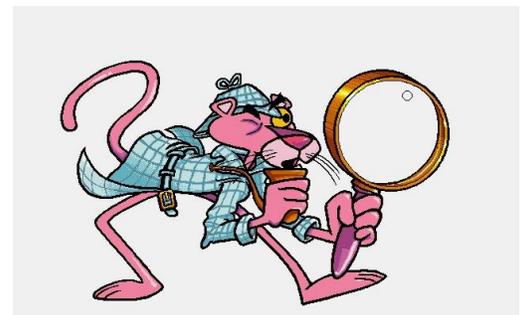


Job Searching in an Online World – The Formula

1. **Strategic Networking** – Networking is still “king” of job searching techniques. Connecting with people you know, and people in your community will provide more job possibilities than online searches. Stay connected to your network, and build it by talking to new people about jobs and volunteering and joining online groups.
2. **Effective Online Resume** – If you choose to job search online, make sure your resume is tailored (both content and format) so that it ranks high in the Applicant Tracking Systems (ATS) that many companies now use (i.e. use key words in their job posting, use their exact job title, use traditional fonts, use Word .docs instead of .pdf if possible)
3. **Positive Branding** – You want your key values to show throughout the job searching process. If you brand yourself as “High Energy”, make sure you answer your phone enthusiastically and that in an interview and your online presence show your passion.
4. **Positive Online Presence** – Join Facebook and use it to job search. Make sure your Facebook page doesn’t include anything that would offend a potential boss. Consider using Twitter...there have been 2 million job posts on Twitter in 2014. You may want to Google yourself (full name, e-mail address) to see what is posted online about you. You can also create a LinkedIn profile and ask for endorsements from friends/co-workers. You can state that you will “accept all invites” or that you have a LION (Linked IN Open Network) to make more connections.
5. **Research** – Your job when you don’t have a job is to **GET INFORMATION!!!!** Before applying for jobs and trying to meet with managers, you want to gather information. You want this information to be current (not old) and you want it to be coming from credible sources. You also want to check more than one source for your information.
You want to find out about the various companies you would like to work for, possible job openings from your network, the types of jobs they offer, the skills and education they require and job hot spots in your neighbourhood.

Technology Has Changed the Game... The Callback: If your resume is selected, the employer will call you to talk and/or set up an interview. In our mobile world, you may get this call when you are busy, en-route or in a noisy place. If this happens, either answer and ask them if you can call them back at another time, or let it go to your voice mail. Think of this call as a mini interview. You want to have your resume and the job posting in front of you and have no distractions.

Adapted from: “Get the Job” by Pamela Patterson, 2013



Applicant Tracking Systems (ATS)

If a company uses an ATS (Applicant Tracking System) you will need to change your resume from its current form. You will need to change the layout and the content of the resume. Many companies use ATS systems as they are now available for free, so even small companies can and do use them.

What does an ATS do?

- An ATS electronically filters, ranks and deletes resumes. If you don't have your resume organized in a way it can recognize, you won't even get a chance to speak to the hiring manager.
- Therefore, you need to learn how to BEAT THE SYSTEM!

How to Beat the System:

- Use a tailored resume for each job posting. Generic resumes will not work well. This is true for all job searching, but it's even more important for online searches.
- Create an online specific resume for the ATS. The ATS wants to see certain words and skills. If they are not included, your resume will be ranked low or deleted from the pool of candidates. (you want to try and meet 80% - 85% of the skills requested in the job posting, if possible)

How is the Content Different for an Online Resume?

- You want to grab words (nouns) from the posting and put in your resume. Do not cut and paste full sentences from the posting. Instead, re-word the statements. If you don't have the skills they are asking for, you can work to get them and then state "self study to learn excel" so the words are on the resume. There are lots of free websites to learn extra skills/ qualifications.
- Be exact. If they ask for MS Word, don't put "skilled at MS Office Suite". Use the exact words
- Use words from the company values or mission statement from the posting and the website.
- Use the exact job title in the posting for in your resume if you have done similar work. If you have "kitchen assistant" on your resume, but they are advertising for a "line cook", you will want to change your resume job title to "line cook". (If you have never done that job, consider volunteering so you can get that role on your resume)
- Consider making your online resume longer than one page so you can include more key words.

How is Formatting Different for an Online Resume?

- It is very important to change your resume format to prepare it for an ATS. If you use the wrong format, the information may be skewed.
- Use simple, traditional fonts such as Ariel. Sometimes newer fonts are not recognized by an ATS.
- Don't PDF the document. Try to use Word if possible so the document is a .doc
- Ensure all resume content is in the body of the word document. Don't use Headers!
- Avoid using charts, tables or graphics. They can interfere with the document being read properly

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