

# JOB PREP

"The Voice of Career Insight"

Global Information Technology - Monthly Newsletter

May 2017

## 4 Reasons to Use Social Media in Your Job Search

By Catherine Conlan  
Monster Contributing Writer

Using social media is a great way to boost your job search. Taking advantage of social media sites can help you get your name out there and find the job you're looking for.



Here are four (4) reasons to use social media in your job search:

### 1. You Can Become an Expert

Demonstrating a deeper knowledge about the industry you're in — or would like to be in — through blogging builds your credibility, says Lisa Parkin, CEO of social media consultancy Social Climber. "Whether it's on a personal website or on a dedicated blog about the industry they're seeking employment in, job hunters can show potential employers their knowledge and skill sets by writing about a news event or relevant topic once or twice a week."

### 2. It Shows You're Not Afraid of Technology

You don't have to be an expert, but having a social media presence shows you care about your professional reputation and you're comfortable using technology, says Brie Weiler Reynolds, director of online content at FlexJobs.

Pinterest is a good site to try something innovative with your job search, she says. "Create a board for your resume where you pin pictures of your work experience and education such as pictures of the college you attended, the companies you've worked for, and so on. Pinterest is especially interesting because it helps you create a visual out of your resume, which is traditionally a text document."



## Global I.T.'s Monthly Thought Provocation

*Failure will never overtake me if my determination to succeed is strong enough.*

## Special Points of Interest In This Issue of 'JobPrep'

- 4 Reasons to Use Social Media In Your Job Search
- 10 Most In-Demand IT Job Titles
- Career Training Benefits
- Microsoft Office Skills for Resume
- The Best Cybersecurity Investment You Can Make is Better Training



### 3. You Can Blog Your Way to a Job

Commenting on the issues in your industry or field or work can itself be a path to a new job. Michelle Bramer, marketing and PR manager for online advertising firm eZanga.com, says blogs are an excellent resource for job candidates looking for new opportunities. And linking back to your blog while posting on other sites can lead recruiters right to your virtual door.

### 4. You Can Learn About a Company's Culture

Social media can go both ways — you can tell hiring managers about yourself, but you can also use it to learn about companies you're interested in. Following a company on social media can give you an inside look into it's culture, clients, and work says Lauren Maiman, owner of the Midnight Oil Group.

"Use that info to your advantage when it come to cover letter or interview," she says. "Use this insight to make sure you mesh with and want to be a part of their team. If you're connecting in a meaningful way with them on social media, by the time you get to the interview, they should feel like they already know you (so careful what info you put out there, too)."

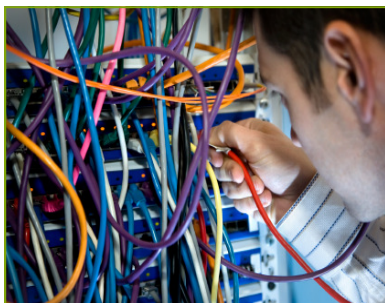
### Top 10 Most In-Demand IT Job Titles

IT Business Edge puts out a list of Top 10 Most In-Demand IT Job Titles every year. The list compiled this year includes seven (7) job titles that Global Information Technology provides training for students to excel and become certified in. They include:

- Java Developer
- Business Analyst
- .Net Developer
- Web Developer
- Systems Administrator
- Project Manager
- Network Engineer



The above mentioned job titles are certified course at Global IT and can help you launch a long successful career in Information Technology. For job descriptions and salary information, [click here](#).



**We accept Veterans/GI Bill Post 911 benefits.**

## Career Training Benefits

Career training is specific programs or courses that are more directly related to what you will actually do on a job. This rather than giving you a much broader education with many possibly irrelevant and unneeded courses. Career training enables you to be ready for your planned career that's much faster and eliminates courses that only fill up the four years that it takes to get a degree. There are several advantages of taking career training courses that will make it the better choice for you. They are:

- ⇒ Courses that relate to what you actually need
- ⇒ Faster learning curve due to shorter time for the program
- ⇒ Qualifications that will make you better prepared than a traditional graduate
- ⇒ Courses and degrees that are not offered in degree programs
- ⇒ Hands-on experience which is not possible in a college program
- ⇒ Possible job placement
- ⇒ Programs in career training are shorter than getting a traditional degree



## Technical Advice

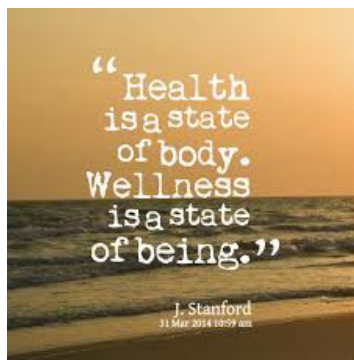


***“Marcial, once and for all - iPad Air 2 or Surface Pro 3? I can’t decide....”***  
***- Craig G.***

Mr. G. Occasionally, the marketing department goes too far. Microsoft developed ads matching Surface Pro 3 models against Macs, but the campaign hasn't worked perfectly. Apple reported record iPhone and Mac sales revenue for its most recent quarter, while Microsoft—which already wrote off nearly \$1 billion in Surface inventory no one bought—continues fighting. Its new entry, the Surface 3, looks to be an underwhelming product.

Known for its ubiquitous operating system and office productivity software, Microsoft is attempting to create a niche for its hardware. Unfortunately, the tablets don't compete all that well. At least one media representative who received a Microsoft Surface Pro 3 to track election results chose to use the Microsoft device as an iPad kickstand.

## GIT Wellness Corner



In today's fast-paced world, eating properly and maintaining an exercise regimen can seem like luxuries rather than necessities. However, in the long run, taking the time to eat well-balanced meals and working out increases productivity and can help your company's bottom line. Since health care costs eventually come back to the employer — it's estimated that about \$130 billion a year in health care costs are related to overweight and inactivity — it really makes good business sense to embrace healthy habits.

## Career Guidance Column



***I stumble over a certain question in the interview that a lot of people do. Tell me your thoughts when I am asked why they should hire me?***  
***- Henry Vonmeyt***

Indeed, you are not alone. Foremost, talk how you are a good fit for the company - your personality and work ethic. Also, stress what you have to offer the employer, not how nice it would be to work there or what you want from them. Remember, your skillset got you the interview, YOU will get the job.

## FREE Career Workshops

Global Information Technology conducts free workshops and events for the benefit of individuals to help learning new technology and latest skills. The workshops are FREE and there is absolutely no obligation to register for any course. If you are interested in attending any of the upcoming seminars,

Wednesday, June 19 —4:00pm

### Resume Workshop

Monday, June 22 —6:00pm

### Java At The Cutting Edge - Learn To Earn a Lifetime Career Opportunity

Tuesday, June 27—4:00pm

### Resume Workshop

Tuesday, July 18—4:00pm

### LinkedIn Basics



## Contact Us

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# Microsoft Office Skills for Resumes



# Office

By Alison Doyle

Updated January 2017



Employers across many industries and fields expect job seekers to have Microsoft Office skills. It's probably the most universally utilized software in businesses around the globe. You may not need to be an expert in

MS Office, but it will help your job prospects to at least be acquainted with the basics, and to be considered for most roles. If you're applying for an administrative position, you should be well versed in using Office programs for your daily tasks.

In this case, your hiring manager will no doubt expect a high level of proficiency. For other jobs — even high level positions, literacy in at least Microsoft Word is typically expected.

MS Office includes ten different desktop applications, and the most common are Excel for spreadsheets, Outlook for e-mail, PowerPoint for visual presentations, and Word for desktop publishing.

## Most Important Microsoft Office Skills for the Most Common Desktop Applications

### Top MS Excel Skills

- Pivot Tables
- Fill Function
- Formatting

### Top MS Word Skills

- Formatting & Page Setup
- Smart Art and Text Boxes

### Top MS PowerPoint Skills

- Animation & Transitions
- Custom Slides & Templates
- Formatting

Work with MS Office can be fun and rewarding. Microsoft Office will come in handy in just about any role, but especially a workplace environment where administrative tasks will be valued.

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## The Best Cybersecurity Investment You Can Make is Better Training

As the scale and complexity of the cyber threat landscape is revealed, so too is the general lack of cybersecurity readiness in organizations, even those that spend hundreds of millions of dollars on state-of-the-art technology. Investors who have flooded the cybersecurity market in search for the next software “unicorn” have yet to realize that when it comes to a risk as complex as this one, there is no panacea — certainly not one that depends on technology alone.

Spending millions on security technology can certainly make an executive *feel* safe. But the major sources of cyber threats aren’t technological. They’re found in the human brain, in the form of curiosity, ignorance, apathy, and hubris. These human forms of malware can be present in any organization and are every bit as dangerous as threats delivered through malicious code.

With any cyber threat, the first and last line of defense is prepared leaders and employees, whether they are inside an organization or part of an interconnected supply chain.

And yet organizational leadership all too often demonstrates outright technology torpidude. An unprepared, lethargic leadership only amplifies the consequences of a security breach. The scale of the Yahoo breach [disclosed in 2016](#), combined with the [fumbling response](#), cost the company and its shareholders [\\$350 million](#) in its merger with Verizon and nearly scuttled the entire deal.

To prepare for and prevent the cyberattacks of the future, firms need to balance technological deterrents and tripwires with agile, human-centered defenses. These vigorous, people-centric efforts must go beyond the oft-discussed “tone at the top” — it must include a proactive leadership approach with faster, sharper decision making. As cyber threats grow exponentially, comprehensive risk management is now a board-level priority. Indeed, the iconic investor Warren Buffett [highlighted](#) cyber risk as one of the gravest concerns facing humanity during Berkshire Hathaway’s annual meeting.



Firms must recognize and react to three uncomfortable truths. First, cyber risk evolves according to [Moore’s Law](#). That’s a major reason that technology solutions alone can never keep pace with dynamic cyber threats. Second, as with all threat management, defense is a much harder role to play than offense. The offensive players only need to win once to wreak incalculable havoc on an enterprise. Third, and worst yet, attackers have patience and latency on their side. Firms can be lulled into a dangerous state of complacency by their defensive technologies, firewalls, and assurances of perfect cyber hygiene.

The danger is in thinking that these risks can be perfectly “managed” through some sort of comprehensive defense system. It’s better to assume your defenses will be breached and to train your people in what to do when that happens. Instead of “risk management,” we propose thinking of it as “risk agility.” The agile enterprise equips *all* organizational layers with decision guideposts and boundaries to set thresholds of risk tolerance. All employees should not only understand what is expected of them regarding company policy and online behavior but also be trained to recognize nefarious or suspicious activity. The key attribute, particularly when it relates to cyber risk, is the concept of *sense something, do something*, which makes all people in an organization a part of a “neural safety network.” For example, the defense against the [SWIFT banking hack](#), which saw some [\\$81 million](#) be stolen, was launched by an alert banking clerk in Germany who [recognized a misspelling](#).

**Call Global Information Technology @ 248-557-2480 to inquire about our Cyber Security Training Initiative.**