#### Learn LinkedIn Life Lessons!



Dr. Jim Anderson



#### About Dr. Jim Anderson



- President of Blue
   Elephant Consulting
- Small firm, uses social media to look big
- LinkedIn is key to establishing reputation and reaching customers
- Learn from my 4 years of LinkedIn experience!!!

#### About LinkedIn

- Launched in 2003
- 2011: 130 Million members worldwide
- 36 million visitors / month
- 51% male, 49% female
- 30% make 60k 100k, 39% make 100k+



#### About LinkedIn

- 2<sup>nd</sup> Largest social network behind Facebook
- Nielsen Online: "LinkedIn is the world's largest audience of affluent influential professionals."
- 20% are senior level executives
- 60% are either decision makers or

have influence over purchases

 Executives from all of the Fortune 500 companies are now members of LinkedIn



#### About LinkedIn

 Of the social networks, LinkedIn users have an average household income of \$109,000

 A new member joins LinkedIn every second of every day.

- No games, no walls, no "pokes" – LinkedIn is just professionals who are interested in networking
- LinkedIn's IPO said that they were worth \$6B+

### Why Use LinkedIn?

- It offers you a 130M person database
  - People hire people, companies don't hire people
- Brand and position yourself as the authority online
  - You are unlike anyone else in the world
- Access to recruiters and hiring managers.
- Research on target companies
  - Over 7M companies have company profiles on LinkedIn
  - See who works there
  - Read blog posts, read their latest initiatives
  - Learn how you can add value to that company
- Search posted (paid) and unposted job positions
  - LinkedIn earns ~40% of their revenue from packages offered to recruiters
  - 60% 90% of job openings are never posted anywhere filled through networking
- Show that you are social media savvy



## Job Hunting On LinkedIn

- Join groups and make contacts
  - You can join up to 50 groups
  - Over 1M groups that you could join
- Answer paid job ads
  - Clicking on the ad shows you who else you know at that company
- Answer free job postings
  - Every group has a job board
- Look for job ads in the company pages
  - Many company pages have a career section where they post jobs.
- Get found for your specialty
  - Key words in your profile will pull job offers to you
- Be seen as an expert by publishing constantly
- Maintain top of mind awareness as a job seeker
  - Make sure that your network knows that you are looking for a job



### Poll: How Are You Using LinkedIn

- Joining groups to extend my reach
- Using people search to make contacts
- Applying to the job posts
- Looking up companies in the Company search
- Sending targeted messages to recruiters

## Challenges some have job hunting

- Getting the attention of recruiters is hard
  - Need to stand out from so many other people
- Can't identify the hiring manager
  - Who is actually posting that job?
- Having trouble standing out as an expert.
  - How do you get known to hiring managers in companies?
- Little access to the "hidden" job market
  - How do you find out about jobs that are not being posted?
- Hard to prove that I'm the best at what I do
- Not familiar with job hunting in social media
  - Still typing up resumes and sending them out
- Tried social media and gave up
  - Too complex



# Poll: What Challenges are you having in your search?

- Can't reach hiring manager?
- Can't find that "hidden" job market
- Unfamiliar with using LinkedIn and social media
- Hard to stand out from the crowd
- Not getting unsolicited interest in me

## 10 Ways To Find The Perfect Job On LinkedIn

- 1. Create a career "magnet" profile.
- 2. Build your network
  - LinkedIn is only as powerful as the # of people in your network.
- 3. Search for people who can hire or refer you
- 4. Contact the people who can help you
- 5. Search the paid job postings for your perfect career

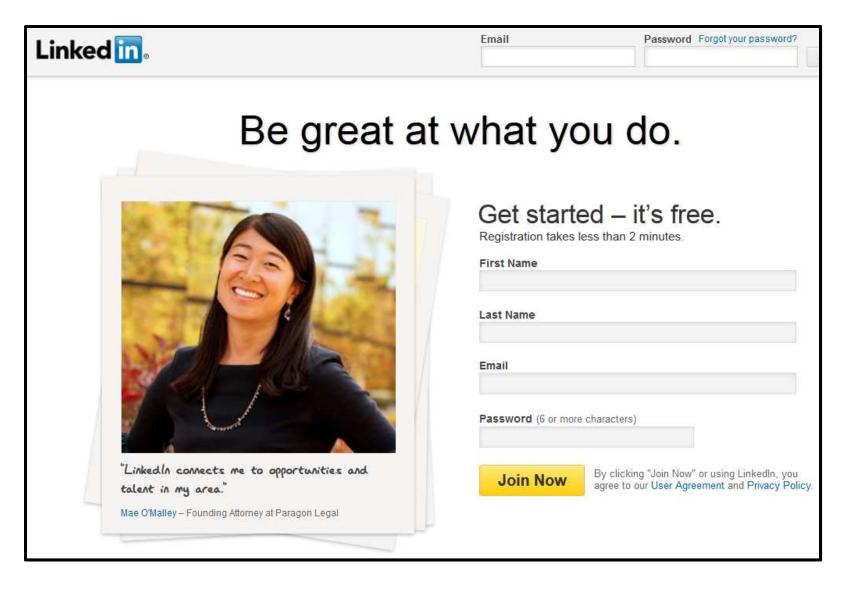


## 10 Ways To Find The Perfect Job On LinkedIn

- Extend your reach and opportunities with groups.
- 7. Build your reputation with Answers.
  - Become an expert and gain interest in yourself
- Build a job hunting pipeline with Companies.
- 9. Get immediate job news through Signal
- 10. Find places to meet hiring managers

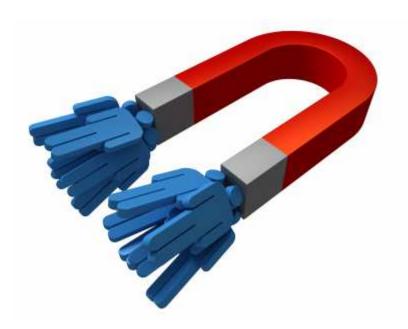


## Sign up for an account at www.LinkedIn.com



### #1: Create a career "magnet" profile

- Create a career "magnet" profile.
- Show people what you have to offer
- Provide proof of what you can do
- Make it easy to contact you.
- Make it easy to find you on LinkedIn
- Be completely professional and consistent
  - Everything that you do on LinkedIn brands you
- Keep it fresh with updates
  - Perhaps as often as a couple of status updates per day



#### LinkedIn Professional "Headline"

- Anytime you post anything, anywhere in LinkedIn it's going to show your name and your professional headline.
- Let people know:
  - You are looking for work
  - What benefit you can offer
  - "I am currently seeking an opportunity to save a company money by bringing my project management skills to their organization."
  - "Currently seeking an opportunity to use my 10+ years in web design to help a company to reach more people."

## Status Update Box

- First thing that recruiters look at
  - Want to see if you are updating your status
  - Valuable, helpful information?
  - Picture + text makes it look like you are "talking"



#### **Current Position**

- If you are in between jobs you can put:
  - "Consultant"
  - Volunteer Position
  - "Seeking opportunity to help a company with project management"



## 5 Places To Put Your "Keyword"

- 1. Professional headline
- 2. Current position
- 3. Past position
- 4. Summary
- 5. Specialties

1<sup>st</sup> 3 places where LinkedIn looks when someone does a search



### Summary

- This is where you put your "job hunting ad"
- Use outline format in order to make it easy to read.
  - About
  - What you can do / accomplishments
  - What you are looking for
- Create in Microsoft Word so that you can spellcheck it – then cut & paste to LinkedIn
- Make your "specialties" section a bulleted list



#### **Extras**

- Add applications
  - Slideshare
  - Google presentations
  - Amazon reading list: you are keeping up to speed in your field
  - Box.net upload PDFs to your profile (resume)
- You can add a "video resume"
  - Allows someone to get a sense of "who you are"



#### Recommendations

- Provides "social proof"
- Can only get recommendations from 1<sup>st</sup> level LinkedIn connections
- You can ask people to recommend you.
  - Send them an email remind them what to say



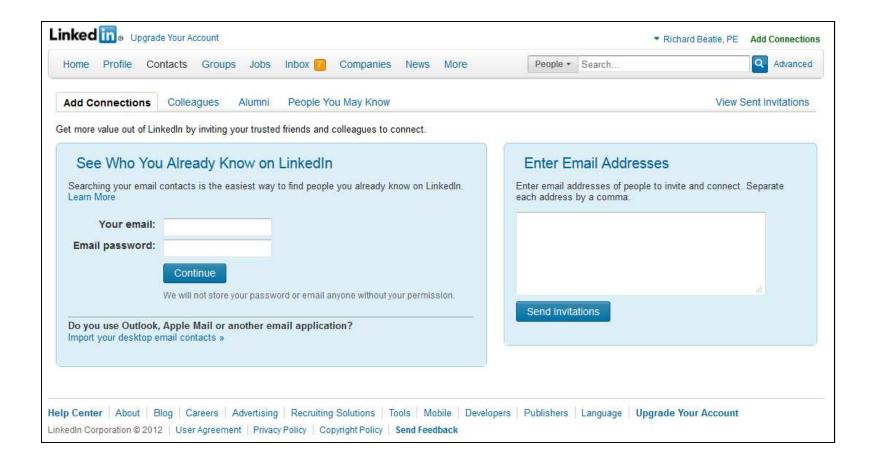
### Optimizing Your Profile

- Add key words to your profile
  - Whatever you think that a recruiter would be using to search for a candidate to fill a position
  - Place keywords in the 5 places
- Pretend that you are a recruiter
  - Go to people search, type in the skill that you have, who comes up — and why?

### #2: Build Your (Huge) network

- The more people that you have in your network, the better connected you will be to people who may have a job for you.
- The more they can look at your profile, the more profiles you can look at.
- People can see how many connections you have – LinkedIn stops counting at 500
  - Hiring managers will see you as social media savvy

#### **Add Connections**



## #3: Search for people who can hire or refer you

- Grow your network so that you have lots of people to search
- Don't worry about connecting to people that you don't know
  - Spamming is not a problem on LinkedIn
- Use Advanced People Search
- Premium account gives more sorts to search
- Free accounts limit you to 100 search results

### 3 Types Of Paid LinkedIn Accounts

- 3 types of paid accounts: Business, Business Plus and Pro.
- The Business account costs \$24.95 per month and allows you three InMails per month, 300 profiles per search and five folders in the Profile Organizer.
- Business Plus costs \$49.95 and allows you 10 InMails per month, 500 profiles per search and 25 folders in the Profile Organizer.
- The Pro account costs \$499.95 per month, allows you 50 InMails per month, 700 profiles per search and 25 folders in the Profile Organizer.

## #4: Contact the people who can help you

- Direct contact: first levels
  - You can contact these people directly
- Direct contact: InMails
  - Send messages directly, without waiting for an introduction from one of your contacts (called "InMails"), which the site says get a 30 percent response rate
  - 3 InMails / month with a paid LinkedIn account
  - 2 higher levels of LinkedIn accounts that give you more Inmails
- Direct contact group members
  - Join a group that the person that you want to contact belongs to because then you can direct message them
  - You can join 50 groups in the industry that you are in
- Via introduction: use a 1<sup>st</sup> level to provide a 2<sup>nd</sup> or 3<sup>rd</sup> level connection
- OpenLink: premium members who have opted in
  - Indicated by little circle of colored dots in upper right corner of profile

# #5: Search the paid job postings for your perfect career

- Find a job in the paid job listings
- "Jobs You May Be Interested In" on right side of your LinkedIn home page
  - Matched to your profile
- Apply right through LinkedIn or through a link to their job page
- See who in your network works there
- Reach out to the hiring manager or recruiter



#### Search for Jobs

- "Jobs" on main menu bar
  - Lists jobs for you based on your profile
- Sliding scale shows if your LinkedIn profile is upto-date
- Information provided on recruiter
- Information provided on people in my network who know the recruiter
- Can do an advanced search on jobs
  - Pick keywords and location
  - Upgrade to pick salary levels

# #6: Extend your reach and opportunities with groups

- Joining groups helps you to build your reputation ... and your network.
  - 50 groups x 1,000 people/group = 50,000 people
  - Lots of job listings in groups
- Job groups
  - Full of recruiters
- "Jobs" tab inside of group jobs from group members!
  - Probably not on a job board yet (costs \$600)
- Start your own group!



### #7: Build your reputation with Answers

- Ask 10 questions per month
- You can answer unlimited questions per month
  - Wonder who is going to see your answer?
  - Become known as a thought leader in your field
- Get Expert Status (questions close after 7 days)
  - If your response is rated the best
- Get to "More"
  - Ask a question 10 times per month



# #8: Build a job hunting pipeline with Companies

- 7M+ companies on LinkedIn
  - Many have company profiles
  - Many have career boards
- Follow companies that you are targeting
  - Provides you with a feed of everything that is happening at that company
- Research companies and your connections who work there
- Search job posts
- Become an insider with information gathering
  - Read the profiles of people who work at the company
  - Read blog posts
  - Read LinkedIn activity



# #9: Get immediate job news through Signal

- Monitor up-to-the-minute news about jobs that have just opened up.
- See who is hiring.
- Beat out the competition.
- Use terms like "hiring", "seeking", "looking"



# #10: Find places to meet hiring managers

- Located under menu option "More"->"Events"
- Use Events to find:
  - Job fairs
  - Networking events
  - Open houses
  - Search by location

