



Professionalism

Rachel Hoover
Director of Career Services
University of South Carolina
Beaufort

Rule #1: Consider Others

- Be courteous and thoughtful; consider others' feelings
- Stick to your own convictions, but present these diplomatically
- Lower your voice, don't raise to command attention
- Talk and visit with everyone, not just those equal or higher in standing. You'd be surprised how much a janitor or administrative assistant can help or hinder your career
- Create a people database to help you remain thoughtful: include names, birthdays, children's names, etc. (Especially helpful when you're the "new guy")

Rule #1: Consider Others, cont.

- When arriving for appointments or interviews, always be 10-15 minutes early. Dry runs are a great way to figure out how much time it will take you to get there.
- Always follow up interviews and appointments with a 'Thank You' letter within 48 hours. The format of this is flexible. Some businesses are very formal and conservative, and thus you should choose a typed, hand-signed letter mailed within 24 hours. Some are open to technological communication and an email would be fine. When in doubt, always go with the mailed letter!

Phone Etiquette

- Always return phone calls promptly
 - If you aren't sure how to answer a question, call and explain your process to caller; and/or give them info for someone who would know answer
 - If you'll be out, leave an away message explaining when callers may expect a reply
- Periodically call your number to test your voicemail
- Always be polite on the phone—Speak and act as if you're face to face.
- What does your voicemail message or call bank tone say about you?
 - Your voicemail should say your name so the caller knows

Email Etiquette

- Always use correct grammar and punctuation; no text abbreviations
- If forwarding an email, delete all the extraneous info to leave the main content of message easily readable
- Give your email a specific subject line
- Include a signature and contact information
- Respond promptly to emails (within 24 hours) even if it is just to update the sender on your process
- Include an away email message when you won't be able to answer emails promptly with a time frame telling when your sender can expect a reply

Appearance

- Impeccable Grooming
- When in doubt, always dress up more than you believe is required; and dressing conservatively is also a safe bet.

Don'ts:

- Wrinkled Clothes
 - Unshaven (Men)
 - Strong Smells (either way—too much cologne/perfume can be as bad as body odor!)
 - Unkempt
- The “Don'ts” communicate that you don't care enough about yourself, others, the situation or the organization to present yourself respectfully.



Social Settings

- Always carry business cards—even if you're a student
- Refresh with your “People Database” before the interactions begin
- If you forget someone's name, admit the mental block. It is better to ask than obviously flail
- Don't say anything that you wouldn't mind being repeated to your boss AND your grandmother!

Social Media

- PLEASE be aware that you are searchable, and a potential employer has ways to find out each and every thing on your Facebook, Twitter, MySpace, etc. page and use it against you even if your privacy settings are very tight!
- Rule of Thumb: NEVER put any status updates, pictures, notes, etc. on social media that you would be embarrassed for your grandmother to see.
- NEVER complain/vent about your boss, supervisors, organization, job duties, etc. on social media! It will likely come back to bit you!



Try this Business Etiquette Quiz

<http://www.usatoday.com/img/content/flash/getiquettequiz/flash.htm>

Social Media!

- www.facebook.com/uscbcareerservices
- www.facebook.com/jawseymcshark
- www.twitter.com/jawseymcshark
- www.jawseymcshark.tumblr.com
- www.pinterest.com/uscbcareer
- www.youtube.com/uscbcareerservices

