

CWS

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ONLINE JOB SEARCHING & RESUME WRITING

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View our full schedule, handouts, and additional tutorials on our website:
www.lib.unc.edu/cws

Class Overview

This is a class for beginning computer users. You should be familiar with the Microsoft Windows operating system and using a browser to surf the Internet.

We will be going over the basics of using the Internet to find employment resources. We'll learn how to safely search for jobs, create a professional online presence, and keep track of applications. If you do not feel comfortable with any of the activities, it is totally fine not to participate.

Please let the instructor know if you have questions or concerns before the class, or as we go along.

You Will Learn How To:

Find employment resources online	Help employers find you	Register for employment sites
Post your resume online	Create a professional online presence	Apply through employers' websites
Keep track of job search materials	Find more help!	

HOW THE INTERNET CAN HELP

The Internet can be an important tool in finding and applying for a job. As you are probably aware, it is often difficult, if not impossible, to apply for many jobs today without access to a computer, the Internet, and an email address. In addition, when filling out electronic applications (or even filing for unemployment checks), it is necessary to be able to navigate and fill out online forms. While this can be frustrating and sometimes intimidating, the Internet also provides great opportunities for you to expand your job search, and to engage in both active and passive job seeking strategies.

Seven Job-Searching Functions of the 'Net

1. **Getting advice** on job searching, writing resumes and cover letters, interviewing, and more (e.g., go to www.google.com and search for “sample cover letters”).
2. **Researching a career** by searching for career-specific websites using a search engine (e.g., search for “careers in banking”).
3. Searching for a job using a **national job bank** (e.g., careerbuilder.com, indeed.com).
4. Searching for a job using a **local job bank** (e.g., TriangleHelpWanted.com).
5. Searching for a job using a **career-specific job bank**: Find these using search engines (e.g., search for “teacher job bank”).
6. Subscribing to **e-mail listservs for specific careers**: Find these through the websites of professional communities and associations. (e.g., The American Institute of CPAs (AICPA)).
7. **Researching a company**: Find the website of a potential employer using a search engine and then find out more information about jobs, the company, and more by looking around their site.

Letting Employers Find You

When conducting a job search, you can make it easy for employers to find you online. Employers, who can be inundated with resumes when they post jobs, sometimes seek candidates before they post a job. They often look for 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 on a potentially excellent opportunity should make their professional credentials readily accessible online.

Companies continuously search for candidates on websites like Monster.com or LinkedIn.com, mining the Internet to find the best people to hire, regardless of whether

the candidate has expressed interest in their company or not. Companies also use technology that will find applicants for them, using focused keyword searching by location, education, prior employer, job title, and skills. This is why it is very important to list all of your job experiences on your online resume—if a company is looking for someone with “project manager” experience and you don’t list it on your resume, they’ll never find you!

Tools used by employers conducting candidate searches include AIRS Sourcepoint and Monster.com’s SmartFind. You don’t need to worry about how to use these programs; you’ll just need to understand how you can make your resume searchable and findable to employers. We’ll talk about how to do this in the following section.

Keep in mind that, although creating online profiles and passively searching for work is a great strategy, it probably won’t be enough to get you a job—with so many people looking for work, employers are waiting for you to approach them. But don’t worry! We’ll cover how to do that later in this class too.

CREATING A RESUME

Style and Content

Find a style that suits your industry. Research different styles of resumes using the Internet (for example, you can Google search for “sample resume”).

- **Chronological:** Most common; starts with most recent jobs and work backwards (usually only 10 years into the past)
- **Functional:** Focused on skills rather than the employer or time frame
- **Combination:** Resume of Choice

Decide on sections to include:

- Contact Information
- Objective (optional)
- Education
- Experience, Training, Military History, Responsibilities, Dates
- Relevant Skills (computer, languages, etc.), Accreditation, Licenses
- Activities and Interests
- List of references (or include "References upon request" statement)

DON'T include

- Salary information
- Jargon
- Mention of family, marital status, religion, race, health problems
- Graphics
- Weaknesses

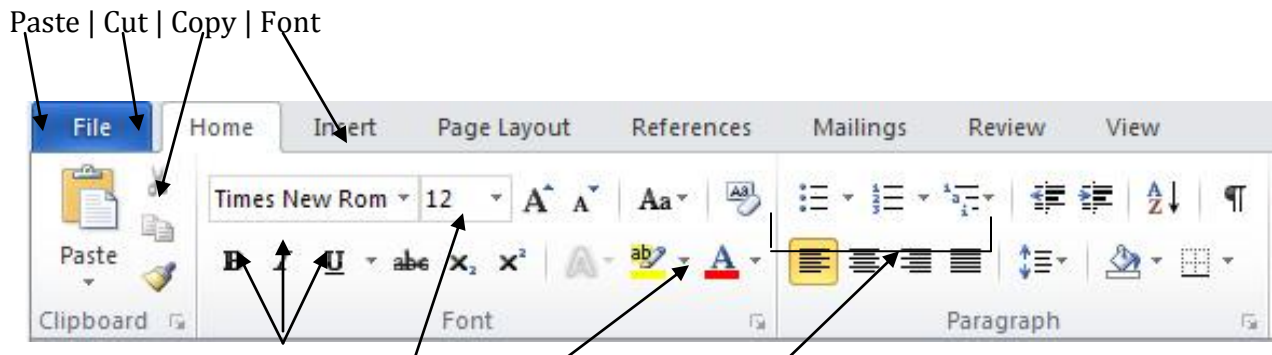
And a few more tips:

- Make your resume appealing, but don't exaggerate. Let your experience do the talking.
- Use strong verbs to start your sentences, and describe your responsibilities in as much detail as possible. What did you *do*? For *how long*? What were you *responsible for*?
- Maintain a consistent style throughout. Use the same style of bullets across the different sections. While each section contains different types of information, it is important that they look similar. Use the same font type and size for each of your headings. (The next section will explain how to do some formatting.)
- Edit carefully and be sure and have at least one person with an eye for detail edit it for you. If possible, two or more editors should verify that there are no typos or grammatical errors.

Formatting Your Resume

Font:

1. **Highlight the text you want to change.** To do this, left click at one end of the text. While holding down the left mouse button, drag the mouse over the text and let go when you get to the end of the text you wish to change. It should appear highlighted.
2. Then make sure you have the **Home Tab** selected at the top.
3. You should see the formatting options shown in the image below:
 - From this tab, you can define the **Font** type you want. Times New Roman is a common Font.
 - Under the **Font** section, you can also choose the font style **Bold**, *Italic*, or ***Bold Italic***.
 - **Underline style** lets you underline your text.
 - THIS IS WHAT SMALL CAPS LOOKS LIKE

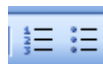


Font Style | Font Size | Font Color | Text Alignment

*Remember that simple, easy-to-read fonts appear the most professional. Times New Roman and Garamond are two popular fonts to use for professional purposes.

Bulleting:

- Bullet points are a good way to list accomplishments clearly.
- If you want to insert a bulleted list, simply click one of these two buttons on the **Home Tab** in the **Paragraph** section:



*Sample Resume***WILL B. HIRED**

123 Pleasant Street
 Hillsborough, NC 27278
 919.123.4567

will.b.hired@email.provider.com

EDUCATION [*Can also list Work Experience first, if that is more relevant*]**University of North Carolina at Chapel Hill**

B.A. English, May 2009

Wake County Community College, Raleigh, NC

Completed 36 general education credits, 2007-08

WORK EXPERIENCE**Canefield Technical Services, Greensboro, NC**

Oct 2010 – present

Administrative Assistant

Oversee daily operations and manage a team of six office personnel

Collaborate on creation of a large grant application

Manage new and existing customer records using MS Access

Barnes & Noble, Durham, NC

Jan 2009 – Oct 2010

Customer service representative

Responded to customer queries and assisted with information needs

Received superior customer service award

TECHNICAL SKILLS

Proficient in MS Office 2007, HTML, & Adobe Photoshop

OTHER SKILLS

Conversational Spanish skills

Superior organization and time-management skills

COMMUNITY INVOLVEMENT

Volunteer English tutor at Community Center

Volunteer monthly at local Boys & Girls Club events

REFERENCES

Available upon request [Use this line if you wish to list a current employer, and want to be forewarned before this person is contacted. Otherwise, simply list your references and contact info]

GETTING READY TO HUNT

Making Your Information Accessible Online

When you want employers to find you, it's important that your resume and the profiles you post have specific information. This will allow employers to search for you by your credentials and qualifications.

Your online 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. Be sure to include keywords from the job description; employers will be looking for these specifically. Examples might include names of computer programs you know how to use, technical skills, and words specifically related to a field (e.g., “occupational therapy,” “point-of-service”).
- **Job Titles:** Employers are often interested in candidates with specific experience and will search for people with that title in their resume (e.g., Online Marketing Coordinator or Telephone Sales Manager).
- **Qualifications/Certifications:** Be specific; if you have Microsoft Certification or Red Cross certification, be sure to include that..
- **Affiliations:** If you belong to any relevant professional organizations, be sure to list them.

Update your resume regularly. Many resume databases have options for employers to 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.

Keeping Personal Information Private

Making your professional information available online is different from having personal information in your Facebook, Twitter, or other social networking accounts. These are not appropriate places to post your resume. Professional and personal lives should be kept separate—you wouldn't want a hiring manager or recruiter to read your private profile or to see compromising photographs. 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. The most famous example of this type of site is [LinkedIn.com](https://www.linkedin.com). You can also limit the contact information viewable on your resume if you have privacy concerns.

Maintaining a Professional Online Presence

Just like when you go in for a job interview and you make sure to wear nice clothes, your online presence needs to be professional and presentable. Here are a few hints to keep your web persona looking its best:

- **Make sure to proofread.** It's easy enough to catch typos and grammatical errors (especially if you use a word processor with spell-check or have a friend read over your application materials), and the extra few moments you spend can make the difference between having your resume taken seriously or not.
- **Compose your e-mails and instant messages appropriately.** Consider everything you send online that is related to a job as official business correspondence, just like you were writing a letter or making a phone call. Use formal language and write in complete sentences.
- **Communicate professionally with your contacts.** Whether you contact them or they contact you, make sure you write courteously, use professional language, and double-check the spelling of the name of the person and company correctly.
- **Keep track of where you have posted your resume and applied to jobs.** Especially if you are applying to many different jobs, it can be easy to lose track of all the places you've applied and sent your resume. By keeping track, it will be easier for you to follow up with your applications and to update your resume at regular intervals.
- **Use an e-mail address that sounds professional.** While it's fine to write to friends and family from sexypanda123@gmail.com, it won't make the best impression on your future employer. Since you can have as many e-mail addresses as you like, you might consider creating one just for professional communication with an address like firstname_lastname@emailprovider.com. You can, of course, use that same e-mail address for all of your communications—it can't hurt to look professional to your friends too!
- **Only post pictures of yourself that you wouldn't mind your future boss seeing.** A good rule of thumb is: If you post it on the Internet, someone else can find it. Definitely don't put compromising pictures of yourself on websites without privacy settings, and think carefully before posting those party photos on Facebook.

ONLINE TOOLS FOR JOB SEARCHING

Job Search Engines

There are many different job search engines out there, but not all of them are equally good. 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. While these sites have the option to create a personalized account, most of them also allow you to use certain functions without an account (for example, conducting a search but not saving your results).

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 forums.

LinkUp.com

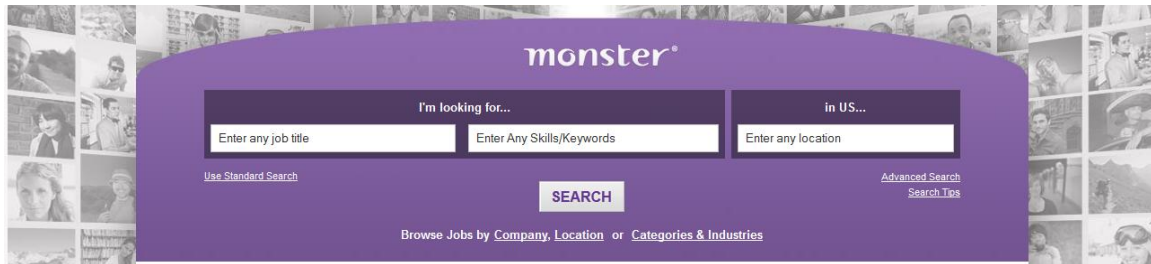
LinkUp is a job search engine that searches for jobs on company sites. The job postings are from small, mid-sized, and large companies, and are continuously updated with the company websites.

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 that the job was posted. It also includes salary information.

Monster.com

Monster.com is a national job search engine that assists job seekers in finding employment by matching their skills and locations with potential employers. The site also has resources such as job hunt strategies, resume and cover letter samples, interviewing advice, and career development advice.



CareerBuilder.com

CareerBuilder.com is a national job search engine that serves both employers and job seekers, and helps job seekers to find employment by matching their career area and location. The site allows you to post a resume (for passive job seeking), and also provides advice and career resources.

Jobster.com

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

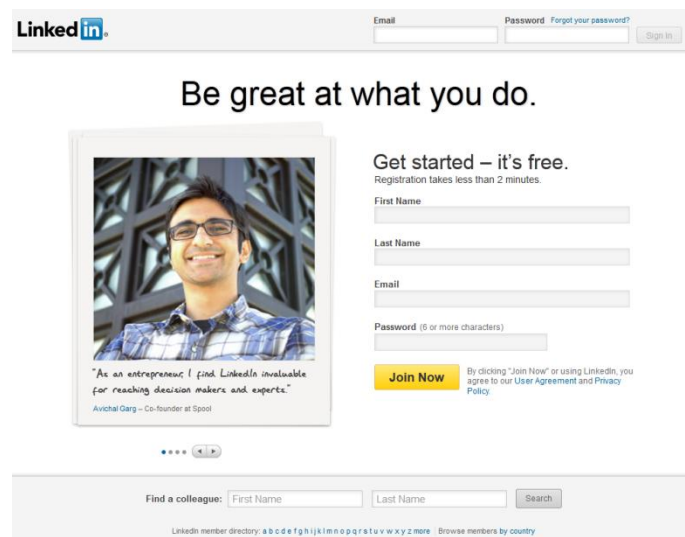
TwitJobSearch.com

TwitJobSearch.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 only finds jobs posted 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. You can limit your search by often the poster tweets, salary range, and more.

Career-Related Social Networking Sites

LinkedIn.com

LinkedIn is a social networking site devoted to professional development and finding jobs. To use LinkedIn, you'll have to create a free profile with a username and password, then upload your resume. The website pulls out relevant information from your resume to make it easy for employers to search, and you can connect with colleagues and friends to build a professional network. Many employers list jobs on LinkedIn, but acquaintances can



also help you find a job by looking at your resume. Additionally, co-workers and supervisors are able to write recommendations on your profile that potential employers can see.



Ziggs.com

Connect with other local job seekers on Ziggs. Much like LinkedIn, you can upload your resume to the site, which will then make all your information searchable. It's less commonly used than LinkedIn, but there are many active local forums and even a place to list what you're reading!

Other Places to Look

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 take advantage of whatever resources are available.

top 10 reasons to join
Learn how your GAA serves Carolina and our Students—past, present and future. [MORE](#)

Alumni Career Service Offerings
Alumni Career Services, provided by the UNC General Alumni Association, can help you start, change or advance your career. Most services are available in-person or by phone at (919) 962-3749.

Career Coaching
You can use this session for any career-related matter, including resume writing, cover-letter creation, branding, interview practice, networking and more.

Employer Alumni Associations

In order to stay connected with past co-workers, some 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, and make sure you're listed in it. It's just one more good way to help potential employers find you.

NAVIGATING COMPANY WEBSITES

If you already know that there is a company that you are interested in working for, sometimes it makes the most sense to go ahead and look for jobs through the company's website. Finding job listings can sometimes be a bit tricky, so let's practice finding job applications on a company website.

Finding the Application

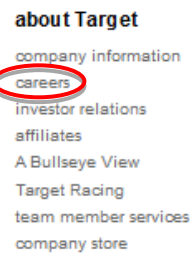
Sometimes, it can be easy to figure out where to find job listings; there might be a link that says "Employment," and you should click on that:



Sometimes, the link will say "Careers":



Sometimes it will be in tiny print at the bottom of the page:



And sometimes it can be very unclear where the job listings are located. Let's take a moment to look at your favorite businesses and try to find where they keep their employment information.

Once you've found the jobs page, you might see a search window like this:

 A screenshot of a job search interface. At the top, there are tabs for "Job Search" and "My Jobpage". Below the tabs, there are links for "Basic Search", "Advanced Search", "Jobs Matching My Profile", and "All Jobs". The main section is titled "Basic Job Search" and contains a "Search Criteria" section. Below this, there are input fields for "Job Number", "Keywords", "Job Field" (with a dropdown menu), "Store" (with a dropdown menu), and "Add Job Field". At the bottom, there is a "Zip/Postal Code Radius" section with fields for "Country" (set to "United States"), "Zip/Postal Code", "Distance from Zip/Postal Code" (with a dropdown menu), and "Selection" (with radio buttons for "Miles" and "Kilometers").

From here, you can search for specific jobs within the company, using keywords (e.g., “cashier” or “manager”), location, or job number (if you happen to know it).

You’ll then get a list of results matching your search specifications:

The screenshot displays a list of five job openings, each with a title, location, and application options. The jobs are:

- 013 - 5010 - GROCERY STOCK CLERK** (Part-time)
Job Posting: Mar 26, 2010 - Requisition ID 0900506
DURHAM-MARTIN LUTHER KING 1817 MARTIN L KING JR PKW DURHAM, NC 27707
NC-Durham
[Apply](#) | [Add to My Job Cart](#)
- 016 - 3500 - SCAN COORDINATOR** (Part-time)
Job Posting: Feb 25, 2011 - Requisition ID 1100127
DURHAM-HOMESTEAD 105 WEST NC HIGHWAY 54 DURHAM, NC 27713
NC-Durham
[Apply](#) | [Add to My Job Cart](#)
- 021 - 5800 - U-SCAN CASHIER** (Part-time)
Job Posting: Mar 26, 2010 - Requisition ID 0900439
DURHAM-HOMESTEAD 105 WEST NC HIGHWAY 54 DURHAM, NC 27713
NC-Durham
[Apply](#) | [Add to My Job Cart](#)
- 022 - 5800 - CASHIER** (Part-time)
Job Posting: Feb 24, 2011 - Requisition ID 0900430
DURHAM-HOMESTEAD 105 WEST NC HIGHWAY 54 DURHAM, NC 27713
NC-Durham
[Apply](#) | [Add to My Job Cart](#)
- 022 - 5800 - CASHIER** (Part-time)
Job Posting: Mar 26, 2010 - Requisition ID 0900496
DURHAM-MARTIN LUTHER KING 1817 MARTIN L KING JR PKW DURHAM, NC 27707
NC-Durham
[Apply](#) | [Add to My Job Cart](#)

If a job title looks interesting, click on it to see more information and to apply for the job. Once you’re ready to apply, be sure to have your resume ready to go, saved in a .doc or .pdf format so that you can easily upload it to the application.

Common Application Mistakes

When you are applying to many jobs at once, it can be easy to make a mistake on your application. Most are relatively minor, but it does pay to double-check your application before you send it, since, unlike a paper application, it’s gone once you click “send.”

- When writing a cover letter, make sure you have the correct company written each and every time. Especially if you’re repurposing the same cover letter multiple times, it can be easy to miss one company name from the last application, but that’s a sure game-ender.
- Make sure you follow directions. Each application is a little bit different, but HR looks at applications all day long, so they’ll notice if you don’t answer the question quite the way they want.
- Upload the most recently saved copy of your resume and cover letter—sometimes it even helps to close out of Word before you send the documents, just to have that extra prompt that you have saved the most recent version.
- Name your documents professionally; a good rule of thumb is lastname_company_position_resume.doc
- Check your spelling and grammar!

FINDING MORE HELP

If you walk out of this class tonight and want to know more about how to find jobs online, great! There are many great resources, both online and in the area, for you to explore.

Orange County Joblink Career Center:

The JobLink Center is a great service that offers help in writing resumes, practicing for job interviews, and suggesting places and people to look for jobs. And if they don't have quite the service you're looking for, they can refer you to another local agency that can help you out. So if you're actively seeking a new job, this is a fabulous (and FREE) resource to take advantage of.



Here's a few resources for finding information on online job searching:

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 (run by librarians!) - <http://www.rileyguide.com/>

Looking for local jobs? Try one of these sites:

Durham County Library Reference Pages: Jobs and Careers -

<http://www.durhamcountylibrary.org/research/jobs.php>

Triangle Help Wanted - <http://regionalphelpwanted.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>

Favorite Job Hunting Websites

Website/Company Name	URL	Login	Password	Comments

Job Application Log

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