

# HOW TO MAKE A GREAT IMPRESSION

## What is Making Great Impression?

It takes about less than 7 seconds to make a first impression. Not only do you want to make a good impression but also leave a lasting impression on the organization you work at.

## Why is it Important?

As you engage with professionals, you build a reputation of excellence by consistently showing others that you are respectful, credible, and responsible.

## Building Credibility

### Be realistic about timelines

- Avoid over-promising on how quickly you can accomplish a task.
- Ask for a deadline extension, when needed.

### Follow through on responsibilities

- If you say you'll take something on, commit to completing it.
- Give yourself time to learn your new role before taking on extra projects.

### Ask for support when you need it

- Ask for a deadline extension, when needed.
- Ask clarifying questions or seek input from colleagues if needed.

## Email

### Do ...

- Create a professional email address.
- Have a clear subject line.
- Include your signature and contact information.
- Leave the "To" field blank until you've completed your message.
- Spell check, grammar check, and proofread.
- Respond to emails within 48 hours.

### Don't ...

- Use TXT Language.
- Use emoticons/emojis.
- Use "Reply All," "CC," and "BCC" haphazardly.
- Write in ALL CAPS.
- Vent your frustrations or emotions.
- Send personal emails.

## Phone and Voicemail

### Do ...

- Speak clearly, audibly, and use the person's name throughout the call.
- Have a clear idea/purpose for the call.
- Leave a message with your name, email, and phone number (repeated twice).
- Cover one topic per voicemail message.
- Follow up with an email after your phone call.
- Maintain your voicemail inbox to avoid a full inbox.

### Don't ...

- Use text words.
- Take calls in a noisy environment.
- Keep the person on hold for long periods of time.
- Use your cell phone during work hours.
- Leave long voice messages.
- Forget to return calls within 24 hours.

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## Social Media

### Do ...

- Remain professional. (If you would not say it in person, do not say it on social networking sites.)
- Use proper grammar.
- Maintain and update your accounts.
- Promote yourself by sharing articles, videos, blog posts, and other content.
- Message employers, alumni, and connections using LinkedIn.

### Don't ...

- Share too much information (TMI).
- Post inappropriate comments, photos, and tags.
- Neglect to proofread social media posts.
- Forget that people may have a different sense of humor than you.
- Speak negatively about competitors.

## Meetings

### Do ...

- Show up on time.
- Prepare projects and possible problem-solving solutions.
- Listen with the intent of understanding.
- Contribute by asking questions and offering ideas.
- Have a learning attitude.
- Follow up with any agenda items quickly.

### Don't ...

- Play with your mobile device or answer calls/texts.
- Doodle.
- Do not dismiss ideas or be closed to learning.
- Keep yawning or fall asleep.
- Have side conversations.
- Distract others from being engaged
- Talk over others.

## Sick and Vacation Days

### Sick Day Do's ...

- Determine notification preferences (e.g. email, call, or voice message) when calling-in sick and/or process for notifying other staff.
- Consider those who need to know, including team members and appointment organizers.
- Avoid the Monday/Friday sick day pattern.

### Vacation Do's ...

- Plan ahead and remind your supervisor a week in advance.
- Know your work cycle.
- Follow workplace procedures and add all vacation days to your work calendar.

This information is accurate and reliable as of the date of publication, but may change without notice. Please contact the Career Center for the most up-to-date information. (09/21)