

Career Management Digest

Career Change: Job Search, Applications and Resumes

Last month, we covered some Job Fair basics. This month, we will look at the changing world of how to discover those job leads and how to apply for jobs (applications and resumes). You may be surprised to learn about some of the new online resources both employers and jobseekers can use. Job Fairs and networking continue to be popular ways to find a new career, but to be successful, you might want to get acquainted with what's current in the world of job search, applications and resumes.

Job Search Statistics That May Surprise You

Job search strategies have changed a lot in the last five years. More businesses are utilizing online applications or other forms of social media to find employees. It's a rare opportunity to have a paper copy of an application to complete. When Googling "Job Search Statistics" recently, I came across an article with some interesting points to make.

92% of Recruiters Use Social Media in Hiring. Social media platforms are not only a great way for employers to share information about their company and their work environment, it also allows recruiters to connect with and actively search for candidates. This practice is called sourcing. Think of sources as recruiting researchers who are combing every nook and cranny of the internet, including a candidate's social media profiles, to find qualified candidates who can fill some of their hardest job openings, especially knowledge workers, STEM positions and engineering.

The author of this article, Jessica Miller-Merrell, states that **LinkedIn is a recruiter's number one choice (81%) for recruitment and hiring**, followed by Facebook (55%), Twitter (47%). Other resources used include Glassdoor, Youtube, Google+, Instagram and Snapchat. *Source: 2015 Recruiter Nation Study by Jobsite

When writing a resume, the author reports that all types of media (including resume/cover letter and all parts of social media) are critical. When writing a resume, get your knowledge, skills, abilities and most recent work experience (or edu-

cation if you're a recent grad) at the top of your resume. Why? **It's been reported by recent studies that the average recruiter spends only six seconds reviewing your resume.** Given the fact that your social media presence plays a huge role in recruiting, you want to make sure your best is front and center! *Source: b4j.co/sxsw-job-search



The current job market in our region (and across the US) reflects low unemployment numbers. Check the want ads, job boards, signs outside many businesses and business' social media/websites, and you will see that there are many many jobs out there. Given this information, it is a jobseeker's market right now. A statistic that might surprise you is that **50% of jobseekers are currently employed, but considering a job change.** Jobseekers may have several offers at one time to consider.

It is also logical to assume that if employers/recruiters are using social media platforms to advertise their openings and to recruit, it's also a given that **employers/recruiters are also using these same social media platforms to check out the jobseeker.** According to Blogging4Jobs, 51% of these companies are checking out their possible candidates.

With that information, a jobseeker would be wise to take time to look at their LinkedIn profile, their Facebook page and be mindful what they are doing with their Twitter, Instagram and Snapchat accounts. Will a potential employer see crazy photos, poor grammar/spelling and controversial posts? I often hear from jobseekers, "No one can see my posts unless I invite them" or a reference to their privacy settings that they assume would prevent just anyone from seeing their social profiles. I once had an HR manager tell me, "It's not called the world wide web (www) for nothing!" It's a small world; you might be friends with someone who is friends with someone else who is...well, you get it. It might be easier than you realize to see your Facebook page, so it's important to have your profile/information looking professional and current.

Read more at: <http://workology.com/6-shocking-job-search-statistics-im-discussing-at-sxsw>

~Submitted by Valerie Kvale, Placement Specialist, Workforce Development, Inc. -Freeborn County

Networking for Job Searching

You know the saying... "it's not about WHAT you know, it's about WHO you know." Well, now days it is about BOTH. Think about your career interests, your skills, and also WHO you know who could possibly connect you to a job opportunity. Write out a list of FRIENDS, FAMILY, ACQUAINTANCES, etc., who you could reach out to for job searching assistance. See if they know of any job openings. You never know what opportunities may pop up that perhaps were not listed on any job search websites.

-Submitted by Amy Lofquist, Career Counselor Workforce Development Inc. -Steele County

Tips For Completing Online Applications

Applying for a job online can be frustrating.

1. **Keep your personal information close to the vest ...** No credible employer will ask for – and you shouldn't offer – personal information such as bank account or credit numbers, mother's maiden name, or identifying characteristics such as eye color.
2. **Verify the legitimacy of a company or recruiter before completing an online application...** Speak with industry groups or do an online search about the prospective firms of interest to learn about their reputation as an employer.
3. **Update your resume...** You may be applying for the same type of job but in different industries. Your resume should include up-to-date information that is tailored to that particular company and industry.
4. **Have an online version of your resume and cover letter readily available...** You can "cut and paste" from the company's own documents to the on-line application as needed.
5. **Keep a copy of your resume, the actual job description and any other company information...** You will have easier reference to customize responses and for follow-up.
6. **Attach a cover letter with your resume...** Attach a cover letter with your resume if the application allows it.
7. **Reread your completed applica-**

tion -- before hitting "send" ... Be sure to proofread your online application to ensure it is completed correctly before submitting. You may not be allowed to reapply or have a time constraint for reapplying. Typos aren't any more acceptable online than they are on paper.

8. **Prepare for technical glitches ...** Save a completed online application for your files or print out a copy before submitting in case you need to reenter data or resubmit.

9 **Consistency counts ...** Job seekers should realize the information provided in the online application must match any other information provided as this information may be used when conducting background checks. Any data inconsistencies, inaccuracies, or misrepresentations may be used to decline an interview in the first place or in the event you are hired, be used as legal grounds for potential disciplinary action.

10. **Understand the risks involved in posting a resume in a database ...** Sites cannot control your resume after an employer or recruiter has downloaded it. When it comes to resume databases, job seekers should know the risks of posting their resume in a database.

11. **Keep a record of where you have posted your resumes.** Delete them from the sites where you have posted it after you've finished your job search.

~Submitted by Ed Duda, Career Counselor, Workforce Development, Inc. - Olmsted County

THE DO'S **WRITE A ROCKIN' RESUME** **AND DON'TS**

- STICK TO 9-12 POINT FONT** (9, 10, 11, 12)
- USE TRADITIONAL FONTS**
Like Times New Roman
Times New Roman is both traditional and professional.
Or Helvetica
Helvetica is modern, clean, and ready to impress.
- MOST RECENT JOBS FIRST**
LIST YOUR MOST RECENT JOBS FIRST.
• THEN LIST YOUR ACCOMPLISHMENTS AT THOSE JOBS AS BULLET POINTS
- USE TAILORED KEYWORDS (AND USE THEM MORE THAN ONCE)**
53% of hiring managers say that it is of utmost importance that a candidate tailors the resume to the specific job.
52% of hiring managers stated that they would like to see more SPECIFIC examples when it comes to previous work.
- ABOUT 400 WORDS PER PAGE IS THE SWEET SPOT**
- COLOR CAN BE USED IN YOUR RESUME**
It is not considered inappropriate to use color in a resume. However, it is important to use it wisely. Does the position require a colorful personality? This might be a good time to show them who you are by using a bit of color.
- NO OBJECTIVE STATEMENT**
Including an "objective" section has no bearing on whether or not a resume is considered.
- 80% OF THE TIME WHEN HIRING MANAGERS VIEW A RESUME, THEY ARE LOOKING AT:**
• NAME
• CURRENT TITLE AND COMPANY
• CURRENT POSITION START AND END DATES
• PREVIOUS TITLE AND COMPANY
• PREVIOUS POSITION START AND END DATES
• EDUCATION ACCOMPLISHMENTS
- KEEP IT IMPERSONAL**
Avoid including personal information such as marital status, or amount of children.
- CAUTION!**
DO NOT USE PHOTOGRAPHY ON YOUR RESUME
DO NOT USE AN AMATEUR EMAIL ADDRESS (SEXYBEAST991@HOTMAIL.COM)
- DON'T OVERUSE BULLETS.**
DON'T LIST ANY MORE THAN 6-7 BULLET POINTS IN A SECTION. THEY WILL NOT BE READ.
- AVOID FILLER WORDS LIKE THE AND**
- DO NOT LIST YOUR GPA IF IT IS BELOW 3.5. EMPHASIZE OTHER ACCOMPLISHMENTS AS AN ALTERNATIVE.**

Source: theundercoverrecruiter

UPCOMING JOB FAIRS IN OUR REGION:

Thursday, April 6, 2017-Health Care 9:00am – 11:30am @ Rochester Workforce Center – RCTC Heintz Center

Wednesday, April 12, 2017, Albert Lea Spring Regional Job Fair, 1:30-5:30 pm, Northbridge Mall, Albert Lea

Thursday, April 27, 2017- Rochester Post-Bulletin Job Fair 9:00am – Noon @ the RCTC Sports Arena / RCTC Fieldhouse on the Main Campus

Thursday, May 11, 2017– 10 am-1 pm, Faribault Regional Job Fair @ Faribault West Mall

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