

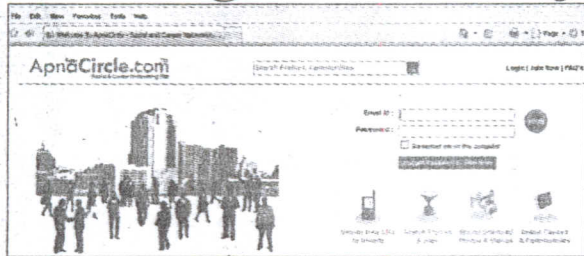
# Networking sites can find you a job

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SOCIAL NETWORKING sites can now be used to land you a job. Case studies are now emerging where users have expressed their needs through their status — 'I am looking for a job' or 'I am seeking this kind of position'.

It is an emerging trend in India with sites like LinkedIn, Apnacircle, Facebook, ibibo, and Orkut providing a platform to build a professional circle by connecting the user online across various sections.

Explaining the benefits of such networking, Yogesh Bansal, Founder and CEO of



apnacircle.com said, "The main users of these networking websites are passive job seekers. When a user networks and develops a relationship discussing his skills with professionals in the field, the user could get recommended for a

job by these professionals, which proves to be a better option than recruiting an unknown applicant for the employer."

So like socializing on the networking sites where people add old friends and discover new

ones, the professional activities help build a business network.

"People need to market themselves effectively and depict themselves worthy as a good employee. The economic slowdown has proved to be a catalyst as people have now become more serious towards proving their worth to survive in the field," Bansal said.

The percentage growth of these sites confirm this trend.

Some users who have benefited from the networking say that this is an added benefit for job seekers, besides simply using job portals.

Dheeraj Kumar Singh has

been recruited as a Senior Java Developer for Apnacircle.com. Bansal said, "I created my profile on Apnacircle.com and updated my professional profile. And in the status bar I wrote, 'I am looking for a job'. Within a few days I got a call from Apnacircle.com itself as they were looking for a Senior Java Developer. I went through an interview and now I am placed with them."

Vijay Sawhani has been uploading new portfolios or ifashion for the last three months. Now he has got several offers for freelancing.

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