How to Use LinkedIn Effectively

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Introductions

• Facilitators

• Career Center
  – Related workshops

• Audience Members
  – Actively looking for work now?
  – Created a LinkedIn profile?
Agenda

• Context
• Present Yourself
• Get Connected
• Stand Out
• Find Your Way
• Look for Jobs
Part One - Context
Why is this important?

- Jobs are good
- Networking is the best way to find a job
  - ≥ 50% of job-seekers find jobs by networking
- Social media is revolutionizing the world
  - [http://www.youtube.com/watch?v=sIFYPQjYhv8](http://www.youtube.com/watch?v=sIFYPQjYhv8)
    - Social media has surpassed porn as #1 web activity
    - Facebook is the 4th largest COUNTRY
    - Ashton Kutcher & Ellen DeGeneres have more Twitter followers than entire pop. of Ireland, Norway, & Panama
    - 80% of companies use LI as primary recruiting tool
What is LinkedIn?

• LinkedIn (est. 2003) is a free interconnected network of experienced professionals, representing 170 industries and 200 countries.

• You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

http://press.linkedin.com/about
Who’s on LinkedIn?

• Over 50 million members, 50% in US

• Study by Beth Snyder Bulilk (Consumer Electronics, Tech - Reporter) – November 2009
  – 22% Senior Executives
  – 30% Savvy Networkers
  – 21% Exploring Options
  – 28% Late Adopters
Part Two - Present Yourself
Snapshot Profile Categories

- Basics – Name, job titles, metro area
- Current Position
- Past Positions
- Education
- # of Recommendations
- # of Connections
- Websites
- Twitter
Extended Profile Categories

• Summary & Specialties

• Descriptions of all jobs
  – Recommendations

• Descriptions of degrees

• Contact Settings
And even more info...

• Sample Work/Applications
• Interests
• Groups & Associations
• Honors & Awards
• Personal Information
Profile Tips

• Get to 100% completion - current position, 2 past positions, education, photo, summary, specialties, 3 recommendations
  – 40% more likely to receive opportunities through LI

• Use a photo
  – Makes you seem approachable
  – Helps others remember you
Profile Tips

• Make your profile Public/Full View

• Request a Public Profile URL
  – Add to email signature, business cards, etc

• Use lots of skills words throughout

• Stay positive, professional, and current
Settings

• “Accounts & Settings” at top right

• Edit your privacy/visibility

• Change how you want to be contacted
Part Three - Get Connected
Levels of connection

• 1\textsuperscript{st} level – you know them

• 2\textsuperscript{nd} level – your contacts know them

• 3\textsuperscript{rd} level – your contacts’ contacts know them
To connect or not to connect

• Think quality, not quantity

• Link with people:
  – You know from other sources
  – With whom you’ve had at least 1 meaningful interaction
  – For whom you could write a recommendation
  – From whom you could ask for a recommendation
  – You would feel comfortable introducing to a contact
  – Who have professionalism, integrity, etc
Find people you know

• Upload your email address book

• “People” button at top

• “Search People” dropdown box

• “People You May Know” box
Join groups

• Alumni, workplace, & professional field groups

• From your personal LinkedIn homepage
  – Scroll down to bottom for groups

• “Search Groups” box
Participate in groups

• Engaging makes you known

• You can ask questions to anybody in group

• Answer questions posed in discussions
Find Huskies!

- “Search Groups” dropdown
  - Keyword
  - “University of Washington Alumni Group” – 10,000!

- “People” button at top
  - School
  - In Keyword box, type:
    - Department name, student org name, Ph.D., etc
Keep it fresh

• Make a habit of periodically:
  – Checking if old contacts have new LI accounts
  – Seeing if people you’ve recently met have LI accounts
  – Purging contacts
Part Four – Stand Out
Ask for recommendations

- 3 recommendations are required for 100%
- Potential employers look at these
- Try to get one from each position
- In "Experience" click "Request Recs"
  - Can decide to show or hide on profile
Write recommendations

• When asked, if you feel comfortable

• Initiate the process too
  – Click “Recommend” on profile of a contact

• Shows you are grateful and helpful
Upload some actual work

• BlogLink, WordPress, Box.net, Slideshare, Google Presentations, etc

• Click “Applications” on the left sidebar
Part Five – Find Your Way
Search companies

• “Search companies” dropdown box at top
  – Specialties
  – Key statistics
  – News
  – Stock
  – Related companies
Use company info

• Current employees
  – Click on a few profiles to see how they got there

• Former employees
  – Click on a few profiles to see where people go next

• New hires
  – Get a sense of whether the company is hiring
Learn the landscape

• “Advanced” or “People” button at top
  – People in certain fields
    • Keyword
    • Title
    • Industry
  – People in certain cities
    • Location
Ask for introductions

• After you’ve “Searched” and have a list
  – Look for a 2nd level contact

• “Get introduced through a connection”

• Request an informational interview
See who views your profile

• From your “Home” page
  – “Who’s viewed my profile” on right side
  – Gives job title, organization, & sometimes name

• See if potential employer is viewing your profile

• Watch your views rise as your LI activity rises
Part Six – Find Jobs
Search for positions

• “Jobs” button at top
  – “Advanced Job Search”
    • Location (296 jobs in Puget Sound!)
    • Title
    • Experience level
    • Company
    • Function
    • Industry
Get connected to those positions

• Click on the title of a job

• “Inside Connections to the Company”
  – Find 1\textsuperscript{st}, 2\textsuperscript{nd}, & 3\textsuperscript{rd} degree connections at the company
  – Ask for the inside scoop
Apply to positions

- “Apply Now”

- Some postings are exclusive to LinkedIn

- Some will direct you to employer’s website
**Prep for interviews**

- Ask contacts if they have insider interview tips
- Read LI profiles of employees to learn about current projects, lingo, etc
  - Read bio of potential manager and coworkers
  - Read bio of person who vacated the role
- Assess culture and fit
Closing
Summary

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Resources

- [http://grads.linkedin.com/gradstudents/](http://grads.linkedin.com/gradstudents/)

- *I'm on LinkedIn, Now What?? by Jason Alba*

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