Chapter 12

Using the Internet in a Job Campaign
Presentation Overview

• Examine Internet resources to use in career planning & job hunting
• Research how Internet can be used to locate employers and jobs
• Social media in the job campaign
• Pros and cons of using the Internet in a job search
Internet Resources

- Use online indexing systems ("search engines")—what are examples of these?
- Identify special topic Web pages linked to useful sites
- Check career center Web site for useful links, e.g., www.career.fsu.edu/resources/career-center-library
- Publications/directories of specialty Internet sites
- Check with professionals in career areas of interest for useful sites
Web Sites

**Occupational information**

- *Occupational Outlook Handbook* (OOH)  
  [https://www.bls.gov/ooh/](https://www.bls.gov/ooh/)
- O*NET  
  [https://www.onetonline.org/](https://www.onetonline.org/)
- State Occupational Projections  
  [www.projectionscentral.com/](http://www.projectionscentral.com/)

**Employer research**

- SEC Edgar Company Filings Search:  
  [www.sec.gov/](https://www.sec.gov/)
- GuideStar National Database of Non-Profit Organizations:  
  [www.guidestar.org](http://www.guidestar.org)
- Researching Employers:  
  [www.glassdoor.com](http://www.glassdoor.com)
Sample Job Boards

• Career One Stop: www.careeronestop.org
• Career Builder: www.careerbuilder.com
• LinkedIn: https://www.linkedin.com/jobs/
• Indeed: www.indeed.com
• Monster: www.monster.com
Web Sites (continued)

Government Employment/Jobs

• State Government Jobs: www.50statejobs.com/gov.html

• Federal government jobs: www.usajobs.gov
Web Sites (continued)

Job Search Process

• CollegeGrad: https://collegegrad.com/
• Job Hunters Bible: http://www.jobhuntersbible.com/
• Live Career: www.livecareer.com
• Job-Hunt.org: https://www.job-hunt.org/

Salary and Relocation

• BLS Employment Stats: https://www.bls.gov/oes/
• Homefair Salary Calculator: www.homefair.com
• Salary.com: www.salary.com
Employer and Job Information

- Develop skills in keyword and advanced searching techniques
- Directory Web sites maintain databases of public and private enterprises
  - Chamber of Commerce directory for U.S. cities [www.uschamber.com](http://www.uschamber.com)
  - Search for organizations at [http://www.atozdatabases.com/search](http://www.atozdatabases.com/search) (Free to FSU students)
- Check campus library databases
- Employer websites, e.g., [https://espncareers.com/](https://espncareers.com/)
Social Media in the Job Campaign

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

What are some pros and cons of using social media in your job search?
Social Media in the Job Campaign

Issues with Social Networking Tools:

• Lines blurring between friends and colleagues
• “Digital dirt”
• Employers asking candidates to “friend” them—what do you think about this?

How might your social media history be a liability in the job campaign?
Internet Networking Resources

Building your network online:

• Use good “netiquette”
• Social networking sites
• Professional association listservs
• Association web sites
• Chat forums
Pros & Cons of Using the Internet

- Access timely (and often free) employment resources 24/7
- 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
- Promote your personal brand through traditional and less traditional means
Pros & Cons of Using the Internet

1. Vast amounts of information—issues around quality, currency, etc.
2. Privacy issues—what are some of these?
3. Overuse of Internet & underuse of “traditional resources”
4. Disappearance or relocation of sites
5. Fees for accessing some resources
Self-Knowledge
• Use resume and cover letter to communicate your values, interests, & skills

Option Knowledge
• Know what is available & how your qualifications match those positions

Decision Making
• Targeting employers, following through with each CASVE cycle phase

Executive Processing
• Think positively about what you have to offer