

Using Blogging to help find a job

Blogging is a clever way to profile your ‘brand’ and make yourself known to potential hiring managers or referrers. Think of a blog as the 3D version of your resume. One in which you provide context and meaning to your work experience and educational background. It's the online version of your CV where influencers and decision makers can get to know you better. People will tend to find your blog through the search engines or click through to it from a link in your resume, cover letter or LinkedIn profile. If you are not currently working, creating a blog can be a great use of your time to demonstrate your skills or expertise.

Twitter is like a calling card. Facebook is like a phone call. Blogging is like a full-fledged conversation!

Although some people might like to blog many don't know where to start or what to say. To follow are some pointers to help. Good luck with this, enjoy the process.

1. Start with a topic you're passionate about and that is helpful to your job search

It can take months to build your blog into something worth reading, as it is the accumulation of posts (or entries) over a period of months or longer that will set you apart as credible.

Relate your blog to your job hunt. If you're searching for a position in sales, for example, you might develop a blog that focuses on “the close.” All the different ways to get there; what works and what doesn't; examples or case studies based on your current experience, or research in that area etc.

2. Write short frequent entries in your blog

A short paragraph or two is plenty – sometimes a sentence will suffice. Your goal is to show that you're knowledgeable about your topic. You're reading other blogs or news sources (on or offline) that are related. In fact, a sentence or two with a link directing readers to a relevant article in Financial Review or other respected periodical is plenty. The fact that you noticed the article and have an opinion about it is what counts.

3. Be yourself

Be honest and forthright in your writing, whilst being careful you don't cross the line into saying things that are critical or inappropriate about any previous employers or major players in your industry. Every time you post a new entry, remember that you are creating a *public* Web page, easily searchable by Google.

4. Use correct grammar, spelling and syntax

Be mindful that the quality of your writing matters. A blog is a way to demonstrate that you can write and think clearly, concisely and concretely. That will put you head and

shoulders above most candidates, because some people really can't be concise and articulate.

5. Create a flow for the content of your blog

You could use your blog as a mini content management system. Think about the categories you want to cover over time. Are there keywords you should be using that recruiters or potential employers may be searching on? Create a category for that phrase. In addition, title each of your posts with care. Include as many specifics and keywords as possible. If you're quoting an expert or brand name company in your blog entry, include the name in your title. Your blog entry may show up in search engine results alongside the Web site for a Top 500 company.

6. Post a new entry at least once a week, preferably two or three times a week.

The more you post, the more content you are creating. Since each new post or entry is its own Web page, you are increasing the chances that search engines will find your blog. Despite not being a great blogger myself I know that frequency and consistency is the key. When you run across something you'd like to write about, open up your blog and create a draft entry. Give it a provisional title. You can come back later when you've got 20 minutes to spare and can write up a coherent paragraph.

7. Include your key contact information on your blog

You'd be amazed at how many bloggers forget to do this. Remember the idea is for your blog to turn up in a recruiter's, headhunters or potential employer's Google search. By building your contact information into your blog template, you make it easy for them to pick up the phone and call or send an email. (Also ensure your details are on LinkedIn as people are likely to check you out there after they find your blog).

Have fun with the process, you never know your blogs may not only get you a job it may also be the source of a potential bestselling book.

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