

Do's and Don'ts - Internet Job Search

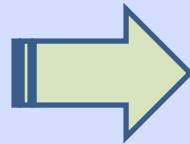
- *Spend your time wisely*
- *Looking for work is a job*
- *Work as if you are being paid*

Presentation available online at:
<http://smashpen2020.angelfire.com>

April 2012 - J. Shuster

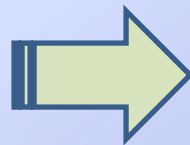
Effort & Results

Online Work



To create results in
the real world

Practice a Section
at a time - 2 days
per section



Track results



Internet Job Search

- Read a section
- Review the links
- Do the steps & log your time
- Log results – What works in the real world?
- What was a hit and a miss?
 - Did you go off schedule? – Fix it
 - Not enough results? – Change your efforts
 - Missing skills? – See Training Section



1a Schedule and get ready for your Online Job Search

- Good Practice Rules
 - Alone without distractions
 - Time is valuable
 - Set alarms – move along
 - No IM's, Non-business phone calls, Texting, Videos
 - Take breaks
 - Personal email? Do another time – end of day
 - Separate your personal email to another service
 - NO Personal email during job search



1b Schedule items 18 hour / week

example

- Schedule for different types of Job searches
 - Direct to companies (2 hours / week)
 - Job Search Sites (4 hours / week)
 - Agencies (2 hours / week)
 - Call or email friends, colleagues for new referrals or request they write a referral in your linked-in (2 hours / week)
- Got an interview? Allow prep time
- Check for other local jobs you could do
 - Your other skills – local jobs (1 hour / week)

1c Schedule items

- Schedule time for update and job follow-ups
 - Resume, Cover letter, email (2 hours / week)
- Networking
 - Send updates, Renew old contacts, Find new contacts with common interests (2 hours / week)
- Find new events to attend
 - Seminars, Meetings, Group (2 hours / week)
- Business email – Auto check regularly

1d Aim for Results in the Real World

- Job interviews
- Attend Events, Seminars, Networking
- Meet Face to Face
- Print out and read your research / email
- Read business books, job search related



1e Schedule Help - Links

- Time Scheduling
Contact /
Calendar

Online apps

Google

AOL

Yahoo

MS Live

Software

Addressinator

Act

Act (older version)

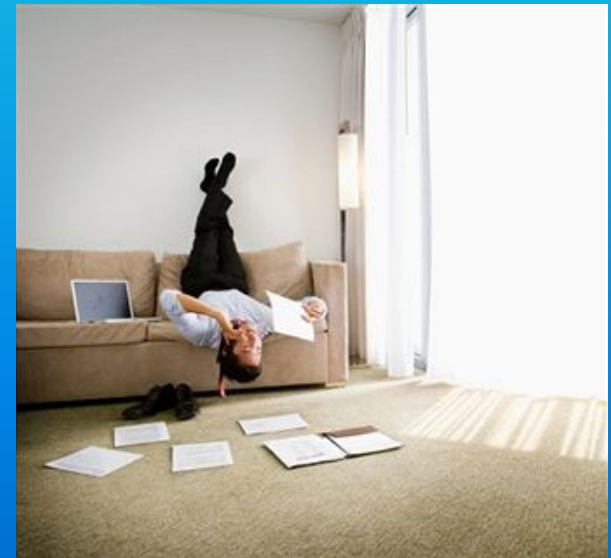
- Events

Always meet in public places. Never go to a private address.

Meetup

Yahoo Groups

Google Groups



2a Start your Job Search

- What job are you looking for?
- Job sites help info
- Occupational Handbook
- Labor Market

Quint Careers

Career Builder

Handbook

EDD LA Market



Devil's Advocate

2b Do Online Job Searches

- Direct to companies
 - Bookmark job listings pages – Check back
- Job Sites
 - Setup Search Agents – update monthly
- Agencies
 - Exclusive listings are rare
 - Duplicate listings from direct companies
 - Listings temp to perm not offered directly
- Referrals – Update your Contact List



2c Online Job Searches

- Target job searches for your industry
- Government Job Searches
- EDD Job Search
- Find new promising sites?
 - Add names to your Contact List

Tech Jobs

Cal State Uni

Showbiz

SocalTech

JPL / Nasa

USA Jobs

Cal Jobs

Craigslist

PinkSlip

Faqcorner

Flipdog

Tweetmyjobs

Linkup

2d Review your Job Types for the Real World

- Which Job Types do you have enough experience to get interviews?
 - Be sure to apply for these
- Which Job Types do you need more skills?
 - Limit the time you spend looking for these types of jobs.



2e Job Types - Links

- **Job Search Sites**

[StartupHire](#)

[Job Fox](#)

[Idealist](#)

[Indeed](#)

[Jobster](#)

[Monster](#)

[Career Builder Pasadena](#)

[Jobing](#)

[Resumes](#)

[Infolist Entertainment](#)

[College Recruiter](#)

[SoCal Tech](#)

- **Help info**

[Career Builder](#)

[Monster](#)

[State Stats](#)

[Rand Study](#)

[Job Trends](#)

[Projections](#)

[Career One Stop](#)

[O*Net Online](#)

[Vocational Vet Affairs](#)

[State of CA Workforce](#)

3a Skill Training

- Target most useful skills from your background
- Phone potential employers – What skills are useful now?
- Answer - What skills are you missing?
- Where can you get qualifications / certificates?



3b Results – Training - Budget

- Add up cost of classes, seminars, travel, books
- Taking classes from 9-5, M-F means no unemployment, unless approved.
- Missed wages \$???? / week. Add that in.
- Estimate the end value of training / certificate to get job?
- Total all costs - Is training right for you and okay with your budget?



3c Skill Training - Links

Trade Vocational

Adult Education

LA Community Colleges

Wiki Search Universities

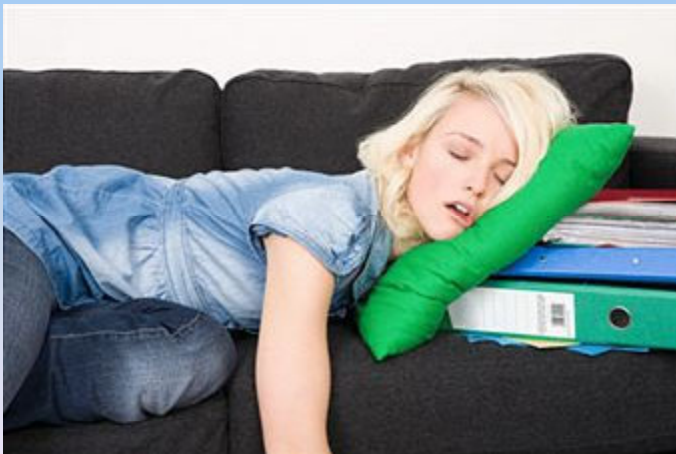
Educators

State Community Colleges

Cal State Dept. of Education

State Universities

U.S. Dept. of Education



4a Your Online ID

- Make a good impression online
 - Your reputation counts
 - Write professional comments, answers and original content, in blogs and Linked-in...
This Has Value!



4a Your Online ID

Recruiters and HR professionals typically conduct deeper searches than most consumers are aware of, and think they are justified in doing so.

- 70% say they have rejected candidates based on information they found online.
- 85% say that positive online reputation influences their hiring decisions at least to some extent.
- Nearly half say that a strong online reputation influences their decisions to a great extent.“

4b HR departments do check online

US HR Managers respond to survey	
Concerns about the candidate's lifestyle	58%
Inappropriate comments and text written by the candidate	56%
Unsuitable photos , videos, and information	55%
Inappropriate comments or text written by friends and relatives	43%
Comments criticizing previous employers, co-workers, or clients	40%
Inappropriate comments or text written by colleagues or work acquaintances	40%
Membership in certain groups and networks	35%
Poor communication skills displayed online	27%
Concern about the candidate's financial background	16%

4c Protect your online identity

- Set Alerts to notify you if your name is mentioned
- Employ an online reputation management company
- Check your credit reports
- Choose not to post specific content anywhere online
- Contact Web site admin to remove unflattering or untrue content
- Make only positive and helpful comments online



4d Your Online Identity - Results

- Make a checklist and schedule to do it again every 3 months
- Search for yourself online
 - “your name” “your email@address”
- Check all your social networking
 - Don’t post angry messages
 - Stay professional
 - Limit access to friends only



4e – Protect your ID - Links

[Google Security](#)

[Linked-In Security](#)

[Facebook Security](#)

[Google Alert for you Name](#)

[Search Watch Service](#)

[Reputation Manage](#)

[Employers & Linked-In](#)

[Employers & Facebook](#)

[Stay Safe Online.org](#)

[Cert Safety Checklist](#)

Break time



5a Web Membership Options

- Social Networking & Job Search

- Facebook

- Networking, friends, fans, some job Groups

Facebook Jobs CA

EDD California FB



- Twitter

- Follow people, employers
 - Use plug-in apps to find jobs

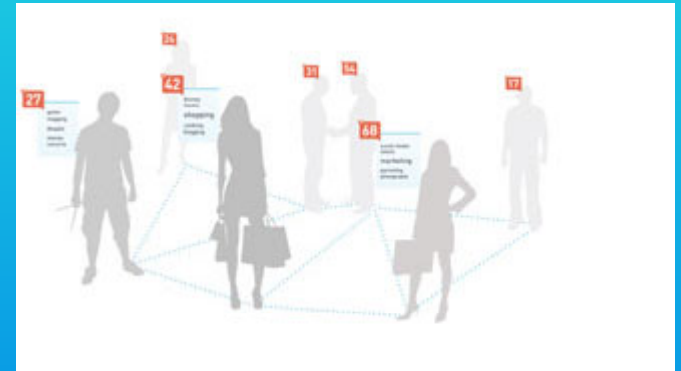
Tweet My Jobs

Tweet Deck

5b Your Web presence

- What is your Klout?
 - Klout searches Twitter, Facebook, Google, Blogger and other sites to give you a score of much influence you have online.
 - A high score can get you invitations to events, restaurants, travel discounts and jobs!

Klout.com



[Wired article about Klout](#)

[How to increase your Klout](#)

5c Your Web presence

- Business Networking

- Linked-in

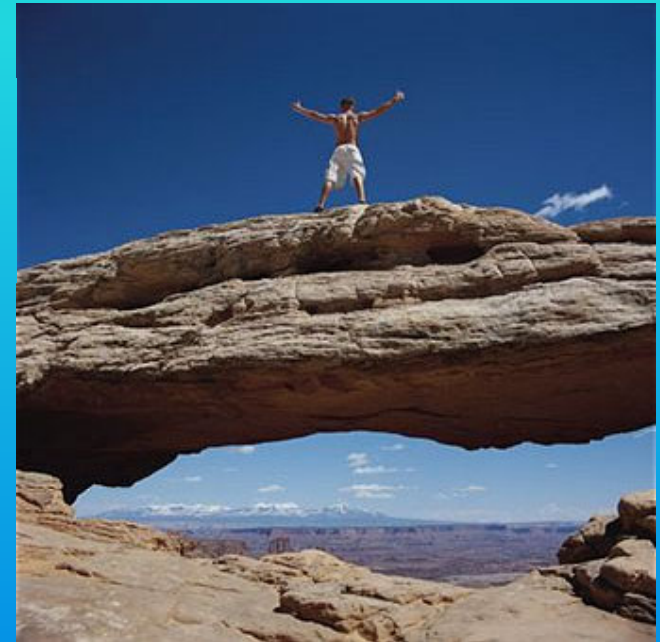
Linked-In Job Find

- Extensive Business Networking
 - Highly recommended to join and fill in a professional profile
 - Get referrals
 - Join Groups

- Xing (Europe focus)

Xing Job Find

- Some members in Los Angeles



5d Your Web presence

- Blogs – Quick start Web sites
 - Add original content
 - Promote yourself with photos, work examples

Blogger

Tumblr

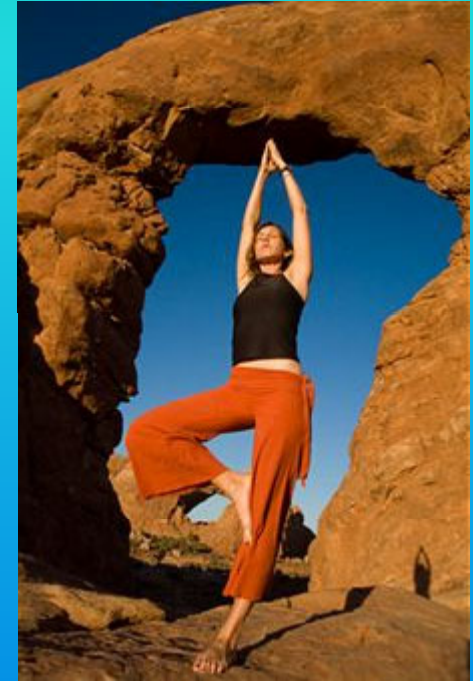
Word Press

- Your Own Web Site

- Domain Name
- Customized \$500 +
- Less expensive sites do not really make a difference

Nearly Free Speech

Host Jury



5e – Web Presence Results

- Expand your Network online
- Reach more people able to refer you to jobs
- Cultivate job connections
- Use your new connections to go out and meet people, face to face



5f – Web Presence - Links

[Perfect Facebook Fan Page](#)

[Linked-In SuperGuide](#)

[Domain Names](#)

[Advanced Web Design](#)

[Domain Names - Wiki](#)

[CSS Zen Garden](#)

[Domains 4sale SnapNames](#)

[Index Dot CSS](#)

[Webhosting Registrars](#)

[Web Page Design](#)

[Compare Web Hosts](#)

[Drupal](#)

[Apache Software](#)

[JPlayer CSS Audio](#)

6a Research job applications

- Edit resume to match job application
- Customize a cover letter
- Find out how the employer makes their money



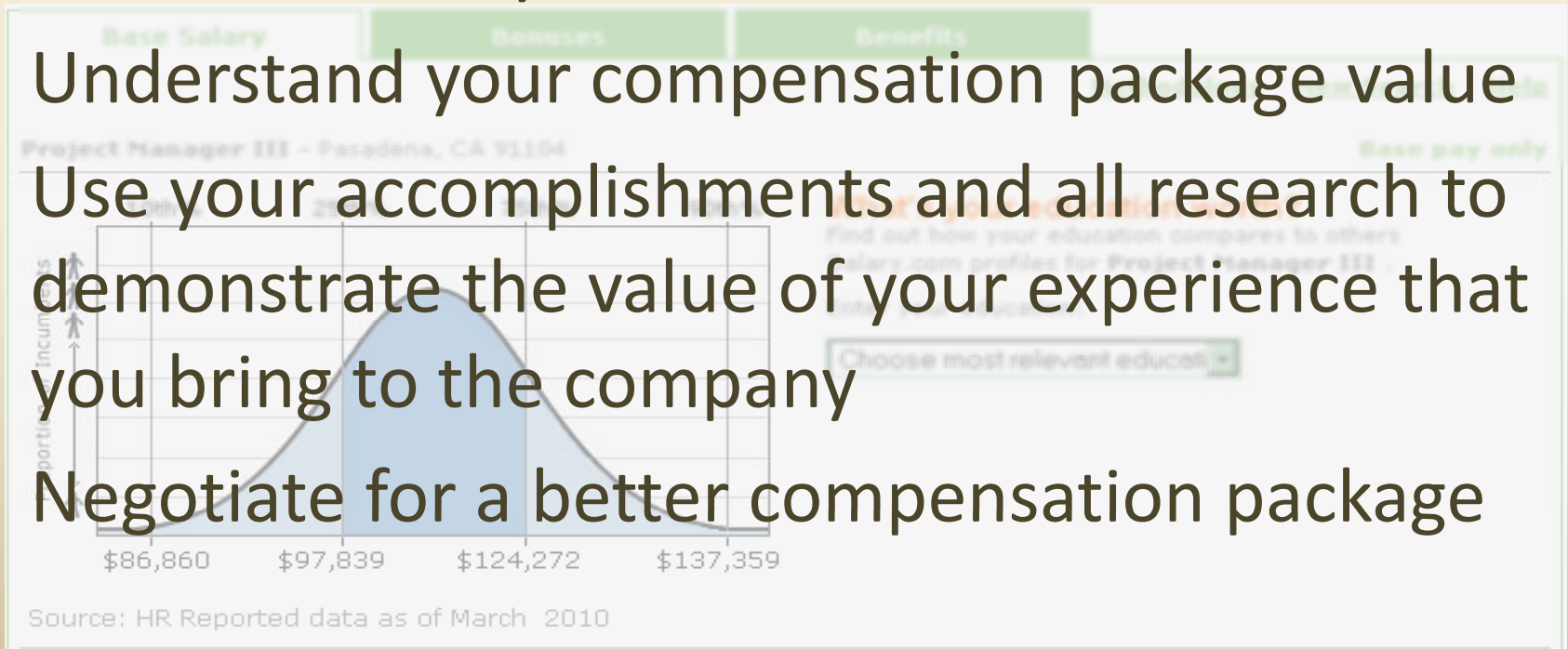
6b Research for Interviews

- Why do this?
 - Stand out from the crowd
 - Understand the employers needs
 - Interview better
- What info is online?
 - Public companies – News, Annual Reports, board meetings
 - Private companies - News
 - Officers bios and published papers
 - Industry trends



6c Research Negotiate Offers

- Find your value to the company
- Know the standard salary range
- Review Industry issues
- Understand your compensation package value
- Use your accomplishments and all research to demonstrate the value of your experience that you bring to the company
- Negotiate for a better compensation package



6d Research - Results

- Print out Industry / Job position folders with your summaries and notes
- Review just before any phone call, meeting, interview or negotiation
- Update your Contact List



6c Research - Links

A service of MarketWatch

Home Quotes News Industries Markets Historical Quotes BigReports Advanced Tools

IndexWatch

major market indexes

Refresh Launch

DJIA
10,566.20
4:05 PM

Salary.com

Indeed

NASDAQ
2,326.35
5:16 PM

Whois

.org owners

Property Owners

Map Quest

Zip Codes

Google Earth

Dow Jones Industrial Average Members

Stock	Company	Sector	Price	% from 50-DMA	% from 52-Week High	YTD % Change
BA	Boeing Co	Industrials	67.93	13.04	-0.16	25.49
BAC	Bank of America Corp	Financials	16.70	6.44	-12.57	10.89
HD	Home Depot Inc	Cons. Discret.	31.30	9.11	-0.34	9.92
TRV	Travelers			7.11	-0.97	8.18
GE	General Electric			2.06	-6.68	8.06
KFT	Kraft Foods			3.08	-2.52	7.95
CSCO	Cisco Systems Inc	Technology	25.24	5.14	-0.12	5.30
PG	Procter & Gamble Co	Consumer Goods	52.50	3.07	-0.72	5.05
CAT	Caterpillar Inc	Industrials		3.76	-8.06	3.93
DD	El du Pont de Nemours & Co	Chemicals		4.46	-1.82	3.86
DIS	Walt Disney Co	Entertainment		7.18	0.00	3.01

Bigcharts

SEC

Brint

Hoovers

Yahoo Finance

Google Finance

Business Week

Google Unemployment Index +100.12% INDEX NYSE:NYA -10.26%

2008

2009

2004

2005

2006

2007

2008

2009

2010

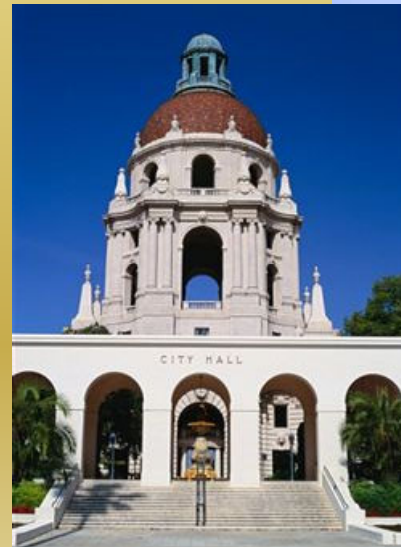
7a Job help by Location

- Find events in your area
- Pasadena Businesses
- Job clubs
- Other Business clubs
- Public speaking events



7b Job help City to State

- Adjacent Cities
 - Chambers of Commerce
- Local Businesses
 - What companies can use your skills
- 20 mile range
 - What Business Centers have companies you like?



7c Job help - National to World

- Federal resources
 - Short term out of area jobs
- Out of State options
- Foreign assignments



7d Job help Location – Results

- Track efforts and results
- Which contact give you best return for your time
- Adjust your schedule to target best return
- Prepare 30 second Me talk
- Go out and talk with local businesses



7e Job help Location - Links

Pasadena Job Club

State Comparison

Foreign Comparison

CA Dirty Jobs

Unemployment

Plus Jobs Canada

Chambers of Commerce

Cal Jobs

Bing Foreign

Pasadena Jobs

City of Pasadena

1 Job United Kingdom

Simply Hired

EDD Experience Unlimited

Career Jet UK

Local Agencies

JobSearch Australia

Seek New Zealand

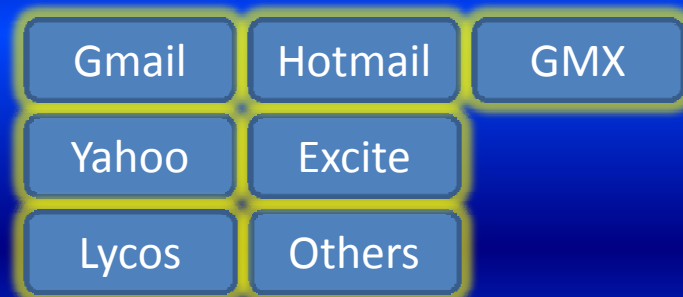


8a Security / Email control

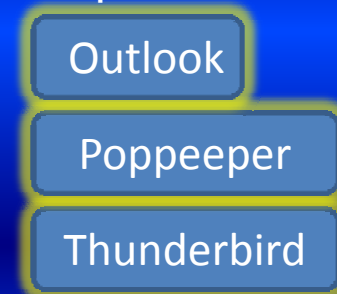
- Get a business / job search email account
- Email - Use bcc instead of cc and ask others to do so
- Email types – Webmail versus Pop Email



Webmail



Pop Email



8b Security / Downloads

- Secure steps
 - Install a Virus checker
 - Get OS Updates / Software Patches – Windows Update
 - Get updates for all your main business software
 - Keep Scam / Spam info center links bookmarked



8c Security / Web Browsing

- Attacks and Spam Tips
 - Browser protection set at least to Medium
 - Turn email images off
 - Use email spam filters
 - Sometimes emails may be infected even from trusted friends
 - Read one of the Spam site guides



8d Security – Best Practices

- Secure your computer
 - Use Firewall
 - Complex passwords
 - User account not admin
 - Don't click on attachments
 - Turn on file extensions
 - Use MS Word Viewer
 - Use AdAware, Spybot
 - Update host file with blacklist and make it write only



Over 44,000 blocked domains in this host file. Using it will cause Windows to open slower.

Create Host File to stop sites

How to update the Host File

8e Security - Links

[Turn on File Extensions](#)

[MS Word Viewer](#)

[AdAware](#)

[SpyBot](#)

[Norton Viruses & Risks](#)

[Eset ThreatSense](#)

[JW's Spam Site](#)

[Microsoft Online Safety](#)

[FBI Internet Crime Schemes](#)

[Microsoft Security Essentials](#)

[Fraud Watchers UK](#)

[Anti-Virus Cnet reviews](#)

[Pricewatch Best Prices](#)

[Anti-Virus PCMag reviews](#)

[InfoPackets](#)

[Anti-Virus Consumer Search reviews](#)

[Host File to block sites](#)

Section Review

- 1 Schedule Online Time
- 2 Start Your Job Search
- 3 Skills Training
- 4 Online ID
- 5 Web Membership Options
- 6 Research
- 7 Job Help by location
- 8 Security



Don't do Online

- Don't get sidetracked – Job search needs your focus
- Don't do personal related email or networking until after dinner - Monday through Friday
- Don't do Peer to Peer music downloading
- Don't click on links unless you are sure they are safe
- Don't leave IM or video chat on during work hours
- Don't let outside personal calls interrupt you for long. Excuse yourself and get back to work.

Questions

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 - 2 Start Job Search
 - 3 Skill Training
 - 4 Your Online ID
 - 5 Web Membership Options
 - 6 Research Job Applications
 - 7 Job Help by Location
 - 8 Security
- Don't Do online



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& Smashpen.com