

## **I** NTRODUCTION

I've created this handout for the people who are interested in LinkedIn and want to take advantage of the website for a job search, networking or competitive information. Some of the information may seem obvious to you, but had this been obvious to everyone, I wouldn't have to mention it! This paper covers information I've learned as a recruiter, human resources professional, consultant, career coach and job seeker. When I researched for my book, Recruiters on Recruiting, many professional recruiters echoed this information.

## **GOAL**

To cover the basics of using LinkedIn to your advantage as a job seeker - and beyond.

## **WHY USE LINKEDIN?**

Depending on the study you read, somewhere between 80-95% of all hires are made via your personal network. You should absolutely network in person and compliment and extend your network online.

Social networking has exploded in two directions: fun sites like Facebook, great for family and friends, and business sites including LinkedIn, Plaxo, and many others. LinkedIn is currently the number one business networking site, and it's important for your current (and future) job search to control your online presence.

Recruiters around the world are using LinkedIn to fill openings. Recruiters can look for resumes via a paid job board or they can look for free on LinkedIn. The cost to recruit on LinkedIn - FREE - is irresistible!

## **WHAT ABOUT PRIVACY?**

I can assure you that there is information about you online, even when you've been leading a private life. On some sites, I can insert your name and location, come up with your phone number and approximate age. I can also find political donations.

Wouldn't you like to use your online presence to your advantage? You can use settings on LinkedIn and other sites to protect some information, but I recommend that you are open about your skills and experience if you're looking for a job.

## **LINKEDIN ADVICE**

As my friend, Jenny Kahn ([www.linkedin.com/in/jennykahn](http://www.linkedin.com/in/jennykahn)) wrote, "You can't be hired if you can't be found. After you're found, you can't be hired if you can't be reached!" (Jenny's presentation link is listed under "Resources".)

Use the site for company research, searching:

- ✓ Name or keywords
- ✓ Location
- ✓ Industry and size
- ✓ Relationship to your connections
- ✓ Jobs posted on LinkedIn's job section - use advanced search

## YOUR PROFILE:

This will be your online resume, so appearance and spelling are important. Use your resume as a guideline and copy and paste information. If you only use a title, you lessen the chances of being found. To get your profile to 100%, you must insert an image, usually a nice professional looking photo. If you don't want to post a photo, you can create a white jpg and upload that "image" - LinkedIn will count that as a complete profile.

## CUSTOMIZE YOUR URL

Rather than having a long web address, you can customize your "Public Profile" section. My URL is [www.linkedin.com/in/marciastein](http://www.linkedin.com/in/marciastein).

## EDIT CONTACT SETTINGS

Review the ways people can contact you and be sure you can be contacted directly by including an email address or phone number. Make your profile public.

## SEND INVITATIONS

Invite friends, family, and anyone in your professional network to link to you. Aim for 30 contacts - you can reach that easily! Think about people you've known from school, work, interest groups, professional groups, and vendors.

## RECOMMENDATIONS

If you've worked with someone and can write an honest and brief recommendation, help that person out! You can ask for recommendations, too. This is very helpful if your previous company will not allow reference checks. One of my clients brought in a print-out of her recommendations to her interview and the company accepted it. If you write a recommendation, recruiters will look at your profile, too.

## JOIN GROUPS

Many groups are available, so search for: industry, alumni, corporate, non-profit, and corporate alumni groups. Once you've joined a group, you can expand your network. Groups also have discussion, news and job tabs. This is different than LinkedIn's job search section: the group job

postings can be posted by anyone in the group and they're free. ("Free" is a magical word for recruiters!)

### ANSWER QUESTIONS

Click on "More" and "Answers" and look for questions posed in your area of expertise. If you're one of the first responders, people will read your response and look at your profile. You can become the "expert" if others like your answer.

### LOOK FOR EVENTS

Go to the "More" pull-down menu and click on "Events". You can find local events and webinars.

### ADD APPLICATIONS

You can post presentations on your website, note the books you're reading, even link your WordPress blog directly to your profile page!

### NETWORK UPDATES ARE SENT TO ALL CONNECTIONS ON YOUR LIST

#### WHEN YOU:

- update your profile
- post updates
- connect with others
- join groups
- answer questions

### TREAT YOUR CONNECTIONS RESPECTFULLY

Don't spam or overload connections with requests. Everyone gets busy, so if they don't respond, don't take it personally.

### ONCE YOU'VE LANDED

- ✓ Update your network and thank them for their help.
- ✓ Ask if there's anything you can do to help them, and then help them.
- ✓ Use the site to maintain and broaden your network, keep track of competition, and help others.

### RESOURCES AND ARTICLES

LinkedIn Learning Center (clear instructions) <http://learn.linkedin.com/>

LinkedIn's Blog <http://blog.linkedin.com/>

Marcia Stein's Resource Page <http://www.ourhrsite.com/resources.html>

Jenny Kahn's LinkedIn Presentation

[www.ourhrsite.com/downloads/Jenny\\_Kahn\\_LinkedIn\\_08.2009.ppt](http://www.ourhrsite.com/downloads/Jenny_Kahn_LinkedIn_08.2009.ppt)

How LinkedIn Will Fire Up Your Career

[http://money.cnn.com/2010/03/24/technology/linkedin\\_social\\_networking.fortune/index.htm?source=yahoo\\_quote](http://money.cnn.com/2010/03/24/technology/linkedin_social_networking.fortune/index.htm?source=yahoo_quote)

Top 10 LinkedIn Groups for Your Job Search <http://blog.bincsearch.com/?p=1662>

The Unofficial LinkedIn User's Guide for Executives and Professionals

<http://globalhumancapital.org/?p=258>

Why "Networking Doesn't Work" <http://recareered.blogspot.com/2010/02/why-networking-doesnt-work.html>

**GOOD LUCK!**

### **ABOUT MARCIA STEIN, PHR**

Marcia Stein has worked in the Silicon Valley since 1989 and is experienced as a Recruiter, Staffing Manager and Human Resources Director. Marcia is an active speaker presents to organizations, corporations and job search groups. She is the founder and organizer of the Silicon Valley Women in Human Resources...and Friends group, a networking, mentoring and educational group for professional women with over 1,500 members. [www.ourhrsite.com](http://www.ourhrsite.com). Marcia started and maintains a website for the group and has been recognized by the HR Symposium with the Partners in Innovation Award. She is the author of *Recruiters on Recruiting*, a look into the career paths of different types of recruiters, their tips for job seekers and new recruiters and *Strained Relations: Help for Struggling Parents of Troubled Teens*. See [www.tellmeaboutyourself.info](http://www.tellmeaboutyourself.info) for book information.

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