Chapter 12

Using the Internet in a Job Campaign
Presentation Overview

- Examine Internet resources to use in career planning & job hunting
- Research how Internet can be used to research organizations and identify jobs
- Social media in the job campaign
- Pros and cons of using the Internet in a job campaign
Internet Resources

• Use online indexing systems (“search engines”)—what are examples of these?

• Identify special topic Web pages that may link to useful sites

• Check career center Web site for useful links, e.g., www.career.fsu.edu/resources/career-center-library

• Look in publications/directories of specialty Internet sites

• Check with professionals in career areas of interest for useful sites
Websites

Occupational information

- *Occupational Outlook Handbook* (OOH)  
- State Occupational Projections  
  [www.projectionscentral.com/](http://www.projectionscentral.com/)

Employer research

- GuideStar National Database of Non-Profit Organizations:  [www.guidestar.org](http://www.guidestar.org)
- Researching Employers Online:  [www.glassdoor.com](http://www.glassdoor.com)
Job Boards

- Career One Stop: [www.careeronestop.org](http://www.careeronestop.org)
- Career Builder: [www.careerbuilder.com](http://www.careerbuilder.com)
- Indeed: [www.indeed.com](http://www.indeed.com)
- Monster: [www.monster.com](http://www.monster.com)
- Employment Spot: [www.theworkforspot.com](http://www.theworkforspot.com)
Government Employment/Jobs

• State Government Jobs:  
  www.50statejobs.com/gov.html

• Federal government jobs:  
  www.usajobs.gov
Web Sites (continued)

Job Search Process

• CollegeGrad: https://collegegrad.com/
• Job Hunters Bible: http://www.jobhuntersbible.com/
• Live Career: www.livecareer.com
• Job-Hunt.org: https://www.job-hunt.org/

Salary and Relocation

• BLS Employment Stats: https://www.bls.gov/oes/
• Homefair Salary Calculator: www.homefair.com
• Salary.com: www.salary.com
Employer & Job Information

• Develop skills in keyword and advanced searching techniques

• Directory Web sites maintain databases of public and private enterprises
  • Chamber of Commerce directory for U.S. cities
    www.uschamber.com
  • Search for organizations online at
    http://www.atozdatabases.com/search (Free to FSU students)

• Check your campus library

• Employer websites, e.g., https://espncareers.com/
Social Media in the Job Campaign

Access hidden job market by utilizing:

- LinkedIn
- Facebook – www.facebook.com/socialjobs
- Instagram
- Twitter
- Pinterest
- Blogs – build your personal brand
Social Media in the Job Campaign

Issues with Social Networking Tools:

- Lines blurring between friends and colleagues
- “Digital dirt”
- Employers asking candidates to “friend” them—what do you think about this?

Inspect Your Online Identity

Have you researched and cleaned up your online identity? Check your social networking profiles to determine if the information is incriminating, outdated, wrong, or embarrassing! Even if you don’t look yourself up, employers might, and it may cost you the interview. Here are some ways to help ensure your online identity is clean:
Building your network online:

- Social networking sites
- Professional association listservs
- Chat groups
- Association web sites
Pros & Cons of Using the Internet

• Access timely (and often free) employment resources 24/7
• Locate unusual or difficult-to-find career information
• Communicate with many people or resource groups in specialized areas
• Research potential employers/organizations
• Identify position openings by occupation & state
• Promote your personal brand through traditional and less traditional means
Pros & Cons of Using the Internet

- Unwieldy amount of information—issues around quality, currency, etc.
- Privacy issues—what are some of these?
- Overuse of Internet & underuse of “traditional resources”
CIP Perspective

**Self- Knowledge**
- Use resume and cover letter to communicate your values, interests, & skills

**Option Knowledge**
- Know what is available & how your qualifications match those positions

**Decision Making**
- Targeting employers, following through with each CASVE cycle phase

**Executive Processing**
- Think positively about what you have to offer