

Chapter 12

Using the Internet in a Job Campaign



A vertical photograph of a forest path covered in brown leaves, with tall trees and sunlight filtering through the canopy on the left side of the slide.

Presentation Overview

- Examine Internet resources to use in career planning & job hunting
- Research how Internet can be used to research organizations and identify jobs
- Social media in the job campaign
- Pros and cons of using the Internet in a job campaign

Internet Resources

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



 AMERICAN PSYCHOLOGICAL ASSOCIATION

Psyc | Careers
APA'S CAREER CENTER



22 new jobs from the APA Career Center | Search Jobs | Post Jobs

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Websites

Occupational information

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

Employer research

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

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Web Sites (continued)

Job Boards

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

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Employer & 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
 - Search for organizations online at
<http://www.atozdatabases.com/search> (Free to FSU students)
- Check your campus library
- Employer websites, e.g., <https://espncareers.com/>

Social Media in the Job Campaign

Access hidden job market by utilizing:

- [LinkedIn](#)
- Facebook – www.facebook.com/socialjobs
- [Instagram](#)
- [Twitter](#)
- [Pinterest](#)
- Blogs – build your personal brand



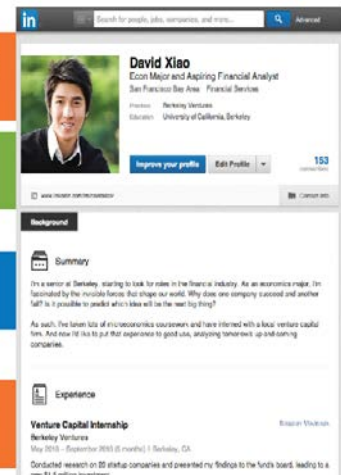
LinkedIn Profile Checklist

☐ **PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

☐ **HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

☐ **SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

☐ **EXPERIENCE:** List the jobs you held, even if they were part time, along with what you accomplished at each. Even include photos and videos from your work.



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?

Inspect Your Online Identity

Have you researched and cleaned up your online identity? Check your social networking profiles to determine if the information is incriminating, outdated, wrong, or embarrassing! Even if you don't look yourself up, employers might, and it may cost you the interview. Here are some ways to help ensure your online identity is clean:



Internet Networking Resources

Building your network online:

- Social networking sites
- Professional association listservs
- Chat groups
- Association web sites





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

- Unwieldy amount of information—issues around quality, currency, etc.
- Privacy issues—what are some of these?
- Overuse of Internet & underuse of “traditional resources”





CIP Perspective

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