

AIRS Sourcing Report

 Volume
13

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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Perfecting your practice.....

You do need to practice your Boolean searching. It's not a hard skill set to master and with some minimal dedication, again, those precious 15 minutes a day, you can hone your skills.

Start with a basic search, no matter where you're based, this is always a good one:

```
(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitaes OR inurl:vitaes)
```

Change it up a bit and look for these profile type document keywords as well:

```
(intitle:"about me" OR inurl:"about me" OR intitle:bio OR inurl:bio OR intitle:profile OR inurl:profile OR intitle:homepage OR inurl:homepage)
```

Those two core strings will work well on Yahoo and Google. Remember to try both search engines, because while they may provide similar volume, their ranking of results often varies.

And keywords are, well, key! I recently got a request to structure a search plan for an inbound sales representative. Part of building the search strategy was mapping out all of the potential keywords we could use to locate our candidates and that included words describing the work associations (and their acronyms) our candidates might belong to, but also companies that might employ these individuals. We obtained these words not only from our job order, but also by scanning similar jobs on Indeed.com and SimplyHired.com. We also dissected top candidate resumes for even more.

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Do you clean up your results?

Last month one of our readers sent me a question involving the cleaning up of search strings. Cleaning up would involve using the "-" minus sign to remove what I tend to refer to as "noise words". Those words that are cluttering up search results.

Most of the time I try to create strings and add clean up words as needed. So if I run a base line string like this:

```
(intitle:resume OR inurl:resume OR intitle:cv OR inurl:cv OR intitle:vitaes OR inurl:vitaes) hydrologist
```

I might get more than 10,000 results via Google. I like to see what's cluttering up my results and keeping me from my resume type documents, so I tend to run my base line search without subtracting words like "job" or "sample". So if the first few results include job postings, sample or example resume results, I will then subtract those out. And I'm going to also take my base line string and run it on at least one more search engine, probably Yahoo and subtract out noise words as applicable. I will certainly get different yet viable results.

Now some people like to think about using the tilde "~". I'd proceed with caution here - the tilde in conjunction with the "-" would knock out similar words to jobs - so you might lose resumes.



Need a job? Have job openings?
 Help Jobseekers via @JobAngels
 on Twitter

Question of the Month? I found someone on a Social Network, now what?

Last month I received the following question from one of our readers:

“Once you’ve found your potential candidate on LinkedIn (via LI search, xray, etc.) - now what? What do you recommend as the best way to obtain contact information, and what do you feel is the best way (phone vs. email, ok to email at work?). Keeping in mind I am in a corporate environment and a lot of websites are blocked (hopeless effort to try and change that).

I often find the candidates on LinkedIn but they are out of network, and they are not in any groups and do not have email addresses or any contact info listed. I’ve tried to research but haven’t really found much information on what to do from there. I do have the paid Zoominfo tool that can be helpful in determining the format of their work email address, but that’s about it most of the time. Anyways, just hoping you can shed some light on what you recommend once you find the person and have no contact info readily available.”

Here are my thoughts, there’s plenty of options and I’d drill through them all. Let’s start with inmails - do you have any? If your potential candidate is open to contact, that is certainly a viable tactic. I would also try to see if any of your first degree connections know the candidate to facilitate an introduction as well.

At AIRS we are fans of the concept PeerSearch. Where you take a person’s name and plug it into a search engine to gain further information, potentially email or phone numbers. That would be a great tactic to try here.

Do you ever try using a people search engine like Pipl.com? Make sure you try their full name and also check their LI url to see if they have a specific user name they use and you can run all of that information through Pipl.

And what if you FlipSearched their LinkedIn profile? Try this:

linkdomain:linkedin.com/in/kellydingee **kelly dingee**

Take that string to Yahoo and run it - what I’ve done is flipped my LinkedIn profile for all of the places I’ve linked it - I just used my name to ensure it draws other profiles I have posted. Granted, you can find me anywhere, but it gives you an idea of what to look for.

Contact wise, I would use what you can find. If you can only find work related numbers, then when you call, mention why you’re calling, is now a possible time to discuss a new opportunity and if not, is there a better time/number to reach them. I don’t think it hurts to email them at work either, but maybe don’t put the job opportunity phrasing in the subject line. And if you don’t hear anything, always follow up with a second form of contact. In case their work has a really die hard spam filter!

CDR 2009 Innovative and Effective Diversity Sourcing

CDR 2009 Innovative and Effective Diversity Sourcing premiered in Chicago at the end of February. Now is a great time to sign up and refresh your AIRS techniques and learn to source from a variety of diversity sites. See all of our online and in person training options at:

www.airstraining.com



Visit AIRS on Facebook!

In the Spirit of Diversity Sourcing A Quick Tip To Try

CDR 2009 Innovative and Effective Diversity Sourcing pushes recruiting professionals to look everywhere for Diversity candidates. So, why not search via Twitter as well? We tried this search to locate Diverse Organizations that tweet:

linkdomain:twitter.com **site:org (diversity OR black OR asian OR hispanic OR female OR women) (association OR organization)**

We have simultaneously FlipSearched Twitter and XRayed for top level organization domains. Our keywords focus on diversity segments that are organization or association focused. The search above is fairly broad, if you’re determined to attract and find a specific segment and/or profession, I would definitely narrow the focus. One of my favorite results was for the Texas Conference for Women - they tweet! The page I found is a laundry list of associations in the Texas area and many of them focused on Women. My one search has yielded many potential resources! That would be an excellent site to bookmark and follow-up on!