

## POSTING A RESUME ONLINE

Once you've made the decision to post a resume to the Internet, it's important to proceed judiciously by targeting web sites that cater specifically to the nature and the level of the position you are seeking and ones that offer the best privacy policies for protecting your information.

### Getting the Best Results

**Target selectively.** Use the sites suggested in this handout to choose ones that cater to your target job and target location. Posting to corporate web sites and niche sites increase the odds of your resume being viewed and are safer in terms of security.

**Add keywords to your resume.** Research these keywords and include them in your Text and Word resumes. You can find keywords by paying attention to advertisements by companies and recruiters.

**Keep your resume at the top of the “electronic pile”** by “refreshing” it every 2 weeks or so. At some sites this means deleting and reposting if there is not an option to edit it. The older your resume, the less likely that it is being included in a recruiter search.

**Keep track** of where you have posted resumes. Make a note of your login information (user ID and/or password).

### Corporate Web Sites

Post your resume on the websites of your target organizations. Some corporate web sites have the option of depositing a resume in their database without even responding to a specific job opportunity. By posting in this way, you have the opportunity to set yourself up for future published or unpublished opportunities.

Recent studies indicate that job seekers feel corporate web sites are the best way to obtain interviews and employers say their own corporate web site has been their most fruitful source of hires.

Look for words such as “Career Center” or “Employment” or “Jobs” on the corporate web site to find the resume bank. Use the site map if you have difficulty finding the employment resources.

### Recruiter Sites

These sites include web sites of specific executive search firms as well as job boards where only bona fide recruiters have access to posting positions and searching resumes.

Recruiters are frequently encouraging candidates to deposit resumes at their web sites rather than sending through mail or email.

### **The Big Boards**

These sites cater to all professions and industries and geographic locations. Examples of the big boards are Monster and Yahoo/HotJobs.

### **Profession & Industry Specific**

These are often known as the “niche” sites. They cater to specific professions, industries, career levels or diversity groups and include trade, industry and professional associations.

Recruiters like these sites because they can perform a more targeted search than can often be accomplished on the big career hubs. To find niche sites for your professional or industry, begin with a general Google search (like “engineering jobs” or “healthcare jobs”) and check out professional organizations in your profession or industry.

### **Geographic Specific**

These sites cater to specific geographic locations and may include newspaper sites that offer resume posting services. Job boards may be specific to a state or city. Recruiters will use these resume databases to target job seekers in a community when trying to fill jobs locally. Examples of Geographic Specific Boards include Craigslist in San Francisco or CareerBoard in Cleveland.

### **Web Portfolios/Online Resumes**

Online resumes and web portfolios have the advantage of offering a way to link to examples of your work, and they are hosted at a customizable web site addresses. Another advantage of a web resume is that you can provide a link to it as an alternative to sending the resume through email.

### **Confidentiality/Privacy**

Before posting, read the privacy policy of the site! If the site does not have a privacy policy, be especially cautious about posting there. You do not always have to post openly. Most sites offer ways to make your resume confidential or to withhold certain pieces of information.

#### Suggestions for Protecting Your Privacy:

- Omit your street address (but not your city and state which may be used in a keyword search).
- Use a low cost Web-based 800 telephone number.
- Use a separate free, web-based email account during your search.
- Do not put your social security number on your resume.
- Omit references on your resume.