

Using the Internet & Social Networking in Your Job Search

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Who am I?

- Joseph Guarino – Umass Amherst 97
- Working in IT for last 15 years: Systems, Network, Security Admin, Healthcare IT, Technical Marketing, Project Management, IT Management
- CEO/Sr. IT consultant with my own firm Evolutionary IT
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Why is this relevant?

- All IT people have an invisible expiration date stamped on our heads.
- 3 years or less.
- I've had to change jobs often and get really good at doing the job search & networking.
- I've lived through this!

Objectives

- Using the job search engines
- Using social networking to network your way into your next job
- Get you psyched about your future opportunities! =)

Job Search Engines



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Key Job Search Websites

- [Monster.com](#)
- [Careerbuilder.com](#)
- [Yahoo Hotjobs*](#) (*now owned by Monster)
- [USAJobs.gov](#) - Government jobs
- [Boston.com/jobs](#) - MA specific

Key Job Search Websites

Meta Engines

- **Simply Hired** – Meta engine which aggregates jobs from other job sites and corporate sites.
- **Indeed** - Yet another meta engine which aggregates jobs from other job sites and corporate sites.
- **LinkUp** – Meta search engine which lets you search many (20,000) company websites for jobs.



monster®

The worlds largest job search website.

Key Points for Monster*

- Complete the required profile information as much as possible. Professional summary, skills, education/certifications, professional associations, interests/hobbies, honors/awards, links to websites/blogs, picture, etc.
- Make usre your grammah and spellingg is correkt!
- Make it searchable or visible.
- Set up search agents/mail alerts or use RSS feeds.

*this applies to all job search sites.

Monster Example Search Agent

- Use the saved search feature!
- Click on the Jobs Pulldown Menu
- Then >> Search Jobs
- Type what you want...
- Click the Save This Search button on left.
Set to daily.

Monster Search Agent

The screenshot shows the Monster.com website interface. At the top, there's a navigation bar with 'Home', 'Profile & Resume', 'Jobs', 'Career Tools', 'Advice', and 'Communities'. A search bar is visible with 'Job Title: cio', 'Skills/Keywords:', and 'Location:'. A 'Save This Search' dialog box is overlaid in the center, containing the following text:

Save This Search ?

Tired of doing the same search over and over? Save your search so you can use it again later.

Save search as: _____

Current search criteria:

- Job Title: cio
- Location: boston ma
- Radius: 20 miles
- Job Posting Date: Last 60 days

Save even more time by having the results of your saved searches emailed to you.

Email me results:

Daily

To change any of your search criteria, click **Cancel** to go back. Otherwise, click **Save** to finish.

Buttons: Cancel Save

The background shows search results for 'CIO' positions, including one from Eliassen Group and another from Wellesley College. The page also features a 'Related Degree Programs' section at the bottom with links to various university programs.

Optimizing your Monster resume/profile

- Your online resume is competing against a sea of others...
- Use basic SEO (Search Engine Optimization) analysis to improve your chances.
- Look for the type of jobs you are seeking
- Create a list of the titles and then the required skills.

Optimizing your resume/profile

- Infuse your resume with those words if they are relevant, are the skills you have and will lead the right companies/recruiters your way.
- Integrate these into your resume content where appropriate.
- Please remember that the content matters more than the keywords.
- Show how you made a difference, your strengths, and the impact you bring to an organization

Social Networking



Social Networking?

- Set of integrated associations among people.
- Often based upon family connection, work, hobby or other common interests.
- In today's online world we have an extension of this with numerous websites. These online tools (websites) allow us to establish important social relationships.

Social Networking Websites

- Central to the concept is the profile.
- They allow us to connect via email, instant messages, forums, etc. Share information, images, videos, presentations, etc.
- They allow us to connect regardless of geographic boundaries.

Social Networking

Core social networking truisms
both off (real life!) and online

Networking 101

On and Offline

- Networking is about making authentic connections with people. Think friendships...
- Find a mentors, super connectors, lifeline relationships, i.e. powerful relationships for career and life success.
- Communicate in a professional manner.
- Write, act, dress and be as you would like to be perceived.

Networking 101

- Do your homework before connecting. Research the company, industry, periodicals.
- Engage in a compelling conversation, email and open a dialog.
- Remember opportunities are everywhere and everyone is important.

Networking 101

On and Offline part 2

- Join/attend local industry organizations and events.
- Meet and connect with new people at these events. Try for 5 per event.
- Follow up every time with email/phone call.
- Be active, participate and contribute in these communities.

Sounds fluffy... It isn't



Pay it Forward

- Volunteer your skills to a non-profit
- Help someone else get a job
- Share your knowledge/expertise
- In return you will receive many fold

Networking 101

Building YOU as a Brand

- Start a blog, podcast, vidcast, mailing list, website, etc.
- Build your own person brand! Make people recognize and remember you.
- This will bring networking and career opportunities to you.
- Join professional & other organization that will propel you forward. i.e. Your industry trade groups, **Toastmasters**.

Networking Works

According to BH Careers International:

Over 80% of jobs are not advertised and nearly half of employees obtain their position through networking.

Wisdom used to be...

- Great skills/experience = great job.
- Doesn't necessarily translate to long term career success.

Truth is...

- Now it's really the skills/experience plus the value of those in your network.
- RELATIONSHIPS MATTER to you career!
- Often MORE than those other things!

Business Social Networking Websites

- **LinkedIn** – Largest business focused social networking community.
- **Facebook** – Not sole focused on business but an effective site none the less.
- **Twitter** – Microblogging but can be used for networking.
- **Numerous other sites** for just about every type of networking.



Business Social Networking

LinkedIn Example

- Best of breed in business social networking
- Fused resume, cover letter and references all in one.
- All the trappings of a social networking site but with solely a business focus.

LinkedIn

- Complete the required profile information as much as possible. Professional summary, experiences, education, recommendation, interests, links to websites/blogs, picture, etc.
- Complete your profile 100%.
- Make use your grammar and spelling is correct!
- Make your public profile visible.

Optimizing your LinkedIn Profile

- Identify the job(s) of interest
- Do basic SEO as described above. Key search terms that relate to your targeted job integrated into your content.
- Cater your profile toward that target.

LinkedIn

Building Your Network

- Connect with your previous/current social networks. i.e. High School, College, Current/Previous Employers, Interest Groups, Volunteer Organizations, etc.
- You can import contacts from Gmail, Hotmail, Yahoo, Aol email accounts or from standalone email client such as Outlook or Apple Mail.
- Get recommendations – i.e. ask for them!

Steps for Finding Jobs on LinkedIn

- Connect!
- Seek out hiring managers, HR, and others in the same field at all levels.
- Find 2nd and 3rd degree connections that are connected to your target – ask for an introduction.
- Let your whole network know you are looking for a new position. Ask them for advice or help in your search.

LinkedIn

- Join groups of interest to your job search/career path.
- Engage the LinkedIn community - Ask and answer questions.
- Use the job search feature.

LinkedIn UMass Groups

- UMass Amherst Economics Department
- University of Massachusetts (UMass) Amherst Alumni
- UMass Alumni Finance Network

Connecting Properly

- Show your knowledge and expertise.
- Engage the person you are contacting in a topic of interest to your industry, recent article, etc. Get creative in the way you engage and start a discussion.
- Don't use canned communications ever! ("I'd like to add you to my network.") It's like saying, "Yo! Add me!"*
- Give and you will receive! Help others gain the networking goals!

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*Unless it's to me, because I will laugh... heartily!

“It is literally true that you can succeed best and quickest by helping others to succeed.”

Napoleon Hill

Be Mindful

- According to Clearswift, 77% of HR managers use social networks to search for candidates.
- According to Careerbuilder.com, 1 in 5 hiring managers conduct background checks on candidates using social networks, 34% have disqualified them based on these checks.
- “Privacy” settings aren't to be relied upon.
- So that compromising Facebook picture of your night out partying... not a good idea. Maintain a professional image.

Do NOT Post!



Note on Privacy/Security



Be armed with the facts.

Be Careful What You Post

- Consider your interactions with the Internet to be 100% public.
- Retention period is infinite. The data will be online or saved/archived FOREVER!
- Recognize you no longer completely own it or control it. Read privacy and Terms of Service statements.
- Don't post, IM, email anything you wouldn't want on a job application, employment record, or in the morning news.

Note on Privacy/Security

- Identity thieves/cyber criminal, stalkers, etc. are abusing these sites to get PII (Personally Identifiable Information)
- PII includes banking information, mothers maiden name, social security number, credit card, address.
- NEVER provide this in your profile or any communication (phone/email) coming from a person claiming to be a recruiter/hiring manager.
- Social security is only required when you are signing a contract or interfacing with government. Otherwise NEVER give it out.

Note on Privacy/Security

- Cyber criminals have been using social networking sites to propagate malware (generic term for “bad” programs.)
- Trust not; click not.
- Keep your machine OS, applications, etc. up to date.
- Get a simple hardware firewall at home.
- Get a reputable Anti-Malware defense suite.

These times aren't optimal

Stay Positive!
They are getting better!!!

Be Inspired

Compared with what we ought to be, we are only half awake. Our fires are damped, our drafts are checked. We are making use of only a small part of our physical and mental resources... Stating things broadly, the human individual lives far within his limits.

-William James

Be Positive

- These are tough economic times.
- Hope is a choice.
- Believe it will happen.
- Be positive.
- Envision it!
- **PLAN & TAKE ACTION!**

Conclusion

- Set in place a written plan. Commit to taking action or guess what will happen?
- Get yourself in the job search engines/networking sites!
- Start networking!
- [Connect with me!](#)
- Let me know how it's going of if I can be of help!

Question/Connect

- Please feel free to **contact me** with any questions.
- You can connect with me on any of the social networks at:
- <http://network.evolutionaryit.com>

I wish you all great success!!!

Thanks

- UMass
- UMass Alumni Association
- UMass Economics Department
- YOU!