



## community workshop series

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### JOB HUNTING SKILLS ONLINE

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## What You Will Learn

### Prerequisites:

It is assumed for this class that the user is comfortable with basic computer operations. In addition, previous Internet experience is required.

- This workshop is intended as an introduction to finding employment resources using the Internet.
- We will be using PC desktop computers running the Microsoft Windows XP Operating System in addition to using Internet Explorer.
- Please let the instructor know if you have any questions or concerns prior to starting class.

### After this class you will be able to:

Find employment resources online	Help employers find you.	Register for employment sites.
Post your resume online.	Create a professional online presence.	

## Introduction

### **Seven ways the Internet helps with a job search:**

1. Get advice on job searching, writing resumes and cover letters, interviewing and more.
2. Research a career by searching for career specific websites using a search engine or portal.
3. Search for a job using a national job bank.
4. Search for a job using a local job bank.
5. Search for a job using a career specific job bank: Find these using career portals, general portals, and search engines.
6. Subscribe to e-mail listservs for specific careers: Find these through the websites of professional communities and associations.
7. Research a company: Find the website of a potential employer using a search engine. Then find the human resources, employment, or personnel page to find more information about the job you are looking for and how to apply directly through the company instead of through a job bank. Monitor this page for openings if the employer is big and/or has frequent openings. Once you have an interview, study the company using its website to prepare.

### **How employers can find you**

When conducting a job search, you need to make it easy for employers to find you online. Employers, who can be inundated with resumes when they post jobs, often seek passive candidates (qualified candidates who aren't necessarily looking for work, but who may be interested if the right job comes along). Anyone who doesn't want to pass up what could be an excellent opportunity should make their professional credentials readily accessible online.

#### ***Candidate Sourcing***

In addition to reviewing resumes posted to their company web sites and to job sites like Monster or CareerBuilder, employers are actively sourcing passive candidates. They are mining the Internet to find the best people to hire, regardless of whether the candidate has expressed interest in their company, or not. Besides spending time personally searching the Internet for candidates for employment, companies are using technology that will find applicants for them.

Many companies utilize candidate sourcing programs like *Airs Sourcepoint*. *Airs Sourcepoint* not only searches all resume databases the hiring manager has access to, but also searches *LinkedIn*, *ZoomInfo*, *Jobster*, and *Ziggs*, along with its own *PeopleSearch* passive candidate database. As another example, *Monster.com's SmartFind* provides focused keyword

searching by location, education, prior employer, job title, and skills. It also sorts the candidates by the criteria selected.

*NotchUp* allows employers to search for candidates and participating companies will pay selected candidates for their interview time.

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

### ***Networking Sites***

Company recruiters and Human Resources managers are adding their own profiles to sites like *LinkedIn*, and making connections with potential candidates for employment. *LinkedIn* has members from all 500 of the Fortune 500 companies and covers 130 different industries. Consider how many potential contacts that is and be sure to connect with current and past co-workers, clients, and classmates, so you're getting the most out of your network. Job seekers can use passive candidate searching by employers to their advantage. What you need to do is to make your information (resume, skills, experience, etc.) accessible when companies are looking for candidates. Refine your resume and the other information you have online, so you show up in the search results generated by employers who may have a job that's a good fit.

## Before the Search

### **Make your professional information accessible**

When you want employers to find you, it's important that your resume and the profiles you post have specific information regarding your credentials and qualifications.

Your resume should contain:

- **Keywords.** If you're not sure what to include, use a job search engine like Indeed.com to search for jobs that match your qualifications. Once you come up with some terms that fit, use them in your resume. That way, you will be found by employers seeking candidates with similar qualifications.
- **Job Titles.** Employers are often interested in candidates with specific experience and will search for that i.e. Online Marketing Coordinator or Telephone Sales Manager.
- **Qualifications.** Be specific -if you have Microsoft Certification or an MBA, say so.
- **Affiliations.** List the professional organizations that you have joined.

Update your resume regularly. Many resume databases have options so employers can search only the newest resumes or those posted with a certain period of time. Keeping your resume up-to-date will help employers find you.

### **Keep Personal Information Private**

Making your professional information available online is different from having personal information in your MySpace, Facebook, or other social networking accounts. These are not appropriate places to post your resume. Professional and personal lives must be kept separate – you wouldn't want a hiring manager or recruiter to read your private profile. Creating a professional profile on a professional site is the best way to make yourself visible while keeping your private life separate. These professional sites allow you to post your resume and any other information you may feel is necessary. You can also limit the contact information viewable on your resume if you have privacy concerns.

### **Profiles on Career Networking Sites**

Networking sites are also an important source of passive candidates for employers. Create your profiles just as carefully as your resume. Include your experience as well as your education. Also include your association memberships, and even your personal interests. Once you have a profile, potential employers will be able to find you and you will be able to connect with other users who can help you with your career and employment goals.

#### ***College Alumni Associations***

College graduates should always check with their alma mater to see what networking resources are available. Many colleges have alumni databases specifically designed for networking purposes. Alumni are often interested in recruiting candidates from their school, so it's important to take advantage of whatever resources are available.

### ***Employer Alumni Associations***

In order to stay connected with past co-workers, former employees have created employer alumni associations. If your prior employers have associations, join them. Former colleagues will be able to help you with your future career plans.

### ***Professional Associations***

Do you belong to any professional associations? If so, see if they have a member database. That's another good way to help potential employers find you.

### **Maintain a Professional Online Presence**

It's important to keep in mind that your online presence needs to be both professional and presentable. It doesn't matter how often your resume or your profile shows up if there are typos or grammatically errors.

It's just as important to communicate professionally with your contacts – the people who contact you and vice versa.

Make sure your emails and instant messages are composed appropriately – consider them business correspondence, just as a written letter or phone call would be.

Finally, keep track of everywhere you have posted your resume and created profiles (and keep a password list, too). That way you can update frequently and stay on top of the information you have posted online.

## Places to Look

### **Job Search Engine Sites**

There are many different job search engines out there, but not all of them are created equally. Here is a list of major search engines that allow users to search the major job sites, company sites, associations and other online job sites by keyword and location.

#### ***Indeed.com***

*Indeed.com* includes millions of job listings from thousands of web sites, including company career pages, job boards, newspaper classifieds, associations, and blogs. Job seekers may also search job trends and salaries, read and participate in discussion forums, research companies and even find people working for companies of interest through their online social networks.

#### ***LinkUp.com***

*LinkUp* is a job search engine that searches jobs on company sites. The job postings are from small, mid-sized, and large company career sections, and are updated whenever the company web site is updated.

#### ***SimplyHired.com***

*SimplyHired* searches thousands of job boards, classifieds, and company sites. Advanced search options include type of job, type of company, keyword, location and the date the job was posted.

#### ***Jobster.com***

Search for jobs posted by location (city, state, zip), keyword, vicinity, and best match. Advanced search options include state, city, radius from a city, date posted, and multiple keywords or a phrase.

#### ***RiseSmart.com***

*RiseSmart* offers a Concierge service (for a fee) for job seekers who are looking for positions in the 100k+ salary range.

#### ***TwitterJobSearch.com***

*TwitterJobSearch.com* is a job search engine for Twitter. It works like the other job search engines finding jobs posted across sites, but in this case, it finds jobs on Twitter. You can search Twitter for jobs based on keywords like job title and location and it will bring up tweets that match your search terms.

## Some of the best sites:

(*Bold and Italics* marks suggested resources)

### Great advice and portals to specific resources:

The Wall Street Journal - Careers - <http://online.wsj.com/public/page/news-career-jobs.html>

Job Search at About.com - <http://jobsearch.about.com/>

*The Riley Guide (librarian run!)* - <http://www.rileyguide.com/>

### National job banks:

*Career One Stop (government run)* - <http://www.careeronestop.org/>

CareerBuilder.com - <http://www.careerbuilder.com/>

Monster.com - <http://www.monster.com/>

Yahoo! HotJobs - <http://hotjobs.yahoo.com/>

### Federal Government Jobs:

FedJobs.com - <http://www.fedjobs.com/>

USA Jobs - <http://www.usajobs.opm.gov/>

### Local:

*Durham County Library Reference Pages: Jobs and Careers* - <http://www.durhamcountylibrary.org/research/jobs.php>

Triangle Help Wanted - <http://regionalthelpwanted.com/triangle-nc-jobs/>

Triangle Jobs - <http://www.trianglejobs.com/>

Town of Chapel Hill Jobs - <http://www.ci.chapel-hill.nc.us/jobs.asp>

Orange County Job List: <http://www.co.orange.nc.us/prsnl/openings.htm>

Chatham County Jobs: <http://www.chathamnc.org/Index.aspx?page=44>

### Jobs at Local Universities:

Jobs at Carolina - <http://hr.unc.edu/jobseekers/search.htm>

Jobs at Duke - <http://www.hr.duke.edu/jobs/main.html>

Jobs at NC State - <https://jobs.ncsu.edu/>

Jobs at UNC General Administration -

<http://www.northcarolina.edu/content.php/hr/jobs/index.htm>

### General Search Engines:

Google – <http://www.google.com/>

Clusty: also offers a job search engine – <http://clusty.com/>

### General WWW portals:

The Open Directory Project - <http://www.dmoz.org/>

Yahoo! Directory - <http://dir.yahoo.com/>

## Keeping Track

### **Website Logins and Passwords**

It is essential to write down the websites that you use and any login information that they require. Registering for job websites and creating a profile is an important step in your job search. Use the following worksheets to keep track of the websites you have visited, including user names, passwords, the URL and any notes you may need.

### **Job Application Log**

With so many different places to apply it can be confusing remembering which resume was sent to which employer. Use the attached **Job Application Log** to record the date you applied to specific companies, any contact information they might have, and the dates of follow-ups and interview.

website/company name	URL <a href="http://.....">http://.....</a>	site login	site password	comments
North Carolina Employment Security Commission	<a href="http://www.ncesc.com">www.ncesc.com</a>			unemployment benefits search for jobs
Wall Street Journal	<a href="http://www.careerjournal.com">www.careerjournal.com</a>			job search advice, resume tips, interview tips
About.com – Job search advice	<a href="http://jobsearch.about.com">jobsearch.about.com</a>			job search advice, resume tips, interview tips
The Riley Guide	<a href="http://www.rileyguide.com">www.rileyguide.com</a>			Skills Profiler, online privacy tips, salary guides, <b>A-Z index</b>
Triangle Help Wanted	<a href="http://regionalhelpwanted.com/triangle-nc-jobs/">regionalhelpwanted.com/triangle-nc-jobs/</a>			find jobs, post resume
Triangle Jobs	<a href="http://www.trianglejobs.com">www.trianglejobs.com</a>			Triangle area jobs career articles / tips
Chapel Hill Jobs	<a href="http://www.ci.chapel-hill.nc.us/index.aspx?page=217">www.ci.chapel-hill.nc.us/index.aspx?page=217</a>			
Orange County Job postings	<a href="http://www.co.orange.nc.us/prsnl/openings.asp">www.co.orange.nc.us/prsnl/openings.asp</a>			current job postings for Orange County
Chatham County Job postings	<a href="http://www.chathamnc.org/Index.aspx?page=44">www.chathamnc.org/Index.aspx?page=44</a>			current job postings for Chatham County
Wake County Jobs	<a href="http://www.wakegov.com/employment/default.htm">www.wakegov.com/employment/default.htm</a>			
USA Jobs – US Federal Government	<a href="http://www.usajobs.opm.gov">www.usajobs.opm.gov</a>			<b>Managed by U.S. Office of Personnel Mgmt</b> publishes salaries
Federal Jobs	<a href="http://www.fedjobs.com">www.fedjobs.com</a>			Federal Government jobs
career builder	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>			search for jobs, post resumes
monster	<a href="http://www.monster.com">www.monster.com</a>			search for jobs, post resumes
Yahoo Hotjobs	<a href="http://hotjobs.yahoo.com">hotjobs.yahoo.com</a>			search for jobs, post resumes

NOTES: **Remember to review the website’s privacy statement prior to posting personal information.**

**You may want to create an email account/address specifically for job hunting separate from your personal email account**

<b>website/company name</b>	<b>URL</b>	<b>login</b>	<b>password</b>	<b>comments</b>

NOTES:

<b>website/company name</b>	<b>URL</b>	<b>login</b>	<b>password</b>	<b>comments</b>

**NOTES:**

<b>website/company name</b>	<b>URL</b>	<b>login</b>	<b>password</b>	<b>comments</b>

NOTES:

Date Applied	Company	Position Title	Co. Contact Info	Status	Interview Dates	Notes
Example: June 1, 2009	Acme	operator	<b>Name:</b> Jane Smith <b>Title:</b> HR Manager <b>Email:</b>  <b>Phone:</b>	<input checked="" type="checkbox"/> Applied <input checked="" type="checkbox"/> Phone Intvw <input checked="" type="checkbox"/> Live Intvw <input checked="" type="checkbox"/> Job Offer <input type="checkbox"/> Closed	<b>Phone Interview:</b> June 15, 2009  <b>Live Interview:</b> June 30, 2009	Applied online or emailed resume to: hr@acme.com Attached resume123.doc Highlighted xyz skills Job located in Morrisville, NC Job offer received July 7 Start date July 22
			<b>Name:</b>  <b>Title:</b>  <b>Email:</b>  <b>Phone:</b>	<input type="checkbox"/> Applied <input type="checkbox"/> Phone Intvw <input type="checkbox"/> Live Intvw <input type="checkbox"/> Job Offer <input type="checkbox"/> Closed	<b>Phone Interview:</b>   <b>Live Interview:</b>	
			<b>Name:</b>  <b>Title:</b>  <b>Email:</b>  <b>Phone:</b>	<input type="checkbox"/> Applied <input type="checkbox"/> Phone Intvw <input type="checkbox"/> Live Intvw <input type="checkbox"/> Job Offer <input type="checkbox"/> Closed	<b>Phone Interview:</b>   <b>Live Interview:</b>	
			<b>Name:</b>  <b>Title:</b>  <b>Email:</b>  <b>Phone:</b>	<input type="checkbox"/> Applied <input type="checkbox"/> Phone Intvw <input type="checkbox"/> Live Intvw <input type="checkbox"/> Job Offer <input type="checkbox"/> Closed	<b>Phone Interview:</b>   <b>Live Interview:</b>	

Date Applied	Company	Position Title	Co. Contact Info	Status	Interview Dates	Notes
			<b>Name:</b> <b>Title:</b> <b>Email:</b> <b>Phone:</b>	<input type="checkbox"/> Applied <input type="checkbox"/> Phone Intvw <input type="checkbox"/> Live Intvw <input type="checkbox"/> Job Offer <input type="checkbox"/> Closed	<b>Phone Interview:</b>   <b>Live Interview:</b>	
			<b>Name:</b> <b>Title:</b> <b>Email:</b> <b>Phone:</b>	<input type="checkbox"/> Applied <input type="checkbox"/> Phone Intvw <input type="checkbox"/> Live Intvw <input type="checkbox"/> Job Offer <input type="checkbox"/> Closed	<b>Phone Interview:</b>   <b>Live Interview:</b>	
			<b>Name:</b> <b>Title:</b> <b>Email:</b> <b>Phone:</b>	<input type="checkbox"/> Applied <input type="checkbox"/> Phone Intvw <input type="checkbox"/> Live Intvw <input type="checkbox"/> Job Offer <input type="checkbox"/> Closed	<b>Phone Interview:</b>   <b>Live Interview:</b>	
			<b>Name:</b> <b>Title:</b> <b>Email:</b> <b>Phone:</b>	<input type="checkbox"/> Applied <input type="checkbox"/> Phone Intvw <input type="checkbox"/> Live Intvw <input type="checkbox"/> Job Offer <input type="checkbox"/> Closed	<b>Phone Interview:</b>   <b>Live Interview:</b>	