

# CAREER NETWORKING

## YOUR NETWORK IS MORE POWERFUL THAN YOU THINK



### Online Networking: Gets you networked & connected

Need to be successful! Need to be in the right place in the right time. Online networking site does exactly that. It provides the right opportunity and gets you connected with the right people. It in fact, helps you in growing in your professional career.

Gone are those days when one had to attend different corporate events and that to by traveling to different locations to expand his contacts and to expand his horizon. However, today the scenario has completely changed. Of late, social media participation is

also in India. They have become an integral part of ones' professional life. In fact, those who do not have an active online presence are getting left behind. These career networking sites offer unique solutions to get their personal brands on the web and also give them the power to choose the right kind of career option. Even the HR managers are also shifting their focus from traditional methodologies to the online medium, to a more interactive technique. Focus groups are a perfect example of this trend. In the past, focus groups were conducted by companies

sites enable the professionals to promote their skill set and expertise in a subtle way and get recognized by the right target group. This passive job seeking is a growing trend. The time is not far, when people would ask whether a person has created his profile on networking sites or not. With its vast reach, ApnaCircle helps the members in passive job seeking.

In addition, the viral power of networking sites in general and career networking sites in particular, is helping out professionals in passive job seeking. Career networking sites feature a unique viral marketing system that connects the right professionals with the right organizations or apt job openings. Today, employers are looking at creative, cost effective and effective ways to recruit the best of the talents. And it is the career networking sites that attract career seekers from Generation Y to executive level. It's not just the job postings that are attractive to this vast workforce, but also the online interactive networking tools and viral marketing tools.



"The time has come for professionals to market themselves better. Networking sites provide them the right platform and opportunity to promote themselves in an effective manner."

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of subjects. A professional will certainly find one of the groups very interesting and start his online journey by associating with that particular group. Networking sites gives ample opportunity to break the ice before meeting a person. One can listen, engage, or be engaged. Today, many recruiters across the verticals are lurking the lists to find potential candidates. In addition, these networking sites are also helping the professionals to have the right kind of profiles through their professional profile management initiatives and also help in maintaining the profiles in a clean and professional manner. "By helping the member to create a perfect professional profile, career networking sites are adding a lot of value to one's professional career. In addition such sites also ensure safety, security and credibility of the profile. As professionals, each of us would benefit from a social media plan for our own personal growth, **commented Bansal.**

Networking sites are great and offers huge benefits. However, it is extremely important for members to take precautions while posting the profile or connecting with a potential employer. Since one is not face-to-face with the other person, the stress of making these new connections is greatly alleviated, but don't think that it

### Advantage Passive Job Seeking

- Passive candidate is someone who is not actively looking for a job, but who would (or might) consider a good opportunity if one arose.
- Many in the recruitment world talk about how a passive candidate is preferable to an active candidate.
- The idea behind this preference tends to be the thought that finding a potential employee who is hard to get is somehow more desirable than a person who is actively searching for a new job.
- Recruiters are not opting for job searcher who has their resume plastered all over the Internet.
- Passive job seekers constitute a large percentage of the best talent in the industry. It is generally believed that the best candidates are those who are not actively searching for a job.
- Passive job search makes you aware of your "market value" in the industry.
- It develops a network of mentors and other people who can be useful in the future.
- It makes you aware of the skills needed to enhance your potential in the job market.
- It enables you to be available when