THE INTERNET JOB SEARCH WHERE TO SURF

Here is a three step process to help you use the Internet in your job search.

- The Internet provides you with many options and tools for a comprehensive job search.

- The Internet allows you to:
  - Identify job openings throughout the world
  - Locate & copy employer literature
  - Exchange messages with professionals in your field
  - Share information with specialty user groups
  - Find advice on resume writing, interviewing, etc.

Benefits of Using the Internet

- You can access timely job notices 24-7
- You can locate unusual or difficult-to-find career information
- You can communicate with professionals in specialized areas
- You can research companies, organizations, and agencies
- You can post your resume
- You can apply for positions

Drawbacks of Using the Internet

- The vast, sometimes unmanageable amounts of career and job search information
- Privacy issues related to posting your resume online
- Over-utilizing the Internet while under-utilizing other career resources (print, people, etc.)
- The disappearance or relocation of useful career sites without notice

Best Way to Use the Internet

- The Internet uses a broad variety of information networks and resources. No single list, network or resource will contain all of the information you want or need.

- The best way to search for information is to:
  - Know what to look for
  - Know where to look for it
  - Know how to evaluate what you find

I. Ask Yourself What You Want

- There are thousands of employment-related sites on the Internet, which means you could spend countless hours trying to find the handful that would most benefit you.

- To avoid wasting a lot of time, it's important to do your homework first and figure out what you are looking for in an on-line employment site.

FIVE CATEGORIES OF SITES

Job Banks / Resume Databases

Employer Websites (both private and public)

Specialty Sites

Career Information Services

Virtual Career Expositions / Job Fairs

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Job Banks / Resume Databases

- These contain numerous job listings that may be searched by criteria such as location, industry, occupation, salary level, position, etc.

- Start here if you already know what type of position you want.

- Pick a site that offers plentiful and frequently updated listings in your field.

- Make sure you describe as specifically as possible your ideal position. At minimum, list your desired salary range, job title, and geographical location.

FIVE CATEGORIES OF SITES

- These also allow you to post an electronic resume that employers with suitable openings can view.

- This is an excellent option if you want to circulate your resume to many employers.

- Pick a site that is frequented by many desirable companies.

- Carefully craft your search terms. If a site offers helpful hints – read them. Isolate key terms that highlight your qualifications and come up with a series of job titles that are applicable to your search.

Employer Websites (both private and public)

○ These provide current job opportunities, recruitment schedules, and an online application process.

FIVE CATEGORIES OF SITES

Specialty Sites

- These focus on certain geographic regions (local, state, or international), type of work (industry, trade or profit / non-profit), or populations (minority, persons with disabilities, or career changers).

- Job openings may be found in online newspapers for certain cities, such as Atlanta's www.ajcjobs.com, in profession-specific job lists, such as the site for accountants at www.cpacareernet.com, or in diversity career sites as www.hirediversity.com.

Five Categories of Sites

Career Information Services

- These sites offer resume writing and job-hunting advice, plus facts about various career fields and occupational trends.

- These sites are useful if you are still sorting out what you want to do for a living.

- Be sure that the site is operated by a reputable person or organization with a solid track record in career counseling.

FIVE CATEGORIES OF SITES

Virtual Career Expositions / Job Fairs

- These run the gamut from online university-sponsored career expositions to newspaper employment fairs to employer web site job fairs.

- Often limited to a specific time period, geographical location, industry and / or population, virtual career fairs offer you many opportunities to find out about current openings and get background material on employers, then send your resume to recruiters.

- Some web sites also maintain databases of in-person job fairs.
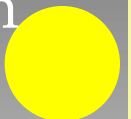
II. SEEK HELP FROM EXPERTS

- Now that you know what you want, your next step is to identify which web sites offer what's on your shopping list.

- Filtering through the thousands of sites may seem like a huge challenge, but you can speed your research greatly by seeking assistance from sources that have already done much of the work for you.

- Considerable help is available through the career center's web site, which has several links to job search databases.

Seek Help From Experts

- If you've already selected a career field, consult the relevant professional associations, which offer members access to job banks, resume databases and links to employment sites that specialize in their field.

- These professional associations may also offer advice on entering the field and links to firms that frequently recruit among association members.

- Mailing lists, often called listservs, allow list members to send and receive via email, messages and information which may help you identify key contacts in your field.

Seek Help From Experts

- Usenet newsgroups, sometimes called discussion forums, allow you to ask / answer questions of interest to the group, find job openings, learn about career fairs, and post your resume.

- Also consider referring to a guide that describes and evaluates employment web sites. Some of these are posted on-line, like The Riley Guide and Catapult. Others are available in print, like "CareerXroads, " which is updated regularly.

III. CHECK THEM OUT

- Exploring web pages is the only way to get a real sense of each site's services. However, not all web sites are quality resources; therefore it is important to check the site's source, authorship, currency, ease-of-use, relevance, and reliability.

- Because Internet information can be volatile, consider printing or saving data as you find it, rather than assuming that it will be there later.

- In addition to web site quality, you should determine if resources such as resume databases protect your personal privacy. For example, does the web site have a privacy / disclosure policy and will your data be secure (encrypted)?

SOME THINGS TO REMEMBER

- The Internet should supplement, not replace, other information sources and job search methods. Don't spend no more than 5-10% of your job search on the Internet.

- Don't put anything out on the Internet that you wouldn't want your mom or boss to see.

- Things are always changing. New resources are added, old one are relocated, and others are deleted on a daily basis. Take a look at the new stuff, but evaluate everything carefully.

- Nobody has a handle on everything out there, so allow yourself to miss stuff and get rid of stuff.

- All correspondence must be professional, just as if it were in person.

REFERENCES

- Weddle, P. (2001). *Where to Surf*. Managing Your Career.

- Epstein, S. (2007). *The Internet Job Search*. Retrieved November 21, 2008, from http://www.career.fsu.edu