

Getting LinkedIn Outline

A detailed outline of steps and strategies for using LinkedIn for your professional job search.

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Technology Day: Getting LinkedIn Outline

Getting Started on LinkedIn - www.linkedin.com

- What is Social Networking?
 - Online individual profile all about you
 - There are many different social networking sites
 - Each to obtain a certain goal
- Socialize –facebook, myspace
- Dating-eharmony, match.com
- Professional-LinkedIn
- Video-Youtube
- Expression-twitter
 - Social Networking allows you to connect with many people you may not get the chance to on a day to day basis (over the internet)
 - Allows you to make connections through mutual friends, you would not otherwise get the chance of meeting
- Advantages of using LinkedIn
 - If used right can only help career goals; not hinder
 - Create a professional image without even having to meet someone
- Create your account – The more information you add you add to your profile the more complete
 - Upload a resume
- Showing up in more searches that prospective employers run
- Having more compatible recommended jobs show up on your side bar
- Getting a listing of past and present colleagues to enhance your network
 - What are your specialties in your professional career examples linkedIn gives are – union negotiation, international law, purchasing
 - Provide a professional summary (where do you see yourself going, what have you accomplished)
 - Add your present and past work and professional experience
 - Add your skill set- type in key words and choose one linkedIn has listed: add your proficiency and years of experience you have with that certain skill
 - Professional Photo
 - Education
 - Groups and Associations
 - Awards and honors
 - Additional voluntary sections such as languages, publications, and certifications

- Add a section to display personal portfolio- design, artwork, headshots
- You can add phone number or other personal info
- “users with complete profiles are 40 times more likely to receive opportunities through linkedIn
- Find Connections
 - Past and present coworkers, supervisors, classmates, friends
 - Individuals you may know, in companies you’re interested working for
 - When someone is a connection they will be able to view your full profile and vice versa
 - You can see things connections may post or their recent activity on linkedIn
 - Look up prospective employers before an interview- Good way to research company and its employers
 - Only add those in your network you know. If 10 or more individuals you connect with state they do not know you linkedIn has the right to lock you out.
 - LinkedIn Connections should represent your real world connections.
- How your network works- Immediate connections, 1st connection. Connections that your 1st connections have-2nd Connections- Connections that your 2nd Connections have 3rd Connections- 1st,2nd, and 3rd Connections make up your “network”
- Recommendations
 - Ask your connections that know you personally for recommendations
 - Recommendations that can illustrate examples of your professional abilities and skills
 - Visible to connections
 - You can also give recommendations
- Job Postings
 - After experience added recommended job postings will come up
 - Search for jobs by key words, job title, company, or location
 - Many jobs you can apply to right on linkedIn
 - Download the “job insider toolbar” – When you job search on outside websites you can view linkedIn connections at that particular company
 - Even if not looking for employment there is a side bar that comes up with jobs you may be interested in
- Groups
 - Join groups with topics or interests that are important to you
 - You can post discussion topics that the group may find interesting
 - Read discussions other members have posted
 - Keep up to date on the latest trends and issues that are of importance to you
- Inbox/messages
 - You can send connections, or future connections messages.

- A great way to keep in touch, and continue the process of networking in a professional manner
- If connecting with someone you have not personally met, message them the specifics of why you want to be a connection, and how they are in your network
- Companies
 - Follow companies you show interest in
 - Find out what people who hold what positions
 - Be one of the first to find out latest news at certain companies
 - Following companies, first step for “foot in door” technique
- Question/Answers
 - Ask questions and have them answered by professionals
 - Look at other Q & A that other professionals have posted
 - Give Answers: the more you show your expertise, the higher you appear on expert lists
- Extra Information
 - Be aware of what you post on any social networking website
 - Employers can run Social Networking Background Checks
 - When someone does a Google search for someone in particular linkedIn should be one of the first results to come up. (if they have an account.)