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HEAD-HUNTERS ARE REVIEWING ONLINE PROFILES PRIOR TO HIRING. STAY ABREAST OF CHANGES AND REGISTER YOUR PRESENCE

# Are you being Hunted?

Online networking is one of the important, if not the most important, activities potential employees need to master to succeed in their career in general and job search in particular. The fact of the matter is that the vast majority of job openings are never advertised. That's why it is important for candidates to build a strong work of contacts. It is the career network that can provide support, relevant information and the desired job. In today's digital age, the internet is one of the most effective ways building a strong network and staying ahead of competition.

Simple job posts or uploading a resume is no longer an effective strategy. There are a few career networking sites such as ApnaCircle.com, LinkedIn and Networkingforprofessionals.com that can be used to boost up your contact list and profile. There are online networking groups designed for professionals from numerous occupations. In addition, it is important to go for professional branding. It is necessary to create a profile that portrays the candidate in a professional manner. Joining a discussion group is also recommended as all the subscribers have a same interest in the subject matter. Networking is all about building personal contacts, that to within a particular career field. So, joining one or more discussion groups related to a specific career field exponentially increase the number of contacts.

Registration on a networking site, especially a career networking site, can be a good way to begin the process. Active participation in different users groups can also create a good knowledge base for a particular candidate. Anybody and everybody can become a contact — professional advisers, people you meet, family, friends and associates. However, the most effective way to expand the number of contacts is by updating online professional profile.

It is advisable to use the same photograph on different sites. This will help prospective employers and HR consultants in recognising the candidate. Also, it is important to keep your profile updated with the latest information.

