Did you know that online job postings only represent approximately 20% of available jobs? More than 80% of jobs are not posted online, which is commonly referred to as the “Hidden Job Market,” and are instead filled through direct approaches, such as networking. The diagram below shows a comparison of how job seekers typically look for work and how employers look to hire. As a primary or first approach, job seekers typically begin applying to jobs by submitting their resume to online job postings, whereas employers often begin the hiring process by considering internal candidates and asking for recommendations. Therefore, to be effective in your job search, you need to ensure that your job search strategy matches to that of the employer’s hiring approach.