

Finally, applicants should use nouns to describe noteworthy aspects of the background ("nonprofit," "3.75 GPA," "environmental science experience," etc.) as opposed to the traditional emphasis on action verbs ("managed," "guided," etc.), because nouns are more likely to be identified as keywords in scanning software. If the résumé is likely to be scanned, the applicant should build it around such keywords that will be the focus of the scan.

Video Résumés

Video résumés are getting considerable attention in the business press. Sites like *SparkHire.com* help applicants put together video résumés where the applicants talk about their qualifications directly to the camera or in a simulated interview. Jack McKinney, a graduate of Brigham Young University, used the program *Screenr* to create a video résumé in which he discusses his past experiences and gives employers an idea of his personality. He eventually landed a job at a social media firm in Utah, which mentioned the quality of his résumé during his face-to-face interview.⁶

While the topic of video résumés is fashionable, few employers have any experience with them, and there is no research on their effectiveness. Although a survey indicated that many hiring managers would view a video résumé, a majority (58%) of those admitted they would do so out of "sheer curiosity." As one career advisor noted, "Most employers don't have much direct familiarity with them yet. Folks are still trying to figure out where the video résumé falls in the calculus of applicant selection." Some employers refuse to view video résumés for fear of introducing subjective biasing factors (appearance, race, or a disability) into their decisions. Some job applicants have submitted video résumés only to be the subject of ridicule by their potential employers. Aleksey Vayner, a finance major at Yale, sent a video résumé to bank giant UBS, only to have it posted on blogs and be mocked by others.⁷

While video résumés could be considered to fall on the more elaborate end of the résumé spectrum, on the more simplistic end of that spectrum is the tweet. Some technology and marketing firms are avoiding the traditional résumé and instead asking applicants to "tweet" their qualifications via the social networking site Twitter. Because they are more concerned with how the applicant communicates electronically rather than on paper or face-to-face, these employers argue that tweets (short texts up to 140 characters) reveal the applicant's technological savvy.⁸

Thus, while these alternative résumé formats are receiving a lot of attention in the press, it remains to be seen whether they will be a fad or the wave of the future.

Résumé Issues

Résumés have the advantage of allowing the applicant to control information presented to employers. In evaluating résumés, employers should be aware of fabrica-