

# **THE SOURCER'S PLAYBOOK**

A Visual Guide For Finding Talent Online

**Geoff Peterson**

# **THE SOURCER'S PLAYBOOK:**

**A Visual Guide For Finding Talent Online**

**by Geoff Peterson**

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**THE SOURCER'S PLAYBOOK**

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**For Heather,**  
who has been patient with me  
while I spent countless nights glued to my computer.

## **Acknowledgments:**

I want to start out with a big thank you to the Internet. You have provided me with a "wealth" of information and training over the past several years, all for free! I can't begin to go into specific detail and name each blog, site, community, group, chat room, network, webinar, wiki, tweet, or post that got me here, as that could fill a separate book alone.

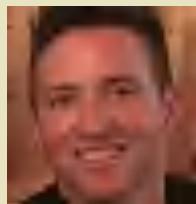
I want to give a special thanks to Jim Stroud. A few years back, I came across one of his older blogs online (which is now called "The Recruiters Lounge"). It was a blog dedicated to everything sourcing, and it offered so many creative ways to find people. This site opened my eyes to many new things.

Finally, a big thank you to my family. Where would I be without you?

## **About The Author:**

Geoff Peterson is the Chief Sourcer for Sourcing Supply ([www.sourcingsupply.com](http://www.sourcingsupply.com)), a provider of talent sourcing solutions including talent sourcing, name generation and program development. Geoff has worked with small businesses and Fortune 500 companies including Microsoft, IBM, UnitedHealth Group, PwC and ADP, and has spoken at ERE Expo, SHRM, Minnesota Recruiters and recruitDC.

Geoff has 16+ years full life-cycle recruiting, Internet sourcing and research experience nationwide. Geoff brings a wealth of knowledge and experience to the table including technical recruiting, executive recruiting, Internet sourcing, name generation, competitive intelligence, Internet research, job search strategy and recruitment marketing.



## **Introduction:**

More than a year ago, I was sitting in a barbershop, waiting to get my hair cut. I had some time to waste, so I picked up one of the magazines they had on a table. It was a computer magazine, filled with very detailed, and well laid out instructions for doing technical stuff on your PC. A lightbulb went off in my head. I thought that the staffing world really needed something like this, especially Sourcers.

I've attended countless training sessions, webinars, presentations and events over the past few years, and have learned a lot about sourcing and recruiting. The one thing though I always thought after each training, was there needed to be a better way to present the information. A better way to learn tips, tricks and techniques for sourcing the web. Sure, I've come across some excellent content online in blogs, ebooks and the like, but there really wasn't anything out there that compared to that computer book in the barbershop.

My idea was to put together a book that would give Sourcers and Recruiters a "play-by-play" or "step-by-step" approach to learning. These plays would be set-up with screenshots so the information would be easy to digest. I'm a firm believer that people absorb more information when it is presented in text coupled with visual cues.

The following five chapters give the "plays" I have used over the past nine years to be successful. The book goes into detail with tutorials, mini tutorials, snapshots, and spotlights. All of these give sequential steps to follow, or outline key areas a sourcer or recruiter should explore.

I hope you enjoy and greatly benefit from using this book!

**Geoff Peterson  
Chief Sourcer, Sourcing Supply**



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# CHAPTER 1

## Search Engines

### Finding Information.

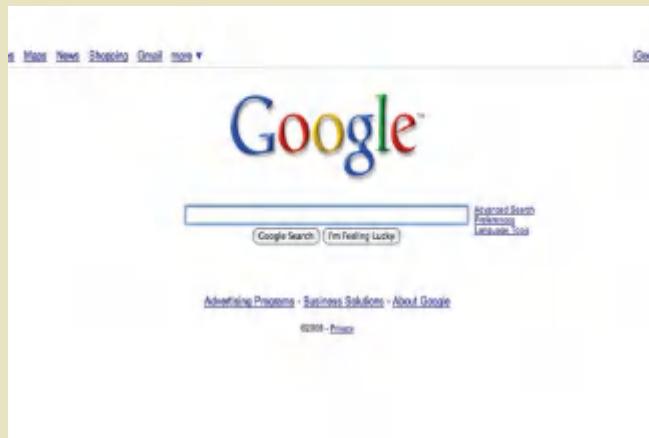
A web search engine is a tool designed to find information on the World Wide Web, or Internet. Information from these searches can include web pages, images, videos, files and much more. The web today consists of billions pieces of information that are both indexed and maintained algorithmically or through human input. This opening chapter explores simple through advanced techniques, tips and tricks for utilizing search engines effectively.



## SEARCH ENGINES

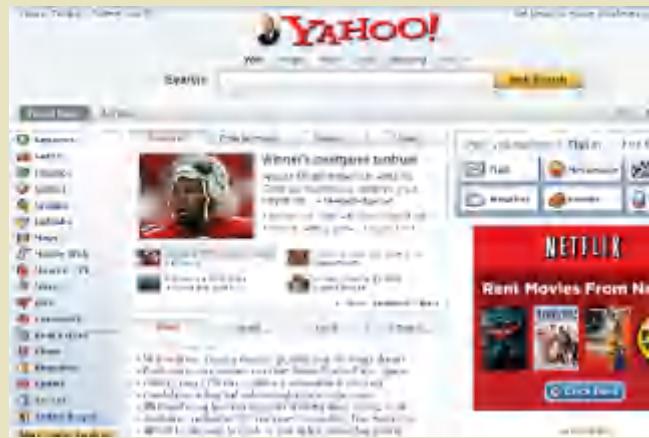
**Sourcers and Recruiters** alike can use search engines as a vehicle for hiring talent for their organization. Search engines can be used to find free resumes, lists, directories, names, confidential documents, PowerPoints and a wealth of other competitive intelligence. Search engines can give your organization a substantial competitive advantage by saving precious time and money if used correctly. With all this in mind, it's important to understand the difference between the vast number of engines, their structure, capabilities and limitations.

### A Tour of The Engines: Most Popular



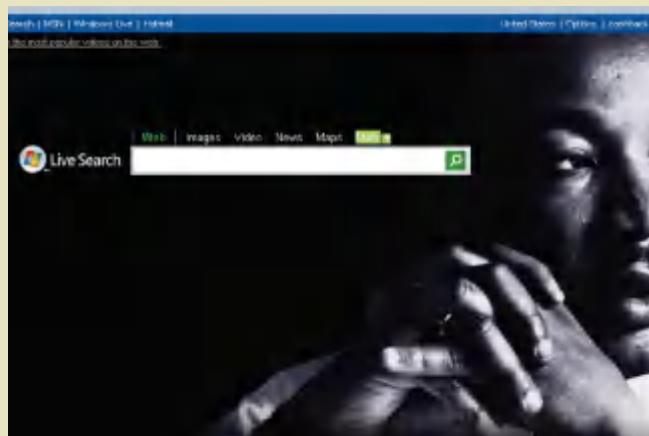
#### 01 Google

Google is #1 in searches performed around the globe, and is the #2 most trafficked website in the world. Google offers a wide array of free tools and services for searching the web.



#### 02 Yahoo!

Yahoo gets its fair share of searches from users around the world as it is the #1 most trafficked website on the planet.



#### 03 MSN Live

MSN is the #3 most trafficked website in the world, and is another very popular destination for searching the web today.



#### 04 AOL

AOL remains a very well-known "brand" for many of its online services. Currently, AOL ranks as the 28th most trafficked destination on the Internet.

# Search Engines

## A Tour of The Engines: Noteworthy Stops

The screenshot shows the WayBack Machine's search interface. At the top, there's a navigation bar with links like 'Advanced Search', 'Home', 'About', 'Help', and 'Log In'. Below that is a search bar with dropdown menus for 'Date' (Year, Month, Day) and 'Format' (Text, HTML, XML). A 'Go' button and a 'Go Wayback' link are also present. The main area contains a list of search results with columns for 'URL', 'Title', 'Date', and 'Format'. Each result is a link to the original page from a specific date. On the left side, there's a sidebar with sections for 'Matching', 'Answers', 'Business', 'File Types', 'Duplicates', and 'Discussions'. A note at the bottom says: 'Not every page that used source remains valid or exists. Lot of pages that didn't exist before. More pages now exist than before, so it's more likely to succeed for newer pages. If you're looking for older pages, it might take a few days to find them.'

### 01 WayBack Machine

Want to travel back in time to see or find information on any site in the past? This site can take you there through its indexed library of Internet sites.

The screenshot shows the Koders search interface. At the top, there's a logo for 'koders' and a subtext 'powered by blackduck software'. Below that is a search bar with a placeholder 'Search' and dropdown menus for 'All Languages' and 'All Locations'. A 'Search' button is to the right. The main content area has a heading '1 Billion lines of code and counting on Koders.com'. Below it is a paragraph about Koders.com being the leading search engine for open source and other downloadable code. It includes a 'Take Survey' button and a 'Press Release' button. At the bottom, there's a 'blackduck' logo and a copyright notice: '© 2007 Black Duck Software, Inc. All rights reserved.'

### 03 Koders

This site was built specifically for programmers, developers and engineers to share and swap code. Recruiters and Sourcers can also use the site to their advantage.

The screenshot shows the Technorati search interface. At the top, there's a logo for 'Technorati' and a search bar with the placeholder 'Search the blogosphere...'. Below that is a navigation bar with links for 'Channels', 'Blogs', 'Dimin', 'Video', 'Favorites', 'Popular', and 'Banner Central'. The main content area has a heading 'Front page / what's percolating in blogs now'. Below it are two sections: 'Rising blog posts by attention' and 'Rising news stories by attention'. Each section has a list of items with small thumbnail images. On the right side, there's a sidebar with a heading 'Finance' and a list of financial news stories. At the bottom, there's a note: 'This site exclusively takes you deep into blogs indexed from around the world.'

### 02 Technorati

This site exclusively takes you deep into blogs indexed from around the world.

The screenshot shows the Alta Vista search interface. At the top, there's a logo for 'altavista' and a search bar with a placeholder 'Search'. Below that is a navigation bar with links for 'Web', 'Images', 'MP3/Audio', 'Video', and 'News'. The main content area has a heading 'Bald Fish Translation'. Below it is a search form with fields for 'SEARCHED', 'worldwide', 'USE', 'RESULTS', 'language', and 'Toolbar'. At the bottom, there's a footer with links for 'Business Services', 'Submit a Site', 'About AltaVista', 'Privacy Policy', and 'Help'. There's also a copyright notice: '© 2007 Inktomi Services, Inc.'

### 04 Alta Vista

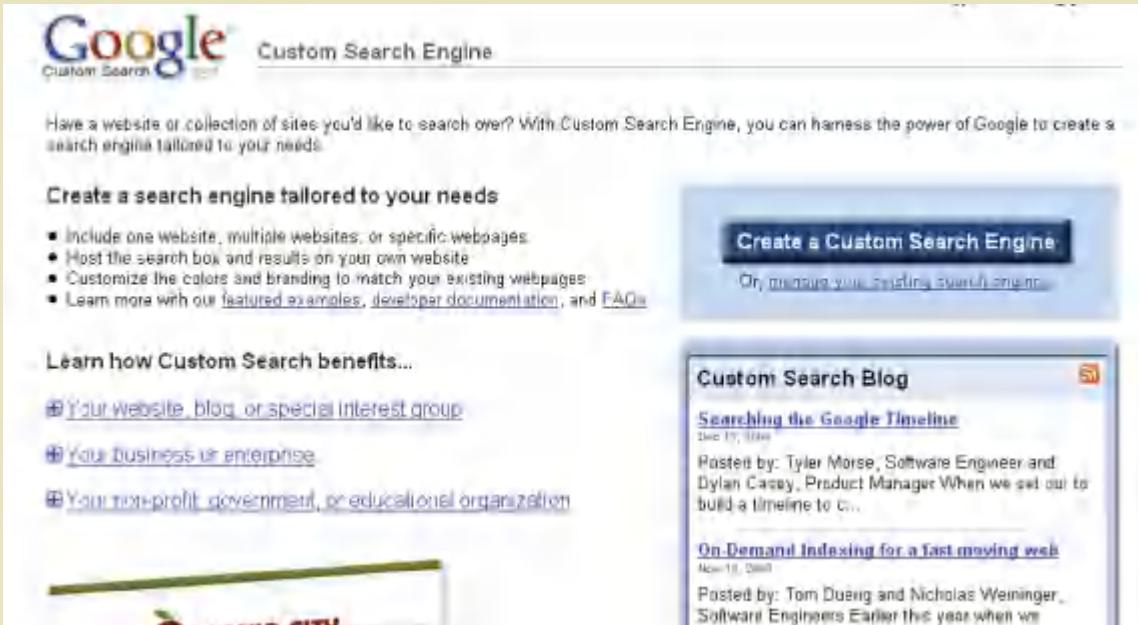
AltaVista is the lesser-known and used search engine on the web, but allows different results and search set-up than that of Google, Yahoo and MSN Live.

## Mini Tutorial: Search Engine Overlap



It is in your best interests to use more than one search engine to perform your searches. The reason is that there are different results on each one, whether it be Google, Yahoo, MSN Live or any other. There is roughly a 10-20% overlap in search results between the engines. Check out Dogpile or Twingine for a breakdown of results.

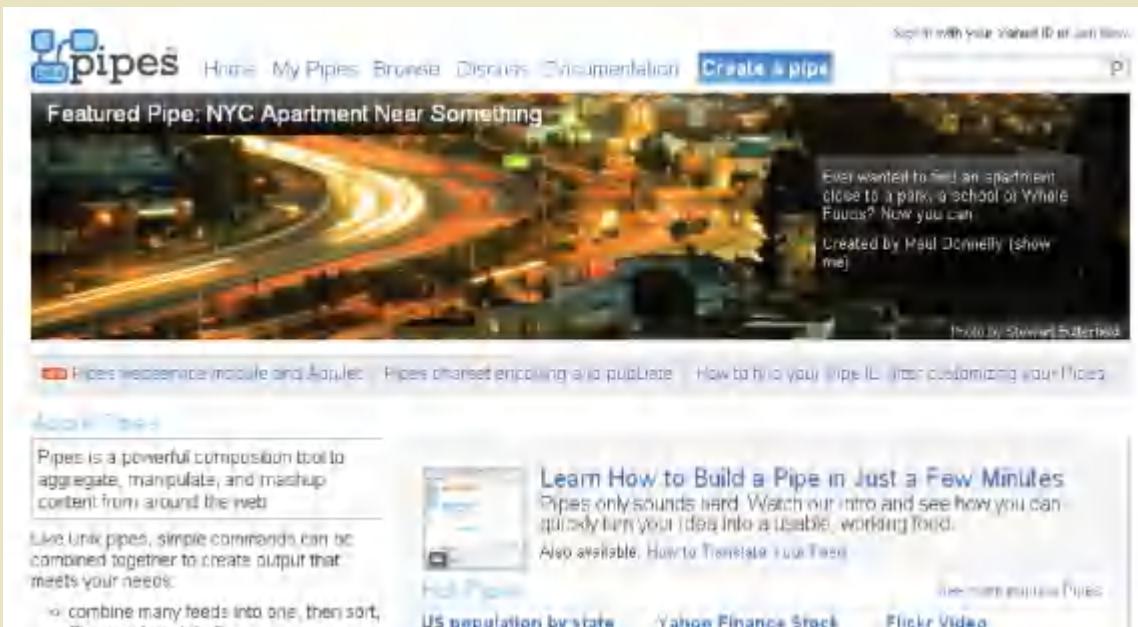
## A Tour of The Engines: Create Your Own



The screenshot shows the Google Custom Search Engine homepage. At the top, there's a large Google logo with "Custom Search" underneath. To the right, it says "Custom Search Engine". Below the logo, a text box asks if you have a website or collection of sites you'd like to search over. It explains that with Custom Search Engine, you can harness the power of Google to create a search engine tailored to your needs. A section titled "Create a search engine tailored to your needs" lists benefits: including one website, multiple websites, specific webpages, hosting the search box and results on your own website, customizing colors and branding, and more. Another section, "Learn how Custom Search benefits...", lists three categories: "Your website, blog, or special interest group", "Your business or enterprise", and "Your non-profit, government, or educational organization". On the right side, there's a "Create a Custom Search Engine" button and a link to "Or, measure your existing search engine". Below this, there's a "Custom Search Blog" section with two posts: "Searching the Google Timeline" and "On-Demand Indexing for a fast moving web".

## 01 Google Co-Op

The Google Co-Op or Google Custom Search allows its users to create their own Google search engine, complete with parameters and rules that go beyond the normal Google search engine.



The screenshot shows the Yahoo! Pipes homepage. At the top, there's a navigation bar with links for "Home", "My Pipes", "Browse", "Discussions", "Documentation", and a "Create a pipe" button. Below the navigation, there's a "Featured Pipe: NYC Apartment Near Something" section with a thumbnail image of a city street at night. A text box in this section says: "Ever wanted to find an apartment close to a park, a school or Whole Foods? Now you can." It's created by Paul Donnelly. Below this, there's a "How to Build a Pipe in Just a Few Minutes" section with a video thumbnail and text: "Pipes only sounds hard. Watch our intro and see how you can quickly turn your idea into a usable, working tool." There are also links for "Hot Pipes", "US population by state", "Yahoo Finance Stock", and "Flickr Video".

## 02 Yahoo! Pipes

This site allows users to mashup and manipulate searches from around the web, bringing back only search results that meet strict criteria.

# Search Engines

## Spotlight: All The Rest



There are many, many search engines that are older, lesser known, or brand new onto the market. Each has a long list of benefits and detractors for using them. A few worth exploring includes: Ask, Lycos, Cuil, AllTheWeb, Powerset, Pagebites, Edgeio, Krugle, Streakr, Truveo, Clusty, Gigablast, Dogpile, Snap, Local, Rollyo, Kosmix, Draze, Aftervote, Searchme, Viewzi, Tineye, ChaCha and Peekyou.

## Search Engines Tutorial #1: Building A Solid Foundation

The screenshot shows a Google search results page for the query "software engineer". The search bar at the top contains the text "software engineer". Below the search bar is a "Search" button and a "Advanced Search" link. The main content area displays search results. At the top left of the results is a "Web" label. To the right, it says "Results 1 - 10 of about 11,200,000 for 'software engineer'". The results include several links:

- Software engineer - Wikipedia, the free encyclopedia**  
[16] [17] Often one is expected to start out as a computer programmer before being promoted to **software engineer**. Thus, the career path to software ...  
on [en.wikipedia.org/w/index.php?title=Software\\_engineer&oldid=112611126](http://en.wikipedia.org/w/index.php?title=Software_engineer&oldid=112611126)
- Software engineer - Wikipedia, the free encyclopedia**  
A **software engineer** is a person who applies the principles of software engineering to the design, development, testing, and evaluation of the software and ...  
en.wikipedia.org/w/index.php?title=Software\_engineer&oldid=713611126
- Computer Software Engineers**  
Skip to Content | EPL - Real U.S. Department of Labor. Photos representing the workforce ...  
www.bls.gov - Search - All BLS.gov - News Releases - All Publications ...  
www.bls.gov/oes/2003/oes03.htm#171-001
- Computer Software Engineer**  
Apr 29, 2008 ... Computer Software Engineer. What is this job like? | How do you get ready? | How much does this job pay? | How many jobs are there? ...  
www.bls.gov/oes/2003/oes03.htm#171-001
- MONEY Magazine's Best Job: Software engineer**  
Software engineer Rank: 1 of 50 Top Job in field: Release Engineer PREVIOUS: FULL LIST · .NET GRADERS Stress B/ Flexibility B/ Creativity A-  
money.com/magazines/money/bestjobs/2003/snapshots/1.html#679 -  
Visited 1 Similar
- Software Engineering Jobs for Software Engineers**  
A **software engineer** is in charge of designing and programming large scale computer systems and applications. Comparable to a systems analyst, ...  
www.mathematicsmajors.com/.../71-Career-Suggestions
- Who killed the Software Engineer? (Hint: It Happened in College)**  
Jan 21, 2008 ... A prominent professor says that university computer science programs deserve a failing grade. Today's US grads are not prepared to compete ...  
prnewswire.com/news\_releases/article\_id/120229-BEV-Career-Skill.html

On the right side of the results, there are several sponsored links:

- Technology Bachelor's**  
Request Info About Carnegie Software Architecture Program  
www.Carnegie.edu
- Software Engineer**  
Request free info from school  
Software Engineer program  
www.Top10UniversitySchools.com
- IT Experts Contractor**  
.NET & SQL Experts Highly Personnel For All Projects  
www.ApproxusConsulting.com
- Pay Per Use Software**  
Popular Engineering Application Free upgrades, no maintenance  
www.cetech.com
- IT + Software Engine**  
Find Courses and Degree Plan for a Career as a Software  
www.DipMyDegree.com
- Software Development**  
Computer Programming firm U.S. based. Free Estimates  
www.21stcenturyconsultants.com
- Engineer Software**  
Deals on Engineer Software

## 01 Group Key Words

Using quotations (" "), parenthesis (), or brackets [ ] groups together more than one key word and tells the search engines to find those words together in the search results.

Google search results for "resume AND (engineer OR programmer)". The results page shows 10,600,000 results. The first result is a link to "Programmer Resumes" from www.it-resume.com. Subsequent results include links to "Engineering Resume Example - Software Engineering Resume", "Engineer Resume Example Free Sample Resumes", and "Electrical Engineer Resume Los Angeles - Orange County".

## 02 Basic Boolean

Simple defaults such as AND and OR help search engines identify whether to include all the key words in a search, or any of the key words.

Google search results for "resume "software engineer"". The results page shows 190,000 results. The first result is a link to "Resume - Phil Barthold - Software Engineer and Development Manager" from philbarthold.com. Subsequent results include links to "Resume of Robert Blythe - Embedded Software Engineer", "Resume Senior Software Engineer, Product/Program Manager", and "Resume for Mark Jay Knight - Video Game Programmer, Software Engineer".

## 03 Negation

This is used to specify that a key word must not appear in your search results. This would include the – (minus sign) or the word NOT.

# Search Engines

Google search results for "software engineer" example sample job.

Results 1 - 10 of about 290,000 for ~cv "software engineer" example

**Joe Chan, Software Engineer, CV**  
Ora Solutions is a provider of professional software engineering services.  
[www.orasolutions.com/cv.html](http://www.orasolutions.com/cv.html) - 10k - Cached - Similar pages

**Resume - Phil Bartolo - Software Engineer and Development Manager**  
Phil Bartolo's resume - Software Engineer Specializing in Java Technologies.  
[www.bartolo.com/~13k/cv/CV.html](http://www.bartolo.com/~13k/cv/CV.html) - 13k - Cached - Similar pages

**JakeSavin.com: Resume Senior Software Engineer Product/Program...**  
Apr 25, 2006 ... **Resume**: Senior Software Engineer, Product/Program Manager, Java  
Savin Sr. Software Engineer, Product/Program Manager Phone: (415) 307-1558 ...  
[www.jakesavin.com/resume/](http://www.jakesavin.com/resume/) - 24k - Cached - Similar pages

**LUGOD\_Mailing List Archives - [vox-jobs] [RESUME] C++ Software ...**  
Next by Date: RE: [vox-jobs] [RESUME] C++ Software Engineer, Next by Thread: Re: [vox-jobs] [RESUME] C++ Software Engineer, Index(es): ...  
[www.lugod.org/mailing-lists/archives/vox-jobs/2005-11/msg00000.html](http://www.lugod.org/mailing-lists/archives/vox-jobs/2005-11/msg00000.html) - 22k - Cached - Similar pages

**Resume Software Engineer - Innovative Development, Inc.**  
Software Engineer Designed and Wrote a complete Multitasking, Graphics / Data Base Package in C interfaced to B68K family Assembly Language ...  
[www.innovative.com/resumesoftware\\_engineer.htm](http://www.innovative.com/resumesoftware_engineer.htm) - 8k - Cached - Similar pages

**Software Engineer's Resume Programming**  
3/03 - present: C Software Engineer - Sun Microsystems .... **Resume** of niral Patel VLSI

## 04 Synonyms

Use the tilde (~) to achieve more search results. This picks up exact matches and other related potential matches the search engines think you may want.

Google search results for ~ccie 2010.15999.

Results 1 - 10 of 4

**Resume - Rick Davis CCIE #5762 | Rick Davis CCIE #5672**  
Major Cisco Certifications: CCIE Storage (May 2007) CCIE Voice (Nov 2005) CCIE Security (Dec 2001) CCIE Service Provider (Aug 2001) CCIE Routing and ...  
[www.rickdavis.com/resume/rickdavis/ccie-5762](http://www.rickdavis.com/resume/rickdavis/ccie-5762) - 18k - Cached - Similar pages

**Rick Davis CCIE #5672**  
Feb 27, 2008 ... About Rick Davis 5+ CCIE. **Resume** - Rick Davis CCIE #5762 ... the propulsion system onboard the aircraft carrier - USS Kitty Hawk (CV-63) ...  
[www.rickdavis.com/](http://www.rickdavis.com/) - 10k - Cached - Similar pages

**More results from www.rickdavis.com**

**Resume of Haiping Li - Dual CCIE#4435(R&S,SNA/IP) Dual CCDP/WAN ...**  
**Resume of Haiping Li - Dual CCIE#4435(R&S,SNA/IP),CCDP(WAN,R&S),HP Star HP-UX,HP Cert HP-UX admin,MCNE,CNE,NCIP,MCSE. Specialize in Cisco,Bay,3Com,Cabletron ...**  
[www.geocities.com/haili/-51k](http://www.geocities.com/haili/-51k) - Cached - Similar pages

**Dann Lee's CCIE Page|Cisco Certification |Resume |Routing ...**  
Cisco CCIE engineer logo Dann C. Lee, CCIE #3262. Are you a CCIE? Want to be a CCIE? Click here for Enhanced IP Services for Cisco Networks by Dann Lee and ...  
[www.employee.org/~dannccie/](http://www.employee.org/~dannccie/) - 10k - Cached - Similar pages

**Resume of Vadim Mineev CCIE #15302**

## 05 Number Range

This operator is two periods (..) and tells the search engines to look for results that fall inside the specified range of numbers given.

## Spotlight: Find Area Codes



If you don't know all the area codes in a particular area, look them up at the North American Numbering Plan Administration (<http://www.nanpa.com/>). Also check out (<http://decoder.americom.com/>) for a list of U.S. area codes.

The screenshot shows a Google search results page for the query "resume technical manager jobs sample apply". The results are as follows:

- Technical (IT) Project Manager - resume for Shawn Connolly, PMP**  
Resume for a senior technical project manager and consultant. Shawn Connolly is a project management and IT consultant with various industry expertise.  
[resume.shawnmcconnelly.com/](#) - 15k - Cached - Similar pages
- CV, Curriculum Vitae for project manager system architect, Net ...**  
Dec 21, 2008 ... CV, Curriculum Vitae, Personal Profile for Author of Amateur Invest, ... Has worked as a **technical project manager**, systems / software ...  
[www.amateur-invest.com/us\\_cv01.htm](http://www.amateur-invest.com/us_cv01.htm) - 18k - Cached - Similar pages
- CV Technical Project Manager expert technique IMS / MMIS / WAP ...**  
Détail du CV "Technical Project Manager expert technique IMS / MMIS / WAP  
Compétences principales de ce profil : Project, Architecture, C, Oracle, ...  
[www.freelance-infos.com/references/cv-tc1.html](http://www.freelance-infos.com/references/cv-tc1.html) - project-manager-expert-technique-ims-mmis-wap-30069.htm  
21k - Cached - Similar pages
- Resume Technical Sales Manager with expertise in High Current ...**  
Technical Sales Manager - with expertise in High Current Implanters, Semi-conductor capital equipment.  
[www.remar2hire.com/ISO9001.html](http://www.remar2hire.com/ISO9001.html) - 2k - Cached - Similar pages
- technical account manager microsoft - Trabajos Empleo**  
Ofertas de empleo similares a "technical account manager microsoft", technical skills: cv, key language skills: cv, project manager cv, spanish english ...  
[www.trabajos.es/ofertas-simples/technical-account-manager-microsoft](http://www.trabajos.es/ofertas-simples/technical-account-manager-microsoft) - 81k -  
Cached - Similar pages
- Scott Francis - Resume**  
What is a personal site without a resume? Here is mine, complete with links ... Technical Sales Manager 1991 - 6/00. Led technical teams of 4-10 during the ...  
[www.scottfrancis.com/resume.htm](http://www.scottfrancis.com/resume.htm) - 20k - Cached - Similar pages
- Robert J Ray CV**  
File format: Microsoft Word - View as HTML  
[www.robertjray.com/CV.html](http://www.robertjray.com/CV.html) - 11k - Cached - Similar pages

## 06 Wildcards

The wildcard (\*) requests that a search engine return variants of a grouping of words. It acts as a placeholder between two words, and attempts to pick up associated words in your searches.

### Mini Tutorial: Rearrange Your Words

Web | Images | Video Local Site  
**intitle:resume inurl:resume microsoft**

Try rearranging the order of your key words in your search strings. The key words are each assigned a number like a mathematical formula from left to right, with each one getting a certain value in that particular search. Moving them around can change the values and achieve different results each time.

# Search Engines

## Search Engines Tutorial #2: Special Syntax

The screenshot shows a search results page with the following results:

- Twitter / GeoffPeterson**  
Hey there! **GeoffPeterson** is using Twitter.  
Twitter is a free social messaging utility for staying connected in real-time ... **GeoffPeterson**.  
Also... check out these 15 Twitter tools: <http://tinyurl.com...>  
[twitter.com/GeoffPeterson](http://twitter.com/GeoffPeterson) - Cache
- Twitter / GeoffPeterson**  
**GeoffPeterson**: 55 Tips, Tricks and Strategies for Networking on LinkedIn: <http://...>  
**GeoffPeterson**: Back from SourceCon in Atlanta. [...](http://...)  
[twitter.com/statuses/user\\_timeline/7442232.json](http://twitter.com/statuses/user_timeline/7442232.json)
- GeoffPeterson**  
Browse the profile for **GeoffPeterson**. Docstoc is a community for people to find and share ... You  
is the Next Level shared by: **GeoffPeterson** on 12/7/2008 ...  
[www.docstoc.com/profile/geoffpeterson](http://www.docstoc.com/profile/geoffpeterson) - Cache
- geoffpeterson - identica**  
Managing Principal at General Lead ([www.generallead.com](http://www.generallead.com)); Editor for StaffBytes ([www.staffbytes.com](http://www.staffbytes.com)) ... Geof Peterson (geoffpeterson) Pittsburgh, PA ...  
[identi.ca/geoffpeterson](http://identi.ca/geoffpeterson) - Cache
- GeoffPeterson**  
Geoff Peterson (**GeoffPeterson**), male, 32 years old; Managing Principal at General Lead; Editor for StaffBytes ... **GeoffPeterson**; Name: Geof Peterson ...  
[brightkite.com/people/geoffpeterson](http://brightkite.com/people/geoffpeterson) - Cache
- GeoffPeterson**  
SlideShare is the best way to share your powerpoint presentations with the world. ...  
[www.slashdot.org/~GeoffPeterson](http://www.slashdot.org/~GeoffPeterson); [GeoffPeterson's Slideshare](http://GeoffPeterson's Slideshare); [GeoffPeterson](http://GeoffPeterson)

### 01 intitle:

This will restrict your search to the titles of web pages. It finds web pages in which all the specified words appear in the title.

The screenshot shows a search results page with the following results:

- Did you mean: in best microsoft**
- Microsoft Download Center**  
Visit the Download Center to find the latest product updates from Microsoft in dozens of languages ... Microsoft Office Compatibility Pack for Word, Excel, ...  
[www.microsoft.com/downloads/search.aspx?F1=geoffpeterson](http://www.microsoft.com/downloads/search.aspx?F1=geoffpeterson) - Cache
- Microsoft Small Business Resources, Products and Support**  
Learn more about Microsoft Small Business resources, products, and support. You have the information about small business software services and technology tools: Quick Links, Business Plan Wizard, Microsoft Offices - Business in Business  
[www.microsoft.com/smallbusiness/default.aspx](http://www.microsoft.com/smallbusiness/default.aspx)
- Microsoft Help and Support**  
Microsoft offers both self and technical support for products such as Office, Outlook, Internet Explorer, and more. Find articles, downloads, and updates online. ...  
[support.microsoft.com](http://support.microsoft.com)
- Microsoft - Wikipedia, the free encyclopedia**  
From [en.wikipedia.org/wiki/Microsoft](http://en.wikipedia.org/wiki/Microsoft) Microsoft (MSFT: NYSE: MSFT) is a multinational computer technology corporation that develops, manufactures, licenses, and supports a wide range of software products for computing devices. [en.wikipedia.org/wiki/Microsoft](http://en.wikipedia.org/wiki/Microsoft) - Cache
- Microsoft Money vs. Mint: Compare Personal Finance Software**

### 02 intext: OR inbody:

This will restrict your search to body text only. It will ignore link text, titles and URL's.

## Spotlight: Koders



Koders tracks code for technical professionals. Try a search string using email addresses such as: @gmail.com OR @yahoo.com in the search field. Note the results that come up. Now target these professionals from the information gleaned in each search result. Most results show a full email address or a site attached to it, such as a blog or other personal website.

Web | Images | Video | Local | Shopping | more +  
imurtsgoogle.com      Search      Options +      Cookies +

1 - 10 of 386,000 results for [imurtsgoogle.com](#)

**Google (Nasdaq: GOOG)**  
Google allows users to search the Web for images, news, products, video, and other content.  
[www.google.com](http://www.google.com)

**Google Image Search**  
Google Image search engine, helping users find pictures, photos, and images on the Web.  
[images.google.com](http://images.google.com)

**Google Malaysia**  
Web Images News Groups Books Gmail more. Scholar Blogs, Calendar ... Google.com.my offered in: Bahasa Malaysia. Advertising Programs - About Google - Go ...  
[www.google.com.my](http://www.google.com.my) - Cached

**Picasa Web Albums**  
[picasaweb.google.com](http://picasaweb.google.com)

**Google Home**  
the web, pages from Nigeria, Google.com.ng offered in: Hausa Ede Oyinbo, Advertising Programs - About Google - Go to Google.com ...  
[www.google.com.ng](http://www.google.com.ng) - Cached

**Google Translate**  
[translate.google.com](http://translate.google.com) - 76k

## 03 inurl:

This will restrict your search to the URL's of web pages.

Web | Images | Video | Local | Shopping | more +  
inanchorbarackobama      Search      Options +      Cookies +

YAHOO

1 - 10 of 386,000 results for [inanchorbarackobama](#) (0.00 s) 0.00 s 1.1%

We have included [\[inanchor:barack obama\] results](#) - Show only [inanchor:barackobama](#)

**Barack Obama and Joe Biden: The Change We Need**  
Official site of U.S. President-elect Barack Obama and Vice President-elect, Joe Biden, featuring news, speeches, press releases, blogs, and photos.  
[www.barackobama.com](http://www.barackobama.com) - Cached

Team      People  
Issues      States  
Media      Blog  
Action Center      Store  
[www.inanchorbarackobama.com](http://www.inanchorbarackobama.com)

**Barack Obama and Joe Biden: The Change We Need | Meet the Candidate**  
Official Website of Barack Obama 2008 Presidential Campaign ... His father, Barack Obama Sr., was born and raised in a small village in Kenya. —  
[www.barackobama.com/about](http://www.barackobama.com/about) - Cached

**Barack Obama - Wikipedia, the free encyclopedia**  
[en.wikipedia.org/wiki/Barack\\_Obama](http://en.wikipedia.org/wiki/Barack_Obama) - 52.7k - Cached



Barack Hussein Obama II (pronounced /bəræk əʊbəmə bɪ:rn əʊgʊst 4, 1961) is the President-elect of the United States of America, and the first African American to be elected President of the United States.

Obama  
[en.wikipedia.org/wiki/Barack\\_Obama](http://en.wikipedia.org/wiki/Barack_Obama) - 52.7k - Cached

**Barack Obama - U.S. Senator for Illinois**  
Official U.S. Senate site for Sen. Barack Obama, featuring biography, news, voting record, issues...

## 04 inanchor:

This will search for text in a page's link anchors, which is the descriptive text of a link.

# Search Engines

Google search results for "site:oracle.com". The results include:

- Oracle 11g, Siebel, PeopleSoft | Oracle: The World's Largest...**  
The world's largest enterprise software company, Oracle is the only vendor to offer solutions for every tier of your business -- database, middleware, ... [Show stock quote for ORCL](#), [www.oracle.com/](http://www.oracle.com/) - 45k - Cached - Similar pages
- Portal | Oracle Fusion Middleware**  
Oracle Portal provides a complete and integrated framework for developing, deploying, and managing enterprise portals. It enables secure information access, ... [www.oracle.com/portal/](http://www.oracle.com/portal/) - 72k - Cached - Similar pages
- Oracle Portal Home**  
All Blogs, Corporate Site, CRM On Demand, Discussion Forums, Documentation, Education, PartnerNetwork (Public Only), Technology Network ... [portalsenter.oracle.com/](http://portalsenter.oracle.com/) - 81k - Cached - Similar pages
- Accessibility | Oracle's Accessibility Program**  
Oracle is committed to creating accessible technologies and products that enhance the overall workplace environment and contribute to the productivity of ... [www.oracle.com/accessibility/](http://www.oracle.com/accessibility/) - 87k - Cached - Similar pages
- The Official Oracle Wiki - Oracle Wiki**  
Join This Site Already a member? Sign in. Welcome! This is a website that everyone can build together. It's easy! EasyEdit: Email page ...

Results 1 - 10 of about 1,000,000.

## 05 site:

This will allow you to narrow your search by a site or domain.

Google search results for "link:staffbytes.com". The results include:

- 081223 Industry Influence Links (Dec 23, 2008) | johnsumser.com ...**  
Categories: Applicant Tracking Systems, Daily Links, Daily News, Employment Branding, Filters, Futures, Generational Demographics, India 2008, ... [www.johnsumser.com/2008/12/23/081223-industry-influence-links-dec-23-2008/](http://www.johnsumser.com/2008/12/23/081223-industry-influence-links-dec-23-2008/) - 50k - Cached - Similar pages
- Naked Recruiting — Unencumbered Recruiting Content**  
by NakedRecruiting on January 11, 2009. Simple Black Belt, a highly informative blog created by Glen Cathey, is a must-read for sourcing advice using ... [nakedrecruiting.com/](http://nakedrecruiting.com/) - 157k - Cached - Similar pages
- StaffBytes - A Roadmap for the Recruiting Industry & Technology**  
I discovered a site that recruiters and sources will find especially helpful on an everyday basis. It's called Yumbler. Number is a virtual phone number ... [www.staffbytes.com/category/technology/feed/](http://www.staffbytes.com/category/technology/feed/) - 43k - Cached - Similar pages
- StaffBytes - A Roadmap for the Recruiting Industry & Communities**  
A new site I discovered recently called Backtype is very similar to the fast-growing and popular microblogging site, Twitter. Backtype is like Twitter in ... [www.staffbytes.com/category/communities/feed/](http://www.staffbytes.com/category/communities/feed/) - 144k - Cached - Similar pages
- Cloud Recruiting, Cloud Computing, and a Rant in Time for...**  
Dec 12, 2008 ... A Contrarian View of Life in the Recruitosphere. Recruitomatic. About ... Archives. Feedback. Contact. » Snaraking in Tongues ... [blog.uservoice.com/recruitomatic/2008/12/12/cloud-recruiting-cloud-computing-and-a-rant-in-time-for-christmas/](http://blog.uservoice.com/recruitomatic/2008/12/12/cloud-recruiting-cloud-computing-and-a-rant-in-time-for-christmas/) - 53k - Cached - Similar pages

Results 1 - 10 of about 26 linking to staffbytes.com.

## 06 link: OR contains:

This will return a list of pages that link to a specified URL.

[Web](#) | [Image](#) | [Video](#) | [Local](#) | [Breaking](#) | [Email](#) | [cache:www.oracle.com](#) [Search](#)

**Oracle In-Memory Database Cache**  
Oracle In-Memory Database Cache delivers a real-time, dynamic and optimal introduction to Oracle Database Cache Option for Oracle Database Enterprise Edition. [www.oracle.com/database/inmemorydatabase-cache](#)

**Oracle 11g, Grid, Siebel, PeopleSoft | Oracle, The World's Largest Database** [ad]

... Oracle In-Memory Database Cache Application and Database servers meet availability with Oracle's 10 Gigabit EnterpriseOne network. [www.oracle.com](#) [ad]

**DBAsWorld.Com - Oracle News, Cache Faq's**  
DBAsWorld.com - Oracle Database Articles, Tutorials, Training, FAQs, Books and many other Information for Database Administrators (DBAs)  
[www.DBAsWorld.com/oracle/news/cache\\_faq.htm#DB\\_Articles](#) [ad]

**Why do you cache Oracle? - Glenn Francis's Weblog**  
... have ways of bypassing the OS page cache for Oracle database ... Me Logix. This theme brought to you by the Sun Green Team. Go Green! ... the human,com:greeninformant,do\_you\_cache\_oracle ... [ad]

**Oracle® Application Server Platform, Java® Application Server**  
... # oracle connect(s) 1 1 1 # Using the name to connect to cache as ... # Support for external procedures within Oracle® cache ...

# 07 cache:

This will find a copy of the page that the search engine indexed even if it no longer exists.

# Mini Tutorial: Resume Variations

[Web](#) | [Images](#) | [Video](#) | [Local](#) | [Shopping](#) | [Help](#)

Make note that not everyone uses the word "resume" in naming their document. Variations of the word include profile, CV, curriculum vitae, and vitae. Try using all of these in your searches, and also use the tilde (~resume) as well to pick up some of the variations.

# Mini Tutorial: Set Your Preferences

## Results per Page

100 results ▾

Most search engines have a “preferences” or “settings” page which give you the options of seeing more search results per page and omitting certain types of results as well. To save time, make sure you see as many results per page as possible, usually reaching 100 as a maximum.

**Google** filetype:pdf

Search Advanced Search  
Paste/Load

Web Results 1 - 10 of about 294,000

**[PDF] Educational Malpractice in the USA, Part 2**  
File Format: PDF/Adobe Acrobat  
Educational Malpractice, part 2, 5 Apr 2003, Page 1 of 6. Educational Malpractice in the USA, Part 2 Copyright 2000-01, 2003 by Ronald E. Standier ...  
[www.rbs2.com/edumal2.pdf](http://www.rbs2.com/edumal2.pdf) [Similar pages](#)

**[PDF] ASPEPC CCCO, USTEC i UGT consideren innecessàries Les aules per a ...** | [Transcripció](#) |  
File Format: PDF/Adobe Acrobat  
ASPEPC, <http://www.aspec.cat/> CCCO, USTEC i UGT consideren innecessàries Les aules per a immigrants que arribin a mig curs: recull ...  
[www.aspec.cat/Articulo032.pdf](http://www.aspec.cat/Articulo032.pdf) [Similar pages](#)

**[PDF] ADA Guide for Places of Lodging Serving Guests Who Are Blind or ...**  
File Format: PDF/Adobe Acrobat  
U.S. Department of Justice Civil Rights Division Disability Rights Section, Americans with Disabilities Act: GUIDE FOR PLACES OF LODGING: SERVING GUESTS ...  
[www.ada.gov/odblind.pdf](http://www.ada.gov/odblind.pdf) [Similar pages](#)

**[PDF] History of the Nomination of Samuel Alito**  
File Format: PDF/Adobe Acrobat  
www.rbs0.com/valto.pdf, 12 Feb 2006, Page 1 of 14? History of the Nomination of Samuel Alito. How and why he was confirmed ...  
[www.rbs0.com/valto.pdf](http://www.rbs0.com/valto.pdf) [Similar pages](#)

# 08 filetype:

This will search for suffixes of filename extensions.

# Search Engines

Web | Images | Video | Local | Shopping | more →  
related:www.generallead.com Search [Delete](#) [Customize](#)

[Advanced Sourcing Taking You to the Next Level](#)  
... GeneralLead GeneralLead([www.generallead.com](http://www.generallead.com))sana=onlprovider ... Related docs: Taking  
SE to the Next Level. Views: 21 Downloads: 0 ...  
[generallead.com/whitepapers/2009/04/Advanced-Sourcing-Taking-You-to-the-Next-Level.pdf](http://generallead.com/whitepapers/2009/04/Advanced-Sourcing-Taking-You-to-the-Next-Level.pdf)

[30 Recruiting Strategies in a Down Economy](#)  
... AboutGeneralLead GeneralLead([www.generallead.com](http://www.generallead.com))sana=onlprovider ... Related docs: Twi...  
TwitterUp / Twitter.convergepeterson. Related docs: ...  
[generallead.com/documents/2009/04/30-recruiting-strategies-in-a-down-economy.pdf](http://generallead.com/documents/2009/04/30-recruiting-strategies-in-a-down-economy.pdf)

[Advanced Sourcing Taking You to the Next Level - SlideShare](#)  
This is a presentation I give to recruiters and sourcers ... [www.generallead.com](http://www.generallead.com). gpeterson @  
[generallead.com](http://generallead.com). Embed customize slide, without related slides ...  
[slideshare.net/GpPeterson/30-recruiting-strategies-in-a-down-economy](http://slideshare.net/GpPeterson/30-recruiting-strategies-in-a-down-economy) • 0 fls • [\[View\]](#)

[YouTube - The War For Talent - And How To Win it](#)  
Sign up today at <http://www.generallead.com> Category: Howto &  
Style: Tags: ... Related Videos: Loading: Promoted Videos: Tales  
from Taftstown n ... 02:21. Newflums ...  
[www.youmike.com/watch?v=7U0ju0BzeM](http://www.youmike.com/watch?v=7U0ju0BzeM) • 217 views

[Play Video](#)

Advanced Search | Help | Feedback | Search | Yahoo! Home | Log In

## 09 related:

This will find pages that are related to the specified page.

Web | Images | Video | Local | Shopping | more →  
info:www.msn.com Search [Delete](#) [Customize](#)

[MSN.com](#)  
MSN's all-in-one Internet portal, the home of Hotmail, MSN Messenger, MSNBC News, Encarta, and  
State Magazine.  
[www.msn.com](http://www.msn.com) - [\[Cached\]](#)

[News](#) [Shopping](#)  
[Games](#) [Video](#)  
[Look Up Facts](#) [Weather](#)  
[Music](#) [Movies](#)

[more results from msn.com ↗](#)

[Tax Information and Advice on MSN Money](#)  
Find detailed tax information, research, advice and important news on MSN Money. Make the most  
of your finances today.  
[articles.moneycentral.msn.com/taxes/home.aspx](http://articles.moneycentral.msn.com/taxes/home.aspx) - [\[Cached\]](#)

[MSN Games by Zone.com](#)  
Play trivia, board, and card games online with MSN.  
[zone.msn.com](http://zone.msn.com) - [\[Cached\]](#)

[MSN Hotmail](#)  
Send, receive, and organize email with Hotmail, a free web-based email service from MSN. Features  
a personal calendar and customizable contact groups.  
[www.hotmail.com](http://www.hotmail.com)

[MSN Maps & Directions](#)  
Learn how to link to MSN Maps & Directions from your Web site. ... Try MSN Internet Software for  
more ... [\[Cached\]](#)

## 10 info:

This will provide a page of links to more information about a specified URL.

We have included phone book:john doe results - Show only phonebook:  
John Doe is a programmatica... (JavaScript) | Wikipedia, the free...  
Search | Advanced  
...n name = John Doe" m=" Maybe String... (JavaScript)  
phoneBook.put("John Doe", "555-1212"); phoneBook.put("Random hacker", "555-1237");  
en.wikipedia.org/w/Companion\_of\_imperative\_languages#Imperativ...  
  
Consuming Phonebook  
Google makes an excellent phonebook, even to the extent of doing reverse lookups... Search for phonebook:john doe vs simple phonebook:john doe vs native...  
www.usilyst.com/polysoft/371/.../PhonebookSearch.html  
  
Up  
Map <String, String> phoneBook = new HashMap<String, String>(); phoneBook.put("Strain", "555-9999"); phoneBook.put("John Doe", "555-1212"); ...  
www.usilyst.com/polysoft/371/.../PhonebookSearch.html  
  
SQL dialect:方言 (View full query)  
MERGE INTO phonebook AS t USING (VALUES (John Doe, "1234")) AS q ON ... FROM phonebook WHERE name = John Doe ) THEN UPDATE phonebook SET phonebook...  
en.wikipedia.org/w/.../Native\_query\_Replace\_query...  
  
Also documents found - View details | Full list | Back to search results  
...9999); phoneBook.put("John Doe", "555-1212"); phoneBook.put("...", ...); // Inserting remaining  
SET phonebook("John Doe","555-1212");,�名为temporary...

## 11 phonebook:

This will look up phone numbers indexed in the search engines.

## Spotlight: Google Cheatsheets

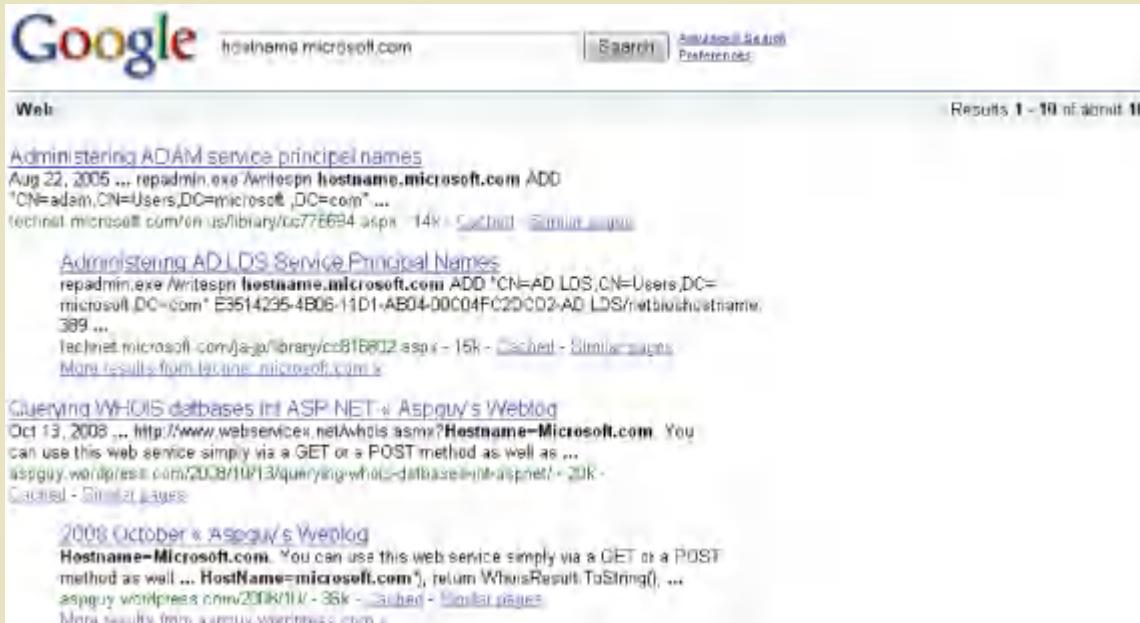
For more information on operators both simple and advanced, check out:  
<http://www.google.com/help/cheatsheet.html>, and <http://www.adelaider.com/google/>. Also check out: <http://www.googleguide.com/>.

Also try: define resume employers, define resume cv, More...  
  
Examples Of How To Do A Resume  
Find Examples Of How To Do A Resume and Compare prices at Smarter.com  
www.smarter.com  
  
Résumé - Wikipedia, the free encyclopedia  
General Terminology | Errors | Other resources  
A résumé, also spelled résumé or resume, also called curriculum vitae or CV, is a document that contains a summary or listing of relevant job experience and education. The résumé or CV is typically the first item that a potential employer encounters regarding the job.  
en.wikipedia.org/wiki/R%C3%A9sum%C3%A9 - 6k - Cached  
  
Definition of resume validate screen attain cater procure change worry...  
Definition of resume: Define resume ... Define validate ... validate define validate definition of validate what is the definition of the word validate? ...  
www.english-test.net/basic/vocabulary/words/217/word\_definitions.php?w=774 - Cached  
  
resume - Definition of resume at YourDictionary  
Definition of resume from Webster's New World Dictionary. Meaning of resume, Resume synonyms, ... to take, get, or occupy again is resume one's seat ...  
www.yourdictionary.com/resume - Cached  
  
Resume Format  
Resume Format - defining functional and reverse chronological ... For purposes of simplicity, we will define the functional resume used to format the resume

## 12 define:

This will look-up the definition of a specified word from around the web.

# Search Engines



Google search results for "hostname microsoft.com". The search bar shows the query. The results page displays 10 out of approximately 16k results.

**Results 1 - 10 of about 16k**

[Administering AD&AM service principal names](#)  
Aug 22, 2005 ... repadmin.exe /writeSPN hostname.microsoft.com ADD "CN=adam,CN=Users,DC=microsoft,DC=com" ...  
technet.microsoft.com/en-us/library/cc776694.aspx - 14k - Cached - Similar pages

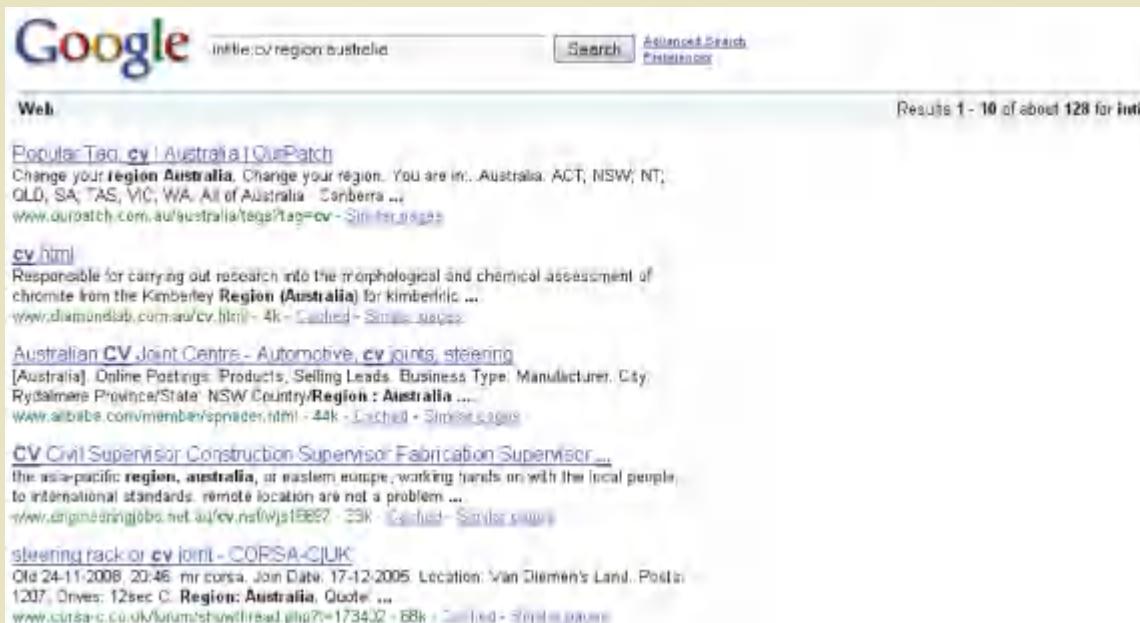
[Administering AD LDS Service Principal Names](#)  
repadmin.exe /writeSPN hostname.microsoft.com ADD "CN=AD LDS,CN=Users,DC=microsoft,DC=com" E3514235-4B06-11D1-AB04-00C04FC2D0D2-AD LDS/ netbioshostname.389 ...  
Technet.microsoft.com/ja-jp/library/cc816812.aspx - 15k - Cached - Similar pages  
More results from technet.microsoft.com ↗

[Querying WHOIS databases in ASP.NET » AspGuy's Weblog](#)  
Oct 13, 2008 ... http://www.webservices.net/whois.ashx?Hostname=Microsoft.com You can use this web service simply via a GET or a POST method as well as ...  
asp guy.wordpress.com/2008/10/13/querying-whois-database-in-aspnet/ - 20k - Cached - Similar pages

[2008 October » AspGuy's Weblog](#)  
**Hostname=Microsoft.com**. You can use this web service simply via a GET or a POST method as well ... **HostName=microsoft.com**\*, return WhoisResult.ToString(), ...  
asp guy.wordpress.com/2008/10/13/querying-whois-database-in-aspnet/ - 35k - Cached - Similar pages  
More results from aspguy.wordpress.com ↗

## 13 hostname:

This will find pages within a particular web domain. This is different than the site: command.



Google search results for "intitle:cv region:australia". The search bar shows the query. The results page displays 10 out of approximately 128 results.

**Results 1 - 10 of about 128 for intitle:cv region:australia**

[Popular Tag: cv | Australia | OurPatch](#)  
Change your **region: Australia**, Change your region. You are in: Australia: ACT, NSW, NT, QLD, SA, TAS, VIC, WA. All of Australia: Canberra ...  
www.ourpatch.com.au/australia/tag/cv - Similar pages

[cv.html](#)  
Responsible for carrying out research into the morphological and chemical assessment of chromite from the Kimberley Region (**Australia**) for Kimberlite ...  
www.diamondlab.com.au/cv.html - 4k - Cached - Similar pages

[Australian CV Joint Centre - Automotive, cv joints, steering](#)  
[Australia] Online Postings: Products, Selling Leads. Business Type: Manufacturer, City: Rydalmer Province/State: NSW Country/Region : Australia ...  
www.alibaba.com/member/sprider.html - 44k - Cached - Similar pages

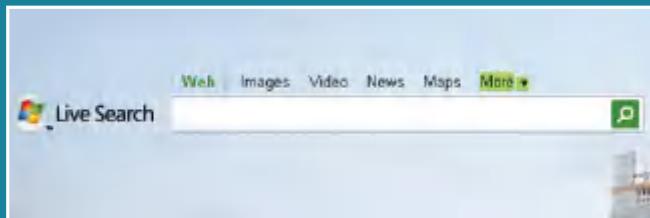
[CV Civil Supervisor Construction Supervisor Fabrication Supervisor...](#)  
the asia-pacific region, australia, or eastern europe, working hands on with the local people, to international standards, remote location are not a problem ...  
www.engineeringjobs.net.au/cv.nsf/vj18827 - 33k - Cached - Similar pages

[steering rack or cv joint - CORSA-UK](#)  
Old 24-11-2008, 20:46 mr corsa. Join Date: 17-12-2005. Location: Van Diemen's Land. Posts: 1207. Drives: 12sec C. **Region: Australia**. Quote ...  
www.corsa-c.co.uk/volumishuttle/read.php?i=173432 - 68k - Cached - Similar pages

## 14 region: OR location: OR loc:

This will limit searches to specific geographies.

## Mini Tutorial: Search Engine Overlap



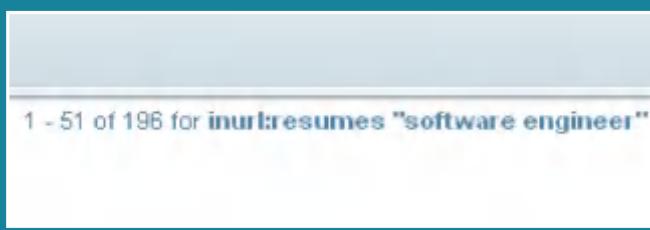
Each search engine is different. One command, syntax or symbol may work perfect in one, but not in another. Each search engines is built differently. Note the key differences as you use each one. Google and Yahoo for instance have a good bit of similarities, but MSN Live has noticeable differences.

The search results page shows 47,300 results. The top result is for a SAP QM MM Consultant resume belonging to Doug Tenbrock Sr. Other results include links to Dice.com, SAP Jobs, Job Openings, Online Resume Wizard, and Be a Consultant.

### 15 prefer:

This will add extra weight to a particular key word in a search.

## Mini Tutorial: Aim For Under 1,000 Results



You can only view 1,000 results for each search regardless of how many millions of results it shows. As you click through the pages of results you will notice the number shrink considerably. Over 1,000 results are more than most can handle to sort through. We are trying to find the top candidates, and not have to weed through hundreds of bogus resumes in the process.

## Search Engines

### Spotlight: Get Directories



Have you exhausted the search engines and still can't find what you are looking for? Try buying directories of companies you want to target. A few under the radar companies that do just this are ElusiveLeads (<http://www.elusiveteads.com/>), Corporate Contacts (<http://www.corporatecontacts.net/>), Corporate Sales Leads (<http://www.corporatesalesleads.com/>) and Leadership Directories (<http://www.leadershipdirectories.com/>).



### Snapshot: Bookmarklets

A bookmarklet is a small application stored as the URL of a bookmark in a web browser, or as a hyperlink on a web page. They can help you extend your search capability while using a browser or search engine. Bookmarklets can be very useful tools for Sourcers to take advantage of. For example, they can pull back data from pages you find in your searches.



The screenshot shows a website titled "Bookmarklets" with a red header and sidebar. The main content area includes sections about the benefits of bookmarklets, a list of features, and information about compatibility and usage.

**Bookmarklets**

Bookmarklets - free tools for power surfing

**Bookmarklets** are simple tools that extend the surf and search capabilities of **Firefox** and **Explorer** web browsers.

**Bookmarklets** are free.

**Bookmarklets** allow you to:

1. Modify the way you see someone else's webpage.
2. Extract data from a webpage.
3. Search more quickly, and in ways not possible with a search engine.
4. Navigate in new ways.

...and more. Over 150 bookmarklets are available.

**Bookmarklets** work on all platforms (Windows, Macintosh, Unix,...)

You do not have to download or install software to use **Bookmarklets**.

## Search Engines Tutorial #3: Setting Up Your Searches

**Information Technology Department**  
User Interface Designer Job Description

We are embarking on developing applications where users can control their environment through personalizing their **User Interface (UI)**. Therefore, we are seeking a **User Interface Designer/Usability Analyst/UX/UI Factor Engineer** with the ability to help lead the re-engineering/re-design efforts of our User Interfaces for current **applications** and to recommend plus establish UI standards and practices for new applications derived from user requirements and personas. This person will contribute as a team member that creates innovative user experiences for existing and new product offerings for the staff and affiliates.

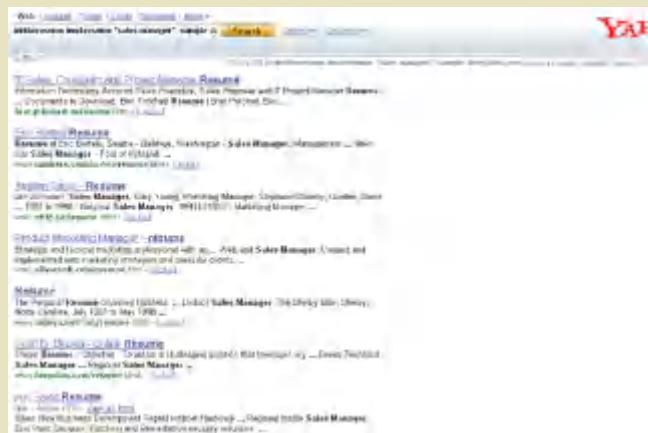
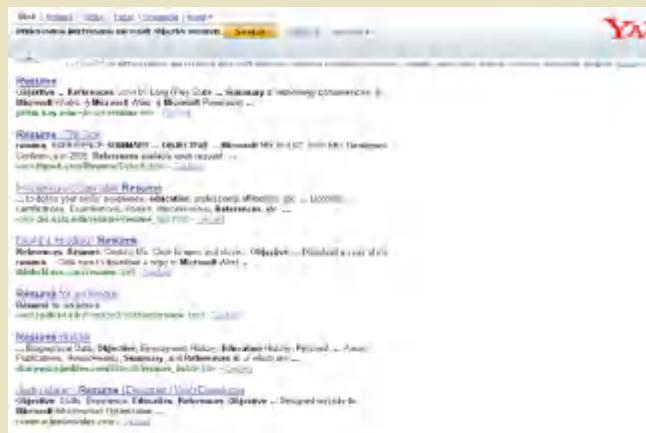
A successful UI Designer will have the ability to design easy-to-use interfaces. The expectation is that users can approach and use our applications with little or no training. The UI Designer is a creative and an analytical problem solver who can synthesize user research, user interface design principles and business requirements into intuitive solutions.

**The UI Designer must have the following experience:**

- Lead research activities to include **planning**, conducting field studies, producing user profiles and/or personas, and creating **workflow** and task analysis artifacts such as **user scenarios** and **user requirements**.
- Perform activities to include **creating** and **iterating** static and interactive design models (e.g., **storyboards** and **prototypes**) and documenting detailed user interface

## 01 Build Your Keyword List

Dissect your job requirements thoroughly, research them, and develop a list of key words to use.



## 02 Consider Common Words

Find common words used in resumes, such as Objective, Summary, Education, Additional Skills, References, Phone and Email. Use these when trolling the web specifically for resumes.

## 03 Words To Ignore

We want to build a specific search. This involves taking out words most likely tied to job descriptions. These include: apply, submit, job, jobs, sample, careers, eoe, paste, benefits and more.

# Search Engines

The image shows three side-by-side screenshots of search engines:

- internet.com**: A menu page with links like Home, Term of the Day, New Terms, Pronunciation, New Links, Quick Reference, Did You Know?, Categories, Tech Support, Technology Jobs, About Us, Link to Us, and Advertising.
- (Webopedia)™**: A search engine for computer and Internet technology definitions. It features a search bar, a "A Quick Guide to Digital Cameras" article, and a sidebar with a sponsored link from HP.
- Whatis.com**: A search engine for computer terms. It has a sidebar with links for "What's New", "Glossary", "Put It In", "Computer", "on the Web", "Hardware", and "Software". It also includes a link to the "RIA DEVELOPMENT CENTER SPONSOR" and "Visit the RIA Show Site".

## 04 Look Up Acronyms

Don't understand the meaning of an abbreviation? Look it up on a variety of sites, including Webopedia, Wikipedia, Acronym Finder, Silmaril, Whatis, and Netlingo to get definitions.

**Spotlight: Alexa**

Check out Alexa (<http://www.alexa.com/>) to compare website traffic and get a solid gauge on the most popular and most trafficked sites in the world. In order to find top talent, one sound strategy is to "go where the people are."

A screenshot of the Indeed job search results for "Software Engineer" in "Anywhere". The results show several listings, including:

- Software Engineer** at [Techspex International Inc.](#) in San Jose, CA
- Software Engineer** at [Techspex International Inc.](#) in San Jose, CA
- Software Engineer** at [Techspex International Inc.](#) in San Jose, CA
- Software Engineer** at [Techspex International Inc.](#) in San Jose, CA
- Software Engineer** at [Techspex International Inc.](#) in San Jose, CA
- Software Engineer** at [Techspex International Inc.](#) in San Jose, CA
- Software Engineer** at [Techspex International Inc.](#) in San Jose, CA
- Software Engineer** at [Techspex International Inc.](#) in San Jose, CA
- Software Engineer** at [Techspex International Inc.](#) in San Jose, CA

A screenshot of Google Maps showing the locations of various software engineering companies in the San Francisco Bay Area. The map includes markers for companies like:

- Software Engineering Internships

## 05 Find More Titles

Search job aggregators such as Indeed or SimplyHired, or career-sites including Monster and Careerbuilder for alternative job titles for your searches.

## 06 Research Companies

Note the career sections of your close competitors and local companies. This will give clues where to target your searches for talent. Look them up on Google Maps.

## Search Engines Tutorial #4: Advanced Techniques

**Advanced Web Search**

You can use the options on this page to create a very specific search. Just fill in the fields you need for your current search.

Show results with

all of these words	gfg	any part of the page
the exact phrase		any part of the page
any of these words		any part of the page
none of these words		any part of the page

**Updated**

anytime

**Site/Domain**

**Tip:** Use these options to look for an exact phrase or to exclude pages containing certain words. You can also limit your search to certain parts of pages.

### 01 Use Advanced Search

Most search engines, including Yahoo and Google for example, have an “advanced search” option that helps to set-up and filter more complicated searches.



### 02 Peelback

Peelback is a technique used to find more candidates in the same place you have found one. For example, a URL that contains: /resumes/geoffpeterson might have more resumes if you remove the name from the URL.

### Mini Tutorial: Keep It Simple

(intitle:bio | intitle:profile | intitle:people)

Be specific when building your search strings. Don't get bogged down building up a huge search query. Don't think small though. Think very targeted, very specific with your key words.

### Mini Tutorial: Leave A Space

Web | Images | Video | Local  
resume engineer

By leaving a space between words, this implies that same meaning as using the word AND. It will perform the same function and use less characters in the search field.

# Search Engines



site:utexas.edu mba finance pwc

Search Advanced Search Preferences

Results 1

[1979-earlier - MBA/MPAs - Class Notes/Who's News - Magazine ...](#)  
Feb 7, 2006 ... George Serebrenik, **MBA** '76, returned with his family to Austin after spending eight years in Hungary as **finance** manager for PriceWaterhouse ...  
[www.mccombs.utexas.edu/news/magazine/cnotes/miba/79/](http://www.mccombs.utexas.edu/news/magazine/cnotes/miba/79/) - 20k - [Cached](#) - [Similar pages](#)

[Operations Mgmt - Specializations - Texas MBA - McCombs School of ...](#)  
May 9, 2008 ... An operations specialization can be particularly valuable when combined with skills in marketing or **finance**. The **MBA** concentration in ...  
[mba.mccombs.utexas.edu/students/academics/special/specmgtm.asp](http://mba.mccombs.utexas.edu/students/academics/special/specmgtm.asp) - 17k - [Cached](#) - [Similar pages](#)

[McCombs MBA Alumni Network - McCombs School of Business - The ...](#)  
Mary Bacquet, Vice President Corporate **Finance**, Sony Pictures Entertainment, **MBA** Evening, 1992; David Cain, Senior Director, Client Services, AllianceData ...  
[www.mccombs.utexas.edu/alumni/conference/attendees.asp](http://www.mccombs.utexas.edu/alumni/conference/attendees.asp) - 13k - [Cached](#) - [Similar pages](#)

[Sponsor Organizations - Executive MBA Mexico City - The McCombs ...](#)

## 03 XRay

XRay is a technique that peers into web pages indexed on a particular server. In other words, it looks at all pages of a specific site. This can be used to find names, resumes and competitive intelligence.



linkstofbytes.com

Search Advanced Search Preferences

Web

[081223 Industry Influence Links \(Dec 23, 2008\) | johnsumser.com ...](#)  
Categories: Applicant Tracking Systems · Daily Links · Daily News · Employment Branding  
Futures · Futures · Generational Demographics · India 2008 ...  
[www.johnsumser.com/2008/12/23/081223-industry-influence-links-dec-23-2008/](http://www.johnsumser.com/2008/12/23/081223-industry-influence-links-dec-23-2008/) - 50k - [Cached](#) - [Similar pages](#)

[Naked Recruiting — Unencumbered Recruiting Content](#)  
by NakedRecruiting on January 11, 2009. Boolean Black Belt, a highly informative blog created by Glen Cathey, is a must-read for sourcing advice using ...  
[nakedrecruiting.com/](http://nakedrecruiting.com/) - 157k - [Cached](#) - [Similar pages](#)

[StaffBytes - A Roadmap for the Recruiting Industry » Technology](#)  
I discovered a site that recruiters and sourcers will find especially helpful on an everyday basis. It's called Vumber. Vumber is a virtual phone number ...  
[www.staffbytes.com/category/technology/feen/](http://www.staffbytes.com/category/technology/feen/) - 49k - [Cached](#) - [Similar pages](#)

[StaffBytes - A Roadmap for the Recruiting Industry » Communities](#)  
A new site I discovered recently called Backtype, is very similar to the fast-growing and popular microblogging site, Twitter. Backtype is like Twitter in ...

## 04 FlipSearch

FlipSearch is the process of “moving forward” on links attached to search results or web pages. Using the syntax link: or linkdomain: here can be very useful for pulling up new leads and more results.

## Search Engines Tutorial #5: Target Searches

Google search results for the query: (intitle:~resume | inurl:~resume) engineer asp.net microsoft

- Timothy P Wilson - Resume**  
resume software, javascript, Microsoft, designer, web, Engineer, ASP.net, ajax, CV, resume  
with... intitle: resume | inurl: resume +software engineer ...  
[www.scribd.com/doc/4937194/Timothy-P-Wilson-Resume](http://www.scribd.com/doc/4937194/Timothy-P-Wilson-Resume) - 10k - Cached
- Josh Gerdes Resume**  
resume software, javascript, designer, CSS, web, Engineer, PHP, ASP.net, ... intitle:resume or  
inurl:resume (930 or iowa or davenport or "des moines" ...  
[www.scribd.com/doc/4914665/Josh-Gerdes-Resume](http://www.scribd.com/doc/4914665/Josh-Gerdes-Resume) - 10k - Cached
- Resume Naveed - .NET Developer**  
Resume Naveed - .NET Developer resume software .net Engineer ASP.net Developer C#  
mohammad naveed aslam ... silverlight and resume and microsoft and developer ...  
[www.scribd.com/doc/3917173/Resume-Naveed-.NET-Developer](http://www.scribd.com/doc/3917173/Resume-Naveed-.NET-Developer) - 10k - Cached
- ACE THE IT RESUME**  
(intitle:resume or inurl:resume) (c# and asp.net and sql) (massachusetts) (handheld) ... resume of  
web engineer with (see apache ejb shell linux weblogic microsoft) is ...  
[www.scribd.com/doc/5210084/ACE-THE-IT-RESUME](http://www.scribd.com/doc/5210084/ACE-THE-IT-RESUME) - 10k - Cached
- Nimesh Gala Resume**  
(intitle:resume or inurl:resume) dotnetruke (c# and asp.net and xml) ... (intitle:resume or  
inurl:resume) "web 2.0" (developer or engineer) "microsoft certified" ...  
[www.scribd.com/doc/7029574/Nimesh-Gala-Resume](http://www.scribd.com/doc/7029574/Nimesh-Gala-Resume) - 10k - Cached

## 01 Target People

As one example, try a search string such as: (intitle:~resume | inurl:~resume) engineer asp.net microsoft. This will target resumes specifically. Try using other "key words" in your search strings.

Google search results for the query: (intitle:alumni | intitle:graduates | intitle:faculty | inurl:alumni | inurl:graduates | inurl:faculty)

- CMU Mechanical Engineering - Faculty Directory**  
At Carnegie Mellon's Department of Mechanical Engineering you will encounter some of  
the world's pre-eminent experts in their fields and you will discover ...  
[me.cmu.edu/default.asp?Id=faculty\\_directory](http://me.cmu.edu/default.asp?Id=faculty_directory) - 29k - Cached - Similar pages
- Chemical Engineering at Carnegie Mellon - People**  
Dept of Chemical Engineering Carnegie Mellon University 5000 Forbes Avenue Pittsburgh,  
PA 15213-3890 USA Phone: (412) 268-2230; Fax: (412) 268-7139 ...  
[cheme.cmu.edu/people/faculty/b01.htm](http://cheme.cmu.edu/people/faculty/b01.htm) - 20k - Cached - Similar pages
- Feb. 4: Carnegie Mellon's CyLab Japan Honors Elite Information ...**  
5 Carnegie Mellon Mechanical Engineer Wins National Science Foundation Early ...  
Mellon's College of Engineering and co-founder of Carnegie Mellon CyLab ...  
[cmu.edu/news/archive/2003/Feb/feb4\\_cyelabjapan.shtml](http://cmu.edu/news/archive/2003/Feb/feb4_cyelabjapan.shtml) - 21k -  
Cached - Similar pages
- Program Faculty — Mechanical Engineering, Carnegie Mellon ...**  
Faculty in Mechanical Engineering at Carnegie Mellon University  
[graduate-school.sds.sdu.edu/university/cmu/program/faculty/mechanical-engineering/1744](http://graduate-school.sds.sdu.edu/university/cmu/program/faculty/mechanical-engineering/1744)

## 02 Target Colleges

As one example, try a search string such as: (intitle:alumni | intitle:graduates | intitle:faculty | inurl:alumni | inurl:graduates | inurl:faculty) cmu engineering.

# Search Engines

Google search results for "IBM" showing various links related to IBM employees, telephone directory, and job opportunities.

**IBM Employee directory - United States**  
Employee directory. Enter the name of an IBM employee to find his or her e-mail address and telephone number. Fields indicated with an asterisk are required...  
[www.ibm.com/contact/employees/](http://www.ibm.com/contact/employees/) - 13k - [Similar pages](#)

**(V5.2) IBM Telephone Directory V5.2**  
The IBM Telephone Directory V5.2 application is part of IBM Business Solutions Version 7.0 and is a Web-based application with which you can search, view, ...  
[publib.boulder.ibm.com/infocenter/wasinfo/v7r0/topic/com.ibm.business.doc/htm/td.htm](http://publib.boulder.ibm.com/infocenter/wasinfo/v7r0/topic/com.ibm.business.doc/htm/td.htm) - 41 - [Certified](#) - [Similar pages](#)

**IBM Southeast Employees' Federal Credit Union**  
IBM Southeast Employees' Federal Credit Union - Your Time. Your Money. Your Future. Serving Members Worldwide. We strive to serve you as efficiently and ...  
[www.ibmrecu.org/](http://www.ibmrecu.org/) - [Similar pages](#)

**Job: Research Staff Member - Storage Systems | CA - San Jose | IBM**  
Job details for IBM: Research Staff Member - Storage Systems (CA - San Jose). Find the latest jobs at Developers Net.

## 03 Target Companies

As one example, try a search string such as: (intitle:staff | intitle:employees | intitle:people | intitle:directory | inurl:staff | inurl:employees | inurl:people | inurl:directory) ibm.

Google search results for "oracle.dba" showing various links related to Oracle Database professionals.

**Mini Tutorial: Use A Dot**

**Web | Images | Video | Local**

**oracle.dba**

Using a dot (.) between a pairing of words implies the same meaning as quotation marks (""). It will perform the same function and use less characters in the search field.

**Mini Tutorial: Try The Pipe**

**Web | Images | Video | Local**

**(intitle:resume | intitle:cv)**

Using the pipe (|) tells the search engine the same command as using the word OR. This will help use less characters in your search string.

**Profile: Oracle Database Lead | HERE | CONC CHAPTER**  
Oracle Database Lead (ORACLE) (HERE) (CONC CHAPTER)  
Lead Database Administrator Oracle Database Lead (ORACLE) (HERE) (CONC CHAPTER)  
Lead Database Administrator Oracle Database Lead (ORACLE) (HERE) (CONC CHAPTER)  
Lead Database Administrator Oracle Database Lead (ORACLE) (HERE) (CONC CHAPTER)

**Profile: Oracle Database Lead | HERE | CONC CHAPTER**  
Oracle Database Lead (ORACLE) (HERE) (CONC CHAPTER)  
Lead Database Administrator Oracle Database Lead (ORACLE) (HERE) (CONC CHAPTER)  
Lead Database Administrator Oracle Database Lead (ORACLE) (HERE) (CONC CHAPTER)

**04 Target Associations**

As one example, try a search string such as: (intitle:bio | intitle:profile | intitle:people | inurl:bio | inurl:profile | inurl:people) nsbe.org.

## Search Strings: Play-By-Play Scenario

The screenshot shows a search engine interface with the query "intitle:resume engineer" entered. The results list includes:

- Engineer Degrees Online**: Want to Become an Engineer? Earn Your Engineering Degree Online Education.NexTag.com
- Engineer Resume Sample**: Engineer Resume Example for GUI Web Design professional with experience in usability engineering, interface development, graphical design and e-commerce www.resume-resource.com/exect5.html - Cached
- Software Engineer Resume Example**: Engineering Resume Example: Example of Software Engineering Resume for professional with knowledge of object oriented design using Java www.resume-resource.com/exect1.html - Cached
- Engineer Resume Examples**: Sample resume for an engineer - sans serif font automated test systems sample resume driver ... Sample Resume for an Engineer. Contributed by Kenneth R. ... Jobsearch.about.com/doc/sampleresumes/iblresumeengineer.htm - Cached
- Sample Resume Computer Engineer / Programmer**

## 01 Basic Beginning

To start out, we use the search string: intitle:resume engineer because we want to find engineer resumes on the web. This is really basic, and the results show nothing immediate that we want. It pulls back over one million results. Remember, search engines won't let you see view more than one thousand results, so the goal is to shoot for under a thousand.

The screenshot shows a search engine interface with the query "intitle:resume engineer asp.net" entered. The results list includes:

- Software Engineer (ASP.Net Developer - C#)**: ... Web Development - ASP.Net, C#, SQL Server 2000 - Software Engineer (ASP.Net Developer - C#, present ... Resume - Software Engineer (ASP.Net Developer ... haiku2000.com/careers/display\_resume.php?key=cnruruf482k... - Cached
- Resume - Software Engineer**: Software - Web Development - Asp.Net,VB .Net - Software Engineer, present city - Bhopal, 15 years+ experience - B.Sc MECS, MDM maniq2000.com/careers/display\_resume.php?key=cnruruf482k... - Cached
- Josh Gerdas Resume**: ... application developer and web designer (ASP.NET, PHP, AJAX, SQL, MySQL, HTML, ... resume, software, javascript, designer, CSS, web, Engineer, PHP, ASP.net, ... www.scripted.com/doc/4514465/Josh-Gerdas-Resume - Cached
- Resume Naveed - .NET Developer**: Resume Naveed : .NET Developer: resume software .net Engineer ASP.net Developer CN muhammed naved-aslam ... engineer resume + dot net upload resume asp.net ... www.scripted.com/doc/3517178/Resume-Naveed-.NET-Developer - Cached
- Careers Submit Resume**

## 02 Get More Specific

We need to be more specific, so we try adding "asp.net" into the search string. This is a popular programming or developing language. The results go from over million down to 35,000 plus instantly. There are more ways to drill down ever further.

# Search Engines

The screenshot shows a search results page with the query "inurl:resume intitle:resume engineer asp.net". The results include:

- Software Engineer (ASP.Net Developer - C#)**  
... Web Development - ASP.Net, C#, SQL Server 2000 - Software Engineer (ASP.Net Developer - C#), present ... [Resume](#) - Software Engineers (ASP.Net Developers - ...  
[www12900.com/careers/display\\_resume.php?key=zuufl4k62](http://www12900.com/careers/display_resume.php?key=zuufl4k62) - [Details](#)
- Resume - Software Engineer - Dot NET (C#, ASP.Net)**  
Software - Web Development - C#, ASP.Net2005, SQL Server 2005 - Software Engineer - Dot NET (C#, ASP.Net), present city - Bangalore, 1-2 years experience  
[www12900.com/careers/display\\_resume.php?key=yvbd788](http://www12900.com/careers/display_resume.php?key=yvbd788) - [Details](#)
- Careers - Submit Resume**  
Resume: Resume is a Required field. (5Mb max. size) ... [Submit Resume](#). Notice: Receipt of your resume will be confirmed immediately by e-mail, so please ...  
[www.elitecv.com/careers/resume.aspx](http://www.elitecv.com/careers/resume.aspx) - [Details](#)
- al harding Vancouver software engineer, resume C# ASP.NET 3.5 ...**  
Al Harding is a vancouver software engineer with over 13 years of professional ... Migration involved moving VB Script ASP applications to C# ASP.NET ...  
[www.alharding.ca/Resume - Details](http://www.alharding.ca/Resume - Details)
- John Gentry Resume**  
... application developer and web designer (ASP.NET, PHP, AJAX, SQL, MySQL, HTML, ...  
resume, software, program, designer, CSS, web, Engineer, PHP, ASP.net, ...  
[www.scriptitconsultants@14406/John-Gentry-Resume - 10th](http://www.scriptitconsultants@14406/John-Gentry-Resume - 10th) - [Details](#)

## 03 Add More Commands

Now we add-in “inurl:resume” to the search string to be even more specific with the search engines. The results go down by more than half to 16,000 plus. Let’s keep going.

The screenshot shows a search results page with the query "inurl:resume intitle:resume engineer asp.net (IL,il)". The results include:

- Careers - Submit Resume**  
Resume: Resume is a Required field. (5Mb max. size) ... [Submit Resume](#). Notice: Receipt of your resume will be confirmed immediately by e-mail, so please ...  
[www.ee.com/careers/resume.aspx - 11th](http://www.ee.com/careers/resume.aspx - 11th) - [Details](#)
- Resume of candidate in Illinois - Find free resume databases at ...**  
... development services in Java and ASP.NET utilizing MSSQL Server 2005 and ... 2006 mVerify Corporation, Chicago, IL Sr. Software Engineer in an early stage ...  
[www.free-for-recruiters.com/Resumes/IL/169124-Resume.html - 11th](http://www.free-for-recruiters.com/Resumes/IL/169124-Resume.html - 11th) - [Details](#)
- Alan Young - The Official Web Site - Resume**  
Software Engineer - C#/ VB.NET / ASP.NET / XML Web Services / WPF / Silverlight ... Charlotte, NC Chattanooga, TN Chicago, IL Cincinnati, OH Cleveland, OH Colorado ...  
[www.alanyoung.com/resume.html - 11th](http://www.alanyoung.com/resume.html - 11th) - [Details](#)
- Allstates Technical Services - Post a Resume - Telecom specialist ...**  
Allstates Technical Services, Inc. is a full-service provider of professional staffing solutions including contract recruiting and staffing and TotalHire direct ...  
[www.allstatestech.com/careers.asp?action=resume - 11th](http://www.allstatestech.com/careers.asp?action=resume - 11th) - [Details](#)
- Resume Help | TEKsystems Staffing**  
Looking for resume help? Find job search tools as well as chronological and functional resume samples at TEKsystems.com

## 04 Search By State

We add in "(illinois OR ,il)" to bring into focus free resumes on the web of engineers with asp.net in their skill set living in Illinois. Notice we ask the search engine to find “Illinois OR ,il.” This is because we want to give the search engine more options for finding resumes. The ,il. is a common abbreviation for states found on resumes.

The screenshot shows a search results page from a search engine. The search query is "intitle:resume inurl:resume engineer.aspx.net illinois OR". The results include:

- Alan Young - The Official Web Site - Resume**  
Software Engineer - C#/VB.NET / ASP.NET / XML Web Services / WPF / Silverlight ... Charlotte, NC Chattanooga, TN Chicago, IL Cincinnati, OH Cleveland, OH Colorado ...  
[www.alanyoung.com/resume.htm](http://www.alanyoung.com/resume.htm) - Cached
- Allstates Technical Services - Post a Resume - Telecom specialist...**  
Allstates Technical Services, Inc. is a full-service provider of professional staffing solutions including contract recruiting and staffing and TotalLife direct ...  
[www.allstatestech.com/careers.asp?Action=PostResume](http://www.allstatestech.com/careers.asp?Action=PostResume) - Cached
- Resume of Hector Mandel**  
Computer consulting and support to University of Illinois faculty, staff, and students... Dresden Nuclear Power Station Technical Staff Nuclear Engineer ...  
[www.xstar.com/~hmandel/resume.htm](http://www.xstar.com/~hmandel/resume.htm) - Cached
- .Net 2.0 Resume - C#, ASP.Net 2.0, VB.Net 2.0, Visual Studio 2005, SQL ...**  
Keene Systems Inc., ASP.Net 2.0 Web Application Consulting, ASP.Net 2.0, VB.Net 2.0, C#, SQL ... SUMMARY: Twenty-seven years experience as a software engineer ...

## 05 Omit Words

We now add in "-sample -example -submit -apply -eoe" to the end of the search string so that these words, synonymous with career sites and job postings, are omitted from search results. Notice we are now down even further to 300+ results.

The screenshot shows a search results page from a search engine. The search query is "intitle:resume inurl:resume engineer.aspx.net mcse illinoi". The results include:

- Alan Young - The Official Web Site - Resume**  
Software Engineer - C#/VB.NET / ASP.NET / XML Web Services / WPF / Silverlight ... Charlotte, NC Chattanooga, TN Chicago, IL Cincinnati, OH Cleveland, OH Colorado ...  
[www.alanyoung.com/resume.htm](http://www.alanyoung.com/resume.htm) - Cached
- Resume of Héctor Mandel**  
Computer consulting and support to University of Illinois faculty, staff, and students... Dresden Nuclear Power Station Technical Staff Nuclear Engineer ...  
[www.xstar.com/~hmandel/resume.htm](http://www.xstar.com/~hmandel/resume.htm) - Cached
- Resume <Socit Van Esch Plat-Principale**  
Resume 2008 skinnyCorp Chicago, IL, Engineer 1 make Threadless go ... University of Illinois Champaign, IL ... MCSE-i - Microsoft Certified Systems Engineer ...  
[www.morefishthanrain.com/resume.html](http://www.morefishthanrain.com/resume.html) - Cached
- Jenka Taylor - Software/Web Developer - Resume**  
Interface development and maintenance of internal web applications using ASP.NET ... Highland Park, IL, Field Service Engineer ...  
[jenkataaylor.com/resume.html](http://jenkataaylor.com/resume.html) - Cached
- Crystal Reports resume search results**  
DOT-NET ASP-NET VB-NET C# - Join free to view, Index, New, Join ... MCSE Network Engineer Res... Join free to view, Index, New, Join free to view, 4.0 (2) ...  
[www.crystalreports.com/Products/Software/Development/Resumes/](http://www.crystalreports.com/Products/Software/Development/Resumes/) - Cached

## 06 Get Even More Descriptive

Now that we have the search string set-up pretty well with location and omitted words, we start to add- in some more descriptive key words, such as MCSE (a certification for Microsoft professionals – Microsoft Certified Systems Engineer). We come up with 8 results. A very manageable number.

# Search Engines

Google search results for the query "intitle:resume inurl:resume engineer asp.net mcse (illinois OR .il) -sample -example". The results show several links related to resumes and engineering positions in Illinois.

- Scott Van Den Plas - Philosopher**  
Jul 8, 2007 ... 1996 - 2000 University of Illinois Champaign, IL B.A. Political Science (Math and ... MCSE+ - Microsoft Certified Systems Engineer ...  
[www.michaelfitzhamer.com/resume/](http://www.michaelfitzhamer.com/resume/) - 16k - Cache - Similar pages -
- Jamal Taylor - Software/Web Developer - Resume**  
NET Framework, ASP.NET, ADD / ADD, ... Field Service Engineer, Associate's Degree, 4/1999, College of DuPage, Glen Ellyn, IL ...  
[www.jamalaylor.com/resume.html](http://www.jamalaylor.com/resume.html) - 60k - Cache - Similar pages -
- My Resume**  
Develop ASP.NET server-side controls enabling community user presence awareness ...  
1995, Microsoft Certified Systems Engineer (MCSE), Demonstration of ...  
[www.singler.net/LogLog/MyResume.aspx](http://www.singler.net/LogLog/MyResume.aspx) - 16k - Cache - Similar pages -
- Robert Clinton's Resume**  
AS, College of DuPage, Glen Ellyn, IL, 1999, Certification and Professional Development, ...  
MCSE, CCNA, CompTIA Network+ and A+, Certified Lotus Specialist, ...  
[www.robertclinton.com/Resume.html](http://www.robertclinton.com/Resume.html) - 17k - Cache - Similar pages -
- Oracle developer resume jobs - Yahoo! Hopkins**  
Net, ASP.NET, Web Applications, MCSE, SQL, Oracle, CyberCoders, Davenport, IA, Chicago, IL, Jan 18 saw - hide company + email + similar jobs -  
<http://jobs.yahoo.com/career/search?k=oracle&f0=developer&f1=resume> - 25k - Cache - Similar pages -

## 07 Compare Search Engines

Remember, there is "overlap" between the engines, so we copy/paste our search string over to Google, and we come up with 29 search results. This is 21 more than Yahoo. More potential candidates to work with.

MSN Live search results for the query "intitle:resume inurl:resume engineer asp.net mcse (illinois OR .il) -sample -example -submit -apply". The results show zero relevant results.

**Online MCSE Certification** - [www.Online-Education.net](http://www.Online-Education.net)  
Advance your career with an online, effective and affordable MCSE.

**Free Premium Samples** - [www.FreeFlys.com](http://www.FreeFlys.com)  
Join Here For Free Samples. All Top Brand Name Products

**Microsoft Certification** - [Partner.Microsoft.com](http://Partner.Microsoft.com)  
Turn Economic Challenges Into Business Opportunities. Learn More.

We did not find any results for **intitle:resume inurl:resume engineer asp.net mcse (illinois OR .il) -sample -example -submit -apply**.

» Try one of these related suggestions  
[Plastic Engineer Resume Illinois](#)  
[State Of Illinois Engineer Registration](#)  
[Illinois Professional Engineer License](#)  
[Structural Engineers Association Of Illinois](#)  
[Illinois Environmental Engineers](#)

## 08 Compare With More Search Engines

We then take a look at the same search on MSN Live. We get zero results. Nothing. This is because MSN Live is a much different search engine than that of Google or Yahoo. Users have to recognize that their search strings and search commands must be set-up differently on this site.

Live Search (intitle:resume AND inurl:resume) (engineer AND asp.net)

Web 1-3 of 3 results · Advanced  
See also: [Images](#), [Video](#), [News](#), [Maps](#), [More](#)

[Microsoft Certification](#) - Partner Microsoft.com  
Keep access to valuable resources. Re-Enroll in the MS Partner Program

[Online MCSE Certification](#) - [www.Online-Education.net](http://www.Online-Education.net)  
Advance your career with an online, effective and affordable **MCSE**

[Get MCSE Certified](#) - [GuideToCareerElevation.com/MCSE](http://GuideToCareerElevation.com/MCSE)  
Find Accredited Microsoft **MCSE** Certification Programs & Tech Schools

[Andrew Mitry Resume - March 6, 2007](#)  
... or cir or sphr or mcse) Google Page 1 (intitle:resume or inurl:resume or... intitle:resume or inurl:resume) "engineer" ... and "sql" and "illinois" inurl:resume ...  
[www.scribd.com/doc/2703/Andrew-Mitry-Resume-March-6-2007](http://www.scribd.com/doc/2703/Andrew-Mitry-Resume-March-6-2007) · Cached page

[Web Developer Developer Resume](#)

## 09 Tweak Your Search String

We then take our search string of: intitle:resume inurl:resume engineer asp.net mcse (illinois OR ,il) -sample -example -submit -apply, and rework it to be the following: (intitle:resume AND inurl:resume) (engineer AND asp.net AND mcse) (illinois OR ,il). We made changes by adding in parenthesis, which work well in MSN Live and omitting the “omission” words at the end of the search string. Zero results kept coming up otherwise.

Google e resume inurl:resume (illinois OR ,il) -sample -example -submit -apply -eoe

Web Results 1 – 10 of about 29 for **engineer asp.net mcse intitle:resume inurl:resume (illinois OR ,il)**

[Resume < Scott Van Den Plas ; Philosopher](#)  
Jul 8, 2007 ... 1986 - 2000 University of **Illinois** Champaign, IL. B.A. Political Science (Math) and ... **MCSE+** – Microsoft Certified Systems Engineer ...  
[www.moreisbetterthanless.com/resume/](http://www.moreisbetterthanless.com/resume/) - 16k - Cached - Similar pages

[Janea Taylor- Software/Web Developer- Resume](#)  
NET Framework; ASP / ASP.NET; ADD / ADO ... Field Service Engineer ... Associate's Degree, 4/1999 College of DuPage, Glen Ellyn, IL ...  
[www.janeataylor.com/Resume.html](http://www.janeataylor.com/Resume.html) - 50k - Cached - Similar pages

[My Resume](#)  
Developed ASP.NET server-side controls enabling community user presence awareness. ....  
1998 Microsoft Certified Systems Engineer (MCSE), Demonstration of ...  
[www.smashya.net/blog/blog/page/My-Resume.aspx](http://www.smashya.net/blog/blog/page/My-Resume.aspx) - 165k - Cached - Similar pages

[Robert Leitner's Resume](#)  
AS, College of DuPage, Glen Ellyn, IL 1999. Certification and Professional Development.  
**MCSE**, CCNA, CompTIA Network+ and A+, Certified Lotus Specialist ...  
[leitner.ws/Resume.html](http://leitner.ws/Resume.html) - 17k - Cached - Similar pages

## 10 Rearrange The Words

Notice that we rearrange the order of the original search string of: intitle:resume inurl:resume engineer asp.net mcse (illinois OR ,il) -sample -example -submit -apply in Yahoo to get different results. We try: engineer asp.net mcse intitle:resume inurl:resume (illinois OR ,il) -sample -example -submit -apply -eoe. This gives us only one more result, but the result is different than before. Rearranging (plugging and playing) with some search strings can yield huge differences.

# Search Engines

Google search results for the query `intitle:resume inurl:resume engineer asp.net mcse (312 OR 773) -sample -e`. The results page shows three search results:

- Network Engineer - Information Technology Résumé Search**  
Mar 5, 2007 ... Microsoft Certified Systems Engineer 2003: Security (MCSE 2003: Security) ... Douglas Rich IT consultant Cardinal Heath 773-318-6978 ...  
[www.thejobspider.com/job/new-resume-11573.html](http://www.thejobspider.com/job/new-resume-11573.html) - Similar pages
- Resume - CV - Certifications**  
Microsoft Certified Systems Engineer + Internet (MCSE+) Logo, Microsoft Certified Systems ... Publisher: Forlaget Libris, October 1999, ISBN: 97-7843-312-5 ...  
[www.cassidy.dk/resume.html](http://www.cassidy.dk/resume.html) - 17% - Cached - Similar pages
- Alan Young.. The Official Web Site - Resume**  
Software Engineer - C# / VB.NET / ASP.NET / XML Web Services / WPF ... Massachusetts, CW, ASP, VB, ADO, CTO, 212, 718, 626, 818, 773, 201, 917, 314, 512, ...  
[www.alanyoung.com/resume.html](http://www.alanyoung.com/resume.html) - 26k - Cached - Similar pages

At the bottom of the results page, there are links for "Add a result", "See all my SearchWiki notes", and "See all notes for this SearchWiki".

## 11 Substitutions

You can also try substituting (Illinois OR ,il) for some specific area codes commonly found in phone numbers on resumes. These include (312 OR 773). This one happened to pull back just 3 results.

Google search results for the query `intitle:resume inurl:resume engineer asp.net mcse (60601..60699 OR 60701..60799) -sample -example -submit -app`. The results page shows zero results.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.

At the bottom of the results page, there are links for "Add a result", "See all my SearchWiki notes", and "See all notes for this SearchWiki".

## 12 More Plug and Play

You could also try substituting (Illinois OR ,il) for some specific zip codes also commonly found in addresses on resumes. Here we include use the number range command to include (60601..60699). The results pull up zero results. Sometimes search strings can be "too" specific, as is the case here. This is a great lesson to take with you though. No search string is perfect. You will always have some degree of "plug and play" with each search.



## Snapshot: Jigsaw

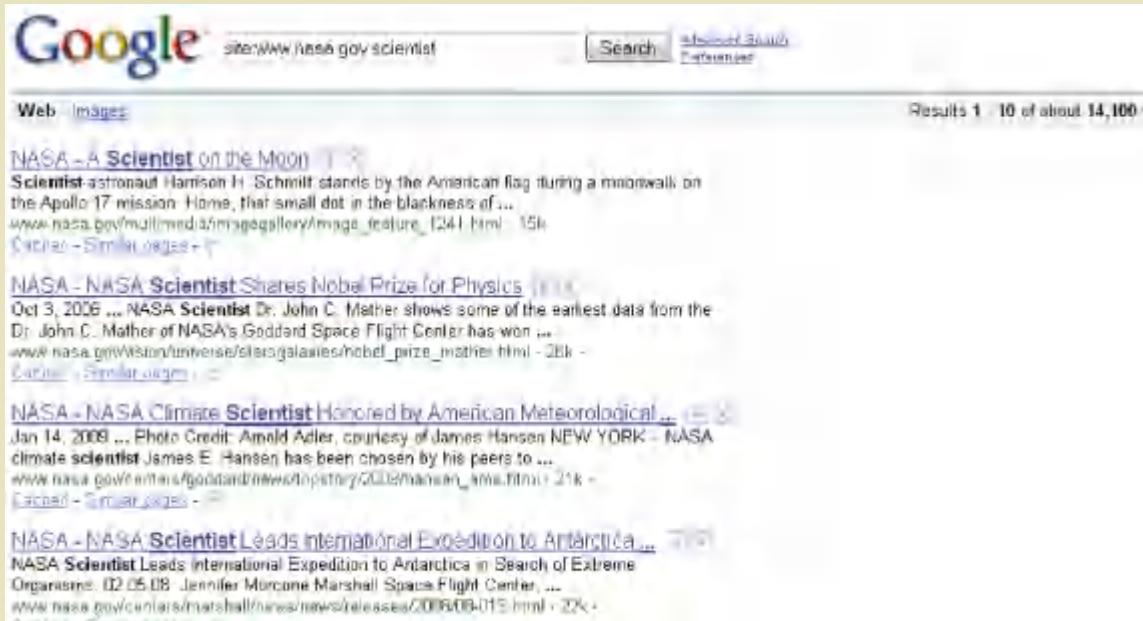
Jigsaw is an online rolodex of electronic business cards. Jigsaw is a very valuable directory of information to use when looking for an entry point into particular companies, sourcing for specific titles, bypassing gatekeepers, or searching for people by city, state or country. The site is also a great tool for gaining solid competitive intelligence, building targeted lists of potential candidates, and saving valuable time.

The screenshot shows the Jigsaw website's search interface. At the top, there's a navigation bar with links for "Saved Searches", "Advanced Search", "Get Points", "My Jigsaw", and "Community". Below the navigation is a search form titled "Find Contacts" with fields for "Title", "Company", "Last Name", "First Name", and "Website, name or stock symbol". There are checkboxes for "Include Graveyard Contacts" and "Levels" (Select All | None, C-Level, VP-Level). Under "Levels", there are checkboxes for Director-Level, Manager-Level, Staff, Other, Sales, Marketing, Human Resources, Support, Operations, and IT & IS. A "Search" button is located at the bottom right of the form. To the right of the form, a table displays search results with columns for "Title", "Business", "Industry", "Title", "State", and "Mobile". The results list various professional titles and company names, such as "Executive Analyst, Strategic Planning", "Director of Analytics", "Director of Marketing", "Associate Professor, Strategy and Analytics", "Clinical Nurse", "Public Health Advisor, WIC Client, Financial Services", "Family Nurse Practitioner and Manager of Healthcare Operations", "Research Nurse", "Staff Nurse, Nursing-Entrepreneur", "Nurse Manager", "Clinical Nurse, LHD Certified Counselor", "Clinical Nurse, UCH Trichology Unit", "Psychologist, Nursing", "Assistant Director of Nursing", "Head Nurse (CONFIDENTIAL - CHECK-IN BY 9/28)", "RN", and "Home Health".

Jigsaw can find resources in any field, including Information Technology, Healthcare, Logistics, Finance, Sales and much more. In this search, we are looking for nurses located anywhere in the United States. The search pulls back 49K+ search results. Jigsaw offers both fee and free accounts to access this kind of information.

# Search Engines

## Search Strings: Ready To Deploy Examples



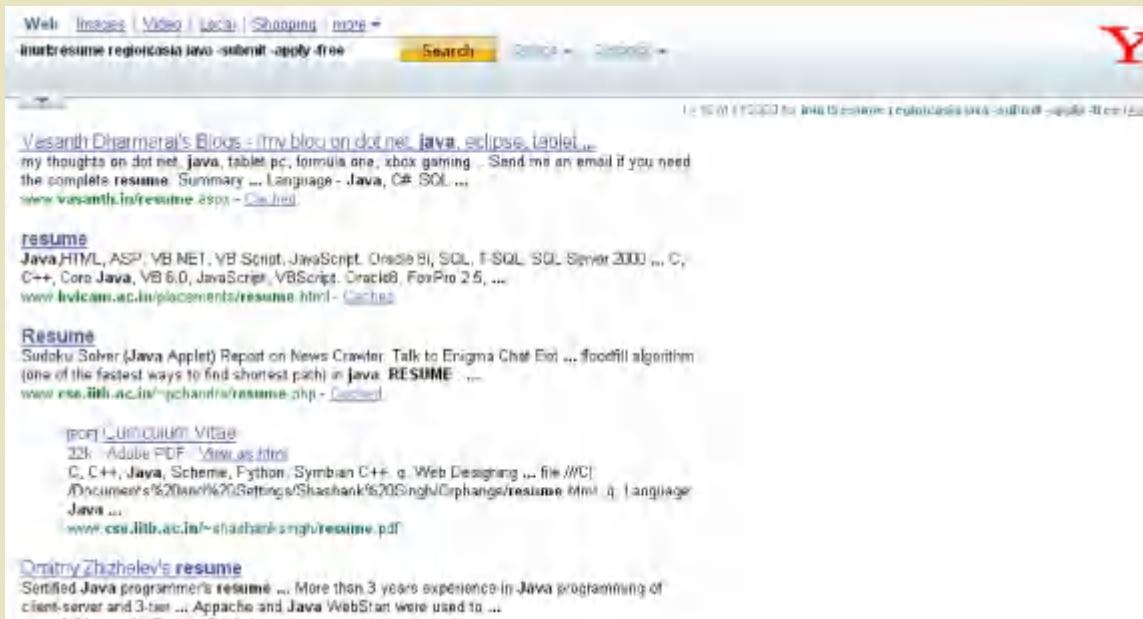
Google search results for "site:www.nasa.gov scientist". The results page shows four search results related to NASA scientists:

- NASA - A Scientist on the Moon**: Scientist-astronaut Harrison H. Schmitt stands by the American flag during a moonwalk on the Apollo 17 mission. Home, that small dot in the blackness of ... [www.nasa.gov/multimedia/imagegallery/image\\_feature\\_1241.html](http://www.nasa.gov/multimedia/imagegallery/image_feature_1241.html) - 15k
- NASA - NASA Scientist Shares Nobel Prize for Physics**: Oct 3, 2006 ... NASA Scientist Dr. John C. Mather shows some of the earliest data from the Dr. John C. Mather of NASA's Goddard Space Flight Center has won ... [www.nasa.gov/vision/universe/stargalaxies/hubble\\_prize\\_mather.html](http://www.nasa.gov/vision/universe/stargalaxies/hubble_prize_mather.html) - 28k
- NASA - NASA Climate Scientist Honored by American Meteorological ...**: Jan 14, 2008 ... Photo Credit: Arnold Adler, courtesy of James Hansen NEW YORK - NASA climate scientist James E. Hansen has been chosen by his peers to ... [www.nasa.gov/centers/goddard/news/topstory/2008/hansen.html](http://www.nasa.gov/centers/goddard/news/topstory/2008/hansen.html) - 21k
- NASA - NASA Scientist Leads International Expedition to Antarctica ...**: NASA Scientist Leads International Expedition to Antarctica in Search of Extreme Organisms. (D2 05 08 Jennifer Morcone Marshall Space Flight Center, ... [www.nasa.gov/centers\\_marshall/news/releases/2008/015.html](http://www.nasa.gov/centers_marshall/news/releases/2008/015.html) - 22k

Results 1 - 10 of about 14,100

## 01 Find Scientists From NASA

site:www.nasa.gov scientist



Google search results for "inurl:resume region:asia java -submit -apply -free". The results page shows several search results related to resumes for Java developers in Asia:

- Vesanth Dharmaraj's Blogs - my blog on dot net, java, eclipse, tablet ..**: my thoughts on dot net, java, tablet pc, formula one, xbox gaming ... Send me an email if you need the complete resume. Summary ... Language - Java, C# SQL ... [www.vesanth.in/resume.aspx](http://www.vesanth.in/resume.aspx) - 25k
- resume**: Java,HTML, ASP, VB.NET, VB Script, JavaScript, Oracle 9i, SQL, T-SQL, SQL Server 2000, ..., C, C++, Core Java, VB 6.0, JavaScript, VBScript, Oracle8, FoxPro 2.5, ... [www.hvican.ac.in/placements/resume.html](http://www.hvican.ac.in/placements/resume.html) - 25k
- Resume**: Sudoku Solver (Java Applet) Report on News Crawler, Talk to Enigma Chat Bot ... floodfill algorithm (one of the fastest ways to find shortest path) in Java. RESUME ... [www.cs.iitb.ac.in/~pchandra/resume.php](http://www.cs.iitb.ac.in/~pchandra/resume.php) - 25k
- [pdf] Curriculum Vitae**: 22k - Adobe PDF - [View as html](http://www.cs.iitb.ac.in/~shashank20singh/CV.pdf)  
C, C++, Java, Scheme, Python, Symbian C++, q, Web Designing ... file:///C:/Documents%20and%20Settings/Shashank%20Singh/Desktop/CV.pdf  
Java ... [www.cs.iitb.ac.in/~shashank20singh/resume.pdf](http://www.cs.iitb.ac.in/~shashank20singh/resume.pdf)
- Dmitry Zhzholev's resume**: Certified Java programmer's resume ... More than 3 years experience in Java programming of client-server and 3-tier ... Apache and Java WebStart were used to ... [www.dzhzholev.com/curriculumvitae.html](http://www.dzhzholev.com/curriculumvitae.html) - 25k

## 02 Find Java Developers In Asia

inurl:resume region:asia java -submit -apply -free

Web | Images | Video | Local | Shopping | more ▾  
site:accenture.com "data warehousing" Search Options ▾

**ERP Data Warehousing Services**  
Accenture helps clients in all industries implement comprehensive data architectures to support enterprise resource planning (ERP) transactional systems.  
[accenture.com/Global/Technology/Information\\_Management/ERPServices.htm](http://accenture.com/Global/Technology/Information_Management/ERPServices.htm) - Cached

**Custom Data Warehousing Services**  
Accenture draws on its extensive data mining and architecture experience, leading assets and extensive resources to help clients build comprehensive data models ...  
[accenture.com/Global/Technology/CustomServices6.htm](http://accenture.com/Global/Technology/CustomServices6.htm) - Cached

**Large Data Warehousing Services**  
With this service, Accenture helps clients manage considerable data volumes across multiple business units, ... **Intelligence Large Data Warehousing Services** ...  
[accenture.com/Global/Technology/LargeWarehousingServices.htm](http://accenture.com/Global/Technology/LargeWarehousingServices.htm) - Cached

**Beyond data warehousing** New applications turn information into ...  
51k - Adobe PDF - [View as html](#)  
[www.accenture.com/accenturetechtalks](http://www.accenture.com/accenturetechtalks) Accenture is a global management ... home page is  
[www.accenture.com](http://www.accenture.com) The views and opinions expressed in this ...  
[accenture.com/NR/rdonlyres/.../Warehouse\\_UAMI.pdf](http://accenture.com/NR/rdonlyres/.../Warehouse_UAMI.pdf)

**Beyond Data Warehousing** New Applications Turn Information Into ...  
The information frontier is moving forward quickly ... **Beyond Data Warehousing: New Applications Turn Information Into Profitable Insights** ...  
[accenture.com/Global/Research\\_and\\_Insights/OurWorld/BeyondInsights.htm](http://accenture.com/Global/Research_and_Insights/OurWorld/BeyondInsights.htm) - Cached

## 03 Search Accenture For Data Warehousing Professionals

site:accenture.com "data warehousing"

Web | Images | Video | Local | Shopping | more ▾  
hostname:microsoft.com ".net framework" Search Options ▾

**Microsoft .NET Framework 1.1 Redistributable**  
The .NET Framework version 1.1 redistributable package includes everything you need to run applications developed using the .NET Framework.  
[msdn.microsoft.com/downloads/details.aspx?FamilyId=0c1b0e88-59e2-4a2a-a7d1-...](http://msdn.microsoft.com/downloads/details.aspx?FamilyId=0c1b0e88-59e2-4a2a-a7d1-...) - Cached

**Microsoft .NET Framework**  
Case Studies .NET Framework 3.0 Developer Scenarios ... **.NET Framework 1.1 Preview**  
Platform Services ... Download the .NET Framework, Visual Studio 2008 SP1, ...  
[microsoft.com](http://microsoft.com) - Cached

**.NET Framework SDK Version 1.1**  
The Microsoft .NET Framework Software Development Kit (SDK) version 1.1 includes ...  
Microsoft .NET Framework 1.1 Service Pack 1 ...  
[microsoft.com/downloads/details.aspx?FamilyId=...](http://microsoft.com/downloads/details.aspx?FamilyId=...) - Cached

**Download .NET 2.0 Compact Framework 2.0 SP1 Redistributable**  
The Microsoft .NET Compact Framework 2.0 Service Pack 1 Redistributable includes everything you need to run .NET ... **.NET Framework ... .NET Framework 3.0 ...**  
[microsoft.com/downloads/details.aspx?FamilyId=0c1b0e88-59e2-4a2a-a7d1-...](http://microsoft.com/downloads/details.aspx?FamilyId=0c1b0e88-59e2-4a2a-a7d1-...) - Cached

**Microsoft .NET Framework 3.0 Redistributable Package**  
The Microsoft .NET Framework version 3.0 redistributable package installs the common ...  
Studio 2005 CTP Extensions for .NET Framework 3.0 (WCF & WPF) ...  
[microsoft.com/downloads/details.aspx?FamilyId=100D340B-FE67-4A14-B3... - Cached](http://microsoft.com/downloads/details.aspx?FamilyId=100D340B-FE67-4A14-B3...)

## 04 Find Microsoft Employees Skilled In “ASP.NET”

hostname:microsoft.com ".net framework"

# Search Engines

Web | Images | Video | Local | Shopping | more ▾

define:"cloud computing"

Search

1 - 10 of 2,010,000 for define:"cloud computing"

REFINERIES ▾

Dell Simplifies IT  
Get IT Faster, Run IT Better And Grow IT Smarter.  
[www.dell.com/simplifyit](http://www.dell.com/simplifyit)

Cloud Computing  
Scale Cloud  
Minutes. Free  
[www.GoGrid.com](http://www.GoGrid.com)

Define Cloud Computing ^ RightScale Blog  
More here: <http://blog.righscale.com/2008/05/26/define-cloud-computing...> Define Cloud Computing - Amazon releases CloudFront, a cloud content distribution network ...  
[blog.righscale.com/2008/05/26/define-cloud-computing](http://blog.righscale.com/2008/05/26/define-cloud-computing) - Cached

Can We Please Define Cloud Computing?  
Recently, I've been seeing a lot of articles pop up on my feeds and in my reading lists talking about the evils of **cloud computing** and several damnations of the [mashable.com/2008/08/19/cloud-computing-defined](http://mashable.com/2008/08/19/cloud-computing-defined) - 10s - Cached

Twenty One Experts Define Cloud Computing  
... of course to 'Cloud Computing' - the phenomenon that currently ... is **cloud computing** at ...  
Cloud computing is the realization of the earlier ideals of ...  
[cloudcomputing.sys-con.com/node/612375/print](http://cloudcomputing.sys-con.com/node/612375/print) - Cached

Twenty One Experts Define Cloud Computing  
Cloud Computing Journal ... "Cloud Computing Expo" Call for Papers Now Open! Cloud Computing - Salesforce & Google Create Multi-Cloud Platform ...  
[cloudcomputing.sys-con.com/node/612376](http://cloudcomputing.sys-con.com/node/612376) - 77s - Cached

## 05 What Is Cloud Computing?

define:"cloud computing"

Web | Images | Video | Local | Shopping | more ▾

area code pittsburgh

Search

1 - 10 of 2,002,000 for area code pittsburgh

White  
Current  
Search  
SSN  
White

412 is the **area code** for Pittsburgh, PA  
Yahoo! Shortcut - [About](#)

Pitts  
Searc  
by WI  
Pitts

412.net - Pittsburgh Area Codes - Pennsylvania  
... Area Codes ... Area Codes - Click here for City Guide, Area Code Directory, Zip Code ... Area Code, Time Zone, Latitude/Longitude, 15201, Pittsburgh, PA ...  
[pennsylvania.412.net/area\\_codes\\_by\\_city/Pittsburgh/PA.html](http://pennsylvania.412.net/area_codes_by_city/Pittsburgh/PA.html) - Cached

412.net - Pittsburgh Area Codes - Pennsylvania  
... Area Codes ... Area Codes - Click here for City Guide, Area Code Directory, Zip Code ... Area Code, Time Zone, Latitude/Longitude, 15201, Pittsburgh, PA ...  
[pennsylvania.412.net/area\\_codes\\_by\\_city/Pittsburgh/PA.html](http://pennsylvania.412.net/area_codes_by_city/Pittsburgh/PA.html) - Cached

Pittsburgh Zip Codes, Area Code, County and more  
Pittsburgh Yellow Pages ... find local info, white pages, demographics and more using Areaconnect  
Pittsburgh ... Pittsburgh Zip Code Search Results, Zip, City ...  
[pittsburgh.areaconnect.com/zip2.htm?city=Pittsburgh&state=PA&zip=41222](http://pittsburgh.areaconnect.com/zip2.htm?city=Pittsburgh&state=PA&zip=41222) - 10s - Cached

Pittsburgh Yellow Pages - Pittsburgh PA Yellow Pages, White Pages, Zip ...  
Pittsburgh Pennsylvania Yellow Pages - Pittsburgh yellow pages ... area codes, zip codes and more when searching to find people in Pittsburgh, PA, Pennsylvania, ...  
[pittsburgh-pa.areaepages.com](http://pittsburgh-pa.areaepages.com) - 7s - Cached

Area Codes  
814 region - The **area code** stretches from Erie to Johnstown in Pennsylvania, State ... region - The 412 area code is primarily located in Pittsburgh and 724 covers the ...  
[www.psu.state.pa.us/telcom/telcom\\_area\\_codes.aspx](http://www.psu.state.pa.us/telcom/telcom_area_codes.aspx) - Cached

## 06 What Is The Area Code In Pittsburgh?

area code pittsburgh

Web Images Video Local Shopping more +  
 inurl:resume intitle:resume (412 OR 724) sales -apply -su

**Our Resume**  
 Preferred Sales, Inc. One Industrial Drive, Hamritage, PA 16148 Tel: 724-981-5500 Fax: 724-981-5560 Contact us by Email. Our [Resume](#) Agency Information ...  
[www.preferredsales.com/resume.html](http://www.preferredsales.com/resume.html) - Cached

**Sales & Marketing Executives**  
 Executive [resume](#) writing and executive resumes crafted by certified executive [resume](#) writers for professionals and executives worldwide  
[www.sales-marketing-resumes.com/resume\\_sample2.html](http://www.sales-marketing-resumes.com/resume_sample2.html) - Cached

**Resume**  
 ... GLEASON P.O. Box 1026 Hopwood, Pennsylvania (724) 437-1431 (724) 880-3410 ... Please accept this letter as my application for the position of **Sales Manager** ...  
[www.foodinfonet.com/resume/resume0000001.htm](http://www.foodinfonet.com/resume/resume0000001.htm) - Cached

Montco dairy gets OK to [resume](#) raw-milk sales | Philadelphia Inquirer ...  
 Pennsylvania News from Philly.com, the Philadelphia Inquirer and the ... (66) [412-7524](#) 09 Toyota Corolla LE \$16,796 06 Subaru Forester X \$13,995 ...  
[philly.com/philly/news/pennsylvania/...?text=med&ct=y-1071](http://philly.com/philly/news/pennsylvania/...?text=med&ct=y-1071) - Cached

**CIVANDISION.COM | Resume**  
[412 415 3650, 386 334 5550, 106 Brightwood Ave, Pittsburgh, Pa, 15229, Objective ... In-House](#)

## 07 Looking For Sales Professionals In Pittsburgh

inurl:resume intitle:resume (412 OR 724) sales -apply -submit -sample -example

Google   Estimated Results: 1,240,000

Web Results 1 > 10 of about 12,400 for **final:resume OR intitle:resume OR inurl:cv OR intitle:cv OR inurl:vitae OR intitle:vitae** ("physical therapy" OR "occupational therapy" OR "speech therapy")

**1. inurl:CURRICULUM\_VITAE**   
 File Format: Microsoft Word - [View as HTML](#)  
 Provision of **Occupational therapy** input to regional wheelchair and special seating ...  
 Advisory role within **Occupational Therapy**, Northern General Hospital , ...  
[www.casemanagement.co.uk/files/CURRICULUM\\_VITAE\\_-\\_Alistair\\_Fletcher.doc](http://www.casemanagement.co.uk/files/CURRICULUM_VITAE_-_Alistair_Fletcher.doc) - Cached

**2. inurl:Curriculum Vitae**   
 File Format: Microsoft Word - [View as HTML](#)  
 Master of Science in **Physical Therapy** Washington University (St. Louis, MO) ...  
 Washington University School of Medicine, Program in **Physical Therapy** ...  
[www.med.wustl.edu/PhysicalTherapy/faculty/Malik%20CV%20Jan15.doc](http://www.med.wustl.edu/PhysicalTherapy/faculty/Malik%20CV%20Jan15.doc) - Seminar papers - My T EXPERIENCE - 2005 - Galatean attributes

**3. Spinee Vitae Physical Therapy**   
**Spinee Vitae Physical Therapy** 9255 Skokie Blvd., Skokie will hold a free community interactive workshop from 7 to 9 PM, January 31, 2008, on The Faces of ...  
[www.spineevitae.com/~10k-Career-Seminar-Night.html](http://www.spineevitae.com/~10k-Career-Seminar-Night.html) - Cached

**4. inurl:Curriculum Vitae Anne Neville**   
 File Format: Microsoft Word - [View as HTML](#)  
 Seminar to faculty members and local speech therapists, School of Speech Therapy Department of Health Sciences, Cleveland State University, OH, USA, 2008

## 08 Find Physical, Occupational And Speech Therapy Professionals

(inurl:resume OR intitle:resume OR inurl:cv OR intitle:cv OR inurl:vitae OR intitle:vitae) ("physical therapy" OR "occupational therapy" OR "speech therapy") -sample -template -careers

# Search Engines

Google search results for "inurl:resume OR intitle:resume site:edu (2008 OR 2009) ("physical therapy" OR "occupational therapy")".

**Ronald Fischbach's Resume 2008**  
Resume, Ronald Fischbach, September 1, 2008, ... Children with Cerebral Palsy; APTA Abstract Pediatric Physical Therapy Volume 13, Number 4, Winter 2001, ... www.csun.edu/~nchen006/RonaldFischbachResume2008.htm - 26k - Cached - Similar pages

**PPS Resume**  
File Format: Microsoft Word - View as HTML  
Poster Presenter CSM 2008: Intergenerational Physical Therapy: Geriatrics and Pediatrics; Lead Author: Falls in Community Dwelling Older Adults- Part II, ... www.usf.edu/PT/About%20Us/People/FacultyCVs2008/Carly%20Cole,%20CJ%20Jr.doc - 14k - Cached - Similar pages

**PPS Resume Writing & Cover Letters**  
File Format: Microsoft Powerpoint - View as HTML  
Physical Therapy, September 9, 2008 - VCU University Career Center, Division of Student Affairs and Enrollment Services, Virginia Commonwealth University ... Blog.VCU.edu/Workforce/PT%20Resume%20Dand%20CL%20presentation.ppt - Similar pages

**PPS Resume Wizard**  
File Format: Microsoft Word - View as HTML  
2005-2008 The Ohio State University Columbus, Ohio Masters of Occupational Therapy, GPA: 3.95, 2002-2005 Wittenberg University Springfield, Ohio ... Wsonger.osu.edu/ENR/Portfolios/0703SSharp/Documents/ChallengerCV.pdf - Similar pages

## 09 Find Physical, Occupational And Speech Therapy Graduates

(inurl:resume OR intitle:resume) site:edu (2008 OR 2009) ("physical therapy" OR "occupational therapy" OR "speech therapy")

Google search results for "site:myspace.com ("physical therapy" OR "occupational therapy" OR "speech therapy") jobs vids groups blogs".

**Physical Therapy on MySpace Music - Free Streaming MP3s, Pictures**  
MySpace Music: Note for Physical Therapy: Download Physical Therapy Fusion /-jazz / music singles, watch music videos, listen to free streaming mp3s, ... profile.myspace.com/index.cfm?func=action=user\_viewProfile&friendID=3137041&t=148 - 200k - Similar pages

**Occupational Therapy | MySpace.com**  
MySpace profile for Occupational Therapy. Find friends, share photos, keep in touch with classmates, and meet new people on MySpace.com  
www.myspace.com/occupational\_37k - Similar pages

**MySpace.com - AASLU - Physical Therapy - 21-Male - SAVANNAH**  
MySpace profile for AASLU - Physical Therapy with pictures, videos, personal blog, interests, information about me and more  
profile.myspace.com/index.cfm?func=action=user\_viewProfile&friendID=191922081 - 75k - Similar pages

**BOOKS in PHYSICAL THERAPY!! on MySpace Music - Free Streaming MP3s**  
Download BOOKS in PHYSICAL THERAPY!! Rap / Hip Hop / music singles, watch music videos, listen to free streaming mp3s & view BOOKS in PHYSICAL THERAPY!  
profile.myspace.com/index.cfm?func=action=user\_viewProfile&friendID=66474355 - 157k - Similar pages

**Myspace.com - RIO Physical Therapy Services, Inc - 100**  
MySpace profile for RIO Physical Therapy Services, Inc. with pictures, videos, personal blog, interests, information about me and more  
profile.myspace.com/index.cfm?func=action=user\_viewProfile&friendID=203226419 - 75k - Similar pages

## 10 Find Physical, Occupational And Speech Therapy Professionals on MySpace

site:myspace.com ("physical therapy" OR "occupational therapy" OR "speech therapy") -jobs -vids -groups -blogs

Google search results for "site:org (java or J2EE) dallas -jobs". The results page shows 10 out of approximately 2,550 results.

**Results 1 - 10 of about 2,550 for s**

**Spring Dallas User Group**

He has been working with Java since the JDK 1.1 days on everything from ... Prior to GigaSpaces, Owen worked as Principal J2EE Product Specialist with ... [www.springdallasug.org/](http://www.springdallasug.org/) - 41k - Cached - Similar pages -

**Spring Dallas User Group > Java**

Feb 15, 2007 ... Spring Dallas User Group .... software development experience includes implementing Java/J2EE middle tier solutions, web applications, and ... [www.springdallasug.org?csid=3](http://www.springdallasug.org?csid=3) - 35k - Cached - Similar pages -

**More results from www.springdallasug.org**

**2007 Speaker Schedule**

He has worked on a variety of Java platforms, from J2EE to J2SE to J2ME .... Meeting Sponsor: Credera is a Dallas based, full-service business and ... [javamag.htm/markpages/2007Meetings.html](http://javamag.htm/markpages/2007Meetings.html) - 30k - Cached - Similar pages -

**2006 Speaker Schedule**

Mr. Brookshire is the founder of three Java user groups in Dallas, the writer of .... Apache Geronimo is the open source J2EE server project of the Apache ... [javamag.org/markpage/2006Meeting.html](http://javamag.org/markpage/2006Meeting.html) - 42k - Cached - Similar pages -

**More results from javamag.org**

**Requires Java / J2EE Web Developer - MUST BE LOCAL TO DALLAS ...**

**Source:** Java / J2EE Web Developer - MUST BE LOCAL TO DALLAS - Last - Dallas, TX

## 11 Find Java User Groups In Dallas

site:org (java or J2EE) dallas -jobs

Google search results for "(site:com OR site:org) \"membership directory\"". The results page shows 10 out of approximately 566,000 results.

**Results 1 - 10 of about 566,000 for (site:com OR site:org) "**

**Membership Directory**

**Membership Directory** These Austin area businesses, organizations and individuals are integral to the region's continued growth. And they have discovered ... [www.membershipservicecenter.org/mweb/Welcome.aspx?ID=Business&Data=101/101-16E-Cached-Similar Pages-](http://www.membershipservicecenter.org/mweb/Welcome.aspx?ID=Business&Data=101/101-16E-Cached-Similar Pages-)

**Member Directory - INFORMS: The Institute For Operations Research**

Access to the full INFORMS Online **membership directory** is now a benefit of membership. Members - please click on the link below to access the directory ... [www.informs.org/index.php?c=3&g=1&pg=Member+Directory](http://www.informs.org/index.php?c=3&g=1&pg=Member+Directory) - 41k - Cached - Similar pages -

**Online IFLA Membership Directory**

This WWW version of the IFLA Directory contains information about the following IFLA members: International and National Association Members, ... [www.ifla.org/database/directry.htm](http://www.ifla.org/database/directry.htm) - 9k - Cached - Similar pages -

**Society for Neuroscience | Member Directory/Search**

**Membership Directory Disclaimer:** This directory contains proprietary and confidential information belonging to the Society for Neuroscience. ... [www.sfn.org/index.cfm?rg=genemenu&op\\_memberDirectory](http://www.sfn.org/index.cfm?rg=genemenu&op_memberDirectory) - 56k - Cached - Similar pages -

**AALP Member Profiles**

Contact information and links to homepages of members of the AALP. [www.aalpnet.org/membership/directory.htm](http://www.aalpnet.org/membership/directory.htm) - 20k - Cached - Similar pages -

**FASER**

## 12 Find Membership Directories

(site:com OR site:org) "membership directory"

# Search Engines

Google (filetype: xls OR filetype: pdf) (@bp.com OR \*@chevron.com OR \*@microsoft.com OR \*@target.com OR \*@verizon.com OR \*@homedepot.com) Search Advanced Search Preferences

Web Results 1 - 10 of about 4,870 for (filetype: xls OR filetype: pdf) (@bp.com OR \*@chevron.com OR \*@microsoft.com OR \*@target.com OR \*@verizon.com OR \*@homedepot.com)

**plus Contents** File Format: Microsoft Excel  
B, <http://www.bp.com/statisticalreview>, 9, 10, Please use the contents or the tabs at the bottom to navigate between the tables, ...  
[www.bp.com/liveassets/bp\\_internet/globalbp/globalbp\\_uk\\_english/\\_en/\\_statistical\\_review\\_full\\_report\\_workbook\\_2008.xls](http://www.bp.com/liveassets/bp_internet/globalbp/globalbp_uk_english/_en/_statistical_review_full_report_workbook_2008.xls) - Similar pages -

**plus Contents** File Format: Microsoft Excel  
B, <http://www.bp.com/statisticalreview2004>, 9, 10, Please use the tabs at the bottom to navigate between the tables, 11, 12, Oil-Prived reserves ...  
[www.bp.com/liveassets/bp\\_internet/globalbp/globalbp\\_uk\\_english/\\_en/\\_statistical\\_review\\_of\\_world\\_energy\\_full\\_report\\_workbook\\_2004.xls](http://www.bp.com/liveassets/bp_internet/globalbp/globalbp_uk_english/_en/_statistical_review_of_world_energy_full_report_workbook_2004.xls) - Similar pages -

**plus eProc Contacts** File Format: Microsoft Excel - View as HTML  
17, Newmark, Tonya, Invoice Processor", 713-372-0298, [tnao@chevron.com](mailto:tnao@chevron.com), Inetwon, Dixie Electric, 18, Patel, Rekha, Invoice Processor", 713-372-0199 ...  
[www.eproc.chevron.com/www.eproc/marc/training/documents/buyer/M08J%20eProcurement%20Contact%20Info.xls](http://www.eproc.chevron.com/www.eproc/marc/training/documents/buyer/M08J%20eProcurement%20Contact%20Info.xls) - Similar pages -

**plus 1 Collaboration** File Format: Microsoft Excel - View as HTML  
A, B, C, D, E, F, G, H, 1, Feature Included, o, Improved 2007, n, New in 2007, b, 2,

## 13 Find Email Addresses

(filetype:xls OR filetype:pdf) (filetype:xls OR filetype:pdf) (@bp.com OR \*@chevron.com OR \*@microsoft.com OR \*@target.com OR \*@verizon.com OR \*@homedepot.com)

Google +j2ee +swing (filetype: doc | filetype: pdf | filetype: rtf | filetype: txt) (resume | cv | "curriculum vitae") -jobs Search Advanced Search Preferences

Web Results 1 - 10 of about 2,230 for +j2ee +swing (filetype: doc | filetype: pdf | filetype: rtf | filetype: txt) (resume | cv | "curriculum vitae") -jobs

**plus Curriculum Vitae (CV) for Ola Debitsch** File Format: PDF/Adobe Acrobat - View as HTML  
Curriculum Vitae (CV) for Ola Debitsch, Date: 2008-12-05, Summary ..., J2EE, Swing, Applications Server BEA WebLogic Database Oracle Project, ...  
[http://callistaenterprise.se/download/16\\_5af758e1117c436eebd5001705/cv-ol-de.pdf](http://callistaenterprise.se/download/16_5af758e1117c436eebd5001705/cv-ol-de.pdf) - Similar pages -

**plus Curriculum Vitae (CV) for Ola Debitsch** File Format: PDF/Adobe Acrobat - View as HTML  
Curriculum Vitae (CV) for Ola Debitsch, Date: 2007-01-16, Summary ..., J2EE, Swing, Callista Enterprise AB, Skätra Hamngatan 5, SE - 411 14 GÖTEBORGS ...  
<http://callista.se/en/enterprise/consultant/cv-ol-de-en.pdf> - Similar pages -

**plus Resume** File Format: Microsoft Word - View as HTML  
Tools: J2EE, Swing, Weblogic, Oracle Volkswagen - Analyses and architecture in corporate-wide standardization on WMS Web Services to integrate the diverse ...  
<http://bladom.com/cms/resume/olade.resume.doc> - Similar pages -

**plus Mer Ljubos Stipak Curriculum Vitae Candidate for the position of ...** File Format: PDF/Adobe Acrobat - View as HTML  
Curriculum Vitae Candidate for the position of ... 1, Java EE / J2EE Software Architect ... enterprise J2EE application with Swing client-side layer, ...  
[www.ljubos-stipak.com/ljubos\\_stipak\\_cv.pdf](http://www.ljubos-stipak.com/ljubos_stipak_cv.pdf) - Similar pages -

**plus Curriculum Vitae** File Format: Microsoft Word - View as HTML

## 14 Find J2EE Resumes

+j2ee +swing (filetype:doc | filetype:pdf | filetype:rtf | filetype:txt) (resume | cv | "curriculum vitae") -jobs

**Google** "cv "CCIE \*2010..15999"-example -sample -jobs  Advanced Search Preferences

Web Results 1 – 10 of about 7,040 for ~cv "CCIE \*2010..15999"

[Cisco Nexus 5010 released. Colin McNamara - CCIE 18233 , VCP ...](#)  
Dec 10, 2006 ... Cisco just released a little brother to the Nexus 5020, the 5010. ... Colin McNamara - CCIE 18233 , VCP, RHCE, GCIH, GEEK header image 2 ... www.colinmynamara.com/2009/12/10/cisco-nexus-5010-released - Similar pages -

[Resume - Colin McNamara - CCIE 18233 , RHCE, GIAC, CCIE, Colin ...](#)  
Resume Colin McNamara, CCIE #18233 Colin McNamara, CCIE #18233 - See 927-4515 colin@2rjps.com, CERTIFICATIONS / ACCREDITATIONS HELD ... www.colinmynamara.com/resume-colin-mynamara\_cv\_18233.html - Similar pages -

[Roger W Geyer meets Bill Gates at Microsoft resume Co-owner ...](#)  
3630 S. Plaza Trail, Suite 250, Virginia Beach, VA 23452 ... CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, Cisco, Cisco IOS, Cisco Systems, the Cisco Systems logo, ... www.hyperteam.com/roger\_w\_geyer\_cv/resume.htm - 40k - Cached - Similar pages -

[Security Clearance Expo Job Fair ...](#)  
"Downloadable resume databases from the event you participate in, ... routing and lan switching ccda ccnp ccie ccip ccna ccnp ccsp ccsp id ccia ccip ccmmi ip ... www.compliancesolutions.com/jobevent/telecon-5461thQ5fIenE121y6C9U45171302 - 5% Cached - Similar pages -

[CCIE.pl > View topic - PayPal/Payment Processor/Executive Needed](#)  
1 post - Last post: Oct 23, 2008  
CCIE.pl site 4 CCIE wannabes! Free TAC ... are under 35 years of age. Then send your detailed CV to ... submitted@realvancity.com ...

## 15 Find Professionals With CCIE Certifications

~cv "CCIE \*2010..15999"-example -sample -jobs

**Google** site:linkedin.com (inurl:pub | inurl:in) accounting finance -intitle:directory  Advanced Search Preferences Personalized

Web Results 1 – 10 of about 293,000 from linkedin.com for (inurl:pub | inurl:in) accounting finance

[Jennifer Dziedzinski Pinkowski - LinkedIn](#)  
In addition, to my knowledge in Accounting & Finance, I am extremely well connected ... If you want inside connections to high-demand Accounting/Finance ... www.linkedin.com/pub/dzidzien/pinkowski/29/-/Cached - Similar pages -

[Joe McNicol, CPA, CMA - LinkedIn](#)  
Re-engineered accounting and finance functions, evaluated and upgraded financial staff and systems, which increased the quality of financial services by 90% ... www.linkedin.com/pub/9877648/-/25k - Cached - Similar pages -

[Ann Birmingham - LinkedIn](#)  
Manager, Accounting-Finance at The Walt Disney Company ... 10+ years of professional experience in Accounting and Finance, 7 of which were spent as a ... www.linkedin.com/in/annbirmingham - 20k - Cached - Similar pages -

[Paul Wysman - LinkedIn](#)  
Responsible for all Accounting / Finance Functions for three discrete businesses ... Managed transition of Accounting/Finance functions from a shared ... www.linkedin.com/pub/9524216/-/22k - Cached - Similar pages -

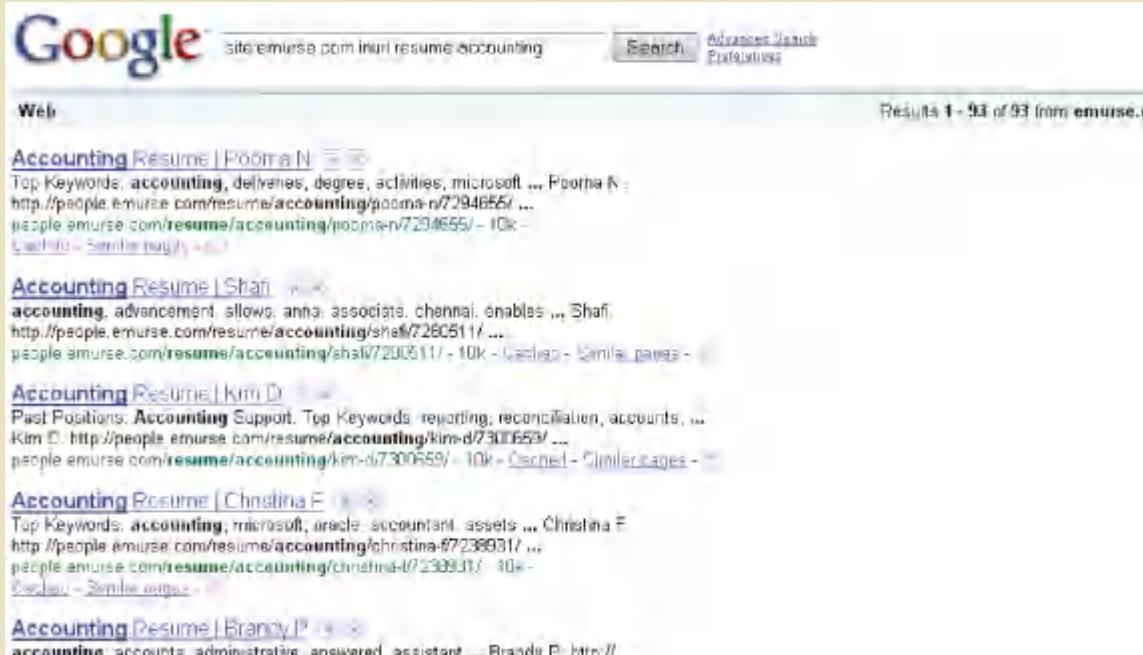
[Maya Saittoso - LinkedIn](#)  
I am always interested in learning different areas in accounting/finance. Would like to find new challenges and particularly interested in Financial ... www.linkedin.com/pub/4/68/221/-/21k - Cached - Similar pages -

[Richard McAlmon - LinkedIn](#)

## 16 Find Accountants Using LinkedIn

site:linkedin.com (inurl:pub | inurl:in) accounting finance -intitle:directory

# Search Engines



site:emurse.com inurl:resume accounting

Search Advanced Search Preferences

Web Results 1 - 93 of 93 from emurse.c

**Accounting Resume | Poorna N**  
Top Keywords: accounting, deliveries, degree, activities, microsoft ... Poorna N : http://people.emurse.com/resume/accounting/poorna-n/7294655/ ... people.emurse.com/resume/accounting/poorna-n/7294655/ - 10k - Cached - Similar pages -

**Accounting Resume | Shaf**  
accounting, advancement, allows, annual, associate, channel, enables ... , Shaf: http://people.emurse.com/resume/accounting/shaf/7280511/ ... people.emurse.com/resume/accounting/shaf/7280511/ - 10k - Cached - Similar pages -

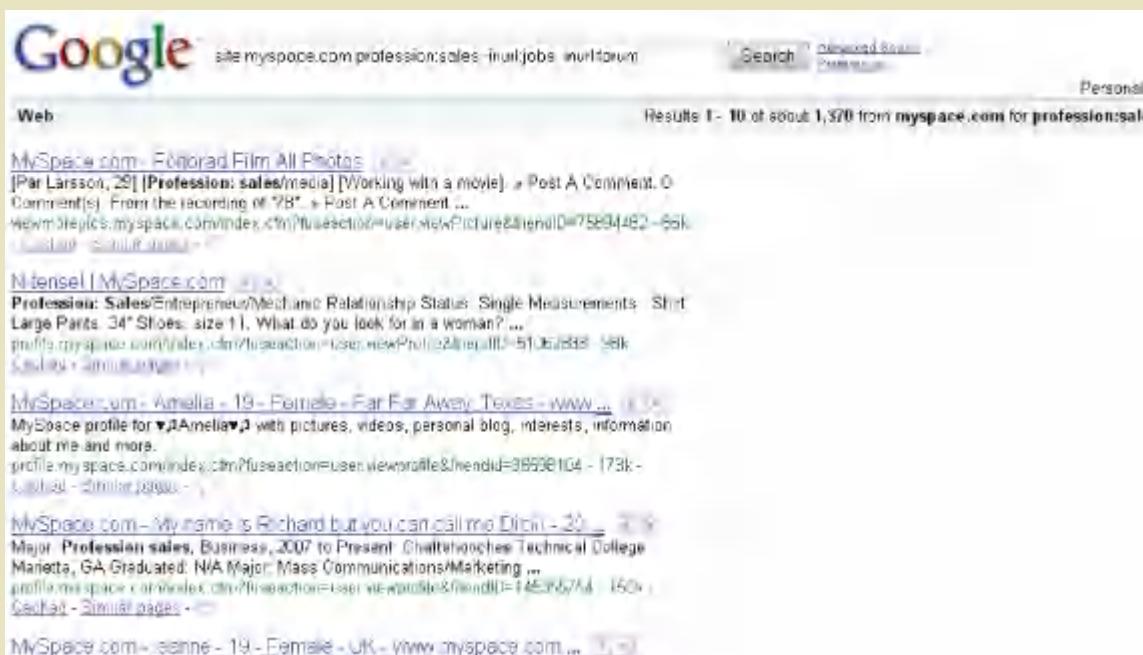
**Accounting Resume | Kim D**  
Past Positions: Accounting Support. Top Keywords: reporting, reconciliation, accounts, ... Kim D: http://people.emurse.com/resume/accounting/kim-d/7300659/ ... people.emurse.com/resume/accounting/kim-d/7300659/ - 10k - Cached - Similar pages -

**Accounting Resume | Christina F**  
Top Keywords: accounting, microsoft, oracle, accountant, assets ... Christina F: http://people.emurse.com/resume/accounting/christina-f/7238931/ ... people.emurse.com/resume/accounting/christina-f/7238931/ - 10k - Cached - Similar pages -

**Accounting Resume | Brandy P**  
accounting, accounts, administrative, answered, assistant ... Brandy P: http://

## 17 Find Accounting Professionals On eMurse

site:emurse.com inurl:resume accounting



site:myspace.com profession:sales -inurl:jobs -inurl:forum

Search Advanced Search Preferences

Personal

Web Results 1 - 10 of about 1,320 from myspace.com for profession:sale

**MySpace.com - Edgorad Film All Photos**  
[Par Larsson, 29] [Profession: sales/media] [Working with a movie] + Post A Comment, 0 Comment(s). From the recording of "B" + Post A Comment ... NewProfile.myspace.com/index.cfm?fuseaction=user.viewPicture&uid=75894482-651 ... Cached - Similar pages -

**Nitensel | MySpace.com**  
Professional: Sales/Entrepreneur/Mechanic Relationship Status: Single Measurements: Shirt Large Pants: 34" Shoes: size 11. What do you look for in a woman? ... profile.myspace.com/index.cfm?fuseaction=user.viewProfile&uid=5106838-56k ... Cached - Similar pages -

**MySpace.com - Amelia - 19 - Female - Far Far Away, Texas - www...**  
MySpace profile for ▶Amelia◀ with pictures, videos, personal blog, interests, information about me and more. profile.myspace.com/index.cfm?fuseaction=user.viewprofile&uid=39998104 - 173k - Cached - Similar pages -

**MySpace.com - My name is Richard but you can call me Ditch - 20**  
Major: Profession sales, Business, 2007 to Present Chattahoochee Technical College Marietta, GA Graduated: N/A Major: Mass Communications/Marketing ... profile.myspace.com/index.cfm?fuseaction=user.viewprofile&uid=14579674 - 150k - Cached - Similar pages -

**MySpace.com - Jeanne - 19 - Female - UK - www.myspace.com ...**

## 18 Find Sales Professionals on MySpace

site:myspace.com profession:sales -inurl:jobs -inurl:forum

Google search results for the query: `intitle:resume inturl:resume (fluency OR fluency OR fluent OR native OR bilingual OR bi/lingual OR "bi/lingual" OR conversational) -submit -apply -sample`

**Results:**

- Resume Native American Comedian Marc Yaffee** 
 Marc Yaffee is an **Native American Comedian** specializing in making people laugh until their jaws hurt! **YAFFEE DRAWS FROM HIS MEXICAN-IRISH-NAVAJO BACKGROUND** ... [www.marcyaffee.com/comedy/](http://www.marcyaffee.com/comedy/) - [Blog](#) - [Contact](#) - [Similar pages](#)
- Network Engineer and Telecommunications Architect Resume** 
 Complete **bilingual Spanish and English fluency**! Fourteen years post university work experience in North America, Latin America, the Caribbean and Europe ... [www.thinknetworking.com/resume/bi-223](http://www.thinknetworking.com/resume/bi-223) - [Contact](#) - [Similar pages](#)
- Bilingual Career | Resume Samples** 
 Bilingual career special services for resumes ... Even if you speak English fluently, typos and grammatical errors are easier to miss when writing in a ... [www.bilingualcareers.com/resume-service.aspx](http://www.bilingualcareers.com/resume-service.aspx) - [Blog](#) - [Contact](#) - [Similar pages](#)
- Boost Your Resume Bilingual - Admin Secret** 
 From the original blog post "Boost Your Resume, Become **Bilingual**" Let's face it, with the economy the way it is, you are getting smarter and tougher ... [adminsecret.ca/bilingual/article/112](http://adminsecret.ca/bilingual/article/112) - [Boost your resume become bilingual](#) - [Blog](#) - [Contact](#) - [Similar pages](#)
- Medical Recruiting - Bilingual Medical Resume Sourcing** 
 Bilingual Medical Resume Sourcing Services from Resume Miners provide targeted ... [www.resumeminer.com/medical-Recruiting/Bilingual-Medical-Resumes.html](http://www.resumeminer.com/medical-Recruiting/Bilingual-Medical-Resumes.html) - [Blog](#)

## 19 Find Bilingual Professionals

`intitle:resume inturl:resume (fluency OR fluency OR fluent OR native OR bilingual OR bi/lingual OR "bi/lingual" OR conversational) -submit -apply -sample`

Google search results for the query: `intitle:resume inturl:resume nurse ~job ~jobs -sample`

**Results:**

- Duke University School of Nursing** 
 Transforming care. **Teaching Lives** The mission of the Duke University School of Nursing is to create a center of excellence for the advancement of **nursing** ... [nursing.duke.edu/research/cho/researchunits&quality/resume/](http://nursing.duke.edu/research/cho/researchunits&quality/resume/) - [Blog](#) - [Contact](#) - [Similar pages](#)
- docx Elegant Resume** 
 File Format: Microsoft Word - [View as HTML](#) To obtain a position as a Registered **Nurse** on a Pediatric Unit: EDUCATION ... Student **Nursing** Association Vice President; **Nursing** Care Fair Coordinator; ... [www.mountsinaihc.org/SupportFiles/1010/nursingsampleresume.doc](http://mountsinaihc.org/SupportFiles/1010/nursingsampleresume.doc) - [Similar pages](#)
- docx Nursing Resume** 
 File Format: Microsoft Word - [View as HTML](#) OBJECTIVE: Seeking an entry level critical care **nursing** position ... CLINICAL Transition Professional **Nursing** Practice Novak Hospital ... [www.tuffield.education/2011\\_08/11/nursingresume.doc](http://www.tuffield.education/2011_08/11/nursingresume.doc) - [Blog](#) - [Contact](#) - [Similar pages](#)
- New Member Profile** 
 E-mail your resume to [resumes@nurse.net](mailto:resumes@nurse.net) to be attached to your listing. Bold, red items are required. Unbold, green items are requested. Practice Status ... [www.nurse.net/cg-bin/submit.cgi?referrals/resume/submit.htm#40x](http://www.nurse.net/cg-bin/submit.cgi?referrals/resume/submit.htm#40x) - [Contact](#) - [Similar pages](#)
- Nurses Directory - Submit Resume / Nurse in India, Bangladesh** 
 Nurses directory - search for any **nurse** in the world ... If you already have a resume in word format (\*.doc) email it to [info@nurses-directory.com](mailto:info@nurses-directory.com) else ... [www.nurses-directory.com/submit-resume-and-100-free-job-advertisements.html](http://www.nurses-directory.com/submit-resume-and-100-free-job-advertisements.html)

## 20 Find Nurses

`(intitle:resume | inturl:resume) nurse ~job ~jobs -sample`

# Search Engines

Results 1- 10 of about 28,400 from [jigsaw.com](http://jigsaw.com) for **site:jigsaw.com intitle:in:jigsaw's ibm -intitle:business.contacts.from -intitle:company.directory.from**. (0.43 seconds)

**International Business Machines Corporation (IBM) Business ...**  
International Business Machines Corporation (IBM) Business Contacts in Jigsaw's Business Directory. Jigsaw's business directory provides complete contact ...  
[http://www.jigsaw.com/intl/232/international\\_business\\_contacts\\_ibm\\_contacts.html](http://www.jigsaw.com/intl/232/international_business_contacts_ibm_contacts.html) [cached] [similar]

**IBM Metro Employees Federal Credit Union Business Contacts in ...**  
IBM Metro Employees Federal Credit Union Business Contacts in Jigsaw's Business Directory. Jigsaw's business directory provides complete contact information...  
[http://www.jigsaw.com/intl/7470/ibm\\_metro\\_employee\\_federal\\_credit\\_union\\_contacts.html](http://www.jigsaw.com/intl/7470/ibm_metro_employee_federal_credit_union_contacts.html) [cached] [similar]

**Rudolf Gersinger in Jigsaw's Business Directory**  
Online directory of more than 10 million business contacts. Complete contact data for Rudolf Gersinger at International Business Machines Corporation (IBM) ...  
[http://www.jigsaw.com/intl/100517/ibm\\_gersinger.html](http://www.jigsaw.com/intl/100517/ibm_gersinger.html) [cached] [similar]

**Tony Rosamira in Jigsaw's Business Directory**  
You've found Tony Rosamira - General Manager, Application and Integration Middleware IBM iBM Software Group at International Business Machines Corporation ...  
[http://www.jigsaw.com/intl/8747/ibm\\_tony\\_rosamira.html](http://www.jigsaw.com/intl/8747/ibm_tony_rosamira.html) [cached] [similar]

**Date Hoffman in Jigsaw's Business Directory**  
You've found Date Hoffman , Director Business Development and CIO of Technology Office IBM Electronic Design Technology Solutions at International Business ...  
[http://www.jigsaw.com/intl/8747/ibm\\_tony\\_rosamira.html](http://www.jigsaw.com/intl/8747/ibm_tony_rosamira.html) [cached] [similar]

**Senior Test in Jigsaw's Business Directory**  
International Business Machines Corporation (IBM) ... Vick Nearyan - IBM Distinguished Engineer/CIO of Technology Office Industry Solutions Architecture ...  
[http://www.jigsaw.com/intl/8747/ibm\\_vick\\_nearyan.html](http://www.jigsaw.com/intl/8747/ibm_vick_nearyan.html) [cached] [similar]

**Robert Myers in Jigsaw's Business Directory**  
International Business Machines Corporation (IBM) ... Alan Stuart ... CIO of Systems and

## 21 Find People In Jigsaw

site:jigsaw.com intitle:in:jigsaw's ibm -intitle:business.contacts.from -intitle:company.directory.from

Results 1- 10 of about 8,150 from [craigslist.org](http://craigslist.org) for **site:craigslist.org inurl:res engineer**. (0.36 seconds)

**Embedded / Embedded Software Engineer**  
Jan 24, 2009 ... Embedded Firmware / Software Engineer / Project Lead Summary ... Principal Embedded Engineer, Human Interaction, Mountain View, CA 2004-2009 ...  
<http://www.craigslist.org/cto/100859198.html> [cached] [similar]

**Fire Protection Consulting Engineer**  
Jan 6, 2009 ... CO2 and other clean agent fire consultants and tested as a professional engineer, design drawings and electrical, structural, ...  
<http://www.craigslist.org/cto/100859197.html> [cached] [similar]

**Mechanical HVAC Engineer/Designer**  
Jan 26, 2009 ... Design Engineer for building HVAC system design, component selections, sizing and layout of ductwork and piping ...  
<http://www.craigslist.org/cto/100859196.html> [cached] [similar]

**Test Engineer / Sr Test Technician**  
Jan 26, 2009 ... Enabled the Manufacturing Engineering electronics lab. This included sourcing and organization of test equipment, supplies, ...  
<http://www.craigslist.org/cto/100859195.html> [cached] [similar]

**Senior Unix Systems Administrator / Systems Engineer**  
At the time of my departure there were over 100 Compaq iM NMLinux servers in three locations and these additional Systems Engineers who provide database ...  
<http://www.craigslist.org/cto/100859194.html> [cached] [similar]

**Manufacturing Process Project Engineering**  
My knowledge in the areas of Design Review, New Product Introduction, Sustaining Engineering, Facilitate, Project Management, and all other related areas ...  
<http://www.craigslist.org/cto/100859193.html> [cached] [similar]

**Test Engineer**  
1986 - 6/1899 Software Engineer / Hardware Test Engineer CSR Telecom Element, CA ...  
Review engineer hardware and software for Y2K changes ...

## 22 Find Resumes On Craigslist

site:craigslist.org inurl:res engineer

# Search Engines

## **23** Find Diversity Organizations

("african american" OR black) AND "human resources" AND site:.org

**Web** Results 1 - 10 of about 145 for "[National Association of Black Accountants](#)" intitle:officers OR intitle:directors OR intitle:members OR intitle:institutes AND intitle:members

[Officers - National Association of Black Accountants](#) ...  
2006 Board of Trustees of Northern Illinois University, DeKalb, Illinois 60115 - **National Association of Black Accountants**, Inc. - Contact Webmaster  
[www.niu.edu/natblackacc/officers.asp](mailto:natblackacc@niu.edu) 7K · Cached · Similar pages

[NAP-MEMBERS archive - November 2010 \(#4\)](#) ...  
Begin forwarded message: > From: **National Association of Black Accountants**- Temple University > Chapter <[log in to Unmask](#)> > Date: November 5, ...  
<https://mail.google.com/mail/u/0/#inbox?pli=1&l=mem-members&P=302-15K-Carries-SameTopics> ·

[National Association of Black Accountants - Organization Members](#) ...  
**National Association of Black Accountants** - Organization Members - [emustudentfunds.com](http://emustudentfunds.com)  
Powered by CollegiateLink (Student Organization Management Software)  
[www.collegiateink.net/CommunityFactor/getOrgPosterLogID=13730-106](http://www.collegiateink.net/CommunityFactor/getOrgPosterLogID=13730-106)  
[Contact · Similar pages](#)

[Job Opening: Manager of Accounting at PCAOB Public Company](#) ...  
**National Association of Black Accountants**, Inc. 7249-A Hanover Parkway, Gaithersburg, Maryland 20878 Phone: 301-474-NABA Fax: 301-474-3114 ...  
[nabaccr@nabainc.org](mailto:nabaccr@nabainc.org)?jobid=1114732 44K · Cached · Similar pages

[2006 AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS BOARD OF](#) ...  
File Format: PDF/Apache Apache - View as HTML  
Update from the Chair of the Government Audit Quality Center: 15 Update from the **National Association of Black Accountants** ...  
[https://www.aicpa.org/certifiedmembers/2006\\_0716-14\\_EOD\\_min.pdf](https://www.aicpa.org/certifiedmembers/2006_0716-14_EOD_min.pdf) · Cached · Similar pages

## **24** Find People In Diversity Organizations

"national association of black accountants" (intitle:officers OR intitle:directors OR intitle:members OR intitle:board OR intitle:attendees)

# CHAPTER 2

## Social & Business Networks

### Getting Connected.

You can't have a conversation about being online today without talking about social and business networks. Almost every site online has transformed itself to have some sort of network and social-like function. Millions of people around the world use online networks to connect, make friends, find jobs, and share information. This section explores many of the most popular social and business networks today, including LinkedIn, Facebook and MySpace in addition to many others.

## LINKEDIN

**LinkedIn** is an online business network comprised of over 35 million professionals. In LinkedIn, each professional gets their own page, where they present information about their background. Most use LinkedIn just like an online resume or portfolio of their professional experiences. The value of LinkedIn comes in the vast networking opportunities it affords by “linking” to people you know, as well as making connections with new people. Each member has the option of signing up for a free account or upgrading to one of several fee accounts, each providing more use of the online community. LinkedIn is by far and away the most popular and fastest growing of online networks amongst those involved in recruiting and sales today.

### LinkedIn Tutorial #1: Build Your Profile

#### 01 Title

Please your email address in your “title” at the top of your profile. This indicates you are open to receiving invitations to connect.

#### 03 Public Profile

Enable profile to be found online. Change public profile to include your name. It's more personable and makes you easily identified on search engines.

#### 02 Summary

Place email address in top of Summary in profile. Also state “open networker” in this area.

#### 04 Industry

Change industry in profile to accurately reflect your area of expertise or area your company works in.

# Social & Business Networks

## Spotlight on: LinkedIn



- Watch LinkedIn video tutorials out on StaffBytes ([www.staffbytes.com](http://www.staffbytes.com)),
- Visit LinkedIn's Learning Center (<http://learn.linkedin.com/>),
- Read LinkedIn's blog (<http://blog.linkedin.com/>) to stay up to the minute.

**Experience**

**Managing Principal/Sr. Recruiter/Sr. Sourcing Specialist**  
General Staffing  
From 2001 - Present (Years 8 months)

Worked with General Staffing and other organizations from 2001 to present.  
+8 years/years experience in Staffing and Consulting Services Industry.  
Participated in successful engagements for over 60+ clients under various arrangements including contract and retained search.  
Clients/Partnerships include ADP, EBS, Unum Health Group, Blue Cross/Blue Shield, U.S. Life and Accident National Life Insurance.  
Managed high-volume accounts and multiple projects at one time.  
Full life cycle experience (hiring and recruiting).

Worked with small, emerging clients and Fortune 500 companies.  
Partners with business leaders and human resources staff.  
Downloaded proven recruiting strategies for building local presence.  
Built a personal database of 125,000 contacts in several industries including IT/IS, Financial, Government, Healthcare, Medical, Security, and Manufacturing.

Consistently met or exceeded goals and goals.  
Ability to dive deep into clients in tight timelines.  
Active in technology forums and user groups.

Professional Summary: 12 checks, 3 profiles including:  
• Team Player, • SHRM Certified Professional, • PMP

**Additional Information**

**Websites**  
• [www.generalstaff.com](http://www.generalstaff.com)  
• [www.staffbytes.com](http://www.staffbytes.com)  
• The Source's Playbook Webinar

**Interests**  
Staffing industry, Healthcare, Pharmaceutical, Medical, Software, Technical Studies, Technical Sales, Staffing Sales, Consulting Services, Consulting Sales, Software Sales, Medical Sales, Pharmaceutical Sales, Technical Staffing, ASP.NET, VB.NET, C#, Java, VBScript, SAP, Peoplesoft, Oracle, Siebel, Peoplesoft, Siebel, IBM, Indiana University of Pennsylvania, PDI Data Thru, Empresurship, Networking, Recruiting, Consulting, Software Engineer, Developer, Programmer, Microsoft, Oracle, IT/IS Contractor, Oracle, Consultant, Consultant, Contract Recruiter, Virtual Recruit, Technical Recruit, Recruit, Executive Recruit, Researcher, Source, Contract Source, Project Manager, Finance, Accounting, APAC Sales, Branch, Branch, EMEA, EMEA, APAC, APAC, Analyst, Software Consulting Guru, Oracle, Fortune 500, People, Telecommunications, BlackBerry, iPhone, Apple, Mac, YouTube

## 05 Experience & Education

Fill in each section with as much detail as possible. Include details from your resume, bio and more.

**Summary**

Email: geoffpeterson@outlook.com I'm happy to accept your invitation to connect. My network consists over 8,000 former friends, who I remain in touch with.

Others on "The Source's Playbook": <http://www.slideshare.net/geoffpeterson> - Contains advanced cutting-edge recruiting techniques and secrets directly from my experience working with several Fortune 500 companies.

"Want to be a professional recruiter with strong and proven hard skills? Help yourself! Check out General Staffing's newest learning resource, which offers a program called "CHAMPION". It gives you generalized interviewing skills and focuses specifically on the top 10 skills in the marketplace."

Check out StaffBytes ([www.staffbytes.com](http://www.staffbytes.com)) dedicated exclusively to recruiters, managers and professionals. This site is full of useful information and techniques on how to source candidates and find recruits over the internet. Specifically, this site has instructional videos and visual step-by-step instructions for networking sites such as LinkedIn, Facebook, video sites, major job boards, search engines (Yahoo, Google, MSN Live), niche groups, blogs/journals, vanity websites, social media platforms, podcasts and more.

**Links**

SCORERS PLAYBOOK WEBINAR: <http://www.slideshare.net/geoffpeterson>

## 06 Key Words

Think of all the ways to be found. Add as much detail and key words to get more profile views and more invitations to connect.

### Presentations

**Advanced Sourcing Taking You to the Next Level**  
22 days ago  
22 views

**30 Recruiting Strategies in a Down Economy in 3...**  
1 month ago  
80 views, 2 comments

[View all your presentations](#)

## 07 Be Creative

For example, display open positions in the Summary, and provide website links to your career pages, opportunities, and other key areas.

## 08 Applications

Add applications such as SlideShare or Box to your profile to gain more visitors and attract more candidates.

# Social & Business Networks

## Contact Settings

Please contact me if you are interested in receiving information on my company General Lead.

\* I am willing to connect and network with others out on the LinkedIn community.

If searching by domain names: @hotmail.com, @aol.com, @gmail.com, @yahoo.com, @msn.com, please reach me at:

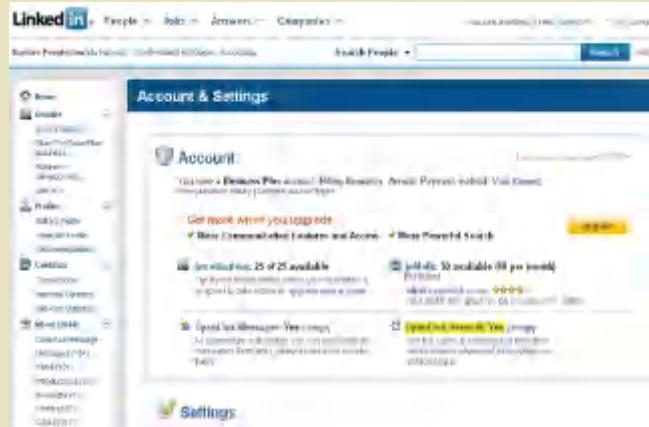
gpeterson@generallead.com

**Interested In**

• career opportunities	+ consulting offers
• new ventures	+ job inquiries
• expertise requests	+ business deals

## 09 Contact Settings

Place email address in contact settings so people will reach out to connect.



The screenshot shows the LinkedIn 'Account & Settings' page. Under 'Account', it displays 'You have a Premium Plus account / Many Benefits Available'. It includes sections for 'Get more! What's my upgrade?' and 'More Premium Features and Benefits - These Powerful Tools!'. Below this, there are sections for 'Invited Invites: 25 of 25 available', 'Pending Invitations: 0', and 'Open In-Messages: 0 messages'. A 'Settings' button is located at the bottom right of the main panel.

## Recommendations For Geoff

**Managing Principal/St. Recruiter/St. Sourcing Specialist  
General Lead**

I attended one of Geoff's LinkedIn seminars and I saw immediate results regarding my number of contacts and my ability to search throughout LinkedIn. I would recommend his seminar as a resource for the majority of recruiting professionals. As a recruiter, I've been able to trade ideas with Geoff on a couple of key searches and he definitely has strength in sourcing and a great sense of humor! [View Profile](#) (11)

**John Farinacci, SPHR, Corporate Recruiter, Alcatel**

...and with another company when working with Geoff at General Lead.

I took Geoff's Webinar on LinkedIn and found it very beneficial. He was very informative and the price was great. Didn't go to tell you couldn't keep up - kept me informed in pertinent. This particular Webinar was free. I have now signed up for a Webinar that has a cost and am glad I payed! I know I will get a lot from Geoff and would highly recommend him! [View Profile](#) (27)

**Tony Mazzolini, Great Recruit, Easier, Geoff's Value**

[View Profile](#)

## 11 Recommendations

Get trusted connections to give you a recommendation to show in your profile.

## 10 OpenLink

For pay account users, under "Account and Settings," join the OpenLink Network. This allows free messages with other OpenLink members.

## Network Updates

What are you working on?

[Edit settings](#)

[Post](#)

Geoff is working on "The Sourcer's Playbook" [17 days/ago](#) — [View](#)

Today

[PROFILE UPDATES \(4\)](#)

**Ninad Annavaram** became COO at Quantum Infotech in August 2008 [Send a note](#) >

**David Rose** has added new links and updated their profile (Interests, Expertise, Honors)

**Nikita** has an updated profile (Headline, Specialties, Expertise)

[View more](#)

## 12 Status

Update your status periodically. Talk about your specific needs. This updates to your networks' home page.

## Mini Tutorial: Start Your Own Network

# Ning

Sites such as Ning, CollectiveX, and OneSite allow users the freedom to set-up and deploy their own social and business networks. Some are free to create, while others charge fees. Ning has become a very popular site, with specific networks such as RecruitingBlogs gaining fast traction in the Ning community.

# Social & Business Networks

## LinkedIn Tutorial #2: Build Your Network

The screenshot shows the LinkedIn inbox interface. A single invitation is listed:

**Invitation to connect on LinkedIn**  
From: Katie Willbanks  
Date: January 5, 2009  
To: Geoff Peterson  
Status: Pending

Katie's message: "I'd like to add you to my professional network on LinkedIn".

Accept, I don't know Katie, Archive, Reply, Flag as Spam buttons are visible.

### 01 Accept Invitations

Accept ALL invitations to connect that you receive, regardless of who they are. You always have the option of disconnecting with them later if you want. The goal is to build a large network.

**Invitations & Connecting**

Connecting to someone on LinkedIn implies that you know them well:

- They'll have access to people you know
- Others may ask you about them and vice versa
- You'll get updates on their activity

LinkedIn lets you invite colleagues, classmates, friends and business partners without entering their email addresses. However, recipients can indicate that they don't know you. If they do, you'll be asked to enter an email address for future invitation.

LinkedIn © 2009. All content Copyright © 2009, LinkedIn Corporation.

### 03 Be Careful

Be careful who you send invitations to. LinkedIn can suspend or remove your account if too many people claim they "don't know" you from your invitation.

## Spotlight: Online Groups

There are many online groups today for Sourcers to take advantage of. These include Yahoo Groups, Google Groups and MSN Groups. In these communities, users have the option of joining and starting their own groups on any topic or special interest. You can find groups for any industry. There you can promote your company and connect with new potential candidates.

LinkedIn search results for "open networker":

1,875 results for "open networker"

Fragnya Chowdhury (Open Networker)  
Sr. Consultant at Deloitte  
Greater New York City Area | Management Consulting

Terry Cohen (Open Networker)  
Software Developer  
Greater Boston Area | Computer Software

Caroline Allison (LINK 777) (Open Networker)

### 02 Invite Other Members

Invite other members to connect. Look for friends, colleagues, former colleagues, "open networkers" and others with emails in their profiles. These are safe because they will accept.

**Invitation Limits**

LinkedIn initially allows all users to send up to 3,000 invitations. This limit is an automatic method to prevent accidental abuse and protect both senders and recipients.

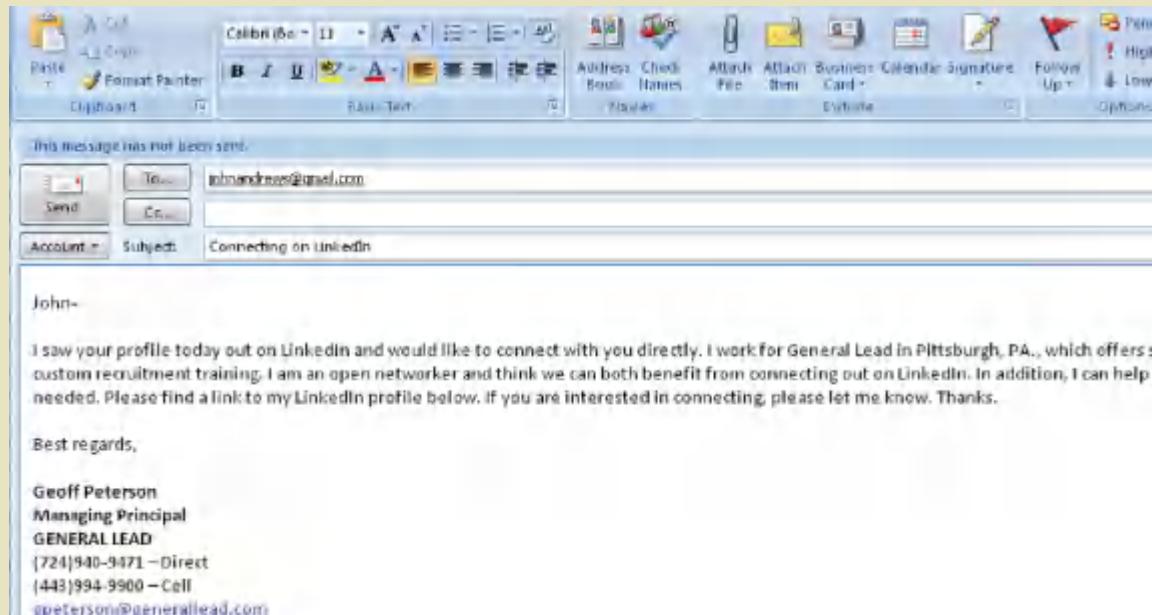
The limit is in place only to prevent abuse, not to block invitations sent by careful inviters. LinkedIn users to connect to their trusted professional contacts, and to others who welcome connections with them. Users who limit their invitations to these two groups have high invitation acceptance rates and LinkedIn raises the limit for such inviters.

If you have encountered the limit, you can contact customer service to find out more about how the limit can be raised.

LinkedIn © 2009. All content Copyright © 2009, LinkedIn Corporation.

### 04 Members Only

Only send invites to actual LinkedIn members. Don't waste them on non-members. You only get 3,000 invitations, and requesting more through customer service can be tough at times.



## 05 “Feeler” Emails

Send “feeler” or introduction emails to those you don’t know outside of LinkedIn to connect. Ask if they will accept your invitation before sending it along. This is playing it safe.

Overview    Outlook Toolbar    Browser Toolbar    Bookmarklet

### LinkedIn Outlook Toolbar

Quickly and easily build your network using Outlook

- Build your network from frequent contacts
- Manage your LinkedIn contacts in Outlook
- Stay connected to your network

We protect your privacy. [Privacy Policy](#)

Outlook Toolbar 2.7

[Download it now](#)

Download Size: 4.0 MB

**Build your network from frequent contacts**



- Build your network selecting from people you email often

**Manage your LinkedIn Contacts from Outlook**



- Update your Outlook contacts with LinkedIn profile information

**Stay connected to your network**



- See LinkedIn mini-profiles for everyone that emails you

## 06 Get Outlook Toolbar

Download the Outlook toolbar. Send invitations to people you are not 1st connections with.

# Social & Business Networks

This screenshot shows the LinkedIn Browser Toolbar integrated into a web browser. At the top, there's a navigation bar with tabs like 'Dashboard', 'Search', 'People', 'Groups', 'Jobs', and 'Inbox'. Below that is the 'LinkedIn Browser Toolbar' header with a logo and the text 'Quick search and access LinkedIn anywhere'. It includes sections for 'IE Toolbar 1.0' and 'Firefox Toolbar 1.1'. The main area displays several icons and links related to LinkedIn features: 'Quick search & access anywhere', 'Direct access to LinkedIn', 'Job seeker', 'Look up people instantly from any website', 'Quick and easy recruitment access to LinkedIn', 'Save and review job descriptions in Mail', and 'Find your contacts in just one click by connecting your calendars'.

## 07 Get Firefox Toolbar

For Firefox web browser users, download the Firefox Toolbar. This will give you direct access to LinkedIn while outside the site. You will then discover new users to connect with and more.

This screenshot shows a modal dialog box titled 'Invite Joe to connect on LinkedIn'. It asks 'How do you know Joe?' with options: 'Colleague', 'Classmate', 'We've done business together', 'Friend', and 'Groups & Associations' (which is selected). Below this is a dropdown menu 'Blue: The DallasBlue Business Network (24,000+ members)'. There's also an 'Other' option and a link 'I don't know Joe'. A section for 'Include a personal note (optional)' contains the text: 'I recently networked with you out on TheDallasBlue Business Network, and wanted to pass along an invitation to connect directly on LinkedIn.'

## 09 Be Personable

Be sure to personalize each invitation. Do not send out the standard boiler plate template already listed in LinkedIn. This will ensure it gets read and accepted.

## Mini Tutorial: Flickr



Flickr is a photo sharing site with networking features. There are several ways to source candidates here. Consider the following search string: site:flickr.com inurl:people engineer. The key word "engineer" can be substituted for anything. This string brings 34K+ results. From there, you can find profiles on the pages and use Flickr's "mail" to try and reach people. Try also searching the site by "tags" and peer into the "Groups."

This screenshot shows the LinkedIn 'Add Connections' page. At the top, there are tabs for 'Find Contact', 'Import Contacts', 'Groups', and 'Connections'. Below that is a section titled 'Find Contacts Already on LinkedIn' with a sub-section 'Search webmail contacts'. It includes a search field, a note 'Search your webmail contacts for people who are already on LinkedIn', and logos for Windows Live Mail, Outlook, Gmail, AOL, and Yahoo. A large yellow button at the bottom right says 'Check Webmail'.

## 08 Scan Your Email

Have LinkedIn search your email client such as Yahoo for current LinkedIn users. Connect with those members from there.

This screenshot shows the LinkedIn 'Answers' page. At the top, there are tabs for 'Answer Home', 'Advanced Answer Search', 'My Data', 'Ask a Question', and 'Admin Questions'. A user profile for 'Andrea' is shown. A question from 'HeadHunter' asks: 'Do you think that only good headhunters will survive such difficult times?'. Below it, a response from 'Andrea' says: 'Good headhunters - you can put their candidate to a job position but is it profitable? Do you think that headhunters will have more responsibilities during such difficult times?'. At the bottom, there's a 'Wiki Resources (optional)' section.

## 10 Work The Community

Get other members to send you invitations. Simply ask others to connect in the community. LinkedIn "Answers" and "Groups" are two areas to start dialogue with new members.

**TopLinked.com**

Toplinked.com Home Page  
Toplinked.com Top 50 Del.  
Top 50 LinkedIn Members  
Topranked.com Ranking  
Recommender Ranking  
Top LinkedIn Pages  
Most Popular Pages on LinkedIn  
Related Groups  
- Financial Services  
- Small Business  
- Business Owners

## The TopLinked 50

The Top 50 most connected people out of 3M+ individuals on LinkedIn Members are listed.

[Click here to view their Contact Details](#)

The products and services used by the TopLinkedIn.com

Rank	Name	Connections
1	Ron Beloz	44,000+
2	Geoff Peterson - Wimberg	41,000+
3	Aswath Damodaran	40,000+
4	Steve Jobs	34,000+
5	Mark Cuban	33,000+
6	Mark Freedman	31,000+
7	Tom Morris	30,000+
8	Valerie (VJ) Howell	30,000+
9	Mark Cuban	29,000+
10	Eric Schmidt	29,000+
11	Steve Ballmer	27,000+
12	Shelly Lazarus	27,000+



## The TopLinked People on LinkedIn

TopLinkedIn.com is the largest LinkedIn network in the TopLinkedIn.com

### - The TopLinkedIn 50 -

The TopLinkedIn People on LinkedIn

- All TopLinkedIn Networkers -  
(The top people to be connected with on LinkedIn)

### To participate in TopLinkedIn.com

1) All TopLinkedIn users will be invited to become members of your LinkedIn group or email them a "Private Message". This message needs to be sent to them via LinkedIn's private messaging system. If you are a member of the LinkedIn group, then it is simple to follow the steps below to invite them to join.

2) Once they join, follow these steps to get them to participate:

- Free Participation: It is a great idea to encourage everyone on LinkedIn to join your group. Encourage them to connect with you, visit to participate.

- Premium Participation: If you are a premium member, encourage them to join your group. Encourage them to connect with you, visit to participate.

## 11 Find The Most Connected

Use Toplinked.com to find and connect with LinkedIn's most connected members. Connecting with these members will increase your searchable network into the millions.

**Groups**

[My Groups](#) [Join a Group](#) [Create a Group](#)

**My Groups (36)**

- [ASSODIGITAL - www.assodigital.it](#)
- [Blue: The GlobalBlue Business Network \(24,000+ members\)](#)
- [Business Spring](#)
- [Business Development Institute \(BDI\)](#)
- [Business Intelligence Group](#)
- [CareerLink Network](#)

**Groups Directory**

LinkedIn Groups are a great way to find communities of like-minded professionals who share common interests, hobbies, or professional goals. Find a group that interests you.

[View All Groups](#)

**Create a Group**

LinkedIn Groups are only open to LinkedIn members. If you're not a member yet, sign up for free today!

[Create a Group](#)

## 13 Join Groups

Join as many LinkedIn groups as you can to increase your exposure online. Examples include LinkedIn LIONS and MyLinking-PowerForum.

## 12 Join TopLinked.com

On Toplinked.com, also check into the feature of joining their group, both the free and fee memberships. Both give you more exposure online and help to increase your network.

Best regards,

**Geoff Peterson**  
Managing Principal  
**GENERAL LEAD**  
(724)940-9471 - Direct  
(443)994-3900 - Cell  
[gpeterson@generallead.com](mailto:gpeterson@generallead.com)  
[www.generallead.com](http://www.generallead.com)  
Read my: [StaffNotes Blog](#) | [Online Big](#)  
Connect with me on: [LinkedIn](#) | [Twitter](#) | [RecruitingBlog](#)

Join my upcoming Webinars:

## 14 Signature

Place your LinkedIn vanity URL (public profile) in your email signature. Each email you send can lead to a potential connection on LinkedIn.

## Spotlight: Meetup



Meetup (<http://www.meetup.com>) gets you to think "old school" before there were career sites, social networks, and even computers. Meetup helps you do old fashioned face-to-face networking. The site organizes countless groups and events in cities around the world on any topic or interest. You have the option of forming your own group or Meetup as well.

# Social & Business Networks

The screenshot shows a 'Contacts' interface with tabs for 'Connections', 'Imported Contacts', and 'Recent Changes'. A blue bar at the top has 'Add Connection' and 'Remove Contact' options. Below, a section titled 'Export LinkedIn Connections' asks if you want to back up your LinkedIn connections to Microsoft Outlook, Outlook Express, Yahoo! Address Book, or Mac OS Address Book. It includes a 'Security Image' with the word 'Please' and a CAPTCHA input field. Buttons for 'Export' and 'Cancel' are at the bottom.

## 15 Trade Your Lists

Export contacts under "Contacts" and trade lists with other trusted connections or work colleagues. Reach out to these members with "feelers" about connecting.

## Spotlight: SideStripe



SideStripe (<http://www.sidestripe.com/w/>) is a "social network search engine" that helps you search inside the likes of Google and Facebook, getting answers to your questions, and comments and recommendations from friends.



## Snapshot: Glue

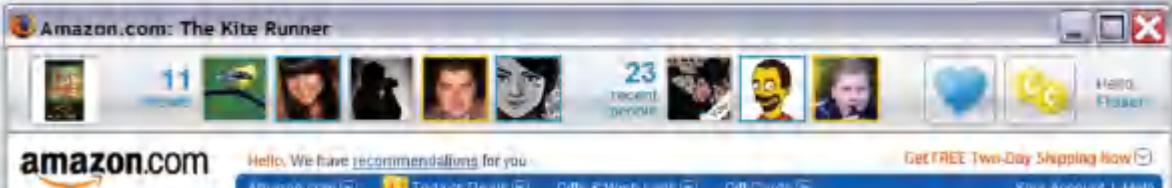
Glue is a very useful add-on for the Firefox web browser that makes browsing the web a social networking experience. Glue is a "pop-up" bar that appears when you visit popular sites around the web. Glue lets you connect with other users in their community, and lets you send and receive recommendations and comments.

**Get Glue.** Connect with friends around things you visit!

[Install Glue](#)  
Install Glue in Firefox

**Get to know Glue.**

[START THE TOUR](#)



## LinkedIn Tutorial #3: Search Inside Your LinkedIn Network

This screenshot shows the LinkedIn Advanced Search interface. The search parameters are set to find people with the keyword 'java' located in the United States, within 200 miles, who have the title 'Engineer OR Developer OR Programmer' and are currently at Microsoft. The search is limited to the 'Information Technology' industry.

This screenshot shows the LinkedIn search results page for the query 'developer, microsoft'. It displays three profiles: Peter Moore (General Manager at Microsoft), Ty Carlson (Architect at Microsoft), and Little Hirsum (Software Developer at Microsoft). Each profile includes a thumbnail, name, company, and a brief description of their role.

### 01 Start Very Specific

In People Search, there are many options to start a new search. You can add as little or as much criteria to search as you want. Start very specific, filling in all or most of the fields.

This screenshot shows the LinkedIn search interface with the following criteria: Title set to 'Engineer OR Developer OR Programmer' with 'Current & past' selected; Company set to 'microsoft'; and School left empty.

### 03 Use Boolean Logic

Note that the search fields will accept Boolean logic such as (AND, OR & NOT). For example, you can lay-out multiple words to find or omit in each search, just like in the example shot.

### 02 Modify Your Searches

If specific and narrow searches don't work for you, remove fields to achieve desired results. By doing this, you will open up your search and cast a wider net with more search results.

This screenshot shows the LinkedIn search results page for the query 'developer, microsoft'. It displays the same three profiles as the previous screenshot, but the search results count is 9,661, indicating a wider search scope due to the removed location filter.

### 04 Save Your Searches

LinkedIn lets all account users save up to 3 searches. Use spreadsheets, browsers or other tools to save other key searches, this way you don't reinvent the wheel each time.

## Spotlight: Toolbox



Toolbox.com (<http://www.toolbox.com/>) is a "knowledge sharing community" of over one million professionals in technical, financial and human resources disciplines. The sites offer various ways for sourcers to interact with these professionals through blogs, groups, and wikis.

# Social & Business Networks

The screenshot shows a 'Create a new view' dialog box. At the top, it says 'Peter Mc... General M... Executive'. Below that is a section titled 'Create a new view' with the sub-instruction 'Create a customized view of your search results. Choose the fields below. Please note, this is a premium feature offered free for a limited time.' There are several checkboxes for selecting fields: Headline, Current, Location, Industry, Actions, In Common, Past, Photos, Groups, and Recommendations. A text input field 'Name this view:' contains 'My customized view'. At the bottom are 'Save' and 'Cancel' buttons.

The screenshot shows LinkedIn search results for 'developer, microsoft'. It displays 9,661 results. The search filters are set to 'Relationship' (highlighted in yellow). Other filter options include 'Relevance', 'Relationship + Recommendations', and 'Keyword'. The results list includes entries like 'TL, SOL, MCDBA, MCSA at Information Technology and Services' and 'IT Consultant at TN, Database & Web Consultant, Sr. at Microsoft'. A specific profile for 'Brian Francis' is highlighted, showing he is a 'Development Manager at Yahoo!'.

## 05 Customize Your View

Get a snapshot of the specific information you are looking for in each search by using the drop down "View" menu. There you can "Create a View" to match your needs.

The screenshot shows LinkedIn search results for 'Coatings Engineer at Herman Miller'. The search interface includes dropdown menus for 'Joined' (selected), 'German', and 'French'. A 'Joined' filter is also applied to the search results. The results list includes profiles for 'Mark Grossi', 'Alexandre Kitzberger Rodrigues', 'Charalambos Vlavianos', and 'Drona Ingwaba'.

## 07 Get Recent Results

For those who run similar searches frequently, you won't want to waste your time digging through the same old search results. Use the "Joined" drop down menu to filter accordingly.

## 06 Filter Search Results

Also note a nice feature in LinkedIn to sort your search results by Relevance, Relationship, Relationship + Recommendations, and Keyword.

The screenshot shows LinkedIn search results for 'Oracle'. The search interface includes dropdown menus for 'Joined' (selected), 'Company Name: Oracle', and 'Years: 2004 to 2006'. A 'Joined' filter is applied to the search results. The results list includes profiles for 'Steve Martin', 'Aaron Lanzsch', and 'Edward Nelson'.

## Spotlight: Standout Jobs

Is your career site not getting enough traffic? Try creating another one. StandoutJobs (<http://www.standoutjobs.com>) is a career site crossed with a social network. You can develop your own unique career site promoting your open jobs and company culture with videos, employee profiles, pictures and much more. The site gives active and passive job seekers a more interactive experience.

## 08 Utilize Reference Network

Do actual reference checks on candidates, look up old work colleagues and friends, and build competitive intelligence through "Reference Search" under People.

## LinkedIn Tutorial #4: Search Outside Your LinkedIn Network

The screenshot shows a LinkedIn search results page with the following details:

- Search Query:** food, sales
- Results Count:** 31,024
- Sort By:** Relevance
- Profile 1 (Laurence Bellissen):**
  - Role: International Food Business Development
  - Location: Paris Area, France | Food & Beverages
  - Current: Special Projects, Food division at Disneyland Resort
  - Past: Products Director, Continental Europe at Weight...
  - In Common: 2 shared connections
- Profile 2 (Nicholas A. Chirichillo):**
  - Role: Visionary, Entrepreneur, Wine Consultant/Representative, Director of HR & Business Development at JPMG Communications LLC.
  - Location: Greater Los Angeles Area | Consumer Services
  - Current: Director of HR & Business Development at JPMG...
  - Past: Food & Beverage Services at The Ritz Carlton, Half Moon Bay
  - In Common: 5 shared connections
- Modify Your Search Form:**
  - Keywords: food
  - First Name:
  - Last Name:
  - Title: sales
  - Current & past
  - Company:
  - Current & past

## 01 Tap Power Networkers

Ask trusted LinkedIn members with larger networks than you to perform searches. Have them send you the exact URL of the results. This will show all the results they see.

The screenshot shows a Google search results page with the following details:

- Query:** site:linkedin.com intitle:linkedin "software engineer" "Greater Pittsburgh Area"
- Results:** 1 - 10 of about 1,980
- Result 1: Diane Gruseck - LinkedIn**
  - Profile Summary: Greater Pittsburgh Area. Contact Directly - Get introduced through a connection. Current. Sr Software Engineer at Redpath IP ...
  - Link: [www.linkedin.com/pub/4/674/299](http://www.linkedin.com/pub/4/674/299) - 23k - Cached - Similar pages
- Result 2: Ed Breaux - LinkedIn**
  - Profile Summary: Social Studies Teacher at Pittsburgh Montessori School. Greater Pittsburgh Area. Senior Software Engineer. Algor. (Privately Held, 51-200 employees, ...)
  - Link: [www.linkedin.com/pub/1/104/8a](http://www.linkedin.com/pub/1/104/8a) - 32k - Cached - Similar pages
- Result 3: Michael Niesslein - LinkedIn**
  - Profile Summary: Michael Niesslein, Software Engineer at Renal Solutions. Greater Pittsburgh Area.
  - Link: [www.linkedin.com/pub/6/9f3](http://www.linkedin.com/pub/6/9f3) - 22k - Cached - Similar pages

## 02 Find Profiles With Search Engines

Try the site command (site:linkedin.com) to get results that go beyond your current LinkedIn network. Use multiple search engines, as there is a very low overlap (10%) in search results.

# Social & Business Networks

The screenshot shows a search results page from a search engine. The search query is "inurl:linkedin.com intitle:linkedin" followed by "san diego". The results include several links related to LinkedIn profiles and news coverage:

- LinkedIn: Media Coverage**  
... direct inquiries to press@linkedin.com or call 660-987 ... XETV-TV in San Diego, California, September 24, 2005. Tough Call: Hire For Skills, or Leadership? ... [www.linkedin.com/stein?keypress\\_info=120](http://www.linkedin.com/stein?keypress_info=120) - Cached
- Timothy Cook - LinkedIn**  
CIO at CHASE Health Informatics, Inc. Technician at Med-Pro Biomedical Systems, LLC ... 1994-1997 San Diego Recruit Depot, 1988-1994 Memphis Naval Air Station ... [www.linkedin.com/in/timothywaynecook](http://www.linkedin.com/in/timothywaynecook) - Cached
- Stacy Donovan Zapor - TopLinked LION - LinkedIn**  
... LinkedIn Open Networker LION Stands For Linked In Open Networker ... San Diego Business, TopLinkedIn.com (Open Networkers) UCSD Alumni, Gateway Employees Alumni ... [www.linkedin.com/in/stacyzapor](http://www.linkedin.com/in/stacyzapor) - Sök - Cached
- Top 500 LinkedIn Profiles**  
... David Guzman -CIO/Board Member ... MyLink500.com 2650 connections, toplinked ... [www.linkedin.com/profile?viewProfile=&key=6382263](http://www.linkedin.com/profile?viewProfile=&key=6382263) United States CA, San Diego ... [www.decastes.com/docs/1417/Top-500-LinkedIn-Profiles-2008.pdf](http://www.decastes.com/docs/1417/Top-500-LinkedIn-Profiles-2008.pdf) - Cached
- Cary Burch -/**  
Cary Burch has logged more than two decades in the eBusiness and information technology ... [www.linkedin.com/in/caryburch](http://www.linkedin.com/in/caryburch) - Cached

## 03 Use INURL & INTITLE Commands

Try using (inurl:linkedin.com intitle:linkedin.com) with key words to pull up more results. Click "repeat the search with the omitted results included" if it appears on the search page.

The screenshot shows a search results page from a search engine. The search query is "linkdomain:www.linkedin.com software engineer". The results include several profiles of software engineers:

- Shyam Srinivas Ponichetty India - Software Engineer - Microsoft .NET**  
Shyam Srinivas has done more than 10 projects on ASP.NET platform ... Srinivas: I am basically an Software Engineer working on well reputed IT Firm in India ... [www.shyamsrinivas.info/Shyam-Srinivas-Projects.aspx](http://www.shyamsrinivas.info/Shyam-Srinivas-Projects.aspx) - Cached
- Edward J. Stempler - Software Architect - Résumé - Summary**  
Edward J. Stempler, Software Engineer since 1994 Microsoft Certified Application Developer (MCAD), certified in C/C++, C#, Delphi, Java, and Visual Basic ... [www.ejstempler.com/Summary.aspx](http://www.ejstempler.com/Summary.aspx) - Cached
- Software.net Engineer (VB.net & ASP.net) - Kelly Services - Malaysia ...**  
Software.net Engineer (VB.net & ASP.net) - Kelly Services Malaysia Find A Job Job Details You can apply on-line by ... Software Engineer (Microsoft ASP.NET) ... [www.recruit.net/jobs/1210900737643](http://www.recruit.net/jobs/1210900737643) - Cached
- Aatif Mehtar - Software Engineer, MS, MCP, MCTS - New York City**  
ASP.NET Ajax +jQuery Software Factories, Windows Presentation Foundation ... Build, Enterprise Library, Cruise Control, Code Smith, Microsoft CMS, MS Office ... [aatifmehtar.com](http://aatifmehtar.com) - Cached
- Résumé for Mark Jay Knight - Video Game Programmer, Software Engineer**  
Résumé for Mark Jay Knight, Video Game Programmer, Software Engineer ... Web

## 04 Use LINKDOMAIN Command

Try using the linkdomain command in search engines. Type linkdomain:www.linkedin.com with key words to find people who link back to their profiles from other sites.

## LinkedIn Tutorial #5: Networking Rules of Engagement

**Contact Settings**

Please contact me if you are interested in receiving information on my company General Lead.

I am willing to connect and network with others out on the LinkedIn community.

If searching by domain names: @hotmail.com, @aol.com, @gmail.com, @yahoo.com, @msn.com, please reach me at:

gpeterson@generallead.com

**Interested In**

- + career opportunities
- + consulting offers
- + new ventures
- + job inquiries
- + expertise requests
- + business deals

Kersten [REDACTED]  
Clinical Recruiter / Recruiting Lead  
mhayagaine.com | 2,200+ Likes (Top LinkedIn / 10th in 500)  
/ Direct Area | Staffing and Recruiting  
→ 81 Technical Recruiter / Account Executive (14%)  
→ Staffing Specialist (Contract) 8 General Manager, Sr. Manager (124) related connections → 2,000+ groups

Giberti [REDACTED]  
Executive Recruiters  
/ Direct Area | Staffing and Recruiting  
Principal at Clean Energy Domains, LLC. Executive, my recruiting consultant at TechTeam (16), member of 7 related groups

Hawthorne [REDACTED]  
Chief Executive at Computer Sciences Corp  
kath.com (1,010) 1450+ connections  
/ Los Angeles Area | Staffing and Recruiting  
→ Technical Recruiters at Computer Sciences Corp, Sr. Technical Recruiters (Contract) # People, Technical S... → 1 related group

The sidebar includes filters for "OpenLink members only", "Groups", "Direct Area", "Executive", "Industry", "Job Function", and "Language" (English, Spanish, German, French).

## 01 Scour Profiles for Key Details

All profiles are set-up like resumes with names, titles and company names to work with. Look for information you can use, such as emails and phone numbers.

Showing 11,000 results for sales, OpenLink members only (1,000+ more)

0,018 results for sales, OpenLink members only (1,000+ more)

Profile filters: + View suggested 1

Results:

- Matt Allen [REDACTED] Director of Sales (Contract) [REDACTED] Director, North Carolina Area [REDACTED] Director of Sales at Crystal President and Owner of Crystal World Financial Group [REDACTED] 1,000+ connections → 62 related groups
- Jens Baum [REDACTED] Dynamics and Consulting related - 1,000+ Sales, PR [REDACTED] Dynamics Area [REDACTED] Information Technology [REDACTED] Services [REDACTED] Sales Director at Capco [REDACTED] CEO and President of Skill IT Asia [REDACTED] Sales Executive [REDACTED] 1,000+ connections → 3 related groups
- Marco Antonio Cortes [REDACTED] Sales Director at Capco [REDACTED] CEO and President of Skill IT Asia [REDACTED] Sales Executive [REDACTED] National Sales Director at Capco [REDACTED] Financial [REDACTED]

## 03 OpenLink Messages

All messages to members who have “OpenLink” designated in their profile are free. Look over your search results, and make sure to reach out to these members.

## 02 Find Excuses to Network

For example, when trying to reach out to someone new, look for “Groups” or people in the same “Industry” as you attempt to break the ice and make a connection.

Inbox

Compose your message You can edit 9 items (estimated)

To: [REDACTED] Start typing the name of a connection

From: Geoff Peterson gpeterson@generallead.com

Subject: [REDACTED]

Compose message

Search inbox

Inbox (2,000) Messages (179) InMails (134) Introduction (86) Invitations (2) Profiles (57) Q&A (102) Jobs (799) Recommendations (20) Groups (5) Network Updates

## 04 Introductions & InMails

LinkedIn claims a 70% response rate on InMail, but don’t believe it. The majority of both InMail and Introductions are either never seen due to infrequent logins or being ignored.

## Mini Tutorial: Grouply



Manage all your online groups with Grouply. This site allows you to manage both Yahoo and Google groups currently. You can view all your group messages and control all your group posts from one place, making it a valuable time saver. This is especially good for Sourcers who are members of hundreds of groups.

# Social & Business Networks

Introductions

Compose introductions

To: **René Brongers**  
From: Geoff Peterson

2 of your trusted connections can introduce you to René. Please choose one:

- (interim-biznet@xs4all.nl) [LION], Errol van Engelen
- OU Dip Management, MSP, Paul Byrne

**Continue**

## 05 Get Real Referrals

If you do want to reach out to a new prospect or candidate via Introductions, make sure you have someone you know personally pass it along. This will insure it actually goes through.

The screenshot shows the Jigsaw website interface. At the top, there's a navigation bar with links for 'Dashboard', 'Search Manager', 'Saved Searches', 'Advanced Search', 'Get Points', and 'My'. The main header says 'Welcome, Glead ( 1,410 )' with a profile icon. Below the header, the title 'Contacts Search Results' is displayed. A message box indicates '4,814 Contacts matched' for 'Company: sap' and 'Country: USA', with links to 'Revised Search' and 'Save Search'. The main content area shows a table of search results from '1 - 50 of 4,814'. The columns are 'Title', 'Name', and 'Company'. The first few rows list: 'AIS Service Advisor at SAP' (Name: Houston, Laura, Company: SAP America, Inc.), 'AE Business ByDesign' (Name: Fontana, Stephen, Company: SAP America, Inc.), and 'AE National Utilities Practice' (Name: Peterson, Jeff, Company: SAP America, Inc.).

## 06 Leverage LinkedIn With Jigsaw

Take the name, title and company from a LinkedIn profile. In Jigsaw, look them up in their directory. Note the email string patterns when looking at people from the same company.

## Spotlight: Listserves



Believe it or not, listserves are a great place to connect with new people online and also to advertise your company and careers. Some listserves have huge amounts of subscribers. One in particular that is dedicated to the staffing world is TheRuthieList (<http://finance.groups.yahoo.com/group/theruthielist/>). Sign-up for free and start connecting with your peers and touting your open job opportunities.

Google search results for "General Lead". The top result is for General Lead - Staffing Services and Consulting Solutions, with a snippet about being a national provider of strategic staffing services. Below it is another result for General Lead, described as an Internet Search Engine. Further down are links for the National Center for Environmental Health and Childhood Lead Information.

## 07 Google Their Office

LinkedIn profiles give you enough detail to track someone down. The most basic information such as name, title and company is already there. Google their company and call them.

The dialog box shows an invitation to connect with René. It asks how the user knows René (e.g., colleague, classmate, etc.) and includes a note: "I found your profile and wanted to speak with you regarding a job opportunity with a client of ours, a Fortune 500 company, in your area. The details of this position include 10+ years..."

## 09 Direct Contact

If all avenues are exhausted to get a members contact information, send him or her an invitation to connect directly. Be specific why you are reaching them.

The Zabasearch homepage features a search bar for "People Search by Name" and buttons for "All US States" and "Free People Search". It highlights "Telephone Numbers and Addresses Revealed Free. No Registration Required, Instant Results. Three Times More Residential Listings than White Pages Phone Directory". Other search options include "Search by Phone Number" and "Search by Photo Number".

## 08 Find Them at Home

Try tools such as ZabaSearch, 555-1212.com, Argali, Pipl and YellowPages.com to look up LinkedIn members contact information for their home and cell numbers, as well as emails.

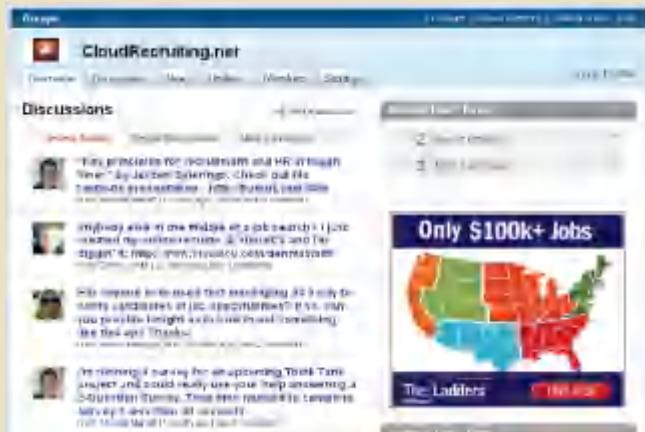
The dialog box shows three connections made: Christian Fauchald (Lion, TopLinked, 1000+), Duff Swiller (Director, Executive Search & Recruitment Group), and Paul Goldenberg (LION). Each connection has a small profile picture and a link to their LinkedIn profile.

## 10 Reach Out to New Connections

Make a point to introduce yourself to all your new connections. You may be able to place them now or down the road, or build a solid "referral" for you in the LinkedIn community.

# Social & Business Networks

## LinkedIn Tutorial #6: All The Rest



### 01 Stay Active In Groups

Join groups where you will benefit from sourcing talent every month. Engage in discussions. Post comments. Post new topics. Members can connect one-on-one with free messages.

A screenshot of the LinkedIn Answers section. It shows a question about certificate programs and a list of new questions from the user's network, including one from a 'Speakers' group.

### 03 Answers (& Questions)

Answer questions posted in LinkedIn Answers to get attention, as well as raising well thought out questions to attract talent or new potential connections.

### Mini Tutorial: Squidoo



Squidoo lets its users create "lenses" which are essentially personal web pages. A lens in Squidoo is a great place to attract talent by promoting your company and careers. In addition, Squidoo is a community for finding experts in their respective fields.

A screenshot of the LinkedIn 'Create a Group' page. It shows the steps to set up a group identity, including large and small logos, and the group name.

### 02 Start Your Own Group

Having ownership of your own group can only be a good thing for your company. Communicate about a hot topic or use as a beacon for your company. Great way to reach passive talent.

A screenshot of the LinkedIn Events section. It shows a list of events, including 'Introduction to Financial Modelling' and 'Morning coffee with marketing pro's in Financial Services', along with filters for date and location.

### 04 Post Events

Your network gets an update when you post any events such as webinars, conferences and career fairs. This is also to gain visibility in the LinkedIn community.

# Social & Business Networks

The screenshot shows the LinkedIn 'Companies' section for 'UnitedHealth Group'. It includes a brief company description, a sidebar with navigation links like 'Jobs', 'People', 'Events', and 'Groups', and a list of employees connected to the company.

The screenshot shows the LinkedIn 'Jobs' section. It features a search bar for 'Keywords', dropdown menus for 'Country' (United States) and 'Postal Code' (15280), and a 'Search' button. Below the search area, there's a 'Be Found' sidebar with statistics and tips for finding jobs.

## 05 Research Companies

Make sure your company gets listed! Gather competitive intelligence on target companies in your search for new hires. LinkedIn provides a list of your network in all companies as well.

## 06 Bypass Job Sections

Use the Jobs section in LinkedIn for competitive intelligence only. In other words, see who is hiring for what and where. The job postings are set-up nice, but don't give a good ROI.

The screenshot shows the Yammer interface for a group named 'YourCorp'. It features a 'Share something with Your Corp:' input field, a list of recent posts from users like 'noah', 'keith', and 'ashley', and a sidebar with 'My Feed' and 'Engineering' sections.

Yammer (<https://www.yammer.com/>) can turn your company into its own social or business network. Yammer can make your group or entire company more effective by keeping everyone "plugged-in" to what other groups and people are doing every day. For instance, if your company has not yet set-up a referral program for finding talent, or is not getting what it needs out of its current program, consider Yammer as a great internal communication device.

# Social & Business Networks

## FACEBOOK

**Facebook** is an extremely popular social network with over 150 million members. Facebook lets people share what is going on in their life, and is less of a "serious" and "business-like" network like that of LinkedIn. Members can set-up their own unique profile with a good bit of freedom to include everything from pictures, videos, games, and yes, even their employment track record. The original goal of Facebook, was to connect with Harvard students because its creator, Mark Zuckerberg, attended the school. As it grew even bigger in popularity, the site opened itself up to the public, and now is challenging MySpace for the largest social network on the web today. For Sourcers, learning to effectively use this network to recruit top talent can pay huge dividends.

### Facebook Tutorial #1: For Starters

A screenshot of a Facebook profile page for Geoff Peterson. The page includes a large profile picture, a cover photo, and sections for Wall, Info, Friends, and Photos. The 'Info' section shows basic details like name, location (Pittsburgh, PA), and education (Indiana University of Pennsylvania '99). The 'Friends' section lists several friends with their names and profile pictures. The 'Photos' section shows a grid of recent photos.

### 01 Proceed With Caution

Yes, Facebook is a social network, and it is used to socialize with other members. But keep in mind that we are trying to recruit out here. Act professional. And, keep the college photos at home.

A screenshot of a Facebook profile page showing the 'Education and Work' tab. It lists various educational institutions and work experiences. Key entries include:

- College:** Indiana University of Pennsylvania '99 - Small Business Management/Entrepreneurship
- High School:** Peters Township High School '95
- Employer:** General Board
- Position:** Managing Principal/Sr. Recruiter/Sr. Sourcing Specialist
- Time Period:** April 2001 - Present
- Location:** Pittsburgh, PA
- Description:** Worked with clients on strategic staffing, sourcing and consulting service needs, ranging from Information Technology, Information Systems, Finance, Accounting, Sales, Marketing and Customer Support/Call Center
- Employer:** CIOB
- Position:** Technical Recruiters
- Time Period:** April 2000 - April 2001
- Location:** Pittsburgh, PA
- Description:** Recruited information technology professionals in mainframe, client-server, networking, software

### 03 Fill In Your "Info"

Make your history complete under the "Info" tab with education, work, interests and contact info. Make it easy to be found in your network. The more key words and detail the better.

A screenshot of a Facebook profile page showing the 'My Account' settings tab. It displays the user's current network location as Pittsburgh, PA, with 66 friends and 270,060 people in the network. There are tabs for Settings, Networks, Notifications, Mobile, and Language.

### 02 Choose Your Network

Most people choose their hometown or where they currently live. This will be your Facebook regional network. You can change this twice every 60 days, which can help with your searches.

A screenshot of a Facebook profile page showing a highly detailed and polished profile. The 'Basic Information' section includes a large profile picture, a detailed bio, and links to a LinkedIn profile and a company website. The 'Personal Information' section lists a phone number and email. The 'Contact Information' section provides a mailing address and phone numbers. The 'Education and Work' section is very comprehensive, listing multiple degrees, work experiences, and volunteer activities, all with detailed descriptions and links to external websites.

### 04 Brand Yourself

The goal is to attract people to your profile. Think in terms of a marketing campaign. Be creative. Put up a professional picture. Include links to your company website and career pages.

**Privacy ▶ Profile**

**Basic Contact Information**

Control who can see your profile and related information. Visit the Applications page in order to change settings for applications.

See how a friend sees your profile: Start typing a friend's name

Profile	My Networks and Friends	[?]
Basic Info	My Networks and Friends	[?]
Personal Info	My Networks and Friends	[?]
Status Updates	My Networks and Friends	[?]
Photos Tagged of You	My Networks and Friends	[?]
Edit Photo Albums Privacy Settings		
Videos Tagged of You	My Networks and Friends	[?]
Friends	Only Friends	[?]
Wall Posts	Friends may post to my Wall	[?]

## 05 Check Your Settings

Decide what content your friends should see. You wouldn't want a business "friend" to stumble upon comments on your wall that could be taken out of context, or judge all of your photos.

All Friends ▶ Status updates

**Friend Lists**

- All Friends
- Limited Profile
- Make a New List

Showing: Status Updates Recently Updated Phonebook Everyone

	Damion Cocchi is home. 7 minutes ago
	Suzy Tonini Sorry to bombard everyone w/songs- this one resonates-but long-James McMurtry Can't Make it H... ↗ http://blip.fm/v1mbiW. 9 minutes ago - via Twitter
	Dawn Mular is calling it a night.. Listing jobs tonight.. until a headache se

## 06 Classify Your Friends

Decide which friends you connect with are Business or Personal. Facebook designates them "friends of friends" or "only friends" but you can customize it.

# Social & Business Networks

## Facebook Tutorial #2: The Essentials



### 01 Add & Accept Friends

This is the whole point of Facebook, to have relationships with people online. Look up friends from your past, colleagues and others you know. Add them as a friend. The friend limit is 5,000.



### 03 Create Your Own Group

Develop "buzz" around a hot topic or popular trend. Be prepared to pitch in solid content, ideas and comments. Build relationships with members who join, but don't be too sales-like.

### Mini Tutorial: Plaxo



Plaxo is first and foremost an online address book and contact manager. What most people don't realize is that Plaxo also has a great deal of social and business network functions, where its users can meet new people and build buzz around their company.

### Groups

Member of:

Pro Marketers, Inbound Marketing Summer Strategy Group, The Talent Buzz, Do All Recruitment, Recruiters in The Next Acid Mastermind, The Facebook Corporate Resource sharing ideas and leads, Jobs & Vacancies Opportunities, The Human Resources Group Best Practices Network, Recruiters Online, GigaOM, Social Tools, TED :: Ideas Worth Marketing, Facebook Marketing, My Links for Business, The Snowball Effect - Official from Dave, Web 3.0, Six Degrees Of Separation Experiment, Facebook for Business, Get-

### 02 Join Groups

Each group you join gets added under the "info" tab and gives members more ways to search and find you. You can now also reach out to new people outside of your network in the groups.

### Facebook Pages

Create a presence to engage your customers and members  
and engage with each other.

About Pages Prepare Step By Step



#### Create a Facebook Page

A Facebook Page is a complete solution within Facebook to showcase your company, band or brand. It's used to know HTML or another programming language with Facebook Page Manager.

#### Start the Conversation

When you like interest in to your Facebook Page, it's linking to your Facebook fan ID (fan ID) in the feed via News Feed. As these users click through and interact with your Page, News Feed

Drive Customers  
Solve the need  
Facebook Ads, Y  
and lots of your  
Facebook know  
will be ready in

### 04 Facebook Pages

Many companies have already experimented with Facebook pages, and they work. This creates good company exposure and a unique channel to speak to candidates and promote careers.

Facebook Home Profile Friends Inbox 32 Geoff Peterson

Create an Event

Step 1: Event Info Step 2: Details Step 3: Guests List

Event Name: (required)

Location:  e.g. "See you next year" in "Boxes shall only run 22 mins."

Network: Global - Available to All of Facebook

Host(s): (required)

Event Type: (required)

Description:

Start Time: January 16, 2010 10:00 am

## 05 List Events

Advertise your career fairs, online interview days, and company networking events to millions of potential passive candidates out on Facebook.

Facebook Home Profile Friends Inbox 32 Geoff Peterson

Wall Feed Photos Boxes

**My Posts**

Geoff's 1st blog post

FREE LinkedIn Webinar for Recruiters & Sourcers

FREE LinkedIn Webinar for Recruiters & Sourcers | Live Demo, Search Strings, Metrics, Groups and More Date: Thursday, August 7, 2008 Time: 10:00 PM – 10:30 PM EST - Geoff Peterson, Recruiting Principals

LinkedIn is the best place to share PowerPoint presentations as posted on their site. Individuals and organizations can upload or re-share publicly, connect with other members of the site.

Why Recruiters Need Microblogs

This coming Thursday, July 24th at 1PM EST, I will be giving a fast-paced 60 minute webinar presentation for LinkedIn. Registration is free! [Registration](#)

Get 100% of Your Visitors

LinkedIn is the best place to share documents and resources with your community.

**Photos**

**Friends**

**Photos**

**Friends**

**Posted Items**

**Friends**

**Photos**

facebook Home Profile Friends Inbox 32 Geoff Peterson

LinkedIn  Profile Details | Friend Photo

All Results Applications

Showing 1 - 10 out of 37 application results for LinkedIn

	<a href="#">My LinkedIn Profile</a> <small>View Details</small>	<small>Not Applied</small>
	<a href="#">Promote your LinkedIn account with a badge on your Facebook profile</a> <small>View Details</small>	<small>Not Applied</small>
	<a href="#">5,000 monthly unique users - 13 friends</a> <small>View Details</small>	
	<a href="#">LinkedIn Contacts</a> <small>View Details</small>	<small>Not Applied</small>
	<a href="#">LinkedIn Contacts allow you to view and share your LinkedIn contacts</a> <small>View Details</small>	<small>Not Applied</small>
	<a href="#">5,272 monthly unique users - 54 friends</a> <small>View Details</small>	
	<a href="#">Share LinkedIn Profile</a> <small>View Details</small>	<small>Not Applied</small>
	<a href="#">Share your LinkedIn profile with friends on your profile page</a> <small>View Details</small>	<small>Not Applied</small>
	<a href="#">359 monthly unique users - 2 friends</a> <small>View Details</small>	

## 07 Utilize Facebook Apps

Add applications to your Facebook profile that tie into other networking communities, such as LinkedIn. This will allow you to be found easier and give you more exposure.

## 06 Syndicate Your Blog

If you use a blog to attract talent, get it out on Facebook. Every blog post goes into your Facebook "News Feed" and "Wall." This will create more attention and candidates.

facebook Home Profile Friends Inbox 32 Geoff Peterson

Marketplace Home My Listings My Friends' Listings Add a new listing

Pittsburgh, PA Marketplace - Jobs

Pittsburgh, PA Other

Search

Jobs

Accounting/Finance	Customer Support	Research
Administrative/Clerical	General Labor	Restaurant/Petrol
Architect/Engineer	Government/Military	Sales/BUKU/Other
Engineering	Human Resources	Security
Advertising/PR	Investment Banking/Private Equity	Software/CA/CRM
Art/Photo/Design	Legal/Paralegal	Manufacturing/Operational
BioTechnology/Science	Business/Management	Transport/Logistics
Business/Management	Customer Support	Tourism/Immigration
Careers/Employment	Customer Service	Travel/Tourism

## 08 Utilize The Marketplace

Facebook allows free postings to their Marketplace. Try posting up a few of your open jobs and see what kind of return you get in your region.

## Spotlight: Meebo



Yes technically Meebo should be classified as a tool, but it also really acts as a way to network with active and passive talent in the market. Grab the free code from the Meebo site, and get this incredibly useful instant message device up on your career site or company blog. Designate a Sourcer to watch it every day. This allows visitors to these sites to be able to quickly communicate with someone from your company, and ask questions about positions. Great way to "hook" people from the start.

# Social & Business Networks

## Facebook Tutorial #3: Find & Attract Talent

The screenshot shows the Facebook search interface. At the top, there's a search bar labeled "Search By Name or E-mail" with a placeholder "Person's Name or E-mail:" and a blue "Search by Name or E-mail" button. Below it is the "Classmate Search" section with fields for "School Name:" and "Class Year:" (a dropdown menu), and "Person's Name:" (optional). There's also a "Search for Classmates" button. At the bottom is the "Search by Company" section with a "Company:" search bar.

### 01 Facebook “Search”

This is your first option. This is the standard, regular way to search Facebook. You can search members by name, email, classmate and company. This will search outside of your region.

The screenshot shows the Facebook Profile Search interface. It includes a "What is Profile Search?" section, a "Search within" dropdown set to "My Network & Friends", and various search filters: "Basic Info" (Name, Interested In, Sex, Relationship Status, Hometown, Looking For, Home Country/Region, Political Views, Religious Views), "Contact Info" (Email, City, Phone Number, Facebook Message), and "Advanced Options".

### 02 Use Profile Search

This search in Facebook is the most robust of all the searches, but limits your search results to within your network or region only.

The screenshot shows the Facebook Friend Finder interface. It features a "Find people you know on Facebook" section, a "Find People You Email" section with a "Upload Contact File" button, and a "Discover People You May Know" section. There are also fields for "Your Email" and "Password" with a "Find Friends" button.

### 03 Try Friend Finder

This search option lets you find people you already know in Facebook by uploading your contacts and address book from other email clients, such as Microsoft Outlook.

# Social & Business Networks

A screenshot of a Facebook news feed. At the top, there's a status update from a user asking what they're doing right now. Below that, several news items are listed, including posts from Rithesh Nar, Amybeth Hale, Heather Koss DiGiacomo, and Allison Calvino. There are also links to new photos added by Allison Calvino.

## 04 Use The New Feeds

Regularly post company highlights, stories and announcements on your personal profile and Facebook pages. They update to the "News Feeds" and bring more attention your way.

A screenshot of the IEEE Facebook page. The page features the IEEE logo and a banner celebrating 125 years of engineering the future. It shows a news feed with posts from users like Lorraine Andrae, Harold Attwells, and Paul Quigley. A red arrow points to a "Share" button on one of the posts.

## 06 Get Fans (& Become One Too)

Being a "fan" on a company page is similar to subscribing to an email update list. When you get fans on your page, this means they are genuinely interested in hearing about news and events.

A screenshot of a Facebook news feed. A post from Geoff is highlighted, encouraging people to join Amnesty International to defend human rights worldwide. The post includes a link to Amnesty International's website and a call to action: "Don't Forget to Join!"

## 05 Get "Viral"

Try posting a video or an interesting article on your personal and company Facebook pages and promote it to people you know. If it is "good content" or engaging, it will get passed around.

A screenshot of a Facebook profile wall for Geoff Peterson. The wall shows recent posts, including a status update from Geoff and a link to a presentation on CollegeRecruiter.com. It also shows a post from Geoff's friend, Karen Heinson, about becoming friends.

## 07 Hit The Walls

The Wall is the most popular place for members. There is a lot of information there. Use it to research candidates and glean information. See who they know and who they "friend."

**Spotlight: Slide**  
Add a slideshow to your Facebook or MySpace pages with Slide (<http://www.slide.com>). Think of using Slide as a way to really make your profile stick out, and give potential candidates and introduction to your company.

# Social & Business Networks

**Discussion Board**

Displaying 3 of 1,444 discussion topics

**Talk about your online business**  
1 post by 1 person. Updated 26 minutes ago.

**Software as a Service - Thesis Survey**  
1 post by 1 person. Updated 4 hours ago.

---

**Are you rich?**  
1 post by 1 person. Updated 5 hours ago.

## 08 Open Discussions

Raise an interesting topic to attract Facebook members to join in a discussion, or be straightforward and promote your company, ask for expertise requests, and post your jobs.

facebook Home Profile Friends Inbox 33

Indiana university alumni  Search Profile Search Friend Finder

All Results People Groups Events Web

Show results from All Friends

Displaying 1 - 10 out of 495 results for: Indiana university alumni

 Indiana State University Alumni  
1,491 members  
Student Groups > Alumni Groups  
39 Page Members • Wall Posts

 Indiana University of Pennsylvania ZIP Alumni  
1,046 members  
Student Groups > Alumni Groups  
31 Page Members • Wall Posts

## **10 Work The Alumni**

Dig into profiles and groups for people with things you have in common, such as schools you both attended or companies you once worked for. Get introduced to people they know.

## Facebook Advertising

Reach your target audience and connect real customers to your business.

[About Advertising](#)   [Prepare](#)   [Step-by-Step](#)

---

**1. Reach the right audience for free**

Location:

Gender:  Male  Female

Age:

Available



Female   Male

---

**Connect with Real People**

- Reach over 150 million active Facebook users.
- Reach world groups from your audience to your ads.
- Create interest for your products with

**Create Your Facebook Ad**

- Quickly create image and text-based ads.
- Precisely target by age, gender, location, and more.
- Choose if you're click (CPC) or

**Optimize Your**

- Reach less and re-target.
- Use insights to make ads work.
- Make multiple

## 09 Try Targeted Advertising

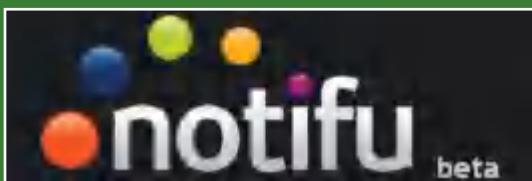
Putting an ad campaign in place on Facebook can potentially reach up to millions of members. The ads are targeted by key words and demographics, and are similar to CPC Google campaigns.

The image shows the classic Google search homepage. At the top center is the iconic multi-colored "Google" logo. Below it is a search bar with a light blue gradient background. Inside the search bar are two buttons: "Google Search" on the left and "I'm Feeling Lucky" on the right. To the right of the search bar is a vertical column of links: "Advanced Search", "Preferred Language", and "Language Tools". At the bottom of the page are several navigation links: "Advertising Programs", "Business Solutions", "About Google", "2009 Privacy", and "Help".

## 11 Search Outside Facebook

**Search Outside Facebook**  
Try using Google, Jigsaw, LinkedIn and other name search tools to look up names and contact information details to reach members outside the Facebook community.

## Mini Tutorial: Notifui



Use Notifu to send mass messages to individuals or groups. This service can be useful for Sourcers communicating career fairs, events and open positions to large groups out on social and business networks.



## Snapshot: 3rd Party Search Application

Check out the 3rd party search application for Facebook: <http://www.facebook.com/apps/application.php?id=2370484070>. This add-on for Facebook opens up your search capabilities, giving you greater freedom and more search results than that of all the available Facebook search options. This application lets you search outside of your network to 80 million plus profiles by school, workplace, location and even some diversity criteria. It won't search all of the Facebook profiles yet, but it is growing daily and gaining traction amongst the Facebook community. Once you add the application, you can set it to appear in your profile to use daily.

The screenshot shows a Facebook profile page for Geoff Peterson. At the top, there's a large photo of Geoff and a navigation bar with links for Wall, Info, Photos, Boxes, Search / F..., and a plus sign. A red arrow points to the plus sign. Below the photo, there's a status update input field and a timeline section showing recent activity: "Geoff added the Profile Web Addresses application." and "Geoff added the Advanced Search application." Underneath, a friend has tagged Geoff in a photo. The right side of the screen shows a separate search interface titled "Advanced Search: Find Old Friends, Meet People, Date". This search interface includes tabs for Find People, Groups, Applications, Band/Business/Artist/Politician/Pages, and Web. A red arrow points to the "Web" tab. At the bottom, there's a tip: "Tip: Right-click then select 'Open in new window/tab' so you don't lose the search click on a link. You'll save points by not having to use the back button." Below this tip, there's a preview of a search result for "Frank White (Washington, DC)".

# Social & Business Networks

## Facebook Tutorial #4: Communication Is The Key

All Friends > Phonebook

**Friend Lists** Showing: Status Updates Recently Updated Phonebook

**All Friends** **Limited Profile**

**Your Numbers** Mobile: 443.994.9900

You have 59 friends with phone numbers.

Lindsay Paige Adams  
Mobile: 721.111.1111

Tres Adams  
Mobile: 721.111.1111

Jon Dallas  
Mobile: 721.111.1111

**Invite Friends**

Invite Friends to join Facebook

Michael Shultz Member Add as Friend Send a Message View Profile

Anand Jay Kumar telence, MA Add as Friend Send a Message View Profile

**Send Message**

To: Mark Zuckerberg Subject:

Message:

Send Cancel

### 01 Phonebook

Most members treat Facebook like an online address book or rolodex. You can find direct dial phone numbers and email addresses for a good portion of the members.

Tres Adams heard that a bus crash into the Hudson! Ravens st... Wall Info Photos Write Share Link Write something... Yesterday Tres is in a Pittsburgh Steel

View Photos of Tres (63) Send Tres a Message Poke Tres ←

### 02 Direct Messages

Hitting the "Send a Message" link next to a Facebook member whether you are in search results or inside their profile will open a box and let you send a one-on-one message to that person.

Online Friends

Heather Koss DiGia... is feeling uneasy :( Peter Keller

Amybeth Hale Damion Cocchi David Feeney Jason Madhosingh Mandy Thomas Hritz

### 03 Poke People

Poking Facebook members lets them know you are trying to reach them. The member gets a notification they were poked by you. It's a nice icebreaker.

### 04 Facebook Chat

Pay attention to when your different friends come online or are available to talk. Facebook Chat is just like IM (instant message). This gives you a great way to open dialogue with job seekers.

## Mini Tutorial: Synthasite



SynthaSite lets you "build a free website." It's 100% free with no strings attached. For Sourcers, think of the possibilities here. You can create your own site to network with active and passive talent outside your company website and other gated communities, like Facebook.

**Geoff Peterson**

Wall Info Photos Boxes Notes +

Update Status Share Link Add Photos Add Video Why

What are you doing right now?

Wednesday

All Posts Posts by Geoff Posts by Friends

Geoff is now friends with Karin Harrison, Dave Chaffee and Brandon Koller.  
10 hours - Comment

Geoff posted "Giving a presentation on Twitter for CollegeRecruiter.com." Comment or View your friend feed 1 Comment

Jan 12

Geoff posted "RT @InSource: Check out #tremorecruiting.tv - Bill Vicki Interview with Michael Marlett, founder of Cloudrecruiting.net http://is.gd/WwvV" -

facebook Home Profile Friends Applications Inbox 30

Groups | Create Group | Group Wall

Groups

Recently joined by your friends:

- Prayer Requests for SMC Members
- 121 New Members, 1 Post, 6 Topics
- Join
- Friends Members
- Join
- Prayer Requests for SMC Members
- 121 New Members, 15 Board Topics, 21 Wall Posts, 7 Photos
- Events
- Join a Startup
- Join a Startup
- 121 New Members, 28 More Members, 9 Board Topics, 4 Wall Posts

## 05 The Wall

Reach out to active and passive candidates using the Wall to drop short messages, links and feelers.

## 06 Reach Out In Groups

Each group has its own separate wall and discussion boards. Use them to your advantage. Also, search the group directories for new contacts. Be mindful of the rules in each group beforehand.

facebook Home Profile Friends Inbox 32

You have 0 gift credits. [Learn more »](#)

Choose your gift:

FREE	FREE	100	100	100	100	100	100	100	100	100	100	100	100	100

## 07 Send Virtual Gifts

Want to show someone you are an admirer of their work? Want to try a less serious route to reach out to someone? Send them a virtual drink, card or flowers. It just may get you noticed.

# Social & Business Networks

## MySpace

**MySpace** is the largest social networking community in the world with well over 200 million members. MySpace lets you share, message and stay connected with friends. This popular social network is the least “business like” of the big three networking communities online, to include LinkedIn, Facebook and MySpace. Users have near complete freedom to design their own page or “space” to their liking. MySpace is a more difficult community to search and interact with members than that of LinkedIn and Facebook. The community does however open a number of doors for recruiters and sourcers to use in finding and attracting top talent currently available in the market.

### MySpace Tutorial #1: First Things First



### 01 Build Your Portfolio

MySpace gives incredible freedom to design your page. This can include background, page themes, and even music. Keep it simple though. Our goal is to blend in, but not be too flashy.

Find & Invite your Friends to MySpace

Find Your Friends on MySpace    Invite Your Friends to MySpace    View Sent Invites

Check your email address books to see who's already on MySpace. If your friends are already here, send them a friend request. If they're not, you can easily invite them to join:

1. Select your email address book:
2. Log in to your email account:  
email:  @

### 03 Invite Friends

Use the “Invite Friends” feature under the “Friends” drop down menu near the top to scan your address books inside your email clients such as Gmail and Yahoo.

### 02 Build A Company Page

Much like Facebook, MySpace has thousands of businesses that have separate company pages from personal pages. This is where you can build buzz, recognition and promote careers.

#### Find Friends

Find friends, family and people with common backgrounds on MySpace. You can browse for new friends.

#### Find a Friend

Search By:  All  Name  Display Name  Email

Use first/last name, display name, email or MySpace URL.

#### Find Friends in Schools

School Name:   
Country:   
State/Province:

### 04 Find Your Friends

Use the “Find Friends” under the “Friends” drop down menu near the top to search for people you know to start. You can find people by name, schools, locations, interests and more.

## MySpace Tutorial #2: Search, Source & Recruit

This screenshot shows the MySpace search interface. The search bar at the top contains the query "pittsburgh". Below the search bar, there's a message from the user "Status: Geoff Here is a link to my upcoming... Head: (none) [Update]". The main search results are displayed under the heading "Displaying 1-10 of 467 results for pittsburgh". The results include various profiles and groups, such as "Pittsburgh RockTrucks" and "Canadian Energy Trucks". Each result includes a thumbnail image, the group name, and a brief description.

### 01 Use MySpace Search

There are a number of options for searching inside MySpace using their search bar. You can filter results by gender, age, location, and more. Boolean logic accepted, but not very accurate.

This screenshot shows the "Groups Home" section of MySpace. It lists various categories of groups, each with a thumbnail image and the group name. Categories include "Activism", "Astronomy", "Business & Entrepreneurship", "Circles & Neighborhoods", "Companies & Organizations", "Conservatism & Liberalism", "Christianity & Religion", "Culture & Community", "Entertainment", "Family & Music", "Fan Clubs", "Fashion & Style", "Film & Television", "Food, Drink & Wine", "Games", "Gay, Lesbian & Bi", "Government & Politics", "Health, Wellness, Fitness", "Hobbies & Crafts", "Jobs, Internships & Internships", "Marketing & Advertising", "Music", "Nightlife & Clubs", "Non-Profits & Philanthropic", "Other", "Petals & Animals", "Places & Travel", "Professional Organizations", "Religion", "Relationships", "Schools & Alumni", "Science & History", and "Sexualities & Feministries".

### 03 Search Groups

You can search inside thousands of groups in MySpace by keywords. Great way to connect with friends you couldn't find through other methods, and connect with new potential candidates.

This screenshot shows a Google search results page for the query "pittsburgh". The first result is a link to a MySpace profile for "HAMMERS STATE SHOPPLERS", which includes a picture, bio, personal blog, interests, and more. Other results include links to "MySpace.com - Librarian Sales", "MySpace.com - Mommy 4Life", and "MySpace.com - Survival Lady". Each result has a snippet of text and a link to the full page.

### 02 Search MySpace on Google

Try using the insite: and intitle: commands along with a combination of key words to really open up your search results. This also allows much more accurate results as well.

This screenshot shows a search results page for "pittsburgh" on Google. The results are similar to the MySpace search, featuring links to MySpace profiles and groups. One result is for "Panama 2010 Dethronation summer Tour", which includes a date range from Jan 16 to Jan 23, 2010, and a "Call for an Audience" button. Another result is for "TEXAS MUSIC AWARDS HELP PLEASE Tomorrow is the last day!!! Dethronation and midnight Friday Jan 16th".

### 04 Promote Events

Post career fairs and recruiting events, not to mention any networking events sponsored by your company on and offline.

## Spotlight: Talkshoe



Talkshoe (<http://www.talkshoe.com/>) is a service that lets anyone "create, join or listen to live interactive discussions, podcasts and audioblogs." From a sourcing perspective, TalkShoe provides yet another creative outlet for reaching candidates in the marketplace.

# Social & Business Networks

Post Bulletin



## 05 Broadcast Yourself

Use bulletin boards, speak up in forums, comment on pages, comment in groups and in blogs, or post up a video. Leave links to your MySpace page, company and careers everywhere you can.

Jess  
Family: 21 years old (Single)  
United States  
Last Login: 8/7/2009  
View My Pictures | Videos  
Contact This User:  
Send Message | Forward to Friend  
Add to Friends | Add to Favorites  
My Call | Block User  
Add to Group | Rank User

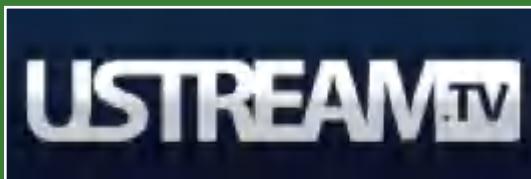
Jess is in your extended network.  
Jess's Latest Blog Entry [Subscribe] (16)  
Peace day. (view more)  
[View All Blog Entries]

About me:  
I don't talk that much and so thankful for the love. If interested at all in learning or come write and the Love, Blue Light Rain, Common Tuna and the Heatless and A. Baked Right! to once again with all of these amazing love. Who I'd like to meet...

## 07 Befriend Random Strangers

Be a little selective, but don't hesitate to friend someone you may not have much in common with. This is good promotion for you and your business.

## Mini Tutorial: USTREAM.TV



USTREAM is a broadcast platform for connecting with a large global audience through "live video." USTREAM is a forward thinking outlet for Sourcers to promote their company, job openings and to use for networking with potential candidates on a frequent basis.

Displaying 1-10 of 2,190 results for pittsburgh "IUP"

MySpace.com - ~JAY xoxd - 20 - Male - Pittsburgh/  
MySpace profile for ~JAY xoxd with pictures, videos, personal information about me and more.  
profile.myspace.com/index.cfm?useAction=user\_view&user\_id=14918491

MySpace.com - IUP is where my heart lies! - 19 - Female - Pittsburgh/  
MySpace profile for IUP is Where my heart lies! with pictures, videos, personal information about me and more.  
profile.myspace.com/index.cfm?useAction=user\_view&user\_id=14918491

## 06 Reach Likely Friends

Find other members you have something in common with, such as graduating from the same school, alumni from a certain company, or having similar interests. This helps build your network.

Phi Delta Theta Coins wants to be your friend  
Check out AmericanFraternityCoins.com - engraved coin to show around and start a tradition - AmericanFraternityCoins.com  
Add this user to Friend Updates  
Approve | Deny | Scream | Send Message | View Mutual Friends

Tami & Angela wants to be your friend  
Add this user to Friend Updates  
Approve | Deny | Scream | Send Message | View Mutual Friends

## 08 Accept Requests

MySpace has huge potential to reach people about your company and offerings with over 200 million members. The larger your network of friends the better.

## MySpace Tutorial #3: The Rest Of The Space

**Get started** | **Compose** | **Preview** | **Confirm**

**First, choose a category for your ad**

Postings you've made from MySpace will be on the site to buy or sell.

**Classified Categories**

Cars & Vehicles	Real Estate	Jobs
Airplanes	Commercial	Account S. FINANCIAL
Bikes	Condo/Town Homes	ADMIN S. FINANCIAL
Cars	Family/Husband	ARCHITECT, MARKETING S. PR.
Commercial Trucks	Foreclosures	Architect S. Design
Heavy Equipment	Land	ART S. MEDIA
Motorcycles	Mobile Homes	Car Sales & Repair
Planes & Accessories	Mult. Family	Construction & Trades

### 01 MySpace Classifieds

Post an add or two in the classifieds section in MySpace. It's free. If you get good results, ramp up with more postings from there.

**MySpace Apps**

**Filter By:** **Jobs, Business, Money, Applications**

**Language:** All Languages

Alphabetical | Most Users | Newest | Recently Popular

1 2 3 4 of 4

**All Applications**

- Simply Hired
- SpaRe Change

**Jobs**

by Simply Hired  
Searching for a job? Let the jobs come to you who's hiring!  
12443 Users

**Business**

SpaRe Change  
Spare Change is the first and largest micropay social network.  
4220 Users

### 02 MySpace Apps

Find applications that make sense to add to your profile and also that can either help you find more people, or help give you more visibility in the large community.

#### Most Popular Blog Posts - Updated Daily

Total Blogs: 213,235,438  
Blog Today: 328,024

Search Blogs

**MySpace Blog**

- Blog Home
- My Subscriptions
- My Readers
- My Preferred List

#### Blog Categories

- All Categories
- Art and Photography
- Automotive
- Blogging
- Dreams and the Supernatural
- Fashion, Style, Shopping
- Food and Restaurants
- Friends
- Games

#### All Categories

Listing 1-10 of 3650

1 2 3 4 5 >> of 366

1 NEXT FANFAMILY EXPERIENCE : LIVE VIDEO CHAT!!

Jan 14, 2009 9:04 PM

Posted by Jonas Brothers

NOW AVAILABLE!

2 FriendsORenemies.com presents the Believers Never Die Deux tour!

Jan 15, 2009 10:49 AM

Posted by FALL OUT BOY – Folie à Deux in stores now!

FALL OUT BOY

3 \*\*\*\*NEW NEW NEW 2009\*\*\*\*

Jan 14, 2009 8:11 PM

Posted by Juliette and The Licks

### 03 Blogging

Starting a blog out here may not be the smartest investment of time. But it does provide yet another outlet for reaching out to people. Test the waters first with your idea before diving in.

# Social & Business Networks

## MySpace Tutorial #4: Touch Points



A screenshot of a MySpace profile for a user named "Ashley Blair Fitzgerald". The profile includes a photo of a smiling woman with blonde hair, her gender as female, her age as 25 years old, and her location as NEW YORK, New York, United States. It also shows her last login date as 1/13/2009. Below the profile, there's a section for "Mood" with the word "blessed" and a smiley face icon. There are links to "View My: Pics | Videos". At the bottom, there are two buttons: "Send Message" and "Forward to Friend", with a red arrow pointing to the "Forward to Friend" button.

### 01 Send Messages

MySpace gives you the option of sending messages one-on-one inside profiles or using their instant message. You can also reach new people through "friend requests."



A screenshot of a "Status and Mood" update from a user named "Geoff". The status message reads: "Status: Geoff Here is a link to my upcoming FREE Link /hellotxt.com/l/VkDY Sign up if you are interested. That 2008." Below the status, the mood is listed as "(none)" with a smiley face icon and a link to "Update". There is also a small photo of two people. Another update from "Johanna" is visible below, stating "Johanna wants to move to the south!!!! 2 ho" and "Mood: frozen" with a sad face icon.

### 02 Friend Updates

Frequently update your "Status and Mood" and "Friend Updates" with short messages and interesting links, such as new blog posts, company news, and careers.

## Other Networks To Explore



### 01 Doostang

Doostang is an “invite-only” social and business networking site that provides features and benefits similar to LinkedIn.



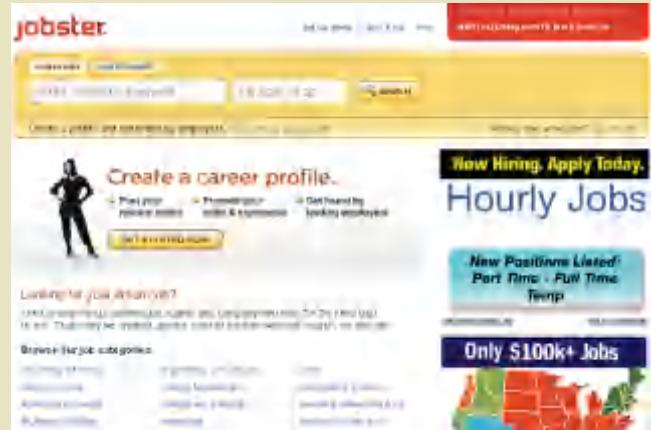
### 02 XING

XING is a free social and business networking site that has a strong presence overseas, and makes an attractive destination to reach out to international candidates.



### 03 Viadeo

Viadeo is another free social and business network that Sourcers can use to find active and passive talent.



### 04 Jobster

Jobster is a site rich with features. Jobster technically is a career site, but also has many social and business networking capabilities that are very useful for sourcing candidates.

## Spotlight: Secondlife

 Second Life is a virtual reality community that has been embraced by the likes of IBM, Coca-Cola, Yahoo, Nissan, and H&R Block for recruiting candidates. It's free to join and explore, and is a very detailed and interactive world for networking with people. Setting-up your own world, or even advertising in Second Life can be a significant investment though, into the thousands of dollars.

# Social & Business Networks



## 05 Shuzak

Shuzak is a free social networking site for geeks. The site gives users the ability to open discussions, as well as search for and network with technology focused people.



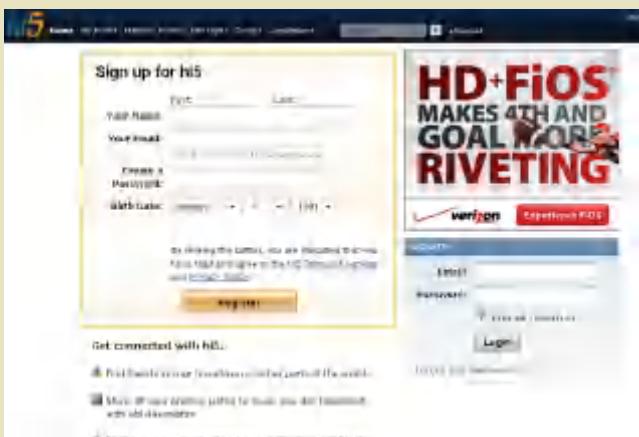
## 07 Ryze

Ryze is a free business networking site for connecting with new people or creating and joining networks.



## 06 Ziggs

Ziggs is a multi-purpose site for building your online brand. Ziggs can post your open positions, help you connect with other people online, and take control of your "online image."

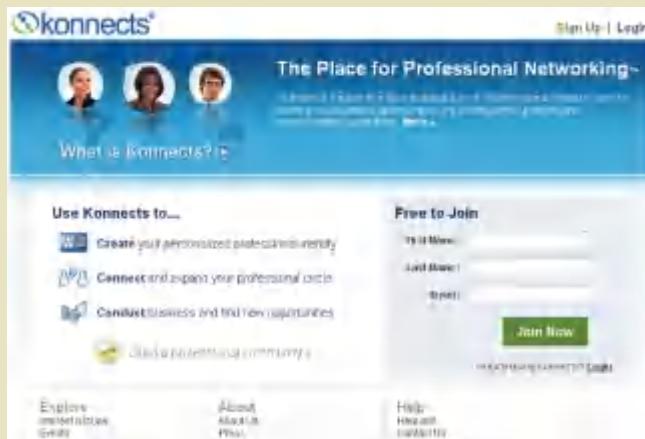


## 08 hi5

hi5 is a free social networking site that has a small presence in the United States, but has a huge following overseas in other countries. hi5 is a great site for sourcing internationally.

## Spotlight: Name Search Alternatives

Alternatives to using Jigsaw for gathering names, companies and competitive intelligence are Zoominfo, Redbook, Salesconx, Spoke, Hoovers, CardBrowser, ZabaSearch, Salesgenie, Spock, Ziki, Profil.es, Argali, YellowPages, Pipl, WikiYou, PeekYou, yoName and Wink.



## 09 Konnects

Konnects is a free professional networking community for people looking to build their own community and connect with new people.



## 10 Naymz

Naymz is also a free professional networking site aimed at helping people "build their online reputation."



## Snapshot: Alefo

Use Alefo, and get all your social and business networks in one place. Alefo is a customizable "home page" for the Internet. Think of it as being a dashboard for all the sites you go to every day, but instead of visiting each one individually, you can get them all in one place. Now you can get snapshots from the likes of LinkedIn, Facebook and MySpace right on your Alefo home page.

The Alefo homepage features a dark background with a central window titled "Aleo". Inside the window, the text "There is no page like home... It's time you build it your way!" is displayed in green and black. Below this, it says "A new homepage experience, in just 2 simple steps". To the right of the text is a photograph of three people (two men and one woman) looking at a laptop screen together. At the top of the page, there's a navigation bar with the Alefo logo, the slogan "Taking it Easy", and buttons for "Add Site Shot", "Start Here", and "Go".

# CHAPTER 3

## The Blogosphere

### Hidden Talents & Leads.

A blog is a website maintained by an individual or a group of people. A blog contains posts or entries containing a combination of text, graphics, video, pictures and commentary. Most blogs are very specific to a topic or industry, and are set-up like a news site or online diary. Most blogs are very interactive, where visitors can engage the blog writer or writers on the different posts written in the blog. The blogosphere is a popular term used to encompass all blogs and the interconnections. This chapter will explore blogs, microblogs and everything synonymous with blogging on the web, and most importantly, how to uncover the “hidden” active and passive talent within the Blogosphere.

## THE BLOGOSPHERE

**Blogs** are a fast growing trend within the staffing world. Blogs have emerged as a key place to find and attract active and passive talent, as well as discover competitive intelligence. Blogs give your organization an avenue to reach out to the world about your culture, services, products, employees and more. Sourcers can dig into blogs as well, peeling back resumes, names, profiles, and other leads to pursue. The Blogosphere will cover sites associated with The Blogosphere to include Technorati, Twitter and search engines such as Google.

## Blog Sourcing 101

### About

TechCrunch, founded on June 11, 2005, is a weblog dedicated to obsessively profiling new internet products and companies. In addition to covering new companies, existing companies that are making an impact (commercial and/or cultural) on web space.

TechCrunch is co-edited by [Michael Arrington](#) and [Eric Horowitz](#).

If you would like to contact TechCrunch with suggestions, comments, corrections, or new company announcements, please email [editors@techcrunch.com](mailto:editors@techcrunch.com).

TechCrunch has received the following coverage:

- Featured on [CNET News](#) (again), [TechCrunch 500](#), [Frederick Stoltz](#), and [GigaOm](#)
- Mentioned in the [Wall Street Journal](#) online and print editions on December 7, 2007
- Mentioned in the [San Jose Mercury News](#) online and print editions on January 1, 2008
- Discussed at length in the cover story of [Business 2.0 Magazine](#) (print and online)

### 01 About

This is the first and most important part of any blog a Sourcer discovers. This will give you a full name, or leave strong clues as to who the author is, information about them, and how to reach them.

The screenshot shows the TechCrunch homepage with the navigation bar "Authors Archives" and a search bar. The main content area features a large image of a person's face. Below the image, the title "ERE.net Subscription Options" is displayed, followed by a sub-headline "Get great FREE recruiting content delivered the way you want it:". There are three buttons: "Subscribe to articles via RSS\*", "Subscribe to articles via email", and "Manage your email subscriptions". A note at the bottom says "Need help understanding what exactly RSS is? Read this [short article](#) or watch this [short video](#)".

### 03 Subscribe

When you come across a clear expert that resonates with you, favorite the site to visit again, or subscribe to their blog by email or RSS (Really Simple Syndication) using a tool such as Google Reader.

The screenshot shows a presentation slide from SlideShare titled "SlideShare - More Than Just PowerPoints". It includes a small profile picture of the author, Geoff Peterson, and a link to his profile. The slide content discusses SlideShare as "the best place to share business presentations" and provides a search bar for "Recruiting". Below the slide, there are navigation arrows and a progress bar.

### 02 Posts

Commonly referred to as a "blog post" or "post," these are essentially articles that make up a blog site. Note the author of each post written. Also note if there are multiple authors.

The screenshot shows a comment section on the TechCrunch website. The first comment is by "Dario" dated "January 20th, 2009 at 3:44 pm EST". The comment reads: "In case you were wondering who is winning in the apps category: <http://shortysawards.com/category/apps/>". Below it is a reply by "eric" dated "January 20th, 2009 at 4:11 pm EST". The reply reads: "225 votes? The entire app developing group couldn't round up more than 225 ppl to vote for them?"

### 04 Comments

People comment on blogs to share their opinions and to add to the "conversation" on the site. Some share their expertise on a given topic. Most leave a link to their site and some drop emails.

# The Blogosphere

The Daily Rambler is a blog by Geoff Peterson. It features a quote from Charles Darwin: "Never let's drink th water this time off River Hall, not knowing the value of it." Below the quote, there is a sidebar with links to "about this blog," "Privacy Statement," "Blogroll," and "Archive." A "comment" link is also present.

There is a sidebar with links to "comment," "comment," "comment," and "comment."

The main content area contains several posts, including one about a great job finding a job in the field of public health and another about the value of the River Hall.

Another post discusses the impact of public health on the environment and its role in climate change.

A third post is about a little less happy or lacking in terms of environmental protection, specifically regarding light pollution. It discusses the impact of light pollution on the environment and its role in climate change.

## 05 Blogroll

This is a rundown of either friends of the blogger, or other trusted connections in their industry. Make note of these “connections” to the author of the blog as more leads to pursue.

Google search results for "Blog". The first result is "Blogs, News, Videos and more on Technorati". Other results include "Tech Microsoft" and "Microsoft Blogs".

## 07 Search Commands

Note that blog searches are set up much differently than that of regular searches online. There are different commands to consider, including tag:, feature:, author:, inpost:, and blogurl:.

**Spotlight: Niche Blog Search Engines**

Outside of Technorati, there are several niche search tools that just search blogs. These include IceRocket, Google Blog Search, Sphere, Bloglines, Blogpulse, Blogscope and MyBlogLog.

**Whois Source**

Name registration, Inc.

Enter a Domain for a Whois Lookup

Whois.ac was renamed Domain Tools. Please change your bookmarks to perform .

New - Try Psychic Whois (Auto Complete version of Whois.ac)

## 06 Site Lookup

If there is no “About” section for a blog, simply look up the domain registration at Whois Source. This will give you the name and contact information of the owner of the site.

Whois.ac is owned by Technorati, Inc. (Technorati, Inc.)

Technorati is a technology that monitors and analyzes the web. It is used to keep track of news, trends, and other information on the web.

By following the link, you can view the site's details, such as the URL, IP address, and other technical information.

IceRocket is a blog search engine that allows users to search for blogs by topic, category, and author. It is owned by Technorati, Inc. (Technorati, Inc.).

IceRocket is a blog search engine that allows users to search for blogs by topic, category, and author. It is owned by Technorati, Inc. (Technorati, Inc.).

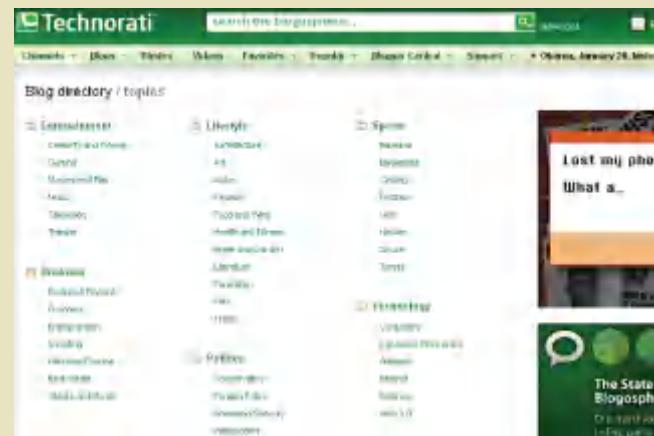
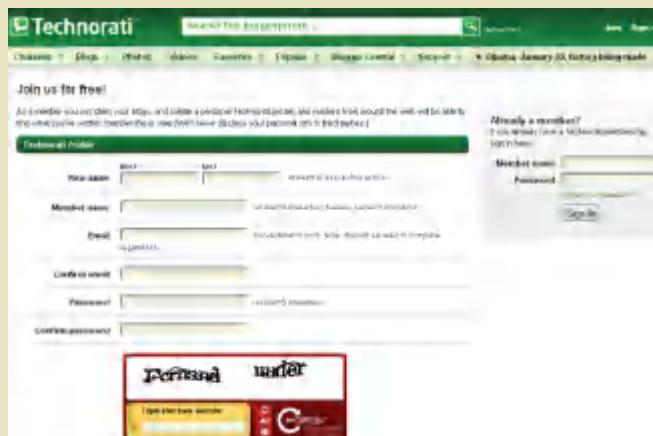
## 08 Key Words

Commonly used words for searching blogs include: blog, blogs, wordpress, typepad, homepage, comments, rss, feed, archives, trackback, posted, author, “I work for,” and “I work at.”

## TECHNORATI

**Technorati** is the leading search engine exclusively for blogs in the world. Technorati indexes, categorizes, and organizes more than 1.5 million new blog posts in “real time.” As of the middle of 2008, Technorati has indexed over 112 million blogs and over 250 million pieces of tagged social media. Technorati takes a look at tags that are placed on blogs by their authors, and in this way, helps to categorize its search results. This site provides a window for many people into discovering countless new blogs and an unprecedented amount of information and talent.

### Technorati Overview



### 01 Sign-Up

Get a free account with Technorati. This will allow you more search criteria to use on their site, including “authority level,” “language,” and “my favorites.”



### 03 Blogger Central

Both “Blogger Central” and “Popular” can keep you up to date on what is creating the most buzz online and what blogs are currently popular in The Blogosphere. Both provide lists and extensive tools.

### 02 Blogs Directory

Technorati breaks out the millions of blogs they have indexed in a nicely organized directory by topics. These topics are broken out into Technology, Business, Finance and more.



### 04 Advanced Search

Note the two ways to search Technorati. They are “advanced search” and “technorati search” both from the home page. Both will help to set-up your key words and parameters.

## The Blogosphere

Technorati SEARCH microsoft AND developer AND asp.net ←

765 blog posts about microsoft AND developer AND asp.net

Technorati - Subscribers - Search time: 0 : 18 seconds

**Blog search settings**

searching for: microsoft AND asp.net  
authority: some  
language: English  
Apply Settings

**Web Platform Installer 1.0 Released – One package...**  
Microsoft Downloads - Web Platform Installer 1.0 The Microsoft Web Platform Installer is a free... It is a simple tool that installs Microsoft's entire Web Platform, including IIS, Visual Web Developer 2008... tool that makes it simple to download and install the latest components of the Microsoft Web.  
3 hours ago by gduane in Greg's Cool [Insert Clever Name] of the Day ↗ [authority: 0]

**Web Platform Installer 1.0 released:**  
How cool is 1 installer that installs the Microsoft Web platform? Well, you decide! Guess... SP1 and Server 2008 SQL Server 2008 Express .NET Framework 3.5 SP1 Visual Web Developer 2008 Express SP1 ASP.NET Complete and Custom (installation) options HTML-based... Did you know that DotNetSlackers...  
17 hours ago in DotNetSlackers - ASP.NET News and Articles ↗ [authority: 1,444]

**Great Indian Developer Summit 2009**  
I got a Press Release of the upcoming GIDS 09 and here is an excerpt... Creator), Venkata Subrahmanyam (Agile Developer Founder), Beat Schwetzer (S+5), Web 2.0, SOA), Ola Bini (jRuby Core Developer and Rubyist), Nipajit Nathani (ASP.NET & .NET, Silverlight), Dr Jim Weber...  
18 hours ago by Blrajeshwari in Blrajeshwari ↗ [authority: 187]

The Morning Brew #269

Break for Windows 7  
Download Free Registry Scan  
Recommended and Used By The Experts  
www.gofixit.com

Microsoft Web Fix  
Free Download Microsoft Web Fix Tool. Download Now. Fast  
www.FastComputerFixing.com

## 05 Search Parameters

Type key words into the search field. In this case we used the “technorati search” bar. Just like a search engine, we use Boolean logic. The first result looks interesting, so we click on it.

# Greg's Cool [Insert Clever Name] of the Day

MY TECHNICAL, PROFESSIONAL, AND SOMETIMES PERSONAL BLOG

WEDNESDAY, JANUARY 21, 2009

Web Platform Installer 1.0 Released – One package, tons of web stuff

Microsoft Downloads - Web Platform Installer 1.0

The Microsoft Web Platform Installer is a free tool that makes it simple to download and install Microsoft's entire Web Platform, including the IIS, SQL Server Express, .NET Framework and Visual Studio...  
Author: Greg Duncan  
Date Published: 1/20/2009  
Language: English  
Download Size: 60 KB - 1.2 MB\*

Developers and server administrators can use the Web Platform Installer 1.0 to more easily download Microsoft's Web platform. Using the Web Platform Installer's simple user interface, you can easily install Microsoft's Web Platform onto your computer easily and quickly. To help you stay up-to-date, the Web Platform Installer tool always contains the most current versions and new add-ons to the Microsoft Web Platform.

Examples of products which can be downloaded and installed through Web Platform Installer include:

ABOUT ME

GREG DUNCAN  
SIMI VALLEY, CALIFORNIA, UNITED STATES  
VIEW MY COMPLETE PROFILE ↗

CONNECT... ↗

gduane411(at)hotmail(dot)com  
Twitter  
Facebook  
FriendFeed

## 06 Dig Into Results

We discover a great amount of detail on some results including an “about me” section, “projects” the writer has listed on the home page, and contact information.

**Tags by Popularity**

Tags are words that people use to make it easier to find blog posts, photos and videos that are related. The tags below are listed according to their popularity. Here's some more information about tagging:

**Top 100 Tags from A to Z (all languages)**

apple art art and photography blogs blog blogging blogroll blogs books business cameras cinema culture current affairs design diary dreams and the supernatural education entertainment environment events family fashion film food travel friends fun funny games goals, plans, hopes, wishes hobbies home humor internet iphone iraq jobs, work, careers life links linux love marketing media microsoft mobile moblog movie movies movies, tv, celebrities music myspace news news and politics parties and nightlife people personal photo photography photos pictures national security politics quiz random religion and philosophy reviews romance and relationships school school, college, degree science shopping software sport sports survey tech technology television

**Top Tags**

## 07 Tags

Technorati has a tag search by author's labels. This can help you identify posts on blogs from someone you perceive as an expert. This provides more insight or helps you find them.

**Technorati Widgets**

**Browser Buttons**  
Add to your Bookmark Toolbar or instantly use Technorati from any web page!

**Blog Widgets**  
Display your link count, Technorati authority, or generate your own tag cloud and let others see what you're blogging about with the help of Technorati's own blog widgets.

**Blog Searching and Info**  
Install the Technorati Search Plugin or see who's linking to the page you're on.

**Desktop Widgets**  
Search, Ping or generate tag clouds. The best of Technorati right on your desktop!

**Pinging**  
Let us know when you've updated with these automated services.

**Miscellaneous**  
Check out Technorati API services.

**New Widgets on the Block!** Ticker: an introducing the newest addition to our line embeddable blog widgets, the Ticker Image Widget! The Ticker Image displays a feed of what people are searching for on the right now. The Image Widget displays the 10 stories of the moment, as determined by the

## 08 Widgets

Technorati has a whole group of very useful widgets that can help you dig further into The Blogosphere and work directly with a blog you maintain to attract candidates.

# The Blogosphere



## Snapshot: Search Example on Technorati

Using “technorati search,” I type in the search field: finance AND “series 7” AND (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you. I am looking for financial blogs with leads for people in the financial services world. The more specific you are with your key words, the better. The same goes for using search engines effectively. The search nets over 1,200 different blog posts on several hundred blogs. This is a lot of different sites to explore and leads to pursue.

1,209 blog posts about finance AND "series 7" AND (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you

Blog search settings:

- searching for: finance AND "series 7" AND (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you
- authority: none
- language: English
- Apply Settings

Results:

- Obama-nation!** The bad news. On Barack Obama's first day in office, the S&P ... This has been a pretty frustrating move for Macro Man, while he (was) beginning to feel better on stocks ... Stocks have outperformed (financial) by 95% YTD! (via) Equity Crack Elsewhere, there was a lot. 5 hours ago in Wall Street Pitt, Stock market insights. **Authority: 42**
- FIVE Questions for Paul Kedrosky** Paul Kedrosky kicking off the “Five questions for Financial Content Matters is Dr ... has been the most underreported aspect of the events of the past year? PK: How bank lending ... are stocks worth? How fast does GDP grow? How big are corporate profits? What percentage of GDP is profits. 12 hours ago by **gkendall** in Future Planners. **Authority: 15**
- Whitelch receives economic development finance ...** Whitelch receives economic development finance professional designation! Phil Yancey Greenville News ... to individuals who can officially complete an intensive finance training series that is conducted ... to announce that Scott L. Whitelch has received certification as an Economic Development Professional. 1 day ago by **thekidmcmillen** in USA Technology Channel - Home

Adding in the key word “California” takes us from 1,209 results down to 113. A much more manageable search that you can quickly skim through for profiles and leads to work with.

113 blog posts about finance AND "series 7" AND (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you

Blog search settings:

- searching for: finance AND "series 7" AND (stocks OR trading OR lending OR 401K) NOT job NOT jobs NOT submit NOT you
- authority: none
- language: English
- Apply Settings

Results:

- Finance 101: The 101 Plus Options** I have always had a difficult time in the last couple years to explain what options trading means ... this is because it sounds, at first glance, like something that would require a college degree ... but it's actually something that can be learned in just a few days. If you're interested in learning more about options trading, check out my book, **Options 101: The 101 Plus Options**. **Authority: 10**
- Brian P. Hargold (401k) introduces SuperDuper 401k** Brian P. Hargold (401k) introduces SuperDuper 401k as a new division from his company, SuperDuper Financial Services, Inc. The SuperDuper 401(k) offers a variety of other services, including 401(k) plan design, 401(k) plan administration, and 401(k) plan consulting. It also offers a range of other services, including 401(k) plan design, 401(k) plan administration, and 401(k) plan consulting. **Authority: 10**

## Advanced Blog Sourcing

Google search results for "software engineer education worked designed (blog | blogs) (comments | rss | feed | archives | posted".

- Ryan Monok's Blog > Resume**  
Contract Software Engineer Designed and developed control and analysis software for ...  
Developed software in C and C++ to work on, and in conjunction with, ...  
[www.modak.net/ryan/resume/](http://www.modak.net/ryan/resume/) - 21k - Cached - Similar pages
- d20 > Resume - Andrew Kaluzniacki**  
Lead software engineer on Max Magic an interactive education product: Inverted novel data compression algorithm for compressed bits. Designed and ...  
[blog.d20inc.net/resume-andrew-kaluzniacki/](http://blog.d20inc.net/resume-andrew-kaluzniacki/) - 19k - Cached - Similar pages
- David Sumner Software Resumes Designer Developer Technical Communicator**  
In addition to the design and web development work, also implemented the RSS feed needed to add content to newsreader aggregators ...  
[www.summersong.net/resume/](http://www.summersong.net/resume/) - 22k - Cached - Similar pages
- Resume for Charles Rya Krempeaux, B.Sc.**  
This resume was up to date on June 2008. Quick Links technical skills - education - work history - recent work - references ...  
[changefac.ca/resume](http://changefac.ca/resume) - 57k - Cached - Similar pages
- infonet.net 2010 Resume**  
Worked on project to provide a consumer vision based Lane Detection Warning system

## 01 Find Resumes With Google

To find resumes on blogs with Google, try using key resume words such as designed, worked and education. You also need key blog words such as comments, feed, rss, posted or trackback. The search string employed in this example is: "software engineer" education worked designed (blog | blogs) (comments | rss | feed | archives | posted | tags | track-back) ~cv -jobs -send -submit -sample -you.

Google search results for "healthcare (resume or vitae) (linkdomain:wordpress.com)".

- Wesley Fryer's Curriculum Vitae**  
... eLearning in Corporate, Government, Healthcare, & Higher Education, 26 October ... "Ludic Literacy: Digital Tools or Toys in the 21st Century Classroom?" ...  
[www.wesleyfryer.com/vitae](http://www.wesleyfryer.com/vitae) - 105k - Cached
- Resume - Curriculum Vitae "One Way Or Another"**  
Resume - Curriculum Vitae Because things can be One Way Or Another. Mente abierta ...  
España ethnicity Europe flowers health care imagine Immigration Internet has ...  
[onewayoranother.wordpress.com/about-misopuedo-resume](http://onewayoranother.wordpress.com/about-misopuedo-resume) - Cached
- Nazim Uddin's Blog**  
Resume/CV December 6, 2008, NAZIM UDDIN, Nazim.Uddin.1@gmail.com.. Call Me. PROFILE ...  
HealthCare Institute of New Jersey, Bridgewater, NJ ...  
[nazimuddin.wordpress.com](http://nazimuddin.wordpress.com) - Cached
- SocGen trader's resume (Dealscape)**  
Here's his resume ... Or wasn't it really a fraud? ... Healthcare Dealmaking Symposium (26) IFF VC conference 2007 (3) NVCA Annual Meeting (3) ...  
[www.thedeal.com/dealscape/2008/01/soc\\_gen\\_traders\\_resume.php](http://www.thedeal.com/dealscape/2008/01/soc_gen_traders_resume.php) - 50k - Cached
- My Resume Curriculum Vitae**  
... manager with 12 years in the Financial, Government, and Healthcare industries - My Resume

## 02 Find Resumes With Yahoo

Yahoo does not allow you to set up your blog searches the same way as Google. Try using more command terms such as linkdomain: and feature: in searches. The search string employed in this example is: healthcare (resume or vitae) (linkdomain:wordpress.com OR linkdomain:typepad.com OR linkdomain:livejournal.com) -jobs -samples -example -you.

# The Blogosphere

Live Search hasfeed:java j2ee (resume OR CV OR vitae) -sample

See also: Images, Video, News, Maps, More ▾

[Online Resume Wizard](#) www.RonuResumes.com  
Free Resume Templates, Advice & Tips. Create Custom Resumes Quickly!

[Java, J2EE and JEE Contractor and Consultant](#)  
is a Java/J2EE – Resume | Service | Rate/Availability | Contact Me. Hi, welcome to my site. My name is Ron Nadarajah. I'm a Java, Java Enterprise Edition (JEE)/J2EE consultant .  
www.jeecontractor.com • Cached page

[Java JSP J2EE Developer and Web Programmer Mr Bikram Choudhury's](#)  
Project on Java J2EE JSP Resume - Freelance Web Developer Click to email me. Free tutorial on  
Search Engine Optimization SEO content development SEO related.  
www.geocities.com/bikramjays/java/project\_java.html • Cached page

[Gildas Cuisinier's Resume](#)  
Gildas Cuisinier Web Site, Java/J2EE Consultant ... First Name: Gildas, Last Name: Cuisinier, Birth  
day: the 5th January 1984 (23 years old) Nationality:  
www.hikage.be • Cached page

[Resume of Sun Certified Enterprise Architect Java \(J2EE\), C#, C++](#)  
9 years of extensive Java and C/C++ programming experience ... Resume of Lead Software Engineer  
Java (J2EE), C/C++, UML (Rational Rose), XML, WebSphere, WebLogic, DBPBA, Oracle  
... Cached page

[Sourcing Playbook](#)

[CVS Photo Center](#)  
Order Online and pick up  
from your local store.  
www.printmoto.com

[Resumes - Job Gear](#)  
Professional resumes for  
Satisfaction (and jobs) guaranteed  
http://www.ResumesGear.com

[Resume Samples](#)  
Free Resume Templates  
Ideas, Job Winning Starts  
Free Resume Templates &  
Samples

[Make a Resume Now](#)  
Download, Print, Email or  
Resumes Easy Resume  
www.jobsharkinc.com

[Free Samples](#)  
Enter Your Zip Code & Re  
Samples  
http://www.qualityhealthcare.com

## 03 Find Resumes With MSN Live

MSN Live is much different than Yahoo, but similar to Google with setting up searches for blogs. Try bringing back the pipe (|) and employing this search string example: hasfeed:java j2ee (resume OR CV OR vitae) -sample -samples -send -submit -you.

Blog results

Results 1 - 10 of about 270 for ("I work at" OR "I'm working at" OR "I work for") inables

Browse Tag Stories

Published

- Last hour
- Last 12 hours
- Last day
- This week
- This month
- Anytime
- Show Dates

Subscribed

- 50+ Blogs Active
- 1,000+ RSS

When to use Dependency Injection | testingreflections.com  
15 hours ago  
I work for Google, I have used GUICE extensively therefore my default recommendation will be  
GUICE → However I am going to attempt to be objective about the differences. Keep in mind  
that I have not actually used the other ones on ...  
testingreflections.com - The mind-share ... http://www.testingreflections.com/ - References

Customer TDD and FitNesse at Italian All .NET conference | Software ...  
22 Jan 2009  
an already posted a few days ago, next saturday I'll be giving a presentation at the Italian  
.NET conference, hosted in Milan by the company I work for, Sourcesense, basically, it's  
the same Tommaso and me over at ...  
Extreme Engineering Show ... http://offer.zolimpeste.it/

The Business of Software - Time for a change? |  
15 Jan 2009  
I work for a large corporation, so I have to do what management tells me, which is usually  
boring. The manager I work for the most, although I respect him alot, has a bad habit of  
letting sentimentality get in the way of business ...  
The Business of Software ... http://www.sourcersplaybook.com/?id=

Selling Software Online - e-Commerce Services- Recommendations ...  
15 Jan 2009  
Hi Doug: I work for Avangate, a competitor to DR, and have also been around the SaaS world  
for sometime now. We offer a very sophisticated platform that fully supports pricing models  
such as subscriptions, promotions, perpetual licenses ...

## 04 Find People On Google Blog Search

To specifically drill down and find people, try terms such as "I work at" OR "I work for" in the search string. In this example, we used: ("I work at" OR "I'm working at" OR "I work for")

**Search Results**  
10776 messages found. Showing 1-10 of 10776 results.

- [P] Powering web technology**  
Can we leverage the likes of Flash, Java and Silverlight to help out where IE is lacking?... Then there's the question of developer tools.  
[Blogpulse](#) ([Blog](#)) [View message](#) [Read more](#) [Post](#) [Discover](#) 20 minutes ago
- [E] My Perfect Symphony (Toastmasters Speech #2)**  
In 2000, I got a job as a **ASP developer** and been in the software industry ever since.  
[Blogpulse](#) ([Blog](#)) [View message](#) [Read more](#) [Post](#) [Discover](#) 36 minutes ago
- [E] What is "the cloud"?**  
And the low-level programmer is quickly becoming a undervalued employee. ... We're told that everyone is using Visual Basic now and nobody is using C++ or Java.  
[Blogpulse](#) ([Blog](#)) [View message](#) [Read more](#) [Post](#) [Discover](#) 58 minutes ago
- [E] MobileMe new year, same fail:**  
MobileMe and Mac use a truly magical system known as the Sun Java System Messaging Server. ... It would take an engineer all of about ten seconds to retrace the missing alias. Sure, fine, maybe fifteen seconds....  
[Blogpulse](#) ([Blog](#)) [View message](#) [Read more](#) [Post](#) [Discover](#) 1 hour ago

## 05 Find People on Blogpulse

Blogpulse supports Boolean logic in your searches. Use the “advanced” search option. The search we employed is: (java OR asp OR j2ee OR jsp) (developer OR programmer OR engineer OR consultant) -experience -jobs.

**accounting finance tag:tax**

**Blogs** 13 of 65 recent posts for accounting finance

**Filters**

- Today**
- Last Week**
- Last Month**
- Anytime**
- Custom Date**
- Sort by importance**
- All blogposts**

**Results**

- U.S. Companies Stepping Up Convergence Efforts: IFRG Trend in Demand**  
1 day ago by [tag:tax](#)  
... CFO.com poll of U.S. financial executives said that the global standards increase the stability of financial markets versus just 25% of German CFOs, 11% of French finance officials, and 8% of the U.K. CFOs. Revenue and Expense Recognition Mismatch, the accounting issue associated with convergence — [A U.S. Solution Offered](#) [View post](#) [101 pluses](#)
- Variably As Treasury & Tax Manager at PwC, Counts Indiana LLC, in Indianapolis**  
3 days ago by [tag:tax](#)  
PT Counts Indiana LLC, a local company, is seeking for a Right Player to strengthen The No. 1 Team to be based as Treasury & Tax Manager Qualification: Age max 35 years, S1 Accounting / S2 Finance = preferable, Min 5 years experience in treasury & taxation; Strong analytical... [info@countsinc.com](#) [View post](#) [101 pluses](#)
- General Manager Tax Officertes - Calgary or Edmonton Alberta**  
Leave 1st by [admin](#)  
JOB DESCRIPTION GM – General Business Division Tax Officertes The Company Inail Inc. is a leading provider of business and financial management solutions for small and mid-sized businesses, consumers and accounting professionals. its flagship products and services, including QuickBooks®/Quick... [inailinc.com](#) [View post](#)
- Vacancy as Finance & Accounts, Accounting & Tax Assistant for**  
Leave 1st by [admin](#)  
Orient Overseas Container Line (OCL), a leading multinational Shipping Company is looking for highly qualified individuals to fill the following positions: **Finance & Accounts Accounting & Tax Assistant Key Accountant** [Leave 1st](#) [View post](#)

**Advertisers**

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Streamline Payroll Processing • Itemize Controls Profitability [www.jimmytax.com](#)
- View Accounting Software**  
Try Free! Manage Finances & Taxes! Easy Web Accounting Software [www.viewaccounting.com](#)
- Find Accounting for Tax**  
Find tax accountants specializing in GST, T4 tax preparation & more! [www.TaxifyMyAccountant.com](#)
- Stop Debt Collection Calls,**  
Don't Pay! Free Debt Consultation. Clear up to 75% of your Debt [www.DebtHub.ca](#)
- Accounting Fingreenz.com**  
What is Revenue an Accountant?

## 06 Find People On Icerocket

We run a simple search string to find blog posts, with the ultimate goal to lead us to people. The search string we employ is: accounting finance tag:tax. From there, you can click through to the individual posts or blog home pages with these key words and tags.

## The Blogosphere

The image displays two screenshots of social networking platforms. On the left is the HelloTxt website, featuring a large camera icon and the text "Snapshot: Status Updates". The main area shows a status update form with fields for location, activity, and a message input field. On the right is the Ping.fm website, which has a similar layout with a status update form and a sidebar for connecting to various social networks like Twitter, LinkedIn, and Facebook.

HelloTxt and Ping.fm are two sites that can save you time out on social and business networks, and in The Blogosphere in particular. These two sites are very similar in that they help you make your daily updates to multiple sites from one place. You simply post your update, and it gets sprayed out to the likes of Twitter, LinkedIn, Facebook, MySpace and many other sites all at once.

The image shows the Backtype website, which is designed around comments on the web. It features a microphone icon and the text "Spotlight: Backtype". The main content area describes Backtype as a site where visitors and users can comment on posts, articles, and forums, and subscribe to updates around key words, terms, and individual people.

Backtype (<http://www.backtype.com/>) is a site designed around “comments” on the web. Blogs, news sites, and other destinations around the Internet let visitors and users make comments around posts, articles and in forums. Backtype makes it possible to subscribe to these comments (or updates) around key words, terms and individual people.

Web Images Video Legal Shopping more +

(“I worked at” OR “I worked for” OR “I used to work”) (blog) Search

Results 1 - 10 of about 276,029 for (“I worked at” OR “I worked for” OR “I used to work”) (blog)

**Dale's Blog: Oracle DBA Projects Archives**  
**Dale's Blog** March 5, 2008 In Preparation for the Oracle 10g Upgrade ... Yesterday I worked at a command prompt to gather statistics for all of the ...  
[www.wsu.edu/~goodell/blogs/archives/oracle\\_db\\_projects/](http://www.wsu.edu/~goodell/blogs/archives/oracle_db_projects/) - Cached

**Is Oracle supportive? — Eve on Oracle**  
... blog and see if you too are leveraging your Support investment - <http://blogs.oracle.com> ... The previous company that I worked for used PeopleSoft SCM 8.4 ...  
[eyeonoracle.blogs.techtarget.com/2007/08/22/is-oracle-supportive/](http://eyeonoracle.blogs.techtarget.com/2007/08/22/is-oracle-supportive/) - 76k - Cached

**Blog Aggregator | Oracle FAQ**  
In 2008, I worked at three different companies ... Categories: DBA Blogs, Breaking Ratin Silence, and OVB and Oracle Exadata ...  
[www.orafaq.com/aggregator?page=G&from=20](http://orafaq.com/aggregator?page=G&from=20) - Cached

**Pythian Group Blog**  
In 2008, I worked at three different companies. ... Oracle Blogs, Oracle Newbie's Blog, Oracle Open Source, Oracle Scratchpad, Oracle WTF, OracleAppBlog ...  
[www.pythian.com/blogs](http://www.pythian.com/blogs) - 70k - Cached

## 07 Find People By Title Or Company

Try this search string and substitute with your own key words: (“I worked at” OR “I worked for” OR “I used to work”) (blog OR blogs) (Oracle OR “Wells Fargo”).

Google (“attended” OR “was at” OR “went to” OR “spoke at”) “ere conference”

Web Results 1 - 10 of about 351 for (“attended” OR “was at” OR “went to” OR “spoke at”) “ere conference”

**Hire Calling! First reviews for the Fall Expo! | ERE Blog Network**  
A few days back I attended the ERE conference here in Washington, DC. The conference was much different from the recent winter event that I attended. ...  
[www.ere.net/2008/10/17/hiring-first-reviews-for-the-fall-expo-listening/](http://www.ere.net/2008/10/17/hiring-first-reviews-for-the-fall-expo-listening/) - 36k - Cached - Similar pages

**Assessments Come at a Cost | ERE.net**  
Oct 16, 2008 ... Heck, I went to college with a guy who presently makes over \$100,000 ... Seth Godin, who spoke last month at the ERE conference in Florida, ...  
[www.ere.net/2008/10/17/assessments-come-at-a-cost/](http://www.ere.net/2008/10/17/assessments-come-at-a-cost/) - 49k - Cached - Similar pages

**employeeScreenIQ Live from ERE Fall Expo**  
Oct 29, 2008 ... I attended a great panel discussion about cutting technology in staffing, moderated by Gerry Crispin ... Recap of this ERE Conference [...] ...  
[blog.employeescreeniq.com/2008/10/29/re-cap-of-this-erexpo-panel-discussion/](http://blog.employeescreeniq.com/2008/10/29/re-cap-of-this-erexpo-panel-discussion/) - 29k - Cached - Similar pages

**Employment Screening | employeeScreenIQ Blog**  
Recap of the ERE Conference Governor of Ohio's Background Check in “Joe The ... I attended a great panel discussion about cutting technology in staffing, ...  
[blog.employeescreeniq.com/2008/10/29/re-cap-of-this-erexpo-panel-discussion/](http://blog.employeescreeniq.com/2008/10/29/re-cap-of-this-erexpo-panel-discussion/) - 79k - Cached - Similar pages

**Meet Kristen Dunkin... Applying Her Passion for Salsa to People...**  
KRISTEN: A brief example in October of 2008 I attended the ERE, .... On the last day of the ERE conference this past October one of the vendors saved me ...  
[www.marketingconferences.com/conference-topics/meet-kristen-dunkin-applying-her-passion-for-salsa-to-people/](http://marketingconferences.com/conference-topics/meet-kristen-dunkin-applying-her-passion-for-salsa-to-people/) - 74k - Cached - Similar pages

## 08 Find People By Conferences

Try this search string and substitute with your own key words: (“I attended” OR “I was at” OR “I went to” OR “I spoke at”) “ere conference”.

# The Blogosphere



Google search results for "was promoted" OR "managing director". The results page shows various blog posts and news articles from different websites.

**Capsun's Corner » Blog Archive » Honolulu's New Managing Director**  
Jan 2, 2009 ... Until confirmed, Caldwell will serve as Acting Managing Director ... And residents of Honolulu should congratulate ourselves for having a ... capsun.org/2009/01/02/honolulus-new-managing-director/ - 10k - Cached - Similar pages

**make money myself Blog // Recent Blog Entries // Strategy ...**  
Blog Catalog, Social Blog Directory and Search Engine ... Patrick Sheehan, Managing Director, Technology, 3i The Escalate Cycle weaves powerful tools for ... www.blogcatalog.com/blogs/make-money-myself/posts/tag/Strategy/ - 80k - Cached - Similar pages

**Entwined: Introducing the New Managing Director**  
I wanted to take a moment to introduce **myself** to the Springwater blog-reading community. My name is Virginia Dorell, and I am the new **Managing Director** of ... springwaterfiber.blogspot.com/2008/05/introducing-new-managing-director.html - 54k - Cached - Similar pages

**ExecutiveBiz Blog » Blog Archive » Accenture's Jerry Briggs ...**  
Sep 24, 2008 ... What are some challenges as **managing director** of Accenture's ... One is that in order to discipline **myself** to do exercise / sign up for ... blog.executivebiz.com/accenture/jerry-briggs-managing-director-us-federal-client-group-public-service/5 - 29k - Cached - Similar pages

## 09 Find People By Pronouns

Try this search string and substitute with your own key words: ("was promoted" OR "managing director") (himself OR herself OR myself OR ourselves) (blog | blogs).



Google search results for "(blog OR blogs)" OR "I work with". The results page shows various blog posts and news articles from different websites.

**How to Change the World: Reality Check Checklist + the Best ...**  
Oct 30, 2008 ... This book is the "superset" of all my books, articles, and **blogs** ... I worked for Steve Jobs, what can I tell you? ... Search this blog ... blog.tonykawasaki.com/2008/reality-check-ch.htm - 42k - Cached - Similar pages

**Schobert — Tech geek blogger » Blog Archive Steve Jobs ...**  
Jan 14, 2009 ... I like friendfeed a lot more because it shows **blogs** and photos and YouTube ... I worked with and for Steve Jobs at Pixar from 1991-1997 ... subscriber.com/2009/01/14/steve-jobs-the-real-time-webcast - 54k - Cached - Similar pages

**Steve Jobs doesn't like my jellyfish | News Blog - CNET News**  
Jun 27, 2007 ... It turns out that **Steve Jobs** is involved in making even minor decisions ... Disclaimer: I worked for Steve at NeXT Computer as a lowlevel ... news.cnet.com/8301-27734\_3-073545-7.html - 80k - Cached - Similar pages

**A private interview with Steve Jobs - Boing Boing Gadgets**  
I'm working with Motorola right now, and became a huge fan of the iPhone ... I viral marketer to pollute **blogs** with propaganda for a piece of shit product ... gadgets.boingboing.net/2008/12/15/a-private-interview-with-steve-jobs.html - 23k - Cached - Similar pages

**Robert Verlinden's blog - Steve Jobs is 100% wrong**  
Recently in an interview with the New York Times **Steve Jobs** said that the iPhone will not ... Other interesting **blogs**: Steve Pavlina's **Blog for Smart People** ... robertverlinden.blogspot.com/2007/10/steve-jobs-is-100%-wrong.html - 77k - Cached - Similar pages

## 10 Find Colleagues

Try this search string and substitute with your own key words: (blog OR blogs) ("I work with" OR "I worked with" OR "I'm working with" OR "on my team" OR "in my group" OR "I worked for") "steve jobs".



## Snapshot: Watch Trends on Blogpulse

Blogpulse has a nice section called “analysis” that breaks down the most popular blog stories and links each day. Also, this section displays the top blogs and top news stories, people and videos.

**Top Links for January 20, 2009**

The most popular links appearing in blogs today

Set new date: Tuesday January 20, 2009

Rank	Link	Description
1.	<a href="#">Web Site to the White House</a> (obama)	Change hasn't just come to the country today, but also to the web and blogosphere. The <a href="#">official White House website</a> was re-launched with the sleek, new design you see below. It comes as no surprise that President Obama, who built the largest people powered campaign in history by embracing technology.
2.	<a href="#">Vimeo: Video Sharing For You</a> (vimeo)	Chill in the exercise ball, from Becca Stanborn on Vimeo.
3.	<a href="#">Yet Another Related Posts Plugin for WordPress</a> (tasteful)	... post). Change is a comin' After the Worst flight I've ever been on, we finally... CH-CH-CH-Changes Change is here, I'm exhausted, but I turned up... I WILL Never Forget 9/11/2001 On the morning of 9/11/01, I awoke in... Related posts brought to you by <a href="#">Yet Another Related Posts Plugin</a> ...
4.	<a href="#">EDP - Built Pure - Change has come to WhiteHouse.gov</a> (obama)	... uplifting memory of the event, at least it'll be a unique one. I followed a link to WhiteHouse.gov that showed the chill right... page has more LGBT bulletins than racial or gender. And to me the most interesting thing was the White House Blog. The <a href="#">status</a> is timestamped 12:01 PM and promises an interactive website complete with RSS feeds, searchable database of executive orders/declarations, and full text of all...
5.	<a href="#">E2revolution = Multi-blog &amp; Advanced Blogging Software (Free Open Source)</a> (obama)	Original post clipped on <a href="#">E2revolution</a>

The “top blogs” they mention also differ slightly from that of Technorati’s “top 100 blogs.” Gravitating towards the top blogs and top blog posts can help you find more people.

**Top Blogs for January 20, 2009**

The most-linked-to blogs today

Set new date: Tuesday January 20, 2009

Rank	Blog
1.	<a href="#">MSNBC.com: Top MSNBC Headlines</a> (obama)
2.	<a href="#">Encadrail</a> (obama)
3.	<a href="#">http://www.change.org</a> (obama)
4.	<a href="#">Simple Thoughts - Java and Web Blog</a> (obama)
5.	<a href="#">Slashdot</a> (obama)
6.	<a href="#">SPIEGEL ONLINE - Nachrichten</a> (obama)

# The Blogosphere

## TWITTER

**Twitter** is a microblog with strong social and business networking characteristics. Twitter is rumored to have anywhere from 3 million plus users and up, who send and read other users' updates (known in Twitter circles as Tweets). Tweets are text-based messages of no more than 140 characters in length. Updates from users are displayed on their Twitter page and to other Twitter users who have signed-up to receive updates from that particular user. Signing-up to receive updates in the Twitter community is considered "following" a user. Twitter is a great site free site to stay in touch with friends, discover interesting news stories, find new leads to pursue, and uncover active and passive talent in the market.

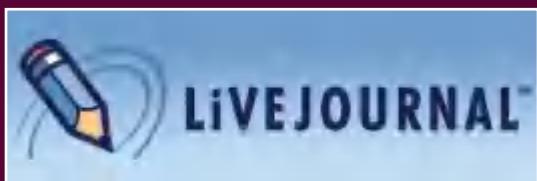
### Twitter Tutorial #1: Getting Started

A screenshot of a Twitter profile for Geoff Peterson. The profile header features a photo of a man with short brown hair. The name 'GeoffPeterson' is prominently displayed in large, bold, black letters. Below the name is a tweet: 'I got a feeling...Pittsburgh's going to the Super Bowl!' followed by a timestamp '1:57 PM Jan 18th from TweetDeck'. To the right of the tweet is a sidebar with the user's bio: 'Name: Geoff Peterson', 'Location: Pittsburgh, PA', 'Web Info: [thesourcer.com](#)', 'Bio: Upcoming Webinars (w/Book) The Sourcer Playbook 1/28 & 2/5 Edge Sourcing Techniques and Secret Strategies and Secret', and follower counts '2,811 following' and '1,470 followers'. Below the sidebar are sections for 'Updates', 'Favorites', and 'Following', each showing a grid of small profile pictures.

### 01 Profile Set-Up

Use your name to be easily identified. Try a URL that directs to your company, careers, blog, or site of interest. You have limited characters to fill in your "Bio" so choose key words carefully.

### Mini Tutorial: Find Discussions On LiveJournal



LiveJournal is a free community of journals, blogs and discussions. In the area of "interests:" <http://www.livejournal.com/interests.bml> we try the key words: finance.

The screenshot shows the Twitter search interface. At the top, there's a blue header with the word "twitter" in white. To the right of the logo are three links: "Home", "Profile", and "Find People". Below the header, a large black text area says "Find people. Follow them.". Underneath this, there are four buttons: "Find on Twitter", "Find on other networks", "Invite by email", and "Suggested Use". A search bar is present with the placeholder text "Who are you looking for?". Below the search bar is a button labeled "search". At the bottom of the search bar area, there's a smaller text input field with the placeholder "Search for a username, first or last name".

## 02 Find Your Friends

Let Twitter search your email client, such as Gmail or Yahoo to find friends who have already joined. You will have the option to “follow” them.

The screenshot shows a list of Twitter followers. At the top, it says "Your 1470 Followers". Below this is a table with five rows, each representing a follower:

Profile Picture	Username / Name	Follow	Block
	m0remandee	<a href="#">Follow</a>	<a href="#">Block</a>
	Aronichris12 / Aronichris	<a href="#">Follow</a>	<a href="#">Block</a>
	jacobshare / Jacob Share	<a href="#">Follow</a>	<a href="#">Block</a>
	lauriejwing	<a href="#">Follow</a>	<a href="#">Block</a>

At the bottom of the list, it says "IncMagazine / Inc. Magazine".

## 03 Get Followers

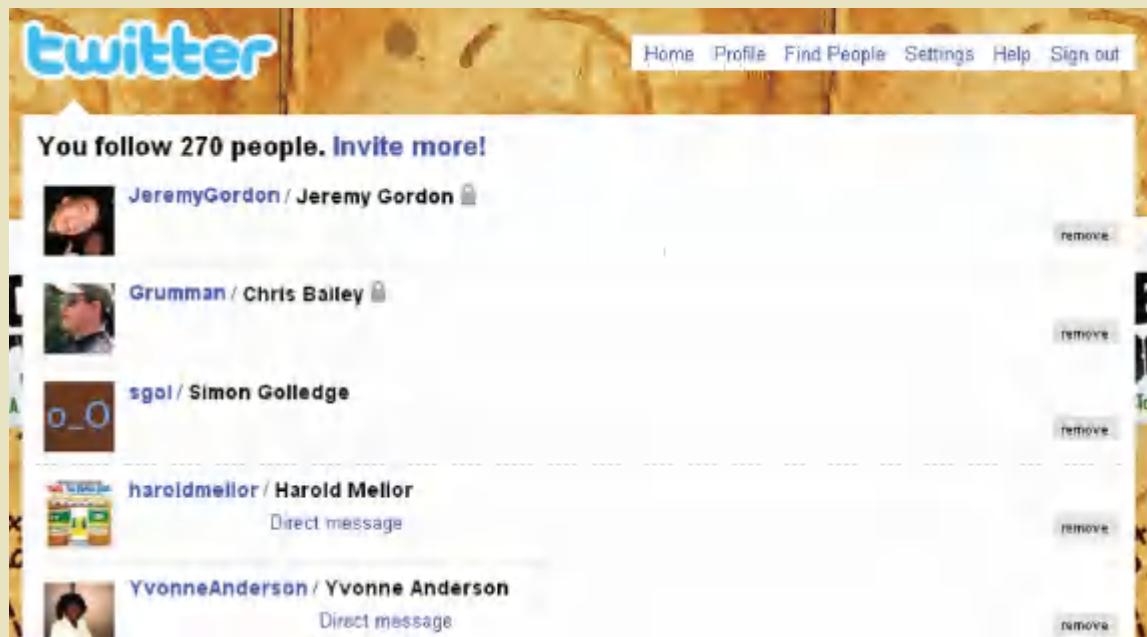
One of the big reasons you will get addicted to Twitter is due in part to having people “follow” your tweets (updates). The more you have the better. Think “LinkedIn” and connections.

## Spotlight: POPURLS



PopURLS (<http://popurls.com/>) is a site featuring a list of the most popular destinations on the web, including much of The Blogosphere. The site is customizable, with the ability to pull information from various sites and sources. This gives sourcers one site to get a glance of daily news from sites and blogs around the web.

# The Blogosphere



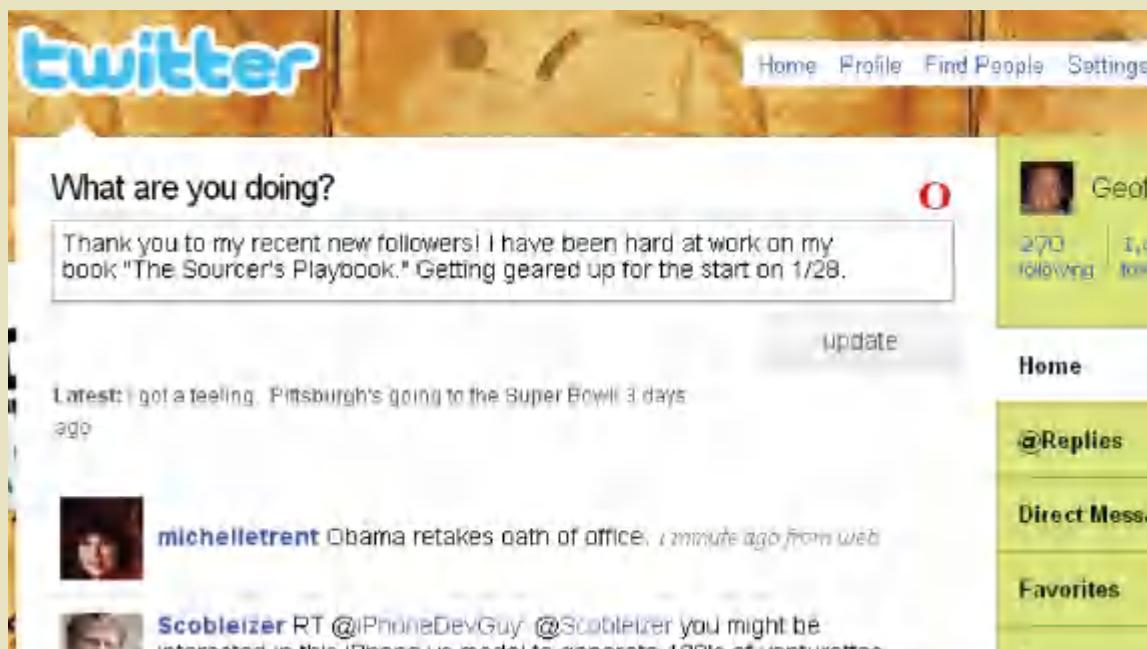
A screenshot of a Twitter profile page. At the top, it says "You follow 270 people. [Invite more!](#)". Below this, there is a list of five users:

- JeremyGordon / Jeremy Gordon** (with a small profile picture)
- Grumman / Chris Bailey** (with a small profile picture)
- sgol / Simon Golledge** (with a small profile picture)
- haroldmellor / Harold Mellor** (with a small profile picture) - has a "Direct message" link below the name
- YvonneAnderson / Yvonne Anderson** (with a small profile picture) - has a "Direct message" link below the name

Each user entry includes a "remove" button on the right side.

## 04 Get Followed

The other half of why you will get addicted and stay on Twitter is that you will “follow” other users’ tweets (updates). This is the real good stuff. You will meet new people and much more.



A screenshot of a Twitter profile page. At the top, it says "What are you doing?". Below this, there is a tweet box containing the following text:

Thank you to my recent new followers! I have been hard at work on my book "The Sourcer's Playbook." Getting geared up for the start on 1/28.

At the bottom of the tweet box is a "update" button. To the right of the tweet box, there is a sidebar with the following information:

- Geoff** (with a small profile picture)
- 270 following**
- 1,670 followers**

Below this sidebar, there are four tabs: "Home", "Replies", "Direct Message", and "Favorites".

## 05 Sending Tweets

You have 140 characters to work with. The messages will be in text form. Links can be sent, but some are very long, hogging your characters. Try shortening URL’s before sending with TinyURL.

A screenshot of a Twitter profile page. At the top right, there are links for Home, Profile, Find People, and Settings. On the right side, there's a sidebar with a user profile picture, the name "Geoff", 296 followers, and 147 following. Below that are buttons for Home, @Replies, Direct Message, and Favorites. The main content area shows a reply to a user named "michaelmarlatt". The message reads: "@michaelmarlatt When are you getting back from Vietnam? Let's catch up soon regarding "The Think Tank" and CloudRecruiting." There is a "reply" button next to the message. Below this, a tweet from "Latest" is shown: "Thank you to my recent new followers! I have been hard at work on my book "The Sourcer's Playbook." Getting geared up for the start on 1/28. less than 5 seconds ago". A reply from "GeoffPeterson" follows: "Thank you to my recent new followers! I have been hard at work on my book "The Sourcer's Playbook." Getting geared up for the start on 1/28. less than 5 seconds ago from web".

## 06 Sending Replies

Sending a reply message to a user in the Twitter community is done with the @ symbol followed by their user name. There is no space between @ and user name. This can also be done to include a user in a conversation or to give them credit for something (quoting the source).

A screenshot of a Twitter profile page. At the top right, there are links for Home, Profile, Find People, and Settings. On the right side, there's a sidebar with a user profile picture, the name "Geoff", 270 followers, and 147 following. Below that are buttons for Home, @Replies, Direct Message, and Favorites. The main content area shows a direct message to a user named "MNHeadhunter". The message reads: "D. MNHeadhunter Check out this article: http://www.msnbc.msn.com/id/28780417/". There is a "send" button next to the message. Below this, a tweet from "Latest" is shown: "Thank you to my recent new followers! I have been hard at work on my book "The Sourcer's Playbook." Getting geared up for the start on 1/28. 4 minutes ago". A reply from "Scobleizer" follows: "RT @dannoc: @Scobleizer here is the msnbc link on re-taking the oath. http://snipr.co/hA7rg + minutes ago from TweetDeck". Another reply from "GeoffPeterson" follows: "Thank you to my recent new followers! I have".

## 07 Sending Direct Messages

In order to send a private or one-on-one message without any other user seeing it, use a "D" and a space followed by the user name to send it to. Direct messages can only be sent if the other user is following you on Twitter.

# The Blogosphere

A screenshot of the Twitter homepage. At the top, there's a search bar with the placeholder "What are you doing?". Below it, a tweet from "davidbullrich" is displayed: "Starting this summer, YC will be in California year-round. More info in committee". Another tweet from "stevenmbo" follows: "President Obama has taken the oath of office after a tie-up. During the inaugural ceremony, the White House says, 'We're back'". A third tweet from "davidbullrich" says: "If you don't fail, then you are not living. What did YOU FAIL TODAY? #fail". At the bottom, a tweet from "stevenmbo" reads: "Starting this summer, YC will be in California". On the right side, there's a sidebar with navigation links: Home, Direct Messages, Favorites, Everyone, and Following.

## 08 Retweeting

Like someone else's tweet (update) on Twitter? Want to pass it along to your Twitter followers? Simply put "RT" a space then @user name and copy/paste the post after that.

A screenshot of the Twitter homepage. A tweet from "gadgetboy" is shown: "I just discovered how to jump the gate in the kitchen puzzle and gotten used to living here. I will have the game up in a few days". This tweet has been retweeted by "stevenmbo" with the message: "Thank you to my recent new followers! I have been hard at work on my book "The Sourcer's Playbook" Getting geared up for the start on 1/28. Less than 5 seconds ago". Other tweets from "michaelkunray" and "michaelsaint" are also visible.

## 09 Saving Your Favorites

Want to save a good tweet update? Need to save an important tweet with a link? Click the star next to their tweet and then view them later in the "favorites" tab.

## Spotlight: Countless Twitter Sites



There are hundreds of sites and tools that are specific to the Twitter community. More pop-up weekly. A few worth mentioning are GroupTweet, TwittEarth, TweetScan, TweetBeep, Twitterified and Twitterless.

A screenshot of the Twitter homepage. A tweet from "gadgetboy" is shown: "I just discovered how to jump the gate in the kitchen puzzle and gotten used to living here. I will have the game up in a few days". This tweet has been favorited by "stevenmbo" with the message: "Thank you to my recent new followers! I have been hard at work on my book "The Sourcer's Playbook" Getting geared up for the start on 1/28. Less than 5 seconds ago". Other tweets from "michaelkunray" and "michaelsaint" are also visible.

## 10 Timeline

Tweets that you post get put into Twitter's "timeline." This timeline show not only your tweets but updates from users you follow as well. Outside twitter.com, there are many ways to update.

## Mini Tutorial: Search Blog Audio/Video On Everyzing

A screenshot of the Everyzing website. The logo "everyzing" is at the top left. Below it, a search bar contains the text "TO FIND THE MEDIA YOU WANT DON'T JUST SEARCH FOR IT... ZING IT". There are dropdown menus for "All Channels" and "All Categories". At the bottom, there are buttons for "Search", "RSS", and "Email".

A fast growing trend in The Blogosphere is audio and video content, specifically podcasts, interviews, and other video related posts. Everyzing is a site that helps Sourcers by searching multimedia files for key words, titles, descriptions and more.



## Snapshot: Get Twitter On The Go

Twitter is set-up to work on mobile phones. You can tweet from any mobile device, IM device or through third party applications. Get your phone set-up for Twitter on your mobile by checking your settings in Twitter, or download the Twitterific application on an iPhone. Another option for people is TwitterFone. This service lets you send messages to Twitter by voice.



Visit the Twitter Fan Wiki (<http://twitter.pbwiki.com/Apps>) to stay ahead of the curve with new tools, applications and services for accessing Twitter. Most are revolved around desktop applications, alerts and mobile devices. There are currently hundreds of links listed, and is growing daily.

### Mobile apps

- [TwitterMobile](#) - A simple to use mobile application that gives the user a portal or gateway into the instant messaging
- [Twittelator Pro](#) - A best of breed twitter client for the iPhone and iPod touch. Twittelator Pro features even the most seasoned of tweeters.
- [Snaptu](#) is a free mobile service that offers you a selection of fun and useful mobile applications, it and much more. Works on most Java phones.
- [Twootball iPhone](#) - iPhone application that tracks the scores of the NFL games and the twitter message functions as client to send out tweets
- [Dabr](#) - The best Mobile Web App for Twitter to date. Described as 'in twitter on steroids' dabr is available on Android, the iPhone and Blackberry - <http://dabr.co.uk> from your mobile browser
- [Twibroid](#) is the first full-featured twitter client for Android mobile phones, including search & photo support
- [GPS Twit](#) is an application for the iPhone and Windows Mobile that you can run on your phone to find your location. GPS Twit answers the question "Where are you and what are you doing?"
- [Quakk](#) is a very small, fully-featured and very attractive Windows Mobile Twitter application
- [Tiny Twitter](#) is a free and full featured Twitter mobile client that runs on Windows Mobile Pocket PC, native Windows Mobile client and Java enabled devices (a J2ME client).
- [TwitToday](#) is a free Windows Mobile 5+ Pocket PC/Professional Twitter widget for posting Twitter messages
- [Twobile](#) is a free Windows Mobile 5+ Pocket PC/Professional Twitter client that allows users to use the desktop web-based version of Twitter
- [Twitter for Symbian](#) available on Nokia phones, allows users to access the service via the web browser and search function

# The Blogosphere

## Twitter Tutorial #2: The Information Superhighway

**Scobleizer** For the record, I got onto <http://www.plinky.com> before Louis Gray did. More on Plinky here: <http://ift.tt/HCAD> 6 minutes ago from FriendFeed

**tamar** there should really be an ICANN "do not call" list. i hate being contacted by Liberty Names of America, DROA, and related sites. It's spam! 7 minutes ago from web

**louisgray** New Blog Post by @monsta: Is RockYou Trying to Commit Startup Suicide by E-mail? <http://is.gd/gMet> 3 minutes ago from hash

**Scobleizer** RT @monstro: Boxee meetup @ the Satisfactory on Feb 3 with Avner, the founder (@boxee). Boxee rocks! <http://bit.ly/z4t4> 3 minutes ago from TweetDeck

### 01 Discover New Sites

Check your updates daily from people you follow. There are always lots of new sites people mention to explore.

**TechCrunch**

Eric Schmidt Talks Google, Apple, Energy, Obama With Jim Cramer <http://snipurl.com/ai9by> 40 minutes ago from twitterfeed

@michaelpinto managed to lift me out of my week-long bad mood with this

Home Profile Find People Settings

549 following 45 followers

Updates

### 02 Find New Ideas

Follow people in both your industry and other industries as well. This will give a feel for how others do their jobs, and how something they do may apply to you.



A screenshot of a Twitter profile for CNN. The profile picture is the CNN logo. The screen name is "cnn". Below the screen name is a "Follow" button. To the right of the profile area is a sidebar with the following information:

- Name: CNN.com
- Web: <http://www.cnn.com>
- Bio: Breaking News, World, Weather, & Video News
- Following: 6
- Followers: 20,5

Below the sidebar, there are four buttons: "Updates", "Favorites", and "Actions" on the right, and "Kennedy bows out of Senate consideration" with a link below it on the left.

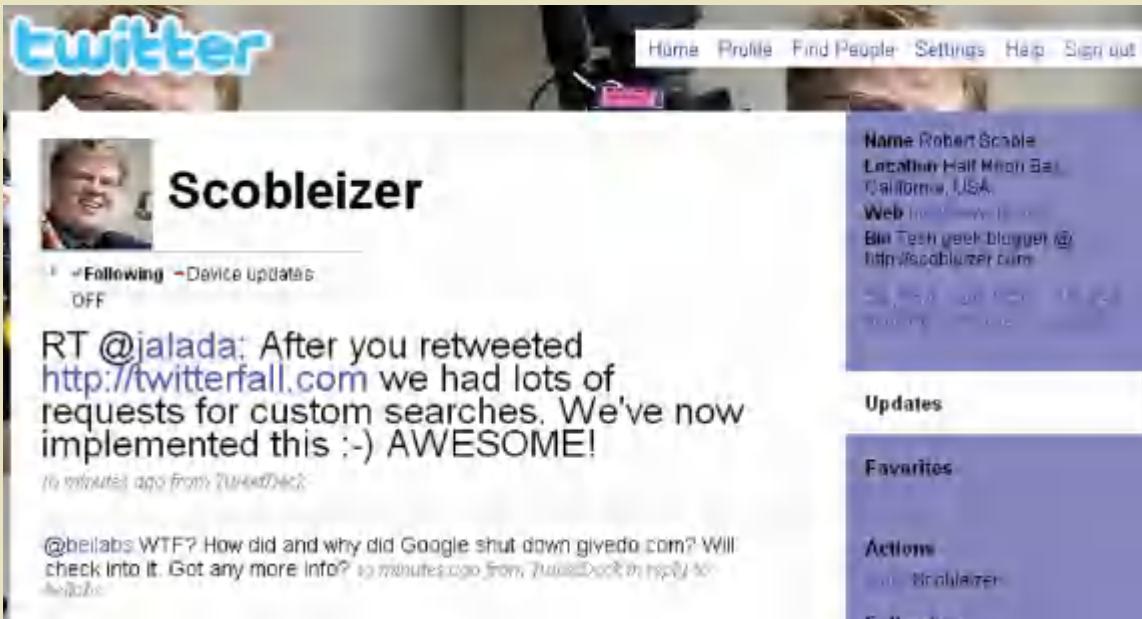
Kennedy bows out of Senate consideration  
<http://tinyurl.com/dlntr7>

33 minutes ago from Twitterfeed

Obama retakes oath after mix-up <http://tinyurl.com/bgwleq> 33 minutes ago from Twitterfeed

## 03 Stay Current

Follow major media outlets, social media experts and other people who “camp out” on many sites to find the most interesting, newsworthy and mindboggling news each day.



A screenshot of a Twitter profile for Robert Scobleizer. The profile picture is a photo of Robert Scobleizer. The screen name is "Scobleizer". Below the screen name are two buttons: "Following" and "Device Updates", with "OFF" underneath "Device Updates". To the right of the profile area is a sidebar with the following information:

- Name: Robert Scobleizer
- Location: Half Moon Bay, California, USA
- Web: <http://scobleizer.com>
- Bio: Tech geek blogger @ <http://scobleizer.com>

Below the sidebar, there are three buttons: "Updates", "Favorites", and "Actions" on the right, and a tweet by Robert Scobleizer below it on the left.

RT @jalada: After you retweeted <http://twitterfall.com> we had lots of requests for custom searches. We've now implemented this :-) AWESOME!

16 minutes ago from TwitterDeck

@belabs WTF? How did and why did Google shut down givedo.com? Will check into it. Got any more info? 15 minutes ago from TwitterDeck in reply to belabs

## 04 Brand Yourself

It's important to find a style out on Twitter and stick with it. There are people who position themselves as experts in their respective fields, people who uncover interesting stories and sites, and others who want to entertain. Find your niche. Give reasons for people to follow you. Robert Scoble for example works for "Fast Company" and provides many, many new links daily.

## The Blogosphere



**jimstroud** STATS: America is 78% Christian vs. 1.6% Atheist.  
<http://budurl.com/7w5q> 4 minutes ago from web



**heatherhuhman** PR internship in CA: ←  
<http://www.quarterlife.com/> ... #PRintern 5 minutes ago from web



**marenhogan** awwww, thanks doll <http://tinyurl.com/daytap>  
(@kiminance is gonna hate that I called her DOLL) 6 minutes ago from Power Twitter

## 05 Promote Your Company

Tell the world about your company, your culture and careers. Tell your Twitter followers all about why they should be interested in coming to work with you. Be creative in your delivery.

Free preview of "The Sourcer's Playbook": <http://tinyurl.com/9rnzkt> 2:31 PM  
Jan 7th from Power Twitter ←

6 Services that let you Find and Follow Friends on Twitter:  
<http://tinyurl.com/75hgh8> 10:13 PM Jan 6th from TweetDeck

@jokahn Great! Thanks for the plug about the free Twitter webinar next week: <http://budurl.com/hnug> 9:47 PM Jan 6th from TweetDeck in reply to jokahn

## 06 Get Traffic

Whether you're looking for people to view a new job posted online, or a new blog post touting your company culture, getting your message out on Twitter and having it get "viral" can be big.

### Spotlight: Power Twitter



Check out Power Twitter, an add-on for the Firefox web browser. After downloading, when you use the Firefox browser when visiting Twitter, you will now have a version with more features than the regular site. Power Twitter puts a search box directly on your home page for instance, and also opens all links that users provide to show you what is behind each link before clicking through. Very useful!

## Twitter Tutorial #3: Search, Source & Recruit

A screenshot of a Twitter profile page. At the top, there's a large blue "twitter" logo. Below it, a banner says "What are you doing?". On the right, there's a sidebar with a profile picture, the number "270 following", and links for "Home", "@Replies", and "Direct". The main area shows a tweet from user "AthenaMuze" (@KevinLeeC) that reads: "Latest: Thank you to my recent new followers! I have been hard at work on my book 'The Sourcer's Playbook' Getting geared up for the start on 1/28 about 2 hours ago". There are some reply arrows and a timestamp "less than 5 seconds ago" next to the tweet.

### 01 View Everyone

Twitter gives you the option to view all members in the "timeline" by clicking on the "Everyone" tab. This will let you see all updates coming in (provided you refresh the screen because they are not in real time). Not the easiest way to search people, but you can discover new people here.

A screenshot of the Twitter search results for the name "Geoff". The search bar at the top has "Geoff" in it and a "search" button. Below the search bar, there's a placeholder text "Search for a username, first or last name". The main area shows three search results:

- GeoffLiving / Geoff Livingston** Entrepreneur, Author, Buzz Bin Creator, Socially Concerned, Baseball Fan, Hoya. Personal blog at <http://geofflivingston.com>. **4,126 followers** - from DC · updated about 5 hours ago. A "Follow" button is to the right.
- geoffsmith / Geoff Smith** **1,928 followers** · updated about 6 hours ago. A "Follow" button is to the right.
- GeoffPeterson / Geoff Peterson** Upcoming Webinar. A "Follow" button is to the right.

To the right of the search results, there's a sidebar with a bird icon and the text "Didn't find what you were looking for? Enter the email address of folks to invite" followed by a text input field.

### 02 Find People

Use the "Find People" feature right on the Twitter site. The search feature is limited though, and only lets you search by first and last names, as well as user names, but not key words.

# The Blogosphere



## 03 Trending In Twitter

Discover the latest and most popular topics and tweets in Twitter on the home page of Twitter Search (<http://search.twitter.com>). This is a separate search engine site from Twitter. This will lead to new people to connect with.

A screenshot of the Twitter Advanced Search interface. It features a large Twitter logo at the top left. To its right is a search bar with the placeholder "Enter your query" and a "Search" button. Below this is a section titled "Advanced Search" with the sub-instruction "Use this form to automatically construct your query. (Alternatively, you can type [search operators](#) directly box.)". There is a "Find tweets based on..." section with a "Search" button. The main search area contains five rows of search criteria: "Words" (with options "All of these words", "This exact phrase", "Any of these words", "None of these words", and "This hashtag"), each followed by a text input field. There are also "OR" and "AND" dropdown menus and a "Search" button at the bottom right of the search area.

## 04 Dig Into Tweets

Twitter Search has an "advanced search" feature which lets you peer into other people's public tweets and conversations. It can filter by key words, specific people, location, dates and more.



"Want a new job" OR "need a new job" OR "up" Search Advanced Se

Realtime results for "want a new job" OR "need a new job" OR "updating resume" 0.05 seconds

**bettysuny:** you know, I can do anything that I want to do. I **want a new job or** just save enough \$ where I can take some time off. I need a mental break  
21 minutes ago [Reply](#) [View Tweet](#)

**vennablog:** heading off to work in about 5 mins...blah...I **need a new job**  
30 minutes ago [Reply](#) [View Tweet](#)

**toomanyer (@justNICK):** clearly that's what he meant. Get you **need a new job**, don't you? I mean... shouldn't you be reading?  
40 minutes ago [Reply](#) [View Tweet](#) [Show Conversation](#)

Feed Twitter Show twe Any Langu Trendin List Le In M Dynami Watchi Cardini Preside

## 05 Target Job Seekers

Try being specific. Look for the phrases "want a new job," "need a new job," or "updating resume." Add other key words in to drill down further.



engineer near:20001 within:50mi Search Advanced Se

Realtime results for engineer near:20001 within:50mi 1.29 seconds

**anthonyryan:** Tired of working on broken equipment! Being an all around **engineer** does its toll on the psyche after a few hundred fixes...;O  
Ashburn, VA  
about 3 hours ago [Reply](#) [View Tweet](#)

**Warriorzzy (@joshadrian):** He's a sw **engineer** & got a very sizable severance package luckily- he was there for over 20 years so it was quite a shock  
Washington  
about 9 hours ago [Reply](#) [View Tweet](#) [Show Conversation](#)

**BevUSA:** US Army Quartermaster General Meigs was architect & **engineer** of National Building Museum. Fitting place to host Comm in Chief [aug09 ball](#)  
Washington, DC  
about 10 hours ago [Reply](#) [View Tweet](#)

Feed Twitter Show twe Any Langu Trendin List Le In M Dynami Watchi Cardini Preside

## 06 Target By Location

Twitter Search gives users the option to search for people and tweets by location.

# The Blogosphere

Two user profiles are shown at the top left of the conversation window. The first profile has a purple background and the second has a black background.

**Warmnfuzzy: @yooaadrian** He's a sw **engineer** & got a very sizable sever package luckily- he was there for over 20 years so it was quite a shock Washington  
about 9 hours ago · [Reply](#) · [View Tweet](#) · [Hide Conversation](#)

**Warmnfuzzy: @yooaadrian** We're there on the job loss- my husband just before thanksgiving  
about 9 hours ago · [Reply](#) · [View Tweet](#)

**yooaadrian: @Warmnfuzzy** ouch, sorry to hear it .( 19 minutes later · [Reply](#) · [View Tweet](#)

**Warmnfuzzy: @yooaadrian** He's a sw engineer & got a very sizable sever package luckily- he was there for over 20 years so it was quite a shock 4 minutes later · [Reply](#) · [View Tweet](#)

**yooaadrian: @Warmnfuzzy** omg, hopefully he can wiggle into someth...  
[...] · [Reply](#) · [View Tweet](#)

## 07 Conversation Threads

In Twitter Search, click on the “show conversation” link if you see them in your searches. This will give you more insight into that person, and possibly give you more leads to follow up on.

The interface shows a header with "TweetDeck" and "v0.2.1b". Below the header is a toolbar with several icons. The main area is divided into two sections: "All Friends" on the left and "Replies" on the right. The "All Friends" section shows a list of tweets from different users, each with a small profile picture and a timestamp. The "Replies" section shows a list of replies to the user's own tweets, also with profile pictures and timestamps.

**All Friends** 389 x **Replies**

**@GeoffPeterson** followers 1469, added since yesterday 0, average growth per day 2, predictions: tomorrow 1471, next month 1529 (twittercounter.com)  
Wed 21 Jan 20:04 via TwitterDeck Service

**@copyblogger** You got pwned by teh shiny.  
Wed 21 Jan 22:15 via web in reply to **@GeoffPeterson**

**@pearsonified** I'm Wed 21 Jan 22:15 via web in reply to **@GeoffPeterson**  
winds have shifted again. looks like I'm talking with two different Grammy nominees tomorrow after all. this day just keeps getting better.

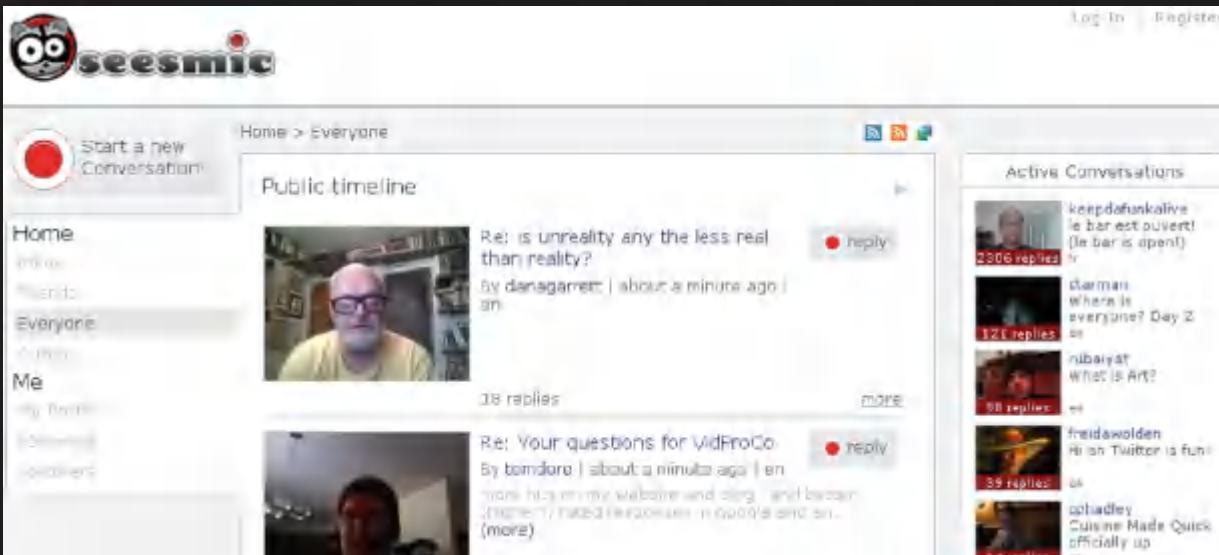
**@rogercalder** I'm Sun 10 Jan 03:57 via TwitterDeck in reply to **@GeoffPeterson** Enjoyed your CR Twitter prez.. thanks very much!

## 08 Use TweetDeck

TweetDeck is the best application to use in terms of seeing the entire Twitter landscape. You can watch your replies, direct messages, and set-up searches to find people, all in near real time.

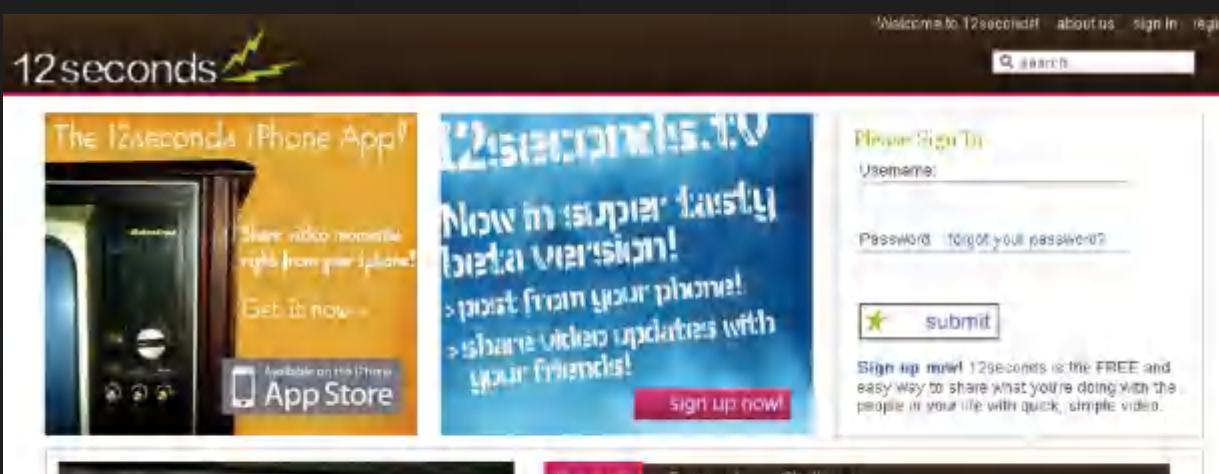


## Snapshot: More Microblogs

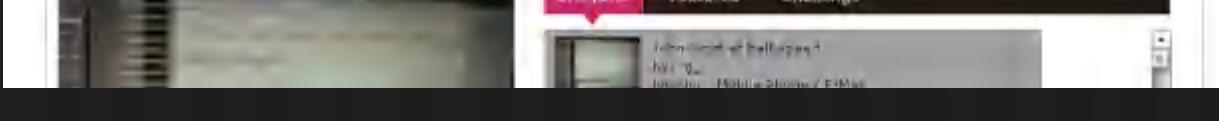


The screenshot shows the Seesmic interface. On the left is a sidebar with navigation links: Home, Everyone (which is selected), and Me. The main area displays a "Public timeline" with two video posts. The first post is from "danagamet" and the second is from "berndore". To the right is a sidebar titled "Active Conversations" listing several users with their latest tweets.

There are a long list of competitors to Twitter in the microblog space. These sites include Plurk, Identi.ca, Seesmic, 12 seconds, Tumblr, and Utterz among many others. Most of these microblogs have very “twitter” like functionality, such as short message limits, but some offer different twists, such as the use of video exclusively.



The screenshot shows the 12seconds website. It features an advertisement for the iPhone app, which allows users to share video moments right from their iPhone. Below the ad is a "Sign up now!" button. To the right is a sign-in form with fields for "Username" and "Password", and a "submit" button. A descriptive text at the bottom explains that 12seconds is the FREE and easy way to share what you're doing with the people in your life with quick, simple video.



The screenshot shows a user profile on 12seconds. The profile picture is a blurred image of a person's face. Below the profile picture is a video thumbnail showing a person's face. The user has 1,000 friends and 1,000 posts.

# The Blogosphere

## The Sourcer's Blogroll

**Keep the Secret Ballots**  
By [Geoff Peterson](#) on January 20, 2010

Barack Obama is the second Obama in here — how many does he have? (or was he born twice?) (That's what I mean. I think he's cloned.) (There's that cloned Obama fact again!) (Sorry for the play on words, the Obama, I mean not the cloned, because just like the first, he's probably going to keep his promise to make sure that we have what we do want — though I doubt it.)

But other candidates? That's all I can see room for this week's blogroll in the internet world.

A significant amount of legislation was passed yesterday to protect the domestic auto industry in the US. (The Chinese did a lot worse than the Chinese. I mean, I mean, but that's another story for another week in a different edition.)

### 01 ERE

The definitive source for the staffing community. This site has great articles, blogs and groups where you can meet your peers in sourcing and recruiting, in addition to making placements.

**Blogger Central / top 100 blogs**

Sort Blogs By number of fans

- 1. Being Bohemian
- 2. Blog Tips To Help You Make Money Blogging
- 3. Clickbank

### 03 Technorati Top 100

Take a look at the Top 100 blogs indexed by Technorati. This shows the top blogs in terms of popularity online, web traffic and subscribers. There are great sites for Sourcers to get leads from.

### Mini Tutorial: Shorten Your URLs's

**TinyURL.com**

Use TinyURL: <http://tinyurl.com/> to shorten long URL's to very "tiny" ones. Copy/paste a very long URL from a site into the box you see at the home page of TinyURL. It will produce a shortened version of that URL which you can then copy/paste and use in your next tweet on Twitter.

**TechCrunch** SEE THE MARKET MOVE CLEARLY

See Crunched Stories Deep Dive Data Tech News

**NYC Teams With Google To Launch Its Own Citysearch**

### 02 TechCrunch

One of the top technical blogs on the Internet today. It is a wealth of information on emerging and Fortune 500 companies. It is also a place to spot new trends for Sourcers, such as microblogging.

**Compete** Online Media & Search

What are you paying Attention to today?

Archive for "Online Media & Search"

**December Search Market Share: Holiday Bargain Hunting Supercharges Search, Closes A Year of Google Gains**

December search market share saw a massive spike in Google, but still saw some major shifts in search engines. Google's share of the search market grew to 65 percent in December, up from 63 percent in November.

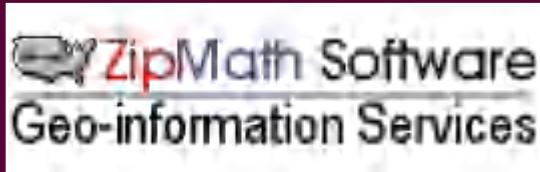
**Web Search Market Share and Volume (ranked Click-Over)**

Market Share	Open Search Share	Click-Over	U.S. (1/1)	U.S. (12/1)	World (1/1)	World (12/1)
Google	48.5%	50.5%	63%	65%	63%	65%
Bing	15.5%	15.5%	12%	12%	12%	12%
Yahoo	15.5%	15.5%	11%	11%	11%	11%
Ask	10.5%	10.5%	8%	8%	8%	8%
All Other	10.0%	10.0%	7%	7%	7%	7%

### 04 Complete

Take a deep dive into statistics and surveys for websites and a wide variety of popular topics today, including online media, search, online video, and much more.

## Mini Tutorial: ZipCode Searching



Using the site ZipMath: <http://www.zipmath.com/zmsl.cgi?LOADPAGE=elrad.html> can help you identify all zip codes within a range. This can be helpful in any search you do on using the major search engines.

The Obama Effect: Google Says President Changed Search Activity

Despite inauguration, Google & Others Still Think It's President Bush, Not President Obama

intuit

Marketing

Marketing Exchange

## 05 Search Engine Land

You guessed it! This one is dedicated to everything search engines. Stay abreast of the latest tricks, tips, techniques and news for the major and niche search engines.

How to Create a Blogging Plan and Actually Reach Your Goals This Year

Links The In-Content Ad Leader

## 06 Duct Tape Marketing

Read this and other marketing blogs because a good sourcer should not only a good researcher and search expert, but also a good marketer as well.

copyblogger

The Marvin Gaye Guide to Unique and Exceptional Content

Links The In-Content Ad Leader

THESE

partnering PROFITS

Lateral Action

## 07 ProBlogger

Do you currently maintain a personal or company blog? Want to get one started the right way and learn to attract talent. Start here.

## 08 CopyBlogger

A 2nd and essential "all about blogs" blog to have in your back pocket. Learn from the smart post produced on this site weekly.

# The Blogosphere

The Recruiters Lounge is a blog dedicated to the recruiting and sourcing world. It features news, tips, and resources for professionals in the field.

## 09 The Recruiters Lounge

This site is dedicated to the sourcing and recruiting world. Jim Stroud started the site after many years working in a sourcing capacity, and shares incredible insight and knowledge.

CHEEZHEAD is a blog for tech招聘 (sourcing) professionals. It covers topics such as LinkedIn, resume writing, and job searching.

## 11 Cheezhead

Essential reading for sourcers and recruiters. This is the "techcrunch" of the staffing community providing news, rumors and great articles.

fistful of talent is a blog for HR professionals, recruiters, and staffing industry experts. It covers topics like recruitment, HR, and corporate culture.

## 10 Fistful Of Talent

Great blog to read up on issues, news, solid opinions and ideas for the staffing community.

XtremeRecruiting.tv is a video platform where staffing professionals can watch candid interviews with their peers. The video above features Bill Vick.

## 12 XtremeRecruiting.tv

Watch one-on-one candid interviews with your peers in the staffing world.

## Mini Tutorial: Hasfeed Command

Live Search results for the query "hasfeed:java j2ee".

Take note that the hasfeed: command tells search engines to look for sites containing RSS feeds which are typically common amongst most blogs today.



## 13 LifeHacker

A great tech-focused blog that cover tips, tricks and solid techniques for everything from web browsers, search engines, social networking sites and much more.



## 15 Boolean Blackbelt

A new blog designed by Glen Cathey is already a favorite and filled with an incredible amount of information around search strings and sourcing the web.



## 14 MakeUseOf

Technology blog that gives step-by-step tutorials, in addition to providing dozens of new sites to pursue daily.



## 16 Recruitomatic Blog

Amitai Givertz gives a solid perspective on the recruiting industry in his blog. "Ami" is a solid expert in his field, and gives incredible Google training for Sourcers and Recruiters through his Brown Bag Recruiter.

## Spotlight: Cloud Recruiting

Have you heard the term "Cloud Recruiting" yet? It revolves around recruiting and sourcing without boundaries. Check out <http://cloudrrecruiting.net/> and visit a blog dedicated to this topic. Here you will find some great articles on Cloud Recruiting and a few excellent PowerPoints to get you educated.

## The Blogosphere



### Snapshot: FriendFeed

Friendfeed is another microblogging site to join and use extensively as well. While the site does not have quite the adoption and members that Twitter has, it has features Twitter does not. The “feed” part is what makes the microblog stick out because you can have all your updates from various networks and sites go to one place online.

This screenshot shows a FriendFeed profile for a user named Geoff Peterson. The profile includes a thumbnail photo of a man, his name, and a link to change his picture or embed it in a web page. Below the profile are three tabs: Feed, Comments + Likes, and Geoff + Friends. To the left of the profile is a sidebar with links for Home, Favorites, Personal, Professional, new list, Me, Rooms, and Twitter. On the right side, there are sections for Blogging (Blog, delicious, StumbleUpon), Photos (Flickr, Picasa Web Albums), Status (Facebook), and My Services (links to various social media profiles like http://www.geoffpeterson.com).

This screenshot shows a FriendFeed 'Rooms' page. It displays a list of rooms, each with a thumbnail icon, the room name, and the last update time. The rooms listed are: FriendFeed News (5 hours ago), Invites (6 hours ago), ScobleRoom (Scobleized 4 days ago), FriendFeed Rooms (yesterday at 1:00 pm), Lifehack (7 hours ago), and Social Computing Strategist (Social Computing Strategist 7 hours ago).

Another area to explore is the FriendFeed “rooms” where you can connect with users from a particular field such as technology, or topic such as seeking employment.

The image shows a man with short brown hair, wearing a white dress shirt, a dark suit jacket, and a patterned tie. He is wearing a yellow construction-style hard hat and is smiling. The background is a blurred indoor setting. At the top left of the image, the words "RECRUITER" and "LIFE" are written in large, bold, white letters. "RECRUITER" is in a light gray font, and "LIFE" is in a red font.

# 17 Recruiter Life

On this site dedicated to recruiters, you will tons of videos and podcasts with information to soak up. Learn from your peers and other experts in the industry.

**Workforce**  
MANAGEMENT

# **18 Workforce Management**

Take a close look at the blogs for Workforce Management. These blogs will help you stay in-tune with news in the staffing industry and much more.

A screenshot of the Staff Bytes website. The header features the logo "Staff Bytes" with a subtitle "Leading HR Publishing Authority". A navigation bar includes links for HOME, ABOUT, TRAINING, COACH, and CONTACT. The main content area displays a slide from a presentation titled "30 Recruiting Strategies Presentation". The slide has a red header and footer, with the title in white. Below the title is a small image of a person and the text "About". The central part of the slide contains several bullet points: "Innovative ideas to help you increase your recruitment success", "The 30 strategies presented here will help you", "Recruit better people faster", and "Get more applicants". At the bottom of the slide, there's a large image of a hand holding a pen over a resume, with the text "30 Recruiting Strategies in a Direct Download". To the right of the slide, there's a sidebar with sections for "ABOUT", "SUBSCRIBE", and "CATEGORIES".

19 StaffBytes

Shameless plug for the author! Check out StaffBytes, which was started as a passion project a year back. This blog drills into tips, tricks and techniques for finding active and passive talent.

# CHAPTER 4

## Sourcer Tools & Technologies

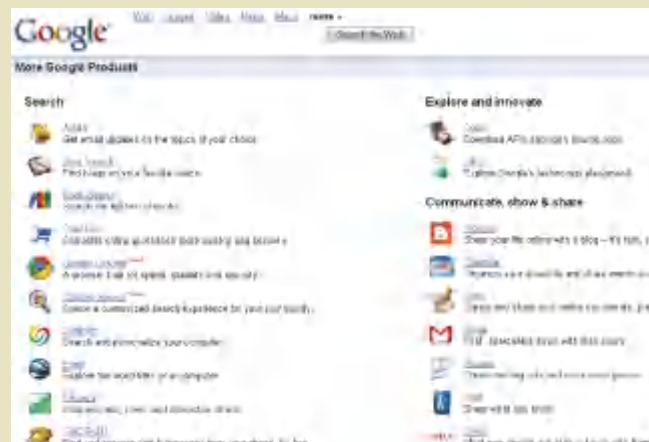
### Work Smarter.

There are an abundance of tools and specific technologies today that can elevate your companies staffing arm to heights unheard of just a few years ago. Sourcers have applicant tracking systems, analytical tools, email campaign producers, resume grabbing software, browsers that seem custom fit for identifying talent, toolbars that simplify hard and cumbersome tasks, technologies that strip back talent behind the scenes and deliver to your doorstep like clockwork, free tools that can take the place of expensive ones, job aggregation sites, and many other technologies to aid in daily searches. This chapter walks through these tools and technologies for Sourcers to take advantage of.

# PLANET GOOGLE

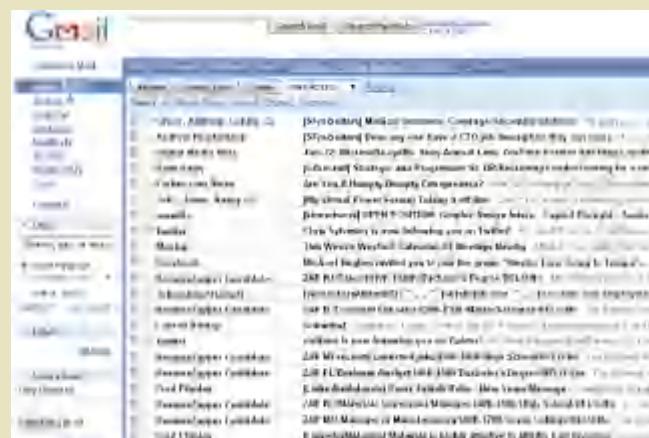
**Google** is slowly taking over the planet, one product at a time. Google can practically run your staffing department with its products, if you want it to. If you're not already aware, Google is much more than just a search engine. Google offers many products that can help businesses of any size run key operations, and can specifically be used to aid in the entire recruiting process. Most of Google's products can be used in a sourcing capacity, if you put your creative hat on that is. The following is a breakout of some of the most important ones Sourcers should use.

## Google Products Overview



## 01 “More” Google

Have you explored the “more” section? There are over 40 incredible free products to use, with everything from web browsers, email, videos, maps, groups, instant message, alerts, blogs and more.



## 03 GMail

Gmail is a free email client loaded with functionality. The “google” search function alone makes it worth using, even for secondary or back-up email purposes. Add-on GMail voice and video chat.



## 02 Google Reader

This tool is designed to keep track of all your favorite websites and blogs online. It sends “feeds” of all new articles, posts and content from each site you subscribe to by RSS. It can also do much more.



## 04 Google Base

Google Base is a community where Sourcers can post jobs and review online profiles all for free.

# Sourcer Tools & Technologies

## Spotlight: Research Companies



Need to do a little research on a company? Check out Hoovers (<http://www.hoovers.com/free/>), Crunchbase (<http://www.crunchbase.com/>), or Wikipedia (<http://www.wikipedia.org/>) to help you get started.

The screenshot shows the Google AdWords landing page. It features a large call-to-action button labeled "Start now". To the left, there's a section titled "Advertise your business on Google" with sub-points: "Your ads appear inside search results", "People click your ads", and "...And connect your business". Below this is a "Sign in to Google AdWords" form with fields for "Email" and "Password". A "Remember me on this computer" checkbox and a "Sign in" button are at the bottom of the form.

The screenshot shows the Google Toolbar download page. It features a large "Download Google Toolbar" button. Above it, a heading says "Take the power of Google with you anywhere on the Web". Below the button, there's a section titled "Google Toolbar for Firefox" with several bullet points: "Add buttons to the Toolbar to access your favorite sites", "Bookmark frequently visited pages and access them from anywhere", "Search smarter with instant suggestions as you type in the search bar", and "Share web pages with friends using iMASS". At the bottom, there's a "Software Requirements" section with a bulleted list: "• Microsoft Windows 2000, XP, Vista, OS X 10.2+ (Mac OS X)", "• Firefox 1.5+", and "• Internet Explorer version 6.0+ (Windows)".

## 05 Google AdWords

Run a targeted campaign online to find active and passive talent in the marketplace using Google AdWords. This is a solution that can be surprisingly affordable and successful if done right.

The screenshot shows the Google Desktop download page. It features a large "Install Google Desktop" button. Below it, there are three sections: "Free and takes seconds to install", "Desktop search", and "Gadgets". The "Desktop search" section includes a link to "Install Google Desktop". The "Gadgets" section includes links to "Desktop search", "Gadgets", "Entertainment", and "Blog". At the bottom, there are links to "Feature Stories", "Gadgets", "Entertainment", and "Blog".

## 07 Google Desktop Search

Need help finding key documents buried in your PC? This tool indexes folders, files and documents inside your hard drives and makes it very easy to track down what you need quickly. video

## 06 Google Toolbar

Get the Google Toolbar for your web browser. This will help you easily access Google products that you use, stay organized and run searches in Google while on another site.

The screenshot shows a web browser window displaying the Yahoo! homepage. The Google Toolbar is visible at the top of the browser, featuring various icons for quick access to Google services like Translate, Images, News, and Video. On the right side of the browser, there are promotional banners for Netflix and a "NETFLIX" service.

## 08 Google Chrome

Chrome is Google's answer to the web browser. It is built for speed, safety and privacy.



### Snapshot: Mobile Technologies

A virtually untapped market today is mobile recruiting. Sourcers are using social networking sites such as LinkedIn and Facebook right on a Blackberry, iPhone or other mobile device. There are sites specific to the mobile world as well, including Brightkite, Loopt, Mocospace, Juicecaster and ChaCha.

The screenshot shows the Brightkite beta homepage. At the top, it says "Welcome to Brightkite" and "The location-based social network". Below this, there's a graphic of two smiling mobile phones (one black, one pink) connected by a cloud-like shape containing the word "hello". A small orange location pin is on the ground below them. To the right, there are four sections with icons: "What is Brightkite?", "Location-based social networking" (with a "Discover who visits your favorite places. Join the community in real time." subtext), "Track your friends" (with a "See where your friends are and what they're up to, in real time." subtext), and "Meet people around you" (with a "Meet real world friends. Reveal your location, befriend, and chat with people around you." subtext).

Another trend fast gaining traction in staffing circles are shared short codes, also known as short numbers. Text messaging has become one of the top forms of communication today with billions of text messages being sent every year. Short codes are designed to be easier to remember (5-6 digits) and can be used for campaigns and to sign-ups. An example of this is with SumoText.

The screenshot shows the SumoText website. It features a banner with a woman smiling. Below the banner, there are logos for AT&T, Verizon, and Sprint. A section titled "WHAT'S A SHORT CODE?" explains that short codes are 5 or 6 digit abbreviated phone numbers used for mobile marketing. It mentions that U.S. wireless carriers created the Common Short Code Association to regulate access to the 905 channel and protect mobile devices from SPAM and unsolicited marketing. Another section, "Short Codes 101", provides a detailed explanation of how short codes work, mentioning that carriers must be in control of their networks and that "from" and "to" of mobile programs are requirements for both positive and standard valid programs.

# Sourcer Tools & Technologies

The screenshot shows the Google Blog Search interface. At the top, there are links for 'Web Images Maps News Shopping Gmail more +' and an email link 'gpetersen23@gmail.com | Web history |'. Below the search bar, there are buttons for 'Search Blogs', 'Search the Web', 'Advanced Blog Search', and 'Preferences'. The main content area is titled 'Google Blog Search' and shows three search results:

- A Housekeeper and Taxes Derailed Caroline Kennedy's ...**  
From the Left - Politics - 6 hours ago  
The microbial announcement by Caroline Kennedy that she was withdrawing from consideration to replace Hillary Clinton in the US Senate cited "personal reasons".  
[Caroline Kennedy Withdraws Bid for New York Senate seat - WHO: Your Daily Dose of Counter-Theory](#)  
[Caroline Kennedy allegedly had Senator problems - Socialite City](#)  
[Last documents on why Caroline Kennedy won't be New York's Senator - News - Entertainment | Reality | Nightlines](#)  
[all 125 blogs...](#)
- President Obama orders closure of the Guantanamo Bay ...**  
MANAGURU.COM - Politics - 1 hour 11 minutes ago  
President Barack Hussein Obama has signed an Executive Order to close the Guantanamo Bay Detention Camp in Cuba and also ordered the closure of the Central Intelligence Agency's secret prisons worldwide within a year from yesterday.  
[Under a Bush order, about 200 detainees have been held at Guantanamo Bay prison camp - Israel \(Washington Post and The International Day\)](#)  
[Romney and Romney Change Their minds About Guantanamo - Politicalbase.com](#)  
[all 136 blogs...](#)
- CBS' Bill Plante Challenges White House Press ...**  
mediabistro.com: TVNewsNow - Politics - 8 hours ago  
CBS's Bill Plante just now at Robert Gibbs' first White House press briefing, questioned the administration over ABC's inauguration night exclusive with President Obama. Plante: How is it transparent when it looks like play to play when the ...  
[Bill Plante: First Press Briefing Includes Every Reporter Calling His Name](#)  
[Seth Meyers: Out in First White House Briefing - Lost in Transition](#)  
[Obama's Press Secretary Hopes Gibbs Leaves First Conference - Today With President Barack Obama](#)

## 09 Google Blog Search

This site specifically searches blogs. For more in-depth examples on how to use it to find talent, please visit "The Blogosphere" section in this book.

The screenshot shows the 'Create a search engine tailored to your needs' page. It includes sections for 'Create a search engine tailored to your needs', 'Learn how Custom Search benefits...', and 'Organic-City'. The 'Create a search engine tailored to your needs' section lists features like 'Search individual website addresses, multiple web pages', 'Search entire local and remote sites on your network', 'Customize your colors and branding to match your existing website', and 'Search every site, including LinkedIn, YouTube, Google News, Google Images, and Google Scholar'.

## 10 Google Custom Search

This product from Google allows you to create your own custom search engine, tailoring very specific results to match your needs. More advanced than the regular Google search.

The screenshot shows the iGoogle dashboard. It features a search bar at the top with 'Google Alerts: Jim Fanning Doctor' and a link to 'Next Take: 6 tips of Google's new features'. Below the search bar are several modules: 'Recent Searches' (including 'Custom Search'), 'Search Results' (with a 'YouTube' link), 'Photos of Recent Places' (showing a thumbnail of the Taj Mahal), 'Learn to Speak Spanish', 'Learn to Read in History' (with a 'Zytu' link), and a 'Date & Time' module showing the date as 'TUE JAN 11'.

## 11 iGoogle

Create a custom home page when on the web. This can act as a dashboard for Sourcers, complete with email, alerts and RSS feeds. A "one stop shop" for organizing your talent pool.

The screenshot shows the Google GOOG-411 website. At the top, there's a search bar with the placeholder "Search Google". Below it, a large "411" is prominently displayed next to the text "Dial from any phone" and the phone number "1-800-GOOG-411" (with "GOOG" in green). A video player window is visible, showing a video titled "1-800-GOOG-411" with a play button and a timestamp of "0:01 / 1:31". Below the video, four steps are outlined: 1. Dial 1-800-GOOG-411 from any phone, accompanied by an image of a yellow telephone handset; 2. State the location and business type, accompanied by an image of a map pin; 3. Connect to the business for free, accompanied by an image of a telephone receiver; 4. Done!, accompanied by an image of a smartphone.

## 12 GOOG-411

Find and connect to businesses for free. Let Google do the searching over the phone for you and also by text.

The screenshot shows the Blogger website. It features a large orange "Blogger" logo. A "Sign in to use Blogger with your Google Account" button is visible. Below the logo, there's a "Create a blog. It's free." section with three bullet points: "Your blog", "Easy to use", and "Flexible". Each point has a corresponding icon. To the right, there's a "CREATE A BLOG" button and a "Learn more" section with links to "What's a blog?", "Create a blog now!", "Create more features", and "Plan, Design, Blog".

## 13 Blogger

If you don't already have a personal blog out on the web, now is a good time to start one. It's free with Blogger, and it can help you brand yourself, your company and attract talent.

The screenshot shows the Google Groups website. It features a "Google Groups" header and a "Explore groups" section with a link to "Find out what groups are doing with Google Groups". Below this, there are several group categories: "Art & Entertainment", "Business", "Recreation", "Home", and "Suggested for You". On the right side, there's a "My groups" sidebar with a list of groups like "LOCATION-BROTHERS", "EXFORUS", and "Managing memberships". At the bottom, there's a "My profile & stats" section.

## 14 Google Groups

Join and actively participate in Google Groups to identify and attract active and passive talent. Starting your own group is free as well.

## Sourcer Tools & Technologies



### 15 Orkut

Orkut is a free social networking site for keeping in touch with friends and for networking and finding new talent to recruit.

Welcome to Google Docs

Create and share your work online

- Upload from and save to your desktop
- Edit anytime, from anywhere
- Pick who can access your documents
- Share changes in real time
- Files are stored securely online
- It's FREE!
- Take a tour > [View features](#)

Need to organize your finances?  
Personal and household budget worksheets and more. [Get started >](#)

### 16 Google Docs

As a part of the free online “productivity suite” that Google offers, Google Docs gives you control over storing and sharing documents online. Great for working with remote teams.

A Google approach to instant communications

Download Google Talk

By using Google Talk, you agree to the Terms of Service and Privacy Policy

Download Google Talk and get:

- Instant messaging
- Video calling
- Group chat
- File transfers

Or [instant message Google Talk on the Web](#)

Or [instant message and video chat](#) For the best experience, log in to Google Chat

Help & Support

### 17 Google Talk

Free instant message tool from Google. Another great tool to use for managing and working with remote and distributed teams.

### 18 Google SMS

Get Google search results while on the go. You can text and receive back search results from Google for addresses, directions, zip codes, products, local news and other Q&A.

## Mini Tutorial: Emerging Companies



Sourcers may want to take note of newly emerging and funded companies popping up. Smaller companies and startups can be found in sites such as Great Startups (<http://greatstartups.com/>), Killer Startups (<http://www.killерstartups.com/>), in TechWires (<http://tinyurl.com/aq6cbn>), or in directories such as Go2Web20 (<http://www.go2web20.net/>).



## Snapshot: YouTube

YouTube, owned by Google, is the #3 most trafficked site on the planet. YouTube is a video site, but is also a search engine and social networking community rolled into one. From a Sourcer's standpoint, there are a few key ways to take advantage of this site. First, people are putting video resumes online daily to be discovered.

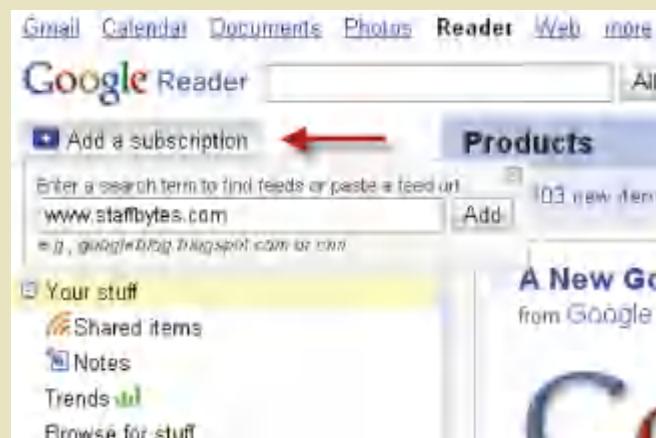
Second, YouTube gives its users the option to create their own "YouTube Page" where people can subscribe to watch all your videos when you upload them. By creating videos of yourself, your company, your job openings and other topics, you can create a good amount of traffic you wouldn't have received otherwise. Videos get a lot of viral activity in the YouTube community as well. This is the "out of the box" strategy your team needs to explore further.

# Sourcer Tools & Technologies

## RSS TECHNOLOGY

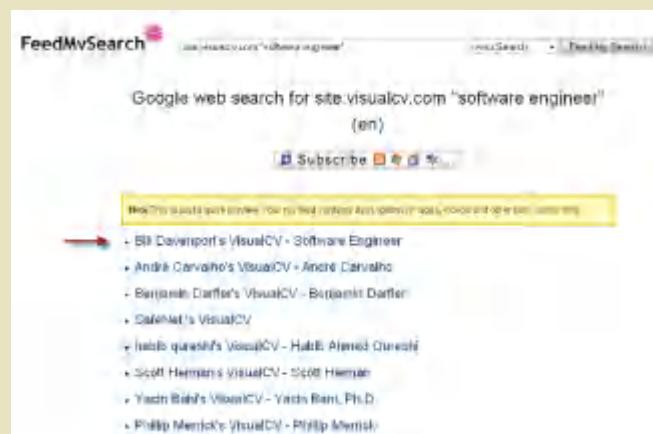
**RSS** stands for Really Simple Syndication. Using RSS is an essential tool for Sourcers to use. The reason being is that Sourcers have a number of places online they search daily for talent, not to mention thousands of searches they perform as well. RSS helps to automate part of your searches and deliver talent straight to your doorstep. With RSS, a Sourcer sets-up a “feed” of a particular site or search. The results of these feeds are then sent wherever you want, whether it be straight to your email or into a tool like Google Reader.

### RSS Technology Tutorial: Step-By-Step



#### 01 Track Favorite Sites

Using Google Reader makes it dead simple to subscribe to RSS feeds. Simply find a site you want to subscribe to, type it into the “Add a subscription” box and “add”. If a menu appears, find your site.



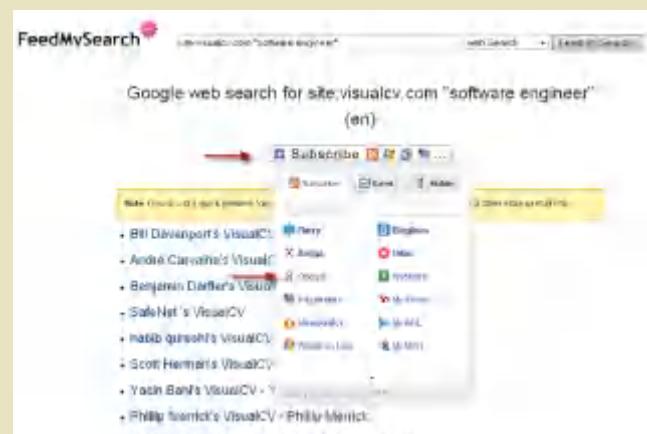
#### 03 Validate Results

Make sure that the search string works. You will know it works if you see results once you hit “Feed My Search!” Also note that these are the type of results you want to see on an ongoing basis.



#### 02 Feed Your Searches

FeedMySearch is a site designed to set-up RSS feeds where you can't get one. Google is not set-up for RSS with searches currently. No problem. Take your search string to this site.



#### 04 Subscribe

Once you get your search string set-up with the desired results, you want to subscribe to this feed. Choose where you want it sent, such as Google Reader, another feed reader, email or mobile.

## Spotlight: More RSS Options



Consider Feedbeater (<http://www.feedbeater.com/>), Feed43 (<http://feed43.com/>), Dapper (<http://www.dapper.net/>), or Ponyfish (<http://www.ponyfish.com/>) to create RSS feeds for a site or search where you cannot get one.

The screenshot shows the 'Add to Google' interface. It includes two 'Sample' boxes showing how a website would look on Google's homepage and in Google Reader. Below each sample is a 'Add to Google [option]' button: 'Add to Google homepage' and 'Add to Google Reader'. A red arrow points to the 'Add to Google Reader' button.

The screenshot shows the RSS feed page for VentureBeat. It lists several feeds such as 'VisuaCV Resumes', 'washingtonpost.com - Technology', 'Web Analytics Blog | Océane's Razor by Avinash Kaushik', 'Web Int. Now', 'Web Strategy by Jeremiah', 'Web Testing Tools Collection', 'WebContent', 'Webware.com', and 'WebworkerDaily'. To the right is a sidebar with a 'Change folder' dropdown menu and a 'RSS feeds' section containing links to 'RSS feeds', and 'RSS feeds'.

## 05 Add To Your Reader

In this case, we chose Google Reader to receive the RSS feed.

The screenshot shows the Google Reader interface with the RSS feed for 'VisuaCV - A better resume, online.' The feed contains several items from 'Brittany Parra' and 'Carol Anderson'. A red arrow points to the 'VisuaCV - A better resume, online.' link.

## 06 Update Your Settings

Go into your settings and change the name to something you will easily identify it with. Try using a specific job requirement name or a particular site. Designate a folder so you stay organized.

The screenshot shows the IceRocket interface with multiple tabs open, each displaying different RSS feeds. The tabs include 'RSS feeds', and 'RSS feeds'. A red arrow points to one of the tabs.

## 07 Follow Results

Now you can see the RSS feed you created and the specific search results. To view a result, simply click on the link and it will redirect out of Google Reader to that site.

## 08 Other RSS Options

Sometimes setting up an RSS feed is not as simple as the previous steps mention. On occasion, a site such as FeedMySearch won't work correctly. No problem. Try IceRocket or Feedbeater.

## Sourcer Tools & Technologies



### Snapshot: Google Maps

This Google product has much more to offer than just displaying maps. Google Maps offers the ability to advertise your business. Make sure your business can be found in searches using this product. People, believe it or not, post profiles and resumes out on Google Maps as well.

The screenshot shows a Google Maps interface with a search bar at the top containing "my resume". Below the search bar, there's a link to "User-created content" and a "Search Map" button. The main area displays a map of North America with several blue location pins. On the left side, there's a sidebar titled "User-created content" showing search results for "my resume". The first result is a pin labeled "matt\_gordon @ Home (DENVER, United States), "working on my resume, of course" - See 5, 2007, at 28 PM (placed via web) - mattgordon". The second result is a pin labeled "My current resume thru Wondle" with a link to "Write a review". The third result is a pin labeled "KYOCOTRELL-CHECK MY RESUME".

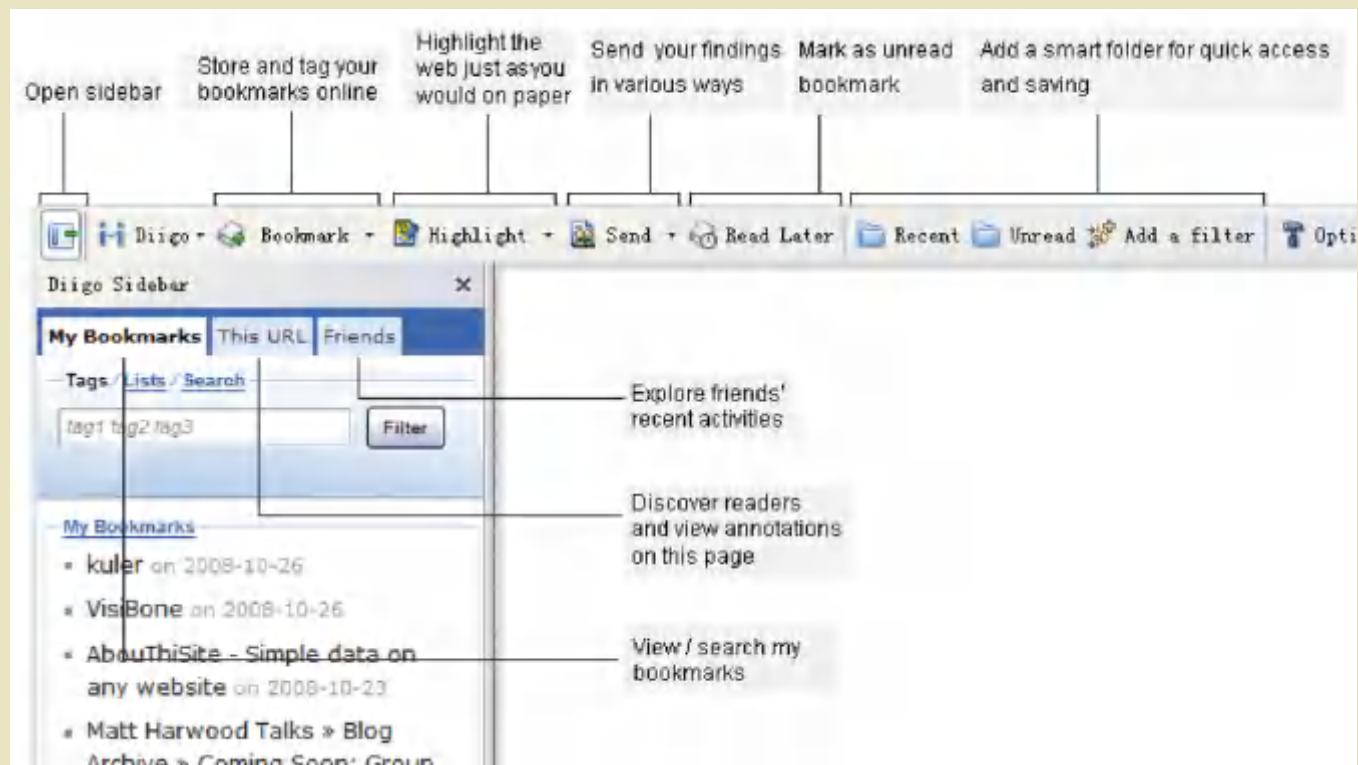
This product will help you with competitive intelligence as well, providing a list of businesses and locations for a given mile radius. You are given the option of sorting searches by location, businesses, user created content, mapped web pages, and real estate. All of this criteria can help a Sourcer pinpoint where to find talent. Of course, Google Maps can help you with directions as well.

The screenshot shows a Google Maps interface with a search bar at the top containing "Healthcare" and "Pittsburgh, PA". Below the search bar, there's a link to "User-created content" and a "Search Map" button. The main area displays a map of Pittsburgh with several yellow location pins. On the left side, there's a sidebar showing search results for "Healthcare" in Pittsburgh, PA. The results include: "East End Family Healthcare Center" (3029 Herold Sq, Pittsburgh, PA - (412) 861-2807), "Healthcare Financial Services Inc" (520 Smithfield St #2200, Pittsburgh, PA - (412) 254-2557), "Clementine Healthcare" (11 Stanwyk St #2300, Pittsburgh, PA - (412) 861-7300), and "Healthcare Resources (Healthcare)" (428 Fritts Ave #501, Pittsburgh, PA - (412) 257-7744).

## DIIGO

**Diigo** is a very little known and used method for sourcing the web. A site called Delicious came onto the scene a few years back and is the most popular site for bookmarking currently. Does that make it the best to use? Not necessarily. Diigo is a very powerful research tool that takes it a step further than beyond just bookmarking, where you can think of the entire web as your own personal library. For Sourcers, Diigo can be thought of as a “backpack” where anytime you find a site, new lead, interesting article, or even candidate, can be tagged for later use. In addition, Diigo has a strong community, where Sourcers can make new connections and learn from other experts and users.

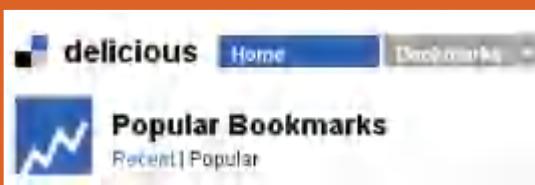
### Diigo Tutorial



### 01 Download Toolbar

To start, you will need to download the Diigo toolbar and sign up for an account, all free.

### Mini Tutorial: Follow The Leader



Inside each bookmarking site, there are sections of new bookmarks, popular bookmarks or top bookmarks, sites, tags and more. Explore and take a close look at the various sites mentioned, and “follow” people you perceive to be experts in their field or craft.

# Sourcer Tools & Technologies

A screenshot showing a resume on the left and a sticky notes application on the right. The resume is for Jacob Savin, Sr. Software Engineer, Product/Program Manager. It lists his phone number, email, location, professional accomplishments, and a link to his RSS Advisory Board membership. The sticky note application shows a note about Jacob being a potential candidate for San Francisco-based clients.

## 02 Highlight The Web

When surfing the web, if there is a site you want to save or a certain piece of a web page you want to refer to later, highlight and save it. Sticky notes are optional. Here is a resume from the web.

A screenshot of the Diigo bookmark editor window. It shows a resume for Jacob Savin. The editor allows users to edit the title, set it as private, upload files, add a description, and add tags. The 'Tags' field contains 'resume engineer california'. A dropdown menu for 'Add to a List' is open, showing 'Resumes' as the selected option. Red arrows point to the 'Private' checkbox, the 'Tags' input field, and the 'Resumes' list item.

## 03 Tag It

To save, click on "bookmark" in the toolbar and then "bookmark this page." Edit the title, designate private if you don't want others in the Diigo community to see it, put in tags (key words) to reference later, and even start your own list to stay organized.

Diigo Home | Message (0) | Friends | Meet People | Communities | Documents | geoffpeterson | Diigo | Search | Add to Diigo

**My Bookmarks**

1 - 20 of 515 Next > Last >

Read Public Private Unsorted Annotated

NS... Share to Group... Add to List... Expand All

**vin.com: Resume: Senior Software Engineer, Product/Program Manager**  
Software engineer, California | 17 minutes ago - All Annotations (0) - Cached - About  
[www.lakelifeinfo.com](http://www.lakelifeinfo.com)

**be to Mobile Content:**  
Software engineer, California | about 15 hours ago - All Annotations (0) - Cached - About  
[www.be2mobile.com](http://www.be2mobile.com)

**to Inovahire.com**  
Software engineer, California | on 2009-01-21 - All Annotations (0) - Cached - About  
[www.inovahire.com](http://www.inovahire.com)

Add a bookmark  
http:// Add

My Recent Tags (50)

playbook careers  
jobs creative  
employment recruiter  
sourcer twitter  
searchengines  
software resume  
engineer blogs

## 04 Bookmarks

All the bookmarks you create from the web are stored in Diigo under "My Bookmarks" and are easily accessible from a PC or phone. You can then search them by the tags (key words) you created.

You are here in Diigo Home > My lists

**Resumes**

Items: 7 | Visits: ?  
Category: Others | Tags: resume, resumes, cv, bio  
Created: on 2008-12-30 | Updated: 13 minutes ago  
Resumes from the Internet

By Position By Title

More Actions...

**John Butler Schmerge -- Resume**  
Tags: software, engineer, C++, philadelphia, resume | on 2008-12-30  
more from [www.spreeeasy.org](http://www.spreeeasy.org)

**Jon Daley's Resume**  
Tags: software, engineer, pittsburgh, carnegiemellon, resume | on 2008-12-30  
- About  
more from [jon.daley@alumnae.cmu.edu](http://jon.daley@alumnae.cmu.edu)

## 05 Lists

For a Sourcer, a "list" inside Diigo can be thought of as a personal ATS (applicant tracking system) of resumes found out on the web.

## Spotlight: Messaging Sites

There are a number of sites set-up to help your team reach people outside of traditional means including...

Vumber:  
(<http://www.vumber.com/>)

Slydial:  
(<http://www.slydial.com/>)

Joopz:  
(<http://www.joopz.com/>)

3Jam:  
(<http://www.3jam.com/>).

# Sourcer Tools & Technologies

The screenshot shows the Diigo Groups interface. At the top, there's a navigation bar with links for Home, Message (0), Friends, Meet People, Communities, Discover, and a user profile for 'geoffpetersen'. Below the navigation is a secondary menu with 'Groups' selected, followed by Site Communities and Tag Communities.

The main content area displays a group named 'Twitter Freaks'. It features a blue sidebar on the left with a Twitter logo and an 'Invite others' button. To the right of the sidebar, detailed information about the group is presented in a table format:

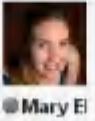
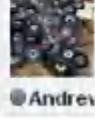
Group type:	Public	Description	Owner
Started on:	2008-03-29	Share your Twitter resources here!	
Interests:	edtech education microblogging twitter	 Lucy Gray	
Category:	Computers & Internet		
Bookmarks:	1037		
Discussions:	6		
Members:	349		
Visits:	9310		
Last active:	about 3 hours ago		

## 06 Join Groups

In groups, users can share bookmarks, connect with other users and open discussions in the forums.

The screenshot shows the 'People Like Me' section of the Diigo interface. At the top, there's a navigation bar with links for Home, Message (0), Friends, Meet People, Communities, Discover, and a user profile for 'geoffpetersen'. Below the navigation is a secondary menu with 'People Like Me' selected, followed by New to Diigo, Featured People, and Search People.

The main content area displays a grid of profiles under the heading 'People Like Me: Matching based on recent bookmarks':

 5% Craig S City: Arlington	 6% Mary E City: State College	 6% Bernad City: Killcare Heights
 5% Andrew Region: Berkshires	 5% Ron T City: Saint Louis	 5% jeisem

## 07 Make Connections

Diigo has its own social networking features, where you can meet people who have similar interests based on your bookmarks and tags, or search for people by name, tags and sites.

The screenshot shows the diigo homepage with a blue header bar containing links for Home, Messages, Trends, Most People, Communities, Discover, and a search bar. Below the header is a navigation menu with Friends' Bookmarks, My Watchlist, Recommended Bookmarks, My Bookmarks, and Bookmark Lists. The main content area features a "Friends' Bookmarks" section with several items listed, each with a thumbnail, title, and a red arrow pointing to the right. Below this is a "Friends' Tags" section displaying a grid of tags related to bookmarks, with a large red arrow pointing to the right.

## 08 Friends' Bookmarks

Watch what your connections are finding out on Diigo. You can visit there page on Diigo or subscribe to this as an RSS feed.

**Watchlist**

Free Resume Samples	Free Resume Templates	Write A Resume In Minutes	Free Resume Builder Here	I'm Watching:
Use Cover Letter & Resume Tips From Monster & Get The Job You Want! <a href="http://www.monster.com/resumebuilder">www.monster.com/resumebuilder</a>	Create Custom Resumes Quickly! Templates Based On Your Occupation <a href="http://www.monster.com/resumebuilder">www.monster.com/resumebuilder</a>	Create a Winning Resume In Minutes as a Microsoft Word document <a href="http://www.writearesume.com">www.writearesume.com</a>	Design For Free, Quick & Easy Tool. Save in Word & PDF, Start Today! <a href="http://www.ResumeDesigner.com">www.ResumeDesigner.com</a>	 Tags: resume Tags: software engineer Tags: how-to Tags: linkedin
<a href="#">1 - 20 more</a> <a href="#">Expand All</a>				
<p><b>LinkedIn: About our Corporate Solutions</b></p> <p>Tags: <a href="#">linkedin</a>   copied by <a href="#">Philippe Beremboim</a> about 2 hours ago  <a href="http://in.republiq.com">in.republiq.com</a></p> <p><a href="#">Report</a> <a href="#">Edit</a> <a href="#">Add Link</a> <a href="#">Comment</a></p> <p><b>LinkedIn Recruiter</b></p> <p>Tags: <a href="#">linkedin</a>, <a href="#">recruiter</a>   copied by <a href="#">Philippe Beremboim</a> about 2 hours ago  <a href="http://in.republiq.com">in.republiq.com</a></p> <p><a href="#">Report</a> <a href="#">Edit</a> <a href="#">Add Link</a> <a href="#">Comment</a></p> <p><b>Resume: Six Words You Should Drop from Your Resume</b></p> <p>Tags: <a href="#">resume</a>   copied by <a href="#">ElmerA</a> first copied by <a href="#">R.Diamond</a> about 21 hours ago last by <a href="#">Mark Alexander</a> about 8 hours ago  <a href="http://in.republiq.com">in.republiq.com</a></p> <p><a href="#">Report</a> <a href="#">Edit</a> <a href="#">Quick Edit</a> <a href="#">Comment</a></p>				

## 09 Watchlist

Tell Diigo to watch the entire community for certain bookmarks and tags, and they will be added to your "Watchlist." RSS is optional for this search as well.

# Sourcer Tools & Technologies

Friends' Bookmarks	My Watchlist	Recommended Bookmarks	Hot Bookmarks	Bookmark Lists
<h2>Hot Bookmarks from the Digg Community</h2>				
<b>Technology: 2008</b> What What People Around the World Think About the Web Technorati - 4 hours ago	<b>Online Learning</b> Learn French with presentations and pure direct practice. Free trial. www.talkfrench.com/talkfrench	<b>Business: Business Matters</b> Business model systems: advertising plan marketing, collaboration, B2B, business strategy, business	<b>Entertainment: Games</b> Manage Projects, Teams, Tasks, Ideas, Try it free!... www.zenkit.com/zk/	April 2008
<b>CopyGator.com</b> Tags: copywriting, copywriting, copy, writer, writing, web, blog, article, copying, writer, University, quote, interview, -1000 results (1) Hot Story by Ayuda (Owner) 10 days ago (2), and 24 users (1) ago (4) Using their data to copy others				1 · 28 hot · Open All
<b>squeakFox = 6 Words That Make Your Resume Suck</b> Tags: resume, job, tips, advice, resume advice (2) Sort by: Freshest/Most Active   16-2008 01:21 AM (4) 1 minute ago Want this saved? Save this entry				
<b>How Not to be a Key Online Influencer   David Henderson - author, journalist</b> A friend is doing great things with social media, and I have started picking it up. Unfortunately, it's a very difficult skill to learn and maintain. I've learned a lot through this (SALT) forum. Friends who want to improve their social media skills can check out my book, <i>How Not to be a Key Online Influencer</i> . It's now available on Amazon.				

# 10 Discover New Sites

One of the best features of Diigo is that you can discover what other people are finding or bookmarking, provided they don't mark them private. There is a wealth of information to dig through.

# 12 Diigo Search

Using the search box in Diigo will search across both your bookmarks and bookmarks from the rest of the community that are not designated private.

## Import Bookmarks

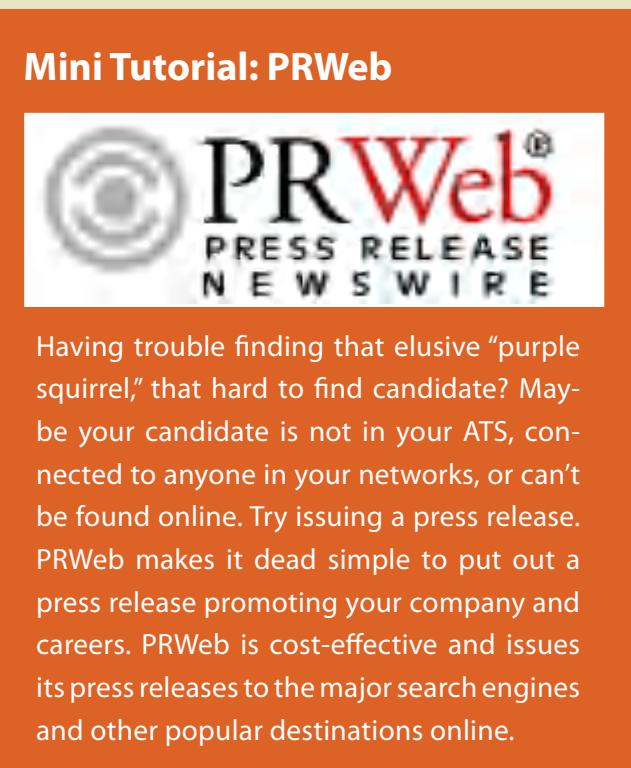
#### **Import from other online bookmarking sites**

Pick a site where you want to import bookmarks from:



## 11 Import Bookmarks

If you're like most people, you have hundreds of bookmarks stuffed into your "favorites" menu in your web browser. Import them into Diigo, and get organized.





### Snapshot: Resume Finder Tools

Arguably, the most important piece to sourcing is finding resumes. There are a wide range of tools to help Sourcers perform searches, research and multiple tasks each day. Broadlook Technologies offers several great software products including Broadlook Diver, Broadlook Profiler, Broadlook Eclipse and Market Mapper.

The screenshot shows the Broadlook Technologies website. At the top, there's a navigation bar with links for Home, Solutions, Resources, Case Studies, About Broadlook, and Contact Us. A phone number 1-877-977-8080 is prominently displayed with a "Call us toll-free today" button. Below the navigation, a large banner features a landscape image with the text "Find People and Opportunities Faster" and a subtext about using Broadlook Profiler to leverage the Internet as a dynamic data source. A "Read more about Profiler" link is present. On the left side of the main content area, there's a section titled "The World's Most Advanced Internet Research Tools" with a brief description and a "Broadlook's Monthly Newsletter" sidebar containing links for Product Updates, Training Tips & Tricks, Free Educational Webinars, and much more. At the bottom of the page, a footer notes that Broadlook Technologies is the leading developer of Internet research software that empowers users to leverage the Internet.

eGrabber is another company that offers tools for finding resumes online and capturing data. Their software includes ResumeGrabber and ResumeFinder.

The screenshot shows the eGrabber website. The header includes a logo, a search bar, and a McAfee SECURE badge. The main navigation menu has links for Home, Solutions, Products, Support, Downloads, Store, Community, and Company. Below the menu, a large banner highlights "eGrabber™ data capture tools" which "quickly capture and process unstructured data such as Sales Leads, Resumes, etc." To the right of this banner is a call-to-action button for "Extract profiles from Social Networks" with a "Click to learn more" link.

# Sourcer Tools & Technologies

## FIREFOX

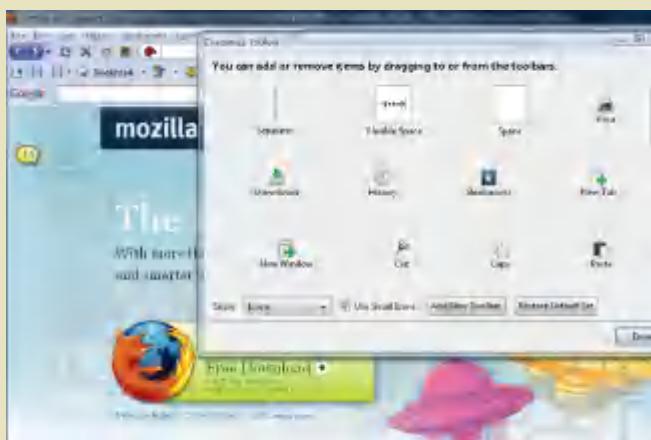
**Firefox** is a web browser developed by a company called Mozilla. On the Mozilla web site, they pose the question: "Can a browser really make the web better?" The answer to that is, absolutely. If you currently run Microsoft Internet Explorer (currently dominating the market with roughly 70% of browsers), you need to give Firefox a try, as it has rich features, add-ons, extensions, plug-ins, and an abundance of tools. Firefox seems like another tool that is custom fit for Sourcers with its cutting-edge features, fast browsing speeds, security, productivity, and customization.

### Firefox Tutorial: Getting Acquainted



#### 01 Download Firefox

If you haven't done so already, go to Mozilla's home page and download Firefox for free.



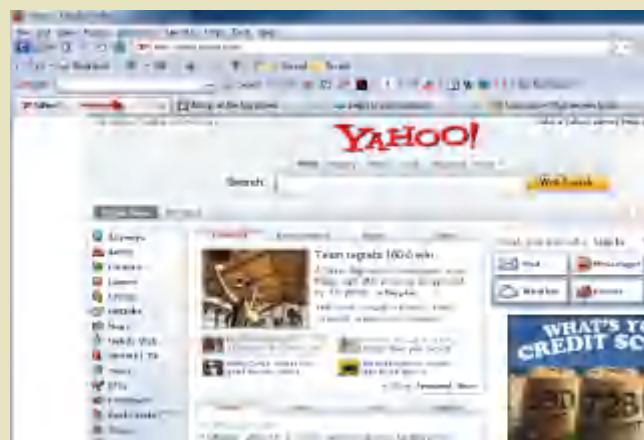
#### 03 Customizations

One of the great features you will notice right away is that you are in more control of your settings, toolbars, and appearance with the browser.



#### 02 Firefox Add-Ons

Add-ons make using the web easier and give an upgrade to other sites you visit daily. This is the #1 reason you should be using Firefox.



#### 04 Piece of Mind

Sourcers tend to open a lot of sites at one time. This can hog your computer's memory, and sometimes cause it to crash. No worries. Firefox boots all the sites back up when you restart.



## Snapshot: Google Alerts

Use Google Alerts to get search results delivered into your email inbox. When your search criteria is met, you get an email notifying you with a link to your results. Simple to set-up and simple to use. For this alert, we used the search string in the search terms box: "registered nurse" education worked designed (blog | blogs) (comments | rss | feed | archives | posted | tags | trackback) ~cv -jobs -send -submit -sample -you. Since this is a search in "blogs" we choose blogs in the type field. Choose how often you want Google to deliver results for you, and where you want the results sent by email.

The screenshot shows the Google Alerts (BETA) interface. On the left, there's a sidebar with a 'Create' button. The main area has a 'Welcome to Google Alerts' message and a section about handy uses of Google Alerts. A red arrow points from the 'Create' button on the sidebar to the 'Create a Google Alert' form on the right. The form fields are as follows:

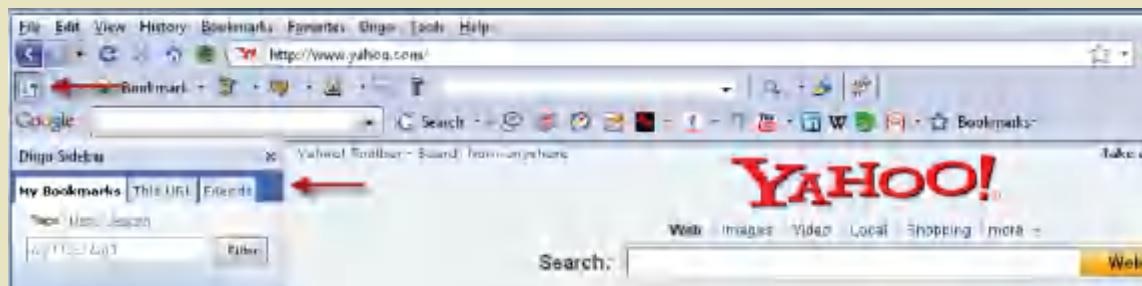
Create a Google Alert	
Enter the topic you wish to monitor.	
Search terms:	“registered nurse” educ
Type:	Blogs
How often:	once a day
Your email:	rson@generallead.com
<input type="button" value="Create Alert"/>	

Below the form, a note says: "Google will not sell or share your email address." To the right of the form, a preview window shows an email message titled "Google Web Alert for: intitle:resume C++ java -jobs (software.engineer | software.devel". The email body contains a snippet of a resume and a message: "This once a day Google Alert is brought to you by Google." At the bottom of the sidebar, there are links for "Create another alert" and "Manage your alerts".

Here is a search result delivered by email from Google Alerts matching a resume search string for: intitle:resume C++ java -jobs (software.engineer | software.developer | programmer) atlanta.

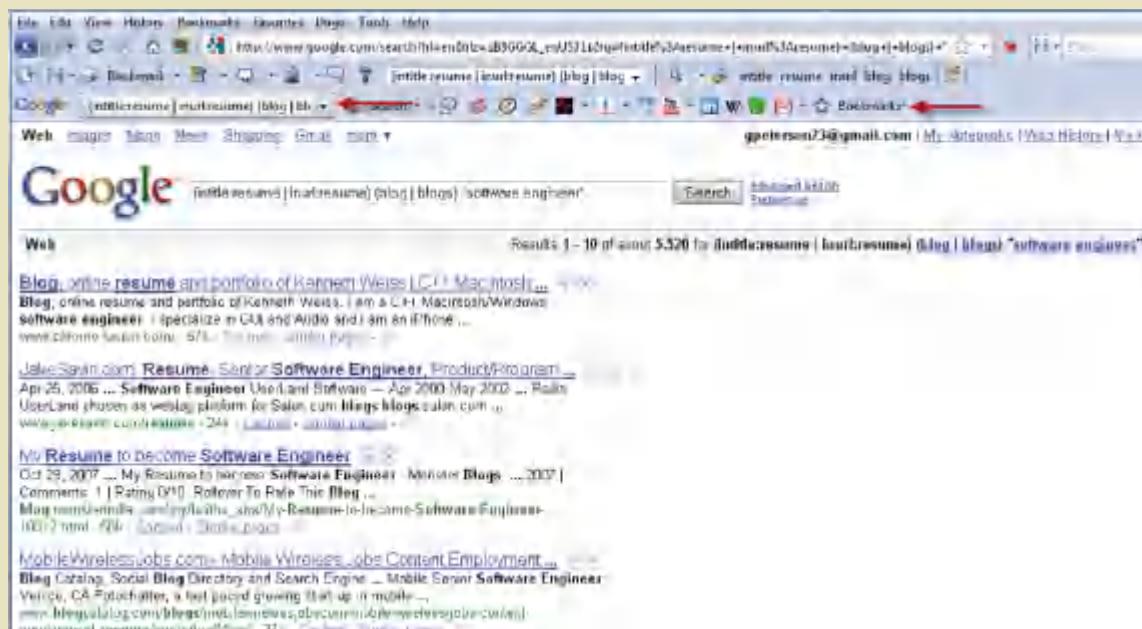
# Sourcer Tools & Technologies

## Firefox Tutorial: Browser “Must-Haves”



### 01 Diigo Toolbar

This toolbar allows you to bookmark the web (see Diigo Tutorial). Note there is a Diigo Sidebar that comes standard, and allows you to quickly peer into your bookmarks, pertinent information on the current site, and information from friends.



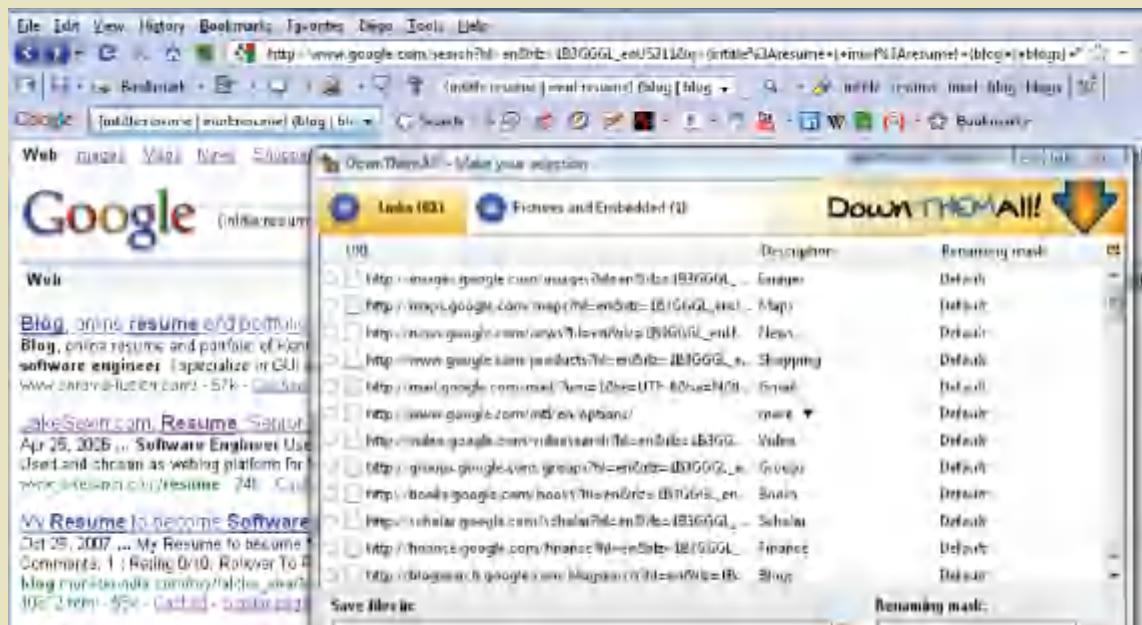
### 02 Google Toolbar

This is a very powerful tool for Sourcers. You can access Google from anywhere, look at a history of searches, bookmark your searches, and add-in “one-click” buttons to sites such as LinkedIn, Facebook, Wikipedia and other Google products.

## Spotlight: More Bookmarking

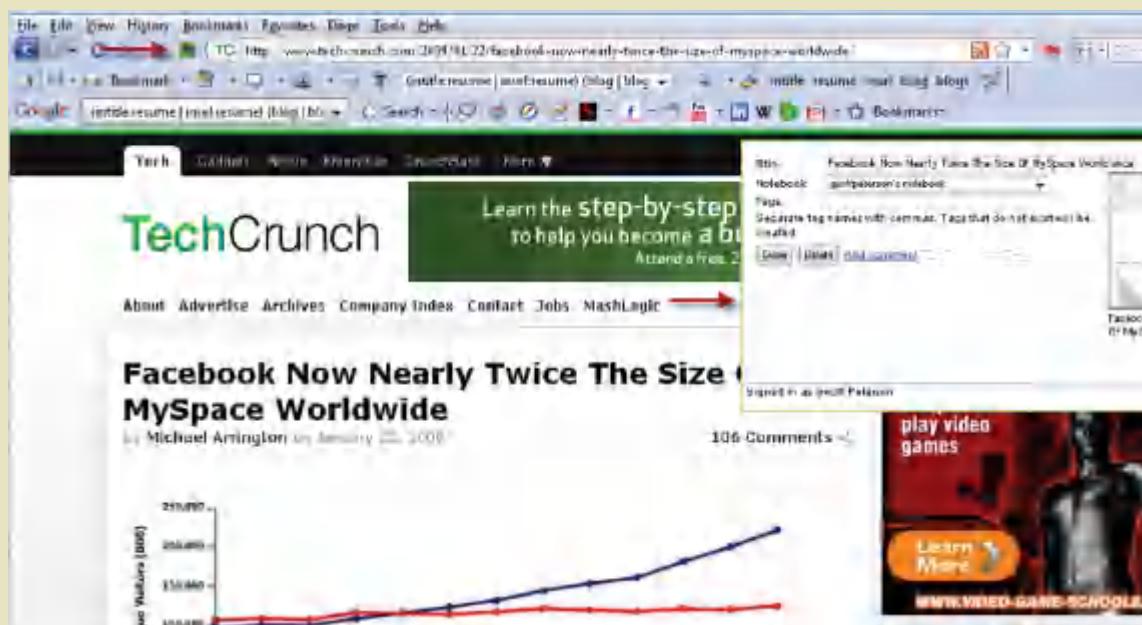


There are a number of other bookmarking sites to take advantage of including Delicious (<http://delicious.com/>), Furl (<http://www.furl.net/>), StumbleUpon (<http://www.stumbleupon.com/>), Twine (<http://www.twine.com/>) and Clipmarks (<http://www.clipmarks.com/>).



## 03 DownThemAll

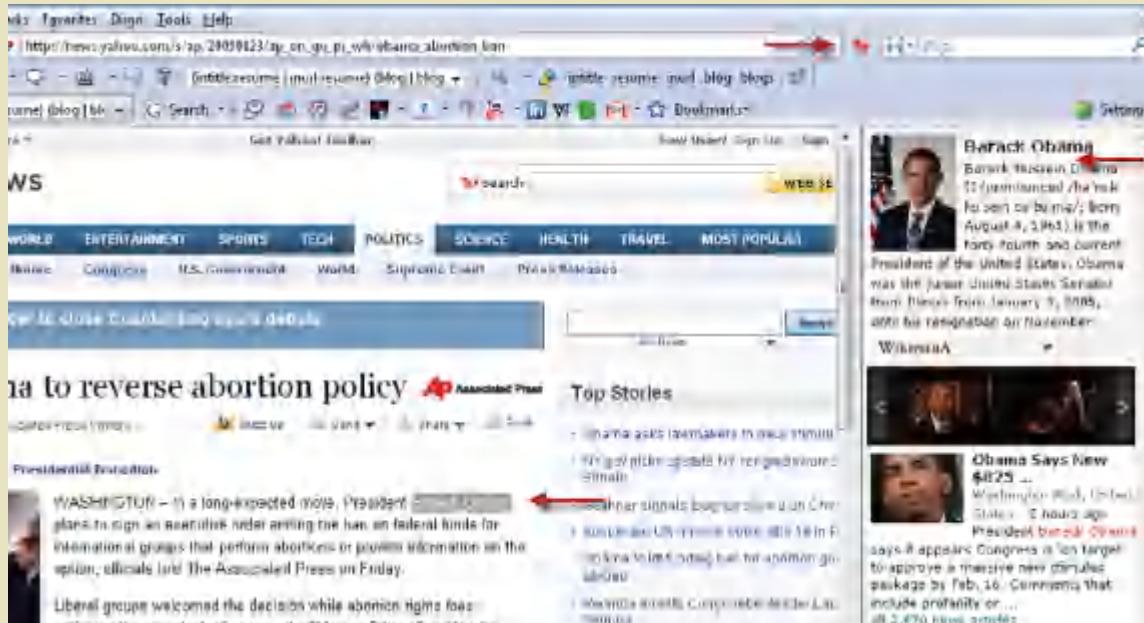
DownThemAll is a very useful add-on for Firefox. This allows you to grab all of the links and files from your searches. For example, if a Google search for resume yields 100 resumes, this add-on can quickly grab all 100 resumes and put them into a desktop folder.



## 04 Evernote

Get Evernote for your web browser as well (note the icon on the top left). Evernote allows you to capture information much like Diigo, but goes further to include image capture and searching capabilities.

# Sourcer Tools & Technologies



## 05 Juice

Juice is another add-on that can be very helpful for sourcing the web. This add-on lets you lookup a word, a name, or phrase. Juice accesses sites like Wikipedia and YouTube, pulling back information in a sidebar. Great for locating candidates on networks around the web.

A screenshot of the Mozilla Firefox Add-ons website. The top navigation bar has links for "Categories", "Search for add-ons", and "Register". Below the search bar, there's a list of add-ons. One add-on is highlighted: "LinkedIn Companion for Firefox 3.1.2" by Warren Gee. It has a green star rating, 18 reviews, and 29,883 weekly downloads. The description explains that LinkedIn is an online network for professionals and how the extension integrates with Firefox. There's a large "Add to Firefox" button at the bottom. On the right side, there's a "detailed review" section and a "See All Search Tools add-ons" link.

## 06 Other Add-Ons

Explore the "add-ons" section on the Mozilla website. There you will find other tools such as LinkedIn Companion, Power Twitter and Advanced Dork. There are add-ons for nearly every product or site a Sourcer may use, including GMail, YouTube and more.



## Snapshot: Free Resume Sites

A very effective strategy for finding active talent to fill your current positions, and for stockpiling passive talent, is to take notice of free resume sites. These sites include: VisualCV, eMurse, Scribd, Docstoc, ResumeBucket, ResumeZapper, EmailMyResume, ResumeXposure, Resume Arrow, Internet Career Connection, ResumeBlaster, ExecutiveTrumpet, and ResumeDeliver.

The screenshot shows the homepage of VisualCV. At the top, there are links for "great ways to use VisualCV", "free sign up", "for your career", and "for companies". Below this, there's a section titled "PUBLIC RELATIONS & MEDIA PROFESSIONAL" featuring a sample resume for "Kathleen Wright". To the left, there are thumbnails for "WRITER/EDITOR", "SALES REPRE", and "MBA STUDENT". On the right, there are thumbnails for "RE ENGINEER", "DESIGNER", and "ARCHITE". A large orange banner at the bottom left says "STAND OUT!" with the text "Create and share your VisualCV today!". There are "Member Login" and "FREE Sign-Up" buttons.

The screenshot shows the homepage of ResumeBucket. The left sidebar has a green background with text: "ResumeBucket is the simple and easy way to get your resume the attention it deserves." It lists features: "Create your resume online in 30 seconds", "Instantly add a cool resume URL", "Get resume sharing via private or public", "Get download & e-mail ready hyperlinks", "Get ready to view your resume and apply for jobs", and "Get lots of ways to relevant jobs". The main area has a form for "Create your resume and be discovered": "First Name", "Last Name", "Email", "Postal Code", "Username", "Password", "Verify Password", "Upload Your Resume", and a "CREATE" button.

There are many ways to get resumes from these sites, including visiting the sites individually, signing up for email subscriptions, running searches online with the major search engines, and getting set-up with RSS feeds. From there, you will receive a huge windfall of job seekers and resumes to work with. A conservative estimate of a few hundred resumes delivered per day is not out of the question using these sites.

# Sourcer Tools & Technologies

## SCRIBD

**Scribd** was launched in 2007 for writers to publish, store and share their work with the world. It has gained immense popularity in its short time on the web, now ranking #256 on Alexa among the most trafficked sites in the world. Scribd is a goldmine for Sourcers, as there are many ways to find resumes, discover experts in certain fields, and become active within their social community and groups. Currently, Scribd has over 50 million readers every month, and over 50,000 new documents are uploaded every day.

### Scribd Tutorial

The screenshot shows the Scribd homepage with a search bar at the top containing the text "resume sales". Below the search bar, there are navigation links: My Scribd, My Docs, Explore, Community, Upload (highlighted in yellow), and Tools & Extras. A user profile "Hello, Geoff Peterson" is visible on the right. The main content area displays search results for "resume sales" with a title "Search Results for resume sales". The first result is a document titled "joshmore\_Resume-Sales" by "joshmore". The document summary states: "As many in the Information Technology field, I wear many hats. As such, I have a resume for each role that I commonly perform. This resume covers roles such as sales and management responsibilities." Below the document preview, there are download and comment options. To the right of the search results, there are sections for "Related Tags" (Technology, Business, resume, Cover, sample, sales, Career) and "Related Categories" (Business).

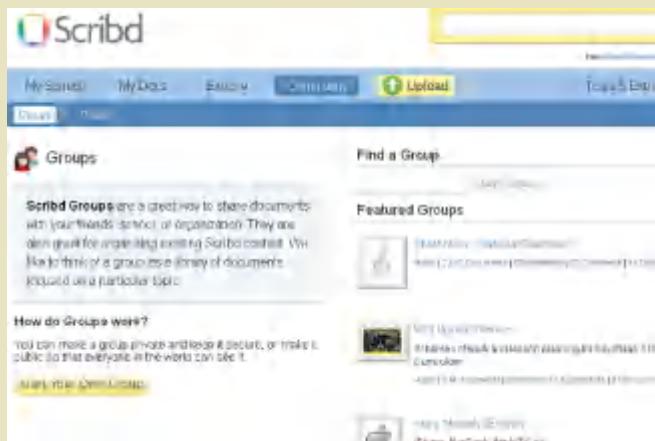
### 01 Find Resumes

Find resumes stored in Scribd and made available to the public searching by key words, including resume, curriculum vitae, vitae, and try profile as well.

The screenshot shows the Scribd homepage with a search bar at the top containing the text "computer networks". Below the search bar, there are navigation links: My Scribd, My Docs, Explore, Community, Upload (highlighted in yellow), and Tools & Extras. A user profile "Hello, Geoff Peterson" is visible on the right. The main content area displays search results for "computer networks" with a title "Search Results for 'computer networks'". The first result is a document titled "Basic\_Computer networking" by "VIPIN.V". The document summary states: "this is the bonafide record of the article titled COMPUTER NETWORKING presented by VIPIN.V for dummies". Below the document preview, there are download and comment options. To the right of the search results, there are sections for "Related Tags" (Technology, Computer, Network, Networks, Linux, Ubuntu, Kuro5, Technology, Uncatagorized, etc.) and "Related Categories" (Business).

### 02 Find Experts

Find people specializing in a certain field by looking up key words and phrases. You will discover users posting documents containing those interests. Scribd has messaging to reach users from there.



The screenshot shows the Scribd Groups interface. At the top, there are tabs for 'My Scribd', 'My Docs', 'Explore', 'Community' (highlighted in blue), and 'Upload'. Below the tabs, there's a 'Groups' section with a 'Find a Group' search bar. A 'Featured Groups' section displays several groups like 'Marketing', 'Finance', and 'Technology'. To the right, there's a 'How do Groups work?' section with a 'Create a New Group' button.



The screenshot shows the Scribd 'All Documents' page. At the top, there are tabs for 'My Scribd', 'Groups', 'Explore', 'Community' (highlighted in blue), and 'Upload'. The main area lists several documents with their titles, upload dates, and preview links. Examples include 'The Counter-Offensive Strategy' and 'A Business Case for the Cloud Computing Model'.

## 03 Get Social

Scribd has a community filled with groups from a wide range of topics. Inside these groups, users can share documents, start discussions and connect with people one-on-one.

## 04 Create Inbound Links

Post up articles, presentations, eBooks and information about your company on Scribd. Tag it with as many key words you can come up with. Give links to your company and career pages.

## Spotlight: Wikipedia



Sourcers have a very versatile tool to use every day in Wikipedia (<http://www.wikipedia.org/>). Wikipedia is a self-described “free dictionary,” but is so much more. Sourcers can use this site for competitive intelligence such as researching terms, companies and people, in addition to discovering new potential candidates.

## Mini Tutorial: Docstoc



Much like Scribd, the same rules apply to Docstoc, a site for sharing and storing documents. Docstoc has resumes available to the public, a community called “Docsters” where you can connect with potential candidates, and many articles, eBooks and whitepapers written by people you can reach out to.

## Mini Tutorial: Slideshare



Another site similar to both Scribd and Docstoc is Slideshare. Slideshare revolves around PowerPoint presentations. The site gives you the ability to upload personal and company presentations which create traffic and buzz for you. In addition, Slideshare has a community for joining groups, sharing events, and discovering new people. And yes, you can even find resumes out here in PowerPoint format.

## Sourcer Tools & Technologies



### Snapshot: Job Aggregators

Get your jobs out on the web! Sites such as Indeed and Simply Hired help your open positions on your company career sites get more exposure and traffic online. These sites are "job search engines" catering to jobs only, and are free for companies to use and set-up.

The screenshot shows the Indeed homepage with a search bar for 'Contract Recruiter'. Below the search bar, there are filters for 'Salary Estimate', 'Title', 'Company', 'Location', 'Job Type', and 'Employer Recruiter'. The main content area displays several job listings:

- IT Technical Recruiter - IT Recruiter**  
Enterprise Solutions, Inc. - Not Specified, TX  
Recruiter (2 years) with proven track record. Full Life Cycle Recruit and place qualified IT personnel in contract, contract to hire, and perm positions. Work From JobServe - 2 days ago
- IT Sourcer/Junior Recruiter - Junior Recruiter**  
Enterprise Solutions, Inc. - Not Specified, TX  
to become senior IT Recruiter and potential to make candidates to place in contract, contract to hire, and perm positions. Work with experienced Recruiters  
From JobServe - 1 day ago
- IT Recruiter Contract with top notch company!**  
Atlanta, GA  
Corporate recruiter Please Apply Online We are currently looking for an experienced Recruiter

Taking it a step further are sites such as Jobs2Web and Optijob. Much like Google AdWords helped to create an online campaign based on key words, these two sites can help your company get top page rankings on the major search engines such as Google.

The screenshot shows the jobs2web homepage with a banner stating "Candidates have changed how they search for job". It features a timeline from 1990 to 2010:

- 1990 - Print**: Classified Print Ads.
- 2000 - Internet**: monster, careerbuilder.com, hotjobs, Job Boards.
- 2010 - Web 2.0**: Google, LinkedIn, Facebook, Twitter, Search Engines, Social Networks, Job Aggregators.

At the bottom, there is a call to action: "Maximize Your Interactive Recruiting Strategy" and a "Free Web" button.



## Snapshot: Classifieds

craigslist	us cities	united states		canada	asia	europe	int'l cities
help pages	atlanta	alabama	missouri	alberta	bangladesh	austria	amsterdam
login	austin	alaska	montana	brit columbia	china	belgium	athens
factsheet	boston	arizona	nebraska	manitoba	india	czech repub	bangalore
avoid scams	chicago	arkansas	nevada	n brunswick	indonesia	denmark	bangkok
your safety	dallas	california	n hampshire	newf & lab	israel	finland	beijing
best-ofs	denver	colorado	new jersey	nova scotia	japan	france	barcelona
blog	detroit	connecticut	new mexico	ontario	korea	germany	berlin
	honolulu	delaware	new york	pei	lebanon	great britain	buenos aires
	houston	dc	n carolina	quebec	malaysia	greece	delhi
	las vegas	florida	north dakota	saskatchwn	pakistan	hungary	dublin
	los angeles	georgia	ohio	ca cities	philippines	ireland	hong kong
	memphis	idaho	oregon	texas	india	japan	sydney

Another tried and true technique for Sourcers is to hit the classifieds online. With Craigslist (<http://www.craigslist.org/>) being the popular destination, Sourcers can raid the free resumes posted online, as well as post up open positions either for free or a nominal fee. Other sites include Kijiji (<http://www.kijiji.com/>), Oodle (<http://www.oodle.com/> and Local (<http://www.local.com/>).



The Oodle website features a top navigation bar with links like "Select a Category", "Cars", "Cars", "Motorcycles", "RVs", "Boats", "Real estate", "For Rent", and "See more". The main headline reads "Buy, sell & trade locally." Below it is a sub-headline "Oodle - a smarter classifieds site". A search bar has "what" and "Where" fields, and a "Find it!" button. To the right, there's a "USA UK Canada India Ireland" link and a "Tell us what you're looking for..." callout with three numbered steps: 1. Tell us what you're looking for., 2. See local listings from over 80,000 websites., 3. Get email updates when new matches pop up.. At the bottom, there's a "FREE SAFETY TIPS DOWNLOAD NOW" section with a woman holding a smartphone.

# Sourcer Tools & Technologies

## MATCHING SITES

**Matching sites** help job seekers get matched to recruiters. Job seekers can sign-up on these types of sites knowing that they can keep their resumes completely confidential to companies unless they are otherwise interested in an opportunity or sprung to action. Because job seekers on these sites don't have their resumes or profiles available to the public, and are not easily accessible, they are considered passive talent. Even though some of these job seekers may be active, most are really seeking the "right" opportunity before even considering a move. Nevertheless, these sites have talent we want.

### Matching Sites Overview



### 01 Jobfox

Jobfox is an automated matching and introductions site. Jobfox claims incredible growth and use for its site, where employers can find candidate matches based on their matching technology.



### 02 Realmatch

Realmatch aims to make a better connection for employers and job seekers. Employers can post positions for free, run searches and find pre-qualified candidates, and pay to connect to who they like.



### 03 Climber

Climber describes itself as a "passive social recruiting system." Employers can set-up targeted sites, use video, and post positions to target candidates in their database.

### 04 QuietAgent

This site gets good marks from well known names in the staffing community, including Kevin Wheeler. Employers sign-up for free, run searches and only "pay" when job seekers become "engaged."

The screenshot shows the Guru.com homepage. At the top, there's a navigation bar with links for "Employers", "Freelancers", "About Guru", and "Contact Us". Below the navigation is a search bar with fields for "Username" and "Password". The main content area is titled "Employers: Find freelancers, get free quotes, and get your project done." It features several sections: "How it works", "Search for Freelancers", "Post Your Project", "Get Free Quotes", "Award Work", and "Pay Freelancer". Below these are icons and text descriptions: "More than 100,000 active freelance profiles", "Only takes minutes to post", "Competitive quotes within hours", "Choose the best quote", and "Risk-free with SafePay Escrow". A large blue button says "Get started now". At the bottom, there are filters for "Keywords" and "Any category".

BountyJobs, Guru, Sologig and Hotgigs are four sites to consider as you work with top talent today. BountyJobs acts as a marketplace for your candidates, letting you work with multiple clients at a time, and giving your candidates more opportunities to choose from. Guru, Sologig and Hotgigs are three sites loaded with top freelance and 1099 talent in the marketplace. If you need an expert for a short-term assignment, check out these three sites to fill the gap. Each have well-run models for working with employers.

The screenshot displays two websites side-by-side: HotGigs on the left and Staffing Exchange on the right. Both sites have a light blue header with navigation menus. The HotGigs header includes "hotgigs", "Join HotGigs now", "Member Sign In", and "Help". The Staffing Exchange header includes "Staffing Exchange fast facts" with statistics like 198,234 consultant members and 5,522 hiring company members. Below the headers are sections for "Consultants", "Staffing firms", and "Hiring companies" with corresponding images and calls to action like "Join now" and "Learn more". At the bottom, there are buttons for "Find consulting jobs", "Find consultants", "Research rates", and "Recent rate searches".

# Sourcer Tools & Technologies

## EMAIL TECHNOLOGY

Email can be a very important strategy for any Sourcer as they find and attract active and passive talent. Good candidates get bombarded with calls from people in recruiting all the time, so it's important to stand out and use a fresh approach. There are several ways to do this, including the use of video and audio in your emails, better and more descriptive templates, and by making email its own "social and business network."

### Email Technology: Around The Horn



#### 01 Accelstream

Accelstream allows your email messages to really take off. With this service, you can send emails to potential candidates with tailored video messages just for them.



#### 03 Eyejot

An alternative to Accelstream, Eyejot lets you create video messages with a camera or webcam to send out by email. You can then track their effectiveness.



#### 02 Emma

Emma is a web-based service for creating solid email campaigns. Emma has templates you can use to create newsletters, announcements and more. Great way to get your email to stand out.



#### 04 Xobni

If you use Outlook email, Xobni helps you manage it more effectively. Xobni acts as a sidebar, indexing every piece of email, and laying out statistics for you. Searching your inbox has never been easier.



## Snapshot: Podcasting

A creative way to reach out to job seekers and potential candidates is through the use of podcasting. With the rise in popularity of MP3 players over the past several years, specifically with the iPod, users are not only listening to music, but are also watching and listening to podcasts. Podcasts are shows created around any topic, or in this case, an advertisement for career opportunities. JobsinPods helps sourcers and recruiters get podcasts out to several channels on the Internet, and give companies the ability to tap into a new pool of candidates daily.

Home      About      Contact      Employers



### Recent Jobcasts

- Nestle Purina Sales Intern
- EMC VMWare Alliance J...
- Chemical engineering jo...
- Manufacturing Sales Asso...

Distribution Channels



# CHAPTER 5

## Social Media

### More To Explore.

Social Media is described as “tools for sharing and discussing information” and also “activities that integrate technology, telecommunications and social interaction.” This can include words, pictures, video, audio and much more. There are many different perspectives being shared online today on every topic and interest imaginable. Rounding out “The Sourcer’s Playbook,” we present a number of key destinations Sourcers should explore further.

## BEST OF SOCIAL MEDIA

The final chapter of this book explores a number of lists, posts, clippings, bookmarks, sites and articles that Sourcers need to visit. This section further explores Search Engines, Social & Business Networks, The Blogosphere, and Sourcer Tools and Technologies. The key here is to learn and absorb the information provided in each site, post or article. Each link mentioned adds more horsepower to earlier tips, tricks and tutorials for sourcing talent directly and indirectly.

### Key Destinations

The screenshot shows the AIRS website. At the top left is the logo for "THE RIGHT THING". To its right is the AIRS logo with the tagline "A Company of The Right Thing". On the far right are links for "Login", "Logout", and "United States". Below the logo is a navigation bar with links: "Recruitment Process Outsourcing", "Recruitment Technology", "Recruiter Training", "Outplacement", "About Us", and "News & Events". To the left of the main content area is a sidebar with a green header containing links: "Courses", "Training Packages", "Certifications", "Recruiter Resources", "Job Board & Recruiting Technology Directory" (which is highlighted in green), "AIRS Newsletters", "Webinar Archives", and "AIRS Sourcing Report". The main content area features a large image of the "AIRS 2009 JOB BOARD AND RECRUITING TECHNOLOGY DIRECTORY" book, which is orange and blue with the title prominently displayed. Above the book image is the text "Over 5,000 Listings!". Below the book image is the text "DOWNLOAD NOW FOR FREE!". At the bottom of the main content area is the caption: "The 5th Annual AIRS Job Board & Recruiting Technology Directory is the largest, most up-to-date, and easiest way to find the latest job opportunities and recruiting resources available today!"

### 01 Job Board And Recruiting Technology Directory

[http://www.airsdirectory.com/mc/training\\_forms\\_jobboard.guid](http://www.airsdirectory.com/mc/training_forms_jobboard.guid)

The screenshot shows the Recruiters Network website. At the top left is the logo for "Recruiters Network" with the tagline "The Association for Retained Recruiting". Below the logo is a navigation bar with links: "About Us", "Membership", "Resource Center", "Publications & Articles", "Discounts for Members", "HR/Recruiting Jobs", and "Media Kit". On the left side is a sidebar with links: "Home", "Free Newsletter", "Resource Center", "Recruiting Newsletter", "Recruiting Jobs", "Discounts and Tools", "Recruiting Firms", "Partners", "Media Kit", and "Link To Us". The main content area has a heading "Search Results - 1 to 20 out of 821". Below this is a message: "Below are the search results. Click on the name to go to the site directly. To view more information like description, discount offered to members, etc. click on the career site profile." There are three links at the bottom of this message: "Report Dead Link", "Add/Modify Career Site Listing", and "Search Career Sites". To the right of this message is a table showing search results. The columns are: "Career Site", "Resumes", "Cost", "Industry", "Location", and "Discount". The rows show the following data:

Career Site	Resumes	Cost	Industry	Location	Discount
<a href="#">Jobs-Canada</a>	No	Paid	*All	North America - Canada	No
<a href="#">SalesTrac.com</a>	Yes	Paid	Sales/Marketing	United States	No
<a href="#">1000 Islands Help Wanted.com</a>	Yes	Paid	*All	US - New York	No
<a href="#">1800Drivers.com</a>	Yes	Paid	Logistics/Transportation	United States	No
<a href="#">Jobs.com</a>	Yes	Paid	*All	United States	Yes
<a href="#">AdvancedJobs.com</a>	Yes	Paid	*All	United States	Yes
<a href="#">NursingJobs.com</a>	Yes	Paid	Healthcare/Nursing	United States	No

### 02 Recruiters Network

<http://www.recruitersnetwork.com/careersites/results.cfm>

# Social Media

Compare the TOP 7 VENDORS

Subscribe to the CRM Newsletter

HOME SALES MARKETING CALL CENTERS RESEARCH WEBCASTS COMMUNITY VENDOR DIRECTORY RSS

HOME > RESEARCH > ARTICLES

FEATURE ARTICLE

101 Ways to Monetize Your Blog Without Irritating Your Readers

CRM Comparison Guide

## 03 101 Ways To Monetize Your Blog

<http://www.insidecrm.com/features/101-ways-monetize-blog122007/>

Centre for Learning & Performance Technologies  
Knowledge, Skills and Tools for the Learning 2.0 Age

Advertise here

As C4LPT does not keep track of external links or technologies for learning and performance support

\* HOME  
\* JAKE HART  
\* WHITING & SPEARING  
\* CONSULTANCY  
\* CONTACT INFO  
\* GUEST MAP  
\* C4LPT REVIEWS  
\* ADVERTISE

TOP TOOLS

**Top 100 Tools for Learning 2008**  
Finalised: 31 October 2008

This list has been compiled from the contributions of 223 learning professionals (from both education and workplace learning) who shared their Top 10 Tools for Learning both for their own personal learning/ productivity and for creating learning solutions for others. [See the [Individual contributions](#) here - if you would like to contribute to the 2009 list, let us know and we will contact you when we open for contributions].

The full list appears below, but here is an embeddable slideshow and there is also a PDF to download. You can also view the list categorised as a [Toolset for Learning](#)

Free, easy online course authoring at [www.udutu.com](http://www.udutu.com)

Single Flash File Output

Moodle LMS Free demo

## 04 Top 100 Tools For Learning

<http://c4lpt.co.uk/recommended/top100.html>

HOW TO FIND A PERSON

Locate a Person For Free

Find a Person by Name Find a Person by... Reviews Contact me

21 Amazing Free Websites to locate ANYONE

Well... this is it. Finally after 1 year of being in the people search industry I collected this extensive list of websites and I present you here today in this post that took me around 2 hours to write.

Because the list is HUGE I have separated them into categories for easier navigation. Hey maybe, I should have called this article "The ultimate stalkers guide" but let's keep that for another time 😊

RSS Feed

Recent Posts

- How to Conduct a Criminal Records Check On Anyone
- 5 Secrets on How to Find a Person Online
- How to Find a Person Online for Free

## 05 21 Amazing Free Websites To Locate ANYONE

<http://www.howtofindapersontoday.com/21-amazing-free-websites-to-locate-anyone>

The screenshot shows the ClickBank homepage. At the top, there's a navigation bar with tabs: 'All Topics', 'Business', 'Inspiration', 'How To', 'Style', and 'Marketing'. To the right of the navigation is a speech bubble icon containing the text '9,132 subscribers'. Below the navigation, there's a large promotional banner for a book titled 'The Unlimited Freelancer'. The banner features a small thumbnail image of the book cover, which shows a person walking towards a bright light. The main text on the banner reads 'The Unlimited Freelancer is On Sale Now!' followed by a descriptive sentence: 'Unleash the true potential of your business. Learn three different strategies to make more money, have more free time, and grow a business you love.' Below this text is a red button with the text 'Find Out More →'. To the right of the banner, there's a section for 'Subscribe via RSS' with an orange RSS feed icon. Below this, there's a form for entering an email address, with a placeholder 'Enter your email...' and a red 'Submit' button. At the bottom of the page, there are two sidebar boxes: one for 'COPYWRITING GUNSLINGERS' and another for 'MEN WITH'.

## 06 35+ Social Media Tools That Make Life Easier

<http://freelancefolder.com/35-social-media-tools-make-life-easier/>

## 07 The 22 Step Social Media Marketing Plan

<http://mashable.com/2008/11/07/social-media-marketing-plan>

## 08 Web 2.0 Directory

<http://web2.econsultant.com/index-of-all-companies-covered.html>

## Social Media

# HOW TO CHANGE THE WORLD

A practical blog for impractical people.



\* Asking for a Favor: Sign Up for the Alltop News and Updates Email List |  
[Main](#) | [Inside Scoop on Zappos](#) \*

December 02, 2008

## How to Use Twitter as a Twoool

[View My LinkedIn Profile](#)

### 09 How To Use Twitter As A Twoool

<http://blog.guykawasaki.com/2008/12/how-to-use-twitt.html>



The Orange Savings Account

## Free Software We're Most Thankful For

By Eric Darnell, 6:00 AM ET on Nov 27, 2008 75,017 views

Dear free software developers:  
Before we American nerds sit down to our turkey and mashed potatoes today, know that your creations are at the top of the list of things we're most thankful for. Whether you're an indie hacker or just a user in the open source community,

464  
464  
464

### 10 Free Software We're Most Thankful For

<http://lifehacker.com/5098944/free-software-were-most-thankful-for>



HOME DAN THORNTON MY MARKETING ROLE SOCIAL MEDIA MARKETING RESOURCES MARKETING MEASUREMENT TOOLS

Ads by Google  
AdSense for RSS feeds

Marketing Measurement Tools

Popular Posts

### 11 Marketing Measurement Tools

<http://thewayoftheweb.net/marketing-measurement-tools/>

Centre for Learning & Performance Technologies  
Innovate, Share, Teach & Learn



JANE HART Jane Hart keeps track of tools and technologies for learning and development initiatives.

- [HOME](#)
- [JANE HART](#)
- [WRITING & SPEAKING](#)
- [CONVERSATION](#)
- [CONTACT INFO](#)
- [GUEST MAP](#)
- [CAPT REVIEWS](#)
- [ADVERTISE](#)

**NEWS**

- [JANE'S PICK OF THE DAY](#)

**DIRECTORY OF LEARNING TOOLS**

**Team, Group, Collaboration & Sharing Tools**

These tools are utilized by teams or other groups in order to share files and collaborate for project management, or other work or learning purposes. See also social networking tools and content management systems.

**Key to Availability:**  
C Commercial / O Open source / F Free / H Hosted service / P Paid subscription

**Top Collaboration Tools**

These are the collaboration tools that appear in the Top 100 Tools for Learning as voted for by learning professionals worldwide.

Tool	Summary	Available
Gastcamp	Manage and track projects	Free <span style="color: grey;">H</span>



Free, easy online course authoring at [www.udutu.com](http://www.udutu.com)


Single Flash File Output SCORM/AICC Tracable


Moodle LMS Free demo Free setup Unlimited users

## 12 Directory Of Learning Tools

<http://www.c4lpt.co.uk/Directory/Tools/group.html>

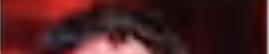
[social|median](#) News Networks Topics Stories People Email Id or Username Password Login Sign Up Forgot your password?

**Kevin Rose: 10 Ways To Increase Your Twitter Followers** By thomaspower

[Add News Flash](#) User-submitted headlines for this story

Source: [TechCrunch](#) 15 hours ago

**Summary**



**Add something**

[Skip](#) [News](#) [Site](#)

**Stats**

**Mood**  100% Like [koltzenasker](#)  0% Dislike

**27 Clips**

## 13 10 Ways To Increase Your Twitter Followers

<http://www.socialmedian.com/story/2694642/kevin-rose-10-ways-to-increase-your-twitter-followers>

## Linked Intelligence

The unofficial source for all things LinkedIn™.

**Pages**

- [Join LinkedIn](#)
- [100+ Smart Ways to Use LinkedIn](#)
- [LinkedIn Training & Training](#)
- [Books About LinkedIn](#)
- [Contact Me](#)

**Categories**

- [Business \(3\)](#)
- [Books \(2\)](#)
- [Events \(2\)](#)
- [Customer Communities \(4\)](#)
- [Books \(73\)](#)
- [Edmund's Business Profile \(1\)](#)
- [Feature Requests \(1\)](#)

**100+ Smart Ways to Use LinkedIn**

This resource is intended for people who:

- are new to LinkedIn and wondering how to use it to help you in your business and career
- have been using LinkedIn a while but feel like you haven't really been accomplishing anything with it
- are trying to persuade their friends to join LinkedIn and want to communicate the value proposition
- think there's no real value in LinkedIn (and those who want to rebut them)

No matter how much I know about using LinkedIn (10 million users for some subset thereof) are collectively going to know a whole lot more about it than I do. In May 2007, I kicked off a group writing project called "Smart Ways to Use LinkedIn". What follows are the results of that project: plus some writings of my own, plus various blog posts and a couple of articles that fit the intent of this collection. It is a dynamic, growing collection, so if you have anything you would like to

Search

Recommended Reading



## 14 100+ Smart Ways To Use LinkedIn

<http://www.linkedintelligence.com/smart-ways-to-use-linkedin/>

## Social Media

The screenshot shows the homepage of Mashable.com. At the top, there's a banner for 'The Optimum Triple Play' featuring three cartoon figures and a price of '\$29.95'. Below the banner is a navigation bar with links for News, Most Popular, Tech, Advertising, Jobs, Network, Contact Us, and Follow us on Twitter. To the right of the navigation is a search bar. The main content area has a large image of a person's face with the text 'SEE THE MARKET MORE CLEARLY'. On the left, there's a featured article titled 'Video Toolbox: 150+ Online Video Tools and Resources' with a thumbnail image of a video camera.

### 15 150+ Online Video Tools And Resources

<http://mashable.com/2007/06/27/video-toolbox>

The screenshot shows the homepage of matt-huggins.com. The header features a tropical beach background with the text 'Entrepreneurial Blog of Matt Huggins'. Below the header, a sub-headline reads 'The Visions and progression of an aspiring Internet entrepreneur'. The main content area contains a section titled '55 Essential Articles Every Serious Blogger Should Read'. On the left, there's a 'Navigation' sidebar with links for About Matt-Huggins, Archives, Contact, and Previous. On the right, there's a 'Sponsors' sidebar with logos for abogee search and Avoid SEO Malpractice.

### 16 55 Essential Articles Every Blogger Should Read

<http://www.matthuggins.com/55-essential-articles-every-serious-blogger-should-read/>

The screenshot shows the homepage of seomoz.org. The header features the 'seomoz.org' logo with the tagline 'The Web's Best SEO Resources'. Below the header, there are several navigation links: DAILY SEO Blog, PRO + FREE SEO Tools, SEARCH MARKETING Guides, USER POWERED YOUMoz, SEO SERVICES Marketplace, SEMANTIC Store, and EARN MORE About. A large banner in the center promotes the 'WEB 2.0 AWARDS' held on May 9, 2008. At the bottom, there are links for THE AWARDS, WEB 2.0 AWARDS ZEITGEIST, CHART OF WINNERS, and NOMINATE.

### 17 SEO Web 2.0 Awards

<http://www.seomoz.org/web2.0/short>

ReadWriteWeb | ReadWriteTalk | Enterprise | JobWire

About | Subscribe | Contact | Advertise

RSS [RSS readers](#) | [RSS by Email](#) | [Go](#)

RSS [RSS readers](#) | [RSS Weekly Wrap-up](#) | [Your email address](#) | [Go](#)

Home | Products | Trends | Company Index | Best of RWW | Archives | Search ReadWriteWeb | [Go](#)

## Top 10 Alternative Search Engines of 2008

Written by Charles Knight, AllSearchEngines editw | Published 1/7/2009 10:41 AM (PT) | 17 comments | [Read Full Story](#)

**Editor's Note:** This list was contributed by Charles Knight, editor of [ReadWriteWeb](#).

## DEMAND SPEEDS UP TO

## 18 Top 10 Alternative Search Engines Of 2008

[http://www.readwriteweb.com/archives/top\\_10\\_alternative\\_search\\_engi.php](http://www.readwriteweb.com/archives/top_10_alternative_search_engi.php)

Home Header | Marketplace | RSS | Private Label | Affiliate | Imprints News | Usernames | Passwords | Go

Editorial | Travel | Auctions | Shopping | Calc/Tools | Multi-Search | Newsletter | Indulgences | Advertising

Get Quotes | Indices | Amazon | Amazon Search | Go | Amazonsale | CEOExpress Marketplace

**CEOExpress®**  
The Executive's Journal  
Mon, January 26th | Make CEOX My Home | Feedback

Poll of the Day | Open Polls

Demand from the United States million USD in Afghanistan to reduce the influence of terrorist to 20 thousand

Wholes: Porsche | Microsoft | Paraffy | Ubers | New York Times | Ford Edge

Boston 22° F | Mobile Client

Editor's Choice | Admin  
What this accounting means for you! As the most serious credit rating in business over your lifetime, you've got to have questions. [Here are the answers.](#) [Submit](#)

U.S. Gov't Printing Office | Admin  
This site provides public access to government publications submitted by Congress and Federal agencies. [Submit](#)

Daily News & Info | Daily News & Info | Business Research | Office Tools & Tools | Breaking | Executives | Search Units

Daily News (Change Layout) | Business Magazines | Newsfeeds | General

## 19 CEOExpress Business Portal For Executives

<http://www.ceoexpress.com/default.asp>

**Mashable** All That's New on the Web

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News | Most Popular | Top | Advertising | Jobs | Networks | Contact Us | Follow on Twitter | Search | Advanced Search | Go

HOW TO: Build Community on Twitter

Version: 1.0, 2008 | Print | PDF | by Sarah Etter

Sarah Etter is the director of communications at Elgin Community College (ECC) in Elgin, Illinois. She also authors a blog called [socialmedia101](#).

20 Comments

Twitter | Facebook | LinkedIn | YouTube | Flickr | Digg | StumbleUpon | Delicious | Google+

We Define: Server Virtualization

IBM Intel

## 20 How To Build Community On Twitter

<http://mashable.com/2008/11/10/twitter-community>

## Social Media

The screenshot shows the cnet news website's Webware section. At the top, there's a navigation bar with links for Latest News, Crave, Webware (which is highlighted in red), Business Tech, Green Tech, Wireless, Security, and More. Below the navigation is a breadcrumb trail: Home > News > Webware. A large banner for "Webware" features the tagline "COOL WEB APPS FOR EVERYONE". To the right, there's a promotional box for "DEAL OF THE WEEK" featuring a Dell Latitude D630 laptop.

### 21 6 Services That Help You Find, Follow Friends On Twitter

[http://news.cnet.com/8301-17939\\_109-10133219-2.html?part=rss&tag=feed&subj=Webware](http://news.cnet.com/8301-17939_109-10133219-2.html?part=rss&tag=feed&subj=Webware)

The screenshot shows a YouTube video page. The video title is "How I Made 5000 Twitter Friends in 90 Days" by user "perrybelcher". The video thumbnail shows a man's face. The video was uploaded on December 04, 2008. The video player interface includes a search bar and an "Upload" button. To the right of the video, there's a sidebar with the video URL (<http://www.youtube.com/watch?v=XuEXFzUpkA8>) and an "Embed" button.

### 22 How I Made 5,000 Twitter Friends In 90 Days

<http://www.youtube.com/watch?v=XuEXFzUpkA8&feature=related>

The screenshot shows the copyblogger website. The main header reads "copyblogger". On the left, there's a sidebar with "copywriting tips for online marketing success", a "subscribe" button, and an "email updates" button. The main content area features a blog post titled "How to Use Twitter to Grow Your Business" by "70+ in 100+ Themes". The post discusses whether Twitter can help grow a business. To the right, there are two sidebar boxes: one for "How smart is your WordPress theme?" featuring "THEESIS" and another for "partnering PROFITS".

### 23 How To Use Twitter To Grow Your Business

<http://www.copyblogger.com/grow-business-twitter/>

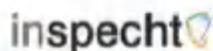
## Discover Step-By-Step 100% Legal Web 2.0 Search Engine Ranking & Massive Traffic Generation Blueprints

DOWNLOAD MY COMPLETELY FREE "SOCIAL MEDIA DAILY" BLUEPRINT, AND USE WEB 2.0 AND SOCIAL MEDIA TO BRING CROWDS OF HUNGRY, ON TARGET TRAFFIC TO YOUR WEB SITE!

Most People Aren't Seeing Results From Web 2.0 Because They're Doing It ALL WRONG! They are missing a key element, and by missing this element most marketers who try Web 2.0 are doomed to fail:

### 24 Social Media Daily

<http://www.socialmediadaily.com/>



networks of expertise

#### 52 Social Media Ideas for HR & Recruiting

1. Get out and personally engage with your peers, join groups such as [Recruiting Blogs](#) or [HRM Today](#)
2. Sign up for [Twitter](#)
3. Start an external blog on HR areas that interest you

### 25 52 Social Media Ideas For HR & Recruiting

[http://inspecht.com.au/wp-content/uploads/52\\_Social\\_Media\\_Ideas\\_for\\_HR.pdf](http://inspecht.com.au/wp-content/uploads/52_Social_Media_Ideas_for_HR.pdf)

The screenshot shows the InsideCRM homepage. At the top, there's a navigation bar with links for HOME, SALES, MARKETING, CALL CENTERS, RESEARCH (which is highlighted in red), WEBCASTS, COMMUNITY, VENDOR DIRECTORY, and RSS. Below the navigation is a search bar with fields for 'Email Address' and 'Search'. A red banner across the page reads '101 Five-Minute Fixes to Incrementally Improve Your Web Site'. To the right, there's a sidebar titled 'TOP RESEARCH' with a link to 'CRM Comparison Guide'.

### 26 101 Five-Minute Fixes To Incrementally Improve Your Website

<http://www.insidecrm.com/features/101-web-site-fixes-031808/>

# Social Media

The screenshot shows the PCMag.com website's "SOLUTIONS" section. A banner at the top reads "SEE THE MARKET MORE CLEARLY" and features a "investools" logo. Below the banner, there are links for "PRE-TRADING COACHING", "MARKETING", "INVESTMENT TOOLS", and "Attend a FREE 2-hr investools class". The main content area displays an article titled "Create No-Code Mashups with Yahoo! Pipes" under the "Software & OSes" category. The URL is http://www.pcmag.com/article2/0,2704,2193044,00.asp.

## 27 Create No-Code Mashups With Yahoo! Pipes

<http://www.pcmag.com/article2/0,2704,2193044,00.asp>

The screenshot shows the PCMag.com website's "SOLUTIONS" section. A banner at the top features a "Dell Inspiron Mini 12" advertisement. Below the banner, there are links for "SEARCH", "PC MAG.COM", "SOLUTIONS", "NEWS", "COLUMNIS", "COMPARE PRICES", "FORUMS", "@WORK", "BLOGS", "VIDEO", and "SUBSCRIBE". The main content area displays an article titled "11 Ways to Search Without Google" under the "Software & OSes" category. The URL is http://www.pcmag.com/article2/0,2817,2115701,00.asp.

## 28 11 Ways To Search Without Google

<http://www.pcmag.com/article2/0,2817,2115701,00.asp>

The screenshot shows the "Diversity Recruitment Advertising Toolkit" page. At the top, there is a navigation bar with links for "Toolkit Home", "Buy The Book", "Return to Store", "Diversity Staffing Center", "Diversity Advantage Blog", and "Contact Us". Below the navigation bar, there is a sidebar with links for "Book Home", "Buy The Book", "Reviews", "View Sample Listings", "View An Excerpt", "Table of Contents", and "Return to Store". The main content area features a book cover for "The DIVERSITY RECRUITMENT ADVERTISING TOOLKIT" and a description of the toolkit as an essential tool for employers striving for a diverse workforce. It highlights over 650 career fairs, newsletters, magazines, journals, web sites, job banks, and job boards targeting college-educated African American, Arab American, Asian American, Hispanic, and Native American professionals. The URL is http://tinyurl.com/bbwlykd.

## 29 The Diversity Recruitment Advertising Toolkit

<http://tinyurl.com/bbwlykd>

The screenshot shows the homepage of WEDDLE's Association Directory. The header features the WEDDLE logo and the tagline "Where People Matter Most". A sidebar on the left contains links to Home, 2007 Catalog, What is WEDDLE's, Tips For Success, User's Choice Awards, Online Poll, Association Directory, and Consulting. The main content area is titled "WEDDLE's Association Directory" and includes a welcome message for HR practitioners, corporate recruiters, and job seekers. It also describes how professional associations operate Web-sites featuring job boards, resume banks, and networking forums.

## 30 Weddle's Association Directory

<http://www.weddles.com/associations/index.cfm>

The screenshot shows a YouTube video page for "SearchWiki". The video thumbnail is black. The video title is "SearchWiki". The video was uploaded by Google on November 20, 2008. The video description explains what SearchWiki is and how it works. The URL of the video is provided, along with the embed code.

## 31 Google SearchWiki

<http://www.youtube.com/watch?v=t8Pl1H0dlxE>

The screenshot shows the Mashable website. The main headline is "Gain an Insider's Perspective: HOW TO: Use Google Reader Like A Rockstar". Below the headline is a sub-headline: "Google Reader recently got a facelift, with a fresh look and features, a lot of people are buzzing about the service." On the right side of the page, there are social media sharing options and advertisements for "DRIS HQ" and "BECOME A".

## 32 How To Use Google Reader Like A Rockstar

<http://mashable.com/2008/12/07/how-to-use-google-reader/>

# Social Media

The screenshot shows a web browser window with the Lifehacker logo at the top. The main content is an article titled "Top 10 Things You Forgot Gmail Can Do". On the left, there's a sidebar with an advertisement for "The Orange Savings Account" and a "High Interest" banner. The main article area features a screenshot of the Gmail interface.

**Top 10 Things You Forgot Gmail Can Do**

When friends push friends onto Gmail, it usually involves talling up the seemingly limitless storage space, reaching the fast-moving interface, or its interconnectedness with other Google applicatoins, like Calendar. Those features are all fine and good, but a Gmail Addit is far more useful.

## 33 Top 10 Things You Forgot GMail Can Do

<http://lifehacker.com/5103016/top-10-things-you-forgot-gmail-can-do>

The screenshot shows a web browser window with the MakeUseOf logo at the top. The main content is an article titled "6 Ways To Search ‘By Date’ On Google". The page includes a sidebar with ads for "Google Search Appliance" and "Internet Marketing System". There's also a sidebar for "SEE THE MARKET MORE CLEARLY" featuring a woman's face.

**6 Ways To Search ‘By Date’ On Google**

Oct. 27th, 2008 By [EddyatBaz](#)

**Google Search Appliance**  
Search your business Intranet, file shares, and more.

**Internet Marketing System**  
Simplify, Unify and Increase ROI  
Automate Your Internet Marketing

**Ads by Google**

**SEE THE MARKET MORE CLEARLY**

## 34 6 Ways To Search “By Date” On Google

<http://www.makeuseof.com/tag/6-ways-to-search-by-date-on-google/>

The screenshot shows a web browser window with the About.com logo at the top. The main content is an article titled "Use Google To Find People". The page includes a sidebar with a "People Search" ad from PeopleFinders.com and a "Free Web Search Newsletter" sign-up form.

**About.com: Web Search**

[Home](#) > [Computing & Technology](#) > [Web Search](#)

**Advertisement**

**Sponsored Links:**

**People Search**  
Get current address and phone, find anyone in the USA. Free preview.  
[PeopleFinders.com](#)

**Web Search** **Search Basics** **Find People** **Media Search**

**Google People Search**  
Use Google to Find People  
[By Wendy Russell - About.com](#)

**Free Web Search Newsletter!**  
Enter email address   
[SIGN UP](#)

## 35 Use Google To Find People

<http://websearch.about.com/od/peoplesearch/tp/googlepeoplesearch.html>

makeuseof.com

15 Twittery Things For Your Holiday Enjoyment

Dec 25th, 2008 by Jimmy Rogers

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Only with WAN optimization from Riverbed >

## 36 15 Twittery Things

<http://www.makeuseof.com/tag/15-twittery-things-for-your-holiday-enjoyment/>

**Top 100**  
The most popular blogs written in All languages

Top 100 – All languages

There are a lot of blogs all around the world, some of them are a bit bigger than others. We thought it would be nice to see which blogs belong to the top segment in different languages. Please be aware that the list shows the blogosphere from Twingly's point of view. Feedback on Twingly Top 100 is very welcome.

Choose a language below to get a language specific top list.

## 37 Twingly's Top 100 Blogs

<http://www.twingly.com/top100>

THE WALL STREET JOURNAL BUSINESS

Today's Paper | Video | Columns | Blogs | Graphics | Newsletters | Alerts | WSJ.com Community

HOME U.S. WORLD BUSINESS MARKETS TECH PERSONAL FINANCE LIFE & STYLE OPINION CAREERS REAL ESTATE SMALL BUSINESS

ASIA EUROPE EARNINGS ECONOMY HEALTH LAW AUTOS MANAGEMENT MEDIA & MARKETING MORE INDUSTRIES ▾ COLUMNS & BLOGS

TOP STORIES IN Business Tilby Banks Will Lend Billions for Pfd... Train Fires Back at Bank of America French Banks Plot Joint Functions Rohm & Haas Chemicals

JANUARY 6, 2009 7:54 P.M. ET

MARKETING

### The Secrets of Marketing in a Web 2.0 World

## 38 The Secrets Of Marketing In A Web 2.0 World

<http://online.wsj.com/article/SB122884677205091919.html>

## Social Media

YouTube announced yesterday their new Pay Per Click advertising solution and I've made a pictorial walk through of the system for you to take a look at. This, my friends, is HUGET YouTube is the #2 search engine out there and the #3 most visited website in the world. To reach that audience on a keyword level is an incredibly rich opportunity for all of us.

The premise of YouTube Pay Per Click system is much like Google adwords - and in fact interfaces with your Google account for billing. You pick keywords that relate to your promotion and decide how much you're willing to spend per click and how much you cap your per-day spending at. You write an ad, just like Adwords. But where things get funky - you pin a VIDEO to display to the viewer once they click on your ad.

Let's take a walk through the backend.

Categories: Social Media Optimization, SEO, PPC  
Blog Admin & Announcements, Internet Marketing, Keyword Research, Link Popularity, Search Engine Optimization, Social Media Optimization, Tools & Reviews  
11,890 Readers BY REFERRER  
14,752 Visitors YouTube-channel.com  
W Rank: 36 2009 - 2010 Data  
Top Advertisers  
Archives: January 2009, December 2008, November 2008

## 39 YouTube Sponsored Video How To

<http://www.michellemacpherson.com/youtube-sponsored-video-how-to/>

## 10 Useful RSS-Tricks and Hacks For WordPress

By Michelle MacPherson | 154 Comments

Learn More About RSS Feeds

121,331 Subscribers

Google Search

Web smashingmagazine.com

Sponsors

Advertiser Advertisers

Teemingly Pro Add Social Interaction To Your Web Application UI

Take ownership of your website. Efficiently capture webpages with our Plugins

## 40 10 Useful RSS Tricks And Hacks For WordPress

<http://www.smashingmagazine.com/2008/12/02/10-useful-rss-hacks-for-wordpress/>

HubSpot

Home Company Products News Resources Marketing Blog Demo

Pro Marketers Group

Marketing Whitepapers

Marketing Tips

Marketing Webinars

### Marketing in a Recession Webinar

Watch the Video

## 41 Marketing In A Recession Webinar (Recorded)

<http://www.hubspot.com/archive/marketing-in-a-recession-webinar>



# fistful of talent

Recruiters, HR, Consultants and corporate Types on all things Talent...

[When Should I Create Value? Now. | Main | If an HR guy can't dress up his corporate avatar like Tina Turner, what's the world coming to? »](#)

Wednesday, December 03, 2008

\* To What End? A Viral Question in Human Resources

The Talent Management Blog Power Rankings 2.0 [Sponsored by FOT and the HR Capitalist]

Workforce

## 42 The Talent Management Blog Power Rankings

<http://www.fistfuloftalent.com/2008/12/fot-talent-management-blog-power-rankings-2-draft.html>

A practical blog for impractical people.



[« How to Change People's Attitudes | Main | Literature and Narrative Management »](#)

November 10, 2008

## Looking for Mr. Goodtweet: How to Pick Up Followers on Twitter

[View My Job Board](#) [Best Posts of the Past](#)

## 43 How To Pick Up Followers On Twitter

<http://blog.guykawasaki.com/2008/11/looking-for-m-1.html>



Peter Kim

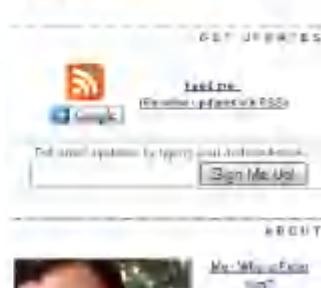
MONDAY MORNING QUARTERBACK DRAFT RESULTS | Main | Graphical analysis of my social media marketing champion

11 comments (24) |

## A List of Social Media Marketing Examples

I've been thinking about how social media works. For example, applying game mechanics to understand participation, thinking about users vs. customers, and [deconstructing ROI traps](#) in PR campaigns. This analysis makes me wonder if social media marketing matters and if so, does it scale.

I thought you might benefit from some of my background research on these topics. And I'd appreciate your help in curating this list by providing more details and submitting additional cases.



## 44 A List Of Social Media Marketing Examples

<http://www.beingpeterkim.com/2008/09/ive-been-thinking.html>

## Social Media

The screenshot shows the homepage of chrisBROGAN. At the top, there's a navigation bar with links to HOME, ABOUT, BEST OF, CONTACT, NEWSLETTERS, ROCKSTARS, and SPEAKING. To the right is a search bar labeled "Site Search". Below the navigation, a large image of a man's face is partially visible. A blog post titled "40 Ways to Deliver Killer Blog Content" is displayed, dated December 4, 2008, with 143 comments. The post includes a small thumbnail image of a person. On the right side of the post, there are several social media and newsletter subscription links.

### 45 40 Ways To Deliver Killer Blog Content

<http://www.chrisbrogan.com/40-ways-to-deliver-killer-blog-content/>

The screenshot shows a Lifehacker article titled "Top 10 Telephone Tricks". The article is by Gina Trapani and was published at 2:00 AM on Wednesday, January 16, 2008, with 281,793 views. The page features a large image of a vintage black rotary phone. On the left sidebar, there's an advertisement for investools and a link to "Start learning.".

### 46 Top 10 Telephone Tricks

<http://lifehacker.com/345501/top-10-telephone-tricks>

The screenshot shows a Lifehacker article titled "Top 10 YouTube Hacks". The article was by Ethan Flory and was published at 4:00 AM on Wednesday, August 20, 2008, with 178,153 views. The page features a large image of a computer screen displaying various YouTube-related tools and hacks. On the left sidebar, there's an advertisement for Vonage Visual Voicemail and UNLIMITED Local and.

### 47 Top 10 YouTube Hacks

<http://lifehacker.com/400630/top-10-youtube-hacks>

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100+ Ways to Organize Your Life

October 26, 2009 - 9:21 am EDT by Cameron Chapman

Comments

Facebook Twitter LinkedIn Email

Twitter LinkedIn Facebook YouTube LinkedIn Email

Tap into the power of Monster.

## 48 100+ Ways To Organize Your Life

<http://mashable.com/2007/10/26/100-ways-to-organize-life/>

**Mashable**  
All That's New on the Web

ancestry.com

News Most Popular + Tags Advertise Jobs Network + Contact Us + Follow on Twitter

100+ More Ways to Organize Your Life

December 3, 2008 - 1:23 pm EST by Cameron Chapman

All Comments

Facebook Twitter LinkedIn Email

Category View Advertise Contact Us

Last year we featured over 100 ways applications to organize every aspect of your life, from your belongings to your social calendar, and more. Since then, many have...

FREE SHIPPING ON APPAREL ORDERS

## 49 100+ More Ways To Organize Your Life

<http://mashable.com/2008/12/02/organization-applications/>

**makeuseof.com**

10 Essential Cheat Sheets To Download

All 15th, 2010 by [Ajaay](#)

Laminated Software Guides

Outlook, Word, Excel, PowerPoint, Notes, & Step-by-step instructions

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Ever wanted to master the keyboard shortcuts and get more productive on the web? Here is everything you need - 10 quick cheat sheets for some of the most widely used tools on the web. Download, print and stick them somewhere near your desk.

**KNOW**

Change your life, energize your career with courses from The New York Times Knowledge Network in collaboration

## 50 10 Essential Cheatsheets To Download

<http://www.makeuseof.com/tag/7-essential-cheat-sheets/>

## Social Media

The screenshot shows a blog post titled "7 Reasons Diigo Tastes Better Than Delicious" by David Pierce, posted on Nov. 8th, 2008. The post discusses the advantages of Diigo over Delicious, mentioning its ease of use, accessibility, and integration with Firefox. A sidebar on the right displays a counter for 36721 subscribers and links for email and RSS feeds.

**7 Reasons Diigo Tastes Better Than Delicious**  
Nov. 8th, 2008 By [David Pierce](#)

**Create your expert page**  
Show your expertise to the world in only 15 minutes. Free and easy!

**delicious jeans**  
Search multiple engines at once for delicious jeans

I've used [Delicious](#) for a long time to manage my web bookmarks. It was easy to use, accessible from any browser, and worked well with Firefox. For all my needs, it was a great bookmarking service.

36721 Subscribers  
Get new via EMAIL or RSS

## 51 7 Reasons Diigo Tastes Better Than Delicious

<http://www.makeuseof.com/tag/7-reasons-diigo-tastes-better-than-delicious/>

The screenshot shows a post titled "30+ Must-Have Updated Firefox 3 Extensions" by Phil Rosenberg, posted on June 26, 2008. The post lists 30+ must-have Firefox 3 extensions. The page includes social sharing options and advertisements for USF University of San Francisco and Villanova University.

**Mashable** All That's New on the Web

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USF UNIVERSITY OF SAN FRANCISCO

30+ Must-Have Updated Firefox 3 Extensions

June 26, 2008 · 1088 pm EDT · By [Phil Rosenberg](#)

We've put together a list of 30+ must-have Firefox 3 extensions that we know you'll enjoy, whether you're upgraded to [Firefox 3](#) and are looking for something new to add to your browser, or have yet to make the

VILLANOVA UNIVERSITY

PROFESSIONAL EDUCATION ONLINE

Earn your Six Sigma

## 52 30 Must-Have Updated Firefox 3 Extensions

<http://mashable.com/2008/06/26/firefox-3-extensions/>

The screenshot shows a blog post titled "Top 50 Web 2.0 Tools for Job seekers" by Phil Rosenberg, posted on June 16, 2008. The post lists 50 web 2.0 tools for job seekers. The page features a navigation bar and a sidebar with a sign-up form.

Secrets OF THE Job Hunt

Where career advice pros and job seekers connect

Main My Page Members Forum Videos Podcasts **Blogs** JobRadio.fm RSS Feed Sponsors Career News

All Blog Posts My Blog Add a Blog Post

**Top 50 Web 2.0 Tools for Job seekers**

Posted by [Phil Rosenberg](#) on June 16, 2008 at 2:00 am  
[View Phil Rosenberg's blog](#)

Welcome to  
Secrets of the Job Hunt  
Network  
[Sign Up](#)

## 53 Top 50 Web 2.0 Tools For Job Seekers

<http://www.secretsofthejobhunt.com/profiles/blogs/866628:BlogPost:11541>

 **Listropolis**  
all your lists belong to us

DESIGN ENTERTAINMENT EVERYTHING ELSE FREE HEALTH LIFEHACKS SOCIAL MEDIA TECH WEB TOOLS

Categorized | **Featured, Friendfeed, Social Media, Twitter**  
Tags: conversation, friendfeed, social, Twitter

No One Will Talk With You on Twitter or Friendfeed? 20 Ideas of What You Should do to Get Conversations Going

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## 54 20 Ideas To Get Conversations Going On Twitter

<http://tinyurl.com/a3we85>

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## TechCrunch Layoff Tracker

390 Comments 

## 55 TechCrunch Layoff Tracker

<http://www.techcrunch.com/layoffs/>

 **Listropolis**  
all your lists belong to us

DESIGN ENTERTAINMENT EVERYTHING ELSE FREE HEALTH LIFEHACKS SOCIAL MEDIA TECH WEB TOOLS

Categorized | **Resources**  
Tags: lists, reference, Resources

Like Lists? - 11 Sites With all the Lists You'll Ever Need

ADVERTISE HERE

## 56 Like Lists? – 11 Sites With All The Lists You'll Ever Need

<http://www.listropolis.com/2008/07/like-lists-11-sites-with-all-the-lists-youll-ever-need/>

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# **THE SOURCER'S PLAYBOOK**

**BY GEOFF PETERSON**

The Sourcer's Playbook is a book dedicated to Sourcers, Recruiters and Researchers. This invaluable book is filled with over 100+ "play-by-play" tutorials for finding active and passive talent directly and indirectly using the web.

Take a deep dive into Social and Business Networks, Social Media, Search Engines, The Blogosphere, Microblogs, Niche Communities, Groups, Mobile Technologies, and Sourcer Tools and Technologies. See how to harness the power of the web with advanced search techniques, strings, hacks, commands and sourcing strategies.

**A few specifics include:**

- Key lessons, best practices and fundamentals ALL about "sourcing"
- How to build a passive talent database utilizing a variety of sources
- How to make the entire web your personal ATS
- How to uncover 80M+ resumes indexed online
- How to uncover 1B+ worth of competitive intelligence online
- How to see ALL of LinkedIn beyond your network,
- Discover key ways to utilize Facebook and MySpace
- How to find hidden passive talent scouring blogs and microblogs
- Learn simple through advanced techniques including Boolean, Flip and XRay
- See how to use Google, Yahoo and MSN for sourcing everyday
- How to drive more traffic to your career site and postings using search engines
- See why Twitter matters and how to attract active and passive talent
- See a run-down of Sourcer tools and technologies to help you stay ahead of the curve
- Secrets revealed of how to "automate" your searches online
- How RSS technology works to capture talent daily
- How to build a search library to reuse over and over again
- See a long list of emerging sites and niche communities to add to your arsenal
- How to utilize video and podcasting in your sourcing efforts
- How to find ANYONE online in minutes