The Web 2.0 Job Search

Chandlee Bryan, M.Ed.
Dartmouth College
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Recipe for a Successful Search

1. Identify the ideal position, industry and work environment that suits you.
2. Find out employer needs.
3. Find leads. Align your skills with employer needs.
4. Articulate your fit for the position.
5. Customize your application process. Show you’ve researched opportunity.
Identifying the Ideal Position

- Self Assessment: What Do You Like to Do? How Do You Like to Work?
- Research Employers Evaluate and Learn about Organizations
- Scout for Leads
- Apply for Jobs, Tailor & “Tag Team” Application w/ Inside Contacts.
Before You Begin:
Know How You Will Be Found
Google News Alerts
Google News Alerts

• **Monitoring Online Presence:** Create alert on your own name.
• **Search on Keywords of Interest:** Research trends and stay up to date with field and industry.
• **Conduct Employer Research:** Discover news mentions worthy of conversation and questions.
Researching Employers: Dartmouth Only Resources

Global Business Browser: One Stop Reports

Hoovers

Factiva
Quick Employer Research

• Research Company Size, Budget, Locations, Growth, Revenue & Profit
• Benchmark Company Performance versus Peers in Industry
• Read articles on company news – mention in cover letter & interviews.
Tweetfeel.com Consumer Opinion Research

Wow. NBC = Fail. Gotta feel for Conan on this one. http://tinyurl.com/yemwtfd

I LOVE CONAN! NBC SUCKS!

Leno has nothing on Conan. Leno will flop in ratings and they'll beg Conan to come back. #NBC sucks
http://myloc.me/33VVw
Scouting for Leads: Listings

• Traditional Job Search Boards
  DARTBoard, Monster.com, CareerBuilder

• Aggregators
  SimplyHired, Indeed.com

• RSS Feeds

• Social Media
  TweetMyJobs, LinkedIn
Traditional Job Search Boards

Employers & Alums Seeking Dartmouth Students.

Bonus: Employers Understand Academic Calendar

Plug in interests, resume, and receive leads of jobs

Minus: Most jobs don’t run on academic cycle.
Aggregators:
You Plug In What & Where
Scans Multiple Sites for Leads
Aggregators:
You Plug In What & Where
Scans Multiple Sites for Leads
Aggregators:
Copy URL Address for Search and Create RSS Feed
Leads & Feeds

Keywords for Leads + RSS Feeds = Leads Come to You

You can set this up on many channels, including

• Aggregators: CraigsList, Indeed, SimplyHired,
FeedMyInbox.com
How to Get Job Leads by E-Mail

Copy Website Address from Browser and Paste into Window

Submit Email Address. You’ll Get Mail!
Google Reader
How to Get Job Leads by RSS Feed

Requires previously established Google Reader Account.

www.google.com/reader
Job Alerts

Keywords for Leads + RSS Feeds = Leads Come to You

You can set up keywords for target searches on many channels, including Craigslist, Indeed, SimplyHired.

You set up e-mail system, and receive notification in your in-box.
Additional Leads: Social Media TweetMyJobs.com (Twitter)

• Stats on Employer Use:
  Over 1.3 Million Job Tweets in Past 30 Days
Automated Search
TweetMyJobs.com

• You sign up to be notified of jobs by Position/Industry and Location.
• You get job listings by “tweet” or text message.
• Employers can search resume database.
• TweetMyJobs requires a Twitter account.
Additional Leads

- 95% of employers in small to mid-sized companies who recruit with social media, use LinkedIn.
LinkedIn Connection

Click on Position to View Contacts
LinkedIn Results

Click on Position to View Contacts
Positioning Yourself
How to Be an Attractive Candidate

Use Keywords in Your Resume Summary & Cover Letter

Words in this description:

Bachelor’s Degree
Market Research
Analytic Thinking
Project Management
Handling Multiple Tasks Simultaneously
Microsoft PowerPoint, Excel, SPSS
Positioning Yourself
How to Be an Attractive Candidate

• Target Your Resume.
  Research the Company | Organization
• Develop Resume Summary > Keywords.
• Customize Your Cover Letter > Show You Understand Job & Culture
• Strive to Make a Connection Inside Organization > Let Them Know You’ve Applied
Summary

Use Rapid Technology to Provide a “High Touch” Application that Shows You Care.

It’s the person who gets the job – not the machine!

Use technology to make the connection happen.
Contact Information

Chandlee Bryan
chandlee@bestfitforward.com

www.emergingprofessional.typepad.com
www.linkedin.com/in/in/chandleebryan
twitter.com/chandlee (@chandlee)