

Get a new gig

You know one of the best places to land a job is online. But, hello, talk about being a needle in a haystack! Here, ways you can stand out among the e-masses **By K. Aleisha Fetters**

▶ Pimp your LinkedIn profile

You'll increase your chances of a recruiter contacting you tenfold if you post links to industry news along with personal insights on your page at least once a week, according to Nicole Williams, LinkedIn's career expert. And while you're at it, beef up your experience section. Profiles that list more than one position snag more page views. Highlight your personal achievements with about five bullet points of info under each gig.

▶ Proof your Tweets

More than half of hirers say they had a negative reaction to sloppy spelling and grammar in Tweets or other social media posts, a Jobvite survey reveals. Oh, and next time you're updating your résumé, don't say "proficient in Twitter." That's lame. Instead, just link straight to your profiles.

▶ Target your likes on Facebook

Thumbs-up companies you're interested in and join groups in your industry. Bonus points for smart posts on their discussion boards. Two thirds of HR peeps troll FB for recruits, research from Jobvite shows, so a little "like" could go a long way.

▶ Be easily searchable

Parrot words or phrases from the job post in your résumé and cover letter, says Rosemary Haefner, CareerBuilder.com's HR vice prez. Recruiters often weed through hundreds of applications by typing keywords from the job description (such as "experienced in HTML") into a search engine.