

# Module IV / SECTION 2

## JOB SEARCH TRADITIONAL JOB SEARCH METHODS, SOCIAL MEDIA & WEB 2.0

<b>Traditional Job Search Strategies</b>	<b>2</b>
<b>Social Media, Web 2.0 &amp; The Job Search</b>	<b>12</b>
- <b>LinkedIn</b>	<b>21</b>
- <b>Blogs</b>	<b>23</b>
- <b>Web 2.0 &amp; Social Media Tools for Career coaches</b>	<b>24</b>
- <b>Magnum Force</b>	<b>25</b>
- <b>Digital Dirt &amp; Online Reputation Management</b>	<b>26</b>
- <b>Electronic Resumes</b>	<b>31</b>
<b>Intelligence Collection in Action: A Case Study</b>	<b>38</b>

### **Module Overview and Objectives**

In this module we will explore resume circulation and job search strategies including the Traditional job search methods and the Online job search methods using Social Media and Web 2.0 tools. Here we pull together all of the tools needed to develop and launch a job search campaign. The focus for job seekers and career coaches includes LinkedIn, Facebook, and Twitter for Social Networking, and blogging, QR codes, and Skype for coaching and job search tools. In this section, you will have an opportunity to develop a career search campaign, identify your Social Media URLs, review the difference between a traditional resume and an online resume, learn about online reputation management, and in conclusion, there is a case study of intelligence collection for résumé development.

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## || TRADITIONAL JOB SEARCH STRATEGIES

*“Career search campaign management is the key – you have to manage your own career search strategy.” – Diane Hudson Burns*

Now that your clients have conducted research and gathered industry intelligence, and you have collected intelligence from your clients to construct power résumés and written career marketing documents, what do you do with the documents?

A career search campaign strategy outlines specific tasks to perform within a defined period of time, to achieve a desired outcome. As you complete each task, evaluate the results and act accordingly. Stay the course if things are progressing as planned. Alter and/or modify the plan if the results are not what you expect. The career search campaign strategy is your blueprint for identifying employment prospects and those who can direct you to potential employers. It also outlines how you plan to approach them to win a job.

The world of résumés, Career Coaching, and the careers industry has evolved quickly in the past 10 years, due to the advent of computers and the Internet.

Résumés are no longer hand-typed and type-set (I had a client who spent \$400 to have 150 copies of his résumé type-set in 1992), but rather created in word-processing systems and printed one at a time, allowing for changes and targeted résumés for potentially every application opportunity. Many résumés are keyword-oriented for use on the Internet (keyword résumés and postings – which can often frustrate some clients and make other clients very happy – also pose a new dimension to the passive career search...post a résumé, and wait). Some clients prefer online portfolio résumés; others use Google searches for executives, and so on.

You can no longer walk into an HR department...you cannot get past the gatekeeper. The competition is extreme – often recruiters receive hundreds of résumés for one position – with large numbers of applicants with degrees and multiple credentials – so employers are less interested in training employees...they want them onboard with credentials. They are looking for the "Purple Squirrel" (aka: the best fit applicant).

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## **A Contract and Commitment to Yourself**

Before you begin to construct your Career Search Campaign Strategy, you must:

- Re-affirm your goals
- Know your desired outcome at the outset
- Be committed to that outcome
- Have the burning desire and courage to succeed
- Have a clear idea of the environment and industry you wish to pursue or value you are promoting
- Have defined your ideal type of company (size, management style, etc.), if targeted
- Decide how you'll fit into the above type of company and the role you will play in that structure

The career search campaign strategy is only as good as the quality of thought that has gone into it. If you have a sloppy, ineffective plan, you will experience a sloppy, ineffective job search. On the other hand, if you have a well thought out and highly focused strategy; you will experience career construction at its finest.

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## **Strategic Options**

Most employment authors and professionals agree that there are a limited number of strategies for waging a successful career search campaign strategy. The following list defines the most effective methods of seeking a career opportunity in order:

### **Strategies for Finding a Position**

- 1) Networking - Contact Development**
- 2) Targeted Marketing**
- 3) Professional Development Dialogues (Informational Interviews)**
- 4) Job Fairs**
- 5) Recruiters (Head Hunters)**
- 6) Personnel Employment & Temporary Staffing Agencies**
- 7) State Employment Services**
- 8) Corporate Open Houses**
- 9) College/ School Placement Offices**
- 10) Trade / Professional Journals**
- 11) Classified Advertising**
- 12) Creative Self-Marketing**
- 13) Job Boards**
- 14) Social Media & Web 2.0 (*Discussed in-depth in Social Media Section below*)**
- 15) Other (Associations, Professional Development, etc.)**

### **Networking**

Jumpstart your Strategy with networking and continue throughout your career search campaign. Contact people you know or have met, people in peer positions, people in influential positions, your Christmas card list, your cell phone contact list, and people in professional associations. Join professional associations at least one year prior to seeking new employment and attend networking meetings (use your networking cards). Ask for the names of people in executive positions in your field. (Remind personal and professional contacts to keep your career search confidential.)

Target meetings with influential people; leverage use of LinkedIn to meet people in groups. Give them some time to think of names of people you should meet, then follow up. One of my clients landed a 10- minute telephone call with the governor of

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the state where he was seeking employment, based on his networking, which in turn led to new leads, resulting in a very lucrative position...you never know!

### **Identify and Target Specific Companies and Career Opportunities**

Conduct industry research. Commit to a certain number of hours per week to conduct research. It can get overwhelming and you can spend hours without even thinking about it. Determine companies and positions that you want to target. Verify data (names), prepare, and send resumes weekly and network daily. If you send résumés on Wednesday then call on Thursday the next week to follow up. In today's market, with an overwhelming number of résumés in circulation, some companies will not answer their phone, or even provide an email address for follow-up. In that case, do your best to research and locate the phone number or email of the HR office or the office of the hiring manager, to follow up on applications.

### **Request Professional Career Development Dialogues (aka, informational interviews), where no position is posted**

Write a letter/send an email or make a phone call to request “**Career Exploration**” assistance. Ask the target person if they would be willing to share 15-30 minutes of their time to help you explore their industry, since you know 'they are the perfect person in the industry' to obtain information from (most people are complimented and willing to talk about themselves).

Tell them you would like to explore the details of their job and the industry. Tell them that you are not looking for a position from them necessarily; rather you are gathering information (do not make them feel obligated to find you a job).

Target and ask for a mentor. Ask a mentor to help you plan your career future and target positions that will help position you to climb the career ladder, or to gain appropriate skill sets needed for certain jobs.

### **Post your electronic résumé to online job boards**

Commit to posting your résumé on general sites, specific industry sites, and company sites each week. If you don't post your résumé to these sites, then use this opportunity to research these sites, and look for trends in job vacancies. There are scores of online job boards where you can post your résumé. Some sites allow you to post more than one résumé. The electronic résumé and cover letter are in text file (courier font, void of formatting enhancements), and ready to copy and paste into an online résumé builder or into an email letter. Whenever the posting states, “Do not send an attachment,” – use your electronic version résumé in the body of the email letter or the online résumé builder. This is considered passive job search and should be supplemented with networking and other job search strategies.

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## **Internet Ads**

Email your electronic résumé in response to every ad that is appropriate or where you have set up job search alerts. However, be cautioned that this method is fraught with disappointment, as only 3-4% of people land jobs via posting résumés online. But, it is a good exercise to review job descriptions, notice trends in hiring (e.g., a new company may be hiring scores of new employees across the nation; or an established company may be hiring for dozens of new specialists in a certain geographical location, or Division).

## **Recruiters**

Send letters to each recruiter found on the web, through books, and resources located at libraries and bookstores. Follow-up gently – recruiters work for the companies, not for you. If a recruiter has a position for which you qualify, he will contact you. That is how they make their living.

## **Newspaper ads and Journal ads: Post a letter with résumé in response to every ad that is appropriate**

You have no control over the selection process, so do not spend time wondering why you never heard from the ad that was “written just for you”. If the company is identified in the ad, answer the ad, and then send another letter to the appropriate executive asking for a personal meeting. Most companies do not even respond to candidates that are not selected for the short list (those to be interviewed); it is simply a personnel resources/mail/postage issue. Do not be discouraged if you do not receive a reply. There are probably more opportunities of posted positions in professional journals (print and online), but also look for postings in newspapers. Some recruiters are reverting to more traditional methods of recruitment, to bypass the scores of résumés received to online company websites.

## **Other**

Attend job fairs, attend alumni events, and visit college counselors; network at community events, attend corporate open houses (online and in person), create unique career search campaign strategies (i.e., one client rolled her résumé in a tube and decorated the tube for a formal ball table favor – as she was seeking employment as a hotel banquet coordinator), seek out temp agencies, and think outside the box! The main goal in this job search is to be able to speak to a person and get your résumé onto the desk of a person who is in a hiring position.



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**Specifically, I am pursuing the following ACTIVITY(IES):**

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**Based on your career definition, values and beliefs, briefly describe the type of organization you would like to be associated with:**

**Size:**

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**Co-workers:**

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**Ideal boss:**

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**Geographies:**

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**Hours of work:**

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**Advancement objectives:**

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**Industry Preference:**

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**Creative alternatives:**

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**Criteria for hire:**

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**Paraphrase your ideal job:**

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**I will commit to the following:**

- 1) Post XX résumés online each week:  
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- 2) Post XX résumés to company sites each week:  
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- 3) Apply to XX print ads each week:  
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- 4) Send résumés to XX recruiters each week:  
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- 5) Attend XX community/networking events each month:  
\_\_\_\_\_
- 6) Attend XX job fairs each month:  
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- 7) Meet XX people for lunch each month, as a networking contact:  
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- 8) Contact XX members of the networking list each month (from the contact list):  
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- 9) Conduct XX Professional Career Development Dialogues each month:  
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- 10) Apply for XX specific positions posted online:  
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- 11) Conduct XX hours of research each week:  
\_\_\_\_\_
- 12) Conduct XX hours of follow-up each month:  
\_\_\_\_\_

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## **Spring-boarding & Gap Analysis**

Spring boarding is a term used to describe the method for realizing a career goal in a sequence of steps as opposed to immediate attainment. In order to achieve your ideal job you may have to begin in a different position and work your way (springboard) to the ideal. For example, you may need to work two years as an assistant manager before assuming the job of a manager; or you might have to work as a substitute teacher to prove yourself before securing a full-time teaching position; or you may have to take a multiple-track approach where you take a sales position expecting to become sales manager, then general manager, and finally vice president.

Spring boarding is a conscious strategy that will take you from where you are to where you want to go in a planned sequence. It may very well include educational and skill enhancement, apprenticeship, and/or a form of volunteer work.

You can conduct a "gap analysis" of your skill sets against posted job vacancies. Read each line of the announcement, identifying minimum qualifications, education, experience, and other credentials. Identify any gaps in your credentials from the announcement. This exercise will help you determine what additional skills, experience, or credentials you may need to meet your target job.

**Can your ideal job be pursued at this time, or is "Spring-boarding" required to attain your ideal job?**

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**Additional education or training needed:**

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**Action to be taken to meet needed skill training:**

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## **Personal**

**My weekly exercise schedule:**

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**My nutritional goals:**

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**My social goals:**

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**My family goals:**

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**Community service goals:**

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**Other:**

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## || SOCIAL MEDIA, WEB 2.0 & THE JOB SEARCH

*"Figure out what social media or Web 2.0 works best for your business model or job search, and invest your energy into that format." - Diane Hudson Burns*

### Revolutionary Changes in the Job Search Process

No one has to remind you that the Internet and all of its associated technologies has had a significant impact on the job search and career design process. What many people do not totally appreciate is that 1) few job seekers maximize the potential benefit of Internet technologies but, on the other hand, 2) many become over dependent on what the Internet cannot deliver. However, there are volumes and volumes of resources available on using the Internet for the job search; this segment provides a solid overview of how you can jump-start your position search in a significant way.

### Web 2.0 & Social Media Tools for Career Coaches & Job Seekers

As the updates to the CPCC program went to print at the beginning of 2012, recruiters and hiring managers regularly read job orders and résumés on their BlackBerries, cell phones, iPods, I Touches, and other similar mobile devices. The job search has evolved from paper résumés to online reputation management. The job search components now also include LinkedIn profiles and similar profiles on other sites (Facebook, Spokes, Naymz, Twitter, Google, etc.); résumé postings on major and niche job boards, virtual job fairs with Avatars, résumé blasting, video bios/portfolios/résumés, blogs, articles, and more.

Web 2.0 technologies are social, interactive web-sharing applications that help you build an engaging online presence. Two-thirds of the global population is using social networks. The business and entertainment world is actively engaged in Social Media and Web 2.0 including LinkedIn.com, Facebook, and Twitter, as the main sites; and there are scores of other sites from Foursquare.com, YouTube.com, Slashdot.com, Newsvine.com, Google.com/blogsearch, Yahoo.com, naymz.com, ziggs.com, zoominfo, Xing.com, Google.com, Digg.com, and Del.icio.us, and many others.

Tools for conducting business include Skype.com, BlackBerry messenger, Yahoo Messenger, YouTube, Tango, and others. Federal agencies and corporations compete for visitors via Facebook, Twitter, and LinkedIn and these agencies and companies use this medium to spread viral messages across the globe.

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## Skype

Skype is a real-time video tool that is excellent for use in working with coaching clients via long distance. Skype allows for discussions and mock interviewing practice. This tool allows coaches to work with clients globally. ([www.skype.com](http://www.skype.com))

## Twitter

Twitter has transformed writing to 140 characters of text, which means it has set the standard for laser-like clarity in writing and conveying messages. Twitter offers job postings and job search ([www.Tweetajob.com](http://www.Tweetajob.com)), networking; research, and tools to find people ([www.Twellow.com](http://www.Twellow.com); [www.Tweetzi.com](http://www.Tweetzi.com); and you can also look at [www.listorious.com](http://www.listorious.com) to find lists of communities, companies, recruiters, and more. Twitter, LinkedIn, Facebook, and Google all allow you to crosswalk / promote your other social media sites.

Leveraging social media can position your profile with potential recruiters and for future employment. Use social media strategically and consider targeting one or two specific sites that work best for your job search, i.e., post your profile on LinkedIn.com and join one or two groups. And, perhaps reconnect with your network via Facebook.

By posting your profile and joining groups, when you start your job search, your name will most likely emerge on a Google search.

Recruiters often perform Google searches when they are ready to check references before they offer employment. They are looking to see if they see any "digital dirt" (so, refrain from posting unflattering pictures or regaling unflattering tales); and they are looking for positive, active on-line involvement. If the candidate is answering questions and participating intelligently on LinkedIn, for example, Google will capture and display those results, too.

The world has become a smaller place since 2000, with the advent of social media sites, prolific use of the Internet, and creation of mobile devices and applications that people carry in their pockets - yet allow us to speak to people across the world, with video.

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**This transformation in Web technology, has also transformed the traditional job search.**

Once upon a time, even as recently as the late 1990s and early 2000s, job seekers could walk into an employment office and leave a copy of their résumé. Today, that is almost unheard of; most employers will tell potential applicants to visit the company web site and post their résumé online; or go to the résumé/application kiosk in their stores or employment offices to apply online.

As stated above, recruiters and hiring managers are reading résumés via mobile phones, iPads, and small laptops, meaning résumés must be *very* compelling, short, clear, and targeted. Some recruiters and hiring managers tell me, they read résumés via their mobile devices, while driving! Further validating the need for tight, clear writing, while still delivering a compelling brand and message.

Let's look at some basic facts:

**Key Facts:**

- As a result of Internet technology, there has been more information produced in the last 30 years than in the previous 5,000.
- The amount of information processed on the Internet is doubling every three months.
- Career and job search information is one of the largest components of the Internet.
- In 2010, people performed 226 million Google job searches per month for job searches (meaning they put job titles into Google – as opposed to using a job board like CareerBuilder.com or Monster.com)
- More people read blogs than newspapers.
- Indeed and Simply Hired (Aggregators) – receive greater than 20 million unique visitors a month.
- The average age of Facebook Users is 25 – 44. Facebook connects both professional and social users in one forum.

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- The average growth of Facebook 600K+ new profiles a day
  - Facebook has 800 million active users and 350 million active users currently access Facebook through their mobile devices.
  - Twitter is an up-to-the-minute micro-blogging / comment network using only 140 characters to express a message.
  - More than 100 million YouTube videos are watched daily.
  - Twitter has about 100 million users, albeit not all are actively engaged in the micro-blogging site.
  - LinkedIn.com has 135 million users and 1 million groups (September 2011) and is the "professional" online networking / social site.
  - In 1995, there were less than 500 job sites online; today there are more than 150,000.
  - In 1994, there were approximately 10,000 résumés posted online; in 2000 there were more than 2 million; in 2012, some major companies like Google, Microsoft, and Coke-a-Cola receive more than one million résumés each per year.
  - Almost 90% of today's job seekers use the Internet in their job search and 75%+ of HR departments and hiring personnel use the Internet in securing new employees.
  - Almost 90% of employers and recruiters use online technologies for all their hires.
  - Most companies have their own websites – and millions of jobs are posted on these websites daily around the globe.
  - Email will become nearly obsolete by 2015, as people will connect and communicate on Social Media sites and via use of mobile applications; and via Intranet email.
  - The Internet is the most powerful research tool available today.

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- All types of jobs are available online – technical and non-technical. The Internet is no longer a “techie” environment – it’s open to everyone and all positions.

## Caution

Online job search is just one component of the job search / career management campaign. Use it – but don’t depend on it. Like using recruiters and attending job fairs – leave no stone unturned – but in the end, it is the responsibility of the job seeker to be in total control of his destiny – and not to place the process in the hands of any other source. In the end, online job search is simply an added dimension to the entire job search process.

Online career search management practices involve two components: Passive and Active.

- 1) **Passive online career management:** Post résumés. Wait for recruiter to call.
- 2) **Active online career management:** Post résumés. Commit to posting résumés, refreshing postings, and reviewing sites weekly or twice weekly. Apply against open positions and follow-up. Call Point-of-Contacts, whenever possible. Conduct research to determine if the company of interest has other open positions that may not be posted. Inquire of the recruiters or POCs, if you may meet them to discuss other employment opportunities within their organizations. Leverage Social Media sites, and network with hiring managers of target companies. Use the Web to target job searches.

Post résumés on company web sites. Review company web sites for press releases and names of company officials, to target and properly address résumés and cover letters. Seek company officer profiles and educate yourself on the positions and backgrounds of members of the Board of Directors for a company you are targeting, or the VP of Operations for the division where you are seeking employment.

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## **Online Career Management & Job Search - The Six Main Categories**

- 1) Job Listings
- 2) Job Postings
- 3) Career Coaching and Counseling Services - Job Search Information
- 4) Executive Recruiter / Employment Agency Information and Contacts
- 5) Research (Companies, Occupations, Industries, etc.)
- 6) Networking Forums / Social Media Sites / Blogs & Other Web 2.0 Tools

### **1) Job listings can be obtained through**

- Company websites and job postings on those web sites
- Executive recruiters / employment agency websites and job postings on those sites
- Online job search sites (Please see the resources list)

### **2) Job Postings**

Many job seekers seek out sites where they can POST their résumés for prospective employers to find and respond to. The statistics are scattered, but indicate that for every 1,700 résumés floating around in cyberspace, only one job offer is made. But, if you don't buy a lottery ticket, you have no chance at all of winning. There is a FALSE sense of reliance on résumé postings – so you must be very much aware of the danger to relying on this strategy.

The most popular posting techniques are posting to résumé sites online. The challenge is that there are so many résumés to compete with – and so few employers sifting through the myriad of résumés. One estimate indicates that the effectiveness of résumé sites on the Internet is less than 5%.

### **3) Career Coaching and Counseling Services - Job Search Information**

Online services that are readily available include

- Online Career Coaching and Counseling Services
- Online Vocational and Online Testing Services

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- Personality Testing
  - Interest Inventory
  - Career Values Inventory
  - Self Directed Search Systems
- Online Job Search Strategy Information and Career Planning
  - Online Career and Job Hunting Articles
  - Blogs

#### 4) **Executive Recruiter / Employment Agency Information and Contacts**

By using a favorite search engine and key-wording “executive recruiter,” or “headhunter,” or “employment agencies,” you can easily find a plethora of information on, and names of executive recruiters. There are a number of “sub divisions” within the recruiting field that are noted below:

- Corporate recruiters – work for one company usually as a full-time employee within the human resources department.
- Employment agencies – independent companies also known as staffing firms, permanent and temporary, that deal with candidates at the \$50,000 and UNDER salary range.
- Executive recruiters - independent companies also known as headhunters - that deal with candidates at the \$50,000 and ABOVE range. The two types of executive recruiters are:
  - Contingency (get paid contingent of placement – non exclusive)
  - Retainer (get paid as an exclusive firm – via retainer fee)

Overall, recruiters and staffing agencies are struggling, because there is an abundance of job candidates seeking employment. In addition, companies/ organizations are not as willing to invest in the high fees associated with utilizing the services of recruiters, as they were in the 1990s when the unemployment rate was barely over 4%.

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## **Recruiters Work for the Company - Not the Job Candidate**

Recruiters who are operating in today's market and who have standing job orders (positions to fill) are not to be ignored. However, the same philosophy exists as with other "passive" job search tactics - use them but don't count on them. Many recruiters have turned to LinkedIn.com as a location to source potential candidates. The LinkedIn profile allows candidates to integrate keywords from their functional areas of expertise, and recruiters "troll" LinkedIn to identify potential candidates who are good matches for their job orders.

***Please Note:*** You are reminded that recruiters work for the companies and organizations that hire job candidates - not the job candidates themselves. Many job seekers mistakenly believe that when they submit their résumés to a recruiter - the recruiter stops everything and goes to work seeking a job opportunity for that candidate. This is NOT the case and must be made clear.

### **5) Research (Companies, Occupations, Industries, etc.)**

Research capability is probably the best use of the Internet as the Internet was formed for this purpose.

***Please Note:*** Not all data obtained on the Internet is from a reliable source, so check your sources. And, the Internet changes minute-by-minute. Consequently, data changes minute-by-minute. If you obtain research data off the Internet, check the validity and ensure it is not obsolete.

For example, if you read a press release from a company web site and you obtain the name of the hiring manager/Executive Vice President for Operations for the division you would like to work for, then call the office and tell the secretary that you are confirming names and company data. "I need to send a brief to Mr. Jones, the Executive Vice President for Operations and I am confirming his name and title." She will either say yes, and you can confirm the spelling of his name and possibly ask a few more questions, like a specific mailing address or box number, or she will inform you, "No. Mr. Jones no longer works with us. Mr. Smith is now the Executive Vice President. "

**\*\* Great – you just received current, valid information!**

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Here, a job candidate can:

- Research companies (companies to target, company financials, company competitors, company products and services, company culture, company leaders, company current in-the-news activities)
- Research industries
- Research geographical markets (national and international)
- Research people
- Research career fields
- Research temporary work
- Research salaries and compensation
- Research entrepreneurial opportunities
- Research networking sources and resources
- Research educational and academic information
- Research skill improvement options

### **1) Networking Forums & Social Media Sites**

Contact development is one of the real bright spots of the Internet when it comes to career / job search techniques. Using the Internet, a client can make contacts around the world; can find chat rooms for support and information; and can establish new relations through aggressive and strategic action – if the client knows who or whom they need to establish relationships with.

#### **Networking Techniques**

- Networking Forums
- Blogs, Newsgroups, Mailing Lists, and Web Forums
- Associations and Trade Organizations / Non-Profit Contacts
- Recruiters and Employment Professionals
- College and University Contacts
- Media Contacts
- Business Contacts (Chambers of Commerce, etc.)
- Diversity Sites for Specialized Groups

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## LinkedIn

Since LinkedIn is the main Social Media site for job seekers and those wanting to network and connect, below are suggestions for leveraging LinkedIn to its fullest potential. LinkedIn is leveraged by recruiters to source potential candidates for their client companies.

LinkedIn.com is for professional use and is an excellent place to meet people, network, and join groups. It is also a valuable tool to gain recommendations and endorsements from colleagues and clients; and when used properly, your LinkedIn profile will float to the top of a Google search when a recruiter or hiring manager conducts an online reference check.

- Open a LinkedIn account and prepare a profile. Do not copy and paste your résumé as your profile, but rather personalize the profile and use first person. Since LinkedIn hooks you into a network, not just recruiters, think of it more as a response to "Tell Me About Yourself" when attending a networking event. Describe your experience and abilities as you would to someone you are meeting for the first time. Use plenty of keywords, as recruiters are surfing LinkedIn to identify possible good fit candidates for their client companies. A number of my clients have been contacted by recruiters via their LinkedIn profiles.
- When writing your profile, use some résumé basics, however, and use strong, creative language, i.e., Managed a project, versus Responsible for a project.
- Leverage the tag line under your name. The tag line is the first thing people see in your profile and it follows your name in search hit lists. It's your brand.
- Join groups. Identify people you would like to connect with, and look at their profile and the groups they are members of, and join those groups.
- Groups are valuable tools to meet people, receive introductions, and to ask and answer questions. Asking and answering questions establishes you as an expert in your industry, and within your groups, and raises your visibility. Groups also often offer job postings.
- Improve your Google page ranking by asking for recommendations from colleagues, employers, and clients; and make recommendations for others; add a video bio, YouTube link, or initiate your own group.

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- Use your LinkedIn URL on your résumé, your blog, on your website, and with your signature line. As you build connections, you will strengthen your profile into what LinkedIn calls a "peer-reviewed picture of you."

LinkedIn is a good source for job seekers to get connected, network, and be found by recruiters; and an excellent marketing tool for career coaches and their companies.

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## **Blogs**

Blogging is another forum to establish your credibility and visibility, as well as increase your Google page ranking. Blogging helps build a network and a following within the online community. It is a free or low cost way to market services and raise awareness; however, it costs time in writing the blogs, time in marketing the blogs, and time spent in learning blogging technologies.

Also, bloggers should edit and review their blogs before posting, to ensure basic grammar and punctuation is applied.

## **Web Portfolios, Visual CVs, and Online Résumés**

Job seekers have a number of opportunities to develop creative, interactive, and online résumés, bios, and Visual CVs. One of my clients has such an extensive online résumé portfolio, he has it arranged by categories, and even posts actual awards, letters of recommendation, current resumes, leadership addenda, and other bios and links to his online Social Media presence - all packaged in one neat site. He has the link for his online portfolio on his "paper résumé" and his business and networking cards.

## **Resources include**

[www.visualcv.com](http://www.visualcv.com)

[www.brandego.com](http://www.brandego.com)

[www.blueskyportfolios.com](http://www.blueskyportfolios.com)

[www.profileresearch.com](http://www.profileresearch.com) (he posts web résumés and offers research and résumé circulation)

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## ***QR Code (Quick Response)***



A QR code is a unique bar code seen on ads, on websites, business cards, newspaper ads and articles, promotional materials, and on company literature that can be decoded via use of a mobile application or Smartphone (53 million Americans now own Smartphones), instantly allows the reader to learn all about the company. To use the QR code, scan the code with the cell phone camera, either with an application that you download or via software that's already installed on your phone. You will then be taken to the business' mobile Place Page on Google, where you can read reviews, star/bookmark the business or leave a review.

This resource may be useful as a career coach / business owner or HR specialists within an organization, trying to market and promote services; and as an applicant with a strong online resume portfolio.

### **Resources for Creating a Free QR Code:**

<http://beqrious.com/qrcode/create>

<http://www.qurify.com/en/>

### **Web 2.0 & Social Media Resources:**

[www.blogtopsites.com/](http://www.blogtopsites.com/)

[www.blogger.com/start](http://www.blogger.com/start)

[www.skype.com](http://www.skype.com)

[www.facebook.com](http://www.facebook.com)

[www.youtube.com](http://www.youtube.com)

[www.linkedin.com](http://www.linkedin.com)

[www.twitter.com](http://www.twitter.com)

### **Books:**

*I'm on LinkedIn, Now What?* by Jason Alba

*The Twitter Job Search Guide*, by Deb Dib

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## **Execute the Active Web 2.0 Management Approach: The MAGNUM FORCE Online System**

- 1) Purchase the book, “Job Searching Online for Dummies,” review the lengthy list of resources.
- 2) Visit Usenet Newsgroups and post résumés to the appropriate Usenet groups (17,000 newsgroups exist – and growing).
  - [www.careermosaic.com](http://www.careermosaic.com)
  - [www.cyberfiber.com/news](http://www.cyberfiber.com/news)
  - [www.dejanews.com](http://www.dejanews.com)
  - [www.liszt.com](http://www.liszt.com)
  - [www.yahoo.com](http://www.yahoo.com)
- 3) Contact recruiters judiciously and selectively.
- 4) Visit at least dozens of corporate websites a week (or more) to gain information and collect intelligence. Target specific companies to apply to and leverage LinkedIn or other sites to identify names of key players within the organizations.
- 5) Identify niche and professional associations and contact key members for networking.
- 6) Prioritize the TOP prospects and follow up – either by a phone call or Email.
- 7) Don’t let up – repeat the efforts on a regular basis.

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## Digital Dirt & Online Reputation Management

Before the Internet, job search seemed so simple and basic – write a résumé, check the classifieds for a job, submit résumé, call to follow up. Or, maybe, hand-deliver a résumé and job application to the company's HR/employment office, and meet and speak with a recruiter/employment specialist.

As the Internet came online, job search shifted to job boards – and job seekers began to write résumés that could be cut and pasted into an online job boards' menu driven application pages – set an alert and wait for a company or recruiter to call. Actually, in 1999 to about 2002, this was very effective – many of my clients were "found"/recruited by posting their résumés on Monster or CareerBuilder. Secondly, a job seeker could post a résumé on a job board, scroll through hundreds of openings and apply against an opening. Most job seekers supplemented their job search by traditional methods – classifieds, job fairs, and networking.

As the Internet and online job boards became more prominent, job seekers came to rely on this method of job search. Many job seekers rely on job boards as the end-all of job search. However, the probability of being found or of being contacted after submitting a résumé online in 2012 is minimal (there are exceptions, and use of job boards may still be considered a part of the whole of a job search).

### Is Your Name Clean?

The job search has evolved from paper résumés to online reputation management. A major component of online reputation management is maintaining a clean name. For example, do you use a middle initial – or spell out your middle name? Or, perhaps you do not use a middle initial or middle name at all. Or, perhaps you just use the short version of your name, sometimes, and your formal name at other times.

Let's break this down using the name Kenneth Andrew Smith, Jr. Kenneth may use any combination of names:

Kenneth Andrew Smith, Jr.

Kenneth Smith, Jr.

Kenneth A. Smith, Jr.

Kenneth Andrew Smith

Ken Andrew Smith, Jr.

Ken A. Smith, Jr.

Ken Smith, Jr.

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Ken Smith  
K. Andrew Smith, Jr.  
K. "Andy" Smith, Jr.

If Kenneth uses a combination of these names for his job search identity – he may be hard to find online. For example, if Kenneth's hard copy résumé uses his full formal name (Kenneth Andrew Smith, Jr.) – and the name on his LinkedIn profile is Ken Smith – a recruiter who is searching for Kenneth on LinkedIn, will type in the name seen on his résumé – and Kenneth may not be found.

The key here, is to use one clean, consistent name for all job search documents, profile links, articles, blogs, and the like, to maintain a consistent online identity.

If a recruiter is conducting a general Google search for Kenneth Andrew Smith, Jr., and all of Kenneth's blogs and articles are penned under Ken Smith, the recruiter may not find Kenneth's treasure trove of professional documents, and Kenneth will have done himself a disservice in his job search.

### **The Reverse**

Now, if Kenneth had a "past" that he did not want recruiters to find about him online – then he could apply the same clean name process to design his current and future online identity. If the information about him that he did not want floating to the top of search engine results, is under one or multiple forms of his name – then he needs to select one version of his name for use to create a new 'clean name'.

This does not guarantee that the "bad" information won't still float to the top, but over time, it will be buried under his new name identity.

So, for example, Kenneth may want to only use Kenneth Andrew Smith and introduce this version of his name on his résumé, cover letters, email signature, LinkedIn profile, Twitter handle, blogs and such. He will begin to create a one-person identity – with a clean name.

### **Common Names**

The clean name process is also helpful if your name is common. If you have a common name, like Susan Jones, and a Google search lists many other people with the same name ahead of you in the search, the recruiter may associate you with a wrong person or possibly even a derogatory story.

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To help your name float to the top of a Google Search – change your name to a clean name and use that version of your name on all of your job search marketing tools and across your online identity. Add a middle initial or middle name to change the name/online identity.

### **Monitoring Your Online Identity**

Because online identity can be so prolific and a name can be posted online by anyone via his or her personal or networking and blogging sites – it is important to check, monitor, and manage online identity and reputation. I recommend that my clients 'Google' themselves periodically to determine what floats to the top (and I Google my clients to see what comes up), to determine what information is most viewed by recruiters and others conducting online checks.

Before the Internet, background checks for employment candidates were conducted via telephone –interviews of references (references taken from a controlled list submitted by the candidate), and hard copy records checks (even public records had to be obtained at the courthouse). As a former background investigator, I tried to generate new sources by asking the references if they knew of anyone else I could contact that could speak to me about the candidate – I was trying to locate a non-controlled reference. Today, a simple name check online can reveal where the person lives (via overhead satellite), if he has a public record (including tickets, bankruptcy, divorce/custody issues), if he has strong opinions about issues (via blogs or Facebook comments); his birthday, religious orientation, and more. This form of reference check also causes concern for legal ramifications by companies who discriminate based on such information and consequently do not hire qualified candidates.

### **One Picture Speaks 1,000 Words**

Additionally, recruiters can easily see a candidate's picture – and one picture can speak a thousand words. So, if a 20-year-old, seeking employment with the local police force, posted a picture of himself taking shots of tequila with a beer chaser at a party on a Saturday night, then very likely the police department will not hire this person – as he has been seen breaking the law (under-age drinking).

The problem is, his friends can also post that same picture via their Facebook accounts - without their friend's permission. That picture may not float to the top as

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quickly, unless the job seeker's name is attached, but there is the potential for such a picture to be damaging to a job search.

### **Things Happen**

Here is a short story to validate this theory:

A bride's best friend happened to be a man – and he served in her wedding as the "maid of honor." The groom's best man was a military officer and wore his dress uniform to the wedding. As circumstances would have it, the "maid of honor" failed to hand the bouquet back to the bride, before she walked down the aisle with her new husband; and despite careful planning that the "maid of honor" would walk down the aisle with the children in the wedding party – the male "maid of honor", holding the bride's bouquet, walked down the aisle with the best man dressed in military uniform. The picture that was taken, innocently by the photographer, looked as though the two men just married in a very formal ceremony. All efforts were made to prevent the picture from being posted on the bride's online wedding album – as it could have been very damaging to both men.

### **Privacy**

First, there are some ways to maintain some sort of privacy when online, but for the most part – there is almost no fool-proof method to do this. If a career seeker is currently employed, protecting his résumé and controlling who is able to view it online has become a serious issue. Here are a few methods to minimize unwanted exposure:

- 1) Seek out password-protected database sites – to reduce **reverse spamming** (where résumés are taken from one database and transferred to others). In this way, only qualified employers can access the system/database. (Open sites – access to anyone will leave a candidate fully exposed). If you do not want your résumé exposed to the universe – never post a résumé to a site that is not password-protected.
- 2) Be proactive and **call or contact the database operators** if you have any doubt as to the “exposure” of your résumé. Many databases are extremely “privacy oriented” (Attorneys@Work, for example), so before you post – contact the database, and ask questions that will best serve your job search strategy/campaign.
- 3) Web résumés can be protected with a password box. Clients who use this method allow only those people/companies who have been given the

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password to access the résumé. You must carefully select web hosting services that allow password protect services – if privacy is one of your concerns.

- 4) Employment databases that offer “Blocked” access remain suspect – as intentions do not always align with reality. It is estimated that 25% or more of “Blocked” access is not.
- 5) Some job boards allow you to post your résumé using a confidentiality clause, and thus your name and personal identification information is removed from résumés sent to recruiters.

### **Summary**

Job search is no longer simple and one dimensional – it is multi-pronged and requires regular attention. Since job search is so multi-pronged and online-oriented, a key component is online reputation management including use of a clean name.

### **Resources for removing, cleaning up, or checking the status of references and digital dirt:**

Reputation Defender: [www.reputationdefender.com](http://www.reputationdefender.com)

Defend My Name: [www.defendmyname.com](http://www.defendmyname.com)

Professional Reference Checking: Allison Taylor: <http://www.allisontaylor.com/>

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## A Word About Electronic Résumés

### **“Paper” Résumés v. ASCII (Text) Résumés**

Today, with the advent of résumés that can be electronically delivered to employers via email attachment, most candidates can use their paper résumés and send it electronically. The important thing to keep in mind relative to the paper résumé is that within the résumé, *keywords* must be used so that if the résumé is scanned by computer/software technology, the *keywords* that the software is searching for is on the document and stands out.

ASCII /text résumés are résumés that are “text” only – and are void of bold, italics, hollow bullets, underline, graphics, or creative formatting. It resembles a plain and boring e-mail message.

ASCII (plain text) files are used because these documents can be read by ALL systems. If you attach a résumé produced by MS Word and an employer does not use MS Word, it can be translated into an ASCII text file – where text only is viewable. The following shows the differences between a “paper” résumé and an ASCII (plain text) résumé.

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## PAPER RÉSUMÉ

**PHARMACEUTICAL SALES REPRESENTATIVE**  
**8 Years' Successful Experience in the Medical Field**  
**Knowledge of Pharmaco Kinetics / Dynamics & Body Systems**  
**Strong Physician Liaison & Contacts**  
**Relationship-Building / Consultative Sales Approach / Lead Generation**

**Highly disciplined, personable, and results driven professional seeking to utilize eight years of verifiable medical experience and relationship-building skills to enhance market presence for a pharmaceutical company.**

## CORE PROFESSIONAL STRENGTHS

- ◆ High impact presentation, training, and closing skills
  - ◆ Creative marketing and promotions management
  - ◆ New business development / referral management
  - ◆ Inventory control
  - ◆ New product launch / rollout coordination
  - ◆ Budget and expense management
  - ◆ Customer service / quality control
  - ◆ Partnering - building key strategic alliances
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## ASCII (Plain Text) Résumé

### PHARMACEUTICAL SALES REPRESENTATIVE

8 Years' Successful Experience in the Medical Field

Knowledge of Pharmaco Kinetics / Dynamics & Body Systems / Strong Physician Liaison & Contacts / Relationship-Building / Consultative Sales Approach / Lead Generation

**Highly disciplined, personable, and results driven professional seeking to utilize eight years of verifiable medical experience and relationship-building skills to enhance market presence for a pharmaceutical company.**

### CORE STRENGTHS

- \* High impact presentation, training, and closing skills
- \* Creative marketing and promotions management
- \* New business development / referral management
- \* Inventory control
- \* New product launch / rollout coordination
- \* Budget and expense management
- \* Customer service / quality control
- \* Partnering - building key strategic alliances

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## Final Tips

- Résumé must be a high-impact, value-based document; for use hard-copy and online
- Cover letter must be one page or less
- Send NO attachments other than résumé and cover letter unless you have a compelling reason to do so (e.g., if the search professional requests it)
- Mail a paper résumé as a follow up technique with a brief note (not a long cover letter)
- Stay in touch via email – even if there is no immediate response
- Send a résumé even if there are no job openings that meet your area of expertise - and follow up with an explanation when sending unsolicited résumés
- Do not be a pest – be persistent but not a nuisance
- BEWARE – most companies that charge to post or distribute résumés may be ineffective – it regresses to a passive search plan. If you elect to have your résumé posted to 100 job boards by a posting company, then you need to take the passwords provided and open your résumé at each site, apply against open positions and check on your résumés regularly. Recruiters do not appreciate blasted resumes.
  
- *Actively, but carefully,* participate in Web 2.0 / Social Media to establish the important personal visibility you'll need when you are fully involved in a job search. If you have limited time and access, focus on building a solid profile on one venue - LinkedIn - that will have the biggest payoff for you.



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## List your URLs and Social Media Sites

LinkedIn.com URL:

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Twitter Handle:

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YouTube URL:

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Facebook URL:

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Skype Address:

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Google URL:

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Your Web Site URL:

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Your Blog:

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What LinkedIn Groups Have you Joined:

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What LinkedIn Groups Have you Intiated?

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What do you need to do to make your LinkedIn account 100% complete?

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Describe how you will integrate your Social Media presence:

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What is your Google Page Ranking?

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What is your clean name?

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## || INTELLIGENCE COLLECTION IN ACTION – A CASE STUDY

In this module, I interviewed a client, Victoria Robinson.

The session went well. This was Victoria's first ever intelligence collection interview and she does not own a résumé. She is a keynote speaker and trainer for organizations globally, and until recently, she has worked only on a referral basis. Some organizations are now asking her for a copy of her résumé, either to consider her qualifications or to place on file (even though she has been issued a speaking engagement – she cannot speak at the engagement without a résumé on file).

### **Facts:**

- Seeking Organizational Leadership Consultant Position
- Bachelor's Degree
- 5 years' international speaking and consulting experience
- Track record of successful, documented results
- Energetic, professional personality, with fairly certain goals about a future career

### **Needs:**

- A résumé and bio/profile
- Guidance for circulation of résumé
- Up to now, she accepted engagements based on referrals. Now people are starting to ask for a résumé

### **Challenges:**

- Lives overseas/ waiting for husband to retire in 1.5 years before she seeks employment
- No paid experience (in desired career field)
- Would like to seek a Master's Degree in Transformational Leadership

### **Client Motivations:**

- Client is motivated to work with a professional résumé writer and prepare a full résumé portfolio of career marketing documents
- Client is interested in converting invitations into salary (as now, she mostly works as a volunteer or accepts a small stipend). Research indicates that her contemporaries who command a salary make between \$200 and \$10,000 per engagement or consulting assignment

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### **Coach Comments:**

- Coach wore intelligence collection, coach, and consultant hats
- Coach clarified activities and recapped the client's plans; coach complimented the client's achievements, coach requested that client conduct basic research (off camera)
- Coach called client after the taping to obtain specific information to complete the résumé

### **Summary**

I asked Victoria what she believed to be the greatest value she offers an employer and she replied, "The ability to Equip, Train, Encourage, and Resource organizations and individuals." She was quite specific in her desire to seek employment as a consultant or organizational leadership developer.

She has personal goals to seek a Master's degree in the next year or two and then apply for positions that pay an adequate salary or contract fee.

Victoria is energetic and positive, so she was easy to work with. She has already determined her goals for her future employment – so she would not benefit much from personality testing or goal planning, but she would benefit from industry identification and position identification, as well as determining her value/worth in the marketplace for her chosen field.

I conducted research online to familiarize myself with position descriptions using the following keywords:

- Organizational Leadership
- Consultant
- Ministry Consultant
- Transformational Leadership
- Church Consultant

I also researched the university she has selected to attend to receive her Master's degree.

This research produced a second telephone dialogue, whereby I asked her about the following keywords related to her selected profession/career field:

- Organizational Analysis
- Leadership Roles
- Transformation
- Impact Needs

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- Communications
  - Align Values and Core Missions
  - Purpose
  - Organizational Structures
  - Crisis Intervention
  - Growing Organizational Attendance/Membership
  - Building Teams
  - Strategic Planning
  - Vision Statements
  - Goals, Objectives, Action, and Application
  - Motivation
  - Needs Assessments

Below is the result of the intelligence collection interview and subsequent dialogues – Victoria’s first résumé:

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## VICTORIA ROBINSON

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555 Constantine Road \* Anaheim, CA 55555  
310-555-5555 \* vicrob@yahoo.com

### CAREER FOCUS

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- ~ **Organizational Leadership** ~
- ~ **Program Analysis & Implementation / Trainer / Keynote Speaker** ~
- ~ **Equip, Resource, Train & Encourage Leadership** ~

### **PROFILE**

- ❑ Consistently raise the awareness level of organizational leaders and staff to create measurable results including growth and conflict resolution within organizations. Implement leadership tools and processes for organizational leadership.
- ❑ Highly skilled in navigating diverse, challenging, and sensitive situations, from organizational boardrooms to large-scale conferences. Facilitate international meetings, discussions, and conferences. Catalyst for leadership transformation, i.e., introduce structures and vision to align with core organizational values and unify purpose within boards and organizations.
- ❑ Encourage, equip, and train boards and organizations. Create and execute recruitment and resource mobilization plans involving committed and influential people.
- ❑ Demonstrated expertise in meeting goals, building relationships, managing personnel, and directing operations. Build strong teams introducing communications strategies.
- ❑ Conduct organizational needs assessments; guide organizations in developing vision and mission statements, goals, and operating procedures; and build communications channels.

### PROFESSIONAL EXPERIENCE

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#### **President, European Executive Board, PWOC, Germany** **04/2004 to present**

*\* Elected as President of the European PWOC, a U.S. military chartered ladies organization with 54 active chapters and 1000+ women. Chair an executive board of 12 (two vice presidents, two conference coordinators, secretary, financial secretary, advisors, and nominations chair). Elected to President from Annual Training Conference Coordinator, 2004 (full European Executive Board experience, 10/2003 to present).*

- Preside as chairperson over a European Council/Board of Directors of 12 executive board members and 10 area/regional presidents reaching from Iceland to the Azores (10 areas). Supervise volunteer employees and monitor an operational and travel budget of \$18,000.
- Oversee the coordination of two annual weeklong conferences: Spring Annual Training with 300 participants and Fall Study with up to 600 participants. Monitor the selection of major keynote speakers from the USA, registration, 30 workshop trainers for each event, hotel/conference center selection, and actual conference week.
- Traveled to all 10 European regions to train and speak at multiple rallies, retreats, and conferences. Bolstered the overall organization by realizing three new chapters and increased attendance at major conferences, as well as regional retreats (in the midst of a significant European drawdown of military troops).
- Manage a number of additional projects: The Alignment/merger of PWOC-Europe with PWOC-USA (which required several trips to the USA), the rewriting of the PWOC operations manual and resource list, conflict resolution within areas, traveling training to remote areas, update of the web site, press coverage for conferences, and regular executive-level board meetings.

- Future goals include standardizing training materials for all of Europe and continued growth for strong chapters and new growth for new or small chapters.
- Served as Annual Training Conference coordinator from 10/2003 to 04/2004. Coordinated the conference for 270 participants, a keynote speaker, 30 individual workshop trainers, special music, and constant coordination with the conference/hotel facility manager.

**Traveling Training Coordinator, PWOC USA, Washington, DC                      2000 to 2002**

- Chaired a committee of 11 that developed and wrote new training curriculum for board positions for PWOC chapters and areas throughout the United States. Trained 40 trainers annually, who traveled to USA regions to deliver training to some 1,000 participants at 119 installations nationally.
- Spoke and trained at 20+ meetings annually. Built training modules to include outreach, leadership, publicity, programs, board positions, and topics including conflict management, mentoring, and board development.

**Staff Coordinator and Teacher, Shiloh Private School, AZ                      1998 to 2000**

- Organized a team of 10 high school teachers, previously in disarray, and planned schedules, parent-teacher conferences, and managed the disciplinary program.
- Taught high school Spanish and History.

**Substitute Teacher, USA, Korea, and Germany, DoDDs Schools                      1975 to 1996**

**COMMITMENT TO COMMUNITY & SPEAKING ENGAGEMENTS**

- ❑ **Consultant:** Koinia Group (non-profit soup kitchen). Conducted a needs analysis of why this organization was unable to meet soup delivery or Ked's shoes delivery goals for children. Worked with the board to clarify their vision statement, and reviewed board positions to encourage working relationships, team building, and open communication channels. Within eight months, the soup kitchen met and exceeded their goals for serving soup and distributing Ked's shoes.
- ❑ Meet with various community groups to conduct needs assessments, clarify missions statements, develop communication strategies, mediate conflicts (including racial or other sensitive and divisive issues), and / or manage crisis intervention (including meeting with spouses of soldiers killed in battle).
- ❑ Convene with influential leaders and report to organizational Presidents and Chairpersons.
- ❑ Keynote speaker, trainer, and motivational speaker at an average of 20 plus conferences, retreats, and meetings annually, since 2000 (with up to 1,200 participants). Topics include Leadership, Board of Director's Development, Mentoring, Conflict Management, Challenge Management, Diversity, Training (Train the Trainer programs), and other themed topics.
- ❑ Receive invitations to speak in Europe, the USA, and Korea from ladies ministry groups, churches, non-profit organizations, community support organizations, cultural organizations, and military organizations.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

- ❑ Bachelor of Science in Spanish with a Teaching Credential, Virginia Polytechnic Institute and State University, 1975 (*Speak and write fluent Spanish*)
- ❑ Attend meetings and leadership conferences frequently with world-renowned speakers/authors