

AIRS Sourcing Report

 Volume
11

Monthly tips, tricks and groundbreaking technologies to help you find the best talent online.

Welcome

Welcome to the AIRS Sourcing Report. Each month we'll explore tips, tricks and groundbreaking technologies to help you find the best talent online.

As we head into 2009, myself and the AIRS Training Team look forward to assisting our readers with their toughest sourcing challenges as well as following up on new sites and techniques to develop your sourcing skills.

As always, I do appreciate all of your emails each month, you help drive our content - so keep 'em coming!

Kelly Dingee

kdingee@airscorp.com

www.twitter.com/sourcerkelly

www.linkedin.com/in/kellydingee

Kelly Dingee is a technical writer and sourcing researcher for AIRS—a company of The RightThing.



Question of The Month

Our January question of the month focuses in on a particular location, Tarrytown, New York. We had a recruiter friend query us on finding health care professionals in that area and we thought it would serve as a good refresher to show you how we would hunt for people in this particular section of the country. For those of you unfamiliar with this section of New York, it is within view of New York City, you can get a great skyline shot as you cross the Tappan Zee bridge and exit into Tarrytown and Sleepy Hollow.

From a search standpoint, you need to locate some of the following: area codes, zip codes and location references. If you've attended AIRS SearchLab recently you left with access to different sites that will help you find this information as well as access to our Alumni portal with more tools. One of the nifty sites I found while assisting this reader was Wikipedia's profile on Tarrytown, which is here:

http://en.wikipedia.org/wiki/Tarrytown,_New_York

This is a great starting point. In this profile, we have the zip code, area code, county information and a map showing us the location of the town. Even more, we have some of the large corporate employers found in this town, which has a population of just over eleven thousand. With a more thorough understanding of this location, and because it is so accessible for New York, New Jersey and Connecticut residents, we can head over to WhitePages.com and view an area code map and develop a more thorough search string beyond Tarrytown's "914" to represent these other commuting areas:

("914" OR "845" OR "347" OR "718" OR "917" OR "212" OR "201" OR "203")

Some may wonder why the focus on area codes, think beyond the resume and look for directories, phone lists and more. Never limit your search, always change it up and re-focus. If you'd like to access the WhitePages Area Code Maps, you'll find them here:

<http://www.whitepages.com/maps>

Table of Contents

- ▶ Question of The Month
- ▶ Need Vets?
- ▶ Does Your Company Have A Facebook Fan Page?
- ▶ AIRS 2009 Job Board & Recruiting Directory
- ▶ Going Mobile
- ▶ On the Job Hunt
- ▶ AIRS on Twitter

Need Vets?

Veterans that is. I never tire of trying to find new ways to access veterans or current military professionals. Within the last few weeks I've been testing social media to see what I can find with it. First up - LinkedIn. There are tons of company pages on LinkedIn, including the U.S.M.C. (United States Marine Corps). When I access their company page here:

<http://www.linkedin.com/companies/united-states-marine-corps>

I find thousands of potential candidates affiliated with the USMC, and many are veterans. Next I head to Facebook, where not only do I find USMC groups with thousands of members (more than on LinkedIn!) but also alumni and current corps listing "USMC" as part of their Facebook name.

And then I turn my attention to Twitter, knowing it is one of the quickest ways to come into contact and network with others. I find that USMC has it's own account here at:

<http://www.twitter.com/usmc>

I can follow them or better yet, I attempt an XRay of Twitter to find people that list somewhere "United States Marine Corps" and find plenty of people to continue to network with in my search for vets.



AIRS Job Board 2009 & Recruitment Directory

The 5th Annual AIRS Job Board & Recruiting Technology Directory is the largest, most up-to-date, and most usable career site and recruiting resource on the market. This 'one-of-a-kind' guide is an easy-to-use desktop resource that you will turn to again and again throughout the year. Best of all, this resource is completely FREE thanks to our sponsors: TopUSAJobs.com, Hcareers, Job Target, Guardian Testing, Bernard Hodes Group, SmartPost, JobMark, Physics Today Career Network, AllHealthcareJobs.com, EHS Careers, SalesJobs.com, and APS Total Staffing. Download your free copy today:

http://www.airstraining.com/training/training_forms_jobboard.guid

Does your Company have a Facebook Fan Page?

Facebook is not so friendly to corporate entities having their own accounts on the site, but you can create a group, or a fan page to address your potential candidates and customers.

Why Have one? It's a great way to network with potential candidates. Also, you can keep desired candidates in the loop with what's going on in your organization and promote programs such as diversity initiatives that your company is invested in.

Depending on the level of complexity of your page, you can create it on your own or contact sites like CareerBuilder or CollegeRecruiter. Both of those companies are happy to create Facebook Fan pages for a fee.

Our AIRS Facebook Fan Page has periodic updates, scheduling notes and more. Recently it was the first place we announced our new 2009 Job Board Directory download availability.

Sign up with AIRS on Facebook today, we're including our link below. You do need to have a Facebook account to connect to us.

<http://www.facebook.com/pages/AIRS-A-Company-of-The-RightThing/43144337470>

On the job hunt.....

Have you been laid off? Hunting for a new job? Allow at least 6 months to land on your feet in the job that's a fit for you. And while there's been much debate about passive vs active candidates in the past, now is the time to leverage all you know about recruiting to find your next fabulous gig. Right now you have to make your job hunt your job. So network of course, but don't forget your local job boards, and the big three. Employers will be leveraging all of their resources in 2009, particularly the ones they have already paid for, now they have to show ROI.

Make sure you do some housekeeping along the way and have a job focused email in place, great voicemail message on your cell and check up on them often. On Facebook and Twitter? Check those profiles too and make sure you're putting your best foot forward everywhere online.

And our last bit of advice? Go back to basics and make sure your resume will find its mark, just as keywords are important in building strings, they're even more important on your resume.

Great places to start your search? SimplyHired.com, Indeed.com, Craigslist, Monster, HotJobs, CareerBuilder, ERE.net, Recruitingblogs.com. And don't forget to hit up your local and national associations while on the hunt!

AIRS is on Twitter!

Do you want to keep up with AIRS Announcements and Appearances? Follow AIRS via Twitter:

www.twitter.com/airscorp