

ONLINE APPLICATION TIPS & SUGGESTIONS

Use these tips for filling out an application online through a company website. Typically, when applying to a company using an online application program, Human Resources or College Relations representatives will review the applications first, not the internship supervisor.

- Most of the applications are automated. Ensure you have your perfected, tailored cover letter, résumé and references ready before applying because
 1. The application might time out and your information could be lost
 2. You will be able to simply copy and paste information into fields on the application (such as work history)
 3. You will also be prepared to easily upload your application materials if requested
- It is critical to use **keywords** (i.e.: words specific to the industry and used on internship description) in your résumé, cover letter and when answering questions on an online application. Why? Submitted applications will be searched for key words, if your application doesn't contain the key words the company is looking for, it will not appear in the search results and therefore never be viewed by a representative.
- It is common that you will be asked to submit an essay or answer specific questions. Type your answers in a Word document first, then copy and paste your answer into the appropriate box. This will cut down on errors in your responses.
- Be aware that many companies may ask you to create a profile. Be careful when doing so. Keep it professional and be sure to save your username/password.
- Follow all of the instructions exactly. For example, if a posting states no emails or phone calls then don't email or call them.
- Do your research and try to find out the name of a contact at the company (either a human resources representative, college representative or internship supervisor) and use it on all correspondence. It will show that you did your research and adds a personal touch.
- If you have networked and have been referred by someone from the company, make sure you mention that person in your cover letter. Name drop as much as you can!
- Nowadays, companies have Twitter and Facebook accounts. Representatives in the human resources department run many of these sites. You can contact them through these sites with questions you may have in the application process i.e.: when to start applying, what they look for or where they are in the hiring process, etc. No harm can come from asking. They'll either answer you or they'll ignore you. Just be sure to stay professional.

- Always save your résumé and cover letters as “YourNameResume.pdf” or “YourNamePositionResume.pdf” Representatives get a lot of applications a day so the easier you can make their job, the better.
- Read over your application before submitting it. Most online applications give you a chance to review it before submitting it—take advantage of that! This is your last chance to check for any typos, mistakes or other errors that could lead you to not get the interview.
- When it comes to uploading application materials (cover letter, résumé etc.) make sure your files can be opened on any computer. If they cannot be opened on a representative’s computer, then they won’t be opened at all. (PDF is the best route).
- Have your references available before you begin. Remember to first ask permission and if they agree to speak on your behalf, have a list of all of their contact information ready to go. You may be asked to fill this information out as part of the online application or asked to upload your list.
- It can be hard to follow up with online applications, but if you have contacts at the company, they may be able to help get your application noticed by the representatives. Don't just wait for a response, check LinkedIn for contacts you may have at the company, ask for a referral or an introduction, if a contact person is listed in the job posting, follow up.
- Many larger companies have a screening process before an applicant is brought in for a formal interview. Remember this interview still has all the ground rules of a formal interview. Stay professional, kind and courteous.