

INTERNET YOUR WAY TO A NEW JOB

HOW TO *REALLY* FIND A JOB ONLINE

**THIRD
EDITION**



BY ALISON DOYLE



Internet Your Way to a New Job (Third Edition)

How to *Really* Find a Job Online

Book Excerpt

By Alison Doyle



20660 Stevens Creek Blvd., Suite 210
Cupertino, CA 95014

BOOK EXCERPT Table of Contents (included here)

- Introduction
- Chapter 2: Online Career Networking
- Chapter 6: Social Recruiting
- Appendix A: Top Job and Networking Websites
- About the Author
- Getting “Internet Your Way to a New Job (3rd Edition)”

Contents

NOTE: This is the Table of Contents (TOC) from the book for your reference. The eBook TOC (below) differs in page count from the tradebook TOC.

Introduction1
Chapter 1 Building Your Professional Brand 3
What's Your Brand?4
How to Create Your Professional Brand6
LinkedIn for Professional Networking6
VisualCV—Your Online Resume7
Facebook for Personal and Professional Networking9
Twitter9
More Networking Sites11
Which Sites to Use12
What to Include in Your Profile12
Professional and Personal Networking14
Connect Your Networks15
Writing a Blog15
Personal Websites17
Optimize Yourself17
Why Search Engine Optimization (SEO) Is Important18
More on Professional Branding19
Chapter 2 Online Career Networking 21
Benefits of Networking21
Networking—Then vs. Now22
Who to Include in Your Network23
How to Use Your Network24
How to Connect24
Connect with Relevant Contacts24
Using Your Connections in Your Job Search25
Searching for Jobs on LinkedIn26
Getting Found on LinkedIn28
Staying in Touch28

	Strategies to Build Your Network	29
	Work Your Connections	29
	Top Networking Sites	30
	Choose Your Networks	34
Chapter 3	Resumes and Cover Letters	35
	Creating a Resume	35
	The Details Matter	38
	The Truth Matters	38
	Age-Proof Your Resume	39
	Targeted Resumes	40
	Resume Reviews	40
	The Resume Black Hole	40
	Writing Cover Letters	41
	Review Sample Cover Letters	43
	Sending Your Resume and Letters	45
	What (and What Not) to Do	46
	Saying Thank You	47
Chapter 4	How to Job Search Online	49
	How to Start a Job Search	49
	Job Search Plan	51
	Email Accounts	51
	Store Your Documents	51
	A Place to Work	52
	Job Search Tools	53
	Get Organized	54
	Review Job Options	54
	Get Help	55
	Be Active	56
	How to Apply for Jobs Online	57
	How to Follow Up	58
	Follow-Up Timing	59
	When You Don't Hear Back	60
	Don't Stop and Don't Wait	60
Chapter 5	Where to Find Jobs	63
	Company Websites	65
	Company Research Sites	65
	Job Search Sites	66
	Top Job Banks	67
	Job Search Engines	68

	Top Job Search Engines	69
	Niche Job Search Engines	69
	Local Job Search	70
	Networking Sites	70
	Niche Sites	71
	Social Networking Sites	72
	College Job Sites	73
	Job Searching Tips	74
	Keep Track	75
Chapter 6	Social Recruiting	77
	Social Recruiting Overview	77
	Talent Networks	78
	Candidate Sourcing	79
	Social Recruiting and Your Career	80
Chapter 7	Active vs. Passive Job Seeking	83
	Passive and Active Job Seeking Overview	83
	How Hiring Managers and Recruiters Seek Passive Candidates	84
	Use Passive Job Seeking to Your Advantage	86
	How to Ensure Employers Find You	89
	How to Get Jobs to Come to You	89
	Build Bridges, Don't Burn Them	91
Chapter 8	Online Job Search Management Tools	93
	JibberJobber	94
	Online Job Search Management	95
	Email Options	95
	Calendars	96
	Documents	98
	More Tools	99
Chapter 9	Online Communications	101
	The Simple Solution	101
	Email	103
	Instant Message (IM)	104
	Networking Site Messaging	105
	Video Resumes, Profiles, and Interviewing	105
	Video Interview Tips	107
	The Benefits of Effective Communication	108

Chapter 10	Job Search Apps	111
	Job Search Apps Overview	111
	iPhone and iPad Apps	112
	Facebook Apps	113
Chapter 11	Privacy and Safety Issues	115
	How to Not Find a Job Online	115
	Protect Your Privacy	115
	What Employers Can Find Out About You.	117
	Privacy Concerns.	118
	Social Networking Privacy Settings	120
	How to Avoid Scams	120
	Confidential Job Searching	122
Chapter 12	Job Search Tips from the Experts	125
Appendix A	Top Job and Networking Websites	133
Author	About the Author	137
Books	Other Happy About® Books.	139

Introduction

Just a few years ago, you could upload your resume to one of the top job sites and, with a few mouse clicks, consider your job search well under way. Today, that isn't enough. The job market is becoming increasingly competitive. Hiring managers are overwhelmed with applications and are looking at new and different ways to recruit online.

Hiring has changed and so has job searching. It's more complex than it used to be. Gone are the days when you could just send a resume and wait for a phone call to set up an interview. Now, job seekers need to be prepared to use all the online job search tools to their advantage.

This means that you need to do more than just posting your resume on Monster, CareerBuilder, or Dice, though they still can be an effective part of your job search. In addition to job searching the traditional way, you need to be actively networking online and taking advantage of the ways social media sites can enhance your job search.

It can be complicated and confusing. Career expert and author of *The Job Search Solution*, Tony Beshara, says, "Most job seekers don't realize how difficult this market is. They need massive numbers of contacts, cold calls, interviews, and follow up interviews to get a job. It is going to take a while and they can't get discouraged. They have to work a "system" of getting a

job, i.e., a tremendous number of activities that lead to interviews, performing well on those interviews, and negotiating a job offer. Getting a new job is a job in itself!"

Anyone, and that's almost everyone at some point in their career, seeking a job or career change should be aware of what tools and techniques are available, and how you can utilize them to expedite your job search—and get that new job. That includes building a professional brand to promote yourself, using job sites, social and career networking sites, blogs, instant messaging, as well as the tools that can help you manage and expedite your job search and build your career.

Job searching has changed from a once or twice in a lifetime endeavor into what is, for some people, a career-long process of networking with contacts, changing jobs or careers, and moving up (or even choosing to move down) the career ladder.

This book will provide what you need to know and step you through the process of online job searching, professional branding, social and professional networking, and career building with uncomplicated advice, tips, and techniques on how to effectively find a new job.

Online job searching often seems like it can be a complicated endeavor. It doesn't have to be. There are numerous tips you can use to make the process smooth and simple. In fact, there are lots of people who have found a new job without even leaving their house, including applying, interviewing, and getting hired.

You can be successful with your online job search as well. I'll provide you with everything you need to know on how to build your career and find a new job.

2 Online Career Networking

Benefits of Networking

Your job search/career network includes the people who can help you find a new job, get a promotion, change careers, get a client, give you a recommendation, or who are willing to assist you in any number of ways. In many cases, all you have to do is ask.

Your network should include colleagues, clients, friends, and just about anyone who might be able to assist you, either now or in the future.

Who you know can be as important as what you know. Sometimes, it can be even more important. On a very basic level, it can help you get a job. I got my first job at the local grocery store because my mom was a regular customer and she asked if they were hiring.

During all the years since I worked there, I've always stopped in to say hello whenever I was in the area. I still get a warm welcome and some of the employees are still working there. That's maintaining your network. Even though I probably won't need those former coworkers, it never hurts to stay in touch.

In another, professional-level example, when a company I worked for was going out of business, I was offered a job by a competitor who used to work for the company. We had stayed in touch after he had moved on to start his own business. I let him know I would be available, and I had an open job offer for whenever I wanted to come to work.

I didn't accept the job. At that point, I thought a career change, with less travel and fewer hours, was in order. However, I declined gracefully, and I've stayed in touch with my contact over the years. We still have lunch every once in a while, even though our careers don't have much of a connection any longer.

Besides helping you find jobs and get hired, your contacts can provide you with referrals and references. They can also help you discover information about prospective industries and employers. For example, many colleges have career networks (check with your alma mater if you're a college graduate) where alumni and students can contact alumni in industries, positions, companies, and locations of interest. What better way is there to get the inside scoop on jobs and careers that interest you?

Networking—Then vs. Now

Back when I first starting networking, building a network was more work. To be honest, I don't think I even thought of it as networking. It was keeping in touch with people I had enjoyed working with and with whom I didn't want to lose contact. There wasn't such a thing as online networking; you stayed in touch via phone calls, lunches, and then email. It's much easier now, of course, because you can do all that networking online. In fact, I have people in my network whom I haven't met in person and may never have an opportunity to meet.

The basic premise of networking hasn't changed. The goal remains to leverage people you know to help you find a job and to move up (or down) the career ladder. We just do it differently. It's much easier today. You can network, stay in touch, find inside information on companies, and get referrals from your home computer with a few clicks of your mouse.

Who to Include in Your Network

Who should you include in your network? You will want to include just about anyone and everyone you know, because you never know who will be able to help you.

My vet hired my niece for an office position, because we happened to be chatting about her needing an employee and my niece needing a job. A dental assistant at my dentist's office was looking for a part-time job at a riding stable, and I happened to know of an opening at a local farm. I was approached via LinkedIn (<http://linkedin.com>) by a former colleague who was hiring for a software designer position, and I happened to know the perfect person for him. He interviewed her and hired her on the spot.

Hiring managers like referrals, because it saves them from screening (sometimes hundreds) of resumes. When a candidate is referred by someone they know, they can get a good sense of the applicant's skills and a recommendation in advance of the screening process. It saves time and helps them build a stronger pool of candidates. That's why companies often pay hiring bonuses to employees who recommend candidates.

Your network should include:

- Business connections
- College alumni
- Company alumni (former coworkers and managers)
- Colleagues
- Clients
- Customers
- Family
- Friends and neighbors

How to Use Your Network

You've created a profile on a networking site, what next? The next step is to find contacts so you can add to your network. On most networking sites, you can search globally for past and present colleagues and classmates, and you can add contacts from your email accounts. There are also advanced search options you can use to find a specific individual, searching by name, keyword, location, group, etc.

How to Connect

Once you have found people to connect with, you need to invite them to connect with you. Facebook users can add the person as a friend and your connection will receive a message saying that they have been added to your contacts. They can accept or decline your invitation.

On LinkedIn, you can send an email message, send InMail, or ask for an introduction from a mutual connection. There's a standard system message inviting the person to connect, but you can customize it, which is always a good idea. If you're a member of a LinkedIn Group, you may be able to contact another group member directly to connect.

Connect with Relevant Contacts

What's important about connecting on any networking site is not to waste your time, or anyone else's, connecting with people who don't have a clue who you are. I turn down any requests for connections from people I don't know or who aren't recommended by someone I know. Why? Because, unless I can see that we have someone in common, there is no need for me to join their network or vice versa.

The key is to have "real" contacts, people who know you and are willing to help you, rather than hundreds of meaningless connections. So please don't invite everyone and anyone you ever heard of—you will annoy some of them, and the others aren't going to be much use to you if they can't recommend your work or candidacy for employment.

Think "relevancy" when you're making connections. How do I know the person and how might they be able to help me and how can I help them?

Using Your Connections in Your Job Search

Here's a good example of relevancy. Avram, while in the midst of a job change, used LinkedIn to contact people who worked at the companies he was interviewing with. He suggests, "Contact people who worked at the company before via LinkedIn and see if they'll give you the lowdown." He was able to find out good information about the organizations and the positions that he was interested in.

In some cases, the information you find out about the job and the company will help when it comes to interviewing; the information you gathered could be used for preparation. In other cases, it may help you decide that you don't want the job. That's fine, too. It's much better to turn down a job that isn't a good fit than it is to have to start your job search over because your new job didn't work out.

In another case, Sylvia posted her profile, made a lot of connections, and subsequently (and coincidentally) ended up being laid off. She let all her connections know she was looking for a new job and heard from an interested employer almost immediately.

A word of warning though—you need to be really careful who you tell that you are looking for work. I know someone who announced that she was looking for a new job. A connection forwarded the message to her boss and she ended up losing her job before she was prepared to go. Her boss was not amused at finding out thirdhand that she was planning on leaving the company.

Searching for Jobs on LinkedIn

As well as using your connections to help with your job search, you can look for jobs directly on LinkedIn. First, review LinkedIn's suggestions for finding jobs:

- Keep your profile updated and make sure it's complete.
- Get recommendations.
- Get connections—so you have contacts at as many companies as possible.
- Download the JobsInsider tool—it will show you how you are connected at jobs listed online (at sites like Monster, CareerBuilder, SimplyHired, Dice, and Craigslist) and you can request an introduction to the hiring manager.

There are jobs posted directly on LinkedIn by companies, as well as other jobs that SimplyHired, the job search engine, lists.

You can search for jobs by keyword, country, and postal code. If the job is listed directly on LinkedIn (rather than a general listing), you'll see how you're connected (1st, 2nd, 3rd, etc.) to the hiring manager and you can apply online and/or request a referral.

Here's an example: I clicked on a Content Manager position. It was listed directly on LinkedIn and nine of my connections either knew the hiring manager or could connect me with someone who did. If I was interested in applying, I could upload a cover letter and ask for a referral for the job.

The standard referral letter looks like this:

I have asked my connection John Doe to provide a short recommendation for my qualifications for the position you posted titled 'Content Management.' Here's a link to the job:

<http://linkedin.com/e/abc/12345/>

Please don't hesitate to contact me if you have any questions.

Thank you for your consideration.

Sincerely,

Alison Doyle

There's also a standard note to my connection:

John,

I am applying for a job I found on LinkedIn, and would sincerely appreciate it if you could take a moment to write a short recommendation for me, which you can then forward on to the job poster.

You can find details of the job I am applying for here:

<http://linkedin.com/e/abc/12345/>

Please let me know if you have any questions, and thank you very much.

Sincerely,

Alison Doyle

Both the templates (and any templates on LinkedIn) can be personalized and edited to fit your circumstances.

With the jobs that are provided by SimplyHired, you can click on "Who Do I Know?" to see if you have any connections at the company. Again, you will see how you are connected to the hiring manager and can use your connections to assist with your application.

Getting Found on LinkedIn

As well as looking for jobs, recruiters are looking for you on LinkedIn. It works both ways. Jason Alba, CEO of JibberJobber.com, says, "Recruiters refer to LinkedIn as their candidate pool. They pay a lot of money, and spend a lot of time, looking for the right person to fill a job (or looking for someone who knows someone). One of your main goals is to be found by the recruiter, even if they don't have a job for you. Make sure you are easy to find (flesh out your profile), and easy to contact. Putting in keywords, abbreviations, and details will raise the chances you are found when the recruiter is searching."

More on LinkedIn

In another situation, one of my connections asked me for a LinkedIn referral for a job he applied for. I was able to recommend him for the job to the hiring manager using LinkedIn's messaging system. This led to his resume (and his LinkedIn profile) getting a closer look and moved him into contention for the position.

Jason Alba's book *I'm on LinkedIn—Now What???* is full of excellent advice on what you can do with LinkedIn and how it can assist you. It will help you get the most out of LinkedIn and use it to your best advantage.

Staying in Touch

LinkedIn, Facebook, and Twitter are also good ways to stay in touch with your connections. I've kept the same email addresses forever, but some people change them almost as often as the wind blows. You won't have to worry about bounced email or keeping track of changed email addresses; you can simply message directly through the system.

Strategies to Build Your Network

Network building is not only fun, it's easy. I spend a few minutes every now and then checking Facebook and LinkedIn for new connections, so I can expand my network. I have about a one thousand connections, but I know people who have hundreds more. There are over 85 million LinkedIn users and 500 million Facebook users, and that's only two of the top networking sites. Think about all those people who have the potential to be useful to your job search!

When I find someone who would be a good connection, all I need to do is click to send them an invitation. Hopefully, they accept. That's why it makes sense not to abuse the system, attempting to connect with people you have nothing in common with and vice versa.

The fun part is finding people that I had lost track of. It's interesting to see who is doing what and where they've been along the way. Some people end up at jobs I never would have expected. Someone who wrote a guest article for me on Alaskan fishing jobs when I first started the About.com Job Searching site (<http://jobsearch.about.com>) is now vice president of a major international corporation. I would have lost touch, but we connected on LinkedIn and I've been able to stay informed about his career.

Work Your Connections

One really good way to build your network is to proactively and positively work your connections. Did someone you know just get promoted or get hired for a new job? Send them a quick congratulatory message. Has someone helped you with your job search? Send them a thank you note. It only takes a few minutes.

Write a LinkedIn Recommendation for someone you have worked with. The recommendations you have written and the ones you have received both show on your profile (if you opt to make them visible). Writing a reference is a good way to get someone to reciprocate. Those recommendations can be read by hiring managers using LinkedIn for recruiting and by your connections, so in a way, you have provided a reference in advance for a future employer.

Top Networking Sites

Where are the best sites to network? We all have many networking opportunities—including college and company alumni associations, professional associations, and social networking sites—that we can take advantage of. Regardless of your career field or interests, there is a group or association available online to network with. For example, there are networking groups for advertising executives, cancer survivors, 40+ job seekers, scientists, ministers, and veterans. That's just the tip of the iceberg.

Alumni Associations

If you're a college student or graduate, check with your school to see if they have an alumni network. If they do, you will be able to get in touch with alumni, and sometimes parents, who have volunteered to assist students and other alumni. There are college general alumni networking groups, as well as college networks specifically designed to help with internships, job searching, and business networking.

In addition to the school's own groups, there are public college networking sites, like MyWorkster and many Facebook and LinkedIn groups, designed to facilitate communications among university communities, including staff, students, and alumni.

In addition to your college alumni association, Kay Stout, of Oklahoma Professional Search (<http://www.oklahomaprofessionalsearch.com>) and author of the Another Point of View blog (<http://anotherpointofview.typepad.com>), notes that "the next best connection investment is your Social Greek organization or special interest group—think Pi Sigma Alpha (Political Science), Psi Chi (Psychology), Sigma Delta Pi (Spanish), Beta Beta Beta (Biology), etc. Why? Because when you send an electronic (or snail mail) message to someone who went to the same university as you and belonged to the same organization, there is an immediate connection. The subject line of your email should be the university or special interest group and the year you graduated (University of Colorado alum, 2007). If you share the same industry occupation, that's like a home run."

Many companies also have alumni associations. Job-hunt.org (<http://tinyurl.com/4scr4bu>) [job-hunt.org/employer_alumni_networking.shtml] has compiled a list of alumni and military networking groups. Adobe, the U.S. Army, Bell Labs, Deloitte & Touche, IBM, and Six Flags all have alumni groups, just to mention a few. Smaller organizations are also listed, so if you don't see your company on the list, search for it on Google: "Company Name alumni group," or take a look at the Yahoo! Groups list of Groups about Former Employees (<http://tinyurl.com/457okrt>) [finance.dir.groups.yahoo.com/dir/1600528678]. There are over 1,400 groups listed.

Bright Circles (<http://www.brightcircles.com>) is a networking site where current and former employees from leading companies and organizations are able to stay in touch.

Professional Associations

Do you belong to a professional association? Many associations have members-only networking, so check with your association(s) if you belong. If you don't, joining an association can have many benefits. The ASAE (American Society of Association Executives) has a searchable directory of associations (<http://asaecenter.org>) you can use to find relevant associations to join.

Social and Professional Networking Sites

LinkedIn Groups (<http://learn.linkedin.com/groups/>) is another good place to connect. Categories include Alumni, Corporate, Conference, Networking, Non-Profit, and Professional groups. Members can opt to let other group members contact them directly via LinkedIn's message system, so it's easy to communicate.

Facebook is very user-friendly. You can find friends, both new ones and contacts, in the networks you belong to. Friends can message friends from within Facebook, so you don't even have to send an email to talk to someone.

Social Recruiting on Job Boards

To take social networking a step further, job boards CareerBuilder and Dice have integrated social recruiting into their sites. CareerBuilder's Talent Network includes social media, personalized job recommendations, employee referrals, and a mobile-friendly interface so you can stay connected.

Employers can invite candidates to join their Talent Network from Facebook. CareerBuilder's new Facebook referral app, Work@, makes it easy for workers to identify which Facebook friends are good a match for open positions within their company and to share those opportunities with their friends.

Dice, the leading technology job site, has Talent Network where tech job seekers can connect directly with recruiters. Employers and candidates can directly connect on Dice via a message center, real-time chat, an instant message tool, and email.

KODA.us is a job site with a different angle on social networking. It's like a hybrid of the social Facebook and professional LinkedIn. Like Facebook, user profiles have photos. Users can connect with companies and vice versa.

The integration between networking and recruiting has just started and job sites will continue to develop applications that directly connect job seekers with hiring managers. It's important to take advantage of these resources because they will help you make a personal connection with a company representative, which is invaluable when you're seeking employment.

College Student/Alumni Networks

- 85 Broads
- Alumni.net
- College/university private networks (check with your school)
- Experience
- Facebook Groups

- LinkedIn Groups
- MyWorkster

Company Alumni Network Directories/Groups

- Facebook Groups
- Job-Hunt.org
- LinkedIn Groups
- Riley Guide
- Yahoo! Groups

Professional Associations

- American Society of Association Executives

Professional Networking Sites

- Bright Circles
- Doostang
- LinkedIn
- Ryze
- Spoke

Social Networking Sites

- Facebook
- Ning
- Twitter

Choose Your Networks

Obviously, you can't join every network. If you did, you wouldn't have time for anything else. There are too many of them. The key is to be selective. Pick networking sites where it's easy to manage your profiles and to connect. Choose sites that are easy to use, as well relevant to your interests and goals.

Start small and join a network or two, see how it works for you, then go on from there. Sign up for email alerts of new messages, posts, or changes in your contacts' status, so you don't have to remember to check your network(s) for what's new.

RELATED RESOURCES

- Career Networking Sites (<http://tinyurl.com/24ld2h>)
[jobsearch.about.com/od/networkingsites/Career_and_Social_Networking_Sites.htm]
- Top Social Networking Tips (<http://tinyurl.com/2ehvnj9>)
[jobsearch.about.com/od/onlinecareernetworking/tp/socialnetworkingtips.htm]

Social Recruiting

Social Recruiting Overview

The advent of social media and the increase in utilization of social and professional networking sites like LinkedIn, Facebook, and Twitter, have changed the nature of how employers recruit. Companies are now going to where job seekers are to find candidates for employment.

Most companies have company pages on LinkedIn. When you visit a LinkedIn company page you'll see how you are connected to the company, open jobs, and insights into the company.

In addition, there's a Career tab for both companies and professionals. Job seekers can click on the tab to visit company pages to find out more about companies and about jobs at the company. You can also follow the company to stay abreast of the latest news and updates.

You'll also find company pages on Facebook especially designed to attract applicants. In addition to job listings, there is information on the company, on benefits, and the company culture. If you have a company you'd like to work for, search Facebook by company name to see if

they have a Facebook page. If they do, you'll find a wealth of information that can help you apply and get selected for an interview at the company.

Companies are also using Twitter to tweet job postings, to tweet company news, and to attract candidates. Follow companies you'd like to work for to get the latest updates in your Twitter feed.

On all these sites, companies can discover more about you. For example, on Facebook, companies know who "likes" their page and companies know who is following them on Twitter. Making your presence known, by liking or following, can help you get noticed by a hiring manager or recruiter. Also, companies are interested in recruiting qualified candidates who show an interest in the company.

Then there are the sites designed for social recruiting. KODA.us includes facets of both Facebook and LinkedIn. After you sign up for KODA, you can add a photo, a video, and descriptive information about yourself, along with information from your resume.

KODA users can share videos, images, and links to blogs or other websites that showcase your background. In addition, personal profiles, employer profiles, and job opportunities can be shared on Facebook and Twitter.

Companies can post photos, videos, company information, and details on the hiring process for candidates, and can connect with job applicants via KODA's messaging system.

Talent Networks

As the integration between social media and recruiting continues, job boards are tapping into the power of social networking to engage job seekers.

CareerBuilder has launched a Talent Network which includes social media, personalized job recommendations, and employee referrals. The system also offers employers automated services to keep prospective applicants engaged with the company and to increase conversions from job listing viewers to applicants.

Dice has a social recruiting platform where job seekers can connect directly with recruiters. Job seekers can create profiles, which can include links to their social networking profiles, including LinkedIn, Facebook, YouTube, Twitter, and blogs.

In addition, job seekers can select which companies access their resumes and profiles, so they can maintain confidentiality while job searching. Companies and candidates can connect on Dice via a message center, real time chat, an instant message tool, and email.

Candidate Sourcing

Candidate sourcing includes other methods employers use to find candidates. They use LinkedIn, alumni associations, professional associations, directories like Hoovers.com, and referrals; and they even simply search Google to find strong applicants for employment.

Employers are also using candidate sourcing programs that are designed to find applicants. Airs Sourcepoint, for example, is used by many Fortune 500 companies, and it searches multiple databases for candidates who match the company's specifications.

Power Resume Search enables employers to search Monster's resume database by keyword, location, education, employer, job title, and skills. It also searches by when the resume was updated, so keeping your resume current makes good sense.

Using systems like these, hiring managers can then contact candidates quickly and simply.

Company Hiring Consortiums

Companies are creating consortiums to gather their own pools of applicants. AllianceQ, for example, is made up of a group of Fortune 500 companies that have collaborated to create a pool of job applicants. Job seekers who register with AllianceQ can be found, confidentially, by leading companies. After you register, you create an online resume and select your career interests. Then, if you are of interest to the companies that are hiring, you receive invitations to apply for jobs from the companies that are interested in talking to you.

JobCentral is another employer managed job site. You'll find job listings from over 500 top member companies; you can search or browse the job listings; and you can upload your resume to apply.

These types of sites are a way for job seekers to get directly to employers with current available job openings and a way to connect with leading employers who may not advertise jobs elsewhere.

Social Recruiting and Your Career

What's most important about social recruiting, and I think we've only seen the start of how it's going to evolve, is that companies are everywhere you are.

That can be a disadvantage if you're not careful about what you post online. On the flip side, it can be a huge advantage when it comes to job searching. The more venues companies are using for recruiting, the more opportunities you have to find job leads and the more opportunities to make connections.

Just as importantly, the more chances you will have to be found by recruiters and hiring managers who are seeking candidates with your skills and experience.

RELATED RESOURCES

- Social Recruiting and Your Job Search
(<http://tinyurl.com/cb73mg>)
[jobsearch.about.com/od/onlinecareernetworking/a/socialrecruiting.htm]
- Top Social Networking Sites for Job Search
(<http://tinyurl.com/csowpc>)
[jobsearch.about.com/od/networkingsites/a/networkingsites.htm]
- Job Searching Where Companies Can Find You
(<http://tinyurl.com/lq3zh6>)
[jobsearch.about.com/od/companyresearch/a/companyhiring.htm]

A Top Job and Networking Websites

General Job Searching Sites

- About.com Guide to Job Searching (<http://jobsearch.about.com>)
- Job-Hunt (<http://www.job-hunt.org>)
- The Riley Guide (<http://www.rileyguide.com>)

Job Banks

- CareerBuilder.com
- Dice.com
- Monster.com

Job Search Engines

- Indeed.com
- LinkUp.com
- SimplyHired.com

Entry Level Job Sites

- CareerRookie.com
- CollegeGrad.com
- CollegeRecruiter.com
- Experience.com

Seasonal/Part-Time Job Sites

- Coolworks.com
- SnagAJob.com

Local Job Sites

- Craigslist (<http://craigslist.org>)
- Job-Hunt.org Resources by State (<http://job-hunt.org/jobs/states.shtml>)
- Online Newspapers (<http://jobsearch.about.com/od/newspapers>)
- State and Local Job Sites (<http://jobsearch.about.com/od/statejobslst>)

Niche Job Sites

- Dice.com (tech jobs)
- Elance.com (freelance jobs)
- EscapeArtist.com (international jobs)
- Healthcareers.about.com (health care jobs)
- Internships.about.com (internships)
- MediaBistro.com (media jobs)
- Net-Temps.com (temporary jobs)

- TransitionsAbroad.com (international jobs)
- USAJobs (<http://usajobs.opm.gov>) (government jobs)
- Directory of Niche Sites (<http://tinyurl.com/2ee2sv>)
[jobsearch.about.com/od/jobsbycareerfieldaz/a/topsbytype.htm]

Networking Sites

- 85broads.com
- Facebook.com
- LinkedIn.com
- Twitter.com
- MyWorkster.com
- Ning.com
- Ryze.com
- Twitter.com
- Yahoo! KickStart

Company and Occupational Information

- About.com Guide Career Planning
(<http://careerplanning.about.com>)
- Company Research
(<http://jobsearch.about.com/od/companyresearch>)
- Jobstar.org
- Monster Major to Career Converter (<http://tinyurl.com/4f6yv9z>)
[content.monstertrak.monster.com/tools/careerconverter]

- Occupational Outlook Handbook (<http://stats.bls.gov/oco/home.htm>)
- Vault.com

Professional Branding

- CareerDistinction.com
- Personal Branding Blog (<http://personalbrandingblog.wordpress.com>)

Job Search Blogs

- Alison Doyle Blog (<http://alisondoyle.typepad.com>)
- Another Point of View (<http://anotherpointofview.typepad.com>)
- Blog Indeed (<http://blog.indeed.com>)
- CoolWorks Blog (<http://www.coolworks.com/blogs>)
- JibberJobber Blog (<http://jibberjobber.com/blog>)
- LinkedIn Blog (<http://blog.linkedin.com>)
- Monster Blog (<http://monster.typepad.com>)
- Secrets of the Job Hunt (<http://secretsofthejobhunt.com>)
- SimplyBlog (<http://blog.simplyhired.com>)

About the Author



Alison Doyle is a job search and employment expert with many years of experience in human resources, career development, and job searching, with a focus on online job searching, job search technology, social media, and professional networking.

Alison has covered job searching (<http://jobsearch.about.com>) for About.com (a *New York Times* Company) since 1998. She is the author of *Internet Your Way to a New Job* and *The About.com Guide to Job Searching*. More information on Alison's expertise is available on AlisonDoyle.com (<http://alisondoyle.com>).

Getting “Internet Your Way to a New Job (3rd Edition)”
(<http://www.happyabout.com/InternetYourWaytoaNewJob.php>)

“Internet Your Way to a New Job (3rd Edition)” can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at <http://www.happyabout.com/InternetYourWaytoaNewJob.php> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).

"If you only buy one book to step you through the intricacies of online job searching, choose Alison Doyle's Internet Your Way to a New Job: How to Really Find a Job Online. With Alison at your side, no more geek-speak headaches from trying to figure out how to make digital job search work for you. She knows!"

Joyce Lain Kennedy, Syndicated Careers Columnist

"Stop your job search immediately and read this book. Alison provides first hand experiences, as well as resources you can leverage to have a successful career. From selecting the most effective tools, to proven methodologies and expert perspectives, you will be prepared to enter a competitive job market with confidence. With this latest edition, Alison has demystified the social networking job search, and provided an easy to use guide for securing a job online using LinkedIn and other important tools."

Dan Schawbel, Managing Partner of Millennial Branding & bestselling author of Me 2.0

"Job seekers are competing against thousands of others who are taking full advantage of the speed and efficiency of online job searches. Alison Doyle clearly explains the steps, resources and tools necessary to land a job in today's workplace. This will help anyone looking for a new job!"

Paul Forster, CEO, Indeed.com



Alison Doyle is a job search and career expert with many years of experience in human resources, career development, and job searching. Alison focuses on writing, in print and online, about integration between technology and job searching, providing expertise, commentary, and advice to both job seekers and those interested in news about the field, especially online job searching. She has covered job searching for About.com (a New York Times Company) since 1998. She is the author of "Internet Your Way to a New Job" and "The About.com Guide to Job Searching." Alison also writes the Alison Doyle Blog (<http://alisondoyle.typepad.com/>)

**BUSINESS & ECONOMICS:
CAREERS - JOB HUNTING**

\$19.95 US
<http://happyabout.com>

Happy About

