

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

- 2nd 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


6. Extend your reach and opportunities with groups.
7. Build your reputation with Answers.
 - Become an expert and gain interest in yourself
8. 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

 [Forgot your password?](#)

Be great at what you do.



"LinkedIn connects me to opportunities and talent in my area."

Mae O'Malley – Founding Attorney at Paragon Legal

Get started – it's free.

Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (6 or more characters)

By clicking "Join Now" or using LinkedIn, you agree to our [User Agreement](#) and [Privacy Policy](#).

#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

1st 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 1st 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

LinkedIn Upgrade Your Account Richard Beatie, PE [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox 7 Companies News More People Advanced

Add Connections Colleagues Alumni People You May Know [View Sent Invitations](#)

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people you already know on LinkedIn. [Learn More](#)

Your email:

Email password:

We will not store your password or email anyone without your permission.

Do you use Outlook, Apple Mail or another email application?
[Import your desktop email contacts »](#)

Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

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#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 1st level to provide a 2nd or 3rd 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 up-to-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

