

5 Quick Tips for Going Beyond Online Job applications

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- 1) Never rely on just submitting to online jobs postings: every one gets *thousands* of replies. Instead, use the online listings to find out *who* is hiring, and reach them in other ways (see below).
- 2) Use online social networking tools as key weapons in your job search arsenal. LinkedIn lets you use your contacts and *their* contacts to connect directly with people you don't know at companies that are hiring. Both LinkedIn and Facebook let you find old friends, classmates, colleagues, etc. at companies and in fields you would like to work, and you can use the sites to contact them directly even if you don't know their current e-mail addresses. Use Twitter to find, follow and reply to key people at your target companies. These services also help you stay in touch with others on a personal level, which can be good when unemployment cuts you off from your former colleagues.
- 3) Make your resume computer and Internet friendly. Have a clean text version with **no formatting** for easy cutting and pasting into online forms. Put career-relevant keywords (separated by spaces) at the top of your resume so HR staff using search tools to filter resumes will find yours in the "pile." *Above all, **PROOFREAD YOUR RESUME AND COVER LETTER!*** Hiring professionals are looking for every excuse to reject your resume, and a simple typo can be the difference between being interviewed and being ignored.
- 4) Create Google Alerts (<http://www.google.com/alerts>) for the companies and industries you're interested in, so you get e-mailed notices when articles pop up. Reach out by e-mail or postal mail to the people quoted in the article, congratulate them on the mention, and follow up with a telephone call. It makes you look informed and separates you from the pack of mere job applicants.
- 5) Don't ignore the services available from the government and even your local community. Health insurance (<http://www.nyhpa.org/StatePrograms/FamilyHealthPlus.asp> is NY's version), job placement assistance, and other resources are there, and many people don't even try to use them. New York State has a CareerZone site (<http://nycareerzone.org/>) that is a good starting place as well.