



JOB SEARCH 2.0

Finding Work Through
the World Wide Web

OBJECTIVES

Understand how to identify appropriate job search sites

Become comfortable with vocabulary related to online job searching

Appreciate the Internet's role in your job search & how to get the most out of it in the least amount of time

Protect your personal information

TRADITIONAL/MILLENNIAL JOB SEARCH

Traditional

- All networking in person or by snail mail
- Paper resumes
- Classified ads and job bulletin boards

Millennial

- Mixture of in-person networking as well as online networking
- Electronic resumes
- Craigslist and online job boards

WHAT HASN'T CHANGED?

- 80% of jobs are never posted *anywhere*
- Networking is still one of the most successful strategies for finding work
- Browsing through the yellow pages to identify potential companies is a successful strategy

Don't spend too much time looking for work online

WORDS AND PHRASES TO KNOW

- **Keywords:** words and phrases recruiters use to search electronic resumes
- **Job Search Agent:** save a search on an online job board like Monster or CareerBuilder that can email you job postings
- **Listserve:** online forums similar to Yahoo or Google that email information such as job postings and announcements to members



ONLINE RESUMES

The IT document
for your job
search

ONLINE RESUMES

- Always create a plain text version of your resume to post online
- Not all online job boards allow you to upload a .doc or .pdf version of your resume
- Whenever you need to type in your resume, plain text is usually the supported format



WORD DOC TO .TXT

1. From the File menu, select “Save As . . .”
2. Select “Other Formats”
3. Create an easy to remember file name (e.g. Jane_Doe_text)
4. From the “Save as Type” drop-down select “Plain Text (*.txt)”
5. Click the Save button
6. Clean-up the formatting

GOING FROM DOC TO .TXT

- Make sure the bullets look normal or use dashes or asterisks (*) in plain text/ASCII
- Remember that punctuation marks like apostrophes don't transfer to text
- Line breaks will need to be cleaned-up

WHY POST A RESUME?

- Employers may find you even when you don't know they're looking
- Many employers subscribe to the resume databases of major job boards instead of paying for job packs





SEARCHING FOR WORK ONLINE

Searches,
Metasearches,
and Job Search Agents

FREQUENTLY USED JOB BOARDS

- Bucks Online Job Board
- Monster
- CareerBuilder
- Craigslist
- Dice (for IT jobs)

ADDITIONAL RESOURCES

- The Riley Guide
- Google
- Professional Organizations
- Alumni and Alumni Associations of all the schools you have attended
- Facebook
- LinkedIn

REFRESH YOUR RESUME DAILY

- Resumes appear in a recruiter's search results by date posted or refreshed
- Refresh your resume at least once a day to keep it near the top of the search results
- You are more likely to be called first and recruiters will know you're actively searching.

JOB SEARCH AGENTS

- Saved searches that email you job postings that match your search criteria:
 - Daily
 - Weekly
 - Monthly, etc.
- Features vary by job board
- Some job boards allow you to save multiple job search agents

METASEARCHES



- Search several job boards simultaneously
- Indeed and Simply Hired check postings on national and local job boards
- Job Central shows jobs posted on company web pages

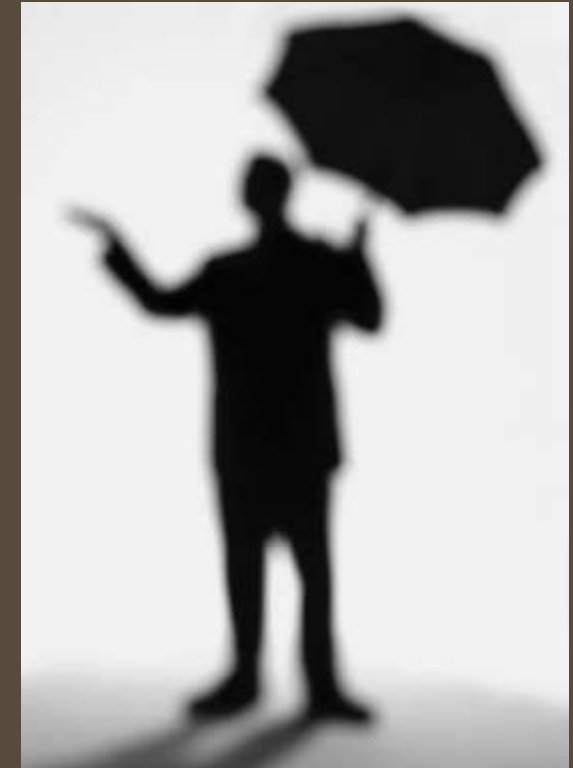


SAFETY FIRST

Protecting Your
Information &
Avoiding Scams

PROTECTING YOUR INFORMATION

- 77% of employers report using the internet to screen potential hires
- 33% reported deciding not to hire a candidate based on what they found online
- Protect your information!

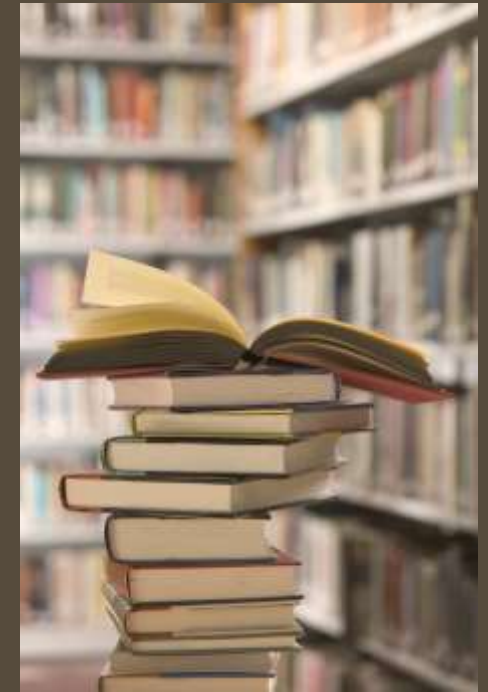


OTHER HAZARDS OF ONLINE JOB SEARCHING

- SPAM
- Viruses
- Phishing scams
- Stalking/Cyberstalking

ARM YOURSELF WITH INFORMATION

- Look-up the company through the Better Business Bureau and your local Chamber of Commerce
- Always ask for a name and phone number of any recruiter who contacts you



NEVER GIVE-OUT

- A social security number
- Credit card numbers
- Bank account numbers
- You may need to provide a social security number if the position requires a criminal background or credit check, but this should only happen once you have been interviewed.

HOW TO SPOT A SCAM

- They ask you for Money
- Poor spelling and grammar in the posting
- Employment offer without an interview
- Vague description of the job and company



DEALING WITH SCAMS

Report the fraudulent posting to the company hosting the job board

If you believe you have already been the victim of a scam:

- Contact your bank and credit card companies
- Contact the credit bureaus: Experian, Equifax and TransUnion

SUMMARY

- Online job hunting is a valuable part of your job search, but don't rely on it completely
- Posting a resume online is a great way to get employers to come to you
- Be careful about how much personal and financial information you share through email or over the phone

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