

Find a Job With Ease!

Online Job Searching

Career Foundations: Item 1

The ability to apply for a job online gives prospective employees more options and gives employers the chance to get a large variety of applicants. This benefit to employers can make job hunting a complex process to the point that you need to keep close track of all the activities and contacts you make so you don't miss out on an opportunity. You may want to use whatever technology you are comfortable with from pen and paper to computer spreadsheets and contact management systems as job search tracking tools. You can find some of these tools (calendar, contact management, etc.) online, and use them to combine your online search into one coherent system, enabling you to easily keep track of your job search.

Utilize your college

At almost every campus, there are faculty and advisors who would be more than happy to help a student find experience in the work force. Your college website may have a career center with tips and information on job seeking and employment materials.

Where to Search

When looking for a job online, check out all of the search engines available. Many of the "big name" search engines are great sites, but they can also be expensive for employers to use and not attractive to some specialized groups of job seekers. So, in tight budgetary times, employers save money using smaller, less expensive sites or "niche" sites that may have exactly the applicants they want, like an industry- or location-specific job site or even the Web site of a professional or industry association.

Job Search Engines

- ◆ Careerbuilders.com
- ◆ Agcareers.com
- ◆ Hotjobs.com
- ◆ Monster.com
- ◆ Simplyhired.com
- ◆ Thejobspider.com
- ◆ Flipdog.com
- ◆ Jobsearch.about.com
- ◆ Jobster.com

Online Profile

Joining a professionally focused social networking group, like linkedin.com, is a good way to let potential employers know who you are, give them access to your resume and give you an extra edge in the professional world. Just as Facebook or Myspace are social networks, LinkedIn is a professional network focused solely on employment opportunities and information.

Web Identity

A web identity is the information that appears if someone searches your name in google or yahoo. It is important to make sure that your online profile is not ruining your chances of getting a job. If you don't Google yourself regularly, you are at a disadvantage. Potential employers will probably Google you, and if you don't know what they will find, you are defenseless. A strong personal brand will help you stand out as the real you, and help you put your best foot forward.

Online Mistakes to Avoid

Posting your resume without worrying about privacy

Protect your identity and your existing job (if you are employed) by limiting access to your contact information (name, address, and phone number). Many employers do search for their employees' resumes in job site resume/applicant databases and/or the search engines. Those employees' jobs are at risk when their resumes are found!

According to the FBI, identity theft is the highest form of Internet fraud. Millions of resumes complete with name, address, and home phone number make it easy!

Yes, suppressing your contact information may make you a bit more difficult to contact, but it's a trade-off. Some recruiters view it as a positive sign that the job seeker is Internet-savvy and/or has a good job to protect. Other recruiters may be annoyed. Many won't care as long as there is some method to reach you through the job site or an anonymous personal email account (like Yahoo or HotMail).

Limiting your job search efforts to the Internet only

Even if you have a job and can only job hunt at home in your spare time, don't focus all of your attention online. People are hired by people, so the Internet is only useful as a way to reach the people with the job opportunities. Use the Internet as a part of your job search toolkit.

Using the "fire-ready-aim" method of distributing your resume

Posting your resume at hundreds of job sites or "blasting" it to hundreds or thousands of recruiters and employers is a self-defeating strategy. You won't be able to customize it for a specific employer or opportunity, which reduces your chances of being called. And, you won't be able to follow up the resume

with a phone call or an e-mail to establish contact and move your application forward in the process. Most recipients of an e-mailed resume probably view it as spam, if it survives the spam filters.

Expecting someone else to do the work (the job sites, a recruiter, etc.)

A job hunt is a do-it-yourself project! No one is as invested in your future as you are, and no one else knows what you want as well as you. Hire professional help if you need it - professional help with resumes and/or a job search coach can be useful for some people, but are not always necessary.

Finding a job is hard work - the Internet didn't make it easier, it made it more complicated!

When you have identified a position that you want and submitted an online application, follow up! contact the employer or recruiter directly, via telephone as well as regular mail and e-mail. Passive job seekers get left behind in the current market.



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