

Where is the Hidden Job Market?

There is a very old adage that says: *“It isn’t WHAT you know, it is WHO you know,”* and unfortunately that is just as true today as when it was first said however many years ago. This is particularly the case when you are looking for a job. It might be hard to believe, but only **20 percent** of the jobs are actually available to the public and the rest are filled through a complicated system of **networking** and *“connections”* – meaning the jobs are filled by people who have direct access to those making the hiring decisions.

Where are all of the jobs?

They are actually almost anywhere you might look, it is just that most employers tend to prefer hiring someone that they know through professional (or even casual) connections, or even through a **recommendation** from a respected colleague.

This tends to answer the most common question heard in the modern world, which is: *“why can’t I find a job?”* The answer to that is actually another question, and that is: *“are you networking...are you making connections?”* This is the essential step that will take you far beyond the *“help wanted”* or *“employment”* sections of any website.

How do you make connections?

Now, you might be wondering *“how do I make connections?”* and you should know that you are probably already doing a lot of the steps necessary. Once you understand how to make effective connections you will begin to see nearly **instant results**. There is a difference between adding someone to a social networking site and actually forming an *“effective connection”* with them. This demands tons of follow-up and maintenance, but will always yield excellent results.

The plain fact of the matter is that the hidden job market is found by making connections. This demands that you network with everyone possible and through every method available because it is usually the person with the most connections who gets the job, even if they are less qualified than someone else.

So, what does this all mean in actual terms?

Well, if **80 percent** of the jobs available are not made public, this means you have to understand how to make *“word of mouth”* and **connections** work for you.

- Does this mean that you will have to conduct a “cold calling” campaign in order to make yourself known?
- Will you have to repeatedly fill out applications with companies who may not currently be hiring?

The answers for both questions is “no” because that is not the modern and efficient method.

Social Networking

If you cannot get your proverbial foot in the door through something like an internship – which is the number one method of solid networking and connection building – you can use social networking instead. For instance, become a **Facebook “fan”** of a company or organization in which you hope to get a job.

Do a bit of online research to see if any employees or key staff have **Twitter** accounts that you might follow and engage with. If you let these people see your name and view some of your well-written comments, it is going to help you establish a professional connection that can be used when a job is available.

You should also actively begin to interact with people who are connected to the same industries or fields through social networking too. All of these actions will lead to a very tight web into which dozens of **hidden job opportunities** will eventually fall.

Find out if you are networking in all of the right places by reading the article: “**Are you Networking in All of the Right Places**”.

To ensure your online presence is consistent with your professional brand Regal Resumes offers Social Media Optimization. Check our Services page for more information.