



Job Search Memoranda

JSM Career Coaching's Newsletter

August 2010

Inside This Issue

FREE September Teleseminar – Twitter Your Way Into a Job
Time for a Career Change?
KSA's Eliminated From Initial Federal Job Search Process
Article: "Why the Job Search Must Be Social"
Congratulations to Another Job Search "Graduate!"
There's still time left! "Investment in Educators" Program

FREE September Teleseminar – Twitter Your Way Into a Job

Date: *Thursday, September 9, 2010*

Time: *3:00pm, ET*

Duration: *(1 hour)*

Cost: *FREE*

Deals: *You need to join us to find out!*

Register Here: <http://www.jsmcareercoaching.com/tele-seminar.html>

Twitter as a job search tool? Really? Yes! Really!

Are you skeptical of all the hype? Wonder what all the buzz is about? Join as we discuss why using this is the "#1 fastest growing opportunity for employment?." We'll cover the basics in how to get started, and share how you can shift your job search from being the "hunter" to becoming the "hunted!"

As always, there are special deals offered to all participants. But you must join us to find out more.

Time for a Career Change?

Working with a Career Coach can help you...

- Discover your vision, purpose, values, and passions and align them with truly meaningful work.
- Identify the unique attributes, strengths, and skills that set you apart from your competition.
- Investigate career options and match your passions and skills with the best industry and position for you.
- Communicate your unique brand effectively, both verbally and in writing.
- Build a better career and enjoy a better life.

Contact me today so I can help you get started!

KSA's Eliminated From Initial Federal Job Search Process

After November 10, 2010, applying for a governmental position will be much easier! Check out this for more information:

Improving the Federal Recruitment and Hiring Process

(<http://www.whitehouse.gov/the-press-office/presidential-memorandum-improving-federal-recruitment-and-hiring-process>)



Julie Mendez, CJSS

Get Out and Network!

Look here in Every Newsletter for New Networking Tips and Ideas!

National Association of Asian
American Professionals
<http://www.naaap.org/>

Native Web
<http://www.nativeweb.org/>

National Society of Hispanic
MBAs
<http://www.nshmba.org/>

Do you have more ideas? Pass them along and I'll share them in future newsletters!

Find Me On the Web!

Email
JulieMendez@jsmcareercoaching.com

Website
<http://www.jsmcareercoaching.com/>

Blog
<http://www.jobsearchcoaching.blogspot.com/>

LinkedIn
<http://www.linkedin.com/in/juliemendez>

LinkedIn Job Seekers Group
http://www.linkedin.com/groups?gid=2464873&trk=hb_side_g

Twitter
<http://twitter.com/JulieMendez>

Facebook
<http://www.facebook.com/pages/JSM-Career-Coaching/188220880293>

Why the Job Search Must Be Social

by Chandlee Bryan, co-author of the *Twitter Job Search Guide*

The results of [Jobvite's](#) annual Social Media recruitment survey are in, and the big picture reflects much of what we've suspected all along: Employers across sectors—from tech and manufacturing to finance, health care, and government—are increasingly turning to social media to showcase opportunities, source for candidates, and save money that might have otherwise been spent on traditional job boards. Over 600 HR and recruiting professionals responded to the survey. Among the survey's findings:

Employers are Hiring. *How are you preparing for the recovery in terms of hiring?*

Business is Booming and We Need to Hire Now: 35%
We're Hiring Somewhat to Be Ready for the Recovery: 35%

Significant Findings: 92% of employers actively hiring are using social media, 50% are using Twitter for this purpose.

For candidate quality, respondents rated social networks significantly higher than job boards who landed in last place. Referrals were the most highly rated for candidate quality.

Applicants are More Flexible. *How do applicants in 2010 compare to 2009?* Percentage of survey respondents reporting

More applicants have been unemployed: 83%
More applicants willing to accept lower salaries: 73%
More applicants willing to relocate: 62%

Social Networks Lead All Other Recruiting Channels for Planned Investment by Employers

A strong majority of survey respondents (83%) reported using social media as part of their recruiting strategies. Almost half (46%) of respondents reported plans to spend more on social recruiting in 2010 than in 2009. The losers: job boards (36% or respondents will spend less) and third party recruiters and search firms (down 38%).

LinkedIn is still Top-of-Mind for Companies Using Social Media to Recruit but Twitter is Gaining *Which social media tools do you or your company use for recruiting?*

LinkedIn: 78% Facebook: 55% Twitter: 45%

(If the Twitter numbers look low here, take another look: 50% percent of companies reporting having Twitter accounts "for any purpose" – rapidly gaining on LinkedIn and Facebook who hold steady at 62% each. Twitter was the fastest growing social media tool in terms of organization adoption, with an year-to-year growth of 30%.)

Our take on survey findings: While Twitter is still gaining traction as a job search tool, we think it's a top notch go-to destination. ***Why is Twitter our top choice for a social media job search even if the highest volume of traffic is elsewhere?***

Twitter is a cost-effective destination for employers. Employers can save hundreds of thousands by migrating from job boards to social media, note the cost for posting individual or unlimited positions on [TweetMyJobs](#). (And [TweetMyJobs](#) job seekers can have positions customized to their interests sent by SMS.)

Twitter is a barrier buster: Unlike LinkedIn or Facebook, you don't need to know someone to be introduced, request introductions, or reach out to many new potential friends without fear of losing your account. You can use Twitter to jump online, spark or join a conversation in progress, and create your own community of users who share your interests...Participate actively, and you'll increase your own visibility. Before you know it, you'll have people willing to vouch for you in your job search—or who are seeking you out.

Remember: The candidate employers love to hire is still the candidate who "comes recommended." Check out the hiring stories of our successful Twitter job seekers in the [Twitter Job Search Guide](#).

Congratulations to Another Job Seeker "Graduate"!

Congratulations to Elizabeth Harris, who recently got a new position! She agreed to be interviewed for this month's newsletter.

- What is your new position and what company?
"Application Systems Analyst for Peacehealth Laboratories, Springfield, OR"
- What service/coaching advice helped you the most?
"Resume writing - I had no idea just how much had changed since I last updated my resume. It was no longer a buyers market and it was time to change. Also, LinkedIn and online networking was foreign to me. Learning how to make connections with people who can get my resume on the hiring manager's desk was a much needed skill. Though still difficult, I learned that I could do it."
- What tips/advice do you have for other jobseekers out there?
"Update your resume, it should be written with the right audience in mind. Understand that you're one of many and it's the job of a recruiter to weed out the undesirables. Don't be one of them! Your resume should quickly "tick the boxes" for the recruiter. It's no longer about what you can do, but what the employers are looking for. It's important to quantify your successes as well as highlight skills that fit the employer's needs. Also, don't just apply for a job, but learn how to get your resume in front of the hiring manager. It's not as simple as submitting an application, but rather it may take a few steps. Learn how to use your online connections."
- Networking ideas: what worked for you?
"My first step was updating my LinkedIn page to be 100% complete. Providing information that others would search for when seeking an employee. And secondly, getting recommendations from people who could make a difference, not just colleagues, but my managers who could attest to my specific skills."
- What is one thing you wish you knew or had been told at the beginning of your job search?
"I blindly sent in resumes/applications for several positions I really would have loved. I wish I had known how to ensure that my resume was put in front of the right people, by having an attention getting resume and someone to help get it there."

Congratulations Elizabeth, and thanks for sharing your success story!

(Do you have a success story to share? Please let me know, I'd love to feature you here in a future newsletter!)

Have a great month! Please let me know if there is anything I can do to assist you in your career goals!

Julie Smith Mendez, CJSS

To remove your name from our mailing list, please let me know!
Questions or comments? E-mail me at JulieMendez@jismcareercoaching.com.