

## Creating a great first impression

Your application is the **first opportunity you have to impress a potential employer.**

While many candidates focus only on the content of their CV, recruiters often notice the small details too:

- ▶ **Application accuracy** – spelling, grammar, formatting
- ▶ **Email address** – is it professional?
- ▶ **Social media presence** – what does it say about you?
- ▶ **Personal style** – how do you present yourself?

Paying attention to these small details can help you stand out for the right reasons.

### Your Email address



You might have an email address that's perfect for friends or student life, but it might not create the best impression when applying for jobs. For example, **partyanimal@gmail.com** might unintentionally suggest that your social life comes before work. Even if that's not true, **first impressions matter.**

Instead, create a simple and professional email address for job applications.

#### Good examples

- ▶ `firstname.lastname@gmail.com`
- ▶ `firstinitial.lastname@gmail.com`

**Avoid including personal information** such as your full name and birthday together (for example: `johnsmith1811@gmail.com`). When combined with other information online, this can increase the risk of identity theft.

#### Top tip:

A professional email address helps create a positive first impression.



### Phone voicemail message



Make it easy for potential employers to contact you.

Many people prefer texting today, but some employers may still prefer to leave voicemail messages. While you're job hunting, check your voicemail regularly - it might be an interview invitation.

#### Suggested voicemail message

*Hello, this is [your name]. Please leave a message and I'll return your call as soon as possible. If it's easier, you're welcome to send me a text.*

#### Top tip:

Record a professional voicemail message and check it regularly during your job search.



## Your social media presence



Have you ever searched your own name online to see what appears?

Employers often do this before meeting candidates. They may also look at platforms like Instagram, Facebook, and LinkedIn to learn more about you.

There's nothing wrong with having social media accounts. However, when job searching:

- ▶ Set personal accounts to private
- ▶ Keep LinkedIn public and professional
- ▶ Think about what employers might see.

### Top tip:

Set your social media accounts to **private while job searching**.



## Your personal style



Your personal style is part of who you are, and that's great. However, interviews are still professional situations, so it's important to **dress appropriately for the role and organisation**.

- ▶ Avoid overly casual clothing (e.g. jeans for a first interview)
- ▶ In most workplaces, a full suit isn't required unless it's a corporate environment, for example law firms or consulting companies.

### Top tip:

Dress for the interview as if it were **your first day at work**. If you're unsure, choose **smart/business attire**.



## Your application accuracy



Your CV and cover letter give employers an early insight into your **attention to detail**. Even small mistakes can make a negative impression.

Before submitting your application:

- ▶ Check spelling and grammar
- ▶ Ensure formatting is clean and consistent
- ▶ Save documents as **PDFs** so formatting stays the same.

### Top tip:

Proofread your documents carefully before sending them. You can use an App such as Grammarly to do a double check too.



### Creating a great first impression checklist:

Before applying for a role, check that you have:

- ✓ A professional email address
- ✓ A professional voicemail message
- ✓ Checked your CV and cover letter for spelling and formatting
- ✓ Set your social media accounts to private
- ✓ Planned appropriate interview attire