

Finding Job and Career Information Online

Thursday, August 23, 2018

1 Introduction

The more things change, the more they stay the same.

—French proverb

Whatever the world is, today, good and bad together, that is what Gutenberg's invention has made it: for from that source it has all come.

—Mark Twain

When you see articles with titles like “What do people look for on the Internet?” one of the topics that’s sure to be on the list is information about job hunting and career planning. In this class we’ll look at some of the sites and search strategies that can help you efficiently find the job and career information you’re looking for.

Back in the day, before the Internet was available to all, the job-search experts advised job hunters that using the classified ads in the newspaper should only be one element of their search and that they should primarily rely on their networks — professional and personal — for leads, information, and access to the people who actually make hiring decisions.

The experts have now updated their advice to be that we should not rely on online job boards but, rather, on our networks. However, some of those networks are also online now. And the job boards, like the classified ads of yore, are not entirely useless.

Things stay the same.

At the same time, the Internet and computers in general make some things doable that once were effectively impossible. Just as with Gutenberg's development of movable type.

Today's workshop will look at some of the types of resources available on the Internet to help with the job hunt. We'll talk about networking tools, but we'll also talk about tools to help with researching companies and, yes, about job boards.

2 Researching

2.1 Finding information

For finding news items or other general information about potential employers, general web searches using a search engine like Bing, Google, or Yahoo! Can be a good start.

When you're ready for more detailed or uniformly gathered information, however, some of the library's databases might be more useful. Many of these can be accessed from anywhere with Internet access with just your OCPL library card's barcode and PIN.

2.2 A new thing under the sun: You're always visible

Research goes both ways, though. Before the Internet, a potential employer generally only saw you through your application and references. Now they can also find out some things by looking at what sorts of things you write or that get written about you on the Internet.

One useful thing to do, even if you're the sort who truly does not care what people know about you,¹ is **EGO SURFING**. Ego surfing is searching for your own name on the Internet. The results of such a search will contain much spam and several links that deal with someone else sharing your name, but other links will yield a sample of your online life (or, if you're in the public eye, of others' reporting on your life).

For example, I googled my own name, and in the first 2 pages (20 links, not counting paid-for links labeled as ads) the links went to pages of the types in the table below.

Type of page linked to	Number of links
Something I actually wrote or created	5
Picture of me ²	1
Social media site ³	2
Some sort of "people finder" site ^{4,5}	4
Someone other than me	8
Total	20

- 1 As Oscar Wilde told us in *The Picture of Dorian Gray*, "What odd chaps you painters are! You do anything in the world to gain a reputation. As soon as you have one, you seem to want to throw it away. It is silly of you, for there is only one thing in the world worse than being talked about, and that is not being talked about."
- 2 This counts the section to various images as 1 link, but 1 of the images in the section was of me.
- 3 The links said that LinkedIn and Facebook might have users with my name, but the pages that the links led to didn't themselves link to my pages on those sites.
- 4 Sites that gather publicly available information on people and then offer what they have for a fee. Whether they actually have any useful information beyond what they tease you with is another question.

Now I spend a lot of time online, have a low level of sensitivity about my privacy, and have a name that's not the most common, so it's not surprising that 30% of Google's top 20 links on my name came up with information that might be of interest to someone trying to find out about me.

For someone more concerned with privacy than I am, there are ways to adjust the settings in social media accounts so that at least the platforms that you adjust will show less of you to the world. If you are interested in doing this, make an appointment with me or look for a Maxwell Tech Class covering online privacy.

3 Networking

Until our robot overlords are the actual hiring managers, the human element in getting a job will be crucial. Networking has always been a part of that human element, whether as cronyism (on what some might consider evil as it borders on nepotism or insider trading) or, more benignly, as allowing a chain of people between you and a hiring manager (people whose judgement the manager has reason to trust) to vet you in a way that the documents constituting a job application can't.

What computers and computer networks add to the process are the broadening of one's networks of people, increased frequency of communication within them, and speeding up the turn around time in written communication.

You'll notice that in the previous paragraph I said *networks* rather than *network* since most of us belong to a few groups where most of the people in each group are mutually connected but you are (more or less) the only connection of one group to another.

This will generally hold in cyberspace as well. You might have a few work friends on Facebook and a few social friends on LinkedIn (perhaps people who you've worked on projects with who can speak to your abilities even though you never “worked” together), but they are largely separate groups.

And outside of both of those groups are your friends and family who only use the internet for e-mail.

However, all of these groups can help with alerting you to potential jobs or with finding things out about specific potential employers.

4 Job boards

One of the things that the internet has “created” is the ability to go directly to a potential employer's human resources department to find out what openings the employer has. The scare quotes are there because, of course, the internet did not literally create that ability. It did, however, so greatly decrease how much time it takes to monitor an employer's job listings that it may as well have created it.

5 All 4 did list me.

The experts seem to like looking at job listings on an employer's website better than bothering with job boards like Monster.com. Moreover, there are tools to help with the task of monitoring several sites. LinkUp is a job search engine that aggregates job announcements from a variety of sources to make it easier to find them. You can search by company, by city, and by keywords.

And the death of the classified ad as a means of recruitment has been greatly exaggerated. It has just moved online like everything else, so Syracuse.com would be another site to work with in job hunting.

5 Resources

5.1 Websites

General

[Job Hunting Online \(https://job-huntingonline.webs.com/\)](https://job-huntingonline.webs.com/)

This is the companion site to Mark Bolles and Dick Bolles' book *What Color Is Your Parachute? Guide to Job-Hunting Online*. It's best used in conjunction with the book, and the web links it provides are exactly those of the book (conveniently divided up by chapter and in the order that they appear in the book).

Research

[Onondaga Public Libraries' Databases \(https://www.onlib.org/research/databases\)](https://www.onlib.org/research/databases)

OCPL's databases in the Business category give you access to detailed information on companies and industries. The newspaper databases can be useful for finding newsworthy events about individual companies or other organizations.

Note that for some of the databases your home library must be either the Central Library or one of the branches within the City of Syracuse. Alternatively, you can visit one of those libraries and access the databases there.

Networks

[Facebook](https://www.facebook.com/) (<https://www.facebook.com/>)

[LinkedIn](https://www.linkedin.com/) (<https://www.linkedin.com/>)

[Twitter](https://twitter.com/) (<https://twitter.com/>)

Job boards

[LinkUp Job Search Engine](https://www.linkup.com/) (<https://www.linkup.com/>)

LinkUp is not a job board as such but an aggregator of job openings that appear on the websites of various employers. That said, it is effectively equivalent to a job board that is automated instead of relying as much on direct submissions.

[Syracuse.com](https://www.syracuse.com/jobs/) (<https://www.syracuse.com/jobs/>)

As the companion site to *The Post-Standard*, Syracuse.com is the direct lineal descendent of the classified ads of yore.

5.2 Books in the Onondaga Libraries that might be useful

General

Bolles, Mark Emery, and Richard Nelson Bolles. *What Color Is Your Parachute? Guide to Job-Hunting Online*. 6th ed. Berkeley, Calif.: Ten Speed Press, 2011.

Bolles, Richard Nelson. *What Color Is Your Parachute? 2019: A Practical Manual for Job-Hunters and Career-Changers*. New York, N.Y.: Ten Speed Press, 2018.

Doyle, Alison. *Internet Your Way to a New Job: How to Really Find a Job Online*. 3rd ed. Cupertino, Calif.: Happy About, 2011.

Farr, J. Michael. *Quick Online Job Search: Seven Steps to Using the Internet to Find a Job*. Quick Job Series. Indianapolis, Ind.: JIST Pub, 2011.

Kotzan, Winston. *This Is Not Your Father's Job Market: Job Seeking Strategies for Today's New College Graduates*. 1st ed. Indianapolis, Ind.: WAK Productions, 2012.

Nagle, Janet. *How to Use the Internet to Get Your next Job*. Ocala, Fla.: Atlantic Pub. Group, 2010.

Yate, Martin John. *Knock 'em Dead 2017: The Ultimate Job Search Guide*. Avon, Mass.: Adams Media, 2016.

Networking online

- Breitbarth, Wayne. *The Power Formula for LinkedIn Success: Kick-Start Your Business, Brand, and Job Search*. Completely revised and updated 3rd edition. Austin, Tex.: Greenleaf Book Group Press, 2016.
- Crompton, Diane, and Ellen Sautter. *Find a Job through Social Networking: Use LinkedIn, Twitter, Facebook, Blogs, and More to Advance Your Career*. 2nd ed. Indianapolis, Ind.: JIST Works, 2011.
- Elad, Joel. *LinkedIn for Dummies*. 5th ed. ... For Dummies. Hoboken, N.J.: John Wiley & Sons, 2018.
- Hill, Paul. *The Panic Free Job Search: Unleash the Power of the Web and Social Networking to Get Hired*. Pompton Plains, N.J.: Career Press, 2012.
- Labovich, Laura M., and Miriam Salpeter. *100 Conversations for Career Success: Learn to Tweet, Cold Call, and Network Your Way to Your Dream Job*. New York, N.Y.: LearningExpress, 2012.
- Schepp, Brad, and Debra Schepp. *How to Find a Job on LinkedIn, Facebook, Twitter, and Google+*. Fully rev. and updated 2nd ed. New York, N.Y.: McGraw-Hill, 2012.
- Waldman, Joshua. *Job Searching with Social Media for Dummies*. 2nd ed. ... For Dummies. Hoboken, N.J.: John Wiley & Sons, 2013.
- Waldman, Joshua, and Sean Harry. *The Social Media Job Search Workbook*. Tigard, Ore.: Career Enlightenment, 2014.
- Whitcomb, Susan Britton, Chandlee Bryan, and Deb Dib. *The Twitter Job Search Guide: Find a Job and Advance Your Career in Just 15 Minutes a Day*. Indianapolis, Ind.: JIST Works, 2010.

Resumes

- Beshara, Tony. *Unbeatable Résumés: America's Top Recruiter Reveals What Really Gets You Hired*. New York, N.Y.: AMACOM, 2011.
- Enelow, Wendy S., and Louise Kursmark. *Modernize Your Resume: Get Noticed ... Get Hired*. Modernize Your Career Series. Coleman Falls, Va.: Emerald Career Publishing, 2016.
- Paterson, Pamela. *Get the Job: Optimize Your Resume for the Online Job Search*. Toronto, Ont.: Writer Types, 2013.
- Yate, Martin John. *Knock 'em Dead Resumes: A Killer Resume Gets More Job Interviews!* 12th ed. Avon, Mass.: Adams Media, 2016.

Cover letters

- Enelow, Wendy S., and Louise Kursmark. *Modernize Your Job Search Letters: Get Noticed ... Get Hired*. Modernize Your Career Series. Coleman Falls, Va.: Emerald Career Publishing, 2017.
- Yate, Martin John. *Knock 'em Dead Cover Letters: Cover Letters and Strategies to Get the Job You Want*. 12th ed. Avon, Mass.: Adams Media, 2016.