

# LINKEDIN

## WHAT IS LINKEDIN?

It is a business-oriented social networking site that contains a huge database of business professionals that allows you to search for others, make connections and network virtually. Registered users can connect with each other, communicate directly and access information about each other's work history and exchange knowledge and ideas.

LinkedIn (LI) is a popular tool for recruiters and hiring managers looking to fill positions. 92% of employers use social networks and social media to assist them in their recruitment efforts, and 86% research candidates before or after an interview.

## HOW IS LI HELPFUL?

### **BUILD & EXPAND YOUR NETWORK BY MAKING CONNECTIONS & RECONNECTING WITH THOSE YOU'VE LOST TOUCH WITH**

Initiate "connections" by sending invitations to others to connect with you and join your network. You want to continually expand your network. Networking is the most effective means of meeting people and conducting a job search. Close to 80% of all jobs are filled by somebody knowing somebody. You will be able to search a huge database of business professionals, make contact and connect with employers and recruiters.

Once connected, have your primary or 1<sup>st</sup> degree contacts (trusted friends & colleagues) introduce you to their set of contacts (2<sup>nd</sup> degree). The best way to network is to talk to people in your chosen career field in the specific geographic area you want to work in. Another effective way to meet people on LI is to provide meaningful & thoughtful posts in LI groups and by asking appropriate & relevant questions. Remember quality over quantity – you do not want to "randomly" connect with people.

### **JOB OPPORTUNITIES**

LI has a Jobs Board in the main navigation bar and can help you find your next job. When seeking a job, you can reflect that in your profile. Post an update to your network to let others know that you are searching for your next job opportunity. They may be able to recommend you to their current employer and reach out to others on your behalf. You can also meet professionals in your field of interest and connect with the right people in your industry. LI provides access to recruiters and hiring managers.

### **RECRUITERS AND HEADHUNTERS CAN FIND YOU**

Recruiters and headhunters use the site to source passive candidates (so you may not even be actively looking but they can still find you). If you have a good profile you may be contacted about opportunities that won't be advertised anywhere.

### **FREE ONLINE MARKETING**

Market yourself for free with a GLOBAL online presence.

## **PEOPLE CAN ENDORSE YOUR SKILLS**

Your connections can endorse that you do possess a particular strength or skill set, which will make you look more attractive to employers.

## **INFORMATION EXCHANGE**

Ask and answer questions, research companies and individuals.

## **HOW DOES LI WORK?**

To join LI, create an account and build your profile. Nothing is more important to your success on LI than your profile because it establishes your professional online identity and enables you to connect with others. Set a goal to complete 100% of your profile.

Before starting your profile think about how you want to position yourself and market yourself. Focus on the field you are interested in, the job and industry you want and identify your target audience and the people who have the ability to hire you and the companies or industry of interest. Your profile should contain as many key words as possible that are used in your chosen job function and industry. Your profile content must be honest and authentic and be free of grammatical and spelling errors.

## **PROFILE SAMPLE**

### **PHOTO**

Pick an appropriate profile photo. It should be a headshot against a plain background. Choose a professional outfit. Smile; people are more likely to connect with a friendly face.

### **HEADLINE**

Brand yourself with a personal headline. This can be a short slogan or statement about you.

### **SUMMARY STATEMENT**

This is an extension of your headline, similar to the first few paragraphs of a cover letter. Your summary statement is meant to intrigue the reader to learn more about you. It should be concise and describe who you are professionally or what you do professionally. Summarize your goal, skills & qualifications, work experience and extra-curricular activities. If you have little or no work experience it should focus on your studies, notable projects and activities.

### **EXPERIENCE**

Share your work experience and/or school projects

### **ORGANIZATIONS, GROUPS & ASSOCIATIONS**

LI groups can help you increase your connections, keep you informed, present you as an expert and keep you in touch with people that share your interests. Start with your school memberships and build from there. As a group member you can browse through the membership & reach out to individuals and participate in group discussions.

## **EDUCATION**

Showcase your education, honors & awards, course work that shows off your skills & interests and any notable projects you are proud of.

## **VOLUNTEER WORK/COMMUNITY SERVICE**

Volunteering is good for your career and community. List all unpaid work performed.

## **SKILLS & EXPERTISE**

List strengths using key words and phrases found in relevant job postings and the profiles of people already in the roles you are interested in. Include certifications.

## **AWARDS/HONORS, COURSE WORK, PROJECTS**

### **RECOMMENDATIONS**

Recommendations are on-line references. This is one of the most powerful aspects of LI that you want to take advantage of. Recommendations bring credibility to your profile. Recommendations from former supervisors & managers are viewed most favorably by recruiters. You may also want to ask a few professors. Make sure your recommenders really know you and can vouch for your work ethic and character. Have at least one recommendation for each position you've held. You should have a fully completed profile before you ask anyone for a recommendation.

## **PUBLIC PROFILE URL**

There are various setting preferences you can choose on LI. Make your profile public and create a unique/personalized URL. You can post up to 3 web links on your profile.

## **UPDATES**

The center of your LI page is devoted to updates. Update your status regularly. Keep your connections informed about recent activities, current projects, events, articles you liked, etc. This helps you to stay on the radar with your network and helps with building your professional image. You'll see the status updates of your connections, in addition to various articles of interest. Recruiters, HR depts. and hiring managers will often post messages stating that they are looking to hire for specific positions.

## **REQUESTS**

You can ask for recommendations, introductions or ask questions

## **NOTIFICATIONS**

You'll receive notifications about others in your network. How you manage your account settings will determine what notifications or updates others receive about you or emails you receive from LI.

## **MESSAGES**

You have the ability to send and receive messages

LI has emerged as a major networking and career tool. Although your profile requires a lot of thought and information, the important thing is to get started!!!