



## Using LinkedIn to Support Your Job Search

### What is LinkedIn?

LinkedIn is an online social networking site established specifically for business connections. It is used to get in touch with and stay connected to people you worked with such as business associates, consultants, suppliers, etc. It can also be very useful as a networking tool to reconnect with former classmates, alumni and tracking down old friends.

### Setting up your Profile:

- Create your account at [www.linkedin.com](http://www.linkedin.com), this includes creating your login ID (your email address) and password.
- Become familiar with the “Account” and “Settings” areas; this is where you manage how you receive and send communication and maintain your privacy settings.
- Enter a primary email address for your account under “Account” and “Settings”, best practices indicates that both a work and personal email address should be used.
- Complete your profile; this is the summary of your professional experience, interests, abilities and skills. *Be clear and concise in your wording.*
  - Customize using the “Edit My Profile” tool
- Promote you profile and set your personal preferences (using the “Edit My Profile” link). This will allow you to determine what sections of the profile are displayed to non-LinkedIn members and allow you to be easily found via search engines.

### Building your network

Build your network by identifying personal connections by searching LinkedIn for people you previously worked with or attended school with. LinkedIn provides a couple of mass search capabilities.

Click on the green **Add Connections** button in the navigation box (left hand corner of screen) and notice the various tabs. You may add people in a number of ways.

The first tab is **Invite Connections** and this allows you to import the address book of most email systems. It then compares the emails in your address book to those people who are already on LinkedIn and asks if you want to connect. You then choose who to send an invitation to from this list. It will then ask if you want to send out an invitation to invite those people in your address book who are not already members of LinkedIn. (This latter process is a way that LinkedIn grows its membership but might not be something you want to do.)

The second tab is **Colleagues**. Under this tab, LinkedIn will check the companies in your profile with other LinkedIn members from those companies and provide you with a list. Again you check the boxes next to the people you would like to invite from companies that you have worked for in the past. This is perhaps the most effective source of building your network. If you have not included all the companies that you worked for in your profile you may want to reconsider this while you build your network. (You can re-edit it later if you choose.) It can also be helpful to list all the names that your employer may have used while you worked there if multiple names were used due to mergers or acquisitions.

As an unpaid member the Colleagues presented to you are limited to 50 at a time, but the next time you log in you can call up the **Colleagues** tab again and you will be presented with a new set of 50.

The final tab is **Classmates** and it will compare your school graduation date with others from the same school and graduation date in LinkedIn.

Once you are connected to people, you can also scan their connections to find people who you may know. Finally you can use the **Search People** box at the top of the find people by searching for an individual name or for company names including suppliers and customers.

Finding former co-workers will help you

- Discover Potential connections
- Uncover jobs and connecting opportunities
- Leverage your connections for introductions to your target organizations
- Research new organizations
- Unearth groups that you didn't even know existed
- Join affinity or alumni groups for former employers
- Stay connected with your current connections using "Update Status", "Questions and Answers", "Polls" and "Messaging" features

## **Groups**

What networks/groups/associations do you already belong to? What school(s) did you graduate from or attend? Use the Search box at the top of the screen and search **Groups** from the drop down menu.

Search under Groups and you will often find Company alumni groups, Associations, and or groups organized around Professional Interests. Notice the size of the group to determine how active it is or review their Discussion page for recent posts.

Each group has tabs for Discussion, News and Jobs. Each Group has a Jobs section and this is a free place for people to place job ads. Particularly groups with a professional interest focus can be a source of hidden jobs.

**How do you differentiate yourself and make LinkedIn work for you?**

*Helping High Performers Maximize their Potential*

### Determine for what purpose are you using LinkedIn?

- Networking
- Job Leads
- Consulting engagements
- Introduction to organizations
- Identify others with similar background
- Perpetual rolodex
- Speaking engagements?
- Strategic Partnerships?
- Reviewing the background of someone you're meeting

### Use your profile to clarify your offerings:

Write your Headline, Summary and Specialties sections to reflect what you are trying to accomplish, what you offer and how you can help companies succeed in their goals.

- Use phrases which will appeal to your Targeted Employer
- Speak to your connections
- Speak to recruiters
- Make your message move your connections - call them into action.
- What is the outcome you are looking to create?
- Be crystal clear why you are on LinkedIn
- Use the "Headline" and "Summary" sections to educate the people in your network
- Research and Include "Key Words" on which you wish to be searched
- Harmonize your LinkedIn profile with your résumé or biography to promote your on-line "brand"

### Get Testimonials (recommendations)

- Are you getting testimonials from your clients and colleagues on a consistent basis?
- Strong testimonials add credibility to you when people do find you whether your goal is consulting or job searching. Solicit recommendations from former coworkers and write one for them in turn.

### Learn the system inside and out

- Searching – (**People** Tab)
  - Start with the **People** tab. You do not need to enter a person's name in the People Search section. The "People" refers to getting results that will be people associated with the keyword you enter which might be a company name or discipline. Enter a keyword (for example, Engineer), just to see what kind of results you get.
  - You can then reach out to these people using the LinkedIn introduction process - *through people you already know*
- Groups – (Navigation Box)
- Toolbars – (Site Map) – located at the bottom of the page.

## Promote your Profile

- Use your Personalized LinkedIn® Profile URL
  - In emails
  - On your business card
  - On your Facebook page
- Update your profile regularly
- Use the “Update Status” feature to keep people in your network informed on what you/your company are currently working on.

## Strategic Ways To Leverage LinkedIn

### Start by identifying your Target Company

- Use LinkedIn to identify people in those companies who are in your hidden (second tier) network and ask for referrals from your connections to these individuals. This can be done by searching under People for the Target Company or Perfect Client and sort the results by “Relationship to you”. If you click on a profile of an individual in your second tier network it will tell you (on the right hand side of their profile) who is your mutual contact. You can also do this with third tier contacts but the likelihood of response drops off dramatically once you have moved past second tier connections.
- Personally contact your connections and ask them for referrals using your Target Company or Perfect Client profile - chances are people in your network may know people that you would benefit from meeting. You can also do this using the status bar with a message like: “Looking to connect with startups that are beginning to establish their sales force.”

### Connect to other professionals in your field, they offer:

- Camaraderie - someone to talk with who knows what you’re going through
- Expertise - someone who may have answers to questions that you may not know
- Referrals - sending business your way that either they don’t want or don’t have the expertise to handle

### Networking activities to your Target Company

- Use LinkedIn to identify key executives of your Target Company or Perfect Client
- Offline (networking, speaking, print advertising, sponsoring, etc.)
- Online (Website, Blogging, Social Media)

## 5 Tips to Maximize your Profile:

### 1. Create an email signature

*You can use LinkedIn's "Email Signature Tool" to add a LinkedIn signature to your Outlook, Outlook Express, Mozilla Thunderbird and Yahoo email accounts*

- a. To create: at the bottom of each LinkedIn page there are 3 rows of text links. Click on "Overview" at the bottom of your home page in the "Tools" row
- b. Click on the "Try it Now" button in the "Email Signature" area at the bottom of the "LinkedIn Tools Overview" page.
- c. Once you fill in the information you would like to include, click the text link "click here for instructions". This will open up a pop-up window with the html code and instructions

### 2. Customize your search views

- a. When you conduct a people search or a group member search you get a list of the results. AT the top is a drop down to choose how to view the results. You can choose "Basic", "Extended" or "Create a New View". Choosing the "New View" opens a pop-up window that allows you to include what you would like in your view.
- b. This feature may not always be available to those with free accounts; use it while you can.

### 3. Have new questions emailed to you based on topic

- a. Track topics based on keywords and categories in LinkedIn Answers to review and respond to questions posted by other LinkedIn members. When you look at a category on the right side at the bottom of the "Browse" box is a text link to "Subscribe to new questions in" whichever category you are currently viewing.

### 4. Add personal contact information

*At the bottom of your Profile Edit page is a space to include the following information:*

- a. Phone number
- b. Instant messaging ID
- c. Address
- d. Birthday – we suggest Month and Day only – not year.
- e. Marital status

## How To:

### Search on LinkedIn:

1. Next to the Search box is an advanced search function
2. Enter search criteria such as keywords, location and postal code. Identify how you want the results sorted by using the drop down in “Sort By”
3. Sort by relationship to you. This ensures that your immediate connections and your second tier connections appear first.

### Invite Persons to your Network:

1. Click on the profile of the person you want to invite
2. Click on the “Add to your LinkedIn Network” button
3. Indicate how you know the person\*
4. Compose your message or leave the ready-made template message (although we **strongly urge** that you personalize your invitation message – it only takes a few seconds!)

\*You may need to enter an email address if you choose “friend or other”

### Searching for Jobs on LinkedIn:

1. Click on the “Jobs” drop down menu
2. Click “Advanced Job Search”
3. Refine your search by entering any necessary criteria
4. When the results are displayed, you will see persons in your network that may be able to help you network into your target company. It is almost always better to connect to a company through a networked contact than through “jobs @xyz.com”. Keep in mind that many companies have employee referral programs, so connecting to any employee is preferred even if it is not the hiring manager. Employee referrals within companies tend to get much better treatment and visibility than random resumes coming through their job site.
5. Join Groups. There are certain groups that are specifically designed for the job seeker. These include:
  - Star:Candidate
  - Talent Buzz
  - Talent Bar
  - Renewal Energy Jobs
  - Linked Local in The Loop (Chicago)
  - What’s Next Career Transition Goup
  - ...and many more. Search groups for applicable groups.