

Are You Networking in All of the Right Places?

Networking is the buzzword for today's job search candidates. Job search experts estimate that as many **75 percent** of people currently seeking employment profit from successful job search networking.

Why is making contacts important before you get the job?

Employers do not want to make the wrong choice when hiring new employees. They are looking for workers they can **trust**, someone who will get the job done. An employer is attracted to someone who has connections or has been **recommended**. Unfortunately, this cannot be communicated through a resume. Networking allows employers to get an 'inside' look at potential hires.

Knowing where to network is critical. Job seekers must network in multiple locations. This includes using various forms of media and the Internet. Every new contact a job seeker creates, whether via friends, a previous job, or the Internet, is another link in his or her network and one-step closer to the perfect job.

Whenever, Wherever

The Internet has made it possible for job seekers to network twenty-four hours a day from any location. A person looking to work in the field of finance can network from home, while on vacation, and even during a lunch hour if they currently have a job when strategically using the Internet.

There are many sites on the Internet that job seekers successfully use every day for networking. Each site connects people with similar interests and similar goals. Remember, you are not asking these people for a job. You are making connections that may lead to job!

The most successful Internet networking sites include:

- LinkedIn
- Twitter
- MySpace
- Facebook
- Classmates.com

Chances are high that job seekers already have profiles on one or more of these sites. If so, experts advise them to clean up their profile by removing anything unflattering before using it to network.

How does it work?

LinkedIn is a social networking site created specifically for professional networking. The first step is to create a profile that will serve as an online resume. This is a chance to include additional information that will attract contacts. Hobbies, honors, and other high interest tidbits immediately connect with other users.

The next step is to make connections. This can happen very quickly. Once a job seeker has posted a profile, every new connection he or she makes will lead to more connections that are new. Job seekers can view every new connection's friends and invite them into his or her network. **LinkedIn** also offers introductions that allow a job seeker to be introduced to a new contact via the site.

And Don't Forget...

Do not forget to include a few old-fashioned, time tested networking methods in any job search say the experts. One-on-one networking has phenomenal power. Leads and contacts can come from family members, friends, neighbors, and co-workers.

Job search networking is also possible through a recruiter. A recruiter is paid to know about jobs that are out there and how to get clients noticed. They are very successful at putting clients in network situations.

Job search networking is all about knowing where to network and who to network with. A recent study of large companies revealed that **60 percent** of their new hires came from employee referrals and the Internet. Studies are showing that the Internet leads to about **10 percent** of all hires. *Do you know what that means?* It means a whopping **50 percent** of positions are being filled through networking!

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