

## **Resources for Managing Your On-Line Identity**

### **On-line Identity – The Google Factor**

*Key point:* 75% of recruiters and 35% of personal contacts Google people and make decisions on what is found. Be sure to self Google to establish your baseline.

- *How to Clean Up Your Digital Dirt Before It Trashes Your Job Search* – by Jared Flesher - [http://blog.brandego.com/2006/01/cleaning\\_up\\_you.html](http://blog.brandego.com/2006/01/cleaning_up_you.html)
- *Position Yourself Online for Success* by Patricia Kitchen, Newsday <http://tinyurl.com/yvt3e8>
- Online Identity Blog: <http://blog.brandego.com>
- Career-management blog example: [www.umagupta.com](http://www.umagupta.com)

### **On-line Networking Tools**

*Key point:* look at “ZoomInfo” profile as 20% of Fortune 500 use this for recruiting. Check networking profiles regularly to make sure they are current.

- [www.linkedin.com](http://www.linkedin.com)
- [www.ryze.com](http://www.ryze.com)
- [www.ecademy.com](http://www.ecademy.com)
- [www.zoominfo.com](http://www.zoominfo.com)
- [www.ziggs.com](http://www.ziggs.com)
- *How to Find a Job Using LinkedIn* by Liz Ryan – <http://ezinearticles.com/?id=101085>
- *Online Social Networks Are Havens for Job Hunters* by Jeanette Borzo – <http://tinyurl.com/yemj1l>

### **On-line Job Boards**

*Key Point:* don't spend more than 10%-15% of your job search focus on-line. Use job boards/posting sites selectively; make sure your resume (if posted) is up-to-date.

- [www.netshare.com](http://www.netshare.com) - subscription-based (more west coast positions; excellent resources, forums)
- [www.execunet.com](http://www.execunet.com) - subscription-based (more east coast)
- [www.theladders.com](http://www.theladders.com)
- [www.indeed.com](http://www.indeed.com)



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