

THE INTERNET JOB SEARCH

Chapter 12

Presentation Overview

- **Examine resources that can be used in career planning and job hunting**
- **Review how the Internet can be used to research organizations and identify jobs**
- **Discuss social media in the job campaign**
- **Pros and cons of using the Internet in the job campaign**
- **CIP perspective**

Internet Resources

- **Use online indexing systems (“search engines”) such as Bing, Google, or Yahoo.**
- **Identify special topic webpages that may link to useful sites.**
- **Check your career center’s website for links related to career planning and job hunting (e.g., www.career.fsu.edu/library/links.cfm).**
- **Look in publications or directories of specialty Internet sites.**
- **Ask professionals in your career area for the electronic addresses of helpful sites.**

Sample Websites

Occupational Information

- *Occupational Outlook Handbook (OOH)*
www.bls.gov/oco/
- O*NET <http://online.onetcenter.org/>
- State Occupational Projections
www.projectionscentral.com/

Sample Websites

Employer Research

- **SEC Edgar Company Filings Search: www.sec.gov/**
- **GuideStar National Database of Non-Profit Organizations: www.guidestar.org**
- **Researching Companies Online: www.learnwebskills.com/company/**

Sample Websites Continued...

Job Boards

- Career One Stop: www.careeronestop.org
- Career Builder: www.careerbuilder.com
- Indeed: www.indeed.com
- Monster: www.monster.com
- Jobster: www.jobster.com
- Employment Spot: www.employmentspot.com

Government Employment/Jobs

- State Government Jobs:
www.50statejobs.com/gov.html
- Federal government jobs: www.usajobs.gov

Sample Websites Continued...

Job Search Process

- America's Career InfoNet: www.jobbankinfo.org/
- CareerJournal.com: www.careerjournal.com/
- JobWeb: www.jobweb.com
- The Riley Guide: www.rileyguide.com


Salary and Relocation

- Bureau of Labor Statistics Wage Estimates: <http://stats.bls.gov/oes/2000/oessrcma.htm>
- Homefair.com: www.homefair.com/
- Salary.com: www.salary.com

Employer and Job Information

- Develop skills in keyword and advanced searching techniques
- Directory websites maintain databases of public and private enterprises
 - Chamber of commerce directory for many towns in the U.S. at www.chamberofcommerce.com
 - Search for companies online at www.learnwebskills.com/company/index.html
- Employer websites
- Don't forget review websites such as Glassdoor.com

RSS Feeds

- **Create RSS feeds with various applications e.g., Google, Bloglines, Live Bookmarks, etc...**
- **Choose websites relevant to your job search and look for this symbol **
- **Access recent job postings on the toolbar in your browser**
- **Can be a helpful resource for keeping up on the latest job postings and organizing your job search**



Online Social Networking

Access the hidden job market by utilizing:

- Blogs – build your personal brand
- Facebook – www.facebook.com/socialjobs
- Twitter – www.twitjobsearch.com
- LinkedIn – www.linkedin.com

Issues with Social Networking:

- Lines blurring between friends and colleagues
- “Digital dirt”
- Employers asking a candidate to “friend” them

Pros & Cons of Using the Internet

- Access timely (and often free) employment resources and data both day and night.
- Locate unusual or difficult-to-find career information.
- Communicate with many people or resource groups in specialized areas.
- Research potential employers & organizations.
- Identify position openings by occupation & state.
- Post your resume and apply online on various networks.



A CIP Perspective

Self-Knowledge

- Extremely important in developing various forms of written communication in the job-search process

Options Knowledge

- Knowing “what’s out there,” and that involves learning about the various environments where you might find employment and being able to effectively manage all the information available through the Internet

Decision Making

- Targeting employers and implementing a plan to reach them using various communication methods requires you to give attention to each aspect of the CASVE Cycle

Executive Processing

- Be aware of the tendency to become overwhelmed or frustrated when using the Internet in your job search