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- Social Networking—This makes networking easier and many companies use social sites for hiring purposes. Follow company/organizations' accounts –it may give you insight into their culture, industry trends, services, and information. Interact with their posts, but do so appropriately.
  - Targeted Search –This will help you create a specific list of organizations to pursue, and can help you better prepare your application materials. Remember not to narrow your search too much! Our What Can I Do With This Major resource is great for identifying common job titles for your search.
  - Professional Groups –You can connect with individuals interested in similar career paths who can provide good career advice. Be aware that you may need to pay a fee to join professional organizations and access certain career opportunities. Attend professional conferences and meetings to develop your network.
  - Broad Job Boards –These are a good way to learn about job opportunities and in-demand career areas. Competition is likely higher if just anyone is able to apply through the site. Try to search on more specific sites like the Career Connections Job Board to lesson your competition.
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