

# Social networking sites aka job search engines

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Looking for jobs is not restricted to Naukri.com or Monster.com anymore. Social networking websites like Facebook, Orkut or Apnacircle.com also helps you interact with various employers and get you a job that you like. At a time when employment levels have been badly hit, these sites can prove to be a real help.

It might take time to get a job after you create a new profile on any of these sites; it definitely becomes a lot more easier finding new opportunities. Sites like LinkedIn, Apnacircle and Facebook have all details that a prospective employer may need. Also, when he/ she interacts with you on the net, it becomes easy for him/her to know the candidate better.

"These websites are being used as a new marketing technique by various employers. Sites like LinkedIn and Apnacircle.com are providing a platform to build your professional circle by connecting you online across various sections. It is all about building contacts, finding jobs and harnessing

Apna<sup>Beta</sup>Circle.com<sup>TM</sup>  
Social & Career Networking Site



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opportunities for success and growth," Yogesh Bansal, CEO and Founder, Apnacircle.com, said.

"When people are on these networking sites, they have more time and space to interact. The users get an opportunity to learn and gain through the process of Career and personal networking. More and more employers are using it to build the relationship. If not directly, you can be referred by a friend or a colleague to an employer," Bansal added.