

## Finding a Job in a Recession: Tougher Than Ever Before

By Christina Motley

An economic recession. An enormous talent pool. Thousands unemployed. Massive numbers of highly qualified — and over qualified — applicants. Really, it's no wonder finding a job today is harder than ever before.

What once worked no longer does. Instead, I've applied new tricks to land the right job for me, including:

- Creating a scannable resume for automated readers.
- Attending job support groups.
- Posting my resume on dozens of Web sites and job boards.
- Researching list serves upon list serves.
- Making use of social media.
- Creating a job seeker Web site.

But I can't help believe, it's still boils down to who you know. Based on my experience over the last two years as a job seeker who has applied for thousands of jobs, I am left to assume it still takes a connection.

Members of trade organizations, like National Federation of Press Women and Virginia Press Women, can help the unemployed find jobs. Whether it is a regional, state or national association, job seekers want to be able to network and make connections with members every way possible.

So what can you do? Here are a few suggestions to consider from my perspective:

- Engage in social media. Actively, join groups and respond to discussions. Create a LinkedIn presence and seek out other organization members. Build your connections and make it easy for job seekers to connect with you.
- Establish Facebook presences — as an organization and as individual members. Develop a fan base. Provide RSS feeds.
- Make yourself available to critique a resume, respond to an email or voicemail, or contribute a creative, out-of-the-box idea.
- Establish and promote a job board to connect employers with job opportunities to job seekers.
- Launch chat rooms where members can engage in conversations with each other.
- Share resources, connections, recruiters and job leads with others.

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