

# Using the Internet in Your Job Search

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## Note to the Job Seeker

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The Internet should supplement, not replace, other information sources and job search methods. Use good research and critical evaluation skills as you would with any resource you may use in your job search.

## Using the Internet in Your Job Search

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The Internet provides you with many options and tools for a comprehensive job search. You can identify job openings throughout the world, locate and copy files of employer literature, exchange messages with professionals in your field, share ideas and information with specialty user groups, and find advice on resume writing, interviewing, etc. Employers increasingly use the Internet as a recruiting tool. Many job search services and resources on the Internet are free to job seekers, but some are not.

Principle benefits of using the Internet in your job search include the ability to:

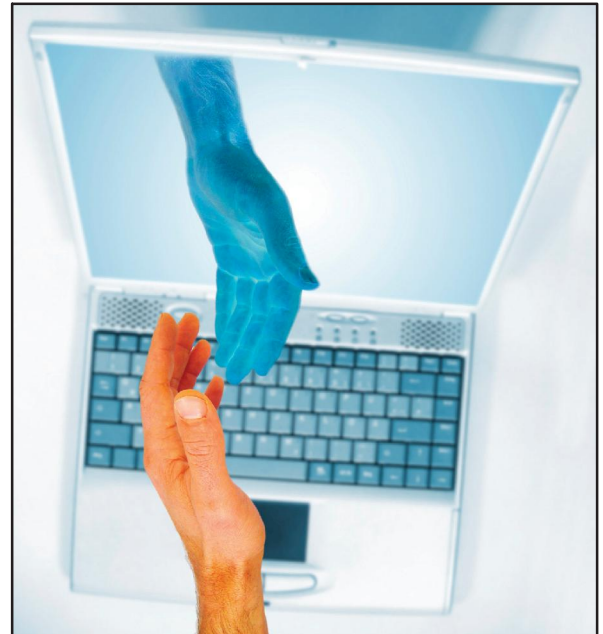
- Access timely job notices around the clock.
- Locate unusual or difficult-to-find career information.
- Communicate with professionals or resource groups in specialized areas.
- Research companies, organizations, and agencies.
- Post your resume/apply online for positions.

Principle drawbacks of using the Internet include:

- Vast, sometimes unwieldy amounts of career and job search information.
- Privacy issues related to posting your resume online.
- Over-utilizing the Internet while under-utilizing other career resources (print, people, etc.).
- The disappearance or relocation of useful career sites without notice.

You can generally find career and job search information in one of several ways, using the Internet or other sources.

- Look up a Web site address in publications about Internet job searching or in directories of specialty sites on the Internet.



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- Use online indexing systems, often referred to as search engines, such as Yahoo or Google, while connected to the Internet.
- Ask professionals in your career area if they know of helpful Web sites.
- Identify Web pages which may link to useful sites on a certain topic (such as the Career Center Library Bookmarks located at [career.fsu.edu/library/links.html](http://career.fsu.edu/library/links.html)).
- Check Career Center files on specific topics for possible references to Web site addresses.
- Browse through the "How to Find Information on the Internet" notebook in the Career Center Library.

## Network With Professionals

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The Internet can be a great way to network with professionals in different fields and organizations, even though you do not generally interact face-to-face. As in any interpersonal situation, use good judgment or “netiquette” in your interactions.

Developing relationships, building up your contacts, sharing information, getting advice, and establishing a credible presence in your field can be done with mailing lists, professional association Web sites, chat rooms, and Usenet newsgroups. Organized according to professional or avocational interests, the following can be used to find potential contacts and network in your career area.

- **Association Web sites**, in addition to providing career information and education resources, may offer online mentoring programs, sponsor chat rooms and/or provide access to membership directories. To find trade, professional, or industrial associations, try the American Society of Association Executives Gateway to Associations Online at [www.asaecenter.org/directories/associationsearch.cfm](http://www.asaecenter.org/directories/associationsearch.cfm)
- **Mailing Lists** (often called “listservs”) allow list members to send and automatically receive messages via email. Professionals often use mailing lists to discuss significant industry topics, which may help you identify key contacts in your field. To find mailing lists for your career area, try CataList at [www.isoftware.com/catalist.html](http://www.isoftware.com/catalist.html).
- **Usenet Newsgroups** (sometimes called discussion forums) allow you to ask/answer questions of interest to the group, find job openings, learn about career fairs, and post your resume. You need to actively access the newsgroup in order to participate and find archival information. To locate newsgroups for your career area, try [www.hoovers.com](http://www.hoovers.com)
- Other resources: [www.quintcareers.com/internet\\_networking-sources.html](http://www.quintcareers.com/internet_networking-sources.html).

## Learn Where to Find Job Openings

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Current, unique, abundant and varied employment sites can make the Internet a productive place for you to find job openings. Employers worldwide also increasingly rely on the Web to recruit quality candidates. Be specific about the type, level, and location of the job(s) you want before you search the following types of sites:

- **Employer Web sites** (both private and

public sectors) may provide current job opportunities, recruitment schedules, and an online application process. For example, from the Enterprise Rent-A-Car homepage at [www.enterprise.com](http://www.enterprise.com), you can access their employment resource page by clicking on the “Careers” tab at the top of the page.

- **Job database services** contain numerous job listings that may be searched by criteria such as location, industry, occupation, salary level, position, etc. America’s Job Bank, developed through a partnership of the U.S. Department of Labor with state and private sector organizations, has more than a million job openings at [www.jobbank.info.org](http://www.jobbank.info.org).
- **Specialty sites** focus on certain geographic regions (local, state, or international), type of work (industry, trade or profit/not-for-profit), or populations (minority, persons with disabilities, or career changers). Job openings may be found in online newspapers for certain cities, such as Atlanta’s [www.ajcjobs.com](http://www.ajcjobs.com), in profession-specific job lists, such as the site for accountants at [www.cpajobs.com](http://www.cpajobs.com), or in such diversity career sites as [www.hirediversity.com](http://www.hirediversity.com).
- **Virtual Career Expositions/Job Fairs** run the gamut from online university-sponsored career expositions to newspaper employment fairs to employer Web site job fairs. Often limited to a specific time period, geographic region, industry and/or population, virtual career expositions offer you many opportunities to find out about current openings and get background material on employers, then send your resume to recruiters. Some Web sites also maintain databases of in-person job fairs, such as CFG Inc.’s site at [www.cfg-inc.com](http://www.cfg-inc.com)

## Access Employer Information

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Using effective research strategies, you can locate specific, detailed industry and employer data on the Internet. The better your skills in keyword and advanced search techniques, the more efficiently you can research employers by location, industry, occupation or employer name. The following resources can help you identify potential employers. Moreover, they can provide details that can give you the edge when writing letters/resumes and interviewing such as contact information, basic facts, financial status, history, philosophy, mission, goals, and work environment:

- **Articles** from newspapers, magazines and other media sources, available on the Internet through

online databases, can give you the history of an employer, its current position in the industry, new products or services, and major competitors. Lexis-Nexis Academic Universe and Business NewsBank, two FSU Libraries Databases which index a variety of sources including business journals and newswires, contain full-text articles on employers.

- **Directory Web sites** maintain databases of private and public enterprises, where you can identify employers by location, industry, occupation or employer name. Hoover's Online, at [www.hoovers.com](http://www.hoovers.com) provides company capsules for many employers, with basic financial, contact and industry information.
- **Employer Web sites** (both private and public sectors) often contain their mission statement, annual reports, information on employee benefits, and press releases. For example, the YMCA's Web site at [www.ymca.net](http://www.ymca.net), under the section "About the YMCA," demonstrates the types of employer information you can find. Information on employer sites typically favors the employer, so you may want to use other types of resources in your research to get a balanced picture.

## Identify Job Search Resources

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The Internet contains myriad resources for job searchers, as illustrated by the following Web site categories and SAMPLE Web sites. The Career Center takes no responsibility for information contained on these sites, or for any address changes:

- **Career advice / information:** Sloan Career Center for Science, Technology, Engineering and Math ([www.careercornerstone.org](http://www.careercornerstone.org))
- **Career events:** Women for Hire Career Expos ([www.womenforhire.com/career\\_expos](http://www.womenforhire.com/career_expos))
- **Discussion groups:** Google Groups: alt.jobs.offered ([groups.google.com](http://groups.google.com))
- **Diversity resources:** National Society for Hispanic Professionals ([www.nshp.org/](http://www.nshp.org/))
- **Employer information:** Guide Star's database of nonprofit organizations ([www.guidestar.org](http://www.guidestar.org))
- **Government employment:** Federal jobs at USAJOBS ([www.usajobs.opm.gov](http://www.usajobs.opm.gov)), & State of Florida jobs ([www.myflorida.com](http://www.myflorida.com))
- **International resources:** OverseasJobs.com ([www.overseasjobs.com](http://www.overseasjobs.com))
- **Job postings:** Seminole CareerLink for FSU students and alumni ([www.career.fsu.edu](http://www.career.fsu.edu)) & Monster Search Jobs ([www.monster.com](http://www.monster.com))

- **Job search process:** FSU Career Center Job Search Career Guides ([www.career.fsu.edu/advising/guides.html](http://www.career.fsu.edu/advising/guides.html))
- **Organizations:** (professional, trade and special interest) Yahoo! Directory ([dir.yahoo.com/Business\\_and\\_Economy/Organizations](http://dir.yahoo.com/Business_and_Economy/Organizations))
- **Recruiting sites:** Recruiter's Online Network ([www.recruitersonline.com](http://www.recruitersonline.com))
- **Resume databases:** Careerbuilder.com ([www.careerbuilder.com](http://www.careerbuilder.com))
- **Salary & relocation:** Homestore.com ([www.homefair.com/calc/salcalc.html](http://www.homefair.com/calc/salcalc.html))
- **State and local resources:** Bay Area Careers: San Francisco ([www.bayareacareers.com](http://www.bayareacareers.com))
- **Work experience (volunteer / summer / part-time / internships):** Cool Works ([www.coolworks.com](http://www.coolworks.com))

## Find Other Helpful Resources

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Many types of resources can help you learn more about using the Internet in your job search. Some may be located in the Career Center Library and other library collections. Resources can provide detailed information about accessing various online tools, locating specific career sites and services, and developing helpful strategies for different types of job searches. Be sure to consider the qualifications of the author(s) or presenter(s), and the date of publication or presentation.

### Articles

Professional newsletters and journals, daily newspapers, and many popular magazines publish current articles about finding career information on the World Wide Web and using the Internet in your job search.

### Audio-visual media

Non-print media such as software programs, CD-ROMs and DVDs feature information, demonstrations, and hands-on practice on using the Internet. People with disabilities may especially find this format useful.

### Books

Books about using the Internet in your job search are comprehensive and detailed. They may contain listings of Web sites under a variety of different career categories.

## How-to guides

Librarians and other information professionals have developed instructional materials to help you find career information on the World Wide Web and use the Internet in your job search. They may be distributed at workshops or made available on the Internet.

## Workshops

Workshops can provide step-by-step instruction, in-depth assistance and hands-on practice on using the Internet in your job search. Each semester the Career Center (644-6431; [career.fsu.edu](http://career.fsu.edu)) offers an Internet Job Search workshop, held at Strozier Library.

Workshops may be advertised through newspapers, fliers, radio announcements, Web sites, and other media, or you can contact the workshop providers directly for dates and times.

## Understand the basics

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### Accessing the Internet

FSU students, faculty and staff can check out the University Computing Services Web site at [www.uccs.fsu.edu](http://www.uccs.fsu.edu) for more specific information on obtaining an electronic mail account and/or connecting to the Internet from home or a residence hall. Alternatively, you can access the Internet through a freenet, commercial provider, or Internet service provider (ISP). On campus, terminals in Strozier (644-2706) and other libraries provide access to the Internet. The Career Center's computer lab is also available for job search activities. In addition, your FSU ID permits access to other computer labs on campus (hours vary), described at [us.fsu.edu/index\\_labs.html](http://us.fsu.edu/index_labs.html).

### Evaluating Web sites

Not all Web sites are quality resources; therefore it is important to check the site's source, authorship, currency, ease-of-use, pertinence, and reliability. Because Internet information can be volatile, consider printing or saving data as you find it, rather than assuming that it will be there later. For more information on evaluating Web sites, check out the Lesley University guide "Evaluating Web

Sites" at [www.lesley.edu/library/guides/research/evaluating\\_web.html](http://www.lesley.edu/library/guides/research/evaluating_web.html).

In addition to Web site quality, you should determine if resources such as resume databases protect your personal privacy. For example, if you submit personal data to another party (employer Web site), you may want to check if the Web site has a privacy/disclosure policy and if your data will be secure (encrypted) so that it is not intercepted by a third party.

### Using Web search tools

Whether you need to find a specific Internet address or resources on a specific topic, search tools such as directories, portals, search engines and meta-search engines can help you. Each has its own methods and rules for searching; therefore, learn as much as possible about how each one searches for information. Following are examples of different types of search tools:

- Altavista: [www.altavista.com](http://www.altavista.com)
- Google: [www.google.com](http://www.google.com)
- Ixquick: [www.ixquick.com](http://www.ixquick.com)
- Yahoo: [www.yahoo.com](http://www.yahoo.com)

### Reference

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Dikel, M. R., & Roehm F. E. (2002). Guide to Internet Job Searching. VGM Career Horizons: Chicago, IL



The  
**Career Center**  
*linking futures*

850.644.6431 • [career.fsu.edu](http://career.fsu.edu)

Alternative Format Available.  
Revised 5/09 Pub ID: 42

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