TECHNOLOGY

&

Your Job Search

Powered By **WorkOne** SM

Job Searching is not what it used to be

Technology has changed …

how we look for jobs

how we apply for jobs

how we are being hired

JOB SEEKERS

Utilizing and understanding certain aspects of technology is vital in your job search

Agenda

- Digital Resumes
- Email
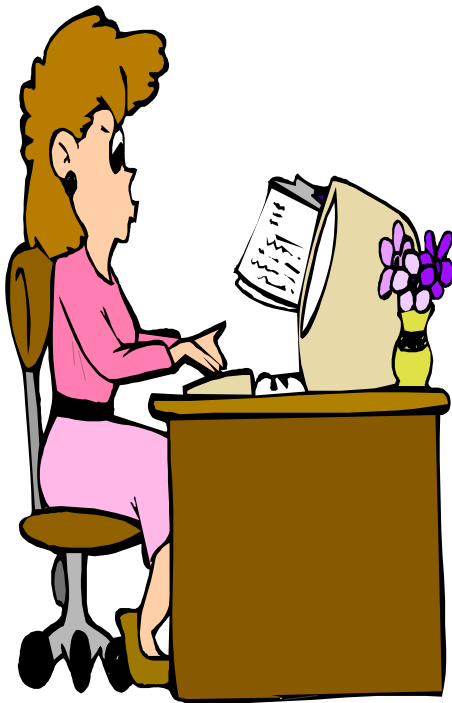- Internet Job / Resume databases
- Online Applications
- Social & Professional Networking media
- Internet Safety

How technology helps job seekers

Digital Resume

- Usually web based

- Allows for electronic delivery to employers
  - Via email
  - Via uploading
  - Via copy & paste

How technology can hurt job seekers

Digital Resume

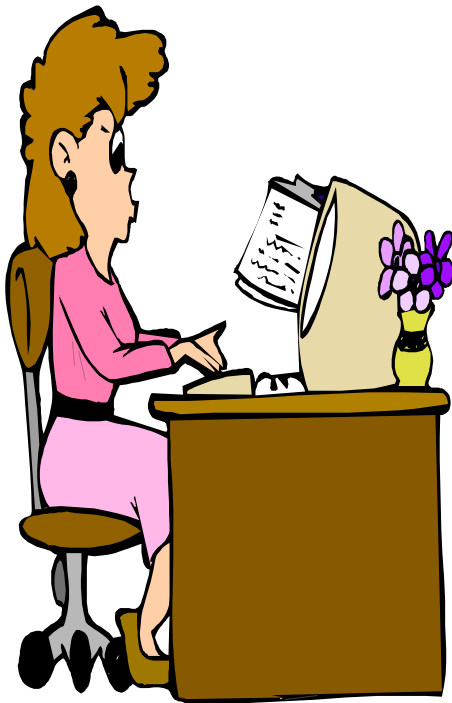- Resume may lose formatting when delivered electronically.

Did you know….

Employers & Recruiters may use Key Word Referencing programs.

- Scans through resumes looking for keywords

- Every Key Word in your resume and/or cover letter generates a "hit"

- The number of "hits" will determine your resume rank

Tips for job seekers

Digital Resume

- Include a Key Word summary

- When sending or submitting a resume electronically convert to
  - PDF file format *
  - Text file format

Something New!!!!!

In addition to your traditional Resume you may want to consider

Website Resume

- Host your own website
- Webs.com
- Sites.google.com

Video Resume

- Youtube.com

PowerPoint Resume

- SlideShare.com

How technology helps job seekers

Email

- Effective way to ensure your documents arrive in a timely fashion

- Preferred method of correspondence for most companies

How technology can hurt job seekers

Email

- Email address is perceived as inappropriate or unprofessional

- May receive large amounts of SPAM

Tips for job seekers

Email

- Create a separate email account for your job search

- Choose an appropriate address

- Do not use:

  - Texting abbreviations

  - Emoticons

  - Stationary backgrounds

How technology helps job seekers

Internet Job Boards & Resume Sites

- Access hundreds of job databases and job postings

- Narrow your search by filtering and keywords

- Resumes searchable by employers

How technology can hurt job seekers

Internet Job Boards & Resume Sites

- High Competition

- Vulnerable to scams

- Can be screened out before a person even looks at your application or resume.

- Spend too much time on the internet

Internet Job Boards & Resume Sites

- Take advantage of key words in your resume and profile

- Get your material in early

- Be on the lookout for Scams

- Visit a companies website before you apply for the job

- Use the "Auto Search" features on major job boards

Internet Job Boards & Resume Sites

- Take advantage of additional features

  - Career exploration tools

  - Career & job search advice

  - Discussions

Internet Job Boards & Resume Sites

- Indiana Career Connect

- Indeed

- Monster

- Career Builder

- Simply Hired

How technology helps job seekers

Online Applications

- Quick

- Target key words

- Cost effective

How technology can hurt job seekers

Online Applications

- Easier for employers to screen out candidates
  - Lacking key words
  - Spend too much time on application
  - Pre-screening assessments & tests

Tips for job seekers

Online Applications

- Have all documents ready before you start

- Make sure you block out enough time to complete application

- Identify key words in job description

- Research company, position, and hiring process before you apply

- Remember your user name & password (if applicable)

How technology helps job seekers

Social / Professional Networking

- Networking is still the #1 way to gain employment

- Market your skills

- Create a positive overall impression for recruiters

- Gives employers an opportunity to validate skills and qualifications

- Attracts pertinent networking contacts

How technology can hurt job seekers

Social / Professional Networking

- Employers may access inappropriate photos or information about you

- Reveal poor communication skills

- Profile may contradict intended image

Did you know…..

Based on a CareerBuilder Survey

45% Employers use Social Networking sites to screen job candidates

- 29% use Facebook,

- 26% use LinkedIn

- 21% use MySpace.

- 11% search blogs

- 7%   follow candidates on Twitter

Why Employers <u>Disregarded</u> Candidates After Screening Online

- **53%** posted provocative or inappropriate photographs or information

- **44%** posted content about them drinking or using drugs

- **35%** bad-mouthed their previous employer, co-workers or clients

- **29%** showed poor communication skills

- **26%** made discriminatory comments

- **24%** lied about qualifications

Why Employers <u>Hired</u> Candidates After Screening Online

- **50%** Profile provided a good feel for the candidate's personality and fit

- **39%** Profile supported candidate's professional qualifications

- **38 %**Candidate was creative

- **35%** showed solid communication skills

- **33 %** candidate was well-rounded

- **19%**Other people posted good references about the candidate

- **15 %** received awards and accolades

Social / Professional Networking

- Make sure all online profiles are consistent with the image you want to project to employers

- Adjust privacy settings if needed

- "Follow" or "like" companies you are interested in

- Join groups & discussion lists that are relevant to desired field
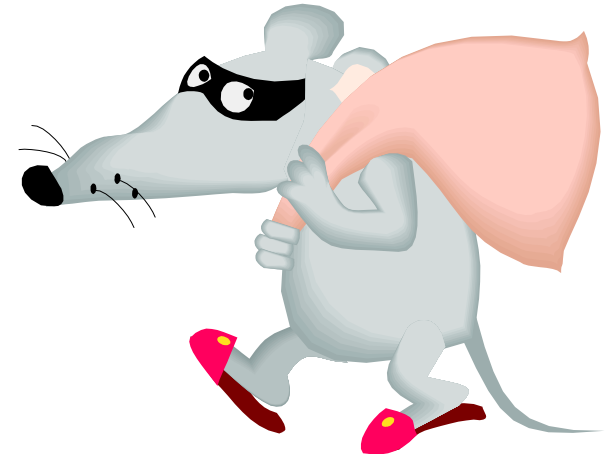
- Monitor who you are "friends" with

Social / Professional Networking

- LinkedIn

- Facebook

- Twitter

- Word Press

Internet Safety

Beware of "Fraudulent Jobs"

Identity Theft

Cons & bad investments

Sell your information

RED FLAG

- Asked to provide banking or Credit Card information

- Domain in email address does not match company domain

- Position requires initial investment

- Posting contains grammatical or spelling errors

RED FLAG

- Work from home jobs

- Posting does not include job description (focused on pay)

- Companies website does not contain information about the company

- To good to be true

- Offer you a job without an interview
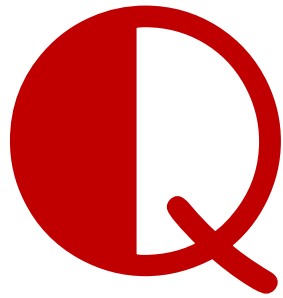
If You're Suspicious

- Google the company name with "Scam"

- Google the company's phone number, fax, or email address

- Do not provide any confidential information such as

  - Social Security Number

  - Credit Card Number

  - Bank Account Information