

The Job Seeker's Guide to Online Networking and Using LinkedIn®



by Andrew Brandt

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Preface

*The Professional Services Group-Dover
Morris County Career Network
About the author*

<i>Chapter One</i>	<i>Online Networking and Setting Goals</i>	<i>1</i>
<i>Chapter Two</i>	<i>Protecting Yourself and Your Reputation on the Web</i>	<i>6</i>
<i>Chapter Three</i>	<i>Getting Started on LinkedIn</i>	<i>10</i>
<i>Chapter Four</i>	<i>Connecting with Individuals on LinkedIn</i>	<i>22</i>
<i>Chapter Five</i>	<i>Guerilla Search Techniques for LinkedIn</i>	<i>30</i>
<i>Chapter Six</i>	<i>Connecting with Groups of People on LinkedIn.....</i>	<i>35</i>
<i>Chapter Seven</i>	<i>Networking Styles.....</i>	<i>43</i>
<i>Chapter Eight</i>	<i>Making Introductions and Adding Value.....</i>	<i>45</i>
<i>Chapter Nine</i>	<i>The Job Hunting Tools on LinkedIn</i>	<i>48</i>
<i>Chapter Ten</i>	<i>LinkedIn and Collaborative Applications.....</i>	<i>52</i>
<i>Chapter Eleven</i>	<i>Some Warnings and a Free Tip</i>	<i>54</i>
<i>Chapter Twelve</i>	<i>Learning More about LinkedIn on LinkedIn.....</i>	<i>55</i>
<i>Chapter Thirteen</i>	<i>Other Social Networking Sites and Job Resources</i>	<i>56</i>
	<i>Other social and business networks</i>	
	<i>Other specialized networking sites</i>	
	<i>Job Search Sites of Interest</i>	
	<i>Job Sector and Constituency Based Sites</i>	
	<i>Executive Job Search Sites</i>	
	<i>International Job & Networking Resources</i>	
	<i>Other résumé and social networking tools</i>	
	<i>International Association of Employment Web Sites</i>	
	<i>Some Online Job Search Tips</i>	
<i>Chapter Fourteen</i>	<i>Short term, hourly, and freelance jobs and specialty sites</i>	<i>78</i>
<i>Chapter Fifteen</i>	<i>Job Hunting on Twitter</i>	<i>84</i>
<i>Chapter Sixteen</i>	<i>Protecting Yourself from Job Scams</i>	<i>90</i>
<i>Appendix</i>	<i>References and Resources.....</i>	<i>95</i>

The Job Seeker's Guide to Online Networking and Using

This guide was originally written for the Professional Services Group of Dover, NJ, which is supported by and affiliated with The New Jersey Department of Labor. If you are unemployed in New Jersey, look up the PSG state network for a site near you. You are also welcome to attend the weekly meeting for PSG Dover on Wednesdays at 9:00 AM which includes information and guest speakers about the job hunting process.

If you want to participate in the PSG-Dover classes and volunteer program, please call 973-361-1034 to reserve a place at one of the group's orientation. All classes are at the: Dover One-Stop Career Center, 107 Bassett Hwy., Dover, NJ 07801.

Currently the Morris County Career Network, formed by PSG members, meets on the second and fourth Mondays of the month at 9:00 AM at St. Peter's Episcopal Church, 70 Maple Ave., Morristown, NJ 07960. Although the meetings are for professionals seeking new positions, we also invite HR professionals, counselors and other interested people. If you want to check on the next session, please call PSG at 973-361-1034.

About Andrew Brandt



Andrew Brandt helps nonprofits meet their mission by organizing their fundraising and improving their communications. He has experience in annual fund drives, special event management, grant writing, database design and maintenance, donor communications, social media tools, newsletter creation, print projects, ad sales, writing and editing, photography, and publishing.

He also offers writing, editing, desktop publishing, and word processing services.

He has been an instructor at PSG-Dover and currently writes for their newsletter, The PSG NetWorker. His previous career was as a professional bassoonist. He founded the Baroque Artists of Shreveport in Louisiana, was principal bassoonist with the Shreveport Symphony Orchestra, and was president of the Regional Orchestra Players' Association, a national labor group for orchestra musicians. He has also served fundraising and administrative positions with the Jackson (Tennessee) Symphony Orchestra and the Long Bay Symphony (South Carolina). He also taught at Centenary College of Louisiana and Northwestern State University in Natchitoches, LA. See his LinkedIn profile at: <http://www.linkedin.com/in/andybrandt1>.

If you have additions, suggestions or corrections for the book, or just want to chat, please email him at andybrandt531@yahoo.com. If you want to share this book with your friends and fellow job-hunters, first email him for the latest edition, or even better, have them email him directly, introduce themselves, say how they heard about the book, and ask for a free copy.

He has also expanded and compiled a series of articles, entitled *The Frugal Job Hunter's Guide to Software*, about free and cheap software for job hunters, nonprofits, and anybody who needs to save a buck. Ask for a free copy.

This book started as a 20-page guide. In less than two years it has grown to 100 pages. Thanks to all who have made suggestions for web sites to list and improvements to this text. This book is dedicated to you and to job seeker's around the globe.

Chapter One

Online Networking and Setting Goals

What is Online Networking?

Online networking, or Web 2.0, or internet social networking all refer to using resources on the Internet to help you connect with others while looking for a job or to enhance your job activities or just to connect with friends. Particularly, it involves using one or more of the social networking sites (i.e. Facebook or LinkedIn) to make contacts. You can use those sites (and many others) to create an online presence so potential employers and others can find you and learn more about you. After establishing yourself on a social networking site, you may also go on to create an online résumé, write a blog, use contact management sites, create online videos, participate in discussion groups, tweet on Twitter, create your own web page and use other resources to make it easy for potential employers to find you online.

What is a social networking site?

A social networking site is a large web-based business which allows you to contact others of like mind to socialize. Some networking sites were started by university students mainly for social purposes and have since added business networking tools to their site. Other social networking sites, such as LinkedIn, began with business networking tools as the main focus and have added employment, news, and social networking tools to their business. Many people on LinkedIn prefer not to use the term "social networking site" to define the service (preferring to use "business networking"), but others use the expression.

Why should I network online?

Ellen Sautter and Diane Crompton in *Seven Days to Online Networking* (Indianapolis: JIST Works ©2008) say "It's about relationship Building":

Everybody Wins

- **It's 24/7 networking.** It works for you day and night.
- **It's a screening tool.** By reading profiles, webfolios or reading contributions to blogs and discussions, you can evaluate whether "someone's knowledge, experience, and style are compatible with the goals you have for your network."
- **It gives unprecedented access with the utmost convenience.** You can have several networking sessions in a single day, making it possible to meet hundreds or thousands of people in a much shorter time than live networking.
- **It's less threatening or intimidating.** For many people, it's a less scary way to meet people for the first time.
- **It lets you show off your technical skills and appear tech savvy.**
- **It gives you a wide platform for communicating who you are.**
- **It's a way to build your credibility.**
- **It levels the playing field.** People with disabilities, mobility problems, or speech impediments can network with ease and without regard to personal appearance.
- **It's a springboard to offline meetings, appointments, and relationships.**

What is the downside to online networking?

- You have to watch how you spend your time.
- Online networking can be a major time-eater, so set limits.
- "Online networking is not a substitute for getting out of the house or office and attending networking events, meeting people for lunch or coffee, or picking up the phone to have a live conversation."

Of special interest to HR recruiters (and therefore, to job seekers), Ellen Sautter and Diane Crompton (again, in *Seven Days to Online Networking*) also note that there are many advantages to using services like LinkedIn for HR recruiters, including:

- **Accurate information** – profiles are generally updated much more quickly than other databases and directories.
- **Access to passive candidates** – Recruiters can research profiles of people who are not currently actively looking for work but may have skills they are seeking. (In turn, employees can keep their info "out there" without upsetting their supervisors. This is very important in today's economy.)
- **Access to hard-to-find candidates** – Before online networks, it was difficult for recruiters to find those mid-level employees who didn't show up in company directories.
- **Candidate evaluation** – profiles are opportunities to see how potential candidates present themselves in writing.
- **Reference checking capability** – LinkedIn's **Recommendations** are a quick way to check some references; finding other colleagues to interview is also easier. Other internet resources also make it easier to find info about candidates and see if what they are saying or writing is true.

By offering services specifically for business and recruiters, LinkedIn shrewdly made their service popular with HR professionals. This, in turn, makes LinkedIn more attractive to job seekers, which then attracts more recruiters, and so on. That is part of the reason why LinkedIn has become, for many, the most important web resource for finding candidates and jobs.



What can I expect from my networking and other online services?

First, set your objectives or targets for networking in general, and your job hunt in particular, online and off.

<u>Advice</u>	<u>Research</u>	<u>Job Listings</u>	<u>People</u>
Get advice on defining your career objectives and narrowing your job search to a manageable size	Gather info about occupations and industries to target	Corporate web sites	Live networking allows you to connect with a few people at a time; online networking allows you to connect with or get noticed by, potentially, thousands of people
Evaluate suggestions on general types of employers or recruiters to target, and names of specific organizations or search firms to approach	Research people: CEO's, HR professionals, current and former employees of a business you are targeting	Regional job sites (multi-state, state, regional, city)	
Get marketing advice to set up <i>Me, Inc.</i> – learn how to be noticed as a professional resource	Learn how to survive while unemployed. Research unemployment benefits, temp work, temp agencies, state benefits; find babysitters, counselors, and other help	Specialized career sites for your industry or job title	
Learn how to present yourself in writing for: résumés, cover letters, biz cards, online profiles, etc.	Research volunteer groups available to help (such as PSG), networking groups, job hunting clubs	Web-based classifieds (Craig's List, professional societies)	Find: Counsellors, HR professionals, Specialists in your field
Learn how to present yourself in person for: interviews, meetings, presentations, networking forums.	Find names, addresses, email addresses, and web sites for job applications	Newspaper-based classifieds: local and national, (i.e. CareerBuilder, Monster, Washington Post, New York Times papers, Chronicles of Philanthropy & Higher Education, etc.)	Find Role Models and Educators
Get advice on how to evaluate and negotiate job offers	Research the corporate culture, strengths and weaknesses, hiring methods or other characteristics of your target employers	Aggregators (Sites which collect opportunities from a wide variety of sources): LinkedIn, Indeed, SimplyHired, others (See Chapter Thirteen)	Get introductions and make connections online
Use online wage research and cost of living tools	Before an interview, carefully research the corporate website. (One technique is to print out all the pages and highlight portions relevant to questions you want to ask.)		Get direct leads
Find books, blogs, web sites, and attend web conferences to learn more about job hunting and career advancement		Research and connect with recruiters	Helping others helps your self-esteem which, in turn, helps you in your job search
		Learn how to find jobs on Twitter (see Chapter Fifteen)	Get emotional support throughout the job hunt

What can I do online after I find a job?

Online networking (just like regular networking) is important for people in their career who are NOT job hunting, too. Here are some potential goals and ideas for online networking after you landed the job:

Advice and Research

Learn best practices for your job and industry

Learn how to innovate, be creative and improve efficiency

Keep up-to-date on advances in your industry and job category. Become more savvy and improve your value to your employer.

Watch your competition using LinkedIn research tools, profiles, corporate updates, and updates.

Communicate with your customers or client base, suppliers, and vendors. Find potential customers.

Use the social tools you learned in your job search to get feedback from your customers and clients, and those you work for and with. Using Web 2.0 techniques to promote your business will make you look tech-savvy.

Get strategic negotiating advice from your network to position yourself for promotions, advancement, and raises.

Find professional networking groups and keep up-to-date on meetings and celebrations. Become part of your professional community.

Research Career 2.0: the future of your industry and the potential for new and different jobs and industries.

People and Networking

Find mentors and role models

Compare notes with professionals in similar roles in your industry

Have your immediate colleagues pass on LinkedIn invitations to new contacts within the company. This could be especially useful in large businesses with many offices. Check their profiles for other potential contacts. Remember to help bring others together, too.

Use your online network for passive job searches. (Let your next job find you.) Stay visible to recruiters and colleagues on LinkedIn and other sites without upsetting your employer and sabotaging your current job.

Develop collegiality and build self-esteem.

Continue and expand your network (online and off); don't forget your jobhunt supporters. Keep in touch with PSG members and lend a hand.

In a large business, LinkedIn may be the easiest way to research colleagues' experience and build teams. If you are already on a team, have everybody connect on LinkedIn so they can see each other's profiles.

In a large business, LinkedIn may also be the quickest way to keep track of your colleagues' promotions and job and title changes. Send them congratulations on LinkedIn.

If your employer doesn't have online tools for networking, you can start a LinkedIn group in your business's name and invite your colleagues to join and network. (Invite your bosses so they know you're not plotting against them.) Consider inviting alumni, too.

All these tips will help you be more prepared if you should be looking for a job again sometime soon.

OK, I've selected my goals. Whom should I try to network with online?

Michelle Tullier, in her book *Networking for Job Search and Career Success* (JIST, 2004), suggests networking with **STARS**, namely:

- **S**trategists: The people who help you plot a course toward your goals. They give advice, feedback, and coaching to direct you down the right path.
- **T**argets: The people most closely linked to your career or business goals—the people you've set your sights on reaching, such as prospective employers, customers, or clients.
- **A**llied forces: The professionals who provide expertise to strengthen your networking efforts and brand expression. They might be image consultants, Web site designers, career coaches, communications consultants, and more.
- **R**ole models: The mentors or sages who serve as role models for your business or career and who can offer advice and wisdom.
- **S**upporters: The people who provide emotional support and cheer you along the path to reaching your goals.



Chapter Two

Protecting Yourself and Your Reputation on the Web

I'd like to improve my online network, but when I Google my name, I found stuff that makes me look bad. Should I just ignore online networking and use the traditional methods?

Ignoring something on the Internet won't make it go away. Even traditional employers are using Google and online detectives to see what "Digital Dirt" they can find on you. Again, back to our friends Ellen Sautter and Diane Crompton in *Seven Days to Online Networking*:

What is Digital Dirt?

- Personal info you'd rather not share in the workplace
- Controversial associations, opinions, or memberships
- Embarrassing evidence of unprofessional behavior (such as photos of yourself appearing drunk and wild at a party)
- Public records or references to lawsuits or felonies
- Information about your credentials that contradicts data on your resume or business marketing materials and therefore suggests you are lying.
- Evidence of a moonlighting business that could be a conflict of interest with, or distraction from, your primary work

[Digital Dirt might even be something that's not bad (say, when you Google yourself, that *Village Voice* photo of you winning the Columbus Day pie-eating contest keeps popping up) but it's not consistent with the online image you want to create.]

How do I clean my digital dirt?

- *Wash over it.* – Create enough digital content that the "dirt" is buried under newer and more positive content. New content also helps when there is somebody sharing your name.
- *Wash it out.* – Get it deleted. (Some private sites will delete info; public records and news generally cannot be deleted. Even if it is deleted, backups of the information still exist on many computers.)
- *Wait it out.* – Time overcomes even the net. This is helped greatly if you write, speak or blog often. Adding new content makes the old stuff harder to find and less relevant.

Another technique is to add your middle initial or name, or use a maiden (or maiden plus married) name, to differentiate yourself from others on the Internet. If you do, make sure your résumé, your business card and LinkedIn profile use the same name form. (HR people usually Google your name as it is spelled on your résumé.)

If this advice seems too passive or can't remove some nasty digital *schmutz*, look at the website for Reputation Defender: <http://www.reputationdefender.com/index>. Lancer Media, Inc. http://www.lancermedia.com/reputation_management.shtml also does some internet reputation scrubbing as a portion of their business. (Other firms specialize in corporate reputation manipulation.)

A not-so-difficult search on the internet will find many organizations which snoop on you and yours.

One place that aggregates information about you is <http://www.zoominfo.com/>. You may go on the site and do a search for your name. (You may find several people with the same name, so you need to sort through to find your records.) You can make additions, deletions and corrections, but only after you do the free registration.

77%

of executive recruiters
use search engines to
research applicants.

- CareerBuilder

This is apparently a popular site for HR people and other sleuths to find information about you. You could, of course, ask ZoomInfo to delete your file but that may risk searchers digging even deeper to find your records.

Another site, somewhat similar to Zoominfo, is Spock.com. A quick look at the site suggests that you can search for and "own" profile information, add info, and upload photos to the site. It is a private-information-aggregator meets social-networking-site. (A somewhat bizarre concept, in my opinion.)

Then there are commercial detective agencies, such as **People Finders**, www.peoplefinders.com, which reportedly controls billions of online records. Unlike Zoominfo, there is no way to access your information without paying for it on this site. They also do checks for criminal records, business ownership, public records, and they will search social networks (like LinkedIn and Facebook) to locate people. (I did find an incorrect variation in my name, which explains why I started getting junk mail for somebody who doesn't really exist.) You may find many, many other people in the U.S. with your same name. (I found 90 Andrew Brandts.) This could be slightly ego deflating, at the least, or highly damaging if a criminal or sex offender shares your name.

Like a bargain? For the modest fee of \$29 for three full years, you can spy on all your friends and neighbors on **netdetective.com**. What does one do on the site? In their own words, "Net Detective allows you to uncover information you want to know about your doctor, boss, friends, neighbors, lover and even yourself.... Net Detective is used nationally to find lost relatives, old high school and army buddies, deadbeat parents, lost loves, people that owe money and just plain old snooping around."

If you believed in the fantasy that there was any semblance of privacy in this world, think again after reading this NetDetective advertisement (shown after entering some search parameters):

Free and Unlimited Background Checks for Net Detective® Members

Net Detective® members get FREE and UNLIMITED access to the following background searches, including these searches on [REDACTED] in [REDACTED]

- State Criminal Checks (including LA)
- Nationwide Criminal Checks (Federal)
- Wants and Warrants
- Registered Sex Offenders
- Bankruptcies and Liens
- Judgments and Lawsuits
- Home Value and Property Ownership
- Neighbors and Neighborhood Details
- Relatives and Associates
- Verified Addresses and Phone Numbers
- Address Histories and Aliases
- Marriage and Divorce Records
- Date and Place of Birth
- SSN and Identity Verification
- DMV and Vehicle Records

All searches are legal and 100% confidential (ANDREW will NOT be notified). PLUS: With unlimited access to all searches, you'll be able to run regular checks on *yourself* to see what others - including criminals - can find out about YOU. It's one of the best ways to protect yourself from identity theft.

**Members receive unlimited access to all searches shown above.
Check as many people as you want (including yourself) at NO extra charge!**

[Become a Net Detective Member](#)

[<< Back to Free Results](#)

Another even more alarming site (if that is possible) is the Boston-based InstantBackgroundReport.com whose slogan appears to be "WARNING, Looks Can be Deceiving." The site allows various general and background checks. Their Comprehensive Background Report can include: State Criminal Check, Nationwide Criminal Check, Marital Status, Phone Number(s), Date of Birth, Address History, Neighbors' Names, Neighborhood Info, Alias Names, Sex Offender Check, Possible Deceased Records, Relatives and Associates, Property Information, and Liens, Bankruptcies, and Judgments.

This site is run by Complete Investigation Services (CIS), which also runs such entertaining and educational resources as: CellPhoneRegistry.com, CivilRecords.org, CourtRecords.org, CriminalRegistry.org, CourtRegistry.org, Email-411.com, Federal-Records.org, FindPublicRecords.com, GovernmentRegistry.org, InstantBackgroundReport.com, Investigate123.com, LocatePeople.org, PhoneRegistry.com, ReverseGenie.com, ReverseMobile.com, ReverseRecords.org, SSNRecords.org, StateRecords.org, StateRegistry.org, WebInvestigator.org, Webstigate.com, ZipOffenders.com, Marriagerecords.org, Deathrecords.org, Divorcerecords.org, Birth-records.org, Criminal-records.org, Govregistry.us, CISNationwide.com and CISWorldwide.com.

And there are probably plenty more sites out there. *Does this make YOU want to go somewhere and hide?*

This Guide won't even touch on FBI government background checks for security clearances where they actually talk to living people rather than rely solely on online resources. Nor will we talk about credit reports. Or your phone records. Or those databases which keep data on all your grocery purchases to give you coupons. Or those funny clicking sounds you hear when calling your mother in Brooklyn (or Islamabad).

What's the moral of this tale?

With the information on your résumé and your Social Security number, your birthday, or your driver's license number, people can find out an awful lot of information about you and your family and steal your identity.

Web sites that compile info on you may not check to see if the info is accurate.

Think twice before putting your résumé on a search site where anybody can see it. If you DO put it on public job sites, **DON'T** put your contact info on it (you can even delete your name) and consider using only a unique email address you create just for that purpose. Also, remember to delete any contact info for your references or supervisors on posted résumés or on any public job site.

Don't fill in your Social Security number on preliminary job applications if you can avoid it, explaining you'll be happy to share that information if you get a job offer. (They really *don't* need that information for an application.) If an HR web site requires that info before submitting an online application they are also creating a liability for themselves should that info be misused or stolen. You can try entering zeros, ones, nines, or 123-45-6789 and add a note later that you will supply a real SSN upon job offer or background check stage. This may or may not work.

Bad hires are bad news for employers. Background checks are a reality in today's age. When employers have so many choices of candidates, it's difficult to argue against it.

If an employer asks for permission to do a background check before offering you a job, it seems reasonable to ask how they will use your information to conduct that search. (I suspect that many of the HR people assigned to collect those forms will have no idea how they do their searches, though.)





Forewarned is forearmed. It can be a scary world out there. Being paranoid doesn't improve anything, it just makes you feel worse. So be cheerful, be reasonably careful, and go on with your job search and your life. You may want to consider a job in the burgeoning fields of background checking and criminal investigation and maybe check that web address for Reputation Defender one more time.

Also read Chapter Sixteen to learn more about job hunting scams. But first, on to LinkedIn.



Chapter Three

Getting Started on LinkedIn

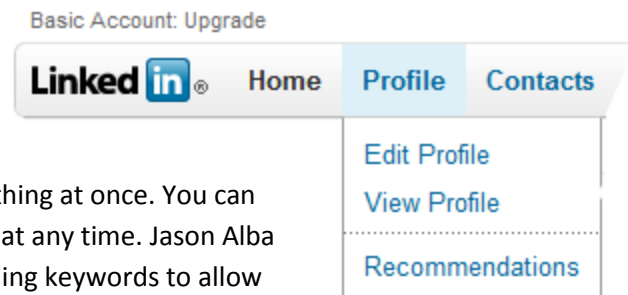
Is **LinkedIn**® the only business networking service?

No, but it is the largest business network: since 2003, it has grown from 300 people to 80 million members in 200 countries and territories around the world. Based in California, it is also the most popular business-networking site in the US but does not have as many members as social networks Facebook or Twitter. You can now access LinkedIn in English, German, French, Spanish, Portuguese and Italian. (See Chapters Thirteen and Fourteen for lists of other online networking and job-hunting sites around the web.)

OK, I decided to join LinkedIn. How do I start?

1. Go to <http://learn.linkedin.com/> for an intro to LinkedIn, including a short video.
2. Set your web browser to www.Linkedin.com (or click on **Join** at the above site). You will have to fill out a short application and agree to the Terms of Service. You do not have to pay anything. Do not accept any paid services that might be offered, at least for now.
3. Once you open an account, you create a **PROFILE**. Your profile is the equivalent of your 30-second elevator pitch plus your résumé plus a marketing statement plus your business card. Some people call it Résumé 2.0.

You access your profile from the menu at the top of your LinkedIn page. Point your cursor at the Profile menu and click on **Edit Profile** for now.



Take time to fill out your profile; you don't have to do everything at once. You can edit, add, delete, and change the settings on who sees what at any time. Jason Alba (author of *I'm on LinkedIn, Now What???*) emphasizes including keywords to allow HR professionals to find you, even if you aren't actually looking for a job when you create your account. Take the time to correct grammar and spelling. Spending 10-15 hours fine-tuning your Profile (over a period of days or weeks or even months – not in one sitting) is not unusual and can be well worth the results.

When editing your **Basic Information**, use your full name. It is a good idea, now, to repeat your full name in your **Headline** to help people find you. (We'll discuss why later.)

4. Start your profile by entering the names of all the schools you attended (colleges, universities, or professional schools) and the years you attended. (You'll see why dates matter.) These will show in a new **Education** section. (You can pick which schools others can see in your profile.)
5. Do the same for each employer you've worked for. If you don't have a current employer, you can include volunteer activities, freelance work or consulting. Part-time is OK. These will show up in an **Experience** section. (You can choose which employers are visible in your profile.)
6. Create a **Summary**. If you are job hunting, a Summary can be a mini-résumé or your 30-second elevator pitch. If you have a job, explain what it is, what your interests are, and what you hope to do. Take your time and create an attractive, well-written summary. Remember, HR people and others will read your Profile to learn about you,

so it can be the first impression you make online. If you are comfortable having LinkedIn and public viewers contacting you via email, you may want to include your email address here, also.

7. Click on the **Edit Contact Settings** link to the right of your name, near the upper right of your profile.

Under "**What type of messages will you accept?**" for now, click on "**I'll accept Introductions and InMail**". (InMail is internal LinkedIn email.)

Under **Opportunity Preferences** check the ones which you feel are appropriate. For now, don't be too restrictive.

Under "**What advice would you give to users considering contacting you?**" Say you'll accept InMails, introductions and, if you want to broadcast your email address, include your email address. (i.e. "Will accept InMails and invitations as well as Email to yourname@provider.net").

8. If you are asked to **Add Featured Applications**, say "no" for now. Concentrate on your network for the moment (unless you already have a blog you want to link to your profile).

9. If you have other websites with info about you that you want to share (say a corporate website for your employer, your blog, or an online biography or resume), you may add **links** to up to three of these sites. You can also add your Twitter ID in this area, too. Not only can LinkedIn members find you on Twitter, but you can now share Tweets and updates between Twitter and LinkedIn, too.

10. **Interests** – add what you wish, or not. This is not critical info unless it's relevant to your career.

11. **Groups and Associations** – you may include fraternities, sororities, and professional associations.

12. Under **Public Profile**, click [**edit**] to create a more user- friendly web address for your profile (using your name). You can then advertise your LinkedIn profile in your email and on your résumés and business cards.

13. LinkedIn recently added a **Contact Settings** section, where you have the option of entering your phone, address, IM ID, Birthday and Marital Status. Only fill in those details you feel comfortable sharing with others in a public area. I recommend adding your email address and name in other parts of your profile as well. (See Chapter Five for more info on why.) On a business site, there's no real advantage to adding your birthday or your marital status.

14. Upload a professional-looking photo. Some job-hunters, worried about age or race discrimination, don't want to include a photo. Yes, age and other forms of discrimination are rampant, even as they are illegal. However, a photo is also a useful "hook" if you are active in **Groups** and **Answers**. People are more likely to recognize your photo than your name if it pops up often (even on other online services). A well-made headshot also gives you an aura of professionalism (and can be tweaked in Photoshop to take out wrinkles and other blemishes). If you still don't want to include a photo, you could use a small piece of artwork, which is more interesting than the blank space LinkedIn leaves next to your name. If you are building your personal brand, you should use the same photo on LinkedIn and your other internet media.

15. LinkedIn recently (October, 2010) added some optional sections for your profile you may want to take advantage of, including: Publications, Languages, Skills, Certifications and Patents. These can then be used by HR people to search for people with those skills. If they are relevant to your field, definitely fill them out.

At any time, click the tabs **Edit My Profile** or **View My Profile** to toggle between the editing and viewing modes of your profile to see how it looks to others. You are actually creating two profiles: one for people on LinkedIn to view, and one for the general public. Select **Edit Public Profile Settings** to choose which info you want available to the public. (This is also the info people will search when they try to find your profile on the Internet -- more on that later.)

While you are in the **Edit My Profile** tab, you can also select **Edit Contact Settings** to choose how other LinkedIn members can contact you. If you are multi-lingual, you can design profiles in more than one language, too. You can also have ultimate control over who sees what from the **Settings** link at the upper right of the page.

Note that when you enter your zip code in LinkedIn, if you live in northern New Jersey, it will list your geographical location as the "Greater New York area" in your profile. There is, apparently, no option to list yourself from NJ, just greater NYC or greater Philadelphia, although I haven't checked the Cape May area.

On Designing Your Profile

People who have used other social networking sites will quickly notice that the presentation of your profile on LinkedIn is comparatively rigid. For example, you can only upload one photo of yourself and it is in the same size and location on each member's profile. You cannot edit the font or styles for your profile. This keeps all the Profiles uniform in appearance and more professional looking (if a little bit boring).

Unlike Facebook and some other services, nobody can post anything to your LinkedIn Profile without your permission. (Even recommendations need your approval.)

To personalize and show (or NOT show) sections of your profile, point at your name on the top right of any LinkedIn page and click on the **Settings** menu choice.

User Trick: Some people who do not want to reveal their age (for whatever reason) on LinkedIn are dismayed to find that they cannot show which schools they attended without also revealing the years that they attended. This information is useful when looking for classmates (which is likely the main reason LinkedIn asks for those dates). But if you go to **Edit** the entry for each school, LinkedIn won't simply let you delete the dates. The work-around to hide that info is to click **Edit** (next to each school), scroll to the bottom of the edit page, and click on **Remove this education**. Then re-type the information back in without entering the years. *Voilà*, dateless school entries.

You may discover, when you do searches, many people have several profiles listed under the same name. One reason for this is that, when you go to sign in on LinkedIn, it is very easy to enter your name and password in the New Account area instead of the sign in area of the page. If this does happen to you, try to close down your duplicate accounts before you make connections. Once you do, you can't automatically transfer LinkedIn Connections or recommendations between accounts.

How do I navigate around LinkedIn?

In December of 2009, LinkedIn consolidated its navigation panels to one area at the top of the screen called the Global Navigation Bar. No matter where you are on LinkedIn, if you look at the top of the page you will now see something similar to:



which will connect you to the main functions of LinkedIn. The **Profile, Contacts, Groups, Jobs, Inbox,** and **More...** tabs are now full-fledged drop-down menus. Go ahead and experiment with them (I'll wait right here). If you get lost, clicking on the LinkedIn logo at the top left of page (or clicking on **Home**) takes you to your **Home** page.

How do I find all my personal information?

Home is your personal communication center. (Some might liken it to your LinkedIn cockpit display with all your tools assembled in one place, almost.) It shows all the activity going on in your network and has tools you can use to grow your network. Your Home is divided into two columns. What shows here is customizable, but the left column normally includes:

- A **Messages and Invitations** bar (with clickable arrow to show or hide). This replaced the old **Inbox**. It is easier to go directly to the **Inbox** menu, where you can read and respond to your LinkedIn email (called InMail), invitations, and referrals;
- **Network Activity**, where you hear news about your network members and where you can write short updates on what you're working on, or when you've developed your connections, questions for the people in your network;
- **Groups Updates** (assuming you've joined at least one group – more on joining groups later);
- **Just Joined LinkedIn** shows your schools and/or employers and notifies you when a colleague of yours has joined LinkedIn (based on the dates you listed when you filled out your profile.);

The right hand column varies a lot more, depending on your activities on LinkedIn, what third-party applications you add to your account, and the many ads LinkedIn includes (at least on the free accounts). LinkedIn also changes some of the boxes here without notice, so things may disappear. Some of the options are:

- Your **LinkedIn Network** gives the number of your connections and how many new ones are accessible on LinkedIn. (Point at the **Profile** menu and select **Network Statistics** to get more info on your contacts.
- **Who's viewed my profile?** gives you a few statistics to show whether or not people are looking at your profile or searching for you.
- **Jobs You May Be Interested In BETA** currently replaces the old **Jobs** box. You're better off going straight to the Jobs section.
- Some other customized applications and various other modules which you can open or shut as you desire.

Frankly, other than messages, a lot of this information may only be of limited usefulness.

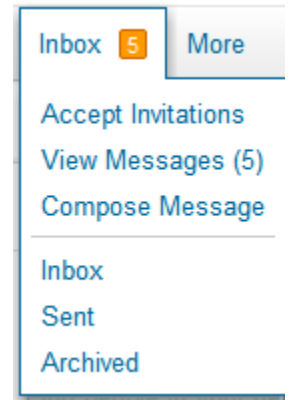
How do I read and write messages on LinkedIn?

When you log on one of the first things you see is a messages bar:



This replaces the more useful **Messages** box, which gave you a list of waiting messages. (Not all the changes that LinkedIn makes are good ones.) The easier way to view your messages is to point at the **Inbox** menu and click on **View Messages** or **Accept Invitations**. This brings you to a more complete Messages and Invitations page. (This is another area LinkedIn tweaks frequently, so expect changes.) A quick word about some of the buttons:

- **Archive** places the message into an archival file. Use this when you're finished responding or reading a message (and you don't want to delete it). It saves it to an searchable archival file.
- **Delete**, well, deletes the message.
- **Mark Read** removes the message header from your message list.
- **Mark Unread** is useful if you want to come back to a message and respond later.



LinkedIn recently added check boxes so you can check several messages and use the above buttons to do the same thing for all of those checked.

The box in the left column helps you locate and create new messages.


Under each message you have more buttons:

- **Reply** to write a reply to the sender,
- **Reply All** is useful if you want to send a reply to all the people in the message list (not just the sender),
- **Forward** allows you to forward the message to somebody else on LinkedIn. (No, you can't forward it to your email address or to anybody not on LinkedIn. You *can* go to **Receiving Messages** under **Email Notifications**, accessible from **Settings** to automatically have your LinkedIn email forwarded to you.)
- **Archive** is the same as above.
- **Delete**

You can read a message by clicking on the blue highlighted subject line.

If you've ever written an email message, writing a new message or answering one in your Inbox is not a mysterious process. Note that LinkedIn messages only use plain text and you can't use formatting commands (bold, italic, underline, etc). You cannot send attachments on LinkedIn. When you finish your message, you can send it to anybody in your collection of contacts or who belongs to one of your groups (and agrees to accept messages from other group members).



The **To:** box allows you to enter one or more names by typing them or by clicking on the directory icon . After you've entered their name on top of the message, you can send using the **Send Message** box at the top or bottom of the message. Only at the bottom of the message will you see



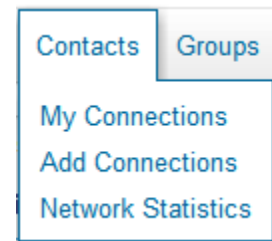
- Allow recipients to see each other's names and email addresses
- Send me a copy

We'll discuss invitations (sending and receiving) later.

How do I find the people I'm already connected to on LinkedIn?

Let's quickly explore the **Contacts** menu before going on from here. If you move the cursor to that menu, you'll see several choices.

Selecting any of the three choices in this menu takes you to a newer tabbed interface for all your connection activities:



- **Imported Contacts** will be discussed in great detail later.
- **Profile Organizer** takes you to a paid service LinkedIn has been marketing heavily since the fall of 2009. It allows you to collect people's profiles info into your personal online database. Feel free to try it, but don't feel you must buy it for job search. (One can muse about the ethics of LinkedIn including paid services in their main menus without marking them as such.)
- **Add Connections** is related to the Imported Contacts we'll discuss in another chapter.




My Connections takes you to a directory of your LinkedIn connections. Here you'll see a number of tools for organizing and sorting and searching your contacts. If you've used LinkedIn for some time, you might be surprised to see these new search tools here.

- **Tags** allows you to assign tags for each contact. (If you use Gmail or most other online email services, you may already be proficient with tagging things.) Think of them as those little colored tags you use on file folders or as a way of coding and customizing your Rolodex (if your Rolodex was on LinkedIn).
- **Companies** and **Industries** allow you to see which of your contacts work for which company or for which industry. This can be useful for finding connections when you have an interview with a specific company or if you are looking for connections in your field.
- **Locations** sorts your contacts by location. Generally, a location is roughly 100 miles around the listed city (at least in the U.S.).
- **Recent Activity** is a bit intriguing. Your own new connections shouldn't be a surprise to you, but Connections with New Connections shows you which of your contacts are actively looking for new connections on LinkedIn. If you're the type that likes going through other people's connection lists to find potential contacts, these are the places you should be checking.

Network Statistics is an interesting section, which shows you how many 1st, 2nd and 3rd degree connections you have.

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 7,301,700+ professionals — here's how your network breaks down:

1  Your Connections Your trusted friends and colleagues	437
2  Two degrees away Friends of friends; each connected to one of your connections	181,300+
3  Three degrees away Reach these users through a friend and one of their friends	7,119,900+
Total users you can contact through an Introduction	7,301,700+

21,360 new people in your network since October 27

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can contact directly — try a search now!	80,000,000+
--	--------------------

One of the things LinkedIn does *very, very* well is instantly check your connections, everybody else's connections, and show you how these lists overlap with each other in different levels of connections and groups. Few other online networking services offer this, but it's important not to be too enamored of the numbers on your lists. A thousand minor connections might not be as useful as a few good ones.

Note the not-so-subtle attempt to sell you more InMails to contact all 70 million current members. At their prices, it might cost you millions of dollars to contact all of them.

How can I incorporate my LinkedIn contacts with my other contacts in Outlook, Google, Yahoo! or other contact managers?

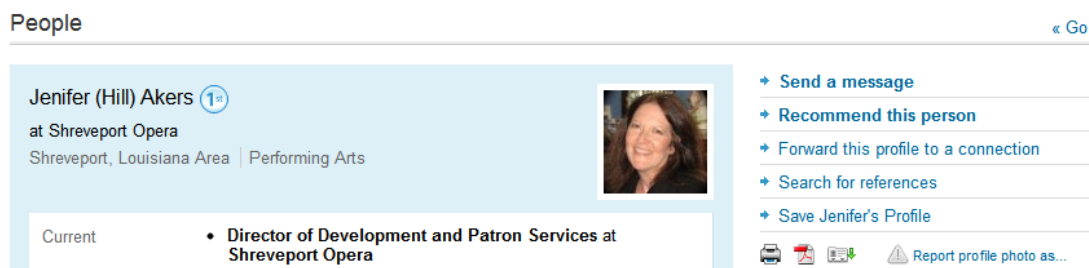
There are many ways to do this, depending on what type of contact manager you use. I DO recommend that you use some sort of contact management or Contact Relationship Management (CRM) software for your job search contacts. The marketing people on LinkedIn would prefer that you pay extra for their Profile Organizer, but again, that only organizes your LinkedIn contacts.

Whether you use an online contact manager (such as Gmail or Zoho Mail or Yahoo! Mail) or an installed program on your computer, you can export your contacts from LinkedIn to your full-time contact manager. I recommend that you use a program that both allows you to import ".csv" files (which stands for "comma separated values") as well as vCards. (Fortunately, most do.)

If you look at the bottom of the **My Connections** page, you'll see a teeny, tiny link to **Export Connections**. Click on it and you'll see a page designed just for sending your LinkedIn contacts to another online service or to your computer. Although many contact managers are not listed (and there are several good alternatives to the expensive Microsoft Outlook), they usually work the same way. Without getting bogged down in details, you

want to either send a file to your online database, or download a file to your computer. Once it's on your computer, you can import it into the program of your choice (or upload it again to your online resource, if you like). Most databases will check for duplicate entries so you don't end up with two records for many of your contacts.

If your contact manager allows you to use pictures, this is a great way to tag your contacts and jog your memory. Since I remember faces better than I remember names, I use this a lot. However, there is no automatic way to download all your contacts' photos. What you need to do is go to each LinkedIn contact's profile, such as:



To download a copy of a picture from LinkedIn (at least in Windows), right-click on the photo and select **Save Image As...** . This will take you to a dialogue box where you can select a folder to download the photo. I recommend creating a folder just for your contact photos. Be sure to change the name of the photo from LinkedIn's numbering system to the person's name.

If you use Outlook, go to Contacts and find your friend's record (or create a new one). Click on the space for the photo, and navigate to the photo you just downloaded. Double-click on it and it's now part of your Outlook database. Most other contact managers should handle photos in just about the same way.

After you've set up your database, whenever you get a new LinkedIn connection go to their profile. Once somebody has accepted your invitation (or you have accepted somebody else's), and ONLY when you are connected, you'll see a small icon on their profile that looks like a miniature Rolodex card with an arrow (circled below):

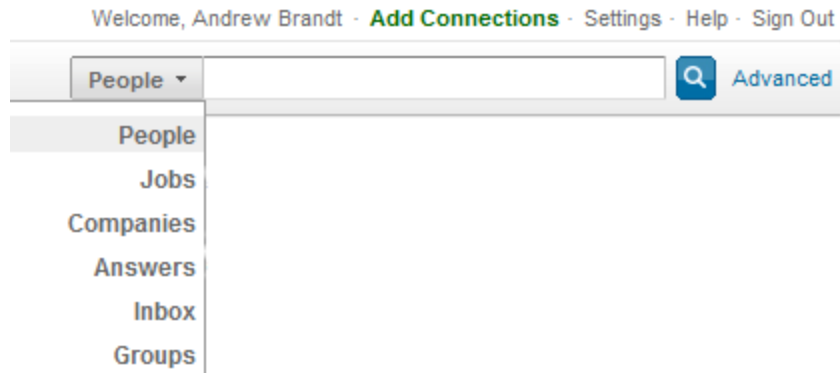


This is a great hidden tool on LinkedIn. Click on that icon and it downloads a vCard to your computer. If your computer is set up to recognize vCards, it will start up your contact manager and automatically create a new record. I recommend that you use the same folder for storing your downloaded vCards and your photos; that makes it easy to import the records into your contact manager.

This way you don't need to pay an extra monthly fee for organizing your contacts on LinkedIn and you keep all your contacts in one, secure place.


How do I find a person on LinkedIn that I'm not already connected to?

If you are looking for a specific person, group, company, message, answer, or job, you can also use the **Search** tool:

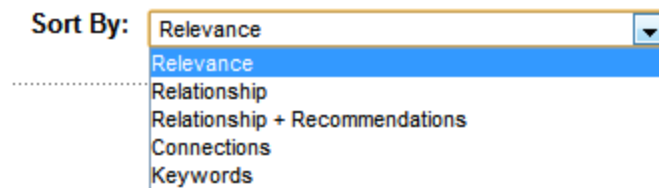


As a test, with the **People** function selected, try typing in your own name and click on the magnifying glass search icon to see if anybody else with the same name is also on LinkedIn. You may also click on the **Advanced** button to go to a much more advanced (and slightly more complicated) search table. The Advanced Search is a very powerful tool for locating people, companies, and other info on LinkedIn and it's worthwhile spending some time exploring it:

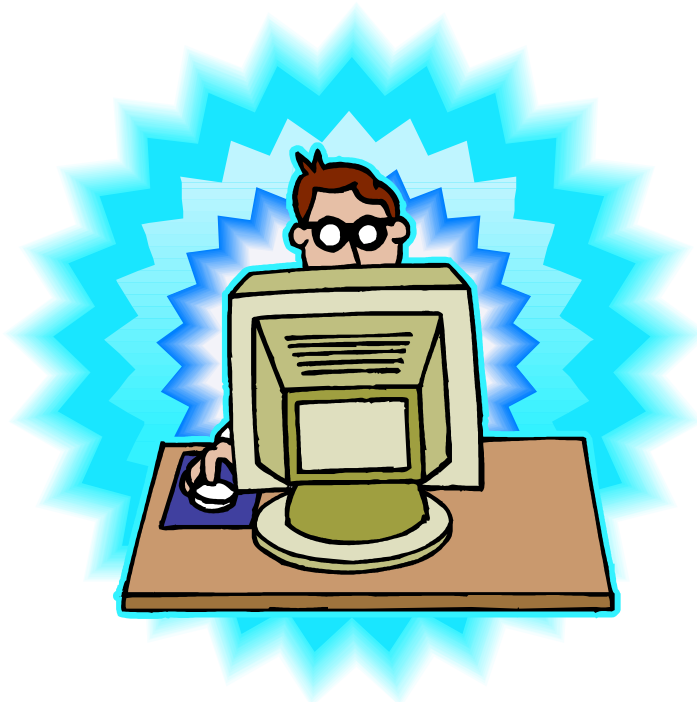
A screenshot of the LinkedIn Advanced People Search interface. At the top, there are four tabs: "Find People", "Advanced People Search" (which is selected), "Reference Search", and "Saved Searches". Below the tabs are several search criteria fields: "Keywords:", "First Name:", "Last Name:", "Location:" (with a dropdown menu set to "Anywhere"), "Title:" (with a dropdown menu set to "Current or past"), "Company:" (with a dropdown menu set to "Current or past"), and "School:". A blue "Search" button is centered below these fields. Below the search fields, there are several filter sections: "Industries:" with a list of industry categories and "All Industries" selected; "Groups:" with a list of group categories and "All Your Groups" selected; "Relationship:" with a list of relationship types and "All LinkedIn Members" selected; "Language:" with a list of languages and "All Languages" selected; "Seniority Level:" with a list of seniority levels and "All Seniority Levels" selected; and "Interested In:" with a list of interest categories and "All LinkedIn Members" selected.

For example, from the **Advanced People Search** tab, you can search by first and/or last name, location (click on the arrow next to **Anywhere** and select **Located in or near** to select a country and zip or postal code), current or former job titles, name of company, name of school, or by industry. Note the  icon. The search parameters marked with this icon are only available for use with certain paid accounts. This includes certain criteria you used to be able to get for free, particularly groups. (See Chapter Five for other ways to help find people from your groups.)

You can also use Boolean search terms AND, OR, and NOT with parentheses to create sophisticated searches. (For example, if you're trying to remember the name of an acquaintance you can enter Barb OR Barbara OR Barbie OR Babs in the first name box. This is faster than doing up to four searches for the same information. You may also sort the search results by several criteria:



LinkedIn probably has the most complete search tools of any social media site. Suppose you went to a political rally and wanted to see if a certain speaker is a LinkedIn member (but you only remember his first name and the fact that he was president of some government agency). You could click on **Advanced** search, enter "Barack" in the **First Name** field (without the quotes), "president" under **Title:** (current or past), and from the **Industries** list, click on the box next to "government administration." Click **Search**. Is that the guy you wanted to find?



Search

Keywords:

First Name:

Last Name:

Title:

Company:

School:

Location:

Keep filter selections

[Show less...](#)

Filter By

Location

Relationship

Industry

Current Company

Past Company

School

Profile Language

Groups

Years of Experience

Function BETA

Seniority Level BETA

Interested In

Company Size

Fortune 1000

Recently Joined

[Hide Premium Filters](#)

After you do a search, there is a long, expandable panel on the left side where you can refine your search even further. Suppose you had too many Baracks on the search above, you could enter "Harvard" under the school and that might narrow it down.

It's worth taking a moment to examine the **Search** box(technically, maybe it should be called the **Continue to Search** or the **Refine your Search** box). Click on each of the plus signs under **Filter By** to see the possible search criteria.

Suppose you want to find new LinkedIn members who have the title "engineer" in their profile, work in the Aerospace industry, and live within 50 miles of Seattle. This is an easy search in LinkedIn. (Try to do the same thing on Twitter or Facebook, and you will get frustrated very, very quickly.) Once you do a search, you can save the search parameters and LinkedIn will even email you updates.

Hiring managers and HR professionals can create even more complicated searches for narrowing down the entire LinkedIn membership for those with specific skills and experience.

With a paid Premium Account, there are additional fields you can search, including **Company Size** (number of people), **Fortune 1000** levels (top 50, 50-101, etc.), and also what people are interested in (potential employees, consultants/contractors, entrepreneurs, hiring managers, industry experts, etc.). Again, look for the icon. LinkedIn is annoyingly good about letting you know what you *can't* do on a free account.

To learn more about searching on LinkedIn, go to the navigation bar on top of the page, click on **More...**, select **Learning Center**, and in the left of the resulting page, under **Site Features**, click on **Search**. (The Learning Center is a great place to go to learn almost anything about LinkedIn.)

Old-timers on LinkedIn (who joined before December, 2009), may get confused because the **Learning Center** link used to be on the *bottom* of every LinkedIn page. Note that when you select the **Learning Center** command, you actually leave LinkedIn and go to a separate area. To return to your LinkedIn home, click on **Go to LinkedIn.com** on the top right of the page.

What do I do when the search results say a person is out of my network?

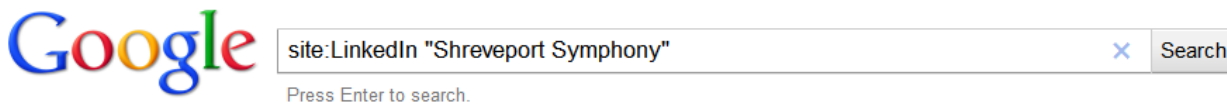
This will pop up occasionally on LinkedIn's free accounts because LinkedIn restricts your viewing to your three levels of connections or to members of your groups.

One way to work around these restrictions is to pay for a LinkedIn account, which will cost you \$25 or more a month. LinkedIn now charges an exorbitant \$99.95/month just to see last names on your 3rd degree and Group connections. Many people think this is outrageous and have developed some new search techniques to get around this limitation. We'll deal with guerilla search techniques in a later chapter.

Before digging out your credit card, you can sometimes get around these search restrictions using Google or Bing. When you get the "Out of your network" notice in a search list, notice the description under the person's name. That *might* be enough to get to the profile. Also, if you know something about the history of person (perhaps a former employer), that can work.

Google and Bing both allow you to restrict a search to a specific web site. To do this, enter the search criteria and add "site:" plus the name of the website. For our purposes here, use the search terms followed by *site:www.linkedin.com*. (Notice there's no space between "site:" and "www.linkedin.com.")

So, for example, if you know that the person used to work with the Shreveport Symphony but you cannot access their profile, try entering the search terms in the Google search box,



Among the listings you might see is:

[Andrew Brandt - LinkedIn](#)  

Greater New York City Area - Author of "The Job Seeker's Guide to Online Networking and Using LinkedIn" See my profile for a free copy.
Principal Bassoonist at **Shreveport Symphony**; Adjunct Instructor of Bassoon at Northwestern State University; Instructor of Bassoon and Recorders at ...
www.linkedin.com/in/andybrandt1 - [Cached](#)

Click on the link and you should be able to see the full profile of that person, even if you cannot access that profile from within LinkedIn.

Another example, suppose you do a LinkedIn search and get this result:



You recognize the name, but you don't think the Secretary of State you're looking for lives in the Detroit area. Since the search result includes a description, use Google. Enter "*Secretary of State*" Clinton *site:www.linkedin.com* and click search. *Voilà*, you should get several entries, including the connection above (which is *not* an active account). You can also click on the **View Full Profile** button to get to the internal LinkedIn profile.

We'll cover more search tips later in this book.

Steve Jobs Out of your network
Student at Arizona State University West
Cambridge, United Kingdom | Animation

steve jobs Out of your network
Student at Carleton College
Greater Seattle Area | Education Management

steve jobs Out of your network
sbsyb at vj bn n
Glasgow, United Kingdom | Automotive

Steve Jobs Out of your network
Owner, The FTP
United Kingdom | Research

Steve Jobs Out of your network
Product Manager at Acquire 2.0
San Francisco Bay Area | Internet

Chapter Four

Connecting with Individuals on LinkedIn

Why should I invite people to connect with me on LinkedIn?

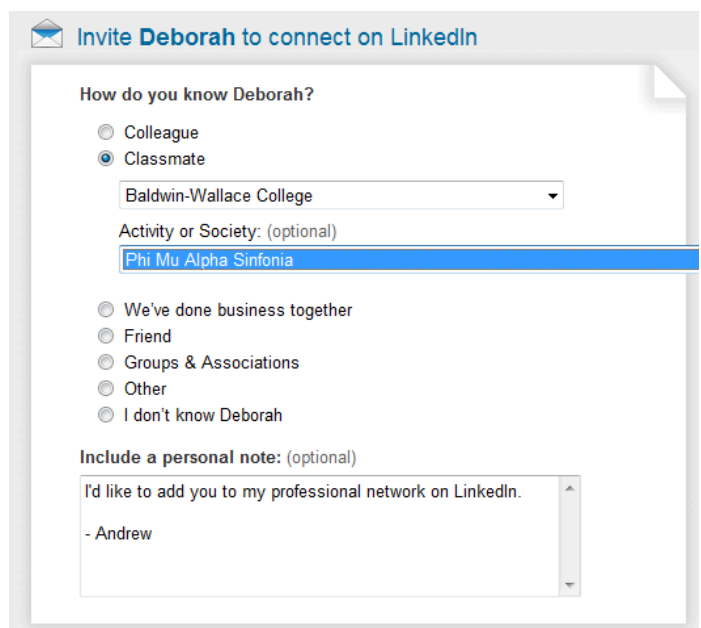
In real life, you have close friends and colleagues, people you know less well (through others), and people you know only by reputation. The same occurs on social networking sites, but LinkedIn is one of the few that tries to quantify this reality with 1st, 2nd, and 3rd degree connections. LinkedIn also rewards you for adding people to your personal network (or *connections*, in LinkedIn parlance) by allowing you to see more information on the profiles for 1st degree connections (and also group members). Why? One reason is that LinkedIn makes money by selling upgraded memberships which show you more complete information on non-connected people. This is something of great value, for example, to people who are HR professionals or looking for potential employees. LinkedIn also makes money selling InMails to contact people outside your network. (At \$10 apiece, this writer thinks they are over-priced for what email does for free outside LinkedIn.) By joining groups and growing your network, you have more access to data in searches and can access more people more easily.

How do I add people to my LinkedIn list of contacts?

You add contacts by inviting people to join your network and by accepting other members' invitations. LinkedIn is a bit formal and insists that you send people a written invitation (albeit a LinkedIn email, not an engraved printed invitation). There are many ways to find people to join your network.

New members may have a special "Build your network" area. (I don't know if that is still included in the new interface.) Whether or not, let's see if we can find some former classmates. Point the cursor at the **Contacts** menu (in the navigation bar) and select **Add Connections**. Click on the tab **Classmates** and you should now see a list of the different schools that you entered into your profile and the years that you attended. Click, in turn, on one of those schools and you get a list of all the other people on LinkedIn who also attended that school. You have a choice of listing those who attended any year you were there, or restrict the list to classmates who graduated the same year as you.

Find somebody whose name you recognize or think you recognize and click on their name. You will see their public profile. (Looks a little bit like the one you've been working on.) If that is, indeed, the person you wanted to contact, click on the link **Add [name] to your network**. If the person was named Deborah, you will see a screen something like:



The screenshot shows a form titled "Invite Deborah to connect on LinkedIn". The form asks "How do you know Deborah?" and provides several radio button options: "Colleague", "Classmate" (which is selected), "We've done business together", "Friend", "Groups & Associations", "Other", and "I don't know Deborah". Below these options is a dropdown menu for "Baldwin-Wallace College" and a section for "Activity or Society: (optional)" with "Phi Mu Alpha Sinfonia" selected. At the bottom, there is a text area for "Include a personal note: (optional)" containing the text "I'd like to add you to my professional network on LinkedIn." and "- Andrew".

Since you were classmates, that option was checked and, depending what you entered in your profile about your activities at the school, you can select from the activities or societies you listed, if that is appropriate.

While we're looking at this screenshot, notice the other options. **Colleague** is somebody you worked with (or who, at least, worked for the same company at the same time). **We've done business together** will allow you select your company and title to remind them of another business relationship. **Friend** will then prompt you to enter their email address. **Groups & Associations**, refers to LinkedIn groups, and **Other** prompts you for their email address before allowing you to send an invitation. If you don't have any connection to the person and select **I don't know Deborah**, well, LinkedIn won't allow you to send a connection. Sorry, no spamming and no strangers allowed. (It's a trick question.)

Note also the box with the **Include a personal note: (optional)** button. Well, this *shouldn't* be optional and **you should always send a personal note**. (Hey, this is a classmate you haven't seen in years and you can't even bother to write a note?) The person receiving the invitation may or may not remember you (or may remember you not-so-fondly). You should ALWAYS send a personalized note and be as creative as you feel comfortable. **DO NOT SEND THE CANNED** "I'd like to add you to my professional network on LinkedIn," even if it's just, "I haven't seen you since we graduated from Enormous University's School of Industrial Cosmetology and just found your name on LinkedIn. I'd love to reconnect with you. Please join my network on LinkedIn." OK, that's pretty lame, but it's certainly more personal than the canned snippet.

NEW AND NOT SO GOOD: Recently (in Fall, 2009) LinkedIn changed the invitation text box to limit it to about 300 characters. Frankly, in my opinion, this is dumb! (You used to be able to write a much longer invitation.) I've not received an answer to my query about why they made the change, so I can only guess. So, I'll suggest something new. When you want to connect with an old friend or a new contact, check their Profile. If they have an account which lets you send a free LinkedIn InMail (a sort of Toll Free Inmail), do so before sending an invitation in order to introduce yourself and ask if they would accept an invitation. Otherwise, see if they list an email address and send them a private email message with the same info. This shows that you're professional, a good networker, considerate, a good writer, and that you know how to avoid getting "I don't know..." responses (the dreaded IDK – see below). Otherwise, work with the 300 characters to do something more creative. I still think the canned message is dreary and uncreative and impersonal and I hesitate to accept such invitations.

If, in your off-line (a.k.a. "normal") life, you were at a party and went up to somebody and asked, "I'd like to add you to my professional network of contacts," you'd probably only get some strange looks. However, if you said, "Several of my friends at Intercontinental Eyeliner told me about the terrific work you did on their recent ad campaign. I'd like to buy you a cup of coffee sometime, discuss your work at IE, and see if you have suggestions for contacts there," that might get a very different response. (Flattery works wonders.)

When you click **Send Invitation**, it will go to your friend and he or she will have a choice to view your profile and then:

- Accept the invitation,
- Archive or Delete the invitation (take no action),
- Tell LinkedIn to Ignore the invitation (which then gives them the opportunity to say "I don't know [your name]" or report you as a spammer).
- Send a reply back without accepting the invitation.

Here's why you should NEVER send an invitation to a complete stranger. If five of your invitations get the "I don't know..." response, LinkedIn automatically stops your ability to send invitations to others. If this happens, you can go to **Customer Service** and send an apologetic note saying you'll be careful and would like to have your invitations restored and they will probably restore it. The policy is there to prevent spammers, con artists, idiots, slimeballs, social trash, criminals and politicians from sending out invitations all over LinkedIn. (It makes no difference if you send one invitation per month or 500.) If the person understands LinkedIn's policies, he or she probably will simply ignore the invitation or send you a "no thanks" message. You might want to consider the same courtesy if somebody you don't know (or don't like) sends you an invitation. Note that accepting an invitation is NOT a permanent commitment. Either party can disconnect the Link at any time. If Mr. or Ms. Slimeball sends you an invitation, politely decline *before* you threaten to call the police.

Note that when I say "complete stranger" in the previous paragraph, I do NOT include fellow members of your LinkedIn groups. If you've been active in a group, particularly in discussions, you can easily build an online relationship and use that as the basis for an invitation. Always remind the person you're sending an invitation who you are and explain why you think it will help both of you to connect. (We'll discuss invitations more in a separate chapter.)

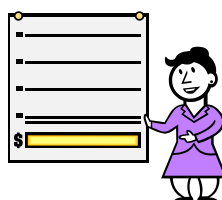
Another big exception to the "complete stranger" rule is if the person advertises themselves as an "open networker" or a "LION" (LinkedIn Open Networker). These people normally accept any invitation and are unlikely to ever click the IDK button.

If you send an invitation and get no response you may withdraw the invitation (and the person you are inviting can also stash the invitation away without responding, as rude as that may seem). When somebody accepts an invitation, you should get a notice saying so on your Home page. You can also check on the status of your invitations by pointing at the **Inbox** menu and clicking on **Sent** (which, technically, should be your outbox, not your inbox, but...). For a long time I kept getting confused between *Invitations* (for linking on LinkedIn) and *Introductions* (where you have somebody else pass on an introduction for you – more on that later). And *never* confuse an invitation or an introduction with a *recommendation*. (Confused yet?)

The invitation process is pretty much the same when you find people who are not classmates. LinkedIn will automatically search for people who worked at the same companies as you (at the same years) under **Current and Past Colleagues**.

I have a large collection of email addresses. Do I have to search each person's name to see if they are on LinkedIn?

No, you can actually automate this process (at least partially). If you've been doing networking for a while (or if you have used email at work), you should have an electronic address book with lots of names of people you know. Depending on whether your email directory is an online email service, Microsoft Outlook, or another contact manager, there are several ways to export your address list into LinkedIn and check for possible contacts.



If you use an online email service, such as Hotmail, Gmail (from Google), Yahoo!, or AOL, you can instruct LinkedIn to Upload contacts from that site automatically, and then search the LinkedIn database to see if they are also on LinkedIn. To do this, point at the **Contacts** menu at the top of the page and click on **Add Connections**. You should see a screen like this:

For example, if you get your email from Yahoo!, enter your Yahoo! email address, click **Login**, and you will be prompted for your Yahoo! password. You will then be shown a legal document from Yahoo! saying that you give them

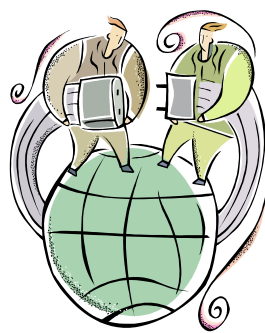
legal permission to share data with LinkedIn. This will look scary and might be intimidating to novices, but if you aren't paranoid about "Big Brother," you can click the permission button.

Note also, in the screen shot above, there's also a box you can paste in lists of email addresses of your contacts.

If you thought THAT was scary, LinkedIn can automatically do the same thing with your computer's contact manager software.

If you use **Microsoft Outlook**, you can install a LinkedIn toolbar to Outlook and, with a click of a button, it will search your address book and your email messages for people on LinkedIn who you could, conceivably, send an invitation. (As an added Outlook bonus, it will look through your Outlook contacts and see if it has updated contact info on any of those on LinkedIn.) If you don't want to install the Outlook toolbar, you can still click on the green **Add Connections** box on your navigation box and follow the instructions. In the fall of 2009, Microsoft announced that Outlook 2010 will have increased functionality with LinkedIn (as well as with others sharing a network).

The screenshot shows the LinkedIn interface for inviting connections. At the top, there are navigation tabs: 'Add Connections', 'Colleagues', and 'Classmates', along with a link for 'View Sent Invitations'. The main heading is 'Invite People to Connect', followed by a sub-heading: 'Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.' Below this, there are two main sections. The left section is titled 'See Who You Already Know on LinkedIn' and contains a search box for email addresses, a 'Continue' button, and a note about Safari. The right section is titled 'Enter Email Addresses' and contains a text input field and a 'Send Invitations' button.



If you use **Act!**, **Palm Desktop**, the **Mac OS X Address Book**, or most other contact managers (including most online contact tools not listed above), you must jump through a few extra hoops. You need to export a file from your address book and then upload it to LinkedIn. First, open up your contact or email program and find the **Export** command (it's probably under the **File** menu). Select **Export**. You may then need to select **Export to a file** and then select a format. You want to create a **Comma Separated Values** text file, also known as a **.csv** text file. The only field that LinkedIn really needs is the e-mail address, but names are nice, too.

Invite People to Connect

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

See Who You Already Know on LinkedIn

Searching your email contacts (hotmail.com, gmail.com, yahoo.com, aol.com) is the easiest way to find people who already know on LinkedIn. [Learn More](#)

Email:

[Continue](#)

If you're using an older version of Safari, please turn off popup blockers to use this feature.

Do you use Outlook, Apple Mail or another email application?
[Import your desktop email contacts »](#)

After you've created your .csv file, remember where it is located on your computer. Then go to LinkedIn. Point at the **Contacts** menu at the top of the page and click on **Add Connections**. You should see a box like the one above.

Click the button on the bottom of the box that says **Import your desktop email contacts**. You will see a box that looks like this:

From here, it gets easy. Click on the **Choose File...** button, select that .csv file you saved earlier, and import it.

Import Your Desktop Email Contacts


Upload a contacts file from an email application like Outlook, Apple Mail and others. File formats must be .csv, .bt, or .vcf. [Learn More](#)

Contacts File: No file chosen

[Upload File](#)

LinkedIn will not send your contacts any email.
[See our privacy policy.](#)

[Back to import contacts from web email](#)

You will now see a list of all the contacts you uploaded to LinkedIn. This might be a large collection if you had a large contact file. DO NOT click on the **Select All** button. As you scroll through the list, you will see some names have a  box next to them. Those are the email addresses which LinkedIn matched with existing profiles. You might even see a photo to confirm that's the same contact. If you want to send some of these people an automatic invitation, click on the checkbox next to one of those names, then click **Send Invitations**. However, it is still much better to send an individualized invitation and it appears that LinkedIn has removed the ability to send personal invitations from this list. To write a personalized invitation to that person you may now have to do a search for that person (using **People Search** at the top of the page), go to their profile, and click on **Add [name] to your network**. Repeat until all your friends have been invited. (Take your time. You don't need to do this all at once.)

Once you've uploaded your list of contacts, you can return to it anytime by pointing at the **Contacts** menu at the top of the page and clicking on **Imported Contacts**.

A plausible alternative is to have your online email service (such as Gmail) import your .csv file from your computer and then have LinkedIn import that file, in turn. If you have some addresses online and some on your computer, you could consolidate both lists before sending the data to LinkedIn.

You could take ANY list of e-mail addresses in text format (say, copied from an Excel sheet or a Word document) and upload that file to LinkedIn in the same fashion as the exported .csv file we described above. Again, all LinkedIn really needs to match is the email address. Note that most people have more than one email address and if the one you have isn't one of the addresses that your friend registered with LinkedIn, it won't find a match. In that case, you have to do a manual search.

When importing names (from whichever list you use) **DO NOT** select *all* the names and have LinkedIn send invitations to all the matches it finds! This will send a generic invitation to EVERY match LinkedIn finds. Genesis Jaromsky (on blogspot.com) warns that this can get you the dreaded "I Don't Know" response many times, and get you "LockedOut" instead of LinkedIn. Besides, do you really want to connect with that boss who fired you, that pesky insurance salesman, your child's fifth-grade teacher, or your mother-in-law?

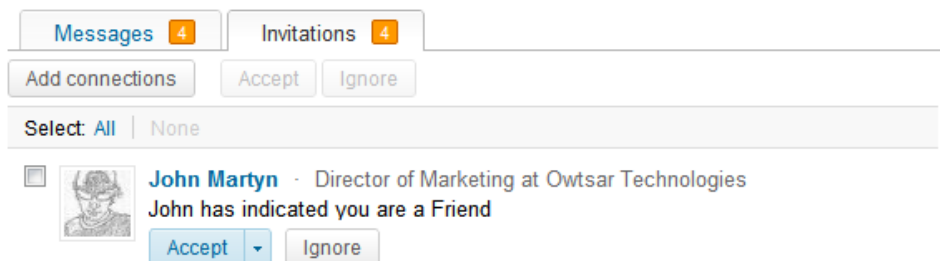
When you do a search, just because LinkedIn matches a name with a LinkedIn profile, that doesn't *always* guarantee that they are the same person! Check their profile and make sure. (I found someone on LinkedIn with the same name as my sister and I have a *doppelganger* or two.) With 70 million users, there will be many duplicate names.

HOT TIP: If you're not sure if a person in your contact list will want to connect with you, it is perfectly proper etiquette to send them an email (outside of LinkedIn) asking them if they want to join your network before sending them an official LinkedIn invitation. You may do the same for LinkedIn members who post their email addresses on their profile. Some contacts, appreciating the courtesy, will send *you* an invitation in response.

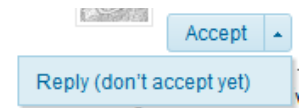
HOT TIP #2: If you use Microsoft Outlook as your contact or email manager, go to the site **Xobni.com** and download this free Outlook add-on. Xobni (a different perspective on the word "inbox") is an amazing little tool that will automatically look up any email correspondent's LinkedIn (or Facebook) profile, including their photo, when you click on an email message. It also has excellent tools for searching your messages (sorted by conversation) and files sent and received. (In July, 2009, Xobni announced Xobni Plus for \$29.95 which adds extra features. Try the free version and then upgrade if you're a "power" email user.) Microsoft Outlook 2010 may include several of these features built-in.

How do I accept invitations from others?

LinkedIn recently changed the way you accept or decline invitations from others. Obtusely, you access your invitation requests by selecting **Accept Invitations** from the **InBox** menu. Apparently, some LinkedIn programmers don't believe you should ever NOT accept invitations. They're wrong. After you select the menu item, you should see something like:



Apparently, LinkedIn no longer thinks you even want to read your invitations, because you can't just click on an invitation to read it. For now, carefully click on the little down arrow next to **Accept** and select **Reply** (don't accept yet).



You will see a normal LinkedIn message box. Scroll down and you can actually read the invitation the person sent you. It would be charitable to call this a bug in the programming. I suspect this will change in the near future when LinkedIn recognizes its SNAFU.

After reading the invitation, if you decide to accept the invitation, cancel the message and click on the **Accept** button. If you don't want to accept the invitation, click on **Ignore** (unless you want to first send a message politely declining, first). If you do click on ignore, you are given additional choices:

Invitation ignored and archived. More options: [I Don't Know John](#) or [Report as Spam](#). ✕

For now, don't ever select the **I Don't Know** or **Report as Spam** options, unless you really dislike that person.

Nowadays, I'm so tired of the uncreative and uninformative "I'd like to add you to my professional network on LinkedIn." invitations that I usually Reply back, "I dislike the LinkedIn canned invitations (but not you). Why would you like to connect?" A true networker will reply with a personalized message. If they do, they may be a useful contact worth accepting the invitation.

As a good networker, when accepting an invitation, use the opportunity to send a message to the person you're inviting. Look at their profile first and you may be able to find some commonality to write about.



What are recommendations?

If you link with somebody on LinkedIn who you worked with and respect, you may send a short recommendation to that person for their Profile. Recommendations are THE best way to show off for prospective employers on LinkedIn. When writing a recommendation, keep it short (one paragraph should do), and double-check your spelling and grammar. When your friend receives the recommendation, they have the options of showing it on their profile, not showing it, or asking you to make changes.

This is an excellent way to help colleagues build their profile. While LinkedIn recommendations may not have the same weight as a live, personal recommendation, it can be a big help to others in their job search. Be honest, but be generous.

Whom should I ask for a recommendation?

It's completely appropriate to ask others to write you a recommendation if they actually know you well enough to write you a good one. Some people you may ask: former supervisors, people you contracted with or provided services for, former work colleagues or collaborators, fellow volunteers for a nonprofit, or anybody familiar with your work. (You may ask classmates and fraternity and sorority members to write recommendations, especially if you are a recent grad, but they might not appear to be as impartial as business partners might.) Do not ask people who don't know you well or don't know your work to write you a recommendation. (It's embarrassing to get a request for a recommendation from somebody and you can't even remember what they looked like.)

A European correspondent notes that it is very unusual to approach others for a recommendation in Europe and doing so violates unwritten social taboos. The same may occur in other countries and cultures. (There are no such taboos in the United States, especially in business.) If you are job hunting in a difficult job market, perhaps it is better to break a few social taboos and get the recommendation and the job.



Chapter Five

Guerilla Search Techniques for LinkedIn

(This chapter is expanded from an November, 2010, article written for *The PSG NetWorker*, the newsletter for the Dover, NJ Professional Services Group)

There are times that LinkedIn appears Sphinx-like, first, in the sense of inscrutability, but also in the Greek mythological sense, where the Sphinx was a monster who lay outside Thebes, asking travelers a riddle and killing them when they failed to answer it. (Oedipus finally answered the riddle and the Sphinx then killed herself.)



Likewise, the (mostly inscrutable) people running LinkedIn tend to make major changes in the interface and features without any announcement, explanation or instruction. Often, the changes are useful to the average user (improved interface, the ability to follow companies, job search tools, etc.), but sometimes they do something that's obviously designed to make more money, the users be damned. Either way, the user is left with a riddle to solve, often with little support.

That's what LinkedIn did October, 2010. Previously, when you did a **People** search on LinkedIn, your search results could include 1st level connections, 2nd level connections, 3rd level connections, members of your groups, and either the first name of non-connected people or just their title. For your 1st, 2nd, 3rd level and group connections, you would see their full name and could click on their link and see their full profile. You could search all your groups at once (handy if you belonged to close to the maximum of 50 groups), search for new LinkedIn members, and use other criteria.

Early October, without any warning or explanation, LinkedIn began changing search results. 1st and 2nd level connections show up as before, but 3rd level connections and even fellow members of groups show up with only their first name and last initial. Click on the link to their profile and you still don't see their last name. If you click on the link that says "See Full Name," you get a window which says, in effect, "Either get a lot more connections or cough up \$99.95 per month, sucker." LinkedIn also now requires a subscription to search for people using the categories: **Groups, Years of Experience, Interested In, Company Size, Fortune 1000, and Recently Joined.** (**Function** and **Seniority Level** are new paid search categories, too.) So, LinkedIn now has the dubious distinction of being the only social media site that makes it HARDER to search for other people on their network. (Don't get me started on their pricing policies.)



You might respond, "So what? I don't use the People search that often. I don't try to convert 3rd degree connections into 1st degree connections, either." This may be true, **but if you're job hunting, you want hiring managers, freelance HR people, and even old friends TO BE ABLE TO FIND YOU!**

That's where these changes really bite you in the ankle. Sure, HR professionals who regularly search on LinkedIn for potential employees will cough up the higher fees to get better search results. But what about hiring managers who only do occasional searches, small business owners, consultants, freelancers, or people who are unemployed and looking for work?

Fortunately, there are several things you can do to make it easier for others to find and contact you. There are also ways you can search for these missing names, both on LinkedIn and off.

Make Yourself Easier to Find – Even When LinkedIn is Trying to Hide Your Name

First, make a simple change on your profile. On the LinkedIn menu bar, point at **Profile** and click on **Edit Profile**. Then, click on **Edit**, next to your name. Below your name, you'll see a block for entering your **Professional "Headline"**. All you need to do is repeat your name in this block. Instead of just entering your job title, write something like, "Andrew Brandt writes frequently about his love/hate relationship with LinkedIn." (Better yet, write something appropriate with *your name*.) You could add your email address there, too, although that might be a technical violation of the LinkedIn terms of agreement (not that lots of people don't already do that). If you don't put your email address here, make it prominent somewhere else in your profile. (NOT in your name field, though—LinkedIn *has* closed profiles for that!) Hiring professionals often like to see email addresses rather than go through LinkedIn.



After this, go to **Settings** (on the top right of the page). Under **Profile Settings**, click on **Public Profile**. There, select the **Full View** option (or think carefully if you still want to restrict info on your public profile). You should already have customized your LinkedIn URL to add your name. If not, do it now. Save your changes.

If people are writing recommendations for you on LinkedIn, ask them to include your *full name* in your recommendation. (Previously, most people only used the first name.)

If you have web links on your profile, edit the link title to include your full name. (Instead of "My Résumé," write "Andrew Brandt's Résumé.")



If you belong to groups, check your group settings to see if the group name and logo shows up on your LinkedIn profile page. (In the group menu—*not* the top-of-the-page menu—point at **More...** and click on **My Settings**.) If you want others from the group to be able to find you more easily, click on **Display the group logo on my profile**.

If you belong to 10 different job hunting groups, though, you might not want to show all of them, especially if you're still working. (Your boss might read your profile and not like the idea that you're trying to jump ship!) There might also be a few groups you want to keep private, like that **Cat Lovers Who Knit** group that doesn't exactly fit your Construction Foreman professional title.

Of course, the best way to make it easier for others to find you on LinkedIn is to have more connections, so you show up more frequently as a 1st and 2nd level connection. You don't have to become a LION (LinkedIn Open Networker) who accepts any invitation on LinkedIn. (We'll talk more about open networkers later. You can bet that LIONS' full names now show up on a lot more searches than other people, though.) If you belong to a group and send an invitation to a even just a couple of LIONS in that group, you'll make it a lot easier for all your group members to find you. (Invite other group members and friends, too.) You should do this, at least, for your professional groups related to your job hunt.

Finding Full Names on LinkedIn – New Guerilla Search Techniques

If you do a **People** search and get results with only last initials (or no name at all), don't despair. You just need to do some more work. Find a partial name you think will be a useful contact. Click on it and look at their profile. There are several ways to find their full name:

1. Check their profile. They may have their full name elsewhere in the profile, along with their email address. (If they entered their full name in their Professional "Headline," as described above, you already see it.)



2. If they have links to a Twitter account, a blog, or an online résumé, click on the link the find their full name. (On most browsers, use the right-click button to open the link in a new window or tab.)
3. See if you already share a group with the prospect. If you do, click on the link to the group and use the group's **Members** search tools with the first name and initial. If necessary, copy the first few words of their **Headline**, too. You should be able to find the full name for the fellow group member. Click on that search result, and now you'll see the profile with the full name. (You could conceivably join a group just to search for that contact, if all else fails.)
4. Look at your prospect's **Recommendations**, both given and received:

If your prospect has a recommendation, see if the person entered the full name of your prospect. If not, click on the recommender's name to go to their profile. Even if you can't see the recommender's full name, look on the right column for **First-name Recommends**. Click on the link to **See all Recommendations**. There, you should find the full name of your prospect. You can even click on the link and see their profile with their full name now.

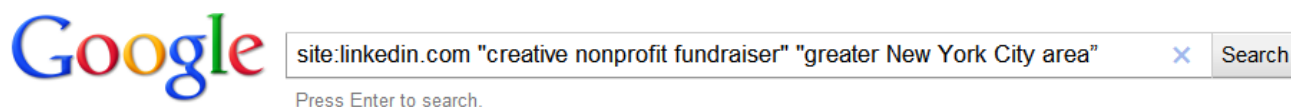
The same technique should work for recommendations written *by* your prospect. Go to the Recommendee's profile and search for who gave that recommendation.

5. If all else fails, check the names of others who have looked at that profile. If you find one from the same company who is also a connection to you, click on that profile and check their contacts. They might already connect with your prospect and you can see the full name. You may need to check several profiles for success with this technique.

Searching LinkedIn on Google and Bing

Again, when doing a search and finding only a last initial (or no name at all) for a potential contact, you can use Google or Bing to do a search on LinkedIn. (Yahoo! now uses Bing as its search engine, so a Yahoo! and a Bing search are the same.)

We mentioned in an earlier chapter how to use the **Site:LinkedIn.com** search criterion to limit your internet search engine to search LinkedIn. Enter this in the Google or Bing search box and it restricts the search to LinkedIn. Then add the info you found on LinkedIn, such as the job title or the location. Use quotes for search strings with spaces. An example,



If you know how to use them, Boolean search terms can come in very handy on a Google or Bing searches. A space is the equivalent of the Boolean search term AND. You can use OR operators within parentheses, too. To find people who list their job as accounting, accountant, CPA, or Certified Public Accountant, you can enter:

(accounting OR accountant OR cpa OR "certified public accountant")

plus the site:LinkedIn.com and the name of the city (i.e. "**Greater Boston area**") and any additional criteria you like.

The minus sign before a search term tells Google to omit any result with that term. Using **manager –assistant** in the search should find managers, but omit assistant managers.

Click on the search button and you should see a list of results. Google and Bing are more generous on their search results than LinkedIn, which only shows the first 100 results on a free account. Curiously, Bing and Google don't always show the same results, so if you can't find a person on one, try the other. (I *think* the difference may be in how often they scan LinkedIn for search terms and which terms they index.)

This search technique doesn't always work. Not all LinkedIn users show their public profile and some never allow their name to show on their profile. Those people won't show up on an internet search, either. It may take some time for new LinkedIn members to show up on internet searches.

Some bloggers refer to the "Site:" search as the "X-ray search" term. It works with other websites, too. You can do a search using **Site:facebook.com** or **Site:www.lincolncenter.org**.

For example, you can do a search for:

Site:ibm.com (ceo OR "Chief Executive" OR chairman) and you should find the top honcho listed on that corporate web site (who, incidentally, doesn't appear to be on LinkedIn).

To focus your LinkedIn search more accurately, several web searchers advocate using the phrase "**public profile powered by**" to show only results from public LinkedIn profiles:

site:linkedin.com "financial advisor at" "greater new york city area" "public profile powered by"

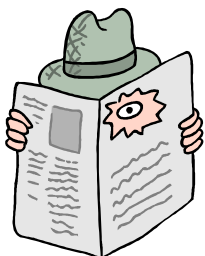
If you are confused by boolean search terms, the BooleanStrings blog (which also sponsors a LinkedIn group) generously offers the link [X-ray LinkedIn](#) which automatically narrows the search to LinkedIn people accounts.

Help and More Info

At any Google search page, click on **Advanced Search**, which walks you through more options. From there you can also click on **Advanced Search Tips**, then explore **Basic search help**, **Advanced search tips**, or **Time-saving search shortcuts**.

Bizarrely, you need to actually search on **Bing** to find their useful help files, but you could start at http://help.live.com/help.aspx?project=wl_searchv1&market=en-us .

LinkedIn now uses country codes in the internet profiles for members in other countries. If you want to narrow down your search for people in a specific country (other than the USA), see the blog article: <http://sourcingmaniac.wordpress.com/2009/11/16/25/> .



For other ways to use LinkedIn searches for your job hunting, here's a detailed step-by-step article by Irina Shamaeva from the BooleanBlackBelt website:

<http://www.booleanblackbelt.com/2009/07/how-to-use-linkedin-in-your-job-search/>

Other guerilla tools for finding LinkedIn people

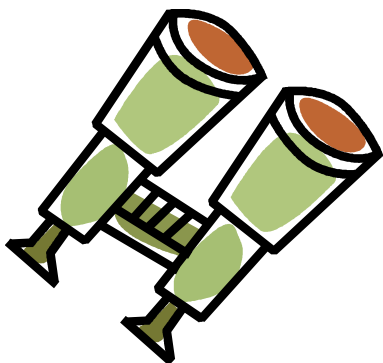
Remember way back in Chapter Two, we talked about a few of the people search sites where others try to find information on you. Well, you can turn the tables and use them to find people on LinkedIn or elsewhere.

Recently, the blog article, booleanstrings.wordpress.com/2010/07/26/ten-people-search-engines/, listed ten free search engines you can use to find people on and off LinkedIn:

1. ZoomInfo zoominfo.com (see Chapter Two)
2. Jigsaw jigsaw.com (has limited free searches)
3. Pipl pipl.com
4. Tweepz tweepz.com (for Twitter only)
5. PeekYou peekyou.com (note, most search results include age)
6. Wink wink.com/
7. 123people 123people.com
8. Zabasearch zabasearch.com (limited info on free searches)
9. Yahoo! People Search people.yahoo.com
10. Spokeo spokeo.com (not to be confused with Spoke.com, a business contact site, or Spock.com, both of which might be useful, also)

Go to each site and enter your own name. You'll be amazed at what you find. (Privacy is such an old-fashioned, 20th century concept.) Then, try a few searches with some LinkedIn info to find last names (or people you have no connection with, say maybe some LinkedIn executives).

All in all, LinkedIn has excellent search tools for fine-tuning searches for people with specific job titles, skills, geographic areas, and many, many other criteria. A Boolean junkie could spend weeks designing custom searches; this is well beyond anything you might find on Google or Bing. The fly in the butter comes in when you have a free account and LinkedIn starts restricting the number of results, or editing out last names, or blocking access to certain people. In that case, alternate search tools may be a bit cumbersome, but they can find results when LinkedIn won't.



Chapter Six

Connecting with Groups of People on LinkedIn

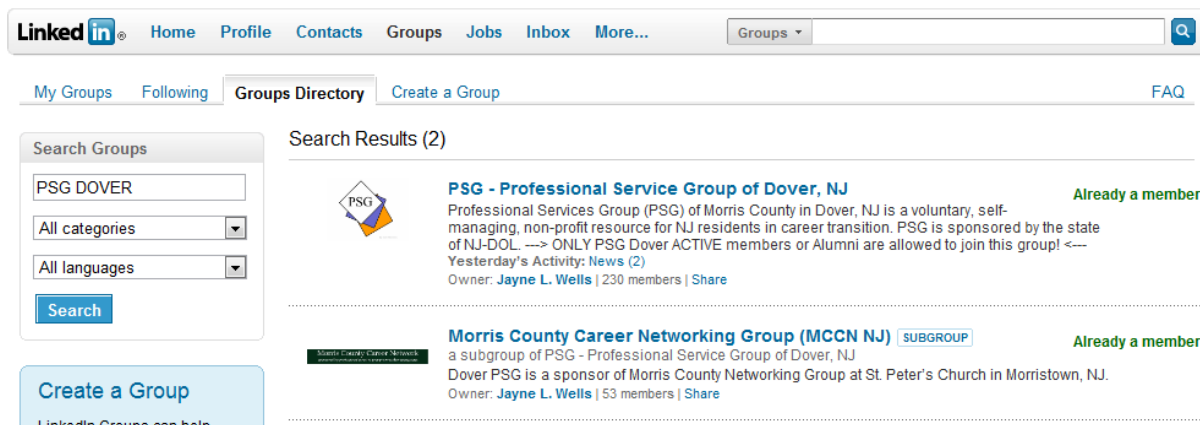
Are there more ways to connect with people on LinkedIn?

Yes! You can also add contacts by sending invitations to people you see in **Groups**.

What are Groups?

Glad you asked. From the menu bar on top of your LinkedIn screen, point at the **Groups** menu and click on **Groups Directory**. This gives you a simple search box to type in a school name, a business, a professional description, or even a hobby. Try it: enter "New Jersey Marketing" (pretty esoteric interest, right?) and click **Search**. *Zoom!* I found 20 Search Results: groups that are connected with marketing and New Jersey in some way. Enter "Accounting." You'll get the names of at least 1800 groups on LinkedIn dealing with accounting. Enter "Underground living," you'll find one group (in this case, the Sustainable Living Underground Group, or SLUG). It is difficult to find a professional topic that DOESN'T have a group on LinkedIn. (If you do, then you can start your own group, but that's a topic we don't want to get into now.)

So, find a group you want to join. Click on the name of the group in your search list, and you'll see a page with a bigger description about the group and whom it's for. A typical sample:



The screenshot shows the LinkedIn Groups Directory search results page. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', and 'More...'. The 'Groups' menu is selected, and the search bar contains 'Groups'. Below the navigation bar, there are tabs for 'My Groups', 'Following', 'Groups Directory', and 'Create a Group'. The 'Groups Directory' tab is active. On the left side, there is a search box with 'PSG DOVER' entered, and filters for 'All categories' and 'All languages'. A 'Search' button is below the search box. Below the search box is a 'Create a Group' button. The main content area shows 'Search Results (2)'. The first result is 'PSG - Professional Service Group of Dover, NJ', which is a 'Professional Services Group (PSG) of Morris County in Dover, NJ' and is 'Already a member'. The second result is 'Morris County Career Networking Group (MCCN NJ)', which is a 'subgroup of PSG - Professional Service Group of Dover, NJ' and is also 'Already a member'.

Click the **Join this group** button. You'll see another **Join Group** screen where you can choose whether to include the group's logo on your LinkedIn Profile (*why not?*), whether to get a digest of the group's messages via email, and which email address to send it to (you might want to send professional info to your work computer, alumni info to your home computer). Again, when all is right with the world, click the **Join Group** button. You may be prompted to send a message to the group's "owner" (especially if the group restricts its memberships). For example, if you want to join the PSG-Dover group, you need to email the owner and give her your PSG member number for faster processing.

What do I do when I join a Group?

When you join a group, a clickable link will show up in your personal **Groups** directory on your Profile (which you can hide if you don't want others to see); or go back to your LinkedIn menu, point at **Groups** and click on **My Groups**. Click on the group's name and you will see a directory for that group which might look something like:


Indiana University Alumni Network


Overview Discussions News Jobs Subgroups More... Group Profile


Start a Discussion Submit news Share group


Discussions

Recent Activity Recent Discussions Most Comments

- 


How has LinkedIn benefited you the most during 2009?
By Vince Hausmann 22 days ago
Follow discussion | 14 comments »
- 

Chicago Entrepreneurs, what are you going to do this year to improve your business? I have also created a space for all of us ChiTownners at ChiPreneurs. Please feel free to join this new group!
By Jessica Popov 8 days ago
Follow discussion | 2 comments »
- 


Any Indiana University Dance Marathon alumni interested in the first city-wide Dance Marathon for young professionals?
By Annie McNulty 3 days ago
Follow discussion | Add comment »
- 

Are you ready to lose weight? Join me in an eight week weight loss TV program online. Go to www.totalwellnesstv.com today! Space is limited.
By Melissa Bierman 6 days ago
Follow discussion | 2 comments »

Ads by LinkedIn Members



Corp Bond Auctions
Pick your yield on corp bonds using Zions Direct's auction platform
www.auctions.zionsdirect.com
From: Crowell Advertising



White Label Web Analytics
Premonix builds and delivers SaaS web analytics for your customers.
www.premonix.com
From: Arjan de Raaf [What's this?](#)

Updates: Last 7 Days


YESTERDAY




Lisa McCallister started a discussion:
Great Medical Device Sales Opportunity in Indianapolis, brought to you by an IU grad
1 day ago Add comment »

Notice the tabs below the name of the group! **Overview** is the Group equivalent of your LinkedIn Home page, with recent discussions, and updates. **Discussions** are a great way to find others of like mind or people who might be good mentors or teachers or helpers. (Remember that STARS list on page five?) Click on the **Discussions** tab and you can see a long list of discussions in the group. (This list often goes on for many pages.) From here, you can: 1) click on a title to read or add to a discussion, or 2) click on the **Start a discussion** button to start a new discussion on some topic of interest to you.


Notice that under the title of each discussion is the name of the person who started that discussion. Roll your cursor over the name and you get a popup box with info on that person, and the option to view their profile or send them an invitation. (You can also double-click on the highlighted name or the photo to go directly to the person's Profile.)




I started a alumni group for IU alumni in the DFW area. Search groups Indiana University Dallas/Ft. Worth Area to join.
Posted 2 months ago by Sarah Lashua, Tax Attorney
Follow discussion | Move to Jobs | Add comment »




Unemployed? Need to save a buck on software? In free needs
Posted 2 months ago by Andrew Brandt
free copy.
[Stop following](#) | [Move to Jobs](#) | [Delete](#) | 2 c



401K Reviews and Rollovers b
Posted 3 months ago by Scott VanHoogstra
Counselor; Friend
Follow discussion | [Move to Jobs](#) | Add com



Let Companies compete for yo
jcouleur@gmail.com
Posted 3 months ago by John C. Couleur, Insurance Consultant at Hill & Stone Insurance Agency, Inc.



Andrew Brandt (YOU) X

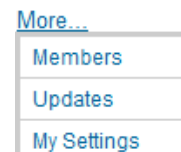
Author of "The Job Seeker's Guide to Online Networking and Using LinkedIn"
See my profile for a free copy.
Greater New York City Area

Author of "The Job Seeker's Guide to Online Networking and Using LinkedIn" at Andy Brandt Self Publishing

[View profile](#)

Going back to the Group menu directory, **News** allows you to send a link to a news article or blog entry on the web you think will be of interest to the group. You can also click on links to read what articles are deemed newsworthy by your colleagues. Many groups don't list **Jobs**, but be sure to check. The job descriptions you find here are uploaded by group members and should not be confused with LinkedIn Jobs. **Subgroups** is a new LinkedIn feature, which allows Groups to create even more specialized groups (or cliques).

The **More** tab is fairly new, combining some older tabs. Most importantly, click on **Members** to see a complete list of the group's members. Since you belong to the same group, you can now send them an Inmail or an invitation for free. (But just because you belong to the same group doesn't necessarily mean they will accept an invitation. See the styles of networking in the next Chapter.) Click on **My Settings** to view or hide the group's logo on your profile and to set your e-mail settings for this group. **Updates** allows you to see people's most recent updates from their Profile pages without having to actually be a connection. (It's sort of the gossip column for Groups.)



Whenever a name is listed on LinkedIn (in a message, a group list, or in search results), you can click on their name and see their personal profile. From there, you can click on the link to add them to your network, compose a nice, personalized invitation (remember what I said above?), and send it. When you are in **Groups**, however, you can just wave your cursor over a name, wait a second or two, and basic info about that person appears in a floating box. You don't even have to click! How much easier can it get to learn about other people? (Wouldn't it be fun in real life to be able to point at a person, snap your fingers, and get a floating text box with their name and job hovering over them?)

Incidentally, if you want to leave this group to go to another, point at the word **Groups** in the LinkedIn menu bar on top of the page and, again, click on **My Groups**. Choose another group name and start over again.

What are some LinkedIn groups we can join?

PSG Dover has a LinkedIn group you may join when you complete your classes and you may continue to participate, as an alumnus, when you do land. When joining the PSG Dover group, tell the "owner" (who administers the group) that you are a new member and give your PSG number (if you have it). There is a newer **PSG's of New Jersey** group for members of any area group.

CIT (Careers in Transition), another local networking group, also has a LinkedIn group, as do many other networking groups in New Jersey, including PENG, FENG and the other 'ENGs. The **CareerLink Network** is another group for helping people find jobs.

The **Well-Dressed Professionals** will accept anybody on LinkedIn – it's easy to be well dressed when you're online (you don't have to tell them you check LinkedIn in your pajamas). They actually do discuss clothes and business attire – and *everybody* wears clothes to work!

About.com Job Search and Careers complements their web site and other social media tools.

Encore Careers is great for Baby Boomers retiring and looking for a second (encore) full or part-time career.

Job & Career Network is also about jobs and job hunting. Nonprofit workers have several job search groups.

Be sure to check your areas of professional interest for groups of people sharing the same interest. As in real life, you never know where you might connect with somebody who can help you get a new job!

There are a number of groups on LinkedIn which are designed specifically for growing your list of connections and to make it easier to contact others around LinkedIn. They take advantage of the ability to see profiles of people who belong to your groups in addition to those who are in your three levels of connections.

Grouplinked!, for example, has the goal of being the one group to join to connect with everybody on LinkedIn without having to become a LION or Power Networker and be obligated to accept hundreds of invitations. They also have a website www.grouplinked.com/ which explains the group further.

There are also larger job-search-related groups with the function of making it easier to connect with other LinkedIn members without the obligation of accepting an invitation from everybody. A few are: the **Job and Career Network** (with over 57,000 members), **The Job Board** (over 68,000 members), and the "**Job Openings, Job Leads and Job Connections!**" network with nearly 120,000 members. [Numbers are for February 2010.] As you would expect, they also allow you to advertise jobs and/or availability. If you also belong to Facebook or Twitter, there are broad-based groups for them on LinkedIn, also.

CAUTION: If you join the **TopLinked Open Networkers** group, the **OpenNetworker** group (www.opennetworker.com), the **Invites Welcome** group (www.InvitesWelcome.com), the **Lion 500**, or similar groups, you will be expected to accept virtually all invitations from other members of that group, since that is their main purpose. These groups are for professional or "promiscuous" networkers, not novices. People who have joined these networking groups claim to have received hundreds of invitations within a day or two of joining the group. Read the chapter below on **Networking Styles** and decide whether this is your preferred networking style BEFORE joining one of these groups. You can see who the top linkers on LinkedIn are at www.toplinked.com/.

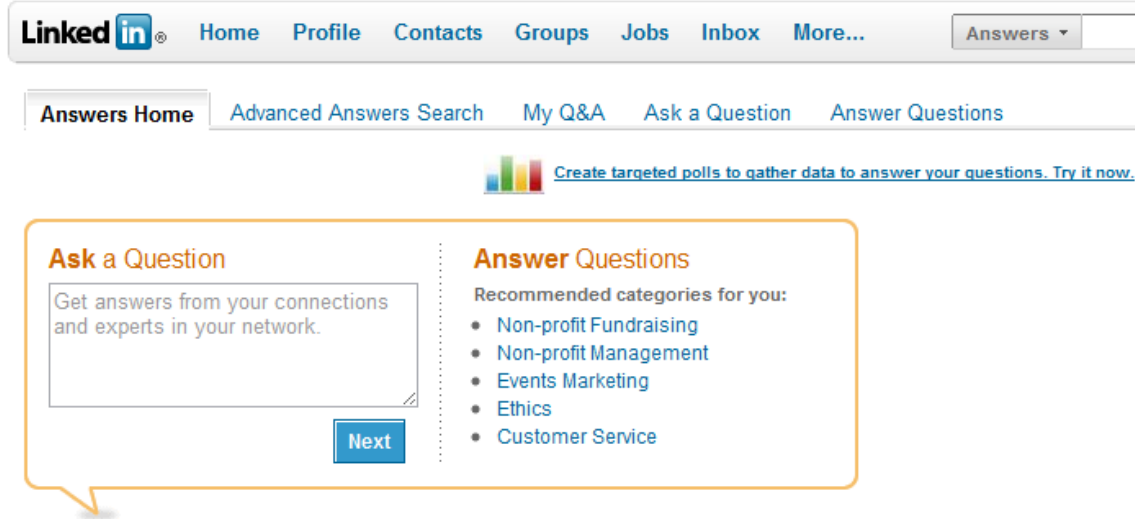
TopLinked also has subgroups for particular professional areas, including Consultants, Engineers, Entrepreneurs, Executives, Finance and Accounting, HR, IT, Lawyers, Marketing, Real Estate, Recruiting, and Sales (with more areas possible in the future). If you find that other LinkedIn professional groups aren't providing the breadth of connections you want, or if you're ready to go to "super-connected" status, you might prefer these focused groups to the broader TopLinked networking group.

Note that these super-networking groups have two parts, their LinkedIn group (accessible only through LinkedIn) and their website, accessible to anybody on the Internet. TopLinked.com, for example, claims to have networkers not only on LinkedIn but also on Facebook, Twitter, MySpace, Ecademy, Xing, Bebo, Blue Chip Expert, Ecademy, Fast Pitch, Friendster, hi5, Konnects, Affluence.org, Naymz, Orkut, Perfect Networker, Plaxo, Ryze, Tagged, and UNYK.



Wow! That's a lot of ways to connect with others!

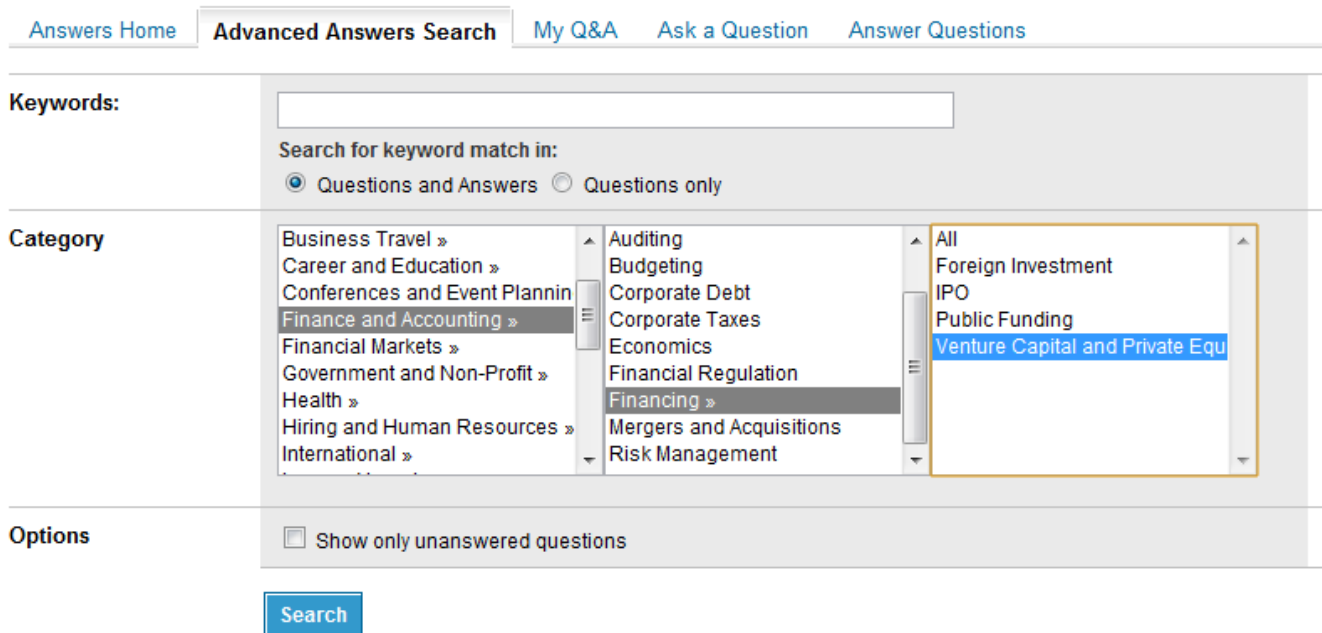
As they say on late-night TV ads, "**Wait, there's more!**" Another way to connect is through asking questions and giving answers. Just like there are groups for discussions, there are groups for asking questions. Back at the navigation bar, point at **More...** and click on the **Answers** link which takes you to the **Answers Home** tab. (Curiously, **Answers** used to have its own separate menu. Looks like it was demoted!)



LinkedIn has updated the Answers area. Here you can type in a question to ask all of LinkedIn or view new questions from various categories. Giving answers is a great way to get noticed on LinkedIn.

Notice the tabs in this section. **Advanced Answers Search** is a sophisticated search tool for the Answers area which allows you to look for questions you might want to answer.

This search tool looks like:



Notice you can search other people's questions by **Keywords** or by clicking on a **Category**, which lists LinkedIn's main Answers categories. Most of these categories have sub-categories, and a few have sub-sub-categories, so you can drill down to some pretty esoteric discussion topics. Alternatively, you can click on the **Answer Questions** tab and browse through what lots of other LinkedIn members are asking. Find one you want to answer, and go to it.

Once you've asked or answered a question, you can go to **My Q&A** to find that question again.

Finally, click on the **Ask a Question** tab, and you get a box like:

The screenshot shows the 'Ask a Question' form on LinkedIn. At the top, there is a title 'Ask a Question' and a link 'See examples'. Below the title is a text input field. A checkbox option is present: 'Only share this question with connections I select (note: you will receive fewer answers)'. A section titled 'Add details (optional)' contains a text area with the placeholder text 'Adding details will help your connections and experts in answering your question.' Below this is a 'Categorize your question' section with a list of categories: Administration, Business Operations, Business Travel, Career and Education, Conferences and Event Planning, Finance and Accounting, Financial Markets, Government and Non-Profit, Health, and Marketing and Human Resources. A checkbox option is present: 'My question is focused around a specific geographic location'. A section titled 'Is your question related to...?' (Please check all that apply) includes three checkboxes: 'Recruiting (I am trying to fill a position or hire)', 'Promoting your services (I am promoting my business, service, or product)', and 'Job seeking (I am announcing my interest in getting a job or changing jobs)'. At the bottom of the form is a blue 'Ask Question' button.

Answering these questions is one of the best ways to get noticed by others on LinkedIn! After a question is asked, normally it is left open for seven days for others to answer (sooner if the questioner closes it earlier). After the question is closed, it is still visible for others to read but no new answers are accepted. When the question is closed, the person who asked the question is requested to select one answer as the "Best." If he or

Expertise in

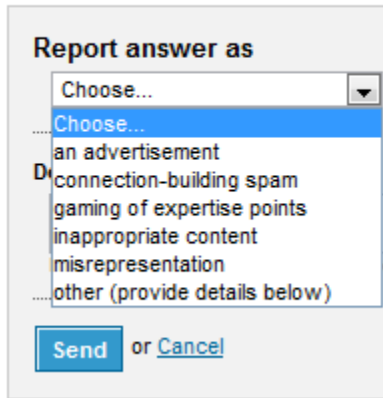
- ★ Using LinkedIn (75 best answers)
- ★ Event Marketing and Promotions (10 best answers)
- ★ Advertising (6 best answers)
- ...and 53 others

she selects your answer, you get an actual star in your Profile and you are recognized for your expertise, having given one (or more) best answers. Other than actual recommendations,

this is a great way to be recognized as knowledgeable in a field.

When answering a question, you have the option of entering relevant web links in their own field, or suggesting somebody else who is an expert on the topic. You may also add a private note to the person asking the question as well.

posted 7 days ago | Report answer as...



Keep your answer civil and mostly on-topic. Note that anybody reading the answer can flag your message as an ad, spam, excessively pompous ("gaming of expertise points"), inappropriate or a misrepresentation, any of which could get the answer removed and, if repeatedly done, get you removed from LinkedIn. It's like using The Hook on stage on amateur night, or the networking equivalent of Donald Trump yelling, "You're Fired." Unlike some other discussion groups on the internet, this is not the place to call people names or engage in "flaming." In fact, most discussion groups on LinkedIn are professional and quite civilized!


As you can see, you could spend a great percentage of your life just asking and answering questions on LinkedIn. Take some time exploring this tool and don't be afraid to ask newbie questions. (It appears that free

accounts are limited to asking 10 questions per month, another way of LinkedIn gently trying to extort more money out of users for a pretty minor service. Just be aware of the limitation.

Can I use RSS feeds to follow Answers?



If you find a topic you want to follow closely in **Answers**, you can read them regularly on LinkedIn or use RSS feeds to have these questions automatically downloaded to your browser, your email reader, a program designed just to read RSS feeds, or to special web sites to read these feeds, or even to your smart phone.

To activate an RSS feed for an Answers category, go to the **Answers Home** tab. In the right column, under **Browse**, you will see a list of categories. Click on the one you're interested in. (You may then be able to click on a list of sub-categories as well to drill down to your area of interest.) Looking carefully, you should see the option to **Subscribe to new questions in** followed by a very tiny  symbol plus the name of the Answer group. Click on the blue topic, and choose your RSS feed reader from the available selection, depending on your RSS reader. (Depending on your reader, you may need to paste in a link.)

An alternate way to get feeds for Answers (and for your Network Updates) is to click on **Settings** on the upper right corner of your LinkedIn screen. There you can subscribe to the **LinkedIn Answers** category or get **Network Updates**.

If you aren't familiar with RSS feeds or readers, create a free email account with Google and click on the menu there for the Google Reader. It's a sophisticated and easy-to-use reader for LinkedIn updates, blog feeds, website updates and all kinds of great info from all around the internet.

Alternatively, if you use Microsoft Outlook (or many other email readers) you already have an RSS Reader included in the program. Check your user's guide or online help.

Curiously, RSS feeds are available for **Answers** on LinkedIn, but not for Group discussions. Instead of RSS, you keep up-to-date on your favorite group's discussions via email.

What is the difference between LinkedIn's Answers and Discussions? Why are they different?

Discussions and Answers are two tools that sound like they should be alike. But LinkedIn implemented the two in different ways, in different areas, at different times. Here are the main differences:

Discussions

Discussions are found only in Groups (such as alumni groups, social groups and professional groups), They allow for two-way discussions between the original poster and other participants. Discussions, as the term implies, may go back and forth on a topic.

Discussions may be viewed only by other members of the Group. Depending on whether the group owner restricts membership, the discussion could be largely private (or as private as any Internet discussion could be). Strangers cannot read the postings without joining the group.

Discussions are not rated and no stars are awarded. Members of the group might see that a discussion is occurring without entering the group through e-mail updates of the group's activities.

When you post something to a discussion, you may click or unclick a box to read new messages in that discussion via email, so you can respond more quickly.

Discussions may be best for developing relationships and sharing info with members of the same group. Curiously, in Discussions you can see a popup box with the name, photo, and field of a person just by pointing at their name on the screen, which makes it easier to send them an invitation without going first to their Profile. This does not occur in Answers (where you have to physically click the mouse button to see the same info – it's so tiring.)

You can receive updates on Discussions via email as topics and responses are posted or in daily or weekly digests.

Answers

Answers are accessible to all LinkedIn members at all times.

Answers encourage one-way interaction. Once the poster asks a question, he or she only has one chance to refine the question. All other participants may post answers, but only once. Although a questioner could answer their own question to continue a discussion, you don't normally see this back and forth dialogue. (In this writer's opinion, that is the major flaw with the Answers area.)

Answers are generally visible to all members of LinkedIn. LinkedIn does provide interest groups for these questions. For example, you can ask a question to all the members of LinkedIn or to people who follow questions in Philanthropy. There is no privacy. Anybody on LinkedIn may view questions and their answers.

After a Question is closed (usually no later than a week after the original question is posted), the original poster is asked to rate the responses. He/She may select one answer as a "Best Answer." The person who wrote that answer will then find a star in their Profile showing Expertise in whichever area the question was posted. Also, viewers of your profile may view a collection of your Questions and Best Answers.

Answers are good for showing your expertise in a field and in helping fellow LinkedIn members you have no relationship with. Since the answers are rated competitively, collecting Expert points gets you noticed in your profile and shows, at a glance, what your areas of expertise may be. Answers may be better at attracting the attention of HR professionals.

You can follow Q&A in your Answers groups via RSS feeds.

Both Answers and Discussion postings can be rated by readers as inappropriate and be deleted.

You can click on the names of participants in either tool to see their Profiles.

Chapter Seven

Networking Styles

Finding your LinkedIn "Style" of Networking

There are all kinds of networkers. Each has their own style, related to their networking goals and desires. One way to think of networking style is to think of a continuum of networking approaches ranging from a private, select group of contacts to a gregarious, recruit-everybody-in-my-personal-network style. Since the beginning of LinkedIn, there have been emotional debates arguing Quantity vs. Quality. Although LinkedIn officially recommends caution when adding people to your network, they also reward those who collect many contacts by allowing them to see more connections when they search **People**. "Power networkers" thumb their noses at LinkedIn's warnings, arguing that you wouldn't attend a live networking meeting and only talk to people you already know. The whole purpose of networking is to find *new* connections.

I suggest a somewhat moderate style for your consideration, which I call the "Normal Networker."

Closed Networker ←		→ Power Networker	
Lurker	Novice Networker	Normal Networker	Power Networker or "LION"
Not a Networker	Timid Connectors	Normal people like you or me.	LION - LinkedIn Open Networker
They created a LinkedIn profile because somebody told them to (often their boss). They only have 1-3 connections in their network, which means they're not even trying. They do not join groups. They have no recommendations. Some have not even finished filling out their profile basics. (One profile I saw only had the person's initials and no viewable info. Ironically, he listed his career as "Communications.")	Novice Networkers may network because they have to or because they are curious about all this talk of online networking, but they are not yet enthusiastic about it. They have a few people in their network, but those may be people they already network with in person. They might belong to a few discussion groups, but only participate occasionally. They may connect only once a week or a couple of times a month. They're not growing their network and they're still trying to figure out what all the fuss is about.	Gradually more active networkers, you may have anywhere from 25 to 450 first level connections. Don't invite everybody into your network, but DO try to get a variety of people (alumni, co-workers, other people in your field, some creative types, PSG members, and a few Power Networkers) into your network. Also join Groups so people can find you and contact you without having to use expensive InMails. One group which exists to allow easier connections is called GroupLinked, which also has a separate website on GroupLinked.com. Best Dressed Professionals is also a network with a wide base. There are several large job-hunting sites, too. Download the software to add LinkedIn features to Outlook and/or your Internet browser. Answer questions in the appropriate user groups and collect some "Best Answer" credits and some Recommendations. Grow your network gradually and steadily. Set LinkedIn to forward InMails, Invitations and Introductions via email and respond to them promptly. Communicate with the people in your personal network from time to time, but don't pester them and NEVER send them sleazy marketing invitations.	Includes many HR recruiters, salespeople, politicians, and other Power Networkers. These people will normally allow almost anybody into their personal network. Some have thousands or tens of thousands of 1st degree contacts. They like being able to see everybody's profile on LinkedIn and find a connection with every company. They are often also bloggers, writers, speakers or other freelancers and get leads for future gigs online. Some are very generous with their time on discussion groups and may spend hours per day on LinkedIn as well as other services. You may visit TopLinked.com to see the top networkers on LinkedIn. (Barack Obama is 20th on the list with <i>only</i> 24,000 1st degree contacts.) Invite a couple of LIONs into your network and see your 3rd Level contacts grow while you sleep. (Pres. Obama is <i>not</i> accepting invitations now, I'm told.)

Your decision on which networking style you want to use should depend on your networking goals. (Remember those goals we talked about in the first chapter? There was a reason for thinking about them!) Your personality and approach to marketing *Me, Inc.*, are also factors. Some people who are bashful in person-to-person networking (my kind of people, actually) may find online networking more comfortable. Those who are trying to create networks in new career fields or in other physical locations (say, Chicago, San Francisco, Boise, Lubbock or Shreveport) may find online networking and phone networking essential.

Old-schoolers may find the thought of sharing info online like having pen pals in grade school. Web networking didn't even exist until the final years of the twentieth century (although many nonprofit groups were doing email and listserv social networking by the mid-1980s, well before the creation of the World Wide Web). Most of the current popular web-based networking resources were created after 2002.

If you are job-hunting, there are practical reasons for creating a larger network. Many companies are now using employee referrals to vet potential hires. (Some companies even give bonuses to employees for referrals which result in hires.) So, if you are interested in working for *Enormous-Mart*, it makes sense to make connections with people in that company. The way to do that, though, is not to announce to everybody you write, "I want a job at your company," or "Will you give me a recommendation?" but to suggest a conversation, "Mary Slimehook suggested I contact you to discuss E-Mart and get an idea what directions you think the company is going in. Can we email or have a phone conversation?" (You might want Mary to introduce you with a LinkedIn or email introduction – see the next chapter.) In your subsequent conversations you might get additional referrals, learn where they might be hiring soon, get the hiring manager's name, and learn how to tweak your cover letter and résumé to attract attention. (*One big caveat:* this approach may not work well with employees with security clearances. CIA and NSA agents and defense contractors might not be terribly receptive to chatting about internal affairs with strangers. You want interviews with hiring managers, not FBI agents.)

A job search is like dating: you're looking for an employer to say, "I love you," make you a proposal, and start a mutually beneficial commitment. Networking for a job, like dating, also brings up dreaded issues of self-esteem (at the same time you're mourning the loss of a job and broken professional relationships), fear of rejection, and fears of public speaking in front of live networking groups. At least you don't have to learn to dance for networking sessions. (*Hmm*, there's an idea: samba networking instead of speed networking!)

Job-hunting is no more logical or systematic than the dating scene. (You'd think it *would* be after all these years of companies looking for employees.) So, just as there is no ONE way to date or job-hunt, there is really no ONE way to network online. The choice is yours. The only truly wrong way to network is to not network at all.

Likewise, people who are proponents of one style of networking should not be judgmental of people who chose another style for their own needs. Those on one extreme or another of the Quantity vs. Quality debate are often the guiltiest of this particular sin. Those people who *insist* that you network the same way they do should be avoided at all costs.

Chapter Eight

Making Introductions and Adding Value

What's the big deal with Introductions on LinkedIn? Why can't I just send an InMail to anybody on the site?

I recently had an *Aha!* revelation which transformed my thinking of introductions and allowed me to realize how making introductions is not only an essential part of helping **others** network, it is also an essential part of helping **you** network. This revelation came to me after listening to a BBC Radio 4 internet radio report about online business networking, which I found on the Ecademy business networking site

(http://www.bbc.co.uk/radio4/news/inbusiness/ram/inbusiness_20051006.ram), and then reading a chapter in David Teten and Scott Allen's book, *The Virtual Handshake* (see the Appendix for how to download a free copy). The chapter, innocuously titled, was about *Netiquette* and the section was describing how to make introductions. (The type of thing that Miss Manners emphasizes, but most business people rarely think about.)

As the BBC report mentioned, networking itself began long before computers and social networking sites. Many centuries ago, people came from their farms and homes to the marketplace to buy and sell and also to exchange information and ideas. In the Middle Ages, craft guilds were formed to network and discuss "best practices" for their workplaces. (The BBC reporter above suggested that business networking sites might be the new guilds – an idea an American reporter would never come up with.) Later, scientists got together to discuss research; business people got together to discuss possible ventures and capital creation; engineers got together to discuss manufacturing techniques. In fact, many of the leaders of the American Revolution, like Benjamin Franklin (to drop a name), were international networkers (a fact NOT reported by the BBC). They would share ideas and connect people together who had the possibility of creating new knowledge. Their only problem was that it could take months to send a letter and get back a reply.

Many people drawn to online networking don't understand that one of the greatest networking gifts they can perform is to introduce two people who don't know each other but could both benefit from a relationship. Today, when most people describe what networking is, they say that it is more important to **give** more than you **receive**. In making introductions, you actually have the potential to give **AND** add value for yourself.

LinkedIn's use of 1st, 2nd and 3rd degree categories to describe relationships seems a bit cumbersome at first. You might say, "Why not just send email or InMail to anybody you see on LinkedIn, like you do on Facebook or other services? It's maddening to have to go through these formal introductions." There is method to LinkedIn's madness, however. To see why it works, you have to compare online networking with live networking.

In the Off-Line World (a.k.a. Real Life), networking groups consist of people meeting together and talking. However, there is one problem. Adams knows Brandt and the two connect and have good discussions. But Adams doesn't know Brandt's connections (unless Brandt happens to drop a name or two). Likewise, Brandt has no idea who Adams knows. Adams has no way to know that Brandt knows Curtiss (and *absolutely* no way to discover that Curtiss knows Dougherty).

The advantage of LinkedIn is that it is now possible for Adams to check Brandt's connections and use introductions and invitations to create new connections. Adams doesn't have to wait for Brandt to mention Curtiss. She can look at Brandt's connections, find Curtiss and Cratchitt and Crockett and even follow up and

look at Curtiss's connections with Dougherty, Douglas and Davis. (A to B to C to D relationships.) Of course, you could spend many days following these connections, get no work done, and lose track of who knows who (who knows whom?) very easily. But LinkedIn automates the process for you and shows you the connections you can use to get an introduction.

For example, Adams (a toenail decoration marketing specialist) wants to find a connection with a certain cosmetics company, say Worldwide Lipstick, Inc., and finds a manager, Caulfield, she would like to connect with. If she clicks on Caulfield's name and goes to her profile, LinkedIn shows who can connect her to Caulfield (say, Baker). Thus, Adams instantly knows that she can ask Baker to pass on an introduction to Caulfield (A to B to C). B is A's 1st degree connection and C is A's second degree connection.

Later, during Adams's continuing corporate research, she finds Davis who works for Visage Rouge International. One look at her profile and she can see that she, Adams, is connected to Bromley who is connected to Col. Custard who is connected to Dr. Davis. (A to B to C to D. Again, B is A's 1st degree connection, C is her 2nd degree connection, and D is A's 3rd degree connection. ¿*Comprende?*) LinkedIn shows Adams that she (A) can ask B to send a recommendation to C who, in turn, can pass it on to D. As Teton and Allen point out in *The Virtual Handshake*, this also gives B and C the opportunity to create value for themselves. When Adams sends the request, Bromley has the option of adding to the introduction something along the lines of, "I know Adams from when we both worked at National Toenail Design where she was a genius at toenail marketing. I think she and Davis would both benefit from meeting each other. And, Custard, please pass this on (and get back to me, it's been too long since we've talked)." This is perfectly good etiquette PLUS B has just given A an endorsement, touched base with C and reminded her of their friendship, and possibly made a good impression on D as well. That's a good introduction. That's added value. That's good networking.

And **THAT** is why LinkedIn keeps insisting on Quality, not Quantity, in each member's personal network. If B passes on A's request to C and D without any comment, an opportunity is lost for B and D has no additional incentive to meet A. If B writes (honestly), "I don't really know A except that she's one of my 15,000 connections, so please pass on this note," that effectively destroys the purpose of the introduction and gives D even less incentive to respond to A than if B said nothing.

So, Good Connections = Added Value when setting up introductions. For further info on introductions, download Teton and Allen's *The Virtual Handshake* and look up the chapter on Netiquette. (See details in the Appendix.)

In brief, Teton and Allen suggest that a proper introduction (via LinkedIn or normal email or even old-fashioned letter) should include: 1) Who you are; 2) Your reason for writing; 3) Who you are introducing; 4) How the person being introduced can benefit the recipient; and 5) Encourage the parties to connect.

Because connections and introductions are so important in LinkedIn, it is **very** bad etiquette to block other LinkedIn users from viewing your connections on your profile. Yes, some people feel that they've worked hard to create a useful list of connections and they don't want to just *give* them away to anybody viewing their profile. That view misses the entire point of facilitating connections and makes your connection less valuable to your network. If you don't allow others to see your contacts and refuse to facilitate introductions, you're not being an effective networker. This, in turn, gives others a disincentive to connect with you or to maintain a connection.

To further emphasize the importance of introductions, Jan Vermeiren, in *How to REALLY use LinkedIn*, (www.how-to-really-use-linkedin.com) calls the introduction the "Magic Email." He suggests that, Bromley, being a terrific networker, notices that two of his contacts have much in common and could benefit by reaching

out to each other. Bromley (or B) writes a "traditional" email (*not* an InMail) to introduce both parties to each other. Bromley, being the initiator of the contact, could write "A, I'd like you to meet C, who is also in my network. A is a specialist in toenail decoration design. C, the Head of Visage Rouge, is a world leader in cosmetics. You see each other's email address above, and A's phone is 888-TOE-NAIL and C's is 321-RED-FACE. I think it would be great for both of you if you talked." (Note that B, after making complimentary introductions of each of the parties, is leaving it up to A and C to initiate the contact with each other.)

Another technique is, if Andrews wants Banispaty to introduce her to Christianson, is to ASK Banispaty (B) to introduce the two of them. The difference from the normal LinkedIn introduction may be subtle but important: LinkedIn invitations show A being the one taking the initiative (or being the aggressor), showing that she wants something from C. In Vermeiren's "Magic Email," Banispaty (B), the friendly third party, is bringing the two together to talk (even if it is at A's request). Even if C was reluctant to speak with A, B's introduction makes it almost impossible for her to ignore A without being incredibly rude and risking her friendship with B.

This could be done via InMail on LinkedIn, but Vermeiren suggests this, too, might better be done in email.

Again, the person making the introduction is adding to the reputation of both parties she is introducing (and by doing so, also adding to her own value). Everybody wins. This works on LinkedIn because it is part of LinkedIn's philosophy of social interaction, its database construction, its definition of degrees of relationships, and skillful computer programming. Trying to do the same thing on Facebook might seem counter-intuitive, it would be difficult to find the intermediate connections, and might seem just odd – it's a different social arena. Miss Manners would use LinkedIn. Ms. Video-Gamer might prefer Facebook. Ultimately, it's your choice.

*If you want to introduce one of your LinkedIn connections to another, another technique is to go to the profile of the person you want to introduce and use the **Forward this profile to a connection** button (just to the right of their photo). If you feel uncomfortable writing about other people's accomplishments, they're already written down on their profile. Just as in invitations, you should personalize the text before sending and explain **WHY** you are sending the profile.*

There isn't a way to send two profiles to each other, however. If you want to introduce two people to each other this way, you will have to send two messages, one to each person you want to introduce.

Chapter Nine

The Job Hunting Tools on LinkedIn



So how do I actually look for a job on LinkedIn?

LinkedIn gives both job hunters and HR professionals tools to search for jobs and employees.

Just setting up your profile is a passive way of getting noticed by HR people. Being active online can draw others to your Profile. But, there are other tools on LinkedIn, as well. For example, LinkedIn is a "Job Aggregator," meaning that it collects job listings from all over the web.

First, look on the menu on top of any LinkedIn page and you will see **Jobs**. (It's between **Groups** and **Inbox**.) Point at **Jobs** and click on **Find Jobs**. This takes you to a page with two tabs: the **Find Jobs** tab (a quick and simple search box), and the **Advanced Job Search** tab. Go ahead and try a quick search by entering a keyword or two in the **Find Jobs** area. For most job searches, I recommend that you click on the tab **Advanced Job Search**. Here you find a job search tool similar to what you find on CareerBuilder, Monster, SimplyHired and many other job search websites. As a matter of fact, SimplyHired is currently the source of LinkedIn's external search results.

There is a difference with LinkedIn's search results, however. When you do a search on LinkedIn, the first thing you notice are two tabs. LinkedIn Jobs gives you a list of jobs based on your search criteria *only available on LinkedIn* (or at least, not advertised in the mainstream media). Believe it or not, some companies (or HR search firms) don't want to wade through hundreds or thousands of résumés every time they have an opening. One thing they can do is create a special search only on LinkedIn.

But click on the tab right next to LinkedIn Jobs, **The Web**. Here you find other jobs posted on many other websites like CareerBuilder, Monster, Idealist.org, Craig's List and who knows where else. At first it resembles other job sites, but look to the right at the **JobsInsider** column. Find a job you are interested and click on the blue link which says, "Who do I know at...". *Voilà*, here is a list of all your 1st, 2nd and 3rd level connections and fellow group members who work in that company (and maybe some other LinkedIn members not in your network). The first time I clicked on a job at random I found a first level contact with a fellow PSGer! This can be a great tool for finding contacts and researching a company.

Wouldn't it be nice to have this convenience when searching other job sites on the Internet? Wait, you can! The JobsInsider toolbar has also been incorporated with several job search sites, including HotJobs, Monster, Craigslist, CareerBuilder, Simply Hired, Dice, and Vault. You can also download the **JobsInsider Toolbar** from LinkedIn and you will find new icons on your browser which allow you to search for connections with different companies you see on the Internet. (This toolbar may be buggy in some browsers, however. I had to remove it from mine.)

What can't you do on LinkedIn? There are a few things that LinkedIn doesn't offer that some other job sites do. You can't save a search; if you have complicated criteria for an advanced search, you have to enter it every time. Also, LinkedIn won't automatically send you an email when they get a job fitting your job search criteria. But, if you did a search as described above, you may have noticed that the job searches are done with the help of an independent service called SimplyHired (see the list of job aggregator sites in Chapter 12). While you cannot save a search and get notification from LinkedIn, you can do the same search on SimplyHired.com, save the search, and get daily or weekly updates via email. Also, if you are on SimplyHired.com, you can link that site with

your LinkedIn account. That gives you the ability to look at a job description on SimplyHired, click on a company name, and see who (if anybody) in your LinkedIn network has connections with that company! That's synergy!

Even if you don't download a browser toolbar, and you don't use the job tools available on LinkedIn, you can use the Search tool to find people AND corporations represented on LinkedIn. Want to connect to some of these people? Here is where a larger network on LinkedIn comes in really handy. If you have some connection to a person, either in your 3 levels of connection, or through a group you joined on LinkedIn, you can see that person's name and Profile. Wouldn't it be nice to do a little research on that interviewer you're meeting on Friday? Now, sometimes, you can!

Can I research employers on LinkedIn?

Absolutely. In fact, LinkedIn has recently added several unique, new features to do your corporate research (or, if you're employed, competitive intelligence).

To start, point at the **More...** menu and click on **Companies**. This will take you to a search page which looks like...

Companies

Company Name or Keyword:

Location:
 ▼

[Show more...](#)

Browse Industries

Industries related to [Non-Profit Organization Management](#)

- Philanthropy
- Civic And Social Organization
- Political Organization
- Museums And Institutions
- Fine Art
- Public Relations
- Marketing And Advertising

Service Providers

- Information Technology And Services
- Marketing And Advertising
- Financial Services
- Staffing And Recruiting
- Real Estate
- Law Practice
- Public Relations
- Accounting
- Design

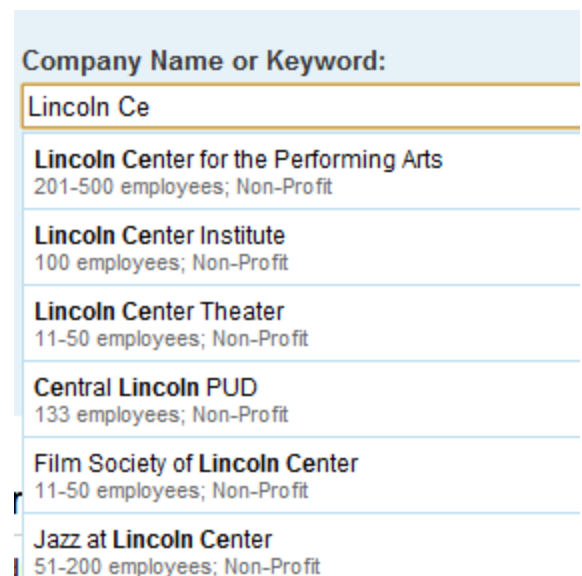
From here you have several ways to start a search. Enter a company name or use a keyword describing the company. You can search for a company or business in another country, or restrict it by Zip Code (or postal code in Canada and other nations). Click the small blue **Lookup** link to look up a zip code, or leave **Postal Code** blank for a national search. (Click on **Show more options** to restrict the search results.)

Click on the small, blue **Show more...** link to expand the search box and use other criteria to narrow your search even further.

You can also **Browse Industries**. This list changes according to your personal job description. (Pretty neat.) If you were doing searches for specific services for your business, **Service Providers** would be the way to go, but let's continue on our employer reconnaissance.

If you know the name of the company you want to research, enter it into the **Company** box. As you type, you will see a list of choices on a changing list that scrolls down from where you are typing. For example, if I was entering "Lincoln Center for the Performing Arts," before I finished typing I would see:

Don't even finish typing, click on the correct name as it shows. (No need to click on the **Search** button.)



The screenshot shows a search dropdown menu with the following items:

- Lincoln Ce** (highlighted)
- Lincoln Center for the Performing Arts**
201-500 employees; Non-Profit
- Lincoln Center Institute**
100 employees; Non-Profit
- Lincoln Center Theater**
11-50 employees; Non-Profit
- Central Lincoln PUD**
133 employees; Non-Profit
- Film Society of Lincoln Center**
11-50 employees; Non-Profit
- Jazz at Lincoln Center**
51-200 employees; Non-Profit

Try the same search and you will see something like:

Lincoln Center for the Performing Arts

Lincoln Center for the Performing Arts organizes live performances at theaters of Lincoln Center and festive outdoor plazas. The company's activities include American Songbook, Lincoln Center Festival, Lincoln Center Out of Doors, Midsummer Night Swing, and Mostly Mozart Festival. It also manages the Lincoln Center complex, which is a residence to performing arts organizations.... [see more](#)

Capital IQ |  [More research »](#)

This particular profile was researched by Capital IQ from Standard and Poors. If you see the **BW** box, click on **More research** and this will take you to Business Week magazine's website. If you were researching a publicly traded company, you'd see very different information (including NY Stock Exchange or NASDAQ charts).

However, going back to the LinkedIn search results, there is lots of other valuable data of use to your job search. First you see a list of LinkedIn members who work for (or used to work for) that business. This might even include the name of the hiring manager you want to address your cover letter too! Seeing that manager's profile could give you a few clues on what to say in your cover.

Also check out the **New Hires**. First of all, seeing names here means the company is hiring and you can see how long ago these people were hired. If there were a lot of new people hired in the past month or two, that's a good sign for job applicants.

Also look on the right side of the page for **Key Statistics**. Here you can find the office's address. (Note that this may only be a headquarters address, not necessarily where you would want to go for an interview.) Also see a link to the business's web site. There may also be some interesting statistics, like which schools the business has been hiring from. (If they hire mostly from the Wharton Business School, the chances of them hiring a new applicant from the WBS is probably higher than an applicant from Essex County Community College – whatever the job description. Fair or not, this is good intelligence to have when applying.) Also study the median age (it always seems much too low to me), and the ratio of male to female employees. Note that these statistics are based on LinkedIn members only, not on the full employee list.

Depending on whether the company is public or private or nonprofit, or which databases list it, there may be other choices for further research.

There are other commercial online databases (i.e. Reference USA, Hoover's, Dun & Bradstreet) which might have more complete business data than you will find on LinkedIn (charging expensive fees to access it, too), but you probably won't find a better tool for researching and networking into a corporation than you will find on LinkedIn. The combination of free business intelligence with lists of people who you can research and connect with makes this a unique and valuable resource for job hunters. Kudos to LinkedIn for creating this system!


Related Companies

Career path for Lincoln Center for the Performing Arts employees

before: [Guggenheim...](#) after: [The Juilliard...](#)

[See more »](#)

Key Statistics

Top Locations 

- Greater New York City Area (169)

Headquarters Address

HQ Region	Greater New York City Area
Industry	Performing Arts
Type	Non-Profit
Status	Operating
Company Size	201-500 employees
Website	http://www.lincolncenter...

[More info »](#)

Common Job Titles	Director	11%
Top Schools	New York Univ.	7%
	Columbia Univ. in the City of New York	4%
	Northwestern Univ.	3%
	Harvard Bus. School	3%
Median Age	34 years	
Gender	Male	35%
	Female	65%

Estimated based on LinkedIn Data

Chapter Ten

LinkedIn and Collaborative Applications

What are these "Applications" I keep seeing ads for on LinkedIn?

One of the big changes that LinkedIn implemented in 2009 was the addition of new applications (from third parties) which can change your static LinkedIn Profile to your online office, presentation and communications center. Opening up LinkedIn to third party programmers means that there will be lots of experimentation and continually changing features. Some of the ones listed as of January, 2010 are:

Presentations:

SlideShare and **Google Presentations** – both allow you to add PowerPoint or PowerPoint-like presentations to your profile. SlideShare also has its own popular website with social tools for building and sharing PowerPoint-like presentations.

What are they saying behind my back? Or in front of my back?:

Company Buzz allows you to see Twitter activity about your company.

Polls allows you to do surveys on LinkedIn.

Tweets allows you to connect your Twitter and LinkedIn accounts. You can, if you wish, send Tweets to LinkedIn and your LinkedIn updates to Twitter.

Working collaboratively:

Huddle Workspaces (Huddle.net) is working with LinkedIn to create private, secure online workspaces. **Box.net**

Files allows you to manage files online, share content from your profile, and collaborate online.

Other tools:

Blog Link connects your blog to your LinkedIn profile. It supports bloggers based on the platforms TypePad, Movable Type, Vox, Wordpress.com, Wordpress.org, Blogger, LiveJournal, and others. **WordPress**, another blog hosting site, has its own plug-in for sync-ing your blog posts

My Travel by Tripit, Inc. allows you to see where the people in your LinkedIn network are travelling and gives you opportunities to connect with others in another city. **Events** also keeps you up to date on events your contacts are attending (those who also use the application).

For those who travel from their armchairs, see what your connections are reading with **Reading List** by Amazon.

Some newer specialty applications include:

The **SAP Community Bio** allows members of the SAP Community Network account to include their technical bio in their LinkedIn profile. (I suspect we'll see more of these types of add-ons in the future.)

Legal Updates sends you legal news. Lawyers can upload articles and other content.

Real Estate Pro (by Rofo) sends you updates about your local real estate and office space markets.

Behance's **Creative Portfolio Display** is a new way for creative professionals to allow people on LinkedIn to view their online portfolios.




LinkedIn is also offering new ways to use the service via phone and offering a new Profile Organizer as part of its premium accounts.

Smart phone tools:

LinkedIn now has an application on the iPhone Store as well as tools you can install in your Blackberry, iPhone, Android or any WAP-enabled phone by pointing your phone's web browser to *m.linkedin.com*. There is also an application for the Palm Pre and you can use Palm Synergy to import your LinkedIn contacts to your Palm Pre contacts list.

Profile Organizer:

With a (paid) premium account, you can save links to profiles you find on LinkedIn, collect them into folders, and keep notes on your contacts. You can sign up for a 30-day free trial if you want to decide whether it's worth upgrading for.

Before you plunk down your cash, also be aware that with a free account you can already download any connection's vCard and have their contact info placed into your Outlook contacts directory automatically, or just print or download a PDF of their profile. Just click on the icons:   

New Apps

Recently, LinkedIn added a page for LinkedIn Labs, where programmers can add a variety of tools. These might be considered beta apps or even "proof of concept" applications. They may or may not add any functionality, but they might be worth a look.

LinkedIn Labs

[About LinkedIn Labs](#) | [Go to LinkedIn.com](#)

LinkedIn Labs hosts a small set of projects and experimental features built by the employees of LinkedIn. We share them here as demonstrations and to solicit feedback, but please remember that they are intended to be low-maintenance experiments, and may be added and removed over time based on popularity and support.



Newin

"Pure Energy" Hackday Winner, December 2007

This application shows new members joining LinkedIn from around the world. (requires Google Earth)
<http://www.linkedinlabs.com/newin>



Chromeln

Hackday Winner, March 2010

Integrate LinkedIn directly into Google Chrome. Easy access to your LinkedIn updates, anytime.
<http://www.linkedinlabs.com/chromeln>



Instant Search

Hackday Winner, September 2010

A sample application to search LinkedIn, built over the new LinkedIn Javascript APIs.
<http://www.linkedinlabs.com/instantsearch>



Signal

TechCrunch Disrupt 2010

Signal is aimed at making it easy for all professionals to glean the most relevant insights from the never-ending stream of status updates and news.
<http://www.linkedinlabs.com/signal>

Chapter Eleven

Some Warnings and a Free Tip

Is there anything I shouldn't do on LinkedIn?

- **Don't use your work email address to create your LinkedIn account.** Use a private email address, even if it's a free Gmail or Yahoo! account you can access from work. If you use a business email account and you are fired (or you resign), your employer might claim that THEY own the account, keep all your contact lists and throw you off your LinkedIn account just when you need it most. (There have been lawsuits filed about who owns these contacts, so some companies now have stringent policies about online networking contacts.) Likewise, it's best to keep all your forwarded email on your personal computer or storage device (or online at the aforementioned web sites), not on your company's server. You may, however, include your current corporate website as a link on your LinkedIn profile.
- More generally, in online networking, as in live in-person networking, don't lie and don't try to use or abuse others.
- Do not falsify attending a school in order to find people who attended that school and/or to join their alumni group. Those people won't recognize you, will refuse your invitations to connect, may notice your lack of knowledge about the school, and you can get kicked off LinkedIn for that.
- Do not falsify working for a company to find people for the same reasons.
- Do not spam. Do not try to sell things on LinkedIn to people who don't want them. Do read the User Agreement and find out what can get you kicked off LinkedIn.
- Do not get upset if people don't accept your invitations or click the "I Don't Know..." box. Do not send angry or nasty or sarcastic emails to people. (In any case, true sarcastic irony is difficult to pull off properly in email; leave it to professional writers.)
- Never, ever create a second fictitious account on LinkedIn for the purpose of writing a recommendation for your first account. It's been tried. HR people can sniff out fake recommendations and fake LinkedIn profiles and get you thrown off. It's immoral and dishonest. Don't even think about it.
- Don't just ask for favors. Do remember that networking is more about giving (or "paying forward") than it is about getting.
- Don't be obnoxious. Ever. Really. It will never help your job search.

There are two words which can greatly enhance your networking ability online and off. They are

"Thank You."

They are easy to use, people appreciate them,

AND THEY'RE FREE!!!!

Chapter Twelve

Learning More about LinkedIn on LinkedIn

Are there resources on LinkedIn to learn more?

Yes, there are several helpful links, including:

Learning Center – short tutorials on how to do almost anything on LinkedIn. Now accessed from the **More...** menu in the global navigation bar.

Help – is one of those tiny, almost invisible links on the upper right of the page. This takes you to a FAQ-sheet about using LinkedIn. **Customer Service** on the bottom of the page appears to take you to the exact same place.

About – (formerly *About LinkedIn*) on the bottom of every page gives you corporate facts, PR, and lots of other info about LinkedIn as a corporation.

Blog – a corporate blog for LinkedIn – sometimes includes useful articles on changes to LinkedIn.

The **JobsInsider** link allows you to download software to your Internet Explorer or your Firefox web browser which allows you to add LinkedIn functionality to your browser.

The **Tools** link (at the bottom of the page) gives you access to software tools you can use with Outlook or your Internet Explorer or Firefox browser. You can quickly look up names and companies in your email and read LinkedIn profiles inside your email software. In Outlook, it can also turn your email window into a LinkedIn web browser, which is pretty nifty. (Look for more tools with the release of Outlook 2010.)

The **User Agreement** is located in the "fine print" on the bottom of the page; most people don't even know it is there. It probably is a good idea to read it once in a while because it is your legally binding contract with LinkedIn. If you're thinking of marketing or spamming on LinkedIn, or registering your 15-year-old child to the service, you better read this first!

Upgrade your account – allows you to purchase premium memberships on LinkedIn. Unless you are using LinkedIn specifically for your job, you probably will never need to upgrade to these services. From here, if you click on the **Accounts and Settings** link (also found at the top of the page) you can purchase InMails, the emails you get from LinkedIn.

There will be a time you will be tempted to buy additional InMails. You get a few free InMails when you join LinkedIn, but then have to buy more at \$10 apiece, which is awfully expensive. You do get free InMails for introductions, for most invitations, and to anybody in your personal network or in any of your groups. So, if you use LinkedIn wisely, you may never need to buy extra InMails.


NEW: LinkedIn now offers OpenLinked messages which allow people to send you messages "toll free." You don't need to post an email address for potential networkers to contact you. They also have an OpenLink Network of premium subscribers to connect with each other, which sounds a little bit country-club-ish, if you're so inclined.





Chapter Thirteen


Other Social Networking Sites and Job Resources


Other social and business networks:


 – Headquartered in Hamburg, Germany, it has over 7 million users and is accessible in 16 languages. It is especially strong in Europe and Asia, but has many US members, too. XING is very similar to LinkedIn but also sponsors live networking events, appointments tools for setting up meetings, and BestOffers for member discounts. Formerly known as openBC.

 – France's answer to XING. It originally was a private networking venue, now a public site for business networking. Accessible in 7 or more languages; over 7 million members.

 – based in the United Kingdom and founded in 1998, it's for businesspeople worldwide. It has a strong entrepreneurial focus and less of a job search focus. Their Marketplace allows for advertisements. Unlike LinkedIn, it has official live networking events and includes online blogging.

 **Ziggs**™ www.ziggs.com. Based in Boston, Ziggs's niche is enabling you to market *Me, Inc.* on the web. Its profiles are a bit more extensive than LinkedIn's, including a self-interview where you select the questions to answer from a list (you *do* have to write the answers) and you may upload your résumé. For \$4.95/month, the Ziggs WebPro Service™ will place your Ziggs profile at or near the top of the search list on Google, Yahoo!, MSN, and AOL when your name is searched. You will also be alerted each time your profile is read. Ziggs recently added a Job Search function. Their I'net-wide searches are done by **Indeed.com** (see below). Also unique: you can send Paypal payments between members; for the over-caffeinated, you can buy Starbucks (and Amazon) gift cards; and you can create private groups and conference with online chats. Over 3 million members.

 **ryze** Business Networking – Founded in 2001 in California, Ryze has over 500,000 members from all around the world. Ryze hosts special networks to help members interact with each other as well as having live meetings in many major cities. Unlike LinkedIn, Ryze gives each member an HTML page so you can upload several pictures and sound files and have more formatting options for your homepage. Ryze appears to place itself somewhere between the business focus of LinkedIn and the social focus of Facebook.

 – Now in California, it was launched as a social networking site for Harvard students in 2003. It is increasingly being used by professionals for business networking and by businesses (including nonprofits) for creating an online social presence. Because of its social roots, it makes it easy to communicate with other members. Recently, it has had phenomenal growth and now reports 500 million users (Sept., 2010). Some recent changes and acquisitions in the spring and summer of 2009 suggest it is getting ready to expand even further into new services and new competition with Twitter and others. (There is a rumor that they might market a *Facebook for Business* service sometime in the future to directly compete with LinkedIn.) It offers the site in English, French, German, Portuguese, Chinese, Japanese, Arabic, Urdu and over 50 other languages (including Latin and Pirate English). Recently, it's developed some job-search tools available from corporate "Fan Pages" and Facebook Applications. These include a LinkUp tool (see LinkUp below), CareerBuilder listings, a "Professional Profile" addition to your regular profile, and a LinkedIn badge. The "Inside Job" tool is being developed to allow searches for names, company name, job title and/or location. You can also search the

Application Directory for "jobs" or "job search." Facebook was long in competition with (and has surpassed) MySpace.



MySpace was Facebook's main competitor. Also founded in 2003, it advertises itself purely as a social networking site. It has more than 125 million customers in 23 countries. Now owned by Rupert Murdoch's News Corporation, it also has its own record label and promotes amateur and professional music, movies and MySpaceTV. Recently, MySpace announced it was changing its focus to being a media consumption site for Gen Y'ers. If you are searching for work in new media venues or advertising sales, check it out.



twitter twitter.com/ Probably no social networking site has received more buzz and created more opinions and arguments than Twitter (especially among those who don't use it). It has also had amazing growth in the past two years. Believe it or not, over 175 million people are networking and job-hunting 140 characters at a time. See the chapter on job hunting on Twitter below. Also check out Mashable.com's wonderful online how-to guide for Twitter.

Other specialized networking sites:



idealist.org

www.idealist.org is not a commercial site but a foundation-supported website for nonprofits around the globe. It has headquarters in both the U.S. and Argentina. Its users come from over 50 countries, communicating in many languages. Of interest to job seekers: it has a huge collection of job openings for nonprofits and a free downloadable book on job hunting in the non-profit sector. It recently began listing government jobs, as well. It does have discussion groups and allows members to post photos and comments for general viewing. The service is free, but they may ask you for a donation.



BRIGHTCIRCLES
Company Worth Keeping

www.brightcircles.com specializes in helping current and former employees from leading companies keep in touch.



konnnects

www.konnnects.com allows companies to connect their corporate websites to Konnects services for networking. It allows "individuals and organizations around the world to create their own branded online professional communities."



GO BIG network

www.gobignetwork.com According to their web site, "The Go BIG Network allows professionals to connect with small businesses, entrepreneurs, investors, customers, vendors, employees and advisors. The Web site is like a 'virtual rolodex' that people like yourself can use at any time to connect with people that can help your business."



Fast Pitch www.fastpitchnetworking.com

Is another business networking site geared a bit more towards a company's presence online rather than an individual's, with an eye more towards marketing than you'll see on LinkedIn. Unlike LinkedIn, you have sections in your profile for PR announcements, blogs, events, classifieds, photos, videos.

Get invited. www.EventMe.com Click on Subscribe to get email notices of New York area events, including networking events.



NETWORKING FOR PROFESSIONALS™
Get Connected.

www.networkingforprofessionals.com does online networking like LinkedIn, but also sponsors live regional business networking events in many cities, including New York City and Philadelphia, such as *Shakers and Stirrers Business Networking Mixer*, *High Speed Networking*, and *Power Lunch*.



placematsplus.com/NJNetworking.php

Placemats Plus, a Denville-based company in NJ, keeps a list of New Jersey networking events, including Chamber of Commerce events and annual events. It's a nice tie-in to their restaurant advertising business.



www.spoke.com

Spoke.com is a site for connecting with business people. It aggregates names and contact info, so it can be a valuable search tool. You can create a profile. Unlike LinkedIn, you may contact anybody with a Spoke account, or use email addresses you find on their lists. Full search capability involves a paid membership upgrade. It includes software for Outlook, Google and Yahoo!, but PCs only, not Macs.



Jigsaw™

www.jigsaw.com/

Jigsaw is a free business directory with a social network twist. Members can upload their contact data to add and update to business contacts. It then allows members to search for a company's employees, including their email, phone numbers, and biz addresses. You can also run a check against your contact manager and update your records (assuming the data that was previously uploaded to Jigsaw was correct). It does not allow use of non-corporate emails (such as Gmail, Yahoo!, etc.) It has tools to connect their listings with LinkedIn profiles. (But why leave LinkedIn to use it?) Seems geared specifically for sales, although it says it has tools for HR professionals, too.



biznik.com/

is a Seattle-based networking site for small businesses and freelancers. It encourages online and live ("f2f") meetings. The site divides its membership by city. The Seattle page has hundreds of members, many cities and towns are still developing a membership. Without registering, it's impossible to tell whether the service is worthwhile, but it does have free memberships as well as paid ones.



Connect

www.hooversconnect.com

Hoovers Connect was developed as Visible Path; many search links still refer to the old name. Individuals join for free. It requires a Microsoft Outlook plug-in to examine your contacts and evaluate the strength of those relationships, apparently calculated by the number of emails exchanged, calendar entries and other factors. (It listed my sister as a weak connection, *hmm*.) In theory, the plug-in then uploads the contact info to HC. When I tried it, the plug-in scrambled the names and email addresses: I'd click on one name and it would check to see if somebody else was on HC! (Invariably, they weren't.) HC doesn't support Macs or other contact lists. When I used my Yahoo.com email address to register, the system kept trying to put me in the "Yahoo!, Inc." employee group. I also couldn't get the 2-minute video to play on my computer, so there still appear to be lots of bugs to work out. Like LinkedIn, HC examines relationship paths to find the shortest and best links for introductions. Unlike LinkedIn, HC allows you to hide certain contacts and show others (which would seem to weaken the search function's value). HC might be worthwhile if you are in a company registered on the service and you want to find connections with another company also registered on the service. Unlike LinkedIn, it appears to have no job search, company research (disappointing, since it's run by Hoovers), HR services, or group communications.

Opinion: Not yet ready for Prime Time.



www.vault.com


It seems that Vault.com exists mostly to sell you things: gold memberships, its many career and grad school guides (\$19.95 to \$39.95 each – the info free elsewhere on the web), corporate reports (free on LinkedIn), and expensive résumé and cover letter review services (free at PSG). A "Recession Survival


Package" for \$999 seems designed to help THEM survive the recession, not the job seeker. Although Vault encourages you to enter a personal profile, there are no tools for linking with others. There is some free advice, but you have to dig a little to find it. Its jobs lists are not impressive (for my field, at least) and entries not dated, so you can't see what's current at a glance. Their "Pink Slip" blog is entertaining, but not particularly useful.
Opinion: Not worth trying. Don't waste your time or money.


Job Search Sites of Interest:


Job Aggregators are sites which collect job listings from around the web. LinkedIn is a job aggregator and has its own listings. Since all aggregators are getting jobs mostly from public sources of information (web sites, jobs lists, other job sites, newspapers, blogs), you shouldn't pay for these services unless you find they add something you can't get from a free service. Here are some specialized aggregators and job match sites.

First, the two big dogs in the job aggregation field are **Indeed** and **SimplyHired**. Each has its own niches and both overlap somewhat. However, they're both free to use and you should try both:

 www.indeed.com Has job search tools to integrate with your Firefox browser, Google toolbar, Google home page, and your Google sidebar (if you use sidebar applications on your computer desktop). It will also forward new listings through email and RSS feeds. There is an Indeed.com group on LinkedIn for users and an application on Facebook. Looking for jobs abroad? Indeed now lists jobs for 53 countries in 24 languages, including most of the Americas, most of Europe, much of Asia, Australia and even Antarctica! As far as numbers of jobs listings found, my experience is that Indeed is better at some job fields (i.e. freelance writing) and SimplyHired is better at others (i.e. nonprofit fundraising), depending on the keywords you use.

 www.simplyhired.com In addition to job listings, it has salary tools and industry trends as well as Job Widgets to connect their listings with MySpace, Facebook, iGoogle, and your cell phone as well as RSS Feeds and Email alerts. Unlike LinkedIn, both Indeed and SimplyHired will retain your search criteria and continue to find matches and forward them to you. The LinkedIn JobsInsider tool does a nifty trick on SimplyHired. It allows you to click on an employer's name in a job description and see who in your LinkedIn network works for that company – all without leaving SimplyHired. (LinkedIn's internet job listings currently come from Simply Hired.)(Since I first wrote that, the JobsInsider tool has become available on Monster, CareerBuilder, HotJobs, Craigslist, Dice, and Vault, too.) Looking for jobs in other countries? SimplyHired lists jobs in Canada, UK, Australia, India, and now China, too. Also, it has special search for "friendly" companies for Over 50, Green, GLBT, Moms, Recent Grads, Veterans, even Dog-Friendly companies.

 www.linkup.com/ Unlike the two sites above, LinkUp grabs job leads directly off business web sites (instead of collecting them from job search listings) and make them available for searching. (LinkUp is not connected with LinkedIn.) They do not charge for their searches and emails. LinkUp now has a job application tool on Facebook which displays current job listings as well as an iPhone app. In addition to U.S. jobs, it also has jobs listed on corporate web sites in Canada and Britain.

 www.hound.com/. Like LinkUp, Hound sniffs out job openings directly from corporate web sites. A fee-based site, it charges \$29.95 / month after a free 7-day trial. **You** need to decide if they are gouging job hunters by charging for info available free on corporate websites. I suggest entering the same search on both LinkUp and Hound and see if Hound gives enough extra value to be worth \$1 a day.



www.realmatch.com/ Unlike the above job sites, RealMatch does a detailed online interview of the jobseeker and then matches the info against their job listings. Employers list their openings, get a list of prospective employees, and only pay for those résumés they ask for.



jobfox.com/ Similar to RealMatch, the site uses interview results to find better matches, not keyword searches. Check the career and employer lists before joining. When they find a match between you and an employer, they will introduce both of you (even phoning or texting you). Even if you don't join, you can read the JobFox blog on www.bettermondays.com/.



www.jobcentral.com/ This resource (a.k.a. DirectEmployers.com) is run by an industry collaborative exchange, the Direct Employers Association (DEA). The site has useful resources hidden under the "Career Resources" link, including many articles about résumés and careers, salary and cost of living calculators, lots of info for relocators (including crime statistics), and links to many military veteran info and career sites. Although there is a prominent photo of the US Capitol Building placed on every page (why?), the organization is located in Indianapolis. Also has scattered links to many corporate job sites. Definitely worth a look.



www.beyond.com/ brings together thousands of diverse job sites into one location, including Niche Sites, Industry Specific Sites, Geographic Sites (states and cities), International Sites, Diversity Sites, Executive Sites, Neighborhood Sites, and Canadian Sites. A complete list of affiliated sites would fill this page, but you can explore them on www.beyond.com/network/career-communities.asp.



recruiting.com/ Jobster claims to use relationship-building tools to allow recruiters to build relationships with potential hires and has special software to connect LinkedIn and Facebook profiles with Jobster. No, I don't understand it either, and the site won't tell you much unless you register.



itzbig.com/candidates.htm An employer-paid service. When an employer posts a job, itzbig gives potential candidates a score for each job, customizing the results for the employer who can then pick the best-ranked candidates for interviews. This, obviously, refines the list of potential jobs for candidates, too. It claims to do its matches in "real time" (as opposed to what, fake time?).



www.trovix.com/ A free service, users input their work experience and qualifications and receive job matches. Its unique feature is Job Map, which locates local available jobs on Google Maps for whichever location you choose. Founded in 2007, it has already been bought by Monster.com.



www.doostang.com/ Founded in 2005 at Harvard, Stanford and MIT, Doostang specifically matches students and recent grads with jobs and internships. After filling out a profile, the site makes connections through social networking techniques (i.e., matching alums in corporations with recent grads). If you did not attend one of the schools on their list, you have to join through an affiliated business or get an invitation. The schools represented are heavily weighted towards the U.S. east and west coasts, with a few schools from in-between, technical schools, business schools and very few foreign universities. (It's not your father's university job placement office, but it still seems to rely on the old-boy network.) Although it has free memberships, it charges \$25-40/month for full access to job notifications, a bit pricey.



www.indegree.com/ Now in beta testing, InDegree is a new site that aspires to become a LinkedIn for graduate students. Started at Florida State University, it allows for profiles for graduate students and alumni with the goal of connecting them with employers. The goal is to create a site meeting the specific needs of graduate students and degree holders. It will be interesting to see if it grows to achieve critical mass.



www.jibe.com/ Jibe is a new service (May, 2010) serving mainly recent graduates searching for entry level positions, especially in finance, health care and marketing. (It may expand to other areas.) The site collects info from your Facebook and LinkedIn profiles to build a profile, then tries to match jobs with your skills. The site will be free to job hunters applying to 4-5 jobs per week. Higher numbers of applications may cost \$5 (presumably, also per week). Based in New York City, it hopes to build partnerships with employers there.

Job Sector and Constituency Based Sites:



www.greenjobs.com/ The GreenJobs site has job openings, industry news, a "Green Directory," and a newsletter, for jobs in renewable energy (or the many other buzzwords surrounding this growing field). An essential resource for those looking for jobs in this field.



http://www.greenjobspider.com/cm/candidate/search_jobs An even newer site for green jobs (in beta – March, 2010), it consolidates listings from over 50 specialized job boards.



www.tedjob.com/ The Top Higher-Education Jobs site lists administrative staff, executive positions, faculty, postdoctoral and graduate- assistant positions. Has networking tools, mortgage calculator, find-a-doctor and other tools.



www.medhunting.com/ For medical and healthcare jobs.



<http://www.workinretail.com/> Jobs in retail from groceries, to apparel, to automotive and more.



<http://www.seojobsfinder.com/> SEO Jobs Finder is a site for searching for jobs in Search Engine Optimization, web jobs, social media, and copywriting.



<http://jobsonthemenue.com/> serves up jobs in the beverage and food service industries, from servers to managers to suppliers and sales.



startuply.com/ Lists openings only with start-up companies. Its Job Widgets tab leads you to a downloadable sidebar app (for PCs) which will automatically check for jobs for companies you choose or job categories. Specialized, but simple.




www.usajobs.com/. The official job site for the U.S. Government.





www.dice.com/ Billed as The Career Hub for Tech Insiders, it has jobs, a résumé bank, discussion groups, and lots of videos (including some games!), mostly related to job hunting. It is also a portal to www.clearancejobs.com/ for those looking for jobs requiring security clearances (including US Departments of Defense, Energy and State and defense contractors). Includes resources for those leaving the military. As of the summer of 2010, Dice has added a social networking component where job seekers can create profiles with links to their other accounts (LinkedIn, Twitter, Facebook) and also communicate with recruiters and employers via chat, IM and email.




www.militaryexits.com Specialized site for US military and their families making the transition to the civilian sector. It allows hiring companies to search Veterans' résumés. Includes links to military bases and DoD jobs.

 **VENTURELOOP** ventureloop.com/ventureloop/home.php Advertises jobs in venture capital financed ("venture-backed") companies, which implies that these are all young companies. Also specializes in matching college/university students and recent grads with jobs and summer internships. Limited, but attractive if you like this job sector.


 **onTargetjobs** www.ontargetjobs.com/ offers a collection of specialized job boards for BioTech, Healthcare, Pharmaceutical, Hospitality, Finance & Accounting, as well as jobs in 42 major markets in the US, Canada and the UK.


 **IMDIVERSITY** www.imdiversity.com/ It's hard to tell if this is a job board with a social conscience, or a diversity news-site with job listings. Originally founded by *The Black Collegian Magazine*, it divides itself into "villages" for African-Americans, Asian-Americans and Pacific Islanders, Latino/Hispanic-Americans, Native-Americans, and Women. Has links to news and some jobs around the globe.


 **iHispano.com** www.ihispano.com/ Job board and networking site for Latino professionals. The site includes a *huge* list of networking groups for Hispanics, including many regional and city-based groups. The job listings, at first glance, don't seem to include many jobs requiring bilingual ability or international travel, and seems to duplicate jobs posted on other sites. Curiously, there don't appear to be any Spanish-language pages on the site, suggesting it's more for Hispanic professionals already integrated into the U.S. rather than Spanish-speaking professionals new to the country.


Executive Job Search Sites:

Before selecting an executive job service, do due diligence before sending money to any site. There is a great deal of debate in the Web about whether these businesses offer the services that they advertise. Ask about their ratio of submitted résumés to staff to see if you actually get any personalized service. Are they also trying to sell you other services (résumé critiques, cover letter writing, online résumé construction) or is that included in the monthly fee? Now more than ever, don't expect any service to do all the work to find a job for you. One critique: <http://corcodilos.com/blog/1848/theladders-a-fan-explains-why-you-should-pay-up>.

 **The Ladders** www.theladders.com/ Executive search firm only for jobs paying over \$100,000 per year. Costs \$30 per month.

 **EXECU|SEARCH** www.execu-search.com/. A fee-based service for Executive searches offering full, temp and p-t jobs in Accounting/Finance, Accounting Support, Financial Services, Financial Services - Front Office, Graphics, Healthcare, Human Resources, Information Technology, Legal Support, Office Support, Alternative Investments and Junior Military Officer placement.

 **RISE SMART** risesmart.com/home.do Another fee-based executive search firm with a personalization twist: after you fill out a search profile, a human "conciierge" reviews search results to customize them to your criteria. You also rate the results to refine future searches. RiseSmart's free trial period only lasts 72 hours, then it costs \$43.95/month (with discounts for 3-month subscriptions). It also offers very expensive executive résumé services, which might also include creating online VisualCV's (see below).

 **RiteSite.com** www.ritesite.com/Login/index.cfm An executive job search site affiliated with job search coach John Lucht (see *Rites of Passage* book listed below) who also provides job coaching newsletters. Also a fee-based site, it charges \$94 / year. See site for descriptions of Lucht's books.



<https://www.6figurejobs.com/> claims over 300,000 screened executives use the site for passive or active job searches. 6FigureJobs screens all candidates, but does not charge job searchers. You must upload a résumé as part of the application process. Job classifications include: consulting, executive, finance, law, medical, management, marketing, operations, real estate, sales and technology jobs. The site is funded by advertising, not by the users.



<http://www.peopleconnectstaffing.com/> PeopleConnect "is a full service high tech executive search firm specializing in the recruitment and placement of experts in business development, finance, human resources, marketing, sales, as well as in scientific and technical positions." Includes searching for permanent executive positions, and interim executives (temp or full-time). Appears to be paid by employers, not the job searchers.

International Job & Networking Resources:



www.jobserve.us/ . Founded in 1993, Jobserve claims to be the oldest internet-based job hunting organization. It has 3 international sites: the USA site covers the US, Canada and the Americas; the Australian site also covers New Zealand and all of Asia; the UK website covers Europe, the Middle East, Africa and Russia.

careerJET.com www.careerjet.com/ A good site for U.S. jobs (listed by industry and state), but this site really shines with international job listings from over 60 countries.

recruit.net www.recruit.net/ A trilingual Hong Kong-based job service, it has listings from China, Hong Kong, Australia, Singapore, India, Japan, Malaysia and New Zealand.

JobsDB.com www.jobsdb.com/ lists jobs in Asia-Pacific region: Australia, China, Hong Kong, India, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand, and the USA.

totalJobs.com www.totaljobs.com/ Jobs in the United Kingdom.



www.jobsincanada.com ,



www.jobbankcanada.com and



www.workopolis.com are good entry points to Canadian jobs, the first two, at least, include info on immigrating and moving to Canada.



www.jobpilot.com/ International job site based in Bad Homburg, Germany, so it makes sense that its job openings are weighted towards middle Europe. It has detailed information on how to get jobs in Europe and lists what requirements each country has for foreigners to work there.

Germany-USA Career Center www.germany-usa.com/ Site for German-American companies, especially good for bilingual jobs. Includes advice for Americans looking for jobs in Germany and Germans looking for jobs in the USA.



www.seek.com Seek.com specializes in jobs in Australia and New Zealand and also the UK.

ZaaBiz www.zaabiz.com.au and **ZaaBiz India**, <http://zaabiz.co.in/> -- are Asia-Pacific business networking sites. Based in Australia, it reports that the majority of its members are Indian (from India and

around the world). It also has a presence in New Zealand, Sri Lanka, Indonesia, Singapore and Dubai. Launched in Australia in 2007 and in India in 2008, it appears to be English-only so far.



www.faayda.com/ A job aggregator site for India, in English.



www.salambc.com/ "The Salam Business Club is the world's first social business network especially for the Arab, Asian and Muslim business world." Think LinkedIn for Muslims. The

languages supported show its international focus: English, German, French, Turkish, Persian, Arabic, Urdu and Hindi. They may add Russian and Swahili in the near future. It advertises that its specialty is in the MENA region (Middle East and North Africa), although it is also active in Johannesburg and Cape Town as well as Dubai and Asian regions. Non-Muslims may also join as long as they don't engage in activities that conflict with Shariah, such as gambling, pornography or businesses related to alcohol. As of August, 2009, there are plans to add a Jobs and Questions sections.



www.orkut.com/ -- A social networking site begun in 2003 by Google in California. Curiously, most of its members are from Brazil and India, but it's also popular in Paraguay, Pakistan and Estonia with 67 million members worldwide. It has since moved its HQ to Brazil. If job hunting in those areas, check it out.



www.ihipo.com/ Currently in beta testing (July, 2009), iHipo (international **H**igh **P**otential network – whatever that means) is a Singapore-based social networking and jobs site for graduate students and young professionals seeking international jobs, volunteer activities and internships.

Don't forget to check Indeed.com and SimplyHired.com for jobs outside the U.S. (see listings above).

Other résumé and social networking tools:



www.visualcv.com/ An online résumé / curriculum vitae site which allows you to attach print, photo, audio and video samples to your résumé. It's great for multi-media résumés.

You also get an individualized web URL (to add to your LinkedIn profile and other places). The résumé service is free, with the option of paying "Marketplace" providers for services, such as Career Coaches, Certified VisualCV Creators, Résumé writers, Videographers and Photographers. I would have liked a little more control on how the résumé looked with the graphics, but I'm generally pleased. Viewers may also download a less-colorful PDF of your résumé.



raveal.com/ Again, useful for creative job-hunters, Raveal allows you to create an online portfolio. First you create a résumé, and then you can add images, videos, audio, presentation, documents, source code, Flash files, and entire web sites. For \$9/month you get tech support, blog feed, personalized web domain, can add an audio introduction, and get statistics and info on who's looking at your portfolio. When compared, the online résumé construction process was a bit less flexible than VisualCV's. Tech Support never answered my query (but I did later get an apology).



www.emurse.com/ Emurse doesn't appear to offer the multimedia tools of some other résumé services, but makes it easy to create and customize résumés and create an online profile. It offers at least six résumé styles and seems geared more towards traditional résumés than VisualCV or Raveal. It adds tracking tools, custom URLs, and tutorials on résumé creation and job hunting. Uniquely, you can export files in Word, OpenOffice, PDF, RTF, and XML formats and edit them as you need. Emurse also has some job listings customized to your résumé and to whom you send résumés.

E-Resume Portfolio www.leadyou.com/ LeadYou's *E-Resume Portfolio* service is definitely *NOT* your boring online résumé portfolio service. It has the most imaginative and colorful résumé templates to be seen online. (So colorful, some staid HR offices might dismiss the application off-hand.) Each online résumé has a tabbed format to click to different sections and you get a personalized URL to share your résumé. You can upload one audio file, one video file, and portfolios, pictures, documents and presentations to show samples of your work. The site seems geared to artists, web designers, and other creative job-hunters. (But if you're THAT creative, why not design your own site?) It's worth going to the site to view some of the templates.



webresumeplace.com/ The service allows you to create a free online résumé with lots of graphics tools, but adding other services and hosting a website and making the résumé available as a downloadable file costs \$25/year. You can also have professional writers and graphics artists help design your résumé (for a fee, of course). Be sure to look at some samples.



www.howtowritearesume.net If you want to create a new basic résumé quickly, a good place to go might be the free HowToWriteAResume.net, which immodestly calls itself "The #1 Online Resume Builder." It does have tools for easily trying different formatting styles and a "Phrase Builder" function that uses drop-down menus to create to build achievement statements and headlines (the examples I saw reminded me of the low-tech *Mad-Libs* game). It does have a library of articles and blogs about writing a résumé and job hunting, in general. Of the new write-your-résumé-quickly-and-get-it-online-fast crowd of sites, this may be one of the better ones. It also offers job openings from Indeed.com, presumably based on keywords in your résumé. (You can also do that directly from Indeed.com.)



ceevee.com/ CeeVee is a simple (perhaps too simple) résumé writing service. Its website shows no sample résumés. It doesn't appear to offer multimedia tools. It does import work history from Facebook, if you entered info there, and allows you to print or export in PDF format. The impression is that it could be useful for someone who has never created a résumé before, but offers few other services. Opinion: Not terribly useful.



www.jobspice.com is one of the new crop of extremely basic résumé serviced. Go to the site and the home page already has you entering basic contact info. You can fill out eight sections, opt for extra ones, pick a template, and the service lets you save it, print it, or export it as a PDF. It appears to lack the ability to export to other formats, such as Microsoft Word, which limits its usefulness. Neither does it allow others to view the résumé with a custom URL. Its selling point is speed if you are in a rush to create a résumé.

My Resume Online www.myresumeonline.org/ is another new, very basic online résumé site for creating a basic résumé, although it offers to create a unique URL to direct others to it. It appears to have only one basic format and the samples are not exciting at all. It does allow you to upload Microsoft Office files to your online profile (including Access databases if you should feel the need) and PDF and GIF/JPEG images to spice up your (boring) résumé. It offers articles on basics, such as "What is a resume?" as well as interview tips. It also has extensive links to career training ads, mostly for online degrees from universities you've never heard of (and may not be accredited). Opinion: It appears to be a basic résumé construction site that has the goal of selling ads to online universities.



www.razume.com/ Razumé is a free résumé building site with social networking critiquing. You can upload a résumé or create one online. Then you redact your name and other personal info to submit it to others for critiques. It's not clear who actually critiques these résumés, presumably others who also use the site. Peer review is not a bad thing (many networking groups offer live reviews) but there appears to be many more

people submitting résumés here than writing critiques. The site also has résumé sharing and other job search tools. The site may be useful for people creating their first résumé (or dusting off an old one), but it won't substitute for a real career coach/résumé expert.

Resume Race www.resumrace.com/ Allows you to upload a cover letter and résumé and submit it to other users of the site, after filling out a self-assessment form, for free. It has a 50+ question form for evaluators to fill out. Created a few months ago, it is one of several sites for social network review and assessment. You are expected, in turn, to evaluate other's résumés. Opinion: Why have your résumé evaluated by people you cannot select or see their qualifications? Better to go to a live, networking or job hunting club where the reviewers look you in the eye and you can evaluate their qualifications and ask questions.

iRS Interactive Resume Services interactiveresumeservices.com/ Not only is the Interactive Resume Services more expensive than some of the others, it has absolutely the worst marketing department -- from its unfortunate acronym to the fact that its website shows NO samples of the résumés or services that it offers. The "See what our members are saying" section only has one testimonial with no name. Everything on the site is copyright 2005. Hey iRS, been asleep for 5 years? Still in business? You've been surpassed during that time.

InterviewClips.com www.interviewclips.com/ A new type of multimedia résumé service which might catch on. If you live in the area, you can go to InterviewClips at the San Francisco Film Center (in The Presidio) and have a director film you answering interview questions. They then create a professional video résumé which can be watched by employers on their site. Even if you don't live on the west coast, it's well worth the click to watch other job applicants answer actual interview questions and then practice yourself. In my opinion, the only reason video and other résumé services haven't taken off is because over-worked HR professionals, who can only give 10 to 20 seconds to review each résumé, are certainly not going to take 5 or 10 minutes to load and watch a video.



There are many other websites which can help you in networking, sharing info, sharing news, blogging and getting your personal brand out to the public. *From Network World's 20 Most Useful Social Networking Sites* <http://www.networkworld.com/slideshows/2008/031108-most-useful-social-net-sites.html>



The same site also offers a list of its recommended IT Career Sites as a slideshow.

<http://www.networkworld.com/slideshows/2008/071508-career-sites-for-it-pros.html#slide1>

International Association of Employment Web Sites:

The **International Association of Employment Web Sites** has a roster of hundreds of member job boards and career portals from around the world and, probably, in your city and part of the state. It includes regional sites, professional associations, trade groups, education groups and others. Check out your region and career at: www.employmentwebsites.org/website/roster. Since this book originates in New Jersey, here is an excerpt of sites for the Boston/New York/Philadelphia/DC corridor and another list of national sites, below. See the website for other areas. (There is a small overlap between this list and the above lists, but not a large one.)

Boston / New York / Philadelphia / Washington, DC corridor

Site URL	Industry Classification	State
ConnecticutJobs.com	All industries	Connecticut
CTjobs.com	All industries	Connecticut
FairfieldCountyHelpWanted.com	All industries	Connecticut
FairfieldCountyJobs.com	All industries	Connecticut
HartfordCountyJobs.com	All industries	Connecticut
HartfordHelpWanted.com	All industries	Connecticut
NewHavenCountyJobs.com	All industries	Connecticut
NewHavenHelpWanted.com	All industries	Connecticut
NewLondonCountyJobs.com	All industries	Connecticut
CapitolCommunicator	Advertising/PR	District of Columbia
DistrictofColumbiaJobs.com	All industries	District of Columbia
HelpWantedDC.com	All industries	District of Columbia
BaltimoreHelpWanted.com	All industries	Maryland
EasternShoreHelpWanted.com	All industries	Maryland
FrederickHelpWanted.com	All industries	Maryland
MarylandJobs.com	All industries	Maryland
JobFetch.com	All industries	Maryland-WDC-Virginia
JobFetch.com	All industries	Maryland-WDC-Virginia
BostonJobs.com	All industries	Massachusetts
BostonWorks (Boston Globe & Boston.com)	All industries	Massachusetts
CapeAndIslandsHelpWanted.com	All industries	Massachusetts
HelpWantedBoston.com	All industries	Massachusetts
JobsinMA.com	All industries	Massachusetts
MassachusettsJobs.com	All industries	Massachusetts
MassLive.com	All industries	Massachusetts
SpringfieldHelpWanted.com	All industries	Massachusetts
WesternMassWorks.com	All industries	Massachusetts
Worcester Works (Worcester Telegram & Gazette)	All industries	Massachusetts
BostonJobs.com	All industries	Massachusetts
BostonWorks (Boston Globe & Boston.com)	All industries	Massachusetts
CapeAndIslandsHelpWanted.com	All industries	Massachusetts
HelpWantedBoston.com	All industries	Massachusetts

JobsinMA.com	All industries	Massachusetts
MassachusettsJobs.com	All industries	Massachusetts
MassLive.com	All industries	Massachusetts
SpringfieldHelpWanted.com	All industries	Massachusetts
WesternMassWorks.com	All industries	Massachusetts
Worcester Works (Worcester Telegram & Gazette)	All industries	Massachusetts
MonmouthOceanHelpWanted.com	All industries	New Jersey
NewJerseyJobs.com	All industries	New Jersey
NewJerseyHelpWanted.com	All industries	New Jersey
NJ.com/Everything New Jersey	All industries	New Jersey
NJPAHelpWanted.com	All industries	New Jersey
NorthJerseyHelpWanted.com	All industries	New Jersey
1000IslandsHelpWanted.com	All industries	New York
Accounting-Jobs-in-New-York.com	Accounting/Finance	New York
AdirondackHelpWanted.com	All industries	New York
BigAppleHead.com	All industries	New York
BinghamtonHelpWanted.com	All industries	New York
BuffaloHelpWanted.com	All industries	New York
CapitalAreaHelpWanted.com	All industries	New York
CentralNewYorkHelpWanted.com	All industries	New York
ColumbiaGreeneHelpWanted.com	All industries	New York
DutchessCountyJobs.com	All industries	New York
FingerLakesHelpWanted.com	All industries	New York
GreenBook	Sales/Marketing	New York
HelpWantedLongIsland.com	All industries	New York
HudsonValleyHelpWanted.com	All industries	New York
IT-Jobs-in-New-York.com	IT/Information Technology	New York
IthacaCortlandHelpWanted.com	All industries	New York
Jobs Weekly, Inc.	All industries	New York
Jobs-in-New-York.com	All industries	New York
Legal-Jobs-in-New-York.com	Law/Legal	New York
New York AMA	Sales/Marketing	New York
New York Post	All industries	New York
NYCareers.com	All industries	New York
NYPAHelpWanted.com	All industries	New York
OleanHelpWanted.com	All industries	New York
PutnamCountyJobs.com	All industries	New York
RochesterHelpWanted.com	All industries	New York
RocklandCountyJobs.com	All industries	New York
SeawayHelpWanted.com	All industries	New York
SILive.com/Everything Staten Island	All industries	New York
Syracuse.com	All industries	New York

SyracuseHelpWanted.com	All industries	New York
The New York Times Job Market	All industries	New York
TriStateAreaHelpWanted.com	All industries	New York
TwinTiersHelpWanted.com	All industries	New York
USEmpleos.com	All industries	New York
WallStJobs.com	Investment/Finance	New York
WestchesterCountyJobs.com	All industries	New York
WNYJobs.com	All industries	New York
CentreCountyHelpWanted.com	All industries	Pennsylvania
ClearfieldJeffersonHelpWanted.com	All industries	Pennsylvania
ErieHelpWanted.com	All industries	Pennsylvania
HarrisburgHelpWanted.com	All industries	Pennsylvania
HelpWantedTriState.com	All industries	Pennsylvania
JohnstownHelpWanted.com	All industries	Pennsylvania
KeystoneHelpWanted.com	All industries	Pennsylvania
LehighValleyHelpWanted.com	All industries	Pennsylvania
NEPAHelpWanted.com	All industries	Pennsylvania
PennLive.com	All industries	Pennsylvania
PennsylvaniaJobs.net	All industries	Pennsylvania
PhiladelphiaHelpWanted.com	All industries	Pennsylvania
PittsburghHelpWanted.com	All industries	Pennsylvania
WesternPAHelpWanted.com	All industries	Pennsylvania
WilliamsportHelpWanted.com	All industries	Pennsylvania
JobCircle.com	All industries	Pennsylvania-New Jersey-NY
JobsinRI.com	All industries	Rhode Island
OceanStateHelpWanted.com	All industries	Rhode Island
RhodelslandJobs.com	All industries	Rhode Island
AMA Richmond	Sales/Marketing	Virginia
BlueRidgeHelpWanted.com	All industries	Virginia
CharlottesvilleHelpWanted.com	All industries	Virginia
HamptonRoadsHelpWanted.com	All industries	Virginia
HarrisonburgHelpWanted.com	All industries	Virginia
HighlandsHelpWanted.com	All industries	Virginia
LocalVirginiaJobs.com	All industries	Virginia
NRVHelpWanted.com	All industries	Virginia
RichmondHelpWanted.com	All industries	Virginia
ShenandoahValleyHelpWanted.com	All industries	Virginia
TriCitiesHelpWanted.com	All industries	Virginia
CharlestonHelpWanted.com	All industries	West Virginia
GreenBriarValleyHelpWanted.com	All industries	West Virginia
HuntingtonAshlandHelpWanted.com	All industries	West Virginia
OhioValleyHelpWanted.com	All industries	West Virginia
WestVirginiaJobs.com	All industries	West Virginia

International Association of Employment Web Sites – National U.S. sites

Site URL	Industry Classification	State/Nation
4AlliedHealthJobs.com	Healthcare	United States
4MDJobs.com	Physician	United States
4NursingJobs.com	Nursing	United States
6FigureJobs.com	All industries	United States
AAF Job Bank	Advertising/PR	United States
About.com	All industries	United States
Absolutely Health Care	Healthcare	United States
AccountingJobsToday.com	Accounting/Finance	United States
Actuary.com	Insurance/Finance	United States
Adicio, Inc.	Web Site Solutions	United States
AdminCareers.com	Admin/Clerical	United States
AdvancedPracticeJobs.com	Nursing	United States
AdvertisingInternships.net	Advertising/PR	United States
AdweekJobs.com	Advertising/PR	United States
Affinity Circles	College/Alumni	United States
AfterCollegeHealthcare.com	Healthcare	United States
AIRS Human Capital Solutions	Human Resources	United States
AllHealthcareJobs.com	Healthcare	United States
AllRetailJobs.com	Retail	United States
AllWebJobs.com	Internet/Web	United States
American Association of Physics Teachers	Education	United States
American Institute for Full Employment	Consulting	United States
American Institute of Physics	Science	United States
American Marketing Association	Sales/Marketing	United States
American Physical Society	Education	United States
ApartmentCareers.com	Facility Management	United States
ArchitectJobsOnline.com	Construction/Design	United States
ASAE Career Headquarters	Nonprofit	United States
ASTD Job Bank	Training & Development	United States
AVS-Science & Technology of Materials, Interfaces & Processing	Science	United States
BankingBoard.com	Banking	United States
BDT International	Candidate Assessment	United States
BenefitsLink.com	Human Resources	United States
BestJobsUSA.com	All industries	United States
BestPlacetoWorkJobs.com	All industries	United States
Beyond.com	Web Site Solutions	United States
Beyondmotherhood.com	All industries	United States
Biospace	Biotech	United States
BountyJobs.com	All industries	United States
Boxwood Technology	Web Site Solutions	United States

BPOJobSpecialist.com	Business Management	United States
Bridgestar.org	Nonprofit	United States
BrokerHunter.com	Securities Industry	United States
BuilderJobs.com	Construction/Design	United States
CallCenterJobs.com	Call Centers	United States
CareerLifeConnection	Job Search/Career Self-Management	United States
CareerBank.com	Accounting/Finance	United States
CareerBuilder.com	All industries	United States
CareerFitness.com	Job Search/Career Self-Management	United States
CareerFitness.com	Job Search/Career Self-Management	United States
CareerJournal.com	All industries	United States
Careermetasearch.com	Recruitment Advertising/RPO	United States
CareerMetaSearch.com	All industries	United States
CareersInGear.com	Transportation/Trucking	United States
CEWeekly.com	Contractors/Freelancers	United States
Checkster	Human Resources	United States
ClearanceJobs.com	Security Clearance	United States
ClearedConnections.com	Security Clearance	United States
Climber.com	All industries	United States
ClimberCatalyst.com	All industries	United States
ClinicaSpace.com	Clinical Research	United States
CollegeJournal.com	College/Alumni	United States
ComputerJobs.com	IT/Engineering	United States
ConstructionEquipmentJobs.com	Construction/Design	United States
ConstructionJobs.com	Construction/Design	United States
ContractJobHunter.com	IT/Engineering Contractors	United States
Cool Works	Hospitality/Travel	United States
CorrectionsJobs.com	Public Safety/Police/Fire/EMS	United States
Council of Public Relations Firms	Advertising/PR	United States
CreditUnionBoard.com	Accounting/Finance	United States
CRNAjobs.com	Nursing	United States
DeviceSpace.com	Medical Device	United States
Dice	IT/Engineering	United States
Digital-Action.com	Publishing	United States
DirectEmployers Association	All industries	United States
Diversity.com	Diversity	United States
DiversityJobs.com	Diversity	United States
DiversityZone.com	Diversity	United States
DMA Career Center	Sales/Marketing	United States
DoctorsJobSite.com	Physician	United States
EditorandPublisherJobs.com	Media/Publishing & Journalism	United States

eFinancialCareers.com	Accounting/Finance	United States
EHSCareers.com	Environmental, Occupational Health/Safety	United States
EmployeeBenefitsJobs.com	Human Resources	United States
EmploymentGuide.com	All industries	United States
EmploymentSource.net	All industries	United States
EMSJobs.com	Public Safety/Police/Fire/EMS	United States
EngJobs.com	Engineering	United States
EntertainmentInternships.net	Entertainment	United States
ePackagingjobs.com	Pulp Paper & Packaging	United States
EscrowBoard.com	Accounting/Finance	United States
ExecuNet	Executive	United States
Experience, Inc.	College/Alumni	United States
FashionInternships.net	Fashion	United States
FashionJobsCentral.com	Fashion	United States
FastLaneHires.com	Transportation/Trucking	United States
FederalJobSearch.com	Government	United States
FederalJobTitles.com	Government	United States
FederalResumes.com	Government	United States
FinanceJobSpecialist.com	Accounting/Finance	United States
FireandSecurityJobs.net	Security/Loss Prevention	United States
FireRescueJobs.com	Public Safety/Police/Fire/EMS	United States
FisherVista.com	Sales/Marketing	United States
FlexJobs.com	Telecommuting	United States
FluidPowerJobs.com	All industries	United States
Fresho.com	All industries	United States
GetTheJob.com	All industries	United States
Glassdoor.com	Job Search/Career Self-Management	United States
GO Jobs	Job Ad Distribution	United States
GovernmentCareerDevelopment.com	Government	United States
GovernmentJobSearch.com	Government	United States
GrapevineJobsUSA.com	Entertainment	United States
GreatInsuranceJobs.com	Insurance/Finance	United States
GreatInsuranceRecruiters.com	Insurance/Finance	United States
GreatPlacestoWorkJobs.com	All industries	United States
GulfLive.com	All industries	United States
HarQen	Interviewing	United States
Hcareers.com	Hospitality/Travel	United States
HealthCareerWeb.com	Healthcare	United States
HealthcareJobsonDisplay.com	Healthcare	United States
HEALTHeCAREERS Network	Healthcare	United States
HigherEdJobs.com	Education	United States
HireHealth.com	Healthcare	United States

HireMedics.com	Medical/Healthcare	United States
Honesty Online	Job Search/Career Self-Management	United States
HortJobs.com	Horticulture	United States
HospitalJobsOnline.com	Hospital	United States
HRmarketer.com	Sales/Marketing	United States
icrunchdata	IT/Information Technology	United States
IEEE Job Site	Engineering	United States
InCircleJobs.com	College/Alumni	United States
IndustryPeopleGroup.com	Construction/Design	United States
InscapeSoftware.com	Candidate Assessment	U.S. and Canada
InsuranceClaimsWeb.com	Insurance/Finance	United States
InsuranceClaimsWeb.com	Investment/Finance	United States
InsuranceJobs.com	Insurance/Finance	United States
InsuranceSalesJobs.com	Insurance/Finance	United States
InsuranceSalesWeb.com	Insurance/Finance	United States
InsuranceUnderwritingWeb.com	Insurance/Finance	United States
InsuranceWorkForce.com	Insurance/Finance	U.S. and Canada
IntelJobs.com	Defense/National Security	United States
International Herald Tribune	All industries	United States
Iscofia.com	Candidate Assessment	U.S. and Canada
ITjobs.net	IT/Engineering	United States
JAMA CareerNet	Physician	United States
JasonGorham.com	Bloggers	United States
JobaLot.com	All industries	United States
jobbank.com	All industries	United States
JobCentral.com	All industries	United States
JobDiagnosis.com	All industries	United States
JobDig	All industries	United States
JobEnable.com	Disability	United States
JobFox.com	All industries	United States
Jobs4Banking.com	Banking	United States
Jobs4Diversity.com	Diversity	United States
Jobs4Eng.com	Engineering	United States
Jobs4HR.com	Human Resources	United States
Jobs4IT.com	Technical/Programming	United States
Jobs4Managers.com	Executive	United States
Jobs4Medical.com	Healthcare	United States
Jobs4Sales.com	Sales/Marketing	United States
Jobs4Trucking.com	Logistics/Transportation	United States
Jobs4Vets.com	Military Transition/Veterans	United States
JobsinLogistics.com	Logistics/Transportation	United States
JobsinManufacturing.com	Manufacturing/Production	United States

JobsinResorts.com	Hospitality/Travel	United States
JobsInSports.com	Sports/Recreation	United States
jobsinthemoney.com	Accounting/Finance	United States
JobsintheUS.com	All industries	United States
JobsinTrucks.com	Logistics/Transportation	United States
JobsStat.com	Healthcare	United States
Jobster.com	Talent Networks	United States
JobTarget.com	All industries	United States
JobWeb	College/Alumni	United States
Juju.com	All industries	United States
LatPro.com	Diversity	United States
LawEnforcementJobs.com	Public Safety/Police/Fire/EMS	United States
LocalCareers.com	All industries	United States
LocumTenens.com	Healthcare	United States
Madgex.com	Web Site Solutions	United States
ManufacturingJobs.com	Manufacturing/Production	United States
Market 10	All industries	United States
MarketingCareerNetwork.com	Sales/Marketing	United States
MarketingInternships.net	Sales/Marketing	United States
MassMediaJobs.com	Media/Publishing & Journalism	United States
MatthewsCareerCenters.com	All industries	United States
MedHunters Inc.	Healthcare	United States
MediaBistro.com	Advertising/PR	United States
MedicalDeviceStar.com	Medical Device	United States
MedicalWorkForce.com	Medical/Healthcare	U.S. and Canada
MeetingJobs.com	Hospitality/Travel	United States
MEPJobs.com	Construction/Design	United States
Military Connection	Military Transition/Veterans	United States
MilitaryHire.com	Military Transition/Veterans	United States
MinorityMBAs.com	Diversity	United States
MortgageBoard.com	Accounting/Finance	United States
MusicInternships.net	Music	United States
MyJobHunter.com	Job Search/Career Self-Management	United States
MyJobSearcher.com	All industries	United States
MyPerfectGig.com	Engineering	United States
NACElink Network	College/Alumni	United States
National Association of Colleges & Employers	College/Alumni	United States
National Black MBA Employment Network	Business Management	United States
NationJob.com	All industries	United States
Netshare, Inc.	Executive	United States
Net-Temps.com	Staffing Firm Positions	United States
NursingCareersToday.com	Nursing	United States

OdinJobs.com	IT/Information Technology	United States
OpportunityKnocks.org	Nonprofit	United States
PatriotJobs.net	Military Transition/Veterans	United States
PennEnergyJobs.com	Energy/Oil & Gas/Power/Utilities	United States
PharmaDiversity.com	Diversity	United States
PharmaDiversityJobBoard.com	Diversity	United States
PhysicianCrossroads.com	Physician	United States
PrivateSecurityJobs.com	Private Security/Individual & Corporate	United States
Promotion Marketing Association	Sales/Marketing	United States
Psyncareers.com	Medical/Healthcare	United States
PublicRelationsInternships.net	Advertising/PR	United States
PublicSafetyJobs.com	Public Safety/Police/Fire/EMS	United States
RecruitingJobs.com	Human Resources	United States
RedCap.com	Job Ad Distribution	United States
RegionalHelpWanted.com	All industries	United States
ResumeEdge.com	Job Search/Career Self-Management	United States
ResumeGhostWriter.com	Job Search/Career Self-Management	United States
ResumeRabbit.com	Job Search/Career Self-Management	United States
RetailingJobs.com	Retail	United States
RiskManagementWeb.com	Insurance/Finance	United States
RoadandBridgeJobs.com	Construction/Design	United States
RTJobs.com	Radiology/Radiation Oncology	United States
SalaryNegotiations.com	Job Search/Career Self-Management	United States
SalesAnimals	Sales/Marketing	United States
SalesGravy.com	Sales/Marketing	United States
Searchase Corporation	All industries	United States
SearchforJobs.com	All industries	United States
SecurityJobs.net	Security/Loss Prevention	United States
SeniorCareMarketer.com	Sales/Marketing	United States
SeniorHousingJobs.com	Healthcare	United States
SeniorJobResource.com	Age	United States
Seniors4Hire.org	Age	United States
SharkStrike.com	Sourcing/Candidate Identification	United States
SnagAJob.com	Hourly	United States
SPIEWorks	Engineering	United States
staffITnow.com	IT/Information Technology	United States
StarfishPeople.com	Consulting	United States
Talent Zoo	Advertising/PR	United States

TalentDrive	Sourcing/Candidate Identification	United States
TaxTalent.com	Accounting/Finance	United States
Teens4Hire.org	Hourly	United States
TelecomCareers.net	Telecommunications	United States
TelePlaza.com	Call Centers	United States
The Bridgespan Group	Consulting	United States
The Destiny Group	Military Transition/Veterans	United States
The PRSA Jobcenter	Advertising/PR	United States
TheBestPlacestoWork.com	All industries	United States
TheBoardNetwork.com	Accounting/Finance	United States
TheCareerNews.com	Job Search/Career Self-Management	United States
TheJobMatrix.com	Government	United States
TheLadders.com	Executive	United States
TheOnlineBeat.com	All industries	United States
TitleBoard.com	Accounting/Finance	United States
TopUSAJobs.com	All industries	United States
TotalPicture.com	Job Search/Career Self-Management	United States
Trovix, Inc.	All industries	United States
TrueCareers	All industries	United States
TugLink.com	All industries	United States
TVspy.com	Media/Television	United States
Vcruit.com	Job Search/Career Self-Management	United States
Vets4Hire.com	Military Transition/Veterans	United States
VoiceScreener.com	Interviewing	United States
WinTheView.com	Job Search/Career Self-Management	United States
WorkGiant	All industries	United States
WorkinOptics.com	Science	United States
WorkinSports.com	Sports/Recreation	United States
WorkplaceDiversity.com	Diversity	United States
Yahoo! HotJobs	All industries	United States

some online job search tips:

- When using a web site to do job searches, save the search criteria and allow the program to send you regular updates (daily, weekly, or immediate notifications are common). Many have special tools for sending updates, including computer desktop tools (I.e. Google desktop or Windows desktop tools), browser plug-ins, Google toolbars, links to your personalized iGoogle site, LinkedIn, Facebook and Twitter tools, cell phone alerts, and almost all have daily or weekly email updates and RSS feeds.
- Define your search criteria narrowly to be as specific as possible on job titles, company types, regional locations, and salary (if the site allows it). Often you need to click an "Advanced Search" button to access these criteria.
- If you are available for more than one type of job, use several narrow searches rather than one very broad-based search which gives you lots of "false-positives."
- If the site allows you to use Boolean search terms (AND, OR & NOT), learn how to use them.
- Once you set up a search, don't be afraid to redefine or refine it as you evaluate search results. You may have to test some search terms to see if they work the way you think they will.
- If the site has tools to connect with LinkedIn (as, for example, SimplyHired, Monster, CareerBuilder, HotJobs, Craigslist, Dice and other sites do), set up the tools so you can see who in your network works for that company.
- Don't pay a site for job listings unless the site gives YOU added value. Most job openings are listed free somewhere; the aggregators usually just search and grab (or "harvest") them. If a site asks you for money, see if another site offers the equivalent free. Some executive sites, in particular, charge for searches and other personalized services. They often have expensive résumé and cover letter review services which you may find cheaper elsewhere.
- Don't forget using alumni groups, company "alumni" groups, and other networking services to find unadvertised openings.
- Check LinkedIn for jobs not advertised elsewhere.
- See also the article "Tips and Suggestions from Indeed.com" by Alison Doyle at About.com for more search tips: <http://jobsearch.about.com/od/jobsearchengines/a/indeedtips.htm>
- There is no magic wand for finding jobs and there is no perfect job site. You still need to find the best job openings, apply, and interview, no matter which search tools you use. Choose the services you feel work best for you.
- In fact, some HR professionals opine that, with the numbers of unemployed so high and the available jobs so low, the chances of getting a job by answering a public ad are very low. They recommend networking (online and, ultimately, in person) as the way to find the "hidden" jobs in the workplace.

Chapter Fourteen

Short term, hourly, and freelance jobs and specialty sites

If you:

- need a part-time or temporary job,
- are looking for a second income,
- want to be a full-time freelancer,
- are searching for an alternative to unemployment,
- must quickly become an "accidental entrepreneur" out of desperation, or
- are investigating Career 2.0,

there are many new websites which offer job listings, create online job centers, and allow you to bid competitively on jobs ranging from logo design to engineering projects. Some jobs pay a pre-arranged rate, some give you the ability to send bids, and others only pay if you win a competition.

In the U.S., there were 14.8 million self-employed people in 2008, about 12 percent of the private, nonfarm work force. Since the recession of 2009, Richard Greenwald, in the *Wall Street Journal*, writes, "Today, in fact, 20% to 23% of U.S. workers are operating as consultants, freelancers, free agents, contractors or micropreneurs. Current projections see the number only rising in coming years." ("How to Succeed in the Age of Going Solo," *Wall Street Journal*, Feb. 8, 2010.) Even before the current recession, many people were attracted to online freelance work by the flexible hours and the ability to work from home (or the library or the local coffee shop or wherever you find internet access). In today's economy, many people are turning to freelance work as a full-time career.

Since many of your online competitors are from around the world, bidding can be cutthroat until you build a reputation. If you are researching a site that offers competitive bidding, ask if the bidding process is open (where those competing see what other people bid) or closed (competitors can't see your bid and purposely undercut it). Compare what kinds of support services each site offers; some of these companies add useful services and social tools for the freelancer in order to discourage them from working independently. Also research how they take their percentage (as most of these sites do) or see if they charge the employer. Some of these sites take a smaller percentage cut if you pay a quarterly fee.

Companies looking for talent to hire also come from around the world. These businesses may be laying off people and outsourcing their work, may be using temps to relieve their over-worked staff, or they may be looking for talent in fields in which they have no experience. Some of the web sites below are for generalists, others are highly specialized (i.e., advertising, graphic design, or technical engineering).

Sites like **Elance**, **oDesk** or **Guru** handle the payroll for the employer, place funds in escrow until the job is completed to the customer's satisfaction, deposit the money in your bank account, and send out 1099 forms. Competitive bidding sites may also require contractors to place funds in escrow. Other places may require you to keep track of your hours and invoice the employer after the project. (There are many free and low-cost online tools for time tracking and invoicing, if you need those services.)

There are generally no company benefits. You need to earn enough to cover health insurance and retirement plans, and you may have to deduct Social Security payments, taxes, and unemployment insurance quarterly, so

some bookkeeping is important. Some sites, like **The Freelance Nation**, have contractors in accounting, tax preparation, and other fields who specializing in supporting other freelancers. Other sites have on-line communities where freelancers can team up with others for specific projects (say, a copywriter teaming up with a photographer and a web designer for a website project).

Be highly skeptical of sites that ask for up-front payments in return for promises of future freelance income. This may be the most common internet scam for freelancers. (See the next chapter for other scams to watch for.)

As the current recession resolves itself, it is possible that many employers will look closer at freelance and outsourcing options before rebuilding their full-time staff. This could accelerate the trend towards online freelance work. It may be beneficial to research some of these sites to explore your options. The following list is far from exhaustive, but includes many popular and unique freelance job sites. See the "Other Resources for Freelancers and Web Workers" list below for even more sites and how-to resources.

sologig www.sologig.com/ provides listings of temp, contract, and short-term jobs only.

snagajob.com www.snagajob.com/ advertises itself as the opposite of an executive recruiting site by offering only part-time and full-time hourly jobs.

Elance www.elance.com/ Online virtual office freelance work site, an alternative for companies outsourcing work in: Web & Programming, Writing & Translation, Design & Multimedia, Sales & Marketing, Administrative Support, Engineering & Manufacturing, and Finance & Management (with many subcategories). Freelancers work from home and communicate with hiring companies through Elance's online work site. Both Elance and oDesk allow employers to monitor workers hours and their work through their online office tools, a feature not possible with traditional outsourcers.

oDesk www.odesk.com/w/ Similar to Elance, oDesk is an online staffing marketplace that supports time-based work. It requires all workers to pass tests and gain certifications before working. The tests range from Technical Writing Skills to specific software or programming language skills. General job categories include: Web Development, Software Development, Networking and Information, Writing & Translation, Administrative Support, Design & Multimedia, Customer Service, Sales & Marketing, and Business Services (with subcategories galore). oDesk guarantees payment for any hourly-fee work done online meeting the employer's criteria.



Guru www.guru.com/pro/index.aspx Guru allows freelancers to bid on jobs. Freelancers have option to join for free or pay \$30-100 per quarter (and pay a smaller percentage of their job fees to Guru). Guru claimed to have over 720,000 freelance members in 2008. General categories include: Website Design & Marketing, Graphic Design / Presentations / Multimedia, Illustration / Cartooning / Painting / Sculpting, Marketing / Advertising / Sales / PR, Engineering / CAD / Architecture, Networking / Hardware / Telephone Systems, Legal, Fashion / Interior / Landscape / Set Design, ERP / CRM Implementation, Programming / Software / Database Development, Writing / Editing / Translation, Administrative Support (Legal, Medical & Accounting), Sales / Telemarketing, Business Consulting, Photography / Videography, Finance and Accounting, and Broadcasting.

RentACoder Rentacoder.com has a pool of nearly a quarter of a million computer programmers who bid on programming projects. It has also expanded into related fields (writing and graphic design, for example) and is now one of the largest online freelance services.



www.thefreelancenation.com/ The Freelance Nation is an umbrella website for 119 city-specific freelance job boards where employers post freelance jobs, freelancers find work, and recruiters and staffing agencies search for candidates. Writers, accountants, photographers, artists, educators, lawyers, programmers and many others market their services. The site also offers

resources to freelancers to help maintain their business. It hosts blind bidding to discourage freelancers from directly underbidding their competition. It also hosts a forum called CollaborationNation to enable freelancers to exchange ideas and seek partnerships.



Tjobs.com The Telecommuting Jobs site has been around since 1996. It specializes in work-at-home telecommuting jobs in data entry/transcription, customer service, art, graphics, design, photography, programming, engineering, IT, sales, web design, and writing, "primarily for U.S. Residents." It charges job seekers a \$15/year subscription fee and is accredited by the Better Business Bureau. It is also a gateway to tradepub.com, where you can get free subscriptions to a wide variety of trade publications, worth a look all by itself! One criticism: its artwork is pretty cheesy by today's web standards.



www.people4business.com/ UK-based site for freelance jobs. "Businesses use it to find contractors, consultants and freelancers in any industry and sector." Also has sister sites: www.people4charity.com , www.people4web2.com,

www.people4engineering.com, www.people4healthcare.com.

VirtualVocations www.virtualvocations.com/ A job compilation service for work-at-home or telecommute positions, including freelance, temp and full-time jobs. Although it features only jobs which don't charge up-front fees (to eliminate scams), they do have a subscription for use of the site (\$6.99/week, \$15.99/month, or \$49.99/6-months) – a bit on the high side for jobs also listed elsewhere. A more traditional job placement agency, it doesn't sponsor a workplace like Elance or oDesk, nor does it take care of invoices, payments or tax records. Also has blog-like articles.



www.virtualassistants.com/index.html Founded in 1999, this site's listings include "administrative, data entry, research, writing, secretarial, web design, customer service, voice operator, medical transcription, regular transcription,

medical coding, desktop publishing, telemarketing, sales, instructor, translation, website design, technical, programming, coding and other ... jobs." Ads are screened to avoid scams. Employers list jobs at no cost but job seekers must subscribe to the site for \$14.95/month or a "sale" for \$59.99/year. Unfortunately, on a quick visit, there appeared to be a somewhat limited number of jobs. Based in Mechanicsburg, Ohio, the site has the feel of a mom-and-pop style business. If that appeals to you, check them out.



www.flexjobs.com/ Aggregates telecommuting and online jobs, freelance to full-time. They stress that they screen every job listing to eliminate scams. A subscription service, currently prices are \$14.95/month or \$49.95/year with a money-back satisfaction guarantee.

Net-Temps www.net-temp.com/ A Massachusetts-based company, it is a free job board for temporary, temp-to-hire, and full-time jobs. It also has job-search agents and will email you job openings which fit your search criteria. Employers and recruiters must subscribe to list jobs. A random job search found many jobs in programming, technical, security, defense and translation jobs requiring security clearances. (Pashto proficiency seems to be desirable these days.) Didn't notice any real telecommuting jobs. The site also has a newsletter for jobseekers and many hundreds of articles with job hunting advice.



www.izimundi.com A fairly new site for "Creation, Communication and Language Professionals, Connecting Freelancers, Agencies, and Buyers." It is a French/English bilingual site. It does avoid bidding wars by keeping bids closed. It offers services (including educational opportunities) in: Advertising, Audio/Multimedia/Sound/Video, Broadcasting/Movies/Television, Design/Architecture, DTP/Prepress, Editing, Events, Graphic Design, Illustration,

Indexing/SEO/SEM, Interpreting, Marketing, Photography, Printing/Binding, Translation, Voice/Voice over, Web design, and Writing/Publishing.



www.proz.com/ ProZ.com is a marketplace for translators in and between all languages, based in Syracuse, NY, and La Plata, Argentina. Also hosts live conferences, mostly in Europe and South America. Includes tools for translators to network and ask about tricky terms in various languages.



www.translatorscafe.com/cafe/Default.asp "Where linguists and their clients meet." Very similar to ProZ's offerings. Translation services only.



www.helium.com/ A site for freelance writers, Helium has a list of marketable topics for which you may write articles. Articles are then rated competitively by many readers and paid accordingly. Experienced authors with higher ratings can be offered fixed price assignments. Also offers mentors, blogs, and community boards for writers. Might be good for new freelancing writers looking for experience and/or peer review.

POEWAR www.poewar.com/ Both a job board and a blog by writer, J.C. Hewitt. Strictly for writing jobs, but lots of articles on writing and freelancing. Jobs are supplied by Indeed.com. Good resource for writers of all kinds. Title is a variant of "poet-warrior."

Online Writing Jobs.com www.online-writing-jobs.com/ Apparently a volunteer-run site, it lists jobs and links for writers of all kinds. Free to job searchers and employers. Also has a series of articles by Brian Scott.



JournalismJobs.com www.journalismjobs.com/index.cfm Founded in August 1998 by Dan Rohn, a former copy editor and writer with *The Washington Post*, JournalismJobs.com includes job listings, news, training and other resources for journalists in all kinds of media plus links to newspapers, magazines, TV and Radio stations throughout the U.S.



PROBLOGGER <http://www.problogger.net/> and <http://jobs.problogger.net/> An Australian-based website for bloggers and those who want to hire bloggers, by bloggers, about bloggers, with jobs for bloggers. Also markets a book based on the site published by John Wiley & Sons, Inc. (wiley.com).



www.triond.com/ If you write, photograph, record (music, etc.) or create video, Triond will distribute copies to its selected web blog sites. In return, you receive 1/2 of the online ad revenue (which is probably a pittance). The site may be better for improving your visibility online and building your creative résumé than for creating income. Has tools for tracking where your articles are presented and their earnings.



FREELANCE SWITCH jobs.freelanceswitch.com/ The Freelance Switch Job Board has listings for general web, design, development, writing, illustration, flash, and other jobs. It charges job seeker's \$7 / month, listings are free; you must use PayPal for subscriptions and purchases. Also has free blogs, tools, podcasts, a forum, and a book for sale, *How to be a ROCKSTAR Freelancer*.



www.crowdspring.com/ crowdSPRING is a market place for creative commercial artists who compete for fix-priced art and design jobs (logos, business cards, flyer design, etc.). The business or individual chooses the design they like best. *Pros*: great place if you're a competent and competitive creative artist. *Cons*: Over 19,000 artists on the system competing for work.



99 designs 99designs.com/ Again, for commercial designers of anything from a business card to a web site, 99 designs sponsors "contests" where the winner gets paid and losers get *nada* (usually), although sometimes a contractor may claim more than one winner. The site hosts over 31,000 designers.



www.krop.com/ For creative professionals, particularly those in web design. Full-time and temp jobs.



GetAFreelancer www.getafreelancer.com/ An Australian-based site, it specializes in tech areas: programmers, web designers, translators, and copywriters. Because of its international corporate background, it

claims to be covered by Australian and Swedish laws. It has an optional escrow-like payments service where they hold funds in advance for milestone payments or until the project is finished or goes through the optional Dispute Resolution Services. Users may not advertise their own email addresses or web sites.



programmermeetdesigner.com/ A "site for programmers, web developers, designers, entrepreneurs and writers to find each other and work together to create websites that look and function great." The site matches jobs and workers, but does not offer follow-up services (no payment, invoicing or tax forms). Has a sister site for hiring college students for temp jobs, www.studentfl.com/.



www.geniusrocket.com/info/ is a commercial design site geared towards advertising and marketing, using over 10,000 creative "Geniuses" to create videos, logos, websites and other creative media projects. Again, freelancers compete on projects.



www.ninesigma.com/ Offers corporations outsourcing resources in R&D, procurement, logistics, engineering, manufacturing and marketing using independent inventors, university researchers, scientists and others.



www.innocentive.com An online R & D outsourcing center, InnoCentive is a global web community enabling scientists, engineers, professionals and entrepreneurs to collaborate and compete on projects in Business and Entrepreneurship, Chemistry, Computer Science and IT, Engineering and Design, Food Science, Life Sciences, Mathematics and Statistics, Physical Sciences, and others.



www.freshwebjobs.com/freelance Fresh Web Jobs has freelance and full-time jobs for web design, artists, programmers, and the like. Relatively small site.



www.authenticjobs.com/ Full-time and freelance jobs for web and creative professionals.



www.designcrowd.com/ For web designers. "A job forum run by freelancers for freelancers."



www.momcorps.com/ For Moms, the site offers staffing services, an online job board, events and conferences, and corporate consulting.



bintro.com/ Bintro combines aspects of a social network site (but an anonymous one, using skills rather than names), classifieds, and a job site, stirred up with "advanced semantic technology," allowing you to send out anonymous "broadcasts" for what skills you offer, what you are interested in doing, products for sale or barter, or jobs you want to fill. Reportedly, some successful early adopters have been nurses, copywriters, personal assistants, graphic designers, and translators. If you wish to exchange or post intellectual property, be sure to first read the overly broad Terms and Conditions concerning copyright ownership. (The term "piracy" comes to my mind.)

Other Resources for Freelancers and Web Workers:

The Monster List of Freelancing Job Sites – on Freelance Switch (writers, illustrators, web designers, advertising, etc.) www.freelanceswitch.com/finding/the-monster-list-of-freelancing-job-sites/



Formerly a separate website, GigaOm, it's owner, has incorporated it into its larger site at <http://gigaomnetwork.com/network-sites/webworkerdaily/>. New articles are located at <http://gigaom.com/collaboration/>. If you freelance online (or you're considering it), it's a great resource for your entrepreneurial inclinations. Their writers "offer practical tips and advice for anyone who uses the web for

work, especially those who want to use the web to be more productive, more connected and more successful than they could otherwise." One terrific article describing many new, helpful online work tools is, "Web Work 101: 10 Apps You Can't Do Without" <http://gigaom.com/collaboration/web-work-101-10-apps-you-cant-do-without/>.



Features daily articles and links about the Web, including info for web workers. One great article is "85+ Tools & Resources for Freelancers and Web Workers" at <http://mashable.com/2009/03/03/freelance/>

Connect! A Guide to a New Way of Working by Anne Truitt Zelenka with Judi Sohn (softcover). A unique and valuable book, from staff of GigaOm's *Web Worker Daily*, on how to work, research and collaborate on the web. I learned something new on almost every page! Hoboken, NJ: John Wiley & Sons, Inc. (wiley.com), 2008.

Undress for Success: The Naked Truth about Making Money at Home by Kate Lister and Tom Harnish. Hoboken, NJ: John Wiley & Sons, Inc., 2009 (hardcover). Also has an extensive companion website, undress4success.com. Excellent resource for exploring work at home careers or for telecommuting with your current job. Has extensive notes on protecting yourself from work-at-home scams, studies on telecommuting and saving the environment, as well as "jobs you can do in your jammies" and how to "freelance in your frillies."

Will Work from Home: Earn the Cash--Without the Commute by Tory Johnson and Robyn Freedman Spizman. New York, NY: Berkeley Publishing/Penguin Group, 2008. Women for Hire series. (Softcover)

How to Start a Home-Based Writing Business by Lucy V. Parker, fifth edition. Guilford, CT: The Globe Pequot Press, 2008. Great nuts-and-bolts guide to writing from home, with over 30 worksheets to help guide you through concepts, tax and legal hurdles, and business planning, to prepare you for starting your biz.

Freelance writers might get insights or inspiration from Writer's Digest's "101 Best Websites for Writers" for 2009: www.writersdigest.com/101BestSites/.

"In Hard Times, Freelancers Turn to the Web" article by Dan Post, March 12, 2009, *The New York Times* http://www.nytimes.com/2009/03/13/business/smallbusiness/13freelance.html?_r=3&pagewanted=1&ref=smallbusiness

"Negotiating the Freelance Economy" by Sarah E. Needleman, CAREERS section, Wall Street Journal, May 6, 2009. Includes statistics from Elance, oDesk, Guru and interviews with freelancers and buyers. Be sure to click the tab to read comments. online.wsj.com/article/SB124157147509390007.html

"5 Things to Know Before Becoming an Elance Provider" by Drea Knufken, an "in the trenches" look at Elance. www.businesspundit.com/5-things-to-know-before-becoming-an-elance-provider/



www.homebusinessmag.com/ Magazine about working from home, telecommuting, setting up a home office, and business planning.

A beginner's Guide to Freelancing www.gyford.com/phil/writing/2006/10/26/a_beginners_guid.php
Blog by Phil Gyford.



freelancefolder.com/ Blog with wide-ranging articles on the freelance life.

Chapter Fifteen

Job Hunting on Twitter

This chapter is expanded from an article for the *PSG NetWorker* newsletter titled *The Frugal Job Hunter's Guide to Twitter*. Copyright © 2010 by Andrew Brandt



Why do you have a chapter about Twitter in a book about using LinkedIn?

This book *is* about using LinkedIn, but it also is a book about job hunting and networking online. Although a complete guide to Twitter would be an entirely separate book, Twitter is also a valuable online tool for job hunters.

Do I really have to learn another online service? I'm getting overwhelmed by all this.

Fortunately, Twitter is easy to use. Some might add it also takes a lifetime to master, but that's silly since it hasn't been around even a small part of a lifetime (unless you are calculating the lifetimes of tsetse flies). It is newer than LinkedIn, yet it has its own online niche and is frequently used by businesses and business people. According to the blog on twitjobsearch.com, there are now over 1 million unique job openings advertised per month on Twitter. That number will continue to grow.

OK, what makes Twitter so different?

Twitter has grown into one of the top social media sites and is now a useful tool for your job search. It is a unique service because:



1. All messages on Twitter are limited in length to 140 characters.
2. These messages are called tweets. Most tweets join the "Twitter Stream."
3. The terms "Twitter" and "tweets" have led to the creation of a multitude of cute Twitter terms, like "Twitterer" (somebody who uses Twitter), "Twitiverse" or "Tweeddom" (the Twitter Universe); "Tweeps" (your Twitter "peeps" or people); Twitterati (the glamorous Twitterers to follow), "Twitterholics," "Tweet-ups" (in-person meetings with other Twitter users), and so on. There are Twictionaries listing many more terms, too. (It's all part of the alliterative Twitter culture; it sounds strange but you'll get used to it.)
4. Once you learn the lingo and a few technical details, Twitter may be the easiest of the social media sites to use, but it has its quirks and unwritten rules.
5. Twitter is mainly a one-to-many broadcast medium. You can "follow" anybody and anybody can follow your tweets. You can follow friends, businesses, target companies, hiring managers and even corporate executives.

One reason why people enjoy Twitter is its similarity to IM and phone messaging; it can be used equally well on an Internet-enabled cell phone or on a computer. There is also software to keep track of messages (incoming and outgoing) from your computer desktop without using your browser. Some programs are available to combine your message stream from Twitter, Facebook and LinkedIn, but learn Twitter first before trying to learn additional software.

When you join Twitter, you do several things:

1. Create your Twitter profile, including a brief (140-character) biography and a web link.
2. Find other people's profiles and click on their "Follow" link. This adds their tweets to your personal Twitter stream.
3. Post short items of interest to your readers. Generally, prosaic tweets about your daily routine won't attract many readers, although a few people have made it into an art form. Creativity and humor are as valued as brevity.
4. You can "retweet" (abbreviated as "RT") others' posts to make them available to your followers and give them wider exposure. In turn, others can retweet your messages and attract new followers for you.
6. You can post links to interesting articles, blogs, photos, and web sites for others to read and use, including those you've created yourself.
7. You can send tweets addressed to individual Twitterers, either public or private.

Viral marketing techniques (encouraging others to spread your messages and, in turn, spreading others' messages) are particularly useful and easy on Twitter. Good Twitterers do this fairly often as part of the culture. (Do not confuse viral marketing with spamming, though. Sending unwanted offers to sell things or services is NOT a good way to introduce yourself to others on Twitter.)



How can I possibly find a job 140 characters at a time?

There are 3 basic ways to use Twitter for your job hunt:

- 1** Develop a list of followers and let them know about you, your skills and your interests. Marketers call this branding yourself. Networkers call this good networking.
- 2** Follow people or businesses who post news, ideas, and links about job hunting or who post jobs.

TIP #1: Twitter allows members to create and name groups of followers by category. You can view other people's lists (you might be interested in somebody's list of career coaches, for example) and you, in turn, can follow individual members of that group or the entire group.

TIP #2: LinkedIn allows people to put their Twitter address prominently on their profile. Find somebody's LinkedIn profile, click on the link, and follow them on Twitter without dealing with LinkedIn invitations.

- 3** Use hashtags to find job posts throughout the Twittersphere, even if you are not following the posters.

A hashtag is simply a topic of discussion preceded by the "#" sign, or hash mark, used as a bookmark. People use them in their tweets to make it easier to find a topic, such as #JobAdvice or #Career. For example, by typing "#jobs #hr" in the search box, you might find human resource job announcements similar to:



dchrjobs #Hiring a Senior Human Resources Generalist in Other VA, VA - <http://wpo.st/wEX> #jobs #hr

5 minutes ago from Washington Post Jobs



StaffingAdvisor HR Director, Widmeyer Communications (Washington, DC) <http://short.to/17cuo> #jobs #HR

about 2 hours ago from API



GoPinoy #Jobs Hiring: #HR Compensation and Benefits for John Clements Consultants, Inc in #Makati, #Manila <http://bit.ly/clm7ih>

about 2 hours ago from web



MyAlabamaJob Alabama Job Opp! Install Specialist (RESET MERCHANDISING) - National Product Services, Inc. - B... <http://bit.ly/dx6YjX> #jobs #alabama #hr

about 8 hours ago from twitterfeed

It's a pretty efficient use of a small space. Blue text can be clicked. Click on the name and you go to the company's (or person's) Twitter Home. Click on the web link and it will take you to the web page with the job listing. Click on a hashtag and you do a quick search for other messages with matching hashtags. Jobs may be listed by state or by country as well as by type of job.

Some hashtags that you can use to find advice or job listings are: #job, #jobs, #JobAdvice, #Career, #hiring, #jobtips, #jobseekers, #jobangels, #jobshouts, #freelance, as well as #Resume, #PRAdvice, #apps, #LinkedIn, #college, #students, #grads. You can also combine them in the search box, such as "#jobs #NJ." If you want to broaden your search, you can delete the # sign and search the Twitterverse for all mentions of the words "technology" and "jobs" and "NJ," for example. You may get a lot of "false positives" to dig through when you do that, though.

Hashtags are also used for many other topics, such as #olympics, #iran, #baking and the **Trending** list on your Twitter home shows the most popular topics for the moment. Anybody can create a new hashtag in their message and they can also be used for forming work or hobby groups on Twitter. There are web pages listing the most useful and popular hashtags for Twitter.

Note also that most posters use a URL shortening server, like **bit.ly** or **tr.im**, **tinyurl.com**, or the newer **goo.gl** to create an abbreviated web address. (If you want to post web links, you'll need to learn how to use one of these services – they're simple and easy. To start, go to <http://bit.ly/>, or one of the other services, and read how to use it. Basically, you paste in a long web address in one text box and another shorter one pops out in another text box for you to copy and paste. The service is free.)

Most other job search sites (such as Indeed, SimplyHired, SoloGig and SnagAJob) also post Twitter feeds of their openings. This is a good option for monitoring their job announcements if you don't want to wait for the daily email update.

Once you feel comfortable admitting that you use Twitter, you can look for Tweet-ups in your area. These are usually social meetings of fellow Twitter users for entertainment and networking. You may find a different set of people in these networking meetings than in your usual job-hunting network. For PSG members (in Morris County, NJ), the Morris County Public Library and the College of St. Elizabeth appear to have regular tweet-ups.

OTHER TWITTER INFO RESOURCES:

Mashable.com has a twific (oops, I mean "terrific") online guide to using Twitter, including the section <http://mashable.com/2009/03/13/twitter-jobs/>. Be sure to check out the *Finding a job using Twitter* link.

Another guide is located at <http://www.webdesignerdepot.com/2009/03/the-ultimate-guide-for-everything-twitter/>.

The **Job Mob** website has an international list of over 400 Twitter job posters <http://jobmob.co.il/blog/twitter-job-openings-postings-leads/>.

Susan P. Joyce has also assembled an impressively long list of employers recruiting on Twitter. You can see it at listorious.com/JobHuntOrg/employers-recruiting.

There is an extensive Twitter Yellow Pages at **twellow.com**, including a resource to find people geographically close to you called **Twellowhood**. You can register on Twellow at no cost. You can also do a keyword search of Twitter bios on **tweepsearch.com**.

There are many Twitter directories. Some you can join directly, others you get on by being on somebody's public Twitter list or by having your list accepted. These include:

We Follow wefollow.com/

Just Tweet It justtweetit.com/

Listorious listorious.com/

TweetDeck Directory www.tweetdeck.com/#directory (works with their TweetDeck Twitter software)

GeoFollow geofollow.com/ (a geographical directory, but you can add tags for people to find you, too)

TweetFind www.tweetfind.com/

TwitDir twitdir.com/

TwitR twitr.org/

Several sites, such as **Tweet Alarm**, **Tweet Beep** and **Tweet Scan**, will monitor Twitter for keywords that you specify and alert you by email. You can also do much the same with Google Alerts.

Once you get comfortable with tweeting, you can forward selected messages to LinkedIn by adding "#in" to your Tweets. Check the LinkedIn guide to linking your Twitter tweets to LinkedIn Updates (and vice versa) at <http://learn.linkedin.com/twitter/>. It's easy to set up but remember that Twitter and LinkedIn are very different cultures and rapid-fire messaging on LinkedIn might annoy your connections.



Some other sites for looking for jobs using Twitter:



www.tweetmyjobs.com/ Was the first web site for helping find jobs on Twitter. Jobs are listed by geographic region or specified job types, including new Stimulus Jobs. Follow the hashtag #Tweetmyjobs and visit the website.



"Connecting people with new opportunities in Twitter time." Simply follow the tweets from microjobs.



<http://tweetajob.com/> Is a newer site with lots of job listings on Twitter. It also offers a free PDF ebook on job searching on Twitter with some useful tips.



<http://www.twitjobsearch.com/> is an even newer site which offers a bit more sophisticated search tool for finding job openings on Twitter. You can also click on **Directory**, then on **Career Experts** and get a long list of career professionals on Twitter. Select a few and follow them. TwitJobSearch also features the ability to send your Skype (internet phone & video) ID via a private Tweet to the employer, who can then click on the link and start a video interview on the spot. You don't NEED this site to do that, but it is available.

For more info on using hash tags to find jobs, read Sharlyn Lauby's article "HOW TO: Use Twitter Hashtags to Boost Your Job Search" at mashable.com/2010/10/16/twitter-hashtags-job-search/.

Good luck tweeting your way to a job.



NEW! The Twitter Dailies!

There's a new way to view certain Tweets with a common topic (or from a common list of followers). The website paper.li (yes, that's a real web address) groups tweets (or the links from them) together into 2-page daily Twitter newspapers. Go to the site and you can search for and read the dailies (and watch videos). You can also request a daily email message linking to that particular daily. The dailies are divided into 19 large categories: Featured, Art & Entertainment, Business, Crime, Education, Environment, Health, Living, Politics, Science, Society, Sports, Stories, Technology, Tragic, Travel, War Conflict, #tag papers and List papers. (You really need to view inside each category to get a good idea of what's there.) Want to read them all? Forget it! There are probably hundreds of thousands of these dailies listed on the site, covering nearly every topic known to mankind. Business, alone, has over 53,000 dailies.

The advantage of the dailies? You don't have to search a whole day's worth of tweets to find connections to the links you want to read. It can be a great time-saver but it's not a substitute for active participation on Twitter.

How does this help you hunt for jobs? A number of dailies list links to job hunting articles and even actual job listings. Note that many share similar names. Some of the relevant dailies I've seen so far:

The jobs Daily, #jobs Daily, The #job Daily, and The job Daily are four distinct publications. Career-pros, #hiring Daily, MyWorkSearch, The #career Daily, The #employment Daily, @Skip7547 The JobHunting Recap, The business-news Daily (from the New York Times Twitter list) and The Wall Street Journal Daily (not to be confused with the official web sites). The AccJobsOnline Daily (accounting jobs and news), The #nj Daily, The #NJenviro Daily, The #NJevents Daily, The #nonprofit Daily, The Accounting Daily, The Trucking Jobs Daily, The people-of-the-cloud Daily, The #media Daily, The social-radio-biz Daily, The pr-websites-and-resources Daily, The #newyork Daily, the Industry X New Media News, and PPP News (about public-private partnerships).

There are much more esoteric dailies, for your particular job niche. Some examples are: The Oil Council, Real Estate News, the Karachi Economist, Technology Business Daily, The Traders Daily, and The NASDAQ.com Daily (which includes a much more wide-ranging list of topics than the name would suggest). If there was no tweeting on a particular topic, there is only a blank daily for that day.

The dividing up of the listings into about 19 categories makes for some strange bedfellows. Nonprofits appear to be listed under **Education**. The **Living** category includes Christian, Catholic, human rights and GLBT topics. Under **Stories**, #parenting, The Daily Garden Variety and The #writing Daily find themselves next to other dailies about social connectors who appear to disdain clothing. (I wouldn't let the kids explore around the website for that reason.)

Let me emphasize that paper.li is very, very new. You may find some dailies useful, others not, and many will disappear to be replaced by others. Some may grow into great lists of jobs. (Let me know if you hear of other good ones.) It doesn't replace hashtag searches, but might save you a lot of time.

Online networking and job hunting seems great. But some scary things happen online, too. How do I protect myself from scams and other problems?

Unfortunately, there are people on the Internet (and in real life) who prey on the misfortunes of others, including the jobless. When so many people are looking for jobs (and so many of them are desperate to find one), it becomes a target-rich environment for scammers and thieves. Most of these schemes will cost you money and may also lead to identity theft.

For example, with the explosion of advertising on blogs in the past year, many bloggers accept ads from agencies but have no control over which ads show on their blog. Even blog articles warning about online scams may have ads for scams right next to them. Just as bad, the ads saying they'll protect you from scams ("Avoid Work-at-Home Scams") may, actually, lead you to more scams, fake jobs, expensive work at home proposals, and other schemes.

Scams can also be found in your email box, web sites, social networking sites, and job boards as well as online advertising. Just as there are now more ways to reach out and touch someone online, there are also more ways for con artists to reach out and punch someone. With a little bit of caution and some mild skepticism, one can see the warning signs and avoid putting yourself at risk. You've heard repeated warnings about the dangers of downloading viruses from sites you know nothing about. Few books (and *amazingly* few job-hunting books) warn you to watch out for another type of virus – crime infection.

Here is a sampling of the types of situations to watch out for (online and off):

- Some employment agencies will send out false job ads just to collect résumés. This is rather benign if it actually IS a real employment agency (although definitely unethical at best) and they might have a job in the future. However, if it isn't a real job agency, they could be collecting all kinds of personal info off of your résumé and/or application forms for identity theft.
- You've applied for one or more executive jobs online. You get an email from a job search firm that tells you your résumé is all wrong, you need personalized cover letters, and you need contacts. They will supply you with all three and guarantee the job you applied for or a similar one within 3 months (or some such time). You pay, perhaps, a few thousand dollars and they *do* improve your résumé and help you write better cover letters and you get some jobs to apply for, but you're not hired. Were you scammed? Sometimes it's hard to say. Were you overpromised and overcharged for their services? Quite possibly. Excellent professional résumé and cover letter instructors don't have to cost a fortune.
- Somebody approaches you (perhaps in a mall) to interview shoppers and collect opinions and contact info. You may even recognize the hiring company's name or the names of their clients. You fill out a short form, do the job, and hand in the survey info to your contact a few hours later. You call the company the next day for your check and they say they never heard of your contact and *they* didn't hire you. Not only don't you get paid, but the scammer got your social security number, date of birth, and enough info on you to steal your identity in addition to the contact info of the people you surveyed.

- The company sells you a **work-at-home kit** to make money just by stuffing envelopes and mailing them out. When the kit arrives, you discover that what you are sending out are more offers to let others buy the same materials from you and stuff even more envelopes.
- An ad or web site offers you a lot of money to do **easy work at home** or on your computer. All you have to do is pay a fee (anywhere from \$15-\$150, perhaps) for the costs of setting up your business. You send the check and never hear from them again, but they cash the check.
- ... Or, maybe, they do send you the kit, you do the work and you actually get a large check from this same company. They call you and say there was a bookkeeping error and they overpaid you. They instruct you to just wire the difference back via Western Union. You can be sure that the check they wrote you will bounce and they keep the money from your bank account. This is a variation of the old Nigerian money transfer scheme where they transfer funds (allegedly from Nigeria) to your account and you forward the money to somebody else. Again, your bank discovers the original transfer was bad and your bank account is drained. (If you wrote checks after the transfer, you've also bounced those checks and you have overdraft fees and angry creditors on top of losing your money.)
- A work-at-home offer requires you use a specially-equipped computer or other equipment. They send you checks or money orders to buy the equipment. You cash the money orders and wire the money to order the equipment. The money orders are fakes or already cashed, your bank doesn't honor them, but the vendors (who are part of the scheme) have already depleted your account.
- A variation of the check scam was recently written up in the *New York Post* (6-29-09) http://www.nypost.com/seven/06292009/jobs/hunting_the_hunters_176699.htm?&page=0 . A firm hires you to be a test shopper and sends you two \$1000 money orders via UPS with the instructions to cash them and go to a Western Union office to wire them to a specific account, less \$200 to keep as your fee. You are directed to report back on the politeness and helpfulness of the person handling the transaction and other info. The next day you get even larger money orders, and so on, until your bank tells you the money orders are all forgeries and they have deducted the money from your savings. (There *are* legitimate test shopping jobs, but those firms aren't going to trust you with thousands of dollars in cash, especially if they haven't met you.)
- A company offers to sell you basic materials or kits, from which you can make anything from birdhouses to toys to computer parts, and promises to buy the finished products from you. You buy the materials, make the products, send them in, but your product never meets their quality standards and they refuse to pay you. (Unlike other scams, at least you have some nice birdhouses to remind you of your gullibility, *if* they return them.)
- The "**Google Treasure Chest**" or "**Google Money Tree**" scam (*not* from Google, and could go by other names, including "Google Job Opportunities," "Google Money Master," "Easy Google Profit" and the like) advertises they will send you a training DVD (or other instruction material) to show how you can make money selling ads (or clicking on ads or entering search terms) on Google. All you pay is a small shipping charge by credit card (around \$2.00). You get the DVD, which may be useless, and you later find monthly charges (often \$72.21) on your credit card. (The charge description might have been hidden in the offer's Terms and Conditions on their website.) Some consumers have reported the only way they could stop these charges was by changing their credit card number. (Some of these victims are also

being notified that they won a lottery and they need to submit a credit card account number to get their winnings. Coincidence?) Look for Bing variations soon.

- **Money transfer** (also called **money mule**) frauds. A company wants you (as a "receiving payment agent" or "online cashier") to receive credit card orders or checks, deposit them into a local account, and wire the money to the company. Often you are told to keep 10% of the amount deposited as your fee. It's easy work until you find out the credit card numbers were stolen and the checks forged. Congratulations, you've just joined an international theft and money laundering operation. Is that the FBI knocking at the door?
- **Reshipper scams.** Fake companies advertise for "logistics managers" to receive merchandise (usually computers, electronics, and cameras) and reship them to a foreign address. The merchandise was purchased with stolen credit card numbers, mailed to your home, and you're now part of an international crime ring whether or not you got paid for the work.

Just to underscore, an article on *Fast Company* website by Austin Carr reported on Sep 9, 2010, "According to a three-month study by antivirus developer PandaLabs, ... cyber-criminals are creating around 57,000 new fake websites every week. That's close to 3 million per year." Most of these sites are trying to appear to be major financial services like eBay, Western Union, Visa, HSBC, Amazon, Bank of America, PayPal, and even the IRS. So, again, if you receive an email requesting personal information or a password to check one of your accounts, think before you click.

OK, now you've scared the bejeebers out of me. Are there ways I can protect myself from these scammers?

Yes, you *can* protect yourself. Be mildly suspicious, use common sense, and look for certain phrases or routines:

- Beware ads that emphasize high pay for easy work with "no experience necessary." Many of these ads target college students and recent grads, but don't think they won't try others.
- Never accept a job offer to work for cash from a stranger, especially if you found the offer online.
- Watch for key phrases or styles. Kate Lister and Tom Harnish, in *Undress for Success* (John Wiley & Sons), note that scam ads often use too many exclamation marks and capital letters; they have *unlimited income potential* (especially if they're Ponzi or pyramid schemes); they're *for a limited time*, are *almost out of territories*, make *lots of money*, are part-time, sometimes making money while you sleep; they have atrocious spelling (or intentional mis-spellings of web links and companies); instruct you to call a 1-900 phone number (which becomes a VERY expensive phone call); have phony seals of approval or accreditations (i.e. The Internet Chamber of Commerce seal); and *no education, training or experience is required*.
- Other frauds are *making use of tax loopholes*, are to *avoid tax payments*, and **you are assured that the process is completely legal!!!**
- International phone numbers beginning with +44 70 (71, 72, 73... etc.) are reportedly used for a redirection service so you cannot trace the person using the number. Avoid these offers.

- Never give out your Social Security number before confirming the employer is legit. (One way is to check the name, email address or phone number with the Better Business Bureau at <http://www.bbb.org/us/Find-Business-Reviews/> .)
- Never give your driver's license number (or a photocopy of your ID cards) to an unknown employer before a job offer, even if they say they need to do a background check before your interview. (Why would they do an expensive background check *before* your interview?)
- Never give out bank account info for direct deposit payments before you've been interviewed and hired and you've confirmed the company is legitimate. Even then, you might first ask your bank for a new account for the deposits or create an account where they can transfer money in, but not out.
- Never pay up-front money for a job (usually for a work-at-home job) or for a certification or for training materials or to register with an unknown jobs database unless it's from a real, accredited school.
- Never agree to open a new bank account for a business's use or to "test" a new wire transfer account or service.
- Always check an online ad to see if it has a real physical address to send correspondence. Some legitimate employment agencies, however, won't even give you the employer's name, let alone their address. (I always find these frustrating. How do you know this is a business you would *want* to work for?) In this case, make sure the agency is a legitimate one. If *they* don't give a physical address or a phone number, delete the job offer.
- Examine email addresses to see if they're legitimate. In an email offer, if the domain (the part after the @ sign) of the sending email address differs from the domain of the Reply-To email address, that could be a clue that something is fishy. (You can Google the address. See also the BBB link above.) If you get several email messages from the same employer, check to make sure the same email and contact info is in each message. If the email appears to be from a well-known company (Google, Yahoo!, IBM, Bank of America, Facebook, even your own bank) but the reply email is for an address in Hong Kong, Great Britain, Russia or some other foreign source, do not reply, especially if they ask for account info or passwords. (In the past 6 months I've received hundreds of emails asking me to confirm my Yahoo! email address and password or my email account will be closed. I deleted them and my Yahoo! account is fine.)
- A legitimate company will have its own domain for its email, not a Google, or Hotmail, or Yahoo address.
- Always check web links on suspicious emails to see if they actually are for the correct company. Links (the ones which are underlined and colored) have two parts: the part you see and the hidden part in HTML code which has the complete URL for the link. They *should* be for the same web address, but scammers know how to make one link look like another. You can right-click on it, select copy, paste it into a word processor and see if the actual link matches the one you read in the email. Alternatively, get in the habit of not clicking on links; type them into the address box in your browser. (No, don't copy and paste them into the address box, that's the same as clicking.)

- If you go to any shopping or financial website which asks you for your credit card number, check to see if there is a security icon on your browser window, usually a small padlock or key. If that icon isn't there, don't enter the number.
- If your regular job search or financial website site unexpectedly shows a pop-up window asking you to change your password (by entering the old password and your new one), it could be a thief trying to steal your password for the site.
- Another way to see if an offer is a scam is to do a Google search on the name of company plus the word "scam" or "complaint." [Thanks to Lister and Harnish, *Undress for Success*.]
- If the job sounds too good to be true, that may be the case.

What if I have been scammed?

Alison Doyle of About.com, suggests reporting to the following agencies in her article, <http://jobsearch.about.com/od/jobsearchscams/qt/reportascam.htm> :

Internet Crime Complaint Center (IC3), is a partnership between the Federal Bureau of Investigation (FBI), the National White Collar Crime Center (NW3C), and the Bureau of Justice Assistance (BJA) to examine cyber-crime (aka, internet scams). www.ic3.gov/default.aspx

Better Business Bureau: odr.bbb.org/odrweb/public/GetStarted.aspx . For general information or to do a query on a business or charity, go to <http://www.bbb.org/>.

Federal Trade Commission: www.ftccomplaintassistant.gov/

Ripoff Report: www.ripoffreport.com/ probably won't get your money back, but you can report it for other consumers. Check this site for other kinds of scams, too.

Riva Richmond, in the *New York Times*, has an article "Online Scammers Prey on the Jobless" (Aug. 5, 2009) www.nytimes.com/2009/08/06/technology/personaltech/06basics.html?_r=1&nl=technology&emc=techupdateema3 outlining some scams and mentions a few organizations:

Phishbucket.org www.phishbucket.org/ is another consumer protection site. It includes some good lists of warning signs and lists of reported scams.

Complaints Board www.complaintsboard.com/ does allow people to post their complaints, but not a lot else.

The **Urban Legends Reference Pages**, www.snopes.com , is a great place to check for email scams, in particular. It is also fun to research all the other fictional stories that wander around the web listed here.

Don't forget to contact your bank to change your account numbers if you gave them out. Monitor your credit card accounts every month, too.

Appendix

References and Resources

Web Resources:

What are best practices for a LinkedIn job search?

http://www.askdavetaylor.com/what_are_best_practices_for_a_linkedin_job_search.html

How do I use LinkedIn to find a job?

http://www.askdavetaylor.com/how_do_i_use_linkedin_to_find_a_job.html

Etiquette for LinkedIn and the Professional Networking World

http://www.intuitive.com/blog/etiquette_for_linkedin_and_the_professional_networking_world.html

100+ Smart Ways to Use LinkedIn

<http://www.linkedinintelligence.com/smart-ways-to-use-linkedin/>

Guy Kawasaki's 10 Ways to Use LinkedIn

<http://blog.guykawasaki.com/2009/02/10-ways-to-use.html>

5 LinkedIn Profile Branding Mistakes To Avoid

<http://j2bmarketing.com/2009/10/10/5-linkedin-profile-branding-mistakes-to-avoid/>

"LinkedIn Job Search, How to Use LinkedIn to Job Search" by Alison Doyle, About.com

<http://ow.ly/15Vejd>

15 Critical Criteria for Choosing the Best Job Site for You" by Susan P. Joyce

<http://www.job-hunt.org/choosing.shtml>

"Job Seekers' Guide to Resume Databases: Twelve Resume Posting Truths" by Pam Dixon

<http://www.pamdixon.com/resumedatabaseguide.htm> Read this before posting your résumé online!

Network World's 20 Most Useful Social Networking Sites (slideshow) - see graphic on page 57.

<http://www.networkworld.com/slideshows/2008/031108-most-useful-social-net-sites.html>

The Dirty Dozen Online Job Search Mistakes by Susan P. Joyce

<http://www.job-hunt.org/jobsearchmistakes.shtml>

LinkedIn's Most Unusual Members: Meet The Super-Connected - LinkedIn's LIONS from CIO.com:

http://www.cio.com/article/470122/LinkedIn_s_Most_Unusual_Members_Meet_The_Super_Connected?source=artrel_top

How to Build Your Network by Brian Uzzi and Shannon Dunlap (Harvard Business Review)

http://www.kellogg.northwestern.edu/faculty/uzzi/ftp/uzzi%27s_research_papers/uzzi_dunlap%20hbr.pdf

Searching the Hidden Job Market for Opportunities by Debra Feldman

http://www.cio.com/article/326363/Searching_the_Hidden_Job_Market_for_Opportunities

Note that CIO has a nasty habit of blocking access to articles unless you view the commercial before it.

Ten Steps to Find a New Job, Job Search Tips and Strategies by Alison Doyle, About.com

<http://jobsearch.about.com/od/findajob/tp/tensteps.htm> Includes links to other articles.

Job-hunt.org <http://www.job-hunt.org/> . "Best of the Web for Careers, Job Hunting, and Finding Work" Great site with lots of articles on job-hunting (including networking) as well as links to lots of government resources and networking groups listed by state. Visually, it's a bit cluttered and disorganized, but there is a LOT of good information accessible through this site.

YAHOO! hotjobs hotjobs.yahoo.com and **About.com: Job Searching** jobsearch.about.com each have hundreds of articles related to job hunting.

BBC Radio 4 Business report on online networking
http://www.bbc.co.uk/radio4/news/inbusiness/ram/inbusiness_20051006.ram

Using Twitter for Networking and Job Hunting (Blog Post):
<http://thetalentbuzz.com/2009/02/find-a-job-using-twitter-and-networking-twitter-job-search-strategies/>

Books (including those quoted in this guide):

Seven Days to Online Networking by Ellen Sautter and Diane Crompton; Indianapolis: JIST Works ©2008
In this writer's opinion, the best book on using Internet tools of all kinds for networking.

Happy About Online Networking by Liz Ryan; Cupertino, CA: HappyAbout.info ©2006. The *Ask Liz Ryan blog* is also a useful resource: <http://www.asklizryan.blogspot.com/>

Networking for Job Search and Career Success (Paperback) by Michelle Tullier; St. Paul, Minn.: JIST Publishing.

How to REALLY use LinkedIn by Jan Vermeiren. Available in English and Dutch.
<http://www.how-to-really-use-linkedin.com/> A "Lite" version (really a teaser) is available free for download.

How to Succeed in Business Using LinkedIn by Eric Butow and Kathleen Taylor. AMACOM Div American Mgmt Assn, 2008

How to Find a Job on LinkedIn, Facebook, Twitter, MySpace and other Social Networks by Brad and Debra Schepp. McGraw-Hill, 2010.

LinkedIn For Dummies by Joel Elad. Wiley Publishing, 2008. Find wherever "Dummies" are sold.

Let's Connect: Using LinkedIn to get ahead at work by Ajay Jain (Paperback) TCP Media, January, 2008. See techgazing.com/linkedin/ for sample chapters and ebook version. Also see Amazon.com.

42 Rules for 24-Hour Success on LinkedIn: Practical ideas to help you quickly achieve your desired business success by Chris Muccio with David Burns and Peggy Murrah. 2009

I'm on LinkedIn, Now What??? by Jason Alba; Cupertino, CA: HappyAbout.info ©2007 The first popular LinkedIn guide. (Maybe a little long in the tooth, now.) Of course, there's a web site connected to the book: imonlinkedinnowwhat.com/.

The Idealist Guide to Nonprofit Careers for Sector Switchers –and–
The Idealist Guide to Nonprofit Careers for First-time Job Seekers www.idealists.org/en/career/guide/index.html
Written by the staff and friends of the nonprofit site **Idealist.org**, they focus on job-hunting for the nonprofit sector, but have lots of information appropriate for other job-hunters as well. Available free as a downloadable PDF file (or a printed version for sale), you can also download individual chapters.

The Virtual Handshake: Opening Doors and Closing Deals Online by David Teten and Scott Allen. Published by the American Management Association. Not only does it have its own website, you can download a free PDF copy at thevirtualhandshake.com/free-book-download.htm. Note that printing has been disabled on the PDF version.

Rites of Passage at \$100,000 to \$1 Million+: Your Insider's Lifetime Guide to Executive Job-Changing and Faster Career Progress in the 21st Century by John Lucht (Hardcover). (Author also has other job hunting books.) There are many versions (2007 appears to be the latest). Author also affiliated with www.RiteSite.com search site.

The Twitter Job Search Guide: Find a Job and Advance Your Career in Just 15 Minutes a Day by Susan Britton Whitcomb, Chandlee Bryan, and Deb Dib (Paperback). <http://www.twitterjobsearchguide.com/home/>

And for real live networking:

Never Eat Alone And Other Secrets To Success, One Relationship at a Time
by Keith Ferrazzi with Tahl Raz; NY: Doubleday, ©2005

How and why to network with lots of personal stories, anecdotes, and extensive name-dropping.

The Networking Survival guide, Get the Success You Want by Tapping into the People You Know by Diane Darling. New York, et al., McGraw Hill, ©2003.

Keep your LinkedIn Profile Relevant and Concise:

The 5th Wave

By Rich Tennant



**"I know it's a short profile, but I thought
'King of the Jungle' sort of said it all."**

On the importance of keeping a good attitude in today's job market:

