



SNS COLLEGE OF TECHNOLOGY
(An Autonomous Institution)Coimbatore-35

Accredited by NBA – AICTE and Accredited by NAAC – UGC with ‘A++’ Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

19GEB375 - PERSONNEL PSYCHOLOGY-1

III YEAR - V SEM

UNIT 5 – JOBE SEARCH & NETWORKING

Topic : Introduction to Job search



Introduction to Job Search

- Searching for a job involves a strategic process to identify, apply for, and secure employment.
- It begins with self-assessment to understand your skills, interests, and career goals.
- Researching industries, companies, and job roles helps in aligning your aspirations with available opportunities
- Utilizing online job boards, professional networks like LinkedIn, and company websites aids in discovering job postings



Introduction to Job Search

Networking plays a pivotal role, whether through informational interviews, attending job fairs, or connecting with professionals in your field.



Interview preparation includes researching the company, practicing common interview questions, and showcasing your skills and experience confidently



Introduction to Job Search

- Following up after interviews and staying organized throughout the process are essential.
- Finally, negotiating offers and considering various factors, including salary, benefits, and company culture, helps in making an informed decision.
- Adaptability, persistence, and a proactive approach are key throughout this journey, ensuring a successful job search.



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UNIT 5 – JOBE SEARCH & NETWORKING

Topic : Job Search Platform



Job Search Platforms

- LinkedIn stands out as a professional networking site connecting users with job postings, industry insights, and networking opportunities.
- Indeed aggregates job listings from various sources, allowing users to search by job title, company, or location.
- Glassdoor not only offers job listings but also provides company reviews and salary information, offering transparency to job seekers.



Job Search Platforms

- CareerBuilder allows users to upload resumes and receive tailored job recommendations.
- Monster specializes in a wide range of job postings across industries and career levels.
- ZipRecruiter uses AI to match candidates with suitable job openings





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UNIT 5 – JOBE SEARCH & NETWORKING

Topic : Social Media Job search



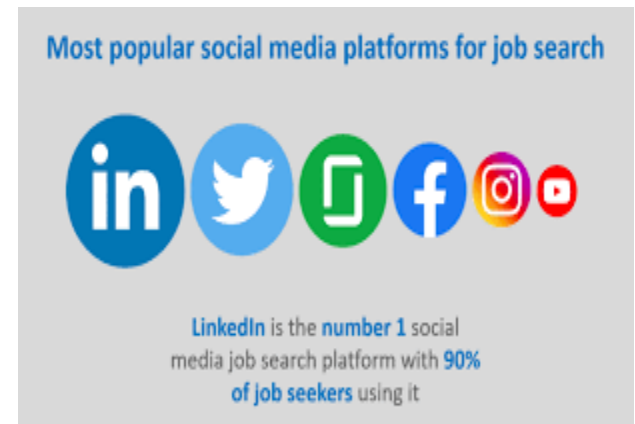
Social Media Job Search

- Social media platforms have evolved into powerful job search tools, offering unique ways to connect with employers, industry professionals, and job opportunities. LinkedIn remains a primary platform for professional networking and job hunting, allowing users to showcase their skills, experience, and achievements while engaging with companies and recruiters directly.



Social Media Job Search

- ❑ Twitter has become a hub for job postings and industry discussions through hashtags like #JobOpening or industry-specific tags. It's also a platform where professionals share insights and build connections that can lead to job opportunities.
- ❑ Facebook groups have emerged as valuable resources for job seekers, offering communities focused on specific industries, job types, or regions where members share job postings, tips, and support.





Social Media Job Search

- Instagram isn't traditionally a job search platform, but it's increasingly used for showcasing portfolios, creative work, or personal branding, attracting opportunities in creative industries.
- TikTok, while primarily known for entertainment, is seeing growth in career-related content, providing quick tips, resume advice, and job search hacks in short, engaging videos.
- Utilizing social media for job searching involves creating a professional profile, engaging with industry leaders, joining relevant groups, and leveraging connections for referrals or job leads.



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UNIT 5 – JOBE SEARCH & NETWORKING

Topic : Importance of Networking



Importance of Networking

- Networking is a cornerstone of professional success, offering a myriad of benefits in career growth and personal development.
- It's a dynamic process of building relationships, exchanging information, and creating opportunities within one's industry or field.
- Networking allows individuals to expand their knowledge, gain insights into different career paths, and stay updated on industry trends.



Importance of Networking

- Through networking, connections can offer guidance, mentorship, and advice, providing valuable perspectives and opening doors to potential job opportunities or collaborations.
- In today's interconnected world, networking extends beyond in-person interactions to online platforms, enabling global connections and access to a broader pool of resources and information.
- The significance of networking lies in its ability to foster long-term relationships, creating a supportive community that can enhance career prospects, offer guidance during challenging times, and serve as a continuous source of learning and growth.



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UNIT 5 – JOBE SEARCH & NETWORKING

Topic : Types of Networking



Types of Networking

- 1. Professional Networking:** Engaging within your industry or professional circles, often through conferences, trade shows, seminars, and industry-specific events. This type of networking focuses on connecting with peers, industry leaders, and potential employers or clients.





Types of Networking

2. Social Networking: Building connections through social events, gatherings, and informal settings. These interactions, often outside work-related environments, create more relaxed atmospheres for relationship-building.

3. Online Networking: Utilizing digital platforms like LinkedIn, Twitter, or industry forums to connect, share knowledge, and engage with professionals globally. Online networking allows for virtual connections, facilitating interactions across geographical boundaries.



Types of Networking

4. Entrepreneurial Networking: Founders, business owners, and entrepreneurs often engage in networking specific to their ventures. This includes events, workshops, or forums geared toward business growth, partnerships, and investment opportunities.

5. Community Networking: Involvement in local communities, volunteering, or participating in community events fosters connections beyond professional boundaries. This can lead to unexpected opportunities and a diverse network of contacts.



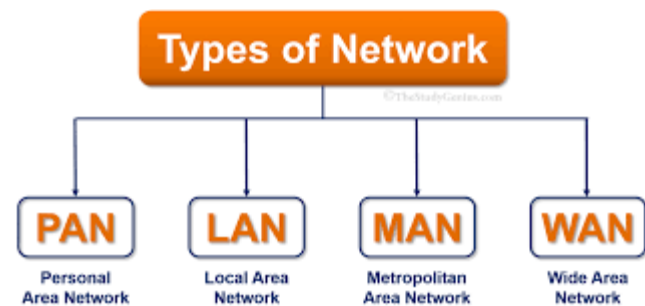
Types of Networking (Job Search)

- 1. Professional Events:** Attending industry conferences, seminars, and workshops allows for face-to-face interactions with professionals in your field. These events provide a platform to exchange ideas, learn about industry trends, and make direct connections with potential employers or colleagues.
- 2. Online Networking:** Platforms like LinkedIn offer a vast digital space for networking. Engaging in industry-specific groups, participating in discussions, sharing insights, and connecting with professionals and recruiters can lead to job opportunities.



Types of Networking (Job Search)

3. Informational Interviews: Conducting informational interviews with professionals in roles or industries of interest helps in gathering insights about specific careers, companies, or roles. It's an opportunity to seek advice, expand your network, and potentially discover unadvertised job openings.





Types of Networking (Job Search)

4. Alumni Networks: Leveraging connections from your alma mater can be valuable. Alumni associations often provide networking events, online platforms, and mentorship opportunities that can lead to job referrals or advice from fellow graduates.

5. Referrals and Recommendations: Building relationships with colleagues, former bosses, or mentors who can vouch for your skills and recommend you for job openings within their networks can significantly boost your chances of landing a position.



Types of Networking (Job Search)

6. Social and Community Networking:

Engaging in community service, volunteering, or social groups related to your profession can broaden your network. These interactions may lead to unexpected job leads or connections.

7. Recruitment Agencies and Job Fairs:

Attending job fairs and working with recruitment agencies offer direct access to hiring managers and recruiters, facilitating face-to-face interactions and potentially fast-tracking the job search process.



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UNIT 5 – JOBE SEARCH & NETWORKING

Topic : Networking Platforms



Networking Platforms

Several platforms cater to different aspects of networking, offering diverse opportunities for professional, social, and career-related connections:

- **LinkedIn:** The foremost professional networking platform, allowing users to create profiles, connect with professionals, join groups, share content, and explore job opportunities.
- **Twitter:** Beyond its social aspect, Twitter is a hub for industry discussions, news sharing, and connecting with professionals using #hashtags, chats, and direct engagement.
- **Facebook Groups:** Communities within Facebook focused on specific interests, industries, or professions, providing a space for discussions, job postings, and networking opportunities.



Networking Platforms

- **Instagram:** While primarily a visual platform, Instagram is increasingly used for professional networking through visual storytelling, showcasing work, and engaging with industry-related content.
- **Clubhouse:** An audio-based social networking app where users can join or host discussions on various topics, offering opportunities to connect with professionals and engage in conversations.
- **Meetup:** An online platform facilitating in-person gatherings based on shared interests, professions, or hobbies, fostering community-building and networking.



Networking Platforms

- **Discord:** Originally a gaming platform, Discord hosts communities centered around diverse interests, hobbies, and professional topics, allowing for real-time conversations and connections.
- **Professional Forums and Communities:** Platforms like Reddit, Quora, or specialized forums related to industries or professions where users engage in discussions, share insights, and network.
- **Industry-Specific Platforms:** Platforms tailored for certain professions, such as GitHub for developers, Behance for creatives, or ResearchGate for academics, providing spaces for networking within specific fields.

Each platform offers its unique features and caters to different networking styles and needs. Leveraging a mix of these platforms can amplify networking efforts and widen the scope of connections across various industries and interests