



## **Job Hunt: Episode 2 – “Why Would They Hire Me if They Can’t Find Me on Google? Using New Technology to Get a Job”**

Intro (theme music plays)

Host Johnson: You want that new job so badly and the big interview is booked, but when the recruiter types your name into a search engine, nothing comes up. Will they hire you if they can’t find you on the Internet? We’ll tackle that question and more on this week’s Job Hunt.

(Theme music plays)

Host Johnson: Hey everyone I’m Tory Johnson. With hundreds of people competing for just one job, how vital is it to have an identity on the Internet, so that recruiters can find you and exactly how do you use that new technology to get hired these days? To help explore it all, we are joined by Dr. Michael Williams the Dean of the business school at Touro College, here in New York City and a very successful career coach Donna Sweidan. Thank you both so much for being here. Let’s dive right in, Donna: it used to be if I was interested in a position, I could mail you my resume, we could meet, shake hands and I’ll start on Monday morning. No longer does it work that way, in fact before an employer is willing to consider even meeting me, they’re turning to the Internet to learn more. Why is that?

Sweidan: Absolutely, well today I think we all know so much about ourselves can be found on the Internet. Even if you think there is no information about you online, you’d be surprised. Just Google, anybody can Google themselves to see what comes up. It’s really important that people are aware of information that is about them online, that is valuable to potentially a recruiter, who is looking up your name and can tell them something positive about you.

Host Johnson: Sure. And with the recruitment process as competitive as it is, people want to know something before they invest the time in talking to you. Michael - Do you think that people who are

looking for work today, whether they are doing it as a college student or as an experienced professional - Do they have any idea, just how much employers use the internet and just how important the internet is to the job search process?

Williams: Absolutely not and I think it continues to be that way as we move forward with the expansion of technology. Specifically, people still need to understand that this is still a human based business, resumes have to be transacted and people are doing the transacting. The idea of how much information is given to people; the employers sometimes use the internet, quite frankly as an expedient way to find out more in relation to Donna's points, so paper resume, internet searching, we have something to begin with.

Host Johnson: One of the areas that I think is most common for people with regarding the Internet and job searching is applying online. We know the big job boards, we know you can go to a specific company website and apply online. And a lot of times you hear very frustrated job seekers say: "is anyone even looking at my resume"? Is there even a person who is looking at? Michael, where is it going?

Williams: Well its going into the black hole that people continue to complain that's getting bigger everyday and the truth of the matter is, the way to access that black hole and make yourself known. Frankly, with the resume building situation, print out the job descriptions that you actually have or the job you're looking for take out the piece of paper underline what's there look for keywords and phrases that align to the job description and that align to your resume. That's one place to actually put up a flag in that hole and say look at me, I'm here to stay.

Host Johnson: So you're not just sending using a generic resume or the same resume, but you're really making sure that your resume is targeted for the position that you are applying for.

Sweidan: And then once it does go out there and you've lost some control over it, you actually can regain that control by searching for people within the company and using all these social networks to find people that you can actually connect with and ask them questions. So whether it is the hiring manager that you've sent your resume to, they may be on one of these social networking. Whether it is *Facebook* or *Linked In*, for example. You can contact those people directly and start out on the Internet and then take it to the telephone.

Host Johnson: Sure, a lot of people tend to do what I often call the spray and pray method: We sort of spray our resume out there hoping we get to as many jobs, and then we spend the weekend praying/hoping we get a phone call Monday morning, praying our phones are going to ring.. and it doesn't right? So how do I make the phone ring? How do I follow up? Especially, perhaps I have a job posting that doesn't contain any contact information. I know the name of the company, but I don't know who to call, where to start. What can I do?

Williams: There are some solid building blocks in place that people know; the first thing to do is to know the company you are going to call. Pick up the phone and call. Who do you call first? You call the department of human resources; you call your HR head, find out simple questions ask the question has my resume been received. These kinds of questions, you'll find that people say no/yes and you can say.

How can I find out if it's been received? They may give you another name to call. Engage the company, that's the point.

Sweidan: And hopefully, you've actually been targeting that company for a while and you have been reaching out to people that work in that company, maybe not in that department but in another department and you are getting to know them so when a job does come up you have somebody in the company, who can pass on your resume by hand and that internal referral is what everybody needs because sending out your resume via the internet is just not going to go far.

Host Johnson: The other thing I think is important for other people is the whole concept of not just applying online but also engaging in the job search process and there are some free valuable online tools that can help people to do just that. First one we will talk about is *Linked In*. it's free, how do I get started?

Sweidan: Well there are various levels that you can pay for, but you don't need to it can be completely free. You need a 100% complete profile. It's essentially a place where you can go and have your own website for example, right? Anybody can put their information on there it doesn't matter what level job, it really is for anybody and you need to fill it out as comprehensively and as specifically targeted as possible.

Host Johnson: And once I do that, I have a comprehensive profile filled out on *Linked In*, Then what, what's that suppose to do for me Michael?

Williams: Then you begin to use what used which is social network; it's a visual copy of your resume if you will. That way you begin to find networks and people that you work with socially at that point all strategies of making friends with others. This basic kind of functionality is, "hey look at my resume", who do you know, pass it on. That passing on with hundreds and thousands of people, all of sudden you find a name in that company.

Sweidan: Another thing that you can do is engage in a *Q and A* session. You might find that discussion going on in an area that you are really passionate or interested about engage in that, give some answers back. Share. You ask your own questions, so that you can start to engage with people. All of sudden you might find that you ask your own questions and let them know what it is you're interested in: How you think? How you write? You know all these things can give you a whole image to who you are.

Host Johnson: And, I think that is so important because a lot of time you hear, you got to network-you got to network to get yourself out there. People say I have already told all my friends and family and I don't know who else to network with. The internet and specifically *Linked In* is one place where you can have access to some many more people.

Williams: And it is. To that point, let's just take to that one focus. See I did engagement with a group it really sits down on its point. Engaging with others can in fact be a virtual interview and you didn't even know it. So you're demonstrating critical thinking and behavior skills right there and all of a sudden you get an email, you were in this group "let's talk".

Host Johnson: What do you think about Facebook and Twitter? Tell me specifically your thoughts on those.

Sweidan: Well, I am a fan of both for job seeking; I mean I think they all have to be used very carefully and people have to be constantly thinking about that this can be open to anybody. It is as confidential as a post card if you will, right? Face Book you r community, you never know who in your community of friends or family might know of somebody in the company that you are looking for a job. Let people know, there are also hundreds of different groups on *Facebook* that you can do some networking on. Twitter is something that is taking people a lot time to get used to, it's not about what you had for breakfast, at all. It can be for some people and for some the name can be unfortunate but it varies a lot of amazing network going on there, there are hundreds and thousands of jobs, in fact from my perspective, it is almost the new job board and its free for recruiters. It's really powerful

Host Johnson: Sure, it's interesting to me even on Face Book, I have 1,000 friends on *Facebook* and I'll often look at their feeds, and I'll often see somebody who has posted their status update. " I just applied for a position at XYZ company, does anybody know somebody that works there because I'm rearing to get in"? So even among your friends you could do that. Are kids on campus doing that?

William: Kids on campus are doing that but remember that kids on campus are these days are often mid-level career professionals, who have come back to school. So the idea of using this for this level population is frankly sometimes daunting. At the same time, I think strategically to Donna's point, you also have to take a different perspective in that *Linked-In, Facebook, and Twitter: Linked In* being more of a formal/professional venue, *Facebook* being more informal and *Twitter* evolving. Speak to people who know how to use and find places where they connect, to maximize your job search.

Host Johnson: Sure, knowing how to use them. Also to make sure that there's nothing up there that is inappropriate, you wouldn't want anybody to see.

Sweidan: Digital Dirt! Everyone should just be aware of that, whether it is on *Facebook* or something else that you inadvertently might not even know is out there. So Google yourself, people can set-up a Google alert, they can Google Alert, find them and then they can be aware what information might be out there.

Host Johnson: We've got a Dean of a business school here, so I absolutely can't miss the opportunity to ask you: A lot of people are interested in potentially going back to school, but in this economy they are not sure what industry is going to be safe, where they should spend their money, where they are going to see the proper financial pay-off on the investments that they make.

William: Sure, great question. Dynamic question and these days the fields that are really growing still are technology; the green technology area is dynamic, international business, international business management. These are growing fields; people say can I get an investment on my dollar; you really have to be adaptable, be able to move, be able to do things you may not have needed to do several years ago. So it's more of an intimate discussion, there's careers, there's a global career and there's places to go.

Host Johnson: For somebody who isn't quite sure if they are able to afford it, are there resources available to them?

William: Resources continue to be available for the federal and local level; frankly schools are becoming more liberal in terms of giving different kinds of financial aid, student aid and frankly to take into consideration the mid-level career professional what their needs are. It's evolving for all of us.

Sweidan: If I could just chime in, one person who was trying to figure out whether she should go to law school or not, went onto Linked-in and she posted that question "should I go to law school"? And she got hundreds (well I don't know about hundreds) but she got a lot of answers and recommendations that really helped her make a decision and she ended up with a job to boot.

Host Johnson: You never know right? Bottom-line, really quick from both of you: Think of your job search the way an entrepreneur thinks about of his or her business?

William: Yea, you are your business.

Sweidan: You are your business; the notion that you are CEO of you Inc. applies to everybody. You have to market yourself, just like a business has to market themselves. We as individuals all have to market ourselves. You can't just wait, sit-back, press send and wait for somebody to call you anymore.

Host Johnson: Just as business owners can't wait for business to come to them.

William: You have to have a value proposition, you have to market your business and you have to be your business. Shift of mind from many people, time for new schools.

Sweidan: Initiative. And that's what social networking tools of today, have allowed people to do. I think that is the foundation of overall. It gives you the opportunity to have a whole marketing budget, not costing you anything. You can go out there and market yourself in so many powerful ways and be very creative with it, if you take the time to learn how to do it.

Host Johnson: And for the person who's feeling like ugh: I've done it all already, nobody is hiring, there are no jobs, it's useless to give this a try. What do you say?

William: Say: You're wrong! The jobs are there, it's a matter of you being adaptable and frankly: change of it. You need to speak to people who know what they're doing and we can help you there.

Sweidan: Just a simple suggestion: there are hundreds of meet-up groups. *Meetup.com* is a great website to go to. So, taking the social media to the café, bars and restaurants in New York City, for example. Where people are connecting online but meeting up in person to discuss every single topic on the planet. Whether it is your job search, marketing or knitting. Go and find a group, where you can talk with people, and get more engaged in the conversation in person.

Host Johnson: Absolutely, it's about getting out there. Whether it is going to a meet-up group, finding a career counselor on campus that is willing to talk to you or an admissions advisor who can talk to you about the potential of going back into to school. Volunteering or joining a job search.

Sweidan: All the groups on campus.

William: The good news is these things are already in place. They're there. So some people say: there is nothing out there I can't do it, all you have to do is walk through the doors. The college, the universities and the job counselors - It's there!

Sweidan: And, make yourself known, speak-up. I think people (it's hard) and that's what is so difficult about this job search is that you have to go forward; you can't just wait for it to happen to you.

Host Johnson: That's a good point. Now let's turn to some people that have experienced real job loss. Every Monday the daily news is featuring a series called "Hire me" in your money section of the newspaper. These are profiles of people in our city who are coping with job-loss, figuring out their next move and trying to stay focused. This week we spoke to Michelle Smith, who lost her job after 32 years at the same company.

Smith: My name is Michelle Smith and my last job is with JP Morgan Chase and I worked as a corporate meetings and events planner. I lost my last job, in April of 2008 due to economic downturn and they were doing budget cuts. So the events team was the first to go.

**(How is your job search going?)** It's been difficult to be honest; it was kind of like bereavement period for me. It was very hard for me to just get up. My friends and family had jobs and I started feeling like I had nothing to do.

**(Since you lost your job, what has been your daily routine?)** Probably for the first two months, I started signing up for unemployment, they had workshops and I did that. I met other people who were also in within my industry, outside of my industry and we formed somewhat of a support group.

**(What has been the hardest part of your job search?)** The hardest part is applying for jobs and not getting any callbacks or getting a call back. When I do get a response, it's one stating that I am overqualified or too much experience for the position.

**(How are you holding up emotionally?)** Emotionally, I'm fine and I have a great support system with friends, especially one friend and when I do feel down, she tells me to snap out of it. Sometimes you feel you are the only one that's out there and they are a lot of other people that are, it's just that no one really wants to share it. So it takes a lot to say to yourself: I don't have a job right now because it doesn't make you any less of a person and I did learn that, it really helped me emotionally.

**(How does the future look to you?)** Its 2010 and with each year, we set goals for ourselves, I'm being positive and it's up to me to take that next step and hopefully someone will meet with me one on one and get to really know and have that opportunity to interview me and see me for myself.

Host Johnson: One of the things Michael that really struck me, that Michelle said is, when she finds positions that she wants to apply for and she gets in there, she's often told: "we love you, but your

overqualified". I think it's something that a lot of people can relate to. What specifically can she say, when somebody says you're overqualified?

William: She has to ask clarifying questions. She has to ask why she is overqualified. There is a variety of responses to that. This is data gathering on her part to inform herself on how to move forward, to either apply for that same job again or other jobs.

Host Johnson: But I think a lot of times, there are people who see a position and want to apply for a position that perhaps is a little bit of a lower level, perhaps from the one that they had and somebody fears that: "no you're going to get bored, gosh you spent 32 years at that company. If we hire you at a lesser position, you're not going to be so happy here". What can you do to combat that or convince somebody to give you that shot?

Sweidan: I think you really need to be really sincere about what you love to do, what you're good at and convey how you would be a good asset to this company. What you really can do why specifically you're interested in this position? No matter how many years of experience you've had, how you still bring value, what is your value and how can you bring that to the company and the job itself. I think every job is malleable in many ways. Right?

Host Johnson: I think it's also about convincing the employer that you're not overqualified, but exceptionally qualified and probing, asking questions and probing a little bit.

William: Building a business case, stating a value proposition no matter what your credentials are. You can raise that or lower that. You have to make a business case, to say: "I'm your person", period.

Host Johnson: Another thing that struck me about Michelle is that she said she is determined to keep a positive attitude and I think that is critical. So tell me some of the ways she can do that or people who are in a similar situation can do that?

Sweidan: Well for one, I think she is already doing that. She knows that she is not alone in this. Other ways she could do it is just by getting out every day and being with people and doing something or being active. She doesn't have to be at home sitting by herself. She could be out volunteering, which would give them a sense of purpose. I think people lose their sense of purpose when they're not working and that makes them feel so depressed and down and not valuable anymore. It's so important to realize how value you have. You don't have to be paid for something to feel that value. And there so much that people can be doing out there. Get out there!

Host Johnson: Absolutely! Well, Donna Sweidan and Dr. Williams thank you so much for being here, really great information and it is a pleasure to have you. Now if you are impressed and want to hire Michelle Smith, contact her by visiting [NYC.Gov/jobhunt](http://NYC.Gov/jobhunt). We'll feature Daily news "Hire me" profile next week. The city's economic development corporation has some great resources for entrepreneurs, working as a media or tech freelancer and need a workspace. Check out the [HIVE@55](http://HIVE@55), located at 55 Broad Street, NY, NY 10024. Their website is [NYCEDC.com/mediatech](http://NYCEDC.com/mediatech). And here is that great website that we've mentioned that can help you network with thousands of other people, called [meetup.com](http://meetup.com)

and it makes easy to start a group or find a one that's already meeting face to face. Its mission is to revitalize local communities and by organizing groups powerful enough to make a difference. Check it out at *meetup.com*. If you're looking for a job, you need to know about the city agency called Small Business Services or *SBS*. It operates centers called *Workforce 1* in all five boroughs. They can teach you computer programs or you can update your resume absolutely free of charge, just ask Michelle Price who walked in to the *Workforce center* in Queens just after she had been laid off after 11 years in her former position.

Michelle Price: I lost my job because of the economy and the company downsizing. We were a very large firm, we went from 15, 16 locations down to 3.

Paula Bailey: After the recession we noticed that there is quite a larger number of people coming into the center. We have a 12-hour excel class that's here so folks that are coming in, we test them, and see what level they are. Especially the folks who were laid-off, computer classes are a big interest for them.

Michelle Price: The instructors here are great! They have day, evening and weekend classes for those who need it. There are a lot of people out there for the same job, so in order to improve my skills I came in to the workforce center. I would say for those who don't know: To actually walk-in to the information desk, enter one of their orientations and let them guide to where you need to go.

Paula Bailey: The folks who come in here are as diverse as New York City. They range from folks from those who have no experience, maybe no GED, to those who have their masters and maybe a lot of experience.

Brenda Berkeley: Before I retired I worked with New York City at the department of human resources administration and I was an eligibility specialist. I was there for 20 years and decided to come out of retirement because of the economy. I'm here to interview with *H&R Block*, for a seasonal position as a customer service representative. (Ambient dialogue between Berkeley and the interviewer) It sounded very interesting, sounded like something that I can do and something I would enjoy doing.

Paula Bailey: Companies like *H&R Block*, routinely use us to do recruitment especially at large scale and when they are looking to hire large volumes of people. They come here; we offer space and prescreen candidates. They like it because it is very structured.

Brenda Berkley: I would recommend the agency; it is a viable agency for people that are looking for jobs.

Paula Bailey: Workforce 1 is the nexus, where job seekers and employers really intersect. We have our account managers who are actively looking for job openings for employers and our coming back and job seekers who are actively looking for a job and so we make the marriage with the two.

Michelle Price: This place has helped me a lot. There are a lot of us out there who need to be employed. So we are all out trying to get those skills, to get the right fit for the right company.

Host Johnson: We are so happy to tell that Brenda Berkley was hired by *H&R block* as a customer service representative, go Brenda! And if you're interested in the top 5 growing occupations in New York City, projected by 2016 they are: Network Systems and Data Communications Analysts, Home Health Aides, Medical Assistants, Computer Software Engineers, Nursing and Psychiatric Aides. You can check on this and other interesting statistics at the New York State department of Labor website, the links are on our *Job Hunt* website too.

We get so caught up on our own struggle to get a job; we seldom realize how we might look to the person sitting across the desk. What's it like for the recruiter doing all those interviews? I sat down with four of them to get some tales from the trenches.

(New scene)

Have you ever had that moment where you're interviewing a candidate and you're like - "Oh my gosh"? I can't believe he said that or she did that.

Liza Urbealis: There was this woman with a cell phone and it vibrated. This woman actually picked up the phone and had a conversation in front of me. I just looked at her and she just kept staying on the phone.

Ira Ellman: I've had people be late for interviews; a couple of minutes late is one thing. But when you show up 15 to 20 minutes late and never acknowledge it..

Host Johnson: What about the person who shows up and doesn't know a whole lot about the position they're interviewing for or the organization they are interviewing with?

Dan Black: I interviewed a candidate once who had a great interview and in the end I asked about what his interest were with the company, and he said "I'm really interested in your investment banking practice". I said that's great but we don't have an investment banking practice.

Host Johnson: Tell me about the most inappropriate or sort of shocking question that someone has ever asked you?

Debbie Fisher: I had a candidate ask me out on a date, which is clearly inappropriate. He was kind of like "let's put this interview aside. After work, what are you doing later? I'd really like to take you out".

Ira Ellman: The first conversation, it's kind of inappropriate to really focus on things like: benefits, vacation, flex work arrangements. It's more important to focus on questions directly related to the job and what success would look like.

Host Johnson: Has anyone ever walked in, and you think I cannot believe what they're wearing?

Debbie Fisher: Gentleman came in, in a tux and a top hat for his interview.

Ira Ellman: I've had someone show up for an interview once basically completely covered in cat hair. Take a look in the mirror and clean yourself up before you come in.

Host Johnson: Is there a danger of being too smooth or too slick?

Dan Black: I had one gentleman, that I met a couple of time before the interview which is good thing but, he felt so comfortable that when we first started the interview I shook his hand and he pulled me in for the hug “the man hug”, the one with one arm and that pat on the back. No, no, no, no good.

Host Johnson: You guys usually get the bad rap for being the “meanies”, the one who doesn’t return the call.

Dan Black: I think what some candidates forget is that, in our case we are trying to filling as much as 5,000 jobs and that takes 50,000 applicants; they’re not the only person I’m working with. Its not that they are forgetting about you or not interested, they’re just managing their time the best they can, with the work load that they have.

Host Johnson: So just remember this is your chance to be your very best. Take the time to prepare and do your homework, and ask good questions. Go in there and wow them. Next week we are going to talk all about resumes. The job markets changed and so has the rules for writing your resume and getting it into the right hands. But we’ve got the guidebook. I’m available to answer your questions on our website: [NYC.gov/jobhunt](http://nyc.gov/jobhunt). So please reach out and get in touch. I’m Torre Johnson, thanks so much for watching.

URL: <http://nyc.gov/html/nycmg/nyctvod/html/home/jbht102.html>