Chatham Community Library

Computer Workshop Series

ONLINE JOB SEARCHING

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View our full class schedule on our website:
www.chathamlibraries.org

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GETTING STARTED

Prerequisites

It is assumed for this class that the user is comfortable with basic computer operations, including using a keyboard and mouse. Previous Internet experience is also required.

- This workshop is intended as an introduction to finding employment resources using the Internet.
- We will be using PC desktop computers running the Microsoft Windows operating system in addition to using Internet Explorer or Mozilla Firefox web browsers.
- Please let the instructor know if you have any questions or concerns prior to starting class.

Learning Objectives

After this class, you will be able 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	

INTRODUCTION

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 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 Internet

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 publishing").

3. Searching for a job using a **national job bank** (e.g., indeed.com, careerbuilder.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. Subscribe to **email 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, then find out more about the company (including current job postings) 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 online 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 do a 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 with both chronological and functional elements

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

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 to have at least one person with an eye for detail review it for you. If possible, two or more editors should verify that there are no typos or errors in grammar.

Sample Resume

WILL B. HIRED

123 Pleasant Street
Pittsboro, NC 27312
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

Durham Technical Community College, Durham, 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 Microsoft 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 Microsoft Office, 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 their 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 within 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 best example of this type of site is LinkedIn.com, which is meant for professional networking. You can also limit the contact information viewable on your resume if you have privacy concerns.

It is important to differentiate between legitimate job postings and advertisements designed to trick you into giving out personal information, paying money to get a job or small business, or other scams. Some common ways to identify these advertisements are if they ask you to provide any kind of payment information, confidential information like your social security number, or anything else you might be uncomfortable providing. Remember: If it sounds too good to be true ("Make Big $$$ Working 4 Hours from Home"), it probably is.

Maintaining a Professional Online Presence

Just as you would wear nice clothes for a job interview, 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 grammar 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 emails and instant messages appropriately.** Consider everything you send online that is related to a job as official business correspondence, just as if 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 contact and company.

- **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 on your applications and to update your resume at regular intervals.

- **Use an email address that sounds professional.** While it's fine to write to friends and family from hotmama@gmail.com, it won't make the best impression on your future employer. Since you can have as many email addresses as you like, you might consider creating one just for professional communication with an address like firstname.lastname@emailprovider.com (for example, will.b.hired@gmail.com). You can, of course, use that same email 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).

NCWorks.gov
NCWorks is North Carolina's online job seeker/workforce services system. It was specifically designed for job seekers, students, employers, training providers, workforce professionals, and others seeking benefits and services. The system provides fast access to a complete set of employment tools in one web site. NCWorks is designed to be comfortable for everyone, including the person who has little computer experience.

Indeed.com
Indeed.com includes millions of job listings from thousands of web sites, including company career pages, job boards, newspaper c1assifieds, 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.

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 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.

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 from the company websites.

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 how 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.

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.

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 may 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

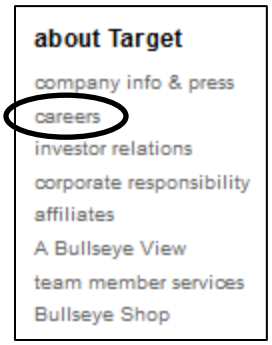
If you already know that there is a company you are interested in working for, sometimes it makes the most sense to go ahead and look for jobs through the company's website. Finding job listings can sometimes be a bit tricky, so let's practice finding job applications on a company website.

Finding the Application

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

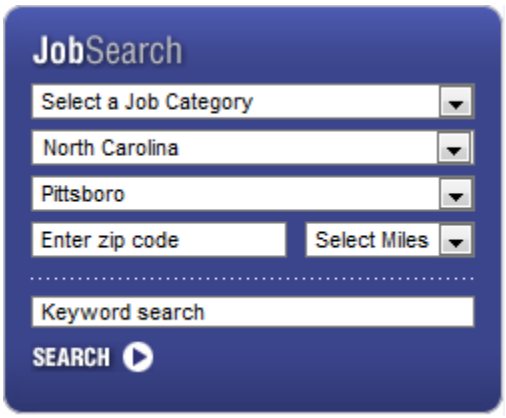
The link may say "Careers" instead:

You may need to look for a small link at the very bottom of the page:



It can sometimes be 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.

On the jobs page, you may see a search window like this: (example from Lowe's Home Improvement)



From here, you can search for specific jobs within the company, using keywords (e.g., “cashier” or “manager”), location, job category, and more. You’ll then get a list of results matching your search specifications:

Job Title	Job ID	State/City	Address	Date Posted	Division
Store Seasonal Employee	517567BR	NC-Pittsboro	121 Lowe'S Drive	May 10, 2013	Store
Project Specialist Exteriors	521399BR	NC-Durham	4402 Fayetteville Rd	May 10, 2013	Store
Sales Specialist Millwork	521394BR	NC-Durham	4402 Fayetteville Rd	May 10, 2013	Store
Credit/ SOS Coordinator	520462BR	NC-Apex	1101 Beaver Creek Commons Dr	May 09, 2013	Store

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

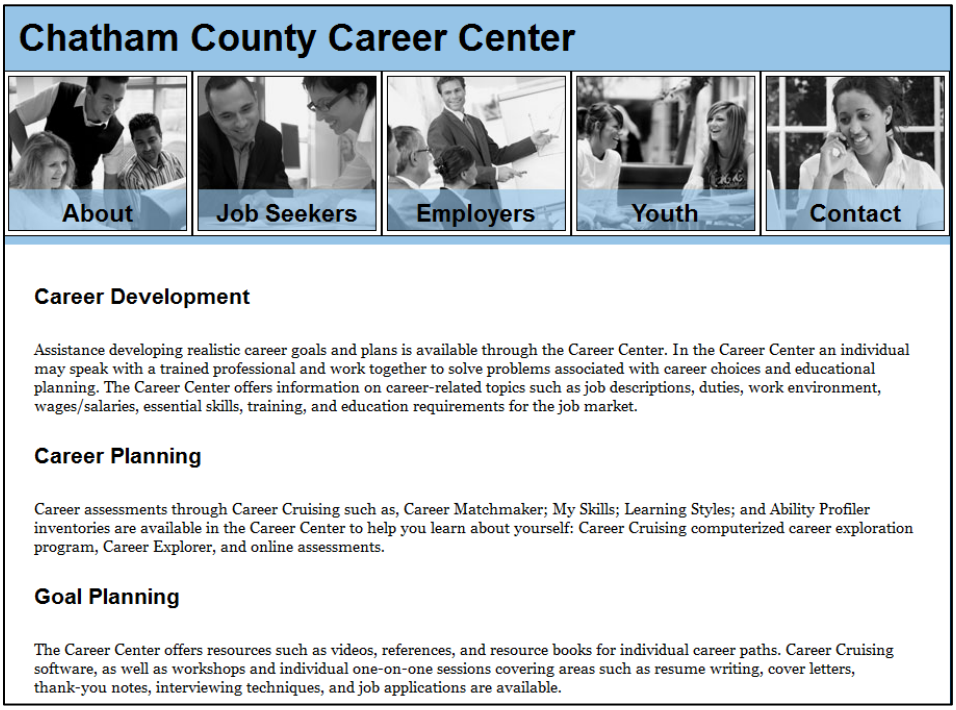
When you are applying to many jobs at once, it can be easy to make a mistake on your application. Most are relatively minor, but it does pay to double-check your application before you send it. Unlike a paper application, it’s gone once you click “send”!

- 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 forget to change the company name from the last application. Using the wrong company name can be a 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 (for example, Smith_Lowes_Cashier_resume.doc)
- Check your spelling and grammar!

FINDING MORE HELP

If you walk out of this class today and want to know more about how to find jobs online, there are many great resources for you to explore.

Chatham County Career Center
The Career Center is a great resource that offers help with career exploration, resume creation and review, practicing for job interviews, online job searching, and local job listings. The center is located on the CCCC campus in Pittsboro on the second floor of the main building (Administration). If you're actively seeking a new job, this is a fabulous (and FREE) resource to take advantage of for all Chatham County residents. Local Career Center partners include WIA Youth and Adult Services, NC Vocational Rehabilitation, Basic Skills Plus, Trio Outreach, and Chatham Co. Literacy Council. Find out more at http://www.cccc.edu/careercenter/chatham/, or call 919-545-8054. The Career Center is open Monday through Thursday from 9:00 am to 5:00 pm.



Here are a few resources for finding information about online job searching:

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:

Chatham County Jobs: http://www.chathamnc.org/Index.aspx?page=44
Town of Pittsboro Jobs: http://pittsboronc.gov
Orange County Jobs: http://agency.governmentjobs.com/orangecountync/default.cfm
Triangle Help Wanted: http://regionalhelpwanted.com/triangle-nc-jobs/
Triangle Jobs: http://www.trianglejobs.com/

Favorite Job Hunting Websites

Use this worksheet to keep track of the websites you visit, including user names, passwords, the URL and any notes you may need.

Website/Company Name	URL	Login	Password	Notes

Job Application Log

Use this sheet to record information about jobs you've applied to.

Date Applied	Company	Position Title	Contact Info	Status	Notes
			Name: Title: Email: Phone:	☐ Applied ☐ Phone Intvw (Date:_____) ☐ Live Intvw (Date:_____) ☐ Job Offer ☐ Closed	
			Name: Title: Email: Phone:	☐ Applied ☐ Phone Intvw (Date:_____) ☐ Live Intvw (Date:_____) ☐ Job Offer ☐ Closed	
			Name: Title: Email: Phone:	☐ Applied ☐ Phone Intvw (Date:_____) ☐ Live Intvw (Date:_____) ☐ Job Offer ☐ Closed	
			Name: Title: Email: Phone:	☐ Applied ☐ Phone Intvw (Date:_____) ☐ Live Intvw (Date:_____) ☐ Job Offer ☐ Closed	
			Name: Title: Email: Phone:	☐ Applied ☐ Phone Intvw (Date:_____) ☐ Live Intvw (Date:_____) ☐ Job Offer ☐ Closed	