

Finding jobs the right way

Social media allows you to connect to people you know. For those in search of new jobs, the network provides unmatched opportunities, writes Runa Srivastava

Social media is making it easier to find the right jobs, and for you to connect to the right people who can help you get those jobs. "Many job seekers are still using traditional job search methods which are yielding poor results. But you don't have to end up like these professionals! By understanding who you are, what differentiates you in the marketplace and establishing your personal brand online, you can compete in the new talent marketplace," says Yogesh Bansal, Founder & CEO, ApnaCircle.com. You can have a successful job search by following these new ways to get a job using social media.

Begin with Networking

Don't ever forget the value of networking. The more you get your face out there, the better off you will be. If you don't focus on networking, you could be missing out on a lot of great job opportunities. "Most people know that the best way to find a job is through networking. You can go to networking meetings, tap into your own personal network, or ask friends who they know," says Vinay Grover, Director, Symbiosis Management Consultants. As part of his job, Yogesh Bansal, Founder & CEO, ApnaCircle.com, says, "we are one of the pioneers in the business and career networking space, transforming professionals across the country and across the verticals. Users can actively network, micro-blog and participate in the Q and A sessions with experts. The site is crafted to provide a perfect professional network to you. It will help you widen your circle of contacts and make you more visible to industry professionals and experts."

Build Your Online Influence

More than a decade ago, if you had the right "hard" skills, you were almost guaranteed a job. You could almost trade your college diploma for a job on graduation. Then, as the economy changed and became more competitive, companies started to pay attention to a new set of skills. In today's world, not only do you need strong hard and soft skills, but you need to develop online influence. When two candidates look the same on paper and are both good communicators, the differentiator will be their online influence. Online influence is measured in how many connections you have, who those connections are (and how influential they are), who and how many people are sharing your content and backlinking to your website and more. Apnacircle.com is becoming increasingly popular with employers. It can help you get hired over the next person. "Online influence attracts employers, who are increasingly looking to hire professionals who are already well-known by their target audience. Companies

understand that those with larger networks are more productive and can generate new business, recruit top talent and market their brand better than someone who lacks a big network," says Yogesh Bansal.

Make the Most out of Social Media

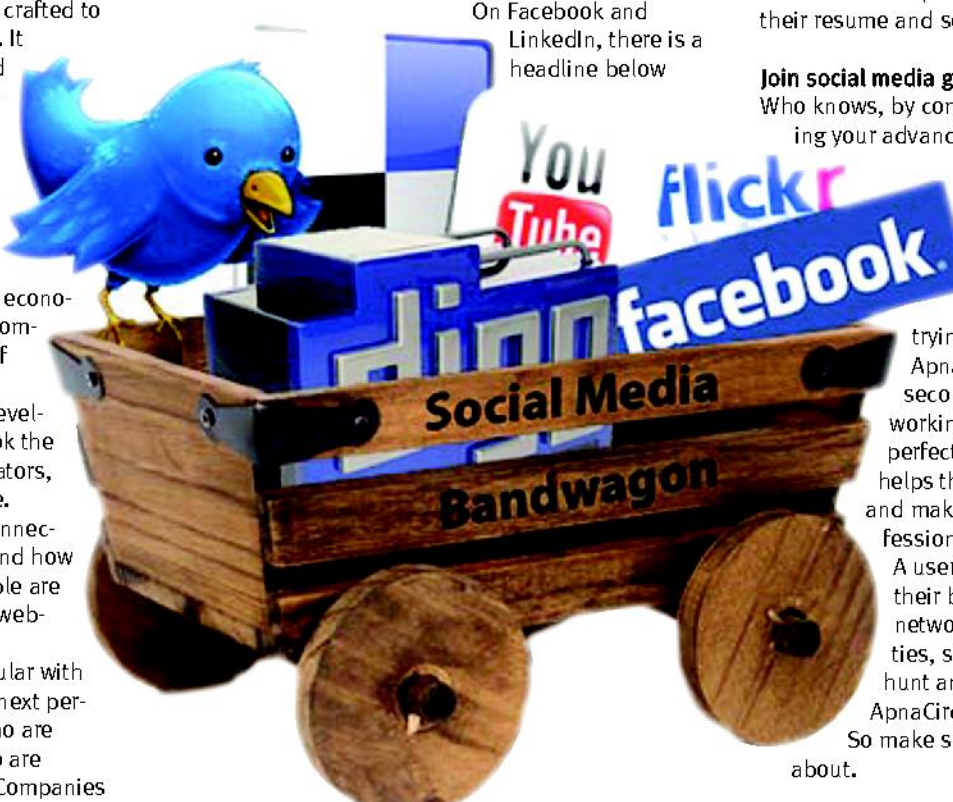
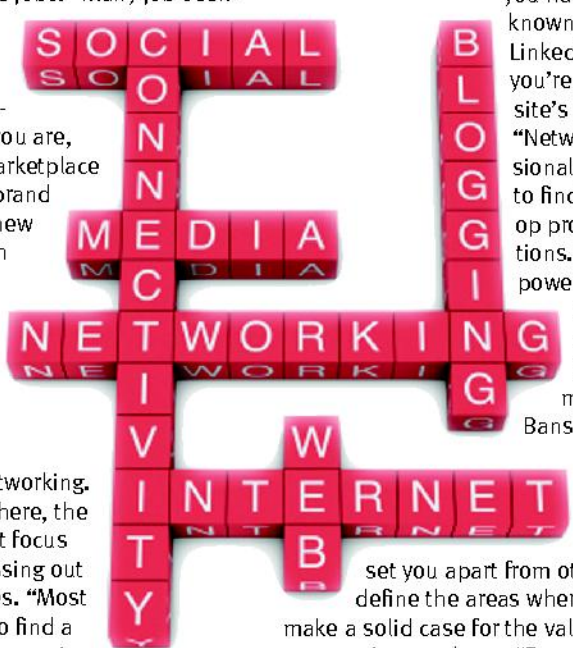
Confirming this trend, Vinay Grover, Director, Symbiosis Management Consultants, says, "LinkedIn is one of the best job networking and search site on the web, so set up an account (if you haven't already), because it's incredibly important that you make the most out of social media. Just setting up an account is not enough- you have to make yourself to be known. By just focusing your LinkedIn profile on your resume, you're missing out on many of the site's benefits." "Networking with other professionals gives you an opportunity to find new positions or to develop professional recommendations. Never take for granted the power of the web, many partnerships and employment opportunities have been built on the backs of social media sites," says Yogesh Bansal.

Think of your online profile as your brand

Identify your abilities that set you apart from other applicants. You should define the areas where you excel, and always make a solid case for the value that you bring to a prospective employer. "Personal branding is what you are presenting to potential employers through social media networks, blogs, websites, and everything else," said Vinay Grover. "Using Social Media to Market Yourself as a Job Seeker" will show job seekers how to use LinkedIn, Twitter, and Facebook to market themselves to employers.

Use your online profile to showcase your skill set

On Facebook and LinkedIn, there is a headline below



TIPS FOR JOB SEEKERS

There are a few ways you can use it in a job search:

COMPANY SEARCH: One of the best ways to use social media is if you have a very specific company you are interested in. You search on that company, and hopefully find people who are connected to other people you know.

JOB POSTINGS: Networking allows employers to post jobs on the site. The jobs are usually high quality, professional jobs.

EMAIL: Send email to everyone in your network, letting them know of your situation, and asking for any help or people they could put me in touch with them.

BLOG LINK: It gives you the ability to link your blog post to your profile. So every time you post new blog post, it updates your profile. It also includes the updated post in the weekly update emails that go out to your connections.

where you put your name. This is an incredible important part of your branding, you need to put something with keywords HR managers will instantly gravitate to. Your headline should show a range of what you are capable of doing.

Position yourself as the expert in your field

Include searchable keywords in your social media profile so that companies can see your in depth experience and talents. Employers will often look through social media sites in search of a fit for a specific problem. If you have your expertise highlighted, then you may be the one they're looking for.

Clear up any discrepancies between your resume and your social media profiles

Make sure your dates of employment, job titles and other extended details match your resume. Companies will not contact prospects who have inconsistencies on their resume and social media profile.

Join social media groups associated with your field

Who knows, by commenting on a group post or by offering your advanced knowledge, you could attract someone looking for your particular talents. Answering questions in these groups is an excellent way to attract attention to yourself, just make sure you approach groups with the correct mindset, you're trying to garner the right attention.

ApnaCircle is India's first and the world's second leading Business and Career networking site. The site is crafted to provide a perfect professional network to the user. It helps the users widen their circle of contacts and makes them more visible to industry professionals and experts.

A user can brand themselves, promote their business or services, expand their network, enhance their career opportunities, share their work, micro blog, head hunt and even get hired through ApnaCircle.com.

So make sure you know what you're talking about.