

Job Search - 24 Ways to Be More Visible

By R. Anne Hull, Hull Strategies, LLC

LinkedIn, Facebook and Twitter are just a few of the social networks surfed by recruiters and employers. Whether they find you there or look you up after they hear about you, looking good in the social media could make a big difference in your job search. Here are 24 ways to become more visible to a potential employer both in media and F2F:

1. **Targeted Investment** - Think like a buyer, not a seller. Have a clear statement of why you would be a good investment for an employer.
2. **Timing is Everything** - Pay attention to biz events impacting company and profession looking for anything that might make it "a good time to talk:" new project or client, new regulation/ruling, when work is slow. Conversely, look for the events that make it "not a good time to talk" such as merger, project, weather, stock downturn, furloughs, or other things that may prevent making a good impression.
3. **Staff Reductions or Hiring Freezes** - It might be the prime time to have networking and informational conversations to create visibility and position yourself at the head of line when things turn around.
4. **Build a Cheerleading Squad** - Identify the people in your network who are employees, social or professional colleagues of the hiring manager and other decision-makers in the organization. Don't hope for someone to refer you, give them a gentle reminder. Make it easy for them to boost your stock by sending them a message when they are attending events and functions where they will be mingling with people they know in your targeted organizations.
5. **Participate in On-line Communities** - Seek out forums in your expertise. Create professional visibility with participation in technical forums. Use *SlideShare*. Ask and answer questions on a variety of social media.
6. **Use the Media that Bosses Use** - In your informational conversations, be sure to ask what industry and social events they attend, magazines and journals that they read, and what social media and Internet sites they frequent for job announcements.
7. **Hang with Your Peeps** - Join social media channels/groups where people with your key skills hang out. Participate in conversations that include both professional and leisure activities.
8. **Identify Your Advocates** - Identify which employee in your target organization has the strongest social media relationship with you. Contact and build a networking relationship with that person(s).
9. **Competitions & "-athons"** - Enter contests and competitions related to your expertise or that enable you to mingle with people from a variety of employers. Have some fun while you're at it.
10. **What Others Say** - Be sure references and others that could refer you have good stories about you.

11. **Referral Cards** - Does your biz card (everyone should have one) make it easy to remember and refer to you a potential employer? Include your contact info, key words and phrases of your expertise. Look for low cost (free) business card services such as *VistaPrint.com*.
12. **Reference Referrals** - Periodically call your references to update them on your search and remind them of your interests. Ask them to refer you, as appropriate.
13. **Educational Seminars** - Attend public workshops and seminars sponsored by your targeted organizations. Mingle with the staff and let them get to know you and your value.
14. **Certification Courses** - If you need to keep your certifications up-to-date, or add to your repertoire, make sure to network with others to help them remember you as well as helping them in some way – connection, info, etc.
15. **Almost Qualified** - Re-contact the organizations that didn't hire you because you were under-qualified. Do you now have the qualifications? Have they changed or relaxed their hiring criteria or have new opportunities?
16. **Turned Them Down** - Re-evaluate employers you previous rejected or turned-down their offers. Review your current needs and monitor their situation and business needs.
17. **Industry Events - Interview Them** - Take the opportunity to talk with employers about their experiences working with the company – as an employee. Ask what they like and don't like. Follow-up with how you could be a contributor.
18. **“Why Did You Say yes?”** - Along with mingling conversation questions, ask what had a positive influence on their decision to apply and accept a job with the employer. Use this information to improve your responses to their questions.
19. **Prep for Internet Video Interviews** - A cost-saving tool for many first round interviews is via internet video. *Skype* and other vendors can be very cost-effective. Check your set up, background, and practice using it. Look at the camera, not the screen, to make eye contact.
20. **Enable your Cell Phone** - Be sure you can be contacted via your cell or smart phone. Have immediate access and be able to transmit your resume or other docs when opportunity rings. Consider mobile video capability for those on-the-spot interviews or follow-up questions.
21. **Summaries and Cover Letters** - If you have a hard time getting a response, make them more like marketing pieces. You should be answering the question, “Why should they hire you?”
22. **The Side by Side is Back** - In your cover letter, create a two column table. List the job requirements on the left and your qualifications on the right to make it a quick read.
23. **Check Out the Videos** - Many company web sites include media illustrating what it is like to work there. *Vault.com* has real employee comments about their employer. View these and take notes prior to your interviews.
24. **Refresh Your Story Inventory** - Review your work stories to show your contributions and value to the organization.