

"Dirty Dozen"

Online Job Search Mistakes

1. Posting your resume without worrying about privacy

Protect your identity by limiting access to your contact information.

2. Using only big-name Web job sites

To save money employers are using more "niche" sites. Find the site that's right for you.

3. Using the "fire-ready-aim" method of distributing your resume

Posting your resume at hundreds of job sites is a self-defeating strategy. Many will consider it spam!

4. Limiting your job-search efforts to the Internet

People hire people. Only use the Internet as a way to reach people with job opportunities.

5. Applying for jobs without meeting minimum qualifications

Don't take advantage of simple application procedures, even if you don't satisfy the minimum qualifications, you will be training recruiters and employers to ignore you.

6. Depending on e-mail as your only method of contact

If your message looks like spam it may never get read. Call the employer directly whenever possible.

7. Assuming that you have privacy with e-mail and Internet use at work

Don't risk the job you have looking for another one at work. Use separate email accounts.

8. Not leveraging the Internet's extensive research resources to assist your job search

Use the Internet to learn about potential employers and customize your resume to meet their needs.

9. Assuming that e-mail is an informal, *private*, and temporary medium

Before you hit Send, think: would you be comfortable if a potential employer read this message on the front page of the *New York Times* or found it on Google tomorrow or two years from tomorrow?

10. Sending a virus-laden "surprise" with your e-mailed resume

Your e-mail will be deleted or leave a very bad impression. Use up to date anti-virus software.

11. Expecting someone else (the job sites, a recruiter, etc.) to do the work

No one is as invested in your future as you are, and no one else knows what you want as well as you.

12. Forgetting that a personal resume, Web page, or portfolio is a business document

Stick to business-related information that will enhance, rather than hurt, your job search. Focus on skills and accomplishments that are relevant to the job you want.



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