



Online Applications vs. People Connections

Friends influence their friends. People tend to trust people they know rather than strangers. Would you rather hire someone you know with a great attitude and needs training or someone you don't know but has experience for the job? It depends on the job.

When you need a doctor or a pilot, you look at their record, certificates, training and experience. They may not be someone from your personal contacts list on your phone.

Many other professions, however, are normally filled by people who knew someone willing to work with a great attitude and trained them to do the task over time. Most of these are people we interact with every day. If you were a school administrator, would your first hiring interview be someone who comes with a great recommendation from a friend or someone with a great online resume that you've never met? Be honest!

Here are some myths about job searches:

1. You will find your next private sector job by applying online. The truth is most jobs are filled internally or through referrals. The larger the company, the more hoops you have to jump through. Government jobs often require online applications.
2. You should expect to hear a response soon after you apply. The reality is you may never ever hear back.
3. Your cover letter will always be read in full. Although we should include a customized cover letter, keep it to less than 250 words or less.
4. You should network with HR inside your target company. The truth is that HR that may only have information about job openings or department expansions.
5. The best time to network is after the job has been posted. The truth is supervisors often know who they want to hire before posting the job.
6. Your references will be contacted before or during the interview process. Probably not true.
7. Your resume is the most important job search tool. Unless you know the algorithm inside their candidate search program, yours will not be viewed.

Three important words in your job search: NETWORK, NETWORK, NETWORK.

Hannah Morgan, "Don't Believe These 8 Job Search Myths", US News, September 17, 2014, <https://money.usnews.com/money/blogs/outside-voices-careers/2014/09/17/dont-believe-these-8-job-search-myths>

Brad Waters, "Applying for Jobs Online? You Might Be Wasting Your Time, 10 tips for getting your online resume noticed", Psychology Today, September 17, 2018 <https://www.psychologytoday.com/us/blog/design-your-path/201809/applying-jobs-online-you-might-be-wasting-your-time>