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### 3 Paths to Employment

Job seekers in today's employment market often ask me, "How can I differentiate myself from other job seekers? Are recruiters, job boards and social media mutually exclusive?" In my opinion, t...

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## Job Strategy 2.0

You don't need to act like Hulk Hogan to get a job, but channeling that aggressive drive to "be seen and heard" through strategically networking on social media sites will help. Here are some proven tips:

### LinkedIn

LinkedIn is not only a place to upload an online portfolio and resume, you can also engage and connect with other LinkedIn users through [groups](#). Groups are formed around interests, industries, location, etc. Hudson has their own group, [Hudson Network](#), with over 1,259 members ranging from clients, candidate and employees. If you were looking for a job at Hudson, or any company with a group, participating in a group discussion is an easy way to get your foot in the door. Once a group is formed it can update its users with tips, articles and even job postings. These groups are essential for job seekers.

- [JobAngels](#) is founded on the concept of volunteers networking to help others find employment. They have established [LinkedIn](#), [Twitter](#) and [Facebook](#) accounts for you to easily connect. Their network consists of candidates looking for work and employers, as well as HR and recruiting professionals who want to give you a helping hand.
- [LinkedIn: JobSeekers USA](#) Job Seekers USA has the largest recruiter pool of any group on LinkedIn. The group members are a mix of job-seekers and recruiters, enabling any person who joins to be seen by thousands of active recruiters.
- [TalentBar: HR and Recruiter Network](#) will give you exposure to thousands of recruiting agencies. It's a great source for prospective employment, as well as career and job search advice as the group is very active in new article postings.

These groups are all great for job seekers, but you never know where the opportunities may lie. I encourage you to join groups based around your interests, specifically your industry. Can't find the group you're looking for, [here is a directory](#). Still can't find it? Start your own!

### Twitter

If you have been reading our [ITHireWire](#) blog you may have read the post '[Building Your Network of Followers on Twitter](#)' which explains that your success with Twitter depends on your following and how you [engage them](#). Here are few key people to add to your job search network on Twitter.

- *Job Search General:* [Allison Doyle](#) is a great person to follow. The blogger for About.com's [Job Search and Employment Guide](#) tweets about just about everything you need to know from job searching at a party to writing a killer resume.
- *Entry Level:* [Heather Huhman](#) helps recent grads find jobs by scouring the job boards for entry-level positions. [Lindsey Pollack](#) author of 'From College to Career' tweets tips and advice for recent grads on the job search.
- *Personal Branding:* With all of these social media sites, it's more important now than ever to strategically manage your personal brand. [Dan Schawbel](#) is an expert in personal branding, his Tweets are a gold mine of how to's and tips. To see how your personal brand measures up figure out your [Google Quotient](#) discussed in our [last blog post](#).
- *Recruiting:* [Cheezehead](#) is an expert on using internet and technology in the recruiting world. He is a leading HR consultant and offers tips and advice on job searching.
- *IT, Finance and Legal:* Of course there is always Hudson. If you are interested in a career in these fields send me a Tweet, [@toddharootyan!](#)

Twitter is a great resource to get your job and interview questions answered immediately. If you are following these people and Tweet a job related question, you can be sure they will answer you. Better yet, you can @ reply and DM them!

### Other Social Sites

Twitter and LinkedIn are both great ways to build and maintain your network. Here are a few other social sites that will enable you to properly showcase your work by harnessing the power of Web 2.0.

- [Jobster](#) is a networking platform that connects you to hiring managers through jobs posted on the site. It allows you to create your profile, as all SM sites do, but Jobster also allows you to tag your skills. Once you apply for a job, the site allows you to connect with the person who posted it and add them to your network.
- [Visual CV](#) Bring your static resume into Web 2.0 with a Visual CV, a site that

- allows you to create your own resume webpage using various forms of media to showcase your work samples such as video, audio, images charts and graphs. You can send it to recruiters by downloading it into a PDF or linking to it. The site also has a job search feature that allows you to directly apply with your page.
- [JobFox](#) developed a system that creates a suitability profile by learning about candidates through the skills, experiences and goals they post on the site and then matches candidates with jobs that fit, similar to online dating.

Job seeking is a full time job in itself, especially if you are managing all of these various networks. While it may take sometime to get the ball rolling, once you do you will figure out what specific sites work better for you allowing you to optimize your time on those sites and successfully land yourself a job. Don't believe me? [Twitter to Job](#) is just one of many social media success stories that displays the power of networking and personal branding online.

### 3 Paths to Employment

Job seekers in today's [employment market](#) often ask me, "How can I differentiate myself from other job seekers? Are recruiters, job boards and social media mutually exclusive?" In my opinion, the best approach for any job seeker is to strategically use the best of everything. This includes recruiters, job boards and networking via [social media](#) to land your next job. Do your research, show strategic thinking, work hard and back that up with an experienced recruiter to get the career results you are looking for.

#### Advantages of using a recruiter:

- Get a personal advocate and partner in your job search free of charge to you.
- Access to intimate knowledge of the hiring practices of many of your top employers. Recruiters may also be able to target companies and jobs that you are not aware of.
- Get an accurate assessment of your skills and marketability, which will result in a fair salary negotiation.
- Get [advice](#) on interview preparation and how to make that first impression a deal maker, not a deal breaker.

#### Advantages of using job boards:

- Control your search and apply to the positions you are interested in pursuing.
- Find a position with a company that is not utilizing a recruitment firm.
- Direct connection to the hiring manager.

#### Advantages of using social media:

- It is free!
- Gain access to a network of people you otherwise might not have met.

- [LinkedIn](#) and [Twitter](#) are developed to manage your network with ease and efficiency.
- Build your [personal brand](#) to position yourself as an expert in your industry by engaging with others and sharing information through social media sites.
- Often before posting jobs on a widely available job search site, jobs are posted on these social media sites first, so job seekers can get ahead by being first to respond.
- Gain access to recruiters who are also using social media to find job seekers.

Your strategy ultimately depends on how “active” or “passive” of a job seeker you are. The best approach would be to utilize all of these avenues. If you are an active job seeker, a recruiter may be your best ticket to immediate employment. If you are a passive job seeker, browsing through job boards and engaging with social media can give you a sense for what’s out there, but you should consider networking with a recruiter too. Using a recruiter can streamline your process that results in a quicker road to job of your dreams.

**Hudson’s Career Resources:**

- Hudson’s [U.S. Job Board](#)
- LinkedIn Group: [Hudson Network](#)
- Twitter: [@ToddHarootyan](#)