

# AIRS Sourcing Report

 Volume  
**12**

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

## Welcome

Welcome to the AIRS Sourcing Report. Each month we are exploring tips, tricks and groundbreaking technologies to help you find the best talent online and sometimes, your next job.

My days are spent scouring the internet for best practices so you stay on top of industry trends. I appreciate all of your emails each month, your questions help drive our content - so keep 'em coming!

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## Managing Your Time.....

Recruiting staff is continually challenged in these rigorous economic times. Some of you may have watched as all your staff was laid off and now you're left with more work and less manpower. You're trying to cut costs, yet still locate top tier talent for your organization, because you still have requisitions to fill and some recruiters may just be stepping into the social media arena to see how it can be an asset to their recruiting strategy. So how do you manage it all? Here are some ideas - directly from our Trainers - on conquering your day:

Practice using the AIRS tools and techniques...**SCHEDULE** 15 minutes a day to practice a technique (like you would an interview) so when you need to use them, you'll be comfortable and won't have to take the time to learn as well as apply. Maybe Monday is PowerSearch, Tuesday is XRay, Wednesday is FlipSearch and so on.

Stop reading the title of your results and read the url of your results, so you know what to click in to. An example would be don't click in to ab.ca if you don't need candidates in Alberta, Canada.

Prioritize your reqs by what is most critical to least critical. Reach out to active candidates first, especially for networking purposes. Even if they're not your ideal candidate, they're very willing to share and often take less time to transition than passive candidates.

When sourcing – make sure you're documenting all of your search strings in bookmarks or even better, a Google doc (so it can be accessible from any computer you're on!)

Dedicate some time each day to being active in your professional networks, maybe for 10 minutes when you first settle in while checking email and then for another 10 minutes or so after lunch. But don't make your online networking an all day event.

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## Leveraging Indeed.com to find your next job

One of the first sites many of us recommend to friends on the hunt are aggregator sites like Indeed.com and SimplyHired. But, if you've recently been laid off, and are surfing these sites, are you leveraging them to their full abilities?

Run a quick search on Indeed.com for any type of job. You'll get a nice listing of jobs. As does every other candidate. But you're a recruiter, and more than likely an extensive LinkedIn network and maybe even a prolific Facebook network. So now instead of just applying to the job click on the "more" option at the bottom of the listing.

[Contract Campus Sourcer \(2664\)](#)

Company Confidential - Villa Park, IL

Contract Campus Sourcer Crowe Horwath LLP Oak Brook... Keywords: Company

Chicago, Contract Campus Sourcer (2664), Finance, Villa Park, Illinois

From ChicagoRecruiter.com - 12 hours ago - [save job](#) - [block](#) - [email](#) - [more...](#)

Now you'll see people you are linked to that are current employees at the company you are considering applying to. Think about it, in this job market do you really want your resume lost in a massive ATS or, do you want to put it in the hands of a peer who can put it in front of actual people for review?

## Question of the Month

Hi Kelly,

I noticed your post on ERE.net and wondered if you could help me source for Control System Engineers? My struggle is to find Control Systems Engineers for a small town in Missouri called Hannibal. These Engineers need to have ControlLogix experience. Thanks for any help you could give! Sara

Hi Sara,

Here's what I've come up with so far...let's start with your "classic" Boolean looking for resumes/biodata and then trying to tap for lists, rosters, etc. I also worked on XRaying LinkedIn – the third string in that series is coming up with decent results. Then I started FlipSearching sites like IEEE. Of the group of organizations I looked at IEEE came back with some of the best results. I didn't focus too heavily on location but you could modify all of these searches (with the exception of LinkedIn) by including zip codes or area codes or city names. Definitely search on your competitors too – you could search for their employees with this type of string (remember Google has a character limit, if you start to hit that, you can take your string to Yahoo or substitute the pipe symbol "|" for OR):

```
(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vita OR inurl:vita) (controllogix OR "Programmable Logic Controls" OR "Human Machine Interface" OR "HMI" OR "control systems design") (competitor1 OR competitor2 OR competitor 3 OR competitor4)
```

I would also Flipsearch your competitors on Yahoo, maybe using this string:

```
linkdomain:competitorname.com engineer (controllogix OR "programmable logic controls" OR "human machine interface" OR "HMI" OR "control systems design")
```

Featuring select sample strings for our readers below. All work in Google and Yahoo. Happy searching!

```
(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vita OR inurl:vita) ("control systems engineer" OR controllogix)
```

```
(intitle:"about me" OR inurl:"about me" OR intitle:bio OR inurl:bio OR intitle:profile OR inurl:profile) (controllogix OR "Programmable Logic Controls" OR "Human Machine Interface" OR "HMI" OR "control systems design")
```

```
(intitle:members OR inurl:members OR intitle:alumni OR inurl:alumni OR intitle:directory OR inurl:directory OR intitle:roster OR inurl:roster) "control systems engineer"
```

```
site:linkedin.com engineer (controllogix OR "Programmable Logic Controls" OR "Human Machine Interface" OR "HMI" OR "control systems design") "greater st. louis area"
```

Go to Yahoo - FlipSearch organizations & groups & competitors:

```
linkdomain:ieee.org (controllogix OR "control systems engineer")
```

## AIRS is in London March 16th & 17th

Laura Stoker, Senior Director of Training for AIRS will be returning to London on March 16th and 17th to train our UK SearchLab and UK XtremeLab classes. Have you signed up yet? Secure your space now by contacting AIRS at: +1.802.299.2900. Or sign-up online by visiting:

[www.airstraining.co.uk](http://www.airstraining.co.uk)

## Training Discount Exclusive...only heard here in the Sourcing Report!

Right now is a great time to attend AIRS training, we have some of our best deals ever available. Rock bottom pricing so you can train one of your team or all. Our current advertised special is \$400 off any 1 day 8 hour training session- that's a huge value!

But notice I say "advertised"? Definitely check in with your AIRS representative for UNadvertised specials. I've heard there's some can't miss deals on AIRS Academy and for alumni wishing to re-certify. Call us today:

**800.466.4010**

## Need guidance on a search? Reach us here:

AIRS Alumni Forum  
[http://www.airstraining.com/training/myairs\\_home.guid](http://www.airstraining.com/training/myairs_home.guid)

AIRS Diversity Forum on LinkedIn  
<http://www.linkedin.com/groups?gid=922>

AIRS Alumni on LinkedIn  
<http://www.linkedin.com/groups?gid=48238>

Twitter  
[www.twitter.com/airscorp](http://www.twitter.com/airscorp)