

Use The Internet To Find Your Next Job

As the job market continues to rebound, it also continues to change. Whereas job seekers once sent their resumes to prospective employers via traditional mail, nowadays many companies prefer applicants utilize the company Web site to apply for open positions.



That shift has also taken place with how men and women look for work. Many job seekers rely on the Internet to research companies and find job postings. The Internet grants job seekers instant access to the most current information and allows them to expand their job search to markets across the country and even the globe. In addition, just like companies use the Internet to promote themselves, men and women looking for work can follow suit and use the Internet to their advantage.

* Select the right sites. It can be daunting to find a job primarily via the Internet. Many, many job sites exist, and men and women might not know which one best suits their individual needs. When perusing a job Web site, focus on what the site offers, including a list of potential employers and a resume database. Also, when researching online job boards, look for one that doesn't list outdated job postings. Many Web sites advertise thousands of jobs, but the vast majority of those jobs might be outdated, which just wastes time. If using a job board that requires payment for its services, first research the site's background, such as who is running it and who to contact should a problem arise.

* Network online. Networking is nothing new, and it can be done just as easily online as in person. Utilize social media Web sites, including Facebook or LinkedIn, that make it easy for you to connect with other professionals in your industry. Even if fellow professionals don't provide any leads to job openings, they might offer valuable job seeking advice about finding work in the industry.

In addition to social media Web sites, professional organization Web sites are a valuable and accessible online tool. Such organizations might require job seekers to sign up, but doing so can provide exclusive access to job openings within the industry. Many professional organizations also host seminars or Webinars about the industry that can provide great ways to network with fellow professionals and learn about the latest innovations and news within the industry.

* Target specific employers. The Internet enables job seekers to target specific companies within their industry. Company Web sites offer a wealth of information about the company's practices, values and goals, and such information can be extremely valuable during a job interview. Job seekers can use the Internet to learn about various companies within their industry and then target the companies that most appeal to them. Such research increases the likelihood that a job seeker will find a job and a company that best fits their needs and career goals.

* Don't overdo it. When posting a resume online, it's best not to post a resume on too many Web sites. Doing so threatens your privacy and opens you up to potential scams. It can also be difficult to stay up-to-date with your resume if you post it on too many sites. Resumes should be updated regularly, particularly for people who are freelancing while looking for permanent positions. But if your resume is on too many Web sites, it's easy to lose track of where it is and keep it updated.

Finding work online might not be as easy as it sounds or easy as it was in the days before online job boards. But men and women who use the Internet to their advantage might just land their dream job.

MAJORS

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time, and a good option for criminal justice majors. Starting salaries average about \$38,000.

• **Elementary education:** Education is one of the few careers that continues to grow and provide good options for applicants. Although good teachers are an asset to future students and workers, a teacher earns the lowest starting salary of the most popular majors, averaging just \$29,500.

• **Nursing:** Nursing is one of the largest

industries inside of the health care niche and continues to add workers. Nurses have a wide range of options in jobs. Salaries begin around \$41,000.

• **Psychology:** This is the second most popular major, usually for students who are unsure as to where they want to go in college. Psychology students often combine their major with others to have a specific concentration, such as adolescent counseling or teaching. Starting salaries are around \$46,000.

College can unlock doors in the career world. Depending on what students want to earn after graduation, college majors should be based on interests and earning potential.

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