

**COMPLETE INTERVIEW FOR *REAL SIMPLE* MAGAZINE  
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**Question: Can you give 2-3 ways Facebook can be a good job-finding tool? (For instance, tracking down the hiring manager of a company you'd like to work for, and sending them a message on FB?)**

Mauri: I am a strong proponent of targeting specific companies/organizations and identifying the appropriate decision makers. Then the job seeker should address those decision makers directly with a carefully crafted message.

There are several ways to identify a likely decision maker for a specific position. If the person is high enough on the management team, he/she may be identified on the company's web site. If not, then one can search for someone with a specific title at the targeted company.

Once identified, the job seeker should send her message directly to that person. One thing to keep in mind is that the message should be short and to the point. On Facebook it will consist of text only with no special formatting. I would advise providing a link to a web site which contains your resume or professional profile, such as LinkedIn.

Sending via Facebook is only one way to deliver your message. Other ways include email, phone call, and postal mail (yes, this still works in many cases!).

It's fairly easy to ascertain someone's email address since most companies have a standard format for email addresses. Perform a Google search on the domain name ("@domainname.com") for the company you have targeted and scroll through the results until you find someone's email address.

**Question: When do you advocate putting an ad for yourself/the job you want on FB? (The ad of the woman we're profiling read: "I want to work for Harpers," and clicked through to her resume.) Any thoughts on what jobseekers could put in their ad text?**

Mauri: I think the ad may have worked for this woman because her job/industry is about getting noticed...that's its objective. Whereas, most other professionals want to get a hiring manager's attention so that they can then present their specific professional qualifications.

Also, while I do believe in paying for services when you need to, I think that job seekers shouldn't have to spend money on tools when so many resources are available at no cost.

You didn't say whether or not the woman included her photograph in her ad. I do think that people will notice ads that include photographs or another image that is relevant and can catch the reader's eye. Her message was very direct and clear. However, I would suggest adding the type of job one is seeking, especially if one is targeting a large company with many different departments. And I would also include a short statement about a key accomplishment that is most relevant to the position one seeks. Answer this question, "Why should they hire you?"

**Question: For women who aren't in creative fields, what's a more appropriate social networking site? LinkedIn? (And can you give a tip or two for using it to your benefit?)**

Mauri: I actually think that LinkedIn should be the research tool of choice for most job seekers. As a professional networking site, it includes professional profiles of its members. The downsides are that

you have to build your network before being able to view people by name, and you have to have a paid subscription to send messages directly to people via LinkedIn.

However, both of these are easily remedied. Build your network by asking those you already know to connect on LinkedIn. The more “connected” your connections are, the more fruitful your searches will be. I recommend building to at least 75-100 connections with most of them being people in your industry. I also recommend that you join several groups as you will be able to communicate directly to everyone in each specific group. There are groups for industries, alumni associations, professional associations, etc.

The advanced search mechanism on LinkedIn is much more sophisticated than Facebook and allows you to search by title, company, location, and about 10-12 other criteria. The results will also tell you how you may be connected to your target. Whom do you know who knows him/her? This will allow you to ask for a personal introduction which is the best way to contact a target, to make a warm call rather than a cold call. Or you may have something else in common, such as a previous employer or university that you can point out in your communication.

Instead of paying LinkedIn for the capability of sending messages directly, use the method described above in #1 to ascertain the email address of your targeted hiring manager. This way you will be able to craft a more thorough cover letter (but still keep it short and to the point), attach your resume, and send as a regular email.

In drafting your message, I would also use information in the manager’s profile on the company web site if it’s available and any information you can find by Googling the manager. You may find articles or presentations that he/she has delivered or about a recent promotion. Be sure to be relevant and clear about why you should be considered.

**Question: Also -- for another section, would you be able to offer 3-5 specific tips as to how an alumni association/career services center of your alma mater can be another great way to find a position?**

Mauri: Alumni associations can be a rich source for networking, especially if you attended a school which has a relatively small number of alumni in your geographic area or is exclusive in some other way. For example, if you are an Ivy League alumna you will most likely find support among other Ivy League alumna. The same would apply if you attended a university in the Midwest and are looking for a job in another part of the country.

Join the chapter near you and get involved. Most alumni associations have groups on LinkedIn.

The career center at your alma mater can also be helpful. I find that the sophistication and capabilities of university career centers vary greatly. For example, UC Berkeley’s Haas School of Business, my alma mater, has a very well developed career services organization and is actively assisting alumni as well as current students.

They provide individual advising sessions regarding resumes and interviewing, facilitate job search teams, host experts who deliver relevant presentations, and provide many occasions to network.

Most universities are hard pressed to have enough resources to assist graduating seniors in this tough job market. But they are all getting more requests from alumni.

Most at least try to maintain a job site for alumni who are hiring to post and for those who are looking to search.