

# LinkedIn – Workshop Outline

## Introduction:

1. LinkedIn is 2<sup>nd</sup> most used job search site on the internet behind Monster.com  
55 million hits in March 09. 15 million unique visitors.
2. LinkedIn is the most used site by recruiters to find candidates.
3. 40+ million members. 2000+ recruiters in Northeast Ohio
4. Great way to build and permanently track network.
5. Great way to network for job and business opportunities (BtoB)

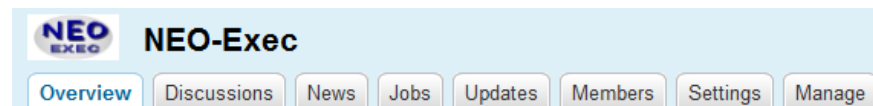
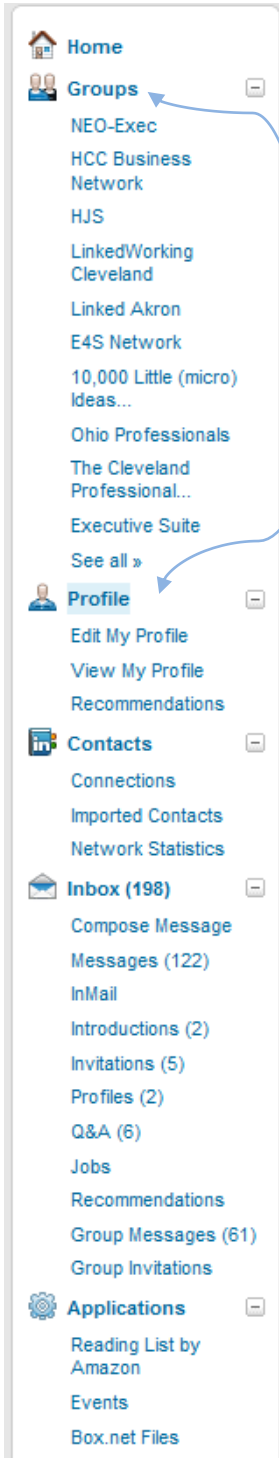


## LinkedIn Functionality

### 1. Build Profile

*Make it as easy as possible for people to find you, know you, and contact you.*

- a. **Same basic information as resume** (Summary, Job History, Education)  
*Tip: Open resume on one screen, LinkedIn on another, and copy and paste the information for **Picture** (make it professional)*
- b. **Email & Phone#** (View/Edit Contact Info on Right panel)
- c. **“What am I doing” tag line.** – Describe your target position or business service (located under picture at top of profile)
- d. **Awards & Recognition**
- e. **Websites**
- f. Change: **Public Profile** <http://www.linkedin.com/in/vailbrown> [ Edit ]
- g. Upload and Link To **Resume**
  - i. Click on Applications (Bottom of left panel)
  - ii. Install LinkedIn application Box.net
  - iii. Join and upload resume (name file with your name – resume)
  - iv. Copy resume URL into a web link on profile.
  - v. Rename to “Resume”.



### 2. Join Groups (Max = 50 groups)

- a. NEO-Exec (Set email update to daily)
- b. HJS (If you have attended Hudson Job Search)
- c. HCC Business Network (If you attend Hudson Community Chapel)
- d. LinkedWorking Cleveland, Linked Akron, NE Ohio IT Professionals
- e. Other local and interest groups. (Tip: **join groups with the most members**).
- f. Use group search to find groups of interest
- g. Start a group?

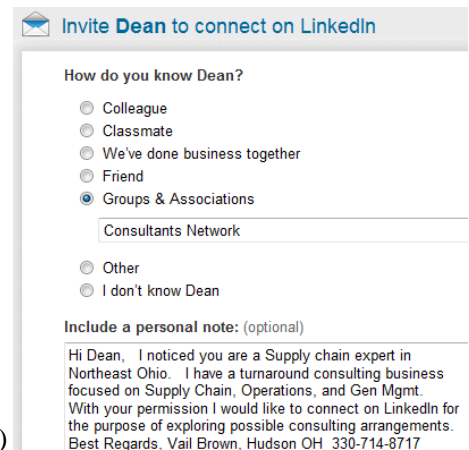
### 3. Connect

- a. Use advanced people search
- b. Browse your contacts
- c. Use invitations.
- d. Must have something in common.
- e. Important: Always send a personal note.

### 4. Give and receive recommendations

### 5. Contacts

- a. Connections – Advanced Options
  - i. Export contacts to file or Vcards
- b. Imported Contacts  
Import from Outlook or Online email, or file)
- c. Network Statistics



## Contacts

Connections Imported Contacts Network Statistics

# LinkedIn – Workshop Outline



People | Jobs | Answers | Companies

## 7. Messages (Sent, Received, Archived)

- a. Inbox
- b. Introductions
- c. Invitations

## 8. Advanced People Search

- a. Boolean Operators (AND OR NOT) must be all caps. Also ( ) for grouping
- b. Use “ “ for entire string. Ie “supply chain”
- c. Use combination of company, keywords, industry, groups, distance, etc.
- d. 75 mi from 44236 covers Northeast Ohio without Pittsburgh.
- e. Title and Company....(note can be current, past, or both)
- f. Default sort is by relationship (degrees then number of common attributes)
  - 2nd = has at least one common connection
  - 3rd = connections share a common connection
  - Group = share at least one group

[View/Edit Contact Info](#) | [See all contacts »](#)

### Ron Finklestein

Title: President & CEO

Company: AKRIS INC

Email: [ron@akris.net](mailto:ron@akris.net) primary  
[Add](#)

Phone: [Add a Phone](#)

IM: [Add an Instant Message](#)

Address: [Add an Address](#)

Website: [Add a Web Site or Service](#)

Birthday: [Add a Birthday](#)

Other Info: [Add Other Info](#)

Notes: [Add Notes](#)

- g. Add personal contact info Contacts.

## 9. Search events for networking opportunities

- a. Install events application

## 10. Advanced Job Search

- a. LinkedIn direct, and SimplyHired search
- b. View connections at company

## 11. Company Search

- a. Company display

## 12. Answers

- a. Use to solve problems and increase visibility

## 13. Install Outlook Toolbar if you use outlook.

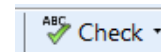
- a. **Info** button on contact email line
- b. Will create **collected contacts** from email and LinkedIn contacts

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[Overview](#) | [Outlook Toolbar](#) | [Browser Toolbar](#) | [JobsInsider](#) | [Developers](#) | [Polls](#)

## 14. Install Browser Toolbar .



## Install Google Toolbar to spell check messages in internet explorer



1. Do Google search for “Google toolbar”. Select Install Google Toolbar. Run the install. Don’t install too many options. Note, this will install a popup blocker.
2. Once installed, spell check your profile and all messages.

### [www.NEO-Exec.com](http://www.NEO-Exec.com) Job search website

1. List of Links to job search sites
2. List of meeting locations with maps & contact info (see calendar view)
3. List of online research resources
  - a. Generally available
  - b. ClevNet (InfoUSA, D&B, EBSCO)

### Backup your Profile Frequently

1. Copy & Paste sections to a word document, and/or.
2. Save profile as a web archive (File / Save as / *assign name and file location* / select type .mht-web archive.
3. Export contacts to outlook or another email address book