



# LinkedIn

## Job Seekers using LinkedIn

# Why LinkedIn for Job Seeking

- A free way to promote yourself to 40m+ people
- Recruiters and Decision Makers are on LinkedIn
- Creates visibility
- Profile can promote you better than your resume
- Can be locally, regional, US, or globally focused
- Higher your educational level, the better your chances on LinkedIn
- Your dream job is accessible through LinkedIn

# Network Demographics

\$150,000+	20%
\$100,000-\$149,999	28%
\$75,000-\$99,999	32%
\$50,000-\$74,999	9%
\$25,000-\$49,999	8%
\$0-\$24,999	1%

Source: Nielson @plan Fall/Winter 2008

# Most Represented Industries

1. Information Technology & Services
2. Computer Software
3. Financial Services
4. Marketing & Advertising
5. Real Estate
6. Hospital & Health Care
7. Telecommunications
8. Education Management
9. Accounting
10. Banking

# Global Reach

- Geographic Ranking of Member Base

1. US 17.8M
2. UK 1.8M
3. India 1.6M
4. Canada 1.0M

- Fastest Growing Countries

1. China
2. France
3. Canada
4. Spain
5. Netherlands
6. India
7. UK
8. Sweden
9. Australia
10. Germany

# Features On LinkedIn

- Account & Setting-what people will be able to see
- People-All the people that have joined
- Jobs-Find jobs for free (Recruiters post their jobs here.)
- Answers-You become an expert on subject/s
- Companies-Research, find People that work there
- Inbox-Receive messages
- Received/Sent Messages-InMails, Introductions, Invitations, Profile, Q&A, Jobs, Recommendations, and Group Invitations
- Add Connections-Invite people to join your network
- Applications-Events, SlideShare, Box.Net Files, LinkedIn Polls, Amazon, Company Buzz, My Travel....

# And There Is More

- Groups-Join up to 50 Groups. Great networking op!
- Profile-Your resume, personal ad, keywords to help keyword searches. Update regularly!
- Connections-1<sup>st</sup> Degree connections
- Imported Contacts-Upload your email contacts
- Network Statistics-Shows 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> level connections
- Messages-shows messages between 1<sup>st</sup> Degree connections and “Open Link” messages
- Open Link-Premium subscribers who have self-selected to be available to the network

# Other Things to Know

- ❑ IDK -“I don’t know this user.” 3 times and you are out.  
If you don’t want to connect, “Archive” the sender
- ❑ Open-Networker (aka “Lion”) It means you accept all invitations.
- ❑ Profile Headline-Your message that is sent in very message. A good thing, if done right.



# Profile Do's

- ✓ Profile = Resume
- ✓ LinkedIn is keyword oriented-repeat keywords 10Xs in your profile
- ✓ Your Summary is your Cover Letter. Powerful and Compelling!
- ✓ Experience should be accomplishments not just job descriptions
- ✓ Get at least three great recommendations

# Profile Don't

- ✓ Have a picture. Professional-this is not Facebook
- ✓ Don't write about anything you are not ready to talk about in an interview
- ✓ Be honest and candid
- ✓ Don't undersell yourself
- ✓ Don't ask for Recommendations from people you don't know

# Tricks of the Trade

- Video In Profile- make a video presentation of yourself.  
Integrate it into a document like PowerPoint  
Use the SlideShare application to show it
- Use SlideShare and Box.net Files to display special information that differentiates you. White papers, presentations, Press clips, etc.
- Complete the “Interest” section of your profile. Amazon application shows what your are and have read.

# Communicating Through Groups

- ❖ Groups are the best way to reach Recruiters
- Using Groups can help target recruiters
- Reach recruiters according to location (Linked: Seattle)
- Reach recruiters by industry (Linked: Energy)
- Reach recruiters by function (Linked: HR)
- Reach recruiters by specialty (Linked: Mainframe)
- Recruiters use certain groups to target. Largest is “Star: Candidates” (<http://tinyURL.com/starcandidate>)
- Advance Search makes it easy to identify recruiters within a Group

# Which Group To Choose?

- Always join “Open” groups first
- Select your groups carefully.
- Don’t stay in groups that are not well managed
- Don’t stay in groups that are growing slowly
- Display logos that you think enhance your profile
- Allow Announcements and Messages
- Use “Boolean” commands in “Keyword” searches  
(“OR”, “NOT”, or “AND”)

# Advanced Searches

Interested in:

All Users

Joined :

All Users

Network:

**Potential employees**

Consultants/contractors

Entrepreneurs

Hiring Managers



# Manage Your Groups

- Regularly check your Groups
- Go to Jobs to check for Job Postings
- Participate in Group Discussions
- News—read & Comment
- Keep trying interesting Groups and drop those that are not
- Respect the Group Rules