INDEX: Navigating LinkedIn

What is LinkedIn? ................................................................. Page 1
How do Employers use LinkedIn? ......................................... Page 2
Using LinkedIn to Network .................................................. Page 3
How to Enhance Your Profile ................................................... Page 4
Building Your Network ......................................................... Page 5
Job Search Tips .................................................................. Page 6
Activity Sheet #1: Top 10 things to do ................................. Page 7
Activity Sheet #2: Communicating your brand .................... Page 8
LinkedIn is the world’s largest professional network with over 120 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

Online Resource: [http://learn.linkedin.com/](http://learn.linkedin.com/)

### 3 Most important things to know about LinkedIn

1. **It is not Facebook!** LinkedIn is a social networking site where you can post your resume and all things related to your professional development.
2. **You have to invest time.** Spend a productive amount of time, on a consistent basis, to update and maintain your LinkedIn network.
3. **Your Profile should align with your Brand and Networking Strategy!** You want your LinkedIn profile to show a clear vision of your brand as a job seeker and professional development.

### How do Employers use LinkedIn?

**Recruiters and Hiring Managers DO use LinkedIn, Google & Facebook to:**

- Find Candidates
- Get to know candidates & personalize them
- Determine if they are team players
- See any additional accomplishments
- Look for more information on candidates that cannot be found on their resumes
Using LinkedIn to Network:

**Networking with other professionals**

Use your 1st degree network contacts to introduce you to 2nd degree contacts. The goal is to build your networks to meet the decision makers & spread your profile.

**Fostering your professional identity**

Be intentional with putting your identity out in the professional world. It’s fundamental that your online presence is consistent with your brand and desired image.

**Following industry discussions**

Industry discussions allow you to stay up-to-date with industry trends.

**Learning about companies**

It is essential to learn about companies but also to connect with (follow) target companies and their employees!
How to Enhance Your Profile:

- If you have a LinkedIn profile, keep it updated. If you want to know why, ask your friend to open his or her web browser and search your name. Chances are, unless you are omnipresent everywhere online or your name is very common like John Smith, your LinkedIn profile will appear in the top 5 search engine results.

- Fill your profile with colorful language, not drab resume-speak. There is a reason why the site is called LinkedIn, not Resume Place. Verify the headline either is a mirror of your job title or a description of what you do. Change your headline as often as you'd like.

- Write in the first person, not third. Unless you introduce yourself in the third person at job interviews and networking mixers, keep your page about you in your words. Be transparent about who you are, not an outsider's essay of what you'd like people to think you are.

- Upload the same photo you use elsewhere online. Ensure the picture is what you look like today, or within the past few months. Don't use a picture that's more than a year old, and make sure the photo is professional looking.

Quick tips to enhancing your profile ~

1. Unique Name / Change your domain name
   ~ Create a customized URL. For example, you can set up your LinkedIn profile to be found at www.linkedin.com/in/joelelad instead of the default www.linkedin.com/in/4JPA678

2. Keywords Everywhere; Title, Summary, Job Descriptions, Interests section

3. Succinct Summary; START WITH THE POINT

4. Give and Get Recommendations

5. Become and Stay Visible
   ~ Add activities on a daily basis; Conferences, Training, Books, Resources you feel are valuable, Blog Updates, Presentations

6. Join Groups

7. Expand your contact list
   ~ Always follow your targeted employers and ANY employer you apply to!

8. Blog on a regular basis

9. Ask and answer questions

10. Follow people and see who is following you

11. Promote your LinkedIn Profile; Resume, Business Cards, eMail Signature
South Seattle Community College
Career Development Services
LinkedIn

**Building Your Network:**
The more you do, the more contacts you could have in your LinkedIn network! If you want to build and expand your LinkedIn network, apply these steps:

- Check for former colleagues and classmates who are on LinkedIn by using specific LinkedIn search tools.
- Import your Outlook and/or Webmail contacts.
- Check for people who share a group or affiliation with you.
- Go through your business cards for potential contacts and search for them on LinkedIn.
- Search through your 1st degree network connections to see their contacts.
- Advertise yourself through LinkedIn Answers, Discussions, and Groups.
- Meet people on LinkedIn (through LinkedIn Answers, Groups, Jobs, and People Search) and then invite them to your network.

**4 important things to do:**

1. **Follow your targeted employers.** You want an employer to see your profile and application multiple times.
2. **Join groups.** The more groups you join, the better. But don't overdo it.
3. **Ask and answer questions.** Social media is about a dialogue; and the more questions you ask, the more frequently your connections will see the questions you ask in their streams. The more questions you answer, the more likely your answer will be marked “the best” and appear next to your name for future questions and answers.
4. **Most importantly, be a person, not a robot.** If you're not connected to someone on LinkedIn and would like to be connected, don't accept the default invitation text, instead, tell the person why you want to connect and personalize your message.
LinkedIn is a great way to help you use professional networking to job search. Here are some helpful hints when using LinkedIn to look for employment:

1. **Communicate your Brand**

2. **Provide Hiring Managers answers to questions such as:**
   - Will they like you?
   - What motivates you?
   - Can you do the job?

3. **Use it to get and prepare for interviews:**
   - Do a search and connect with as many recruiters you can find that look for jobs in your target industry or job focus.
   - Use LinkedIn Company Pages to see which of your network connections works at a particular company, has recently been promoted at that company, and specific information about the company that you need for your cover letter and interview.
   - If you find and apply for a job using LinkedIn’s job board, see if the job poster is someone in your extended network. If so, ask for a referral or Introduction to that person so you can connect with him or her and make a great impression!
   - Stay on top of your Network Updates so you know if someone in your network has been promoted or switched jobs to a company where you would like to work.
   - Use Advanced People Search to find 2nd or 3rd degree network connections that work at a desired target company. Request an Introduction to that person and ask for advice or an informational interview.
   - Advertise your skills and knowledge by answering questions posted in LinkedIn Answers.
   - Connect with everyone you have worked with, since these people know your professional capabilities well and could potentially recommend you on LinkedIn.
   - Make sure your profile highlights as many measurable accomplishments that you did at your jobs. For example, instead of saying that you “managed the sales force,” it would be better if you stated that “I managed a 37% growth in revenue in the last four quarters.”
## Activity Sheet #1; Top 10 things to start your LinkedIn Profile

<table>
<thead>
<tr>
<th>Step</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a log in at <a href="http://www.linkedin.com">www.linkedin.com</a></td>
<td>✔️</td>
</tr>
<tr>
<td>You will walk through a series of steps to starting your profile</td>
<td>✔️</td>
</tr>
<tr>
<td>Upload your resume</td>
<td>✔️</td>
</tr>
<tr>
<td>Your resume will auto fill your profile</td>
<td>✔️</td>
</tr>
<tr>
<td>Change your domain name</td>
<td>✔️</td>
</tr>
<tr>
<td>Settings/Profile/Edit your public Profile</td>
<td>✔️</td>
</tr>
<tr>
<td>Upload an appropriate picture</td>
<td>✔️</td>
</tr>
<tr>
<td>Settings/Profile/Change your photo and Visibility</td>
<td>✔️</td>
</tr>
<tr>
<td>Follow companies</td>
<td>✔️</td>
</tr>
<tr>
<td>Search Bar/Companies</td>
<td>✔️</td>
</tr>
<tr>
<td>Join Groups</td>
<td>✔️</td>
</tr>
<tr>
<td>Search Bar/Groups</td>
<td>✔️</td>
</tr>
<tr>
<td>Search and connect with contacts</td>
<td>✔️</td>
</tr>
<tr>
<td>Search Bar/People</td>
<td>✔️</td>
</tr>
<tr>
<td>Make sure that you personally invite new and existing contacts, do not use the template form</td>
<td></td>
</tr>
<tr>
<td>Advertise your LinkedIn URL</td>
<td>✔️</td>
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<tr>
<td>Email signature, Resume, Business Cards</td>
<td>✔️</td>
</tr>
<tr>
<td>Use LinkedIn to Supplement every Job Application</td>
<td>✔️</td>
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<tr>
<td>Follow up every application with LinkedIn</td>
<td>✔️</td>
</tr>
<tr>
<td>Create your summary section</td>
<td>✔️</td>
</tr>
<tr>
<td>See activity sheet #2</td>
<td>✔️</td>
</tr>
</tbody>
</table>
Activity Sheet #2: Using YOUR ‘30 SECOND COMMERCIAL’ for your Summary!

Your ‘Brand’ is the essence of who you are related to the job you want. It is your unique story.
One way to share your ‘Brand’ is with a 30 second ‘Commercial.’
Elements of this ‘Commercial’ might include: who you are, your skills and interests and why you should be hired.
Most importantly, it should connect your ‘values’ with the type of job you want.

Summary 101
Write in first person
Use paragraph form
Invite people to LinkedIn with you

Consider these questions:
What type of job or Industry are you targeting?

What is something memorable about you that directly relates to the type of job you want?
i.e. completion of a training program, direct experience, or an unpaid experience

What specific achievement summarizes who you are related to the type of job you want?

Create a 30 Commercial that connects you with a job you want and answers the question:
“Tell me about yourself.”

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Retrieve from LinkedIn for Dummies, 2nd Edition by Joel Elad
12 Ways to Use LinkedIn Today http://socialmediatoday.com/index.php?q=SMC/109945
http://www.onlinecolleges.net/2012/05/07/the-new-networking-ultimate-linkedln-guide-for-2012-grads/