Searching for Jobs on the Internet

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2576 County Hwy. 10
Mounds View, MN 55112
763-717-3272

New Brighton Library
400 10th Street NW
New Brighton, MN 55112
651-724-6002

North St. Paul Library
2300 North St. Paul Drive
North St. Paul, MN 55109
651-747-2700

Roseville Library
2180 Hamline Avenue North
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Shoreview Library
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Searching for jobs on the Internet

Beginning your job search

The internet is a useful tool to help job seekers find and apply for jobs. It is also useful for networking, researching careers, industries, and potential employers, and getting tips on how to conduct your job search.

However, using the internet is only one part of a successful job search; you must use other job search techniques as well.

Job Search Strategies

While searching for jobs on the internet is an important part of your job search strategy, it is important to use other methods as well. Combining several approaches will be the most effective way to be successful in your job search.

The internet is a valuable resource in your job search, and can be used for:

- Networking
- Researching and contacting potential employers
- Looking for job leads

Networking

“Networking” can seem intimidating, but it really just means “contacting people you know.” Your network could include:

- Current and/or former co-workers and bosses
- Colleagues in professional organizations
- Family members and friends
- People from your church
- Neighbors
- Teachers and fellow students
- Alumni organizations
- People you meet on social networking sites
- People you meet while volunteering
- Anyone else who may be able to help
Some tips on networking

- When you are looking for a job, it is important to spread the word to your contacts; tell people in your network about your situation.
- Broaden your network to include people in all areas of your life. Most people are willing to help, and you risk little by contacting them.
- Try to touch base with them regularly, whether that means once a week, once a month, or once a year, as appropriate.
- Social networking websites like LinkedIn (www.linkedin.com) and Facebook (www.facebook.com) and Twitter (www.twitter.com) can be great for networking. LinkedIn and Facebook have interest groups that you can join to connect with others with the same interests, occupation, and objectives.
- Mailing lists and message boards on Yahoo Groups (groups.yahoo.com) and Google Groups (groups.google.com) can be another good way to expand your network and exchange ideas, information, and even job leads.
- Use care when participating in social networking sites, message boards, blogs, etc.
  - Be aware of “netiquette.”
  - Take the time to observe how the site or group works before posting; make sure you understand and follow the accepted practices.
  - Do not post resumes or job queries, unless a group is specifically meant for that purpose.
- Remember that networking is a two-way street, and you may be able to help others in your network; take the time to do that whenever you can.

Researching and contacting potential employers

Another method used by many job seekers is to look for companies or organizations in the field they want to work in, and contacting them to find out if there are, or will be, any job openings that might be appropriate for them.

- Do the research to find the companies or organizations where you want to work; the library has many resources to help with this.
• Target your search; don’t send out hundreds of resumes to every company out there, find the ones that are the best fit for your skills and desired job. Find out the name and contact information for the person who should receive your inquiries and resumes, and make sure they get to that person.

• You can research and contact potential employers in person or by phone or mail, as well as online; you may also want to telephone or visit companies in person to inquire about jobs, arrange informational meetings, and make contacts.

• Tailor your resume for each employer you want to contact, using your research about that employer.

• Following up is very important; this will make you stand out from other job seekers.

The internet can be very useful here. There are business directories, company websites, industry and professional organization websites, and other resources that can help job seekers find contacts at companies that may have job openings. Ask a librarian for help in locating and using these resources.

Looking for job leads
There are a number of ways to find job leads. You should try to use as many as you can; this will vary depending on the type of job you are seeking. Here are some places you can look for job leads:

• The internet
• Newspapers, magazines, and other periodicals
• Bulletin board postings and help wanted signs
• Professional associations: these are a good place to network
• Recruiters: there are some good suggestions on when and how to use job recruiters on the Job Hunt website at www.job-hunt.org/recruiters/recruiters.shtml. Be sure you understand what your obligations (financial and otherwise) are before using them.
• Job clubs: There is a directory of job clubs and similar groups at The Riley Guide: http://www.rileyguide.com/support.html.
• Job fairs; see a list at http://mn.gov/deed/job-seekers/find-a-job/job-career-fair/.
• Consider sending your resume to contacts in your network: they may be able to pass it on to someone they know who has a job to fill, or you can ask them for feedback. Be selective when doing this, and always ask first.

• Networking is also very useful for finding job leads. Often, companies may not advertise a position, but you may hear about it through a contact; or one of your contacts who knows you are looking for a job may recommend you to a potential employer.

Combining all of these methods with your internet job search will increase your chances of success.

**Why use the internet in your job search?**

**Internet tools can help you…**

• Assess your interests and skills; this will help you target your job search effectively.

• Find information about careers, and companies that you might want to work for that may have job openings.

• Create your resume and tailor it to specific companies or job openings; there are also many sites where you can post your resume.

• Expand your network through social networking sites, message boards and mailing lists, etc.

• Find job openings and apply for jobs; many companies only advertise job openings and accept applications online.

**Remember, using the internet is only one part of a successful job search. Using multiple techniques in your job search increases your chances of success.**
Planning your job search

Applying for any job, whether you want it or are qualified for it or not, wastes your time and the time of the person looking through applications and resumes looking for suitable candidates. Don’t send out your resume for every open position: make sure you are qualified, interested in the job, and have tailored your resume to the job.

Consider these questions:
- What field do you want to work in? Are you interested in changing careers, or having difficulty finding job openings in your current field?
- Where do you want to work? Are you willing to relocate? How far are you willing to commute?
- What kind of company do you want to work for (large corporation, small business, nonprofit, government agency, self-employed, etc.)? Are you looking for full-time, part-time or temporary work?
- What skills do you have?
- What skills would you be willing to acquire?

Creating a plan for your job search
- Treat your job search as if it is your job; set aside time for job search activities each day, and stick to the schedule.
- Develop a list of your skills
  - Job related skills
  - Transferable skills (from volunteering, hobbies, etc.)
- Develop a basic resume
- Research careers and potential employers
- Keep a record of your activities; this is very important. A simple notebook works very well for this purpose.
  - Keep track of sites you have visited, especially if you sign up for an account or post your resume there.
  - Keep a printed list or online file of site addresses and login IDs and passwords for each site, listing what you have posted there, and the dates you have visited.
  - Make a note of other activities, including applications and resumes sent out to companies, contacts with people in your network, etc.
• Create a separate e-mail account that you will use only for job search activities. This will help you keep focused on your job search, and will protect your privacy.
• Limit the amount of time you spend online; try to spend at least half of your time on other job search methods and activities, like networking, doing research, working on your resume, etc.

Some good sites for getting started

• The Riley Guide (www.rileyguide.com) is a terrific place to start; it has information and links for everything you might need in your job search. The site is well organized, easy to use, and frequently updated.
• Job Hunt (www.job-hunt.org) has a very good section on internet privacy and security, and articles on many other topics for job seekers.
• ISEEK (http://www.iseek.org/) is a great resource for information on careers, as well as education and training.
• The Minnesota Department of Employment and Economic Development (DEED) (http://mn.gov/deed/job-seekers/) has resources for the unemployed and for job seekers, including information on job training, emergency assistance, and many other useful links.

Improving your computer skills

If you need help improving your computer skills to start your online job search, there are resources available to help.
• Ramsey County Library offers free internet access, access to Microsoft Office, and computer classes. Free classes are also available at many other Twin Cities public libraries.
• Workforce Centers offer classes on job searching, preparing a resume, and many other topics.
• Goodwill Easter Seals offers a variety of services for job seekers.
• The Science Museum Computer Education Center (http://comped.smm.org/) offers classes in many different types of software, using digital cameras, and much more; however, most of the classes are not free.
**Interests and Skills assessments**

Make an inventory of your skills and interests. This will help you target jobs, create your resume, and write cover letters.


- ISEEK ([http://www.iseek.org/careers/assessyourself.html](http://www.iseek.org/careers/assessyourself.html)) has self assessment tools to help you figure out what jobs might be a good match for your skills, and other information on planning your career, educational opportunities, and the job market.

- O*Net has an online Skills Search quiz ([http://online.onetcenter.org/skills/](http://online.onetcenter.org/skills/)) that helps you match jobs to your skills.

- Purdue has a Job Skills Checklist ([http://owl.english.purdue.edu/owl/resource/626/01/](http://owl.english.purdue.edu/owl/resource/626/01/)) to help you create a skills inventory to use in your resume and cover letter.

**Creating a basic resume**

- Use skills assessment tools to help you create a list of your job-related and transferable skills

- Tailor your resume to specific jobs and companies
  - Look at the position description for the job you are applying for, and use the same words on your resume.
  - Add key words to your resume; this highlights your skills and accomplishments, and makes it more likely that computer programs scanning your resume will match you to the job; see the ISEEK page on resume keywords at [http://www.iseek.org/jobs/resume-keywords.html](http://www.iseek.org/jobs/resume-keywords.html) for more information.
  - Use action verbs to describe work you have done in previous positions (see this list for examples: [http://www.bc.edu/content/bc/offices/careers/jobs/resumes/verbs.html](http://www.bc.edu/content/bc/offices/careers/jobs/resumes/verbs.html))
You must have electronic versions of your resume as well as a printed version.

- Keep your resume handy by e-mailing it to yourself every time you update it; put “resume” and the date in the subject line so you can easily find the most updated version.
- Have updated copies of your resume available in Word, plain text, and pdf formats; use whichever version is preferred by the company you are applying to.
- There is a helpful guide on how to format your resume for uploading, e-mail, etc. here: http://susanireland.com/resume/online/.
- Have a nicely formatted Microsoft Word version to print out for interviews, etc.
  - Use plain white paper to make scanning easier
  - Avoid graphics, unusual fonts, complicated formatting, etc.

Useful sites for resume help

- Purdue University’s Online Writing Lab offers resume help: http://owl.english.purdue.edu/owl/resource/719/01/.
- The Riley Guide has a large section on resumes and cover letters at www.rileyguide.com/letters.html.

The JobNow database on the library’s website offers resume examples, a resume editing service, and live resume help.

- Start at the Ramsey County Library website at www.rclreads.org.
- Click on “Research,” then “Databases A-Z,” and then on “J;” then click on the JobNow logo, at the top of the list.
- You must create a free account to use this service.
- You will be asked to enter your library card number if you are accessing the site from outside the library building.
- Click on “Write the Resume” to find resume templates, useful internet links, and Resume Lab, which allows you to upload your resume and get feedback from a resume expert.
- You can also click “Connect with live resume coach” to get real-time advice and feedback from job coaching experts.
JobNow offers help with your resume, links to helpful job seeker resources on the internet, and live career coaching, available from 1:00 p.m. - 11:00 p.m. every day.

Click on "Resume Templates" to find downloadable resume formats in MS Word.

Click on "Write the Resume" for help in creating and tailoring your resume.
Use the JobNow resume templates to create your resume.

These resume templates can be downloaded and adapted to help you create a resume in one of these formats.

Send your resume to an expert for detailed feedback.

You can upload your resume here; a resume expert will respond with feedback within one business day. You can also add comments and questions here.
E-mail and your online activity

- Create an e-mail address specifically for job searching using one of the free e-mail sites like Yahoo Mail, Gmail, or Outlook.
- Use your name in your e-mail username.
- Make sure your contact information, including your e-mail address and phone number, is included in all e-mail you send to potential employers (you can create a signature to do this automatically).

Social networking and internet use

Your activity on the internet says a lot about you, and potential employers are very interested in looking at this; some employers require all job applicants to list the passwords to all social networking sites they use.

Be aware of information about you that is available on social networking sites like Facebook, Twitter, Instagram, etc., and be careful what you post on blogs, web pages, message boards, etc. Employers may Google you and look at these sites to judge your suitability as an employee of their organization, so you want to make sure that nothing potentially objectionable is posted by or about you.

- Ask family and friends to remove any photos or posts that do not present you in a good light (this includes your spouse’s and children’s Facebook pages, Twitter accounts, blogs, etc. as well).
- Consider the level of privacy settings for social networking sites.
- Google yourself regularly to check what is out there on the internet about you, or set up a Google alert for your name.
- Consider joining sites such as LinkedIn (www.linkedin.com) Twitter (http://twitter.com/) and Facebook (www.facebook.com) to create a positive online presence, and to expand your network of contacts.

There is a selection of articles with tips and advice on networking at the Riley Guide here: http://www.rileyguide.com/nettips.html.
Research

Investigate different fields and industries to find the best fit for you using the self assessment tools mentioned above. Next, look to see what the prospects are for finding jobs in specific fields or industries:

- The Minnesota Department of Employment and Economic Development (DEED) has many useful resources at [http://mn.gov/deed/job-seekers/](http://mn.gov/deed/job-seekers/).
- The U.S. Bureau of Labor Statistics has the Occupational Outlook Handbook page [http://www.bls.gov/ooh/home.htm](http://www.bls.gov/ooh/home.htm); it has information on specific jobs, including which jobs are in demand, and on training, salaries, etc.

Resources for company research

Company information is available in many places, including:

- Company websites; these can usually be found easily simply by Googling the company name. You can find information about the company, and often you can look for jobs and apply online.
- Resources on the RCL website include:
  - Directory and company information databases; some examples are Reference USA and Business Insights; both have information about companies’ products or services, competitors, and lists of officers and key people.
  - Magazine and journal databases; some examples are EBSCO Business Source Premier and EBSCO Regional Business Source, which provide information about companies from business journals, newspapers, etc. This can be very helpful in figuring out whether this company is a good fit, if they are likely to have job openings, and in providing names of contacts.
  - Please note that you will need a valid library card to access these subscription databases from outside the library buildings.
Reference USA

The Reference USA database contains information on more than 14 million U.S. businesses, including address and phone number, the names of key personnel, number of employees, sales figures, websites, and much more. It is updated daily, and features many different ways to search for company information; you can search by type of business, geographical location, and much more.

To access Reference USA, go to the Library’s website at www.rclreads.org:

- Click on “Research” and then click on “Databases A-Z.”
- Select “R” and then click on the Reference USA icon, which appears at the top of the list.
- You must enter your library card number if accessing the database from outside the library.
- Select “U.S. Businesses.”
- Click on the tab labeled “Custom Search.”

Click on “Custom Search” to look for companies in specific industries and/or geographic areas.

Use the categories “Business Type” and “Geography” to find businesses in a specific geographical area.
Enter keywords for the type of business you want to find, and choose the geographical area (state, city, county, zip code, etc.)

To find companies in a specific industry and/or geographic area, select “Business Type” and “Geography.”

Enter keywords for the type of business you want to find; a list of the closest matches will display.
Your search results display in a list:

Reference USA also has a Job Search feature. You will find the link on the main search page.

Other useful websites:

- **ThomasNet** ([http://www.thomasnet.com/](http://www.thomasnet.com/)) is useful for identifying companies in manufacturing; you can limit your search by location. You can find a lot of the smaller companies here, and most of the entries link to the company websites.

- **Industry Portals** has links to industry information on everything from adhesives to wireless communications at ([http://www.virtualpet.com/industry/mfg/mfg.htm](http://www.virtualpet.com/industry/mfg/mfg.htm)).

- **Career One Stop** has an Employer Locator which can be used to find contact information for local employers at [http://www.careerinfonet.org/employerlocator/employerlocator.asp?nodeid=18](http://www.careerinfonet.org/employerlocator/employerlocator.asp?nodeid=18).
Networking on the internet

Use social networking sites to keep in touch with people already in your network, and to expand your network of contacts. Here are some social networking sites you may want to use:

LinkedIn
- LinkedIn (www.linkedin.com) is geared toward career networking, so it is especially useful for job seekers. Creating a LinkedIn profile is easy and free.
- Post your profile and find out who you already know on LinkedIn; more than 48 million people in the U.S. and around the world use LinkedIn.
- Find new contacts in your field.
- Find contacts at targeted companies using “Advanced search.”
- Having a profile on LinkedIn is a great way to enhance your online presence.

Facebook
- Facebook (www.facebook.com) is a social networking site originally created for college students, but it is now available to anyone; more than 300 million people use Facebook.
- Facebook lets you connect (and reconnect) with people in your network, and can help expand your network of contacts.
- Use privacy setting wisely: you can choose who sees your postings, and who can find your Facebook page.
- Avoid posting anything you would not want a potential employer to see, and be aware of what friends and family are posting.

Twitter
- Twitter (www.twitter.com) allows short (140 character) messages (tweets).
- Connect with people in your field, and follow companies you are interested in working for to find out about company activities and job listings.
- Use TweetMyJobs (http://tweetmyjobs.com/) to find job postings on Twitter.
Filling out job applications online

Before you begin:
• Create an e-mail address that you will use in your job search; having a separate job search e-mail will help you stay organized and focused, and will help protect your privacy.
• Get your resume, contact information for references, and other information ready before you go online; keeping updated versions available in your e-mail is a good way to do this.
• Make a note of contact information for websites where you apply for jobs; this will make it easier to follow up later or ask questions if needed.
• Keep a record of sites you visit, and write down usernames and passwords needed to access them.
• Keep a record of the dates when you submitted applications and resumes to each site, and contact information for the job.
• Create electronic versions of your resume in Word, rich text, and pdf versions available to upload or e-mail to employers.

Things to remember when applying online:
• You may face time limitations when accessing the internet at public libraries, workforce centers, etc.
• Companies may be taking note of how much time you take to fill out the online application; once you have begin the application process, keep going until you have completed the entire application. Do not stop in the middle of the process and go back to it later.
• Carefully read and follow instructions on company websites.
• Pay attention to spelling, grammar, and punctuation when filling out online applications; your online application and resume should be proofread and spell-checked.
• Helpful instructions on posting a resume can be found at http://susanireland.com/resume/online/.

Follow up with an e-mail or phone call to make sure your application and resume were received, and to let the employer know that you are still interested in the job opening.
Finding job listings on the internet

Job supersites
What will you find on supersites?

- Most of the job supersites have links to information on resumes, job search techniques, networking, the job market, etc.
- Most of the sites allow you to create a login that lets you post your resume, save your job searches, send out job alerts, and use other features.
- Be careful what you post on any job search site; read privacy policies carefully and make sure you understand how your information will be used, and who has access to it.
- A huge list of job search sites is available at The Riley Guide site at [www.rileyguide.com/jobs.html](http://www.rileyguide.com/jobs.html).

Indeed

- Indeed ([http://www.indeed.com/](http://www.indeed.com/)) is a search engine for jobs. It finds job postings from company websites, government agencies, online classifieds, job “super sites” like Monster and Career Builder, and other sources.
- You can create an account to save your searches and create job alerts, and you can post your resume.
- Indeed is very easy to use: the search page is very similar to Google.

Refinements allow you to narrow your search results by salary range, location, etc.
Monster

- Monster.com ([http://www.monster.com/](http://www.monster.com/)) lets you create a profile that lists your interests and career goals, as well as uploading your resume.
- You can search for jobs by keyword, or browse by state, industry, job title, posting date, etc.
- Monster has communities you can join for networking.
- Try Monster’s site Jobs.com ([www.jobs.com](http://www.jobs.com)) for a simpler search page.

Other supersites

- Simply Hired ([http://www.simplyhired.com/](http://www.simplyhired.com/)) is easy to use, and has job market information as well.
- America’s Job Exchange ([www.americasjobexchange.com/](http://www.americasjobexchange.com/)) is run by the U.S. Department of Labor and is connected to…
- Career One Stop ([www.careeronestop.org/](http://www.careeronestop.org/)) is a career information and job search site also run by the U.S. Department of Labor.
- CareerBuilder.com ([www.careerbuilder.com/](http://www.careerbuilder.com/)) lets you search jobs by keyword or by category, and create an account to upload your resume, save searches, and create job alerts.

Local job search sites

Craigslist

- Craigslist ([http://minneapolis.craigslist.org/](http://minneapolis.craigslist.org/)) does not require you to register to search and apply for jobs.
- Job listings are updated daily and expire after 45 days.
- You can often find job listings for local small businesses that do not use the supersites.
- Be careful responding to job ads on Craigslist; listings are not checked by the site management, so it’s “buyer beware.”
- If you are using library computers when responding to postings on Craigslist, you must use your own e-mail account to send e-mails to posters; clicking on the e-mail link will not work. Ask a librarian if you need help with this.
Other local job search sites

ISEEK ([http://www.iseek.org/jobs/index.html](http://www.iseek.org/jobs/index.html)) has education and career planning information and resources, and job listings for Minnesota.


MinnesotaJobs.com ([http://minnesotajobs.com/](http://minnesotajobs.com/)) allows you to look for job openings by category of by employer name, and has information on internships, a calendar of job fairs, links to salary information, and a large selection of articles for job seekers.
JobDig (http://www.jobdig.com/) has links to job listings in the upper Midwest, as well as a nice selection of links to articles and advice, newsletters, and blogs and podcasts for job seekers.


Minnesota Works (www.minnesotaworks.net/) is provided by the MN Department of Employment and Economic Development (DEED). It has Minnesota job listings and other job seeker information. You can post your resume with confidence; DEED insures that companies posting jobs are legitimate and only employers with actual job openings are allowed to post.

You must create a free account to access all of the features of MinnesotaWorks.net.

Register for a free account to access job listings and other features of the site: you can upload your resume as well.

Click on Training Lessons to see tutorials on how to use the site, including how to search for job openings, create and upload your resume, save your searches, and manage your account.
Posting your resume on job search sites

- Consider carefully whether it is best to post your resume to one of the supersites; instead of posting your resume, you can use these sites to find job listings, and then submit a more tailored version of your resume when applying for a specific job.
- Privacy and safety are important; look at the site’s contact information, privacy policy, etc. to make sure it is a legitimate site, and that you understand how your information will be used.
- Consider limiting your resume posting to one of the large supersites, and a few smaller, more targeted ones. There is a huge list of job posting sites at www.rileyguide.com/jobs.html.
- Avoid resume distribution services and “blaster” sites; you risk having employers and recruiters receive your resume for every job opening, whether the position is appropriate for you or not.
- Consider removing your detailed contact information from your resume and using only an e-mail address and/or phone number.
- Avoid sites that require you to register and upload your resume before allowing you to look at job listings.
- Keep a record of the websites you visit, and be sure to make a record of login IDs and passwords used.
- Be cautious about uploading any personal information!
- Remember to delete your resume from these sites after you get a job.

Additional resources

- Minnesota Workforce Centers offer classes on job searching, internet access, resume help, and other services for job seekers. The sites for the Ramsey County locations are http://www.mnwfc.org/ramseycounty for the North St. Paul location, and http://www.mnwfc.org/midway for the Midway location.
- Goodwill-Easter Seals (www.goodwilleasterseals.org) offers vocational assessment, skills training, job coaching, and many other services for job seekers.
- Public libraries (including RCL) offer free computer classes and free internet access; ask a librarian for more information.
Remember…

- Keep your resume updated and easily accessible.
- Keep in touch with your network, and add as many contacts as you can.
- Follow your job search plan and treat your job search like it is your job.
- Target your job search to companies and positions that are a good fit for you.
- Keep a good record of all of your job search activities.
- Follow up on applications and resumes you have submitted.
- Continue to build and practice your skills.
- Don't spend all your job search time on the internet.
- Go out and have fun after you have finished working on your job search tasks.
- Good luck!