

Time to boost your passive job search

As job seekers, it is important to give yourself every advantage in searching for a new job. In today's world, job seekers are finding more and more opportunities through online social and professional networks.

For novice users, these online networks can be intimidating at first. First time users may get nervous about posting their info online for the world to see. After all, once you post something online, you have no control over who has access to your information.

But just remember one simple thing: the role you play as a job seeker is of chief marketing officer; the product you are marketing is YOU! It is important to create a 'brand' that is credible, powerful and substantive and illustrates the talents, skill set and expertise. So, start building awareness of your brand.

For job seekers, there are thousands of creative ways to promote your job search, your resume and portfolio online through simple interaction on the most popular social and professional networking websites.

So, how can one give his job search a boost?

- Most social / professional sites are interconnected networks of experienced professionals from around the world. One can find, be introduced to, and promote the job search to qualified professionals across a broad range of professional sectors and networks through these networking sites. So, start networking!

- Break the ice. Introduce yourself to other online users. When registering your "profile" be certain to include information pertinent to your industry. This allows other interested networks to identify and interact with you while browsing profiles.

Why it is important for your job search?

- Often many recruiters post jobs open at their companies on networking sites. With millions of professionals on these sites, they have become the most powerful

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research tools for the job search.

- Recruiters are starting to use networking sites as the main place for sourcing candidates because it's free and the top professionals are on there.

Tips on how to build profile, contacts etc.

- Keywords that describe the candidate's best talents, level of expertise and types of industry experience are extremely important.

- Identify your career industry. Conduct an Internet search to locate a forum of your peers. Sign-up, register, and involve yourself. Contribute your expertise via chat-rooms and forums. Become a recognised expert. Answer peer questions and inquiries. Soon you will establish your reputation and develop relationships. These relationships are a new network that can help to improve your search engine ranking. Be sure to use one name consistently.

- One can also search for specific people at specific organisations to look for connections. One can also track down former colleagues, vendors, clients and others that can be of help in the job search.

- It is also equally important to solicit recommendations. Reach out to former supervisors, colleagues, vendors or friends.