

## Find and Share the Perfect Fit

Networking through a job search is one of the most successful ways to find a new job, but it can be a daunting task to undertake. Perhaps you're shy and don't know how to exert your presence so that you get noticed. Or maybe your contact list is not long or weighs heavier on the "personal friends" as opposed to "professional" side. You might be scared you won't have the resources necessary to be successful.

Keep in mind that sometimes it's simply a matter of having that one friend who happens to be in the right place at the right time. A friend's father recently ended up in a conversation on an airplane with someone who was looking for a job in telecommunications that would allow him to work primarily at home to help care for his ailing mother. My friend happens to work for a professional association that was looking for instructors to assist with online telecommunications certification classes — a perfect fit.

Sometimes, that's all it takes.

We here at Flowork have introduced a new tool that can help you find your own "perfect fit." The MyJobCards application on Facebook and MyJobSearchBoard are two phenomenal ways to get yourself involved with finding your own "perfect fit" — and helping others find theirs, too. Fall is upon us, so it is officially the season for changes. Get active with these valuable resources and see how much you can benefit! Please take a moment to visit [www.myjobsearchboard.com](http://www.myjobsearchboard.com) to learn more.

Have an idea for a future article? Send it in to [newsletters@flowork.com](mailto:newsletters@flowork.com). See you next month!



John-Paul Hatala, Ph.D.  
Flowork Founder

This month's FlowTIP:  
**Google yourself.**  
See page 3 for more information.

## What's New?

### MyJobCards App Now on Facebook

Flowork is now hosting their MyJobCards application on Facebook! Join in by visiting <http://apps.facebook.com/myjobcards>.



Learn about the benefits to sharing job leads with your Facebook network. As you gain a reputation for sharing, you're more likely to increase the number of job leads that come your way, ultimately increasing your chances of finding a job.

### The Networked Job Developer

Dr. Hatala is holding seminars for job developers that instructs them in how to tap into their community's social capital for developing jobs. If you or your agency is interested in finding out more about how you can get involved, email [info@flowork.com](mailto:info@flowork.com).

### Social Capital Development: An Online Learning Program

Flowork has created two new unique, self-directed, online, interactive courses and certification programs that instruct individuals how to systematically turn their own personal networks (online or off) into powerful tools for accomplishing their everyday goals and objectives. To get more information about these courses, go to [www.socialnetworkaudit.com/community\\_online\\_training.php](http://www.socialnetworkaudit.com/community_online_training.php).

### Online Job Search Management Demo!

Flowork is proud to announce the launch of a unique online job search case management system that will allow practitioners the ability to monitor their client's job search via the Internet. If you would like more information on this online tool or would like to sign up for an online demo, please contact [info@flowork.com](mailto:info@flowork.com). To find out more about it, visit [www.jobsearchboard.com](http://www.jobsearchboard.com).

# Time is Running Out

## *The Problem with Social Networking Websites*

Let's face it, we live in an era when technology rules. Never before have people had the ability to connect in a way that is both instantaneous and simplistic at so many levels. With the advent of social networking sites and email, connectivity, at least in theory, should be skyrocketing. Lists of friends or contacts are limitless, access to resources is plentiful, and the ability to connect with a diverse group of individuals is but elementary knowledge. These modern conveniences have the potential to increase the likelihood of individuals tapping into their networks and accomplishing their goals.



Potential, of course, is the key word.

How many contacts do you have on your friends list? How many contacts do your children have on their friends list? Some individuals have well over 500 contacts listed while others are short of 100. This exemplifies the perceived connectivity that exists in the world today. With those numbers, access to resources is plentiful and goal attainment is a piece of cake. Right?

Well, in most cases the answer is probably *wrong*. The potential of these sites is remarkable, but the utility of them is still uncertain. Just because you or someone you know is signed up on a social networking website doesn't mean that they are tapping into their network. Most likely it's simply a dormant entity that is used to claim they know many people, nothing more.

The problem with online social networking communities is that they represent an opportunity for most of us to collect contacts and store them in a central place for people to see. What this means is that the goal (subconscious or not) is to put as many people on our lists as possible because it represents some ill-conceived notion that we are connected—when in fact it's actually the complete opposite.

The fact that we claim to know a multitude of individuals does not mean we know much about them, how we can positively leverage them to help us, or more importantly how we can help them. This lengthy contact list can provide a sense of false support and a total lack of connectivity.

The need for society to be connected is a good thing, a healthy condition of human living. With technology at the forefront of our

world, social networking websites are a natural forum for connecting, but for a majority of us they only serve to provide the potential to connect. If this is true, how do we then turn this potential into reality?

Potential means that a great opportunity has presented itself, but that opportunity is fleeting. The social networking trends are starting to show a leveling out in comparison to the meteoric rise over the last couple of years. It is now critical to

unleash the potential of this medium and increase the user's ability to tap into the resources that exist within the networks that have been created.

The first and easiest way to frame this would be to suggest that users set goals, then to utilize their contact list to find help. The websites have provided simple access to social resources, but the tricky part is in being able to utilize those contacts to help us accomplish our goals. Access is always important, but utilization trumps it tenfold. The common user's network of contacts is likely comprised by a majority of weak ties. The frequency of contact would be minimal.

In this case, the ability to approach those individuals involves a different tactic than approaching someone who is fairly close to the user. A connection strategy needs to be developed in order to leverage the resource and help accomplish the goal, otherwise the opportunity for engaging the contact to help is lost. How we connect to one another needs to be a conscious activity or else the chances of converting the contact into real help may never happen.

Social networking websites are a marvelous 21st century phenomenon. The only problem is that we need to acquire 21st century skills to tap into the potential that exists within them. The need to teach users how to effectively maneuver these sites is critical if we wish that they remain available. After all, users will eventually get bored if they get nothing out of them.

In short, social networking websites are only as good as what you get out of them. Some may find that updates on contacts lives are all they require, while others are looking for more. It's time we tap into that potential and start leveraging the vast array of resources that exist to help accomplish our goals. Let's take these social networking websites and truly tap into the value that exists within them.

# Find, Share & Manage Job Leads from **facebook**



Tap into 600+ million friends for your job search

[www.myjobcards.com](http://www.myjobcards.com)



## What People are Saying About



strategic job search management system

*"This is truly revolutionary for our times!! This app has taken networking to a better level while retaining SIMPLICITY in order that all could use it with ease. My shoulders feeling lighter now. As an Employment Consultant, I can truly work more closely with my clients and get better results. My clients feel motivated to see something revolutionary like this great tool.*

*It's time to let the rest of the world know about it."*

*"What a great concept and extremely user-friendly app! I am eager to use this in my work as I counsel those suffering from depression, anxiety and other various setbacks in life. MyJobCards empowers people to actively manage their job search and network with others to lead to employment. This app will make a huge difference for the frustrated job seekers that I see so often.*

*I will definitely be referring people to MyJobCards, and look forward to utilizing it to expand my network."*

*"MyJobCards is definitely an app to watch out for in the coming months! Not only does it empower job seekers to find listings in their chosen field, but it provides a platform for people and companies to share listings for their extended networks as well.*

*This is an app that benefits everyone with its potential to refine the job-search process in many specialty fields.*

*The more you share, the more you benefit."*

*"This app is fantastic! I love the concept of being able to share a job lead or referral with my friends. The job search board aspect of the system is easy to use and very intuitive. Something that will keep me organized and on target."*

*Visit [www.myjobcards.com](http://www.myjobcards.com) to try it out!*

## This Issue's flowTIP:

**Google yourself.** When you're searching for a job, nothing beats a good first impression...and nothing ruins it more than a bad online presence. Don't risk your chances by ignoring those scathing sentences on your ex-girlfriend's blog or a photo depicting particularly scandalous activity. Google yourself by putting your name in quotation marks in the search bar. One of the first things that pops up should be your LinkedIn or Facebook profile. If you find something negative online, try your best to fix it — whether it be simply emailing a request for the removal of said material or obtaining outside assistance should the situation be a little more desperate. "There are tools out there on the Google dashboard and other areas where you can mitigate if you've got things out there that aren't current or potentially damaging," said Kim Martin Bannerman, Director of Business Development for the recruiting company eHire.com during a recent interview with Atlanta's local NBC television news affiliate. Put your best online foot forward so your best in-person impression is what sticks!

# Facebook Application Helps Cobourg and Port Hope Job Seekers

*MyJobCards allows users to find, share and manage job leads*

by Elena Hogan · Northumberland News · August 11, 2011

NORTHUMBERLAND -- Job seekers at the Community Employment Resource Centre (CERC) have access to a new and innovative job search application that uses their own social networks to access the hidden job market.

The application, MyJobCards, is a Facebook app that allows its users to find, share and manage job leads from within their own online network of friends, family, and acquaintances. The application is linked to the online job search management tool, JobSearchBoard, that helps users manage all the leads and referrals they receive.

"Today, most employers don't necessarily advertise their openings," said Dr. John-Paul Hatala, MyJobCards and JobSearchBoard creator. "They're actually going to their employees or communities and saying here's an opportunity within our organization -- do you have anybody? Because of that, it's changed the dynamics of how we look for work."

Madelaine Currelly, Community Education Officer for the Community Training and Development Centre, which manages CERC, made an arrangement with Dr. Hatala to pilot the new application and management tool in the Cobourg and Port Hope CERC offices.

"We were looking for innovation within job search," said Ms. Currelly. "It has been traditionally handled the same way by most people and we were looking for something that was very innovative and utilized people's social web of people that they know."

Dr. Hatala is currently an assistant professor at Louisiana State University. He is the founder of Flowwork, author of *The Strategic Networker* and a specialist in Job Search and Networking.

His research looks at helping people make the transition to the labour market and shows there are two critical components to the transition; job search intensity (the amount of activity you put into a job search) and job search clarity (being clear in what you want to do).

Theoretically, a combination of the two could decrease the time it takes to find a job, said Dr. Hatala. "What this application does is take these ideas and put them into a tool that will easily help people manage their job search process."



The JobSearchBoard management tool breaks down the job search process into six stages; identifying an opportunity, applying to an opportunity, getting a call for interview, going to interview, getting a verbal job offer, and getting the job.

"It's how you move through those stages which determines whether or not you're going to be successful," said Dr. Hatala. "The system allows job seekers to actually track each opportunity through these stages."

While the JobSearchBoard tool provides a visual overall view of where users are in the job search process for each opportunity and where improvements can be made, the MyJobCards Facebook app makes networking easy for even the least comfortable of

people to connect, request and share job opportunities.

Unlike any other tool, the MyJobCards app allows both the sharing and receiving of job opportunities, or job cards. Once a job card is submitted for sharing, the app looks at users' social networks and suggests who would most likely want to know of that opportunity, based on their established profiles.

"That's what makes this (application tool) so valuable and unique," said Ms. Currelly. "Rather than jobs coming to you randomly from nowhere that don't interest you, this is based on your profile."

Anybody can use the system independently, and both the JobSearchBoard tool and MyJobCards app can be accessed online at no cost. However, in accessing the system through CERC, users are gaining access to a larger number of job cards and employment opportunities.

"The key to any job search is identifying opportunities," said Dr. Hatala. "So we do see a decrease in the time it takes to get a job because people are accessing the hidden job market (within) their networks."

Both Dr. Hatala and Ms. Currelly note that, while a lot of apps on Facebook publicly display all postings, MyJobCards is private. It is up to individual users to decide how public or private they wish to make it. For further information on the system, visit either Cobourg or Port Hope CERC offices or go to [www.myjobcards.com](http://www.myjobcards.com).

Flowwork offers the benefits of social capital to anyone of any age. The Education Flowwork Program offers educational institutions (Kindergarten through higher education) to ensure their students, faculty and staff become aware of the power of information by networking. Corporate Flowwork and the Flowwork Workforce Development Program introduces corporations, non-profit organizations, government, and workforce development groups to ways they might increase the flow of information between individuals, departments, divisions and units. Flowworks founder Dr. John-Paul Hatala is available for speaking engagements nationwide. If you are interested in booking him for an on-site speaking engagement, please call us at 1-877-flowwork or visit [www.flowwork.com](http://www.flowwork.com) and click "contact us" to discuss your needs.