



BUILDING A NETWORK + NETWORKING

HIDDEN JOB MARKET

The hidden job market is a term used to describe jobs that aren't advertised or posted online. Employers might not post jobs for a number of reasons – for example, they might be trying to save money on advertising, or they might prefer getting candidates through employee referrals. Many of these jobs are found through networking rather than traditional job searching.

Tap into the hidden job market through networking:

- It is possible to find these opportunities by expanding your network connections and sharing your professional objectives. Your first step should be to make sure you're reaching out via as many avenues as possible.
- Network traditionally: attend formal networking functions like Career Fairs, conferences and chamber of commerce events
- Reach out to people in your networks including alumni and LinkedIn connections
- Consider sending a message to friends and family letting them know about your job search
- Practice your elevator speech – what do you want from your career? What do you have to offer an employer? What does your dream job look like?
- Contact employers of interest – visiting office in person, cold calling
- Volunteer at companies of interest
- Subscribe to news alerts

NETWORK LIST

Create a list of your personal networks with who you may be able to contact:

	Name	Contact Details
Previous Colleagues		
Friends and Families		
Companies of Interest		
Others		



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SOCIAL MEDIA AND JOB SEEKING/LINKEDIN

Depending on the industry you are looking to gain employment in, it may be a good idea to create a LinkedIn account. If you already have one, make sure it is up to date and targeted towards the type of job you're looking for.

LinkedIn's professional network allows job seekers to promote your skills and experience to an audience of companies and recruiters. Connect with past and present colleagues to grow your network and optimise your chances of being hired through referrals.



BUILD YOUR NETWORK BEFORE YOU NEED IT

Having a strong network is essential – it represents those you know and trust, and you can utilise it for recommendations and to ask for introductions into a job or opportunity in which you are interested. Magic number of connections to have on LinkedIn – 50 connections which can increase your chances of getting in touch with people that will help you get ahead in your job search.



ENSURE YOUR PROFILE IS UP TO DATE

Your LinkedIn profile is your chance to display your skills and talents to help the right people and opportunities find their way to you. Members with at least one past position listed on their profile are 12 times more likely to be viewed for potential opportunities through LinkedIn.



GET LINKEDIN RECOMMENDATIONS AND ENDORSEMENTS

A strong recommendation from those who have worked with you highlights your strengths and shows that you were a valued employee. You can actively reach out to your past managers and work colleagues to get recommendations from them. Endorsements are also a great way to highlight specific skill sets you haven. An effective way to gather up some of your own is by going through your trusted connections and endorsing them for skills.



GET THE WORD OUT

Tell your network that you are looking for a new job. Use your LinkedIn status update to let those in your network know you are looking for a new position.



CHECK WHETHER A COMPANY IS HIRING

LinkedIn company pages enables you to follow companies in which you are interested. When you follow a company on LinkedIn you get updates on new hires, promotions/changes at the company and even job opportunities. Follow companies that you would love to work for, and you will start seeing these updates on your homepage when you log in to LinkedIn.