

# Ten Best Ways to Go ONLINE... and Get the Job

**A**lmost 40% of HR managers predict resumes will soon be replaced by social-networking profiles. Even today, to get the attention of recruiters, grads have to establish a highly visible online presence. Most students are comfortable using technology to connect with family and friends, but unsure about how to use it in a professional context.

## 1. Check Out Major Job Boards

Technology is great, so as a job seeker it might seem like a no-brainer to go job hunting on the Internet. “Digital job search is attractive to young people because they’re tech savvy,” said J.T. O’Donnell of CareerHMO.com. But after months of trolling job boards with no response, they wonder “What’s wrong with me?”

Nothing, according to O’Donnell. Estimates are that only 4% to 10% of the people who look for jobs online ever find one. It’s a long-shot. The “underbelly of the job posting world,” she says, “is that many listings are already filled, were just fishing expeditions, or are outright scams.”

## 2. Online Job Search Engines

A better bet is a search engine that delivers job listings directly to you. O’Donnell recommends linkup.com. “They focus on company websites so there are fewer duplicate, stale, or fishy listings. You can also set up alerts to contact you if one of their 22,000+ companies posts a new opening.”

TweetAJob.com, where recruiters tweet jobs, is another engine O’Donnell likes because, “job search success is often just a matter of timing and this is immediate. You can respond quite quickly and be one of the first people in their inbox.”

It may be that Google is now becoming the #1 (unofficial) job search engine. Job hunters can search (or set up automatic alerts) for job titles, companies, cities, states, and get lists of postings that match their terms.

## 3. Compare Company Cultures Online

Want to get the real scoop on what’s like to work at your own dream company? Check out Glassdoor.com, which rates companies similar to how Yelp rates consumer services. “They accept anonymous information on companies,” says O’Donnell, “They post salary ranges for jobs, feedback ratings on leadership, and information on the interview process.”

## 4. Write Your Resume in Digital Format

“Eighty percent of all companies are using ATS [applicant-tracking system that scans and digitizes], so keywords are key,” says O’Donnell. “As recent grads don’t have a lot of professional experience, they probably won’t get selected for an interview.”

There’s a way to get around that. Reverse-engineer several job descriptions, first highlight the repeating keywords (“Microsoft Office Suite,” not “Motivated, self-starter”), then plug them into your resume. Presto...an ATS software-friendly, search-engine-optimized resume!

## 5. Embrace LinkedIn

Think of LinkedIn as your resume...*on steroids*. Fill out your profile completely, but don’t stop there. Use LinkedIn to reach specific individuals—the people most likely to hire you or help you get hired. “Search the database just like recruiters do, by job titles, companies and professions. Search for people who are in jobs one, two, or three levels above your target job,” says Martin Yate, author of *Knock ‘em Dead, the Ultimate Job Search Guide*.

## 6. Tweet, Tweet

Twitter is a favorite method for recruiters to get a quick look at who you are and how you think. It’s fairly easy to micro-blog, too. Share your career-related news or retweet nuggets of interest to people in your field.

O’Donnell says Twitter is one of her favorite ways to contact hard-to-meet people. “Username, I’d really like to connect with you on Twitter,” she’ll ask. “And they’re likely to do it because it’s only a 140-character commitment. Later, you can tweet, ‘would you mind if I connect with you on LinkedIn?’ It’s low-risk for them so you’ll see a high rate of return.”

## 7. Email Etiquette

Most job seekers go through two to six exchanges with recruiters between the time they email “We got your resume” and when they sit in the interview chair, according to Tim Sanders, author of *Love is the Killer App: How to Win Business and Influence Friends*. Stalking a recruiter with too frequent emails should be avoided. Don’t text a recruiter either, he warns. Texting a stranger might come across as overly familiar or even creepy.

## 8. Broadcast on Facebook

Even though Facebook is usually thought of as a purely social platform, it can be useful during a job search. “I’d do a post to my network of friends, family and other contacts,” says Sanders, rather than contacting strangers.” For instance: *I am on the hunt to find a job at [company] because of X. Does anyone know anybody at [company]? That X has to be believable, such as, I think they make the best products in the industry.*

It’s good to repost a variation of that request every few days. (You’re reaching only about 10% of your friends’ feeds at any time, Sanders says.)

## 9. A Picture Is Worth a Thousand Words

Your digital footprint often precedes you, so it’s a good idea to periodically review your online identity. Enlist another set of eyes, too, for another perspective.

“I helped my niece with her profile,” says Peggy Klaus, author of *BRAG! The Art of Tooting Your Own Horn Without Blowing It*. “I opened up her Facebook page and see her in a picture with a hookah. She said, ‘Aunt Peg, it’s only tobacco!’ And I said, ‘I don’t care! To people of my generation, a hookah means pot.’” Klaus recommends a professional pose, conservative attire, possibly taken by a studio photographer.

## 10. Polish Your Online Image

“Don’t show or say anything online that you wouldn’t want your mother or boss to see,” she warns. “Clean up your email address and privacy settings. Even then be careful what you share. You don’t know who’s standing around looking over who’s shoulder, or what will be forwarded and sent around.”

Watch your grammar and spelling, don’t be silly or edgy, and stay away from political commentary (unless that’s appropriate for the job or industry), Klaus advises. Employers value good written communication skills.

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