

Improve your profile on the world's largest business network



- Founded in December 2002 and launched in May 2003
- Primarily used for professional networking
- LinkedIn reports more than 135 million registered users in more than 200 countries and territories (as of 3 November 2011)
- The world's largest business network
- Are you in?

**Barrie Byron**

**January 2012 PCC Employment Outreach Event**

## Networking: having conversations

- Networking is simply having conversations with people you know
- As job seekers, networking becomes defined as looking for a job
- Networking, and using the social media tools to network, is absolutely more than “looking for a job”
- LinkedIn, and all networking, is a two-way conversation
  - ▶ Respond and react
  - ▶ Initiate and customize
  - ▶ Personalize your communication, always use a person’s name and address THEIR interest and mention your common interests

## Long lasting value enables you to:

- Connect with former colleagues, even when their (and your) contact information and email address has changed
- Track your relationship with your connections
- Document your growing skill base (the stuff you know)
- Prove your track record (completing key projects successfully)
- Validate your reputation
  - ▶ Recommendations and testimonials about your contributions
  - ▶ Clients, colleagues, presentations, publications, etc.
- Illustrate your character: LinkedIn sells the **Essence-of-You**



## 10 things that LinkedIn can do for you

- 1) Allows you to participate in networks that might otherwise be unavailable to you
- 2) Gives you access to thought leaders
- 3) Connects you to employment opportunities
- 4) Allows you the ability to build and maintain a professional network
- 5) Provides a platform to build and promote a personal brand
- 6) Increases the opportunity to become a thought leader in your area of expertise
- 7) Gives you access to raw journalism often times not available to mainstream media outlets
- 8) Gives you a platform to be heard, if you are willing to take time to listen to others
- 9) Give you access to information faster, easier, and in real time
- 10) Makes it easier to share information with your network



## LinkedIn: it's more than your connections

- You (your LinkedIn profile)
- Contacts (your LinkedIn connections, and their connections)
- Companies (and their employees, history, statistics, news, jobs)
- Groups (connecting with folks with common interests)
- Jobs
- News, blogs, answers, applications



## Companies on LinkedIn

- Follow companies
- Review careers section, statistics, connections
- Perform blind, "reverse," and company reference checks
- Where did employees come from?
- Where did former employees go to?
- Check your prospective manager's references
- Check up on the company itself
- Find the person who used to have the job that you're interviewing for
  - ▶ People who held the position can provide the inside scoop on the job, manager, and growth potential



## Enhance your search engine results

- Google yourself
- Add your website, blog, twitter, and other links to your LinkedIn profile
- Add your volunteer leadership roles to current positions
- Include your name or descriptive terms in the link
  - ▶ Websites      barriebyron.wordpress.com
  - not*          blog
  - not*          Personal website
  - ▶ Your descriptive link creates instant search-engine optimization for your site
- Ensure that your public profile setting is set to “Full View”
- Use LinkedIn applications to share more information
  - ▶ My LinkedIn profile includes the blog application to feed my blog directly to my profile



## Increase the relevancy of your job search

- Jobs > Find Jobs
  - ▶ Sign up for email alerts
- Look for jobs by company
- Make your interview go smoother
  - ▶ Find out about the people that you are meeting
- Gauge the health of a company
- View company statistics
- See who is viewing your profile
- Read and participate in LinkedIn **Job Search** questions and answers



## Search for people like you: where do they work?

- Find people with educational and work experience like yours to see where they work
- People > Advanced search
  - ▶ Zip code
  - ▶ Key words
  - ▶ Job title (current or past)
  - ▶ Company (current or past)
  - ▶ School

## Applying for the job

- Apply Now button
  - ▶ Use LinkedIn to apply
  - ▶ Add a personal cover letter
  - ▶ Reuse the same posted resume
- Apply on Company Website button
  - ▶ Follow established company procedure
- Track your activity and job applications
  - ▶ Spreadsheet: date, contact, title, what you said in your letter

## Comment on status updates

- Send congratulatory messages for new jobs and other status updates
- Your connections update their status, and these status updates appear on the Home > LinkedIn Home page
- Your profile settings enable or disable status update notification emails
- All social media should be a two-way conversation
- Comments and “like” is a good way to stay in touch with current and past clients
  - ▶ Don't be pushy about promoting your services
  - ▶ It's more important to let your contacts know you're around and active
  - ▶ Make it about them, you are commenting on their status




## Model profiles

- Incomplete profile
  - ▶ Only a few connections
  - ▶ Auto-generated URL
  - ▶ No title
  - ▶ No job history
  - ▶ No recommendations
  - ▶ No groups
- Complete profile (look at mine when you get online)
  - ▶ Connections, recommendations, groups, events, discussions
  - ▶ 100 complete
  - ▶ Current
  - ▶ Frequent status updates



## Complete your profile, add custom touches

- Customize your URL  
[www.linkedin.com/in/barriebyron](http://www.linkedin.com/in/barriebyron) 
- Add your custom link to your email signature and your business card
- Work to maintain a “100% complete” profile
- Ask for, and give, recommendations (be specific)
- Use a quality description in your title (your “personal brand”)
- Keep status current, post updates
- Avoid mention of religion, politics, sex
- Use a business-appropriate photo



## Invite and respond with a personal touch

- Customize each LinkedIn invitation
  - ▶ Avoid the generic “canned” message
  - ▶ Craft a custom, personal invitation message  
“It was great working with you at ABC Company. Since you are a person I trust, I invite you to join my network on LinkedIn.”
- Mention how you met the person in your invitation to connect
- After the invitation is accepted, send a personal response “I am pleased to connect our professional networks on LinkedIn” and offer to help them
- It’s about THEM, not you
- Add a note about that person when you add them to your LinkedIn network (use the Notes section to keep track of how you met them, when you connected with them, shared interests; add Tags)



## Action items to complete your profile

1. Strive for 100% complete profile
  - ▶ Customize your URL
  - ▶ Write a qualified “title”
2. Use results-oriented job descriptions
3. Grow your network: build your connections, communicate
4. Ask for recommendations
  - ▶ Strive for 25
5. Give detailed, thoughtful recommendations
  - ▶ Give 25
6. Join 5-25 groups
  - ▶ College alumni, hobby, past employers, school, technology, industry, professional association, networking, and so on



## LinkedIn levels of membership

- Free is good! Free is great!
- Job Seekers
  - ▶ Job Seeker Basic
  - ▶ Job Seeker
  - ▶ Job Seeker Plus
- LinkedIn is now offering US military veterans Job Seekers level of membership free for one month <http://lnkd.in/veteranspromo>



## Other social media tools + keep in touch

- Google+
- Email: create a provider-agnostic self-describing address (gmail, ymail)
- Twitter
- Facebook: ensure your profile is private or keep it G-rated clean

Thanks for attending. Please fill out evaluation form.

Questions?

Keep in touch. Connect often!  
[www.linkedin.com/in/barriebyron](http://www.linkedin.com/in/barriebyron)