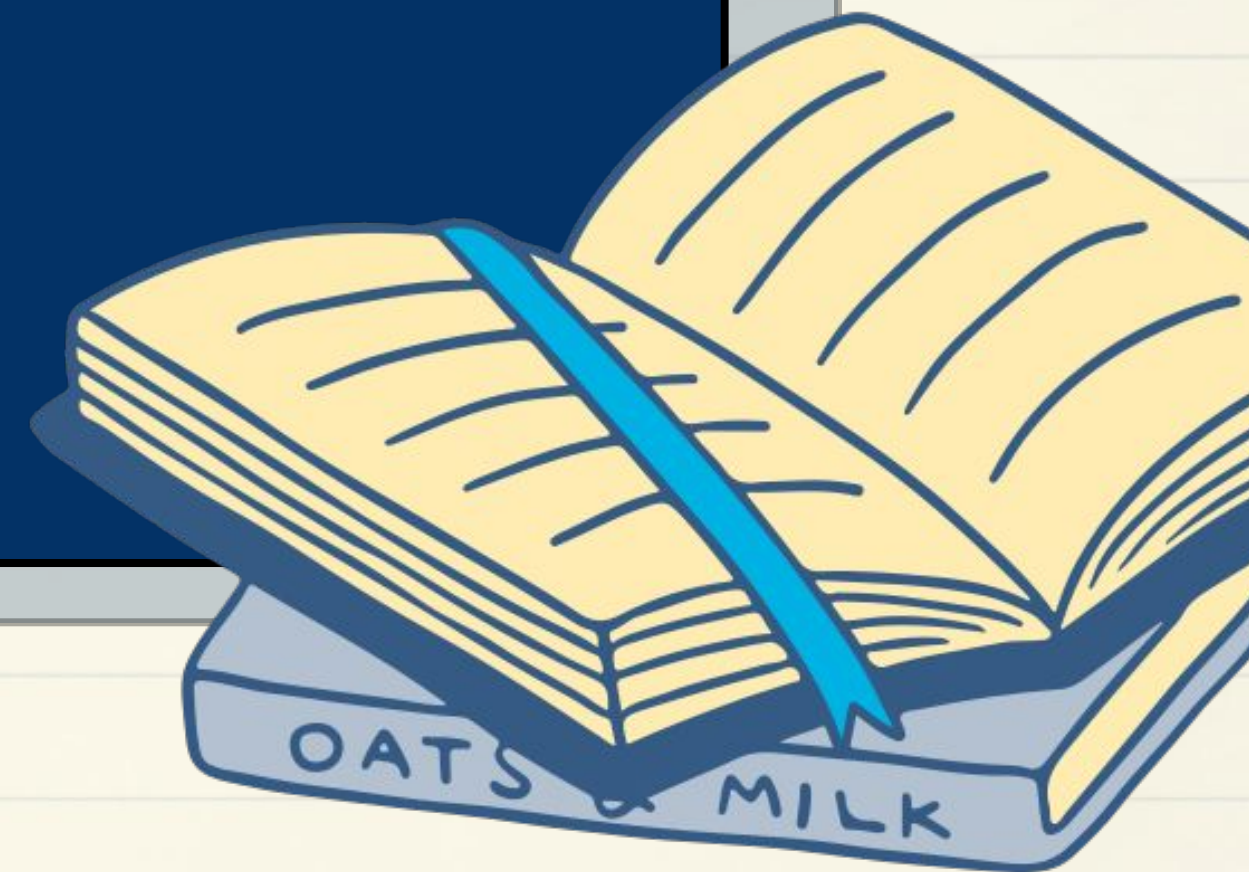
I'd love to schedule a brief meeting in the near future to learn about your experiences. Let me know if you're interested, thanks!

"YOU MISS 100% OF THE
SHOTS YOU DON'T
TAKE. - WAYNE GRETZKY"

- MICHAEL SCOTT



Preparing for your Internship



Before Your First Day...

- Once you accept an internship offer, regularly check your inbox
- Send requested documentation and paperwork
- Coordinate logistics
- Plan out your outfit
- Practice your route
- Leave the house early!



First Days and Weeks

- Arrive 10-15 minutes early whenever possible
- Kindly greet and introduce yourself to everyone you meet– try your best to remember names and roles
- New positions can be confusing– ask questions about your responsibilities when you have them.
- Participate in company events and activities



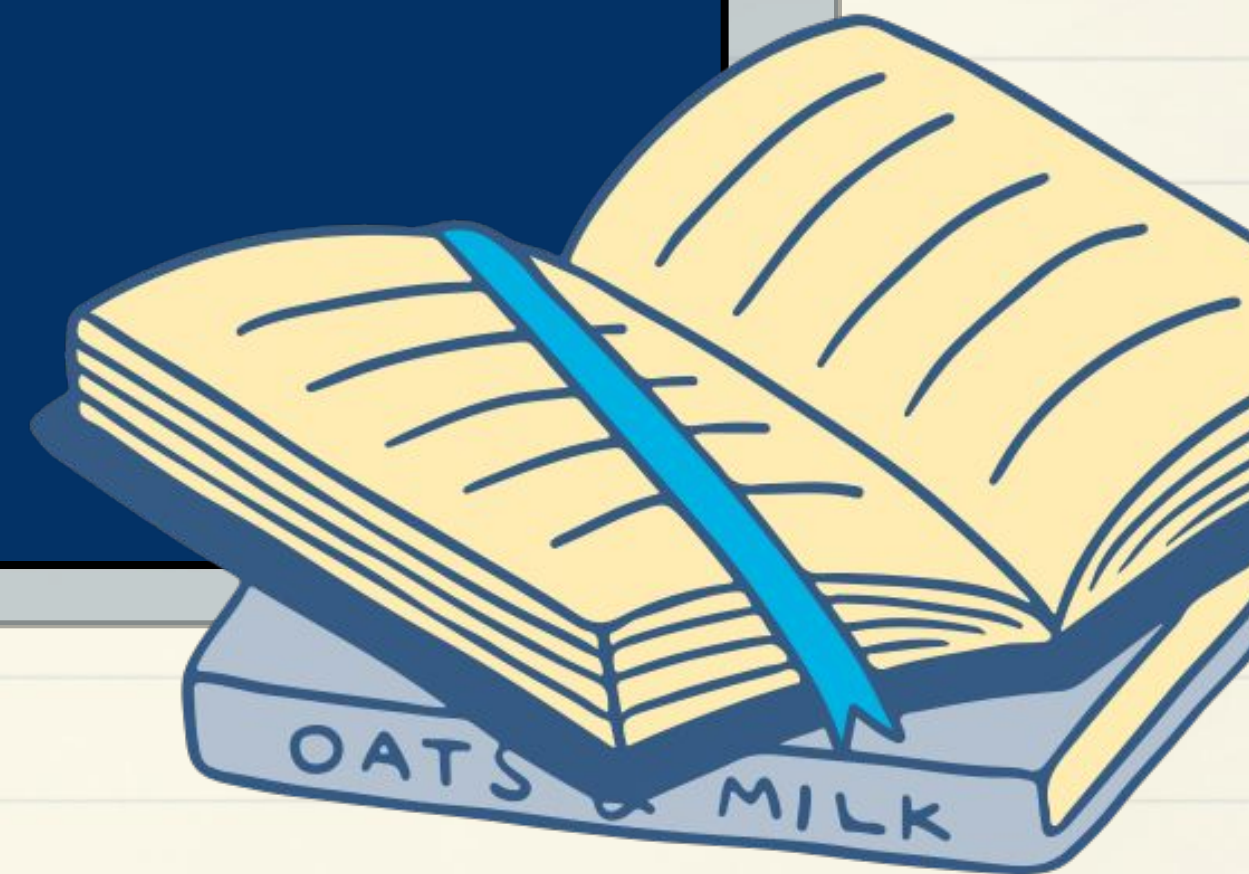
Do's & Don'ts

- DO be polite and friendly in your interactions with everyone
- DO track your daily tasks and keep your work organized.
- DO try your best to maintain a “can-do” attitude!
- DO view feedback and criticism as an opportunity for growth

- Don't gossip excessively, especially about your colleagues
- Show up late and/or leave early without providing an explanation
- Don't behave unprofessionally at events outside of the office where colleagues are present (limit yourself to 1 drink at happy hours)
- Don't overdo it (i.e. come to work

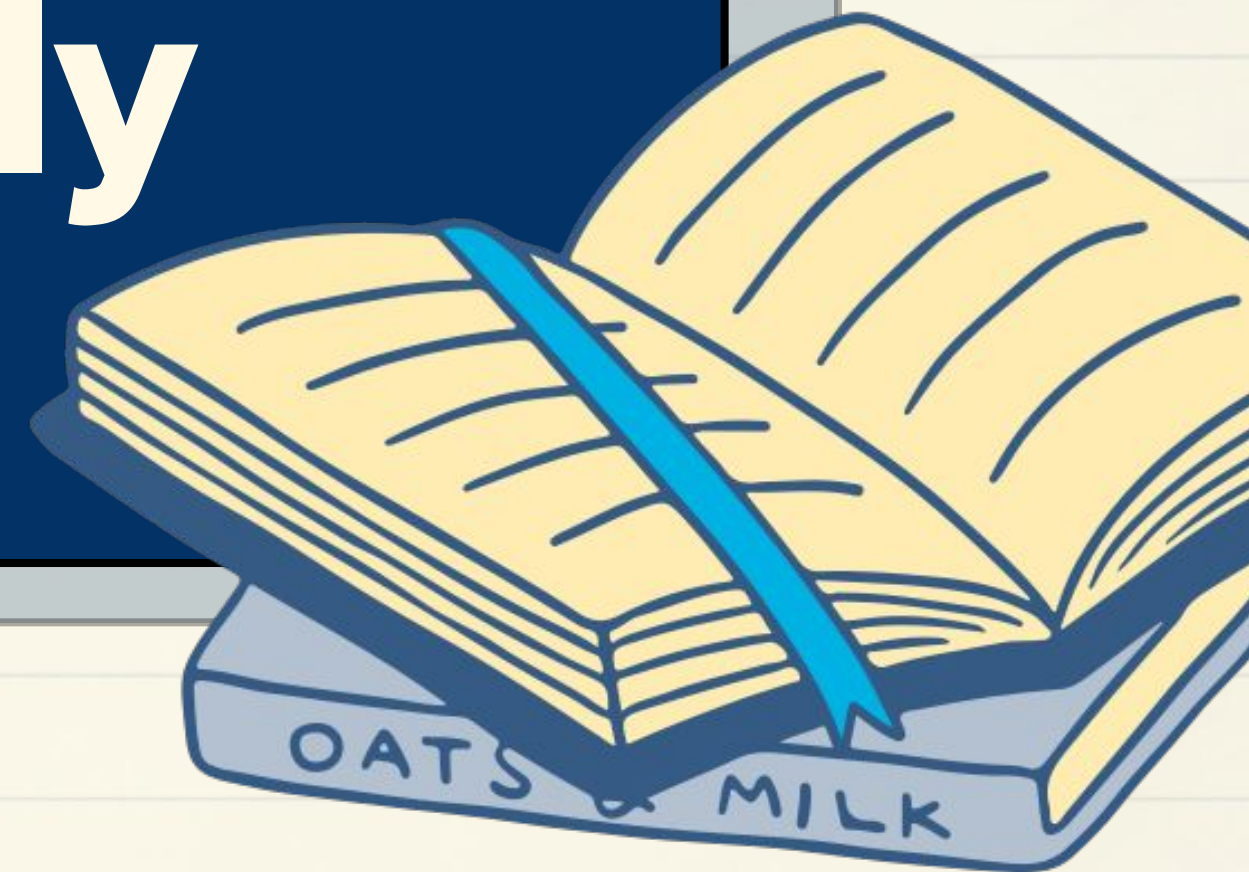
slak or take on too many tasks)

Let's Practice!





Communicating Professionally

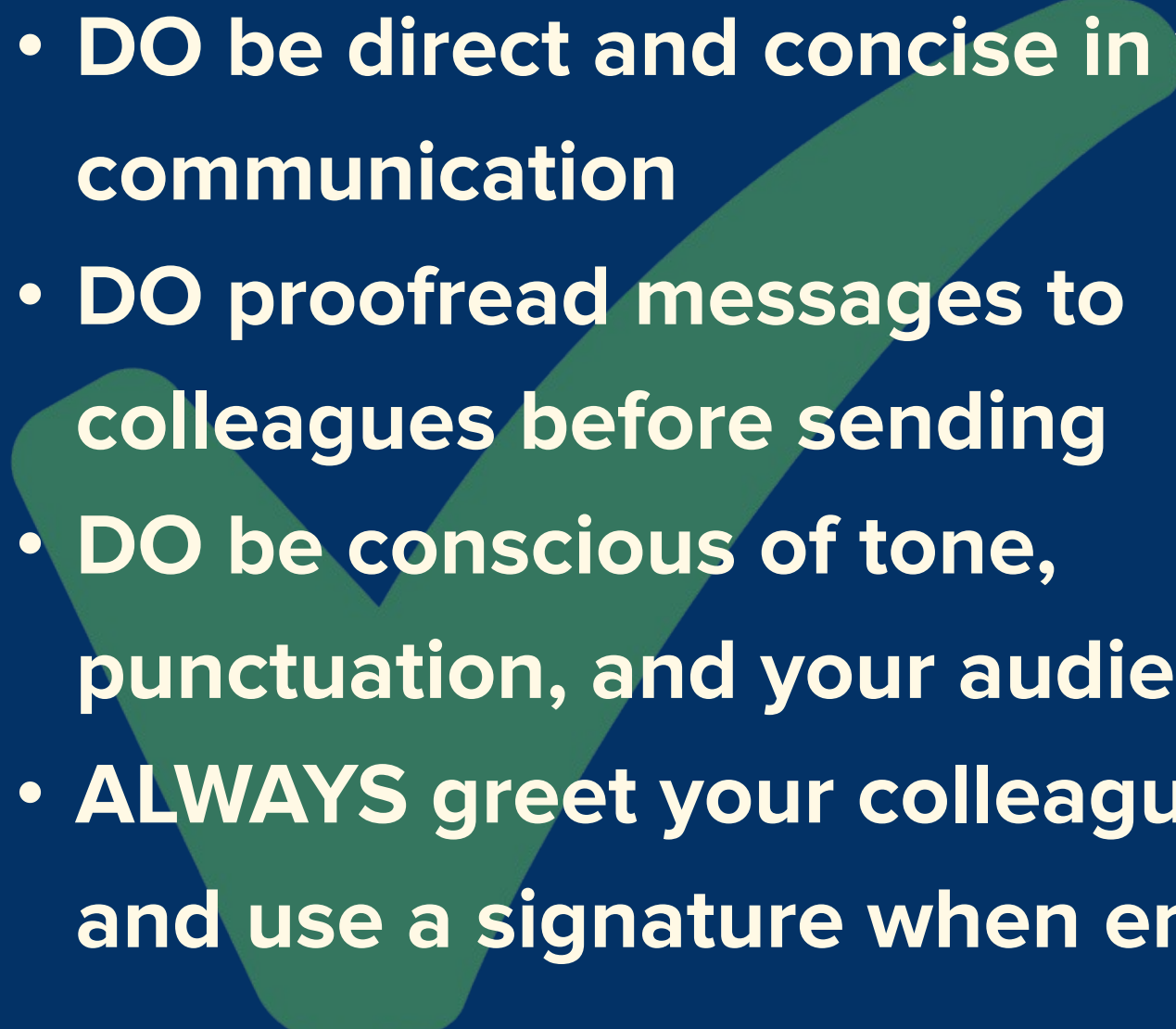
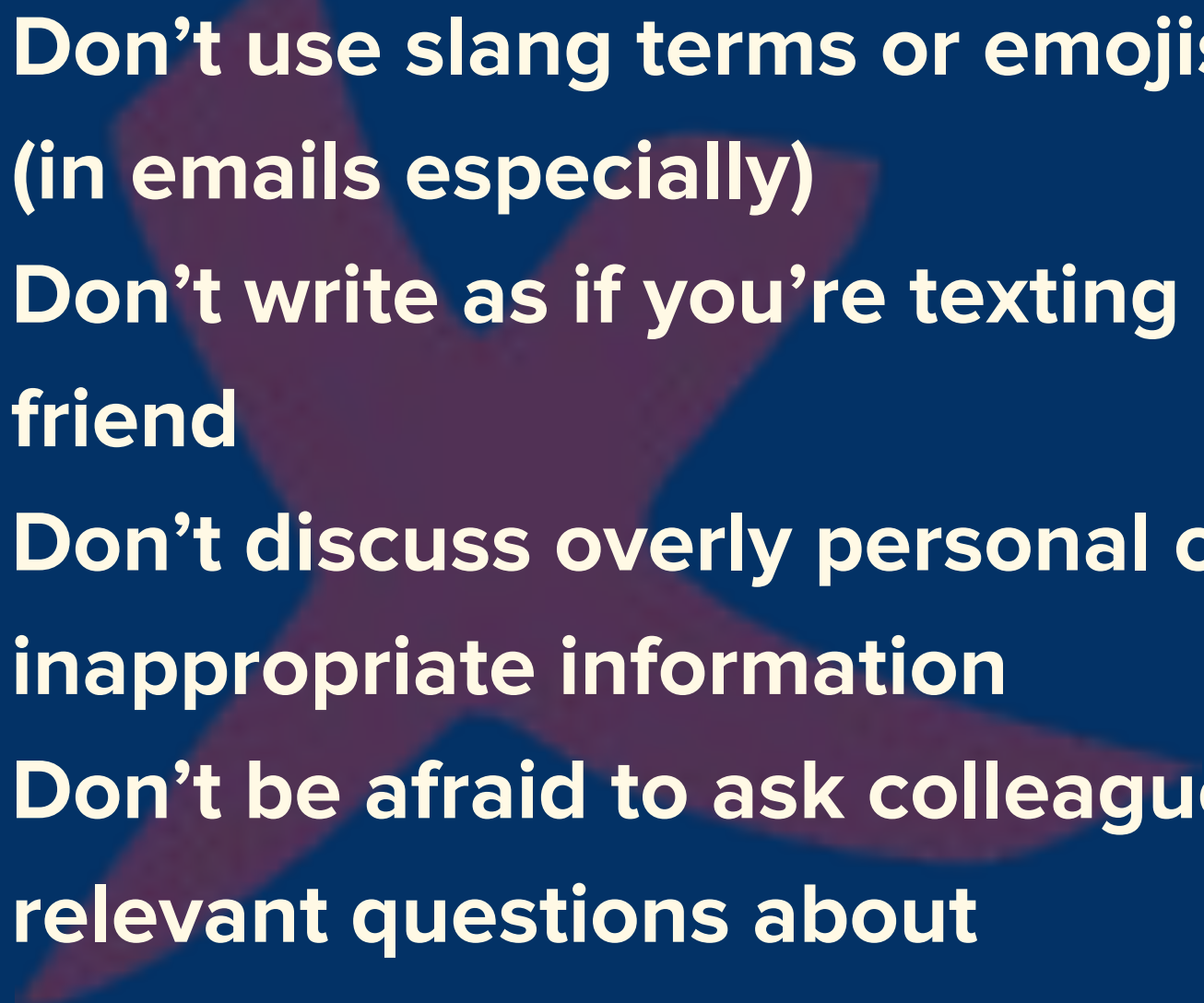


Why Communication is Crucial

- Professional communication is a widely neglected but highly desired skill that can help you stand out!
- Your employer's first impressions of you are derived from email correspondence leading up to your start date
- Your role may be partly remote
- Your roles will likely require professional correspondence via email or other online platform like Slack or Asana



Do's & Don'ts

- 
- 
- **DO** be direct and concise in your communication
 - **DO** proofread messages to colleagues before sending
 - **DO** be conscious of tone, punctuation, and your audience
 - **ALWAYS** greet your colleagues and use a signature when emailing
- **Don't** use slang terms or emojis (in emails especially)
 - **Don't** write as if you're texting a friend
 - **Don't** discuss overly personal or inappropriate information
 - **Don't** be afraid to ask colleagues relevant questions about assignments

Which is more professional?

Sup John,

Rn I'm working on that database priject and tbh im kinda confused about what to do lmao </3

Btw it's Timmy

Morning John,

I'm working on the database project and I'm running into trouble on the column labeling aspect.

Any chance you're free sometime today between 10:00AM-12:00PM to talk through it? I'd really appreciate the help.

Let me know,

David Wright
Policy Specialist – MGM
dwright@mgm.org



Let's Practice!

SCENARIO:

- Your Supervisor, Tina, told you this morning to “Go over the public opinion dataset in the shared drive folder and let Kate know if you have any questions” before scurrying off to an important meeting.
- Not only are you unsure of what you’re expected to do with said dataset, but it’s also nowhere to be found in the shared drive



Spend 3-4 minutes drafting an email to Kate and be

Example Email:

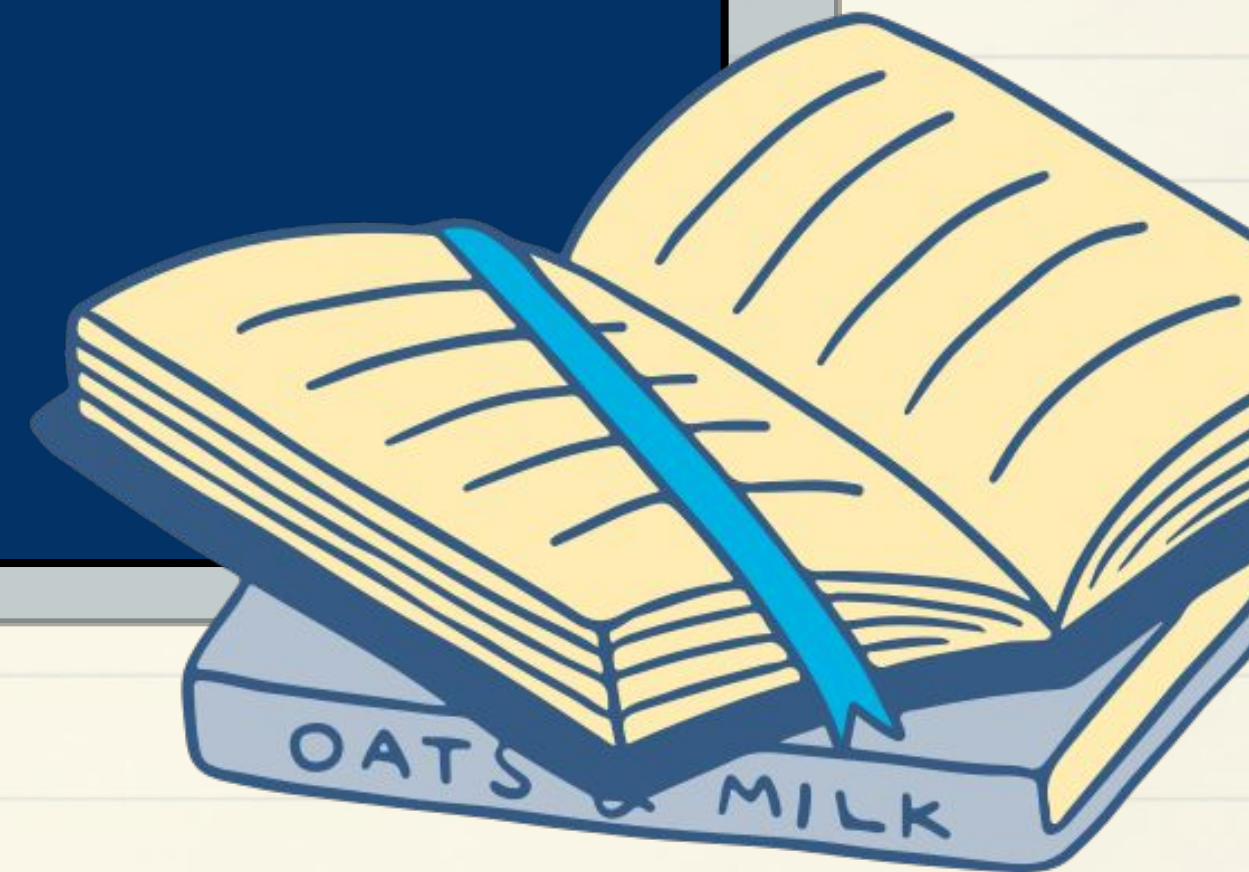
Good Morning Kate,
Hope you had a great weekend! This morning, Tina assigned me some tasks pertaining to the public opinion dataset and let me know to ask you if I had any questions. I was having some issues finding and accessing the data and am wondering if you would be willing to meet sometime today for a brief overview of the dataset and desired outcomes.

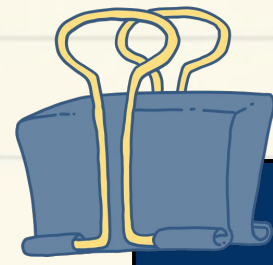
Let me know what works for you!

Best,
David



Professional Attire



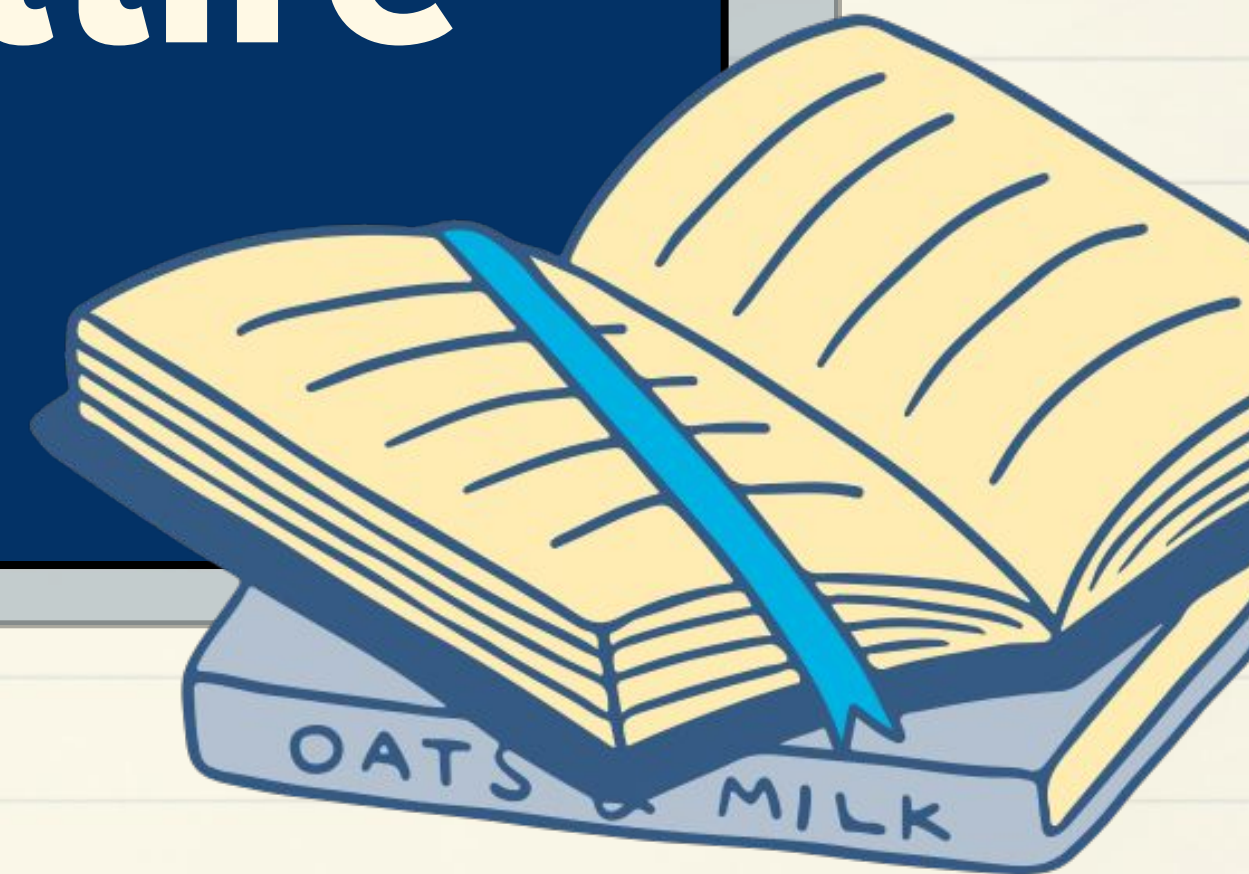


Why Dress Professionally?

- D.C. is known for being a formal place!
- It contributes to your brand
- Can impact your colleague's first impressions of you
- It's better to overdress than underdress!



What Does Professional Attire Look Like?



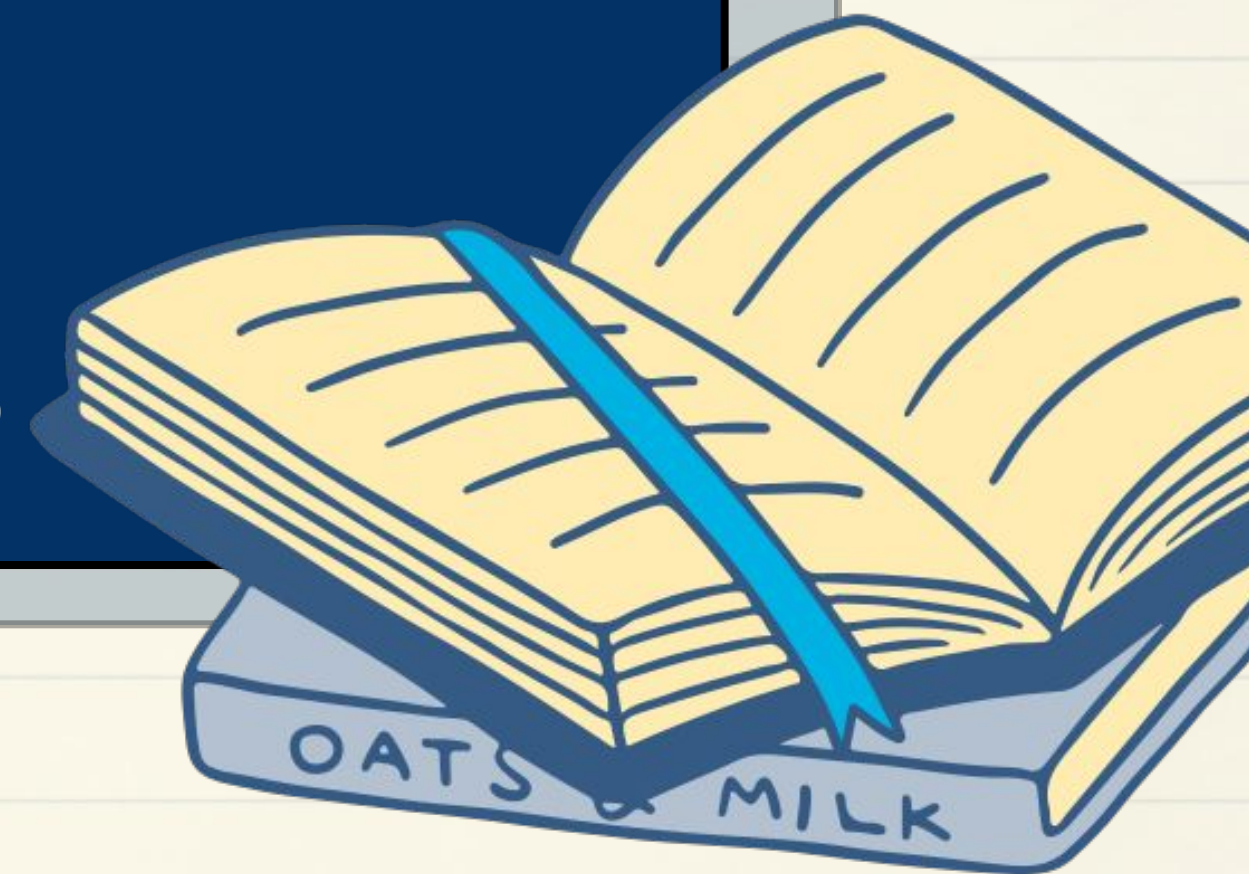
Business Casual



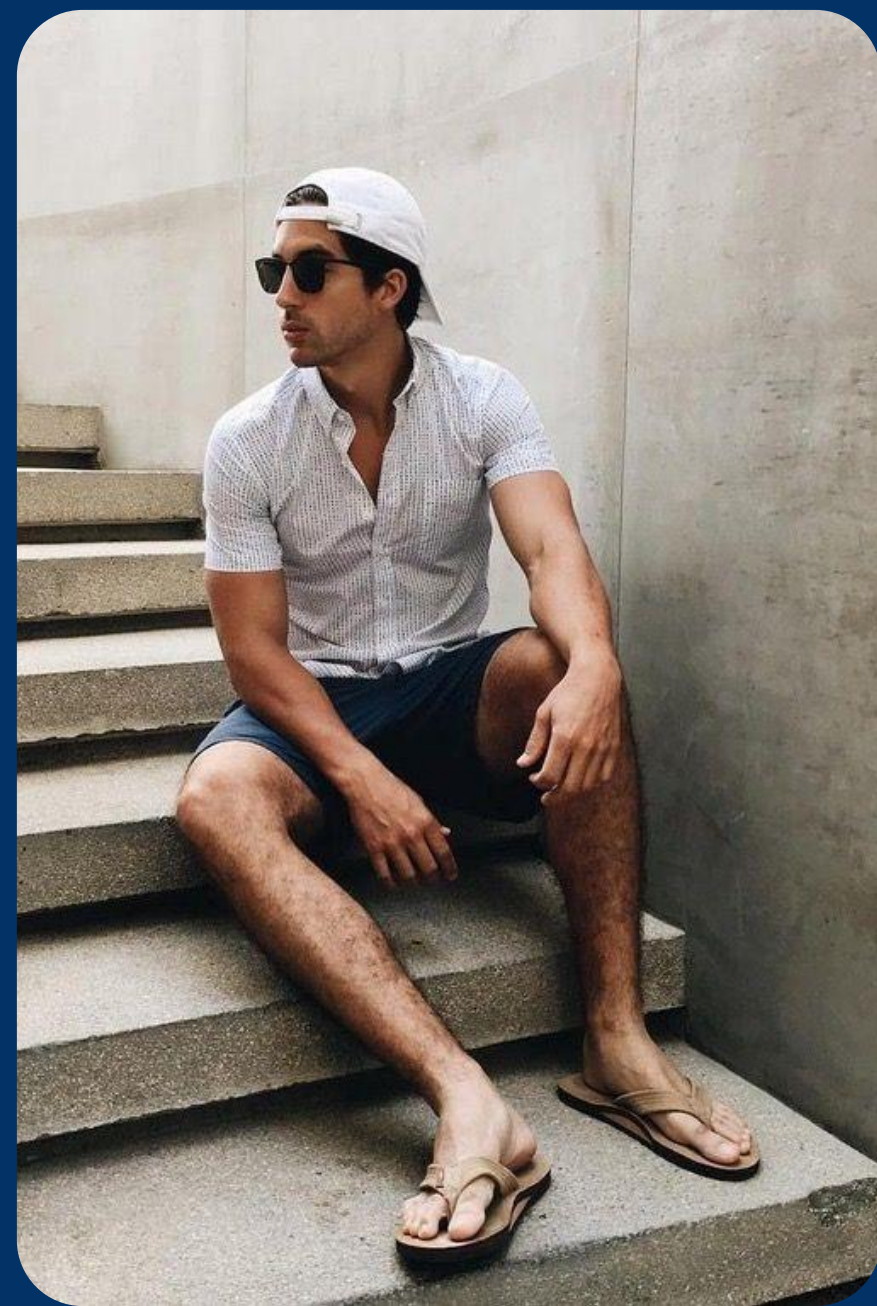
Business Formal



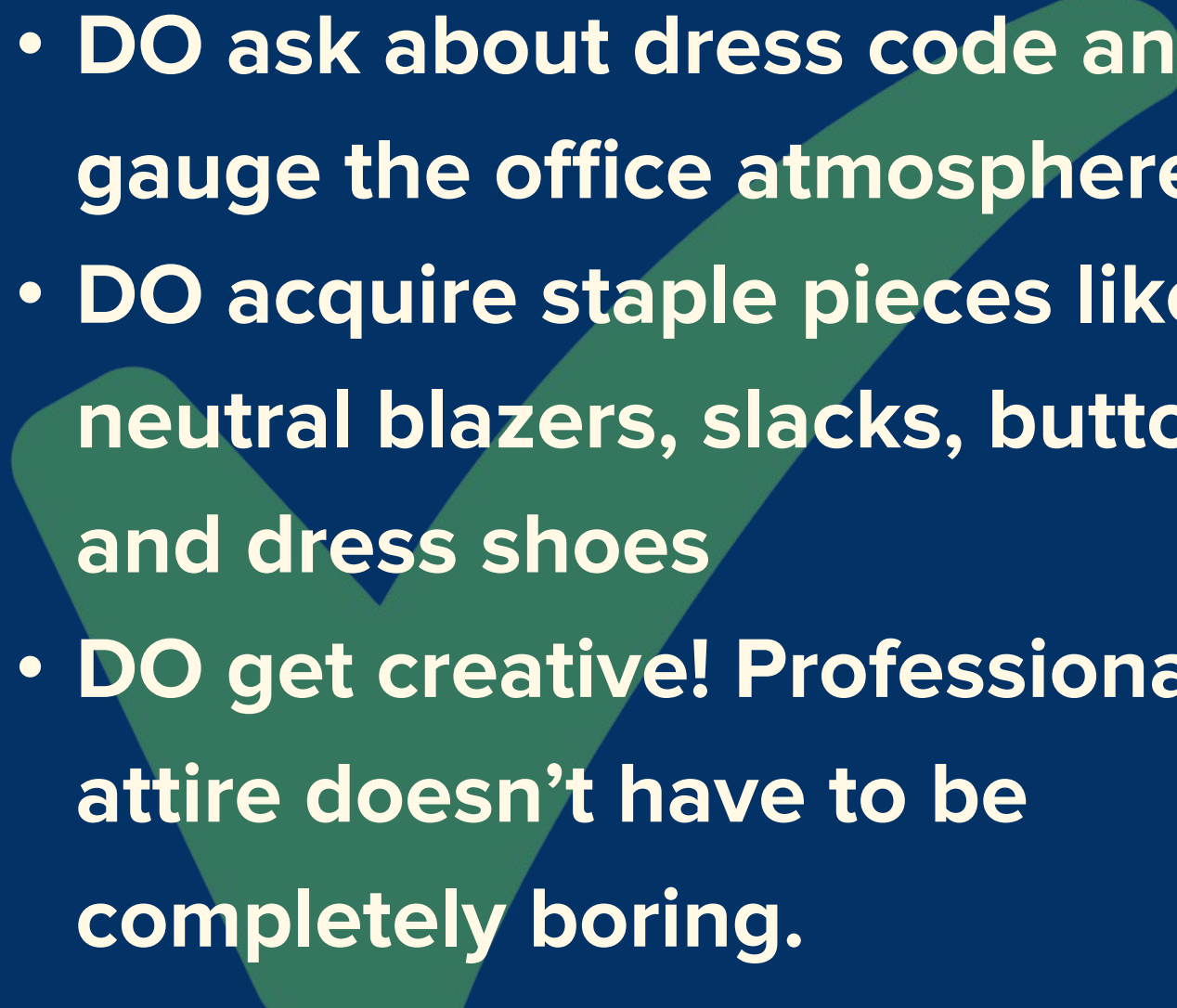
**Which of these
outfits should be
worn to an
internship?**

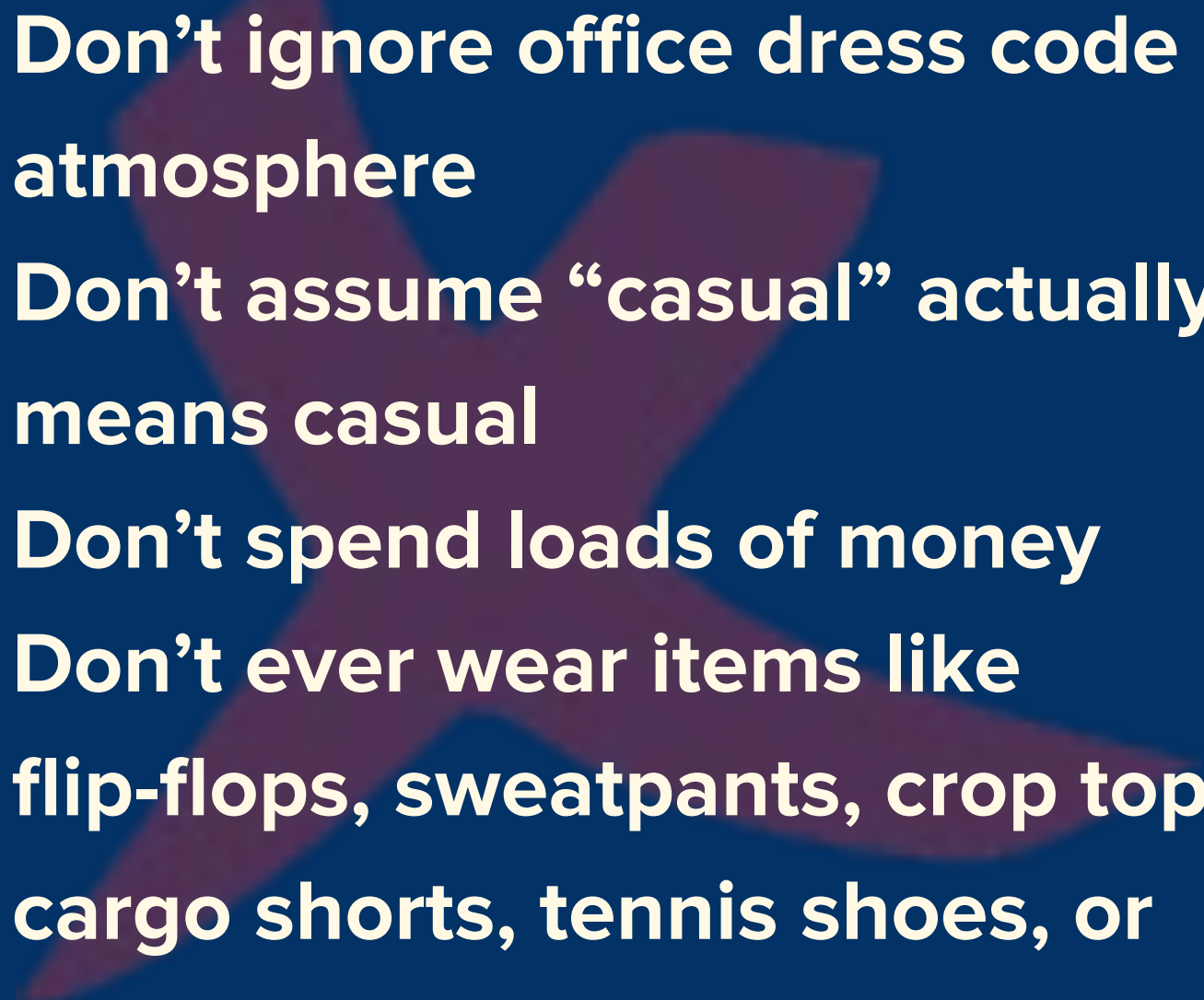






Do's & Don'ts

- 
- DO ask about dress code and gauge the office atmosphere
 - DO acquire staple pieces like neutral blazers, slacks, button-ups and dress shoes
 - DO get creative! Professional attire doesn't have to be completely boring.
 - DO check local thrift shops for

- 
- Don't ignore office dress code and atmosphere
 - Don't assume "casual" actually means casual
 - Don't spend loads of money
 - Don't ever wear items like flip-flops, sweatpants, crop tops, cargo shorts, tennis shoes, or graphic tees

Staple pieces!

Wardrobe Staples

- Neutral-colored blazers (prints like subdued plaids, pencil-stripes are fine too)
- A couple pairs of black, grey, blue, or brown slacks
- Neutral colored button-ups & turtlenecks
- A pair (or two) of reasonably formal shoes



Places to Shop:

- **LOCALLY:**
 - Local Thrift stores i.e. Goodwill
 - Places such as H&M, TJ Maxx, Zara
- **NEAR THE UCDC CENTER:**
 - Secondi Inc
 - Goodwill of Greater Washington Retail Store
 - Nordstrom Rack





Where you can find us:

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