

Using the Web to Find Employment



Listen for Opportunities

1. **Google Alerts** – Receive email alerts from Google based on certain terms. <http://www.google.com/alerts>
2. **Twitter Search** – Search Twitter for messages filtered by market, industry, specific business and job postings. <http://search.twitter.com/advanced>
3. **Facebook Groups/Pages** – Search Facebook for groups and pages with potential employers and customers. <http://www.facebook.com>
4. **LinkedIn Job Search** – Search for targeted job listings. <http://www.linkedin.com/jobs>
5. **LinkedIn Answers** – Search for questions by topic. <http://www.linkedin.com/searchAnswers>
6. **Niche Networks** – Search for online communities, networks, groups and forums relevant to your industry to participate in. <http://www.google.com>



Demonstrate Your Passion and Authority

1. Create a lasting, ever-growing and discoverable **account of yourself**.
2. If you are **helpful** you are valuable. Answer questions and pleas for help.
3. Share what you know and what you do with others.
4. Exchange **knowledge and ideas** with peers and employers.
5. Pay attention to **others**.
6. **Do all the things you would do face-to-face in a room full of customers, peers and potential employers.**



Tools for Building a Relative Online Presence

1. **LinkedIn.com** – share your resume online <http://www.linkedin.com>
2. **Twitter.com** – interact with customers, peers and employers <http://twitter.com>
3. **Facebook.com** – connect with people and businesses <http://www.facebook.com>
4. **Blogging** – Share anything <http://www.blogger.com> and <http://wordpress.org>
5. **Flickr.com** – share photos <http://www.flickr.com>
6. **YouTube.com** – share videos <http://www.youtube.com>
7. **Slideshare.com** – share informative, educational, tutorial slides <http://www.slideshare.net>



Tips, Advice and Notes

- For businesses or markets that **don't use the web** – *“Bob is the only guy in the company that knows that stuff.”*
- Sharing **your personal life**: The question is do employers want to know about your personal life. – *“Lisa has lived here for 30 years with her husband and volunteers at the high school every Saturday.”*
- Online **etiquette**: Good behavior online is the same as in person. Be yourself, faking it is too hard to keep up. – *“Glen is really friendly and approachable.”*