



# CONNECT FOR SUCCESS

An Oswego County Workforce New York Newsletter



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## Special points of interest:

- \* Oswego County Workforce New York has computer labs for updating your resume and searching for jobs.
- \* Many workshops are available to assist you with your job search.
- \* Our staff are ready to help you!

## Inappropriate Facebook Posts Could Hurt You In Job Search

If you've applied for a job recently, you know your Facebook page can come back to haunt you. In a time when people are so public with their personal information, it's what potential employers find out about you online that can be the most damaging. No longer are arrest records the only thing you have to worry about. Now, anything you post online can be used against you. It could have been a momentary lapse in judgment, perhaps an unflattering photograph or inappropriate comment, and it lives on forever on your friends' Facebook wall or tweets.

Have you ever "googled" yourself to see what comes up? Have you ever posted something you later regretted? Were you tagged in a photo you wished no one had ever seen? These could all cause problems for potential job seekers. According to this [MSNBC.com](http://www.msnbc.com) article, "companies are using Google and Facebook to check up on job applicants." The report cites a 2010 Microsoft study that found 70% of company recruiters surveyed rejected applicants because of what they found online. The same study also found only 15% thought what's found online would impact their ability to get a job.

If that sounds like you, it's time for a reality check. The worldwide web is just that. A wide web that connects people from around the world. In a split second, you can find pictures, articles, addresses and more about just about anyone. Have you checked your Facebook privacy settings lately? If not, you should make sure only friends can see your profile and what you post. Make sure anything you post on your wall or anyone else's wall is appropriate. If a friend tags you in an unflattering or compromising photo, untag yourself and even ask your friend to remove it altogether. Also, remember tweets can be seen by anyone, unless you send a private message.

[Reputation.com](http://www.reputation.com), a company that helps people and businesses control what's said about them online, has a list of do's and don'ts when it comes to online behavior:

- Don't post compromising photos on your Facebook page.
- Don't make hasty comments in online forums or

on other people's blog posts.

- Don't try to confront an obviously intentional online attacker/detractor directly.
- If someone really wants to get at you, anything you do might provoke him further. And the more he puts out there about you, the more people will see it, and link to it, and spread it around, and the higher up it goes in the search engine rankings.
- Although some online groups and forums let you edit your post for a (very) short period of time before it goes live, once it's up there, you can't take it back. Sometimes there's no way to pull the foot out of your virtual mouth.
- It should go without saying, but don't tweet them or post them on Flickr or "DM" them or email them... You may think that only your recipient will see the pics. Think again.
- Don't assume that everyone shares your sense of humor.
- Regularly monitor your online reputation.
- Start a blog, or two or three, on personal or professional topics. Use a different blogging platform or network for each, and link between them. Update them frequently, with stories, tips or relevant news items. And make (carefully considered) comments on other blogs with topics similar to yours.
- You can set up a Google alert to let you know whenever a new mention of you pops up online. And other services, like Reputation.com, offer more sophisticated tools to help you track and control what shows up.
- Try to get inaccurate information changed or removed.
- Keep your social networks healthy.
- Remember: the Internet never forgets.
- Make a conscious choice about which friend and connection requests you accept - and initiate. Your friends, and their online presence, can reflect on you. Parse and pare down your networks. While it may look impressive to have hundreds of LinkedIn connections and thousands of Facebook friends, when it comes to your online reputation, focus on quality over quantity.

Article by Megan Coleman

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## Twists And Turns In The Search For A New Job

Economic anxiety is far from over, according to a CareerBuilder survey that nonetheless identified a few bright spots in the jobs picture earlier this year. Sixty percent of workers who were laid off in the last year reported landing new jobs; 88 percent had found full-time positions. But of people still searching for new opportunities, 56 percent said they are nervous about returning to work after an extended period of unemployment.

Fear of the unknown is a big factor, especially considering that 54 percent of those who successfully landed new jobs found themselves working in new fields. Some of the career shifts included:

- A financial advisor became a grade school teacher
- A restaurant manager turned computer technician
- A music teacher became an animal care technician
- A marketing manager became an engineer
- A bookkeeper became a truck driver
- A sales rep turned into a fitness trainer



**S**ometimes you gotta create what you want to be a part of.

~ Geri Weitzman

## Succeed By Learning To Speak Your Mind To An Audience

Most of us would rather dig a ditch than give a speech. But the people who get ahead are those who know how to motivate others in public speaking forums. The next time you're offered the chance to make a presentation, say Yes! - and follow this advice:

- **Learn about your audience.** Who will be listening? What's important to them? If you're following other speakers, find out who they are and get an idea of what they're going to talk about so you can fit your remarks into the right context.
- **Know your material.** Don't wing it with a few notes on a single 3x5 card. Do enough research to understand your topic and anticipate the questions you're likely to be asked. Prepare an outline, if not a whole speech, and follow it as you talk.
- **Set a clear goal.** Audiences rarely enjoy vague, wish-washy speeches. Decide what you want your main takeaway to be, a clear call to action,

and structure your speech around it.

- **Practice.** Run through the speech a few times before you deliver it to an audience. You'll feel more comfortable with a solid mastery of the words.
- **Check out the room.** If possible, visit the venue before you have to step up to the lectern. You'll be more relaxed if you can visualize the material ahead of time. You can also check for sight lines and get a sense of the acoustics.
- **Have a strong opening.** You don't necessarily have to open with a joke, but your opening lines should be clear and focused. Wasting three minutes thanking the host and complimenting the audience (or worse, apologizing for your nerves) will encourage your audience to tune out.
- **Finish on time.** Few listeners ever wish that a speech was longer. As you practice, keep an eye on how much time you're using, and stick to the time limit. If you come up short, you can always take questions.

## Take Control Of Stress In The Workplace

If your work is so pleasant that you spend all weekend looking forward to Monday morning you probably don't have to read this. But if your job is a source of stress and tension—as it is for many people at least some of the time—you need to get control of the frustration before it turns you into a wreck. Here's some advice for keeping stress at bay:

- **Identify the cause(s).** Pay attention to what makes you nervous or angry at work. Try keeping a log of your emotions throughout the day, positive as well as negative, and look for trends. This can help you avoid stressful situations, or at least deal with them better when they hit.
- **Manage your time.** Pressure is a common source of stress, and it

usually results from a lack of time to do everything you want or need to do. Track how much time you spend on your daily tasks, and look for ways to delegate or eliminate anything that doesn't really add value. Set realistic goals for yourself so you're not trying to do everything. Learn how to say no.

- **Adjust your attitude.** Accept the fact that a certain amount of stress may be inevitable, and stop trying to fight it. Look at the big picture: Are the things that are upsetting your day all that important in your life as a whole? And remember that most people don't set out to make trouble for you. Look at their motivations and stresses so you can predict what they need and avoid situations where they're likely to lash out.



Oswego County Workforce New York Workshop Schedule

Mon	Tue	Wed	Thu	Fri
	1	2 9:00-12:00 WIA Overview 9:30-10:30 What You Don't Know... 1:00-4:00 Introduction to Computers 1:30-3:30 Interview Skills 101	3 1:30-3:30 Surviving A Layoff 2:00-3:00 Difficult Interview Questions	4
7 RSO – UI Orientation	8 9:30-11:30 Successful Resume Writing	9 9:00-12:00 WIA Overview 9:00-4:00 Furthering Your Education 9:30-11:30 Online Apps / Testing 1:30-3:30 Keyboarding 3:00-4:00 Job Zone	10 9:00-10:00 Winning Applications 9:30-11:30 Job Search Forum 1:30-3:30 Mature Worker Job Search	11 <b>Center Closed In Observance Of Veteran’s Day</b>
14 RSO – UI Orientation	15 9:00-12:00 Advanced Resume Review 9:00-12:30 Word Session I 9:30-10:30 Understand Civil Service 1:30-4:30 Excel Session I	16 9:00-12:00 WIA Overview 9:00-12:00 QuickBooks Session I 9:30-11:30 Personality & Careers 1:00-4:00 QuickBooks Session II 1:30-2:30 What You Don't Know... 3:00-4:00 Moving Forward	17 9:00-12:30 Word Session II 9:30-11:30 Interview Skills 101 1:30-3:30 Successful Resume Writing 1:30-4:30 Excel Session II 2:00-3:00 Tech. in the Job Search	18
21 RSO – UI Orientation	22 9:00-10:00 Winning Applications 9:30-11:30 Lost Your Job... 1:30-3:30 Surviving A Layoff 2:00-3:00 What Employers Want	23 1:00-4:00 Internet Job Search	24 <b>Center Closed Happy Thanksgiving</b>	25 <b>Center Closed Happy Thanksgiving</b>
28 RSO – UI Orientation	29 9:00-12:00 Advanced Resume Review 9:00-12:30 Word Session I 9:30-10:30 Understand Civil Service 1:30-3:30 Successful Resume Writing 1:30-4:30 PowerPoint	30 9:30-11:30 Interview Skills 101 3:00-4:00 Transferable Skills	12/1 9:00-12:30 Word Session II	<b>For info or to sign up please call– 591-9000</b>

- ◆ **Access 2007**-Design databases to track and report information. Learn to query, organize, retrieve & share data. Knowledge of Word or Computers req.
- ◆ **Advanced Resume Writing**-Resume required. The group reviews it and offers suggestions on ways to enhance it. Current resume required.
- ◆ **Difficult Interview Questions**-Review of potential jobseeker answers to difficult interview questions.
- ◆ **Excel 2007**-Build spreadsheets for analyzing data and making projections. Learn to develop graphs, charts and formulas. Knowledge of Word or Computers req.
- ◆ **Furthering Your Education**-Exploration of different financial aid and funding that can assist you in lifelong learning.
- ◆ **Internet Job Search**-Learn to locate and research employers, advantages/disadvantages of job banks. Computer skills and a resume are required.
- ◆ **Interview Skills 101**-Suggestions to prepare for a successful job interview and interview phases will be discussed.
- ◆ **Job Search Forum**-Don't know where to look for work, losing motivation or in need of search tips? Come in and ask questions and get some answers.
- ◆ **Job Zone**-An interest inventory that will give you insight into your next career.
- ◆ **Keyboarding**-Basics of Keyboarding. Increase your typing speed and decrease your frustration using fun computer software.
- ◆ **Lost Your Job & Attitude?**-What does attitude have to do with getting a job? Are you feeling frustrated, angry or depressed? Learn to recognize if you are stuck or self destructing yourself, and realize that you are not alone.
- ◆ **Mature Worker Job Search**-Discuss the many positive contributions made by mature experienced workers, review the hiring process as well as marketing strategies in a highly competitive job market.
- ◆ **Microsoft Word 2007**-Learn to prepare, modify, save documents. Includes formatting text, working with toolbars and inserting graphic and clipart. Some typing skills and computer knowledge required.
- ◆ **Mock Interview**- An opportunity to experience being in an interview process. The interview will be taped and reviewed with each client. Client must dress appropriately for the mock interview and bring resume. Interview 101 required.
- ◆ **Moving Forward**-designed to assist those with a criminal record in your job search and cleaning up your record. Bonding information also discussed.
- ◆ **Online Applications & more**-Learn the do's and don'ts of online applications and also "pre-employment testing" methods used by employers to screen candidates.
- ◆ **Personality & Career**-Explore and learn about your unique personality and apply your knowledge to better your career, or even get a new one.
- ◆ **PowerPoint 2007**-Use this fun software to create great presentations. Learn to format and work with slides and to make your presentations portable. Must have some computer knowledge and be familiar with Word.

Workshop Descriptions Cont'd.

- ◆ **QuickBooks 2007**-Learn to manage finances & run a business efficiently; work with accounts, manage inventory, record sales & process payroll. Some accounting & computer knowledge required.
- ◆ **Resume Writer**-Use the latest technology to put together your resume, and submit for job matches when done. \*Recommended to have some computer skills, a USB device, and bring a detailed work history.
- ◆ **Successful Resume Writing**-An intro to resume development where the tips and tools to develop a resume and cover letter will be discussed.
- ◆ **Technology In The Job Search**-Pick up tips on how to use technology in your job search and the pitfalls to avoid.
- ◆ **Transferable Skills**-Are you reentering the job market, changing careers, facing a lay off, or a recent graduate looking for your first job? This workshop is to help you identify your transferable skills and use them to build a better resume.
- ◆ **Understanding the Civil Service System**-Get a better understanding of how to obtain employment with local and state governments and school districts.
- ◆ **What You Don't Know that You Don't Know** about jobs and careers.
- ◆ **What Employers Want**-Overview of the skills, characteristics and first impressions that employers look for in prospective employees
- ◆ **WIA Overview**- An introduction to the Workforce Investment Act and more. Must be scheduled by a staff person; required if interested in training.
- ◆ **Winning Applications**-How to get an employer to notice your application. Proper procedures, common mistakes and how to deal with more difficult questions.

Partner Agencies/  
Workshops

**Oswego County  
Opportunities**  
www.oco.org

**Oswego County BOCES**  
www.oswegoboces.org/  
adulted/index.asp

**Cayuga Community  
College**  
www.cayuga-cc.edu

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**www.indeed.com**

### Did You Know...

- **Did you know...**that Oswego County's unemployment rate for August 2011 was 8.5%? This was a decrease from the July 2011 rate of 9.2%.
- **Did you know...**that the Public Computing Center (PCC) at the Oswego Public Library offers a free computer workshop series? Workshops are held on Tuesdays and Wednesdays throughout the month. Just call 342-8839 to schedule a class or visit the website, <http://oswego.learninglibraries.org>, to see a complete list of classes offered.
- **Did you know...**that you can receive the Connect for Success newsletter via e-mail? If you would like to have the newsletter e-mailed to you each month, just drop by or give us a call with your name and your e-mail address and we'll send the next issue of Connect for Success to your e-mail address.
- **Did you know...**that additional parking is available behind the building on First St? Just park in the grass and walk through to the office.

Indeed.com is a new type of job search engine which pulls job listings from a variety of sources—such as America's Job Bank, syracuse.com and monster.com. Click on Advanced Search to narrow your results by keyword, location and full or part-time.

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Return Service Requested

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NEW YORK NEWSLETTER

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WE'RE ON THE WEB AT  
[WWW.YOURCAREERCONNECTION.ORG](http://WWW.YOURCAREERCONNECTION.ORG)

Oswego County Workforce New York is an equal opportunity employer/program. Auxiliary aids are available upon request to individuals with disabilities.

