Goals

• Increase your awareness of LinkedIn and its features that are designed to help you in your job search

• Teach you how to STRATEGICALLY navigate LinkedIn and all of its benefits to help you get a job

• Educate you on professional networking processes and practices that are sure to land you a job!
Agenda

• Overview of LinkedIn (benefits, functions, new features)

• Develop your profile, demos of profiles

• Build *quality* connections

• Integrate *strategic* networking practices today!
What is Linkedin?

The world's largest professional network!
Who’s Using LinkedIn?

- 187 million+ professionals
- Over 150 industries
- 2 million+ companies
- 1.5 million groups
- Executives from every Fortune 500 firm
- 60,000+ college and university alumni groups
- 63% outside the U.S.
- College students and recent grads are fastest growing demographic
Who’s using LinkedIn from U-M?

- Over 15,000+ U-M Alumni group
- Over 190,000 active U-M alumni on LinkedIn
- Of the 2.7 million companies on LinkedIn today, there is at least one U-M connection!
Who’s using LinkedIn from UMSI?

- UMSI Group: 1,700+ UMSI
  - UMSI Subgroups:
    - Seattle Area Alumni: 16
    - Ann Arbor Alumni: 135
    - New York Area Alumni: 9
    - Traverse City & Northwestern MI Area Alumni: 2
    - Chicago Area Alumni: 17
    - San Francisco/Bay Area Alumni: 37
    - DC Area Alumni: 33
    - UMSI Network: 27
LinkedIn Benefits

1. Build a professional online presence
2. Connect in a meaningful way with alumni and other “warm” contacts
3. Research companies and industries
4. Career Exploration
5. Practice professional networking etiquette
1. Build a Professional Online Presence
“It’s no longer enough to simply have a solid resume. Students now need a professional online presence.”

- Holly Paul, US Recruiting Leader
  PricewaterhouseCoopers
Recruiting On LinkedIn

- 85% of Fortune 500 companies utilize LinkedIn to vet and recruit talent.
- With 2.7 million companies on LinkedIn today, it is quickly becoming the most common tool recruiters go to first for talent!
- Even if not part of the vetting process, during the active recruiting process, hiring committee will look at candidate profiles.
- How will recruiters find you?
  - Keyword SEO
New Profiles

LinkedIn: Account Type: Basic

Free E-commerce Webinar - Learn E-commerce Best Practices to increase Sales, Sign Up for Webinar Now! From: Fathom Online Marketing

Lindsey Evans  Edit
Student at New York University
Greater New York City Area | Marketing and Advertising

Post an update

Current
Past
Education
Recommendations
Connections
Websites
Twitter
Public Profile
http://www.linkedin.com/pub/lindsey-evans/3b/541/48b Edit

Profile Completion Tips (Why do this?)
- Add a position (+25%)
- Add your summary (+5%)
- Add your specialties (+5%)
- Add a picture (+5%)
- Ask for a recommendation (+5%)

Profile Completion Tips

Summary
Applications
Experience
Education

Add sections to reflect achievements and experiences on your profile.  Add sections

New York University

Kept ads have an average click rate of 4.6%
Learn More
Add Sections to Enhance Student Profiles

- Robotics 965 (Northwestern University)
- Linear Algebra 257 (Northwestern University)
Add Sections to Enhance Student Profiles
Add Sections to Enhance Student Profiles

Volunteer Experience & Causes

Habitat for Humanity
Nonprofit Organization - Housing and Homelessness
August 2009 - Present (1 year 9 months)
Ongoing labor to develop a 9-home project.

Causes I care about: Housing and Homelessness
Organizations I support: Habitat for Humanity

Add to Profile Close Window
Great App for Creative Students
1. Professional photo of student alone

2. Headline with area of study and/or career ambitions

3. Keyword-rich summary that includes type of positions student is seeking

4. Inclusion of volunteer activities, internships and extra curriculars

5. Recommendations from professors, advisors, internships
UMSI Example Profiles

- www.linkedin.com/in/markthompsonkolar/
- www.linkedin.com/in/kennyrosenberg
- www.linkedin.com/in/jamesharvey
2. Connect in a Meaningful Way with Alumni and Other “Warm” Contacts
Who makes up your quality network?

1) Friends & family (however, may not be big enough or relevant enough to your career goals)

2) University affiliation(s)

3) Shared work experience

4) Volunteerism

5) Professional Associations
Build *quality/effective* connections

- For an effective search, you need AT LEAST:
  - 50 individual relationships/connections at 1\textsuperscript{st} and 2\textsuperscript{nd} level
  - AND at least 30 university connections
  - AND at least 10 industry connections

1\textsuperscript{st} and 2\textsuperscript{nd} level connections are the MOST effective connections to finding jobs (85%!)
Write Personalized Connection Requests

How do you know John?

- Colleague
- Classmate
- Yale University
- We’ve done business together
- Friend
- Groups
- Other
- I don’t know John

Include a personal note: (optional)

I’d like to add you to my professional network on LinkedIn.

- Lindsey Pollak

Important: Only invite people you know well and who know you. Find out why.
Invite John to connect on LinkedIn

How do you know John?

- Colleague
- Classmate
- Yale University
- We've done business together
- Friend
- Groups
- Other
- I don't know John

Include a personal note: (optional)

John,

I am a junior at Yale and found your profile in our LinkedIn group. I admire your career in graphic design and hope to pursue a similar path.

Would you be willing to connect with me and possibly offer some advice by email or phone? I would greatly appreciate your time!

Thank you,

Lindsey

Important: Only invite people you know well and who know you. Find out why.
**NEW: Utilize the LinkedIn Alumni Tool**

![LinkedIn Alumni Tool](image_url)

<table>
<thead>
<tr>
<th>Where they live</th>
<th>Where they work</th>
<th>What they do</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>Yale University</td>
<td>Creative</td>
</tr>
<tr>
<td>Greater New York City Area</td>
<td>Google</td>
<td>Local</td>
</tr>
<tr>
<td>San Francisco Bay Area</td>
<td>Yale University School of Medicine</td>
<td>Entrepreneur</td>
</tr>
<tr>
<td>Greater Boston Area</td>
<td>Goldman Sachs</td>
<td>Public relations</td>
</tr>
<tr>
<td>Washington D.C. Metro Area</td>
<td>Microsoft</td>
<td>Administrative</td>
</tr>
</tbody>
</table>

45,516 students & alumni found

- **Michael Greenwald**
  - Dynamic leader
  - Greater New York City Area
  - '75

- **Margarita Gokun Silver**
  - Expatriage and Cross-Cultural Coach, Author of "7 HABITS OF A HAPPY EXPAT" online course
  - Madrid Area, Spain
  - '95

- **Drew Nandanamdi**
  - Student at Yale University
  - Greater New York City Area
  - '13

- **Mike Bender**
  - VP, East Coast Sales at BUZZMEDIA
  - Greater New York City Area
  - '96

- **Mike Jacobs**
  - Online Marketing Executive / Internet Pioneer
  - Greater New York City Area
  - '95
Live Demo of LinkedIn Alumni Tool
3. Research Companies & Industries

LinkedIn

Are you leveraging your LinkedIn connections to get a leg up in job interviews?

Using LinkedIn to help during a job search
boston.com
Q: I've had a good first interview at a company. I found that I share a connection on LinkedIn with the hiring manager. Would it be appropriate for that connection to call the hiring manager now before the second interview?

JobDoc

Like (42) · Comment · Share · 11 hours ago

ann muange, Laurence Frabotta, and 40 others like this

Add a comment...

IBM

IBM's Power 775 wins recent HPC Challenge
ibmresearchnews.blogspot.com
Starting out as a government project 10 years ago, IBM Research's high performance computing project, PERCS (pronounced "perks"), led to one of the world's most powerful supercomputers, the Power 775. This July, the Power 775...

Like (33) · Comment (2) · Share · 12 hours ago

Okan Özçelik, Roosters Summit, and 31 others like this

CY Kwok single calculate node means nothing!

11 hours ago

phantisha mandarapu good morning sir im phantisha(MCA) from kakinada happy viniyaka chavithi sir

Add a Company

Don't see a profile for your company? Create one now.

Add a Company
Live Demo of
NEW LinkedIn Company Pages
NEW: Student Jobs Portal
www.linkedin.com/studentjobs
4. Career Exploration

LinkedIn search page with the following settings:
- **Keywords:** baseball
- **Location:** Anywhere
- **Industries:** All Industries
- **Groups:** All Your Groups
- **Language:** All Languages
5. Learn & Practice Professional Networking Etiquette
Join my network on LinkedIn

From: David Sternberg
Date: February 27, 2009
To: Lindsey Pollak
Status: Accepted

David Sternberg has indicated you are a Friend:

Dear Ms. Pollak,

I greatly enjoyed your presentation to the F/ASIP seminar at MIT yesterday. I would greatly appreciate adding you to my network and further discussing your book's career tips. Thank you very much.

- David Sternberg

Archive
“Where do I start?”
A few easy tips to get started today

- Create your profile (make sure it’s 100% complete!)
- Join the UMSI and U-M groups
- Join professional org groups relevant to your career interests
- Start connecting (do you have enough 1st and 2nd level connections with individuals, industry, and university affiliations?)
- Endorse others’ skills and expertise (they are likely to endorse yours in return) same goes for recommendations!
- Increase your visibility with potential employers! If you have a portfolio, add link to LinkedIn profile, AND add your LinkedIn url to your email signature
- Start following some of your top orgs of interest, identify some alumni there, and start connecting!
Questions