

HOW DO I GET NOTICED?

In an ever changing technology world, many candidates seeking new jobs will go through a range of possibilities to get noticed. So, where do you start? A quality resume would be good. Then what do you do? You start with the search engines and find some sites to look at with some interesting jobs. Then once on those sites, you are encouraged to just go ahead and post your resume. This sounds good so far.

Have you ever wondered when you give your name and address to any business just who all gets to see that information? Most companies now have Privacy Policies that must clearly state what they do to protect your information as well as what they can do with it. Have you ever suspected that the latest magazine that you subscribed to got you posted on some other sales list? It happens all the time. The publishers of magazines and newspapers can make a substantial portion of their income by selling subscriber lists and demographic information. So why couldn't these job boards do the very same thing, sell lists of their applicants? In fact, many and perhaps most larger job boards generate 30 percent or so of their revenues from lists and resume searching businesses.

There are two primary risks faced by candidates using job boards that sell resume searching access. There is a very important distinction here. Sending your resume to a recruiter is not necessarily the same as posting it on a public board. It is very important to know what will happen with your resume once submitted. Here are the big risks:

1. Illegitimate organizations can get access and then download sometimes thousands of resumes for the purpose of stealing the identities of the candidates. There's an incredible amount of very private information in most resumes and an amazing amount of candidates include information such as birth date and social security number even though employers have absolutely no need to see that information until later in the hiring process. This is the risk that everyone seems to focus on but, actually may be the lesser of the two risks.
2. The risk is the rapidly increasing number of legitimate organizations who pay for resume searching access but then use the data for illegitimate purposes. For example, a small but growing number of financial services organizations are purchasing access to resume boards to help them identify potential clients. They'll look for people who are likely making a lot of money or who are entering

professions where they are likely to make a lot of money and the organizations will then call those people to try to get them to buy products or services. How annoying this can be. What job seeker would want to receive a call to buy shares in some penny stock company because they posted a resume at some job board? And, what do you think happens to the candidate that leaves a social security number or birth date on the resume? Remember, this is the age of blogs, text messaging, Twitter, and YouTube. Word gets around very, very quickly.

Just for your information, Ag 1 Source never sends or sells your information to anyone other than the companies that are interested in you as an applicant and Ag 1 Source consultants visit with you about each and every company we will share your information with. This is also stated in our Privacy Policy ([hyperlink](#)).

It is true that having a quality resume is the first place to start. Be sure to include the key contact information, work history detailing accomplishments, and education and other accreditations. The next real key is to begin to focus in on the jobs that fit your skills best. Trained recruiting consultants can help you with that, but it starts with complete and quality information from you, the candidate first. Don't be afraid to ask where and with whom your resume will be shared. Companies should also be able to provide you with their Privacy Policy.

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