

INTRODUCTION TO LINKEDIN

Rose Susami
WCTC Career Center Specialist
Workforce Development Center - Waukesha

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LinkedIn and Your Job Search

Session Objectives

- Discuss the role LinkedIn can play in your professional development and job search
 - – *it's not Facebook!*
- Tour LinkedIn.com and become familiar with basic features
- How to get started
- Start creating your LinkedIn profile.

Discuss the role LinkedIn can play in your job search

- Expands your primary network more quickly; can discover possible connections at targeted companies.
- Excellent tool for reconnecting with lost colleagues, friends, alumni and professional peers – be strategic!
- Provides you with introductions to the hidden job market.
- *Many recruiters and employers use social networking sites to find candidates (scanning).*
 - ✓ *Clean up your digital dirt (facebook)!*

Discuss the role LinkedIn can play in your job search



2nd degree away
Friends of friends; each connected to one of your connections

1st Degree=Your Connections
Your trusted friends and colleagues

3rd Degree away
Reach these users through a friend and one of their friends

Discuss the role LinkedIn can play in your job search

Study and practice traditional networking techniques

How to improve your networking skills?

Suggested reading: “*The Networking Survival Guide*”

By Diane Darling

Business Card? - vistaprint.com

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Discuss the role LinkedIn can play in your job search

Maintain face-to-face networking!!!

Be aware of “Netiquette”

❖ Customize your messages when you reach out

❖ Ask your first connection to “introduce you” to their first connection – never a 3rd connection!

✓ Read handout: “21 Mistakes People Make on LinkedIn” by The Joel Paul Group

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Let's get started to tour and create your profile in LinkedIn

Sign up – need to provide LinkedIn with your email address so that you can receive notification of a message via LinkedIn.

Let's get on the LinkedIn train...

Set up your **Account**, **Privacy**, **Activity Broadcasts**, and **Advertise** settings –

- See “Four Basic LinkedIn Privacy Settings” Handout

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DEVELOP YOUR PROFILE

- Derived from your resume
- Focus on your career assets, skills and accomplishments
- Must include key words (industry related)
- *Go public when you have your profile at 75%; otherwise looks too brief*

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Job Search Strategies Using LinkedIn

Join a Group – Community Networking Groups, Community Groups, Professional organizations, Alumni organizations

Groups have networking events and discussions with people who are “working”! Get involved and participate!

Identify and target companies you are interested in exploring job opportunities with. Follow the company via LinkedIn.

**Good Luck in your Job
Search!
Any Questions???**

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