

## Centre for Career Action – Stand Out

### Infographic

How to stand out in your job search

You network!

85% of jobs are hidden

15% of jobs are advertised

Believe it or not:

- » applying to where there aren't advertised vacancies has a higher success rate than applying to advertised jobs

You target small and medium sized organizations, which account for about 64% of jobs in Canada.

You make your online brand work for you, not against you!

For:

- » use professional networking sites
- » get involved in discussions groups
- » highlight your skills and experience in your online profiles

Against:

- » if you wouldn't yell it in the street, don't say it online
- » you were tagged in your friend's photo!

You learn more about what you have to offer and how to let employers know through:

- » appointments & drop-ins
- » workshops & events

» [print/online resources](#)

Take your next career step now!

[uwaterloo.ca/career-action](http://uwaterloo.ca/career-action)