

GET THE JOB

Beyond Online Job Boards

Don't limit your search to the same old tried-and-true resources

Those looking for open positions can usually find a treasure trove through online job boards and classified advertisements. But plenty of opportunities exist outside of those closed systems, and leveraging your personal network, in-person job fairs and social media may uncover employment options you never knew existed.

PERSONAL NETWORK

There will always be a so-called "hidden job market" where openings exist that are never posted online — or, in previous eras, printed in newspapers or circulars. Employers may take this approach because they've engaged the services of a recruiting firm, are trying to save money on advertising fees, are hiring internally or are relying upon internal recommendations. In the latter case, you may be able to promote your candidacy through personal peer connections. Expand your personal network to include former coworkers and friends in the industry, those who work at a company of interest to you, and experts and leaders whom you may have crossed paths



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with along the way. Let them know you are open to new opportunities, and doors may open that you never knew existed.

SHARPEN SOCIAL MEDIA

Keep in mind how important your own social media presence is when it comes time to look for a new job. Before you begin the process of widening your network, make sure

you're presenting your best face online. Everything should be in service of your career goals during a job hunt.

Highlight important professional achievements, while engaging in conversations about the industry and its unique challenges and opportunities. Make sure you're not participating in potentially off-putting behavior on the web. Basic searches are sure to fol-

low from a hiring manager, so this also gets you ahead of the game.

IN-PERSON SEARCHES

Look for upcoming job fairs and related industry conferences, and make plans to visit with industry leaders and peers within your field of employment. At the very least, you'll be extending your professional web. But these in-per-

son events might also lead to concrete employment opportunities. When making new contacts, be concise and informative. Strengthen your message by being reactive to their comments, not simply listing off your own achievements and credentials. Present yourself with confidence, but try to avoid coming off as too assertive or overbearing. First impressions count.