



Advanced Tips & Tricks

Why LinkedIn?

To Manage Your Brand

- ▶ Market yourself to potential employers
- ▶ Aggregate your information
- ▶ Publish your credentials
- ▶ Job Search Engine
- ▶ Network Network Network



Things We'll Cover Today

- ▶ The Basics of LinkedIn
- ▶ Using Saved Searches
- ▶ Advanced Search Techniques
- ▶ Advanced Connection Tips
- ▶ Using Resume' Builder
- ▶ Q&A



But first...a question.

What percentage of employers use social networking sites to screen prospective employees?

94%

A Few More Stats

- Number of LinkedIn users? 400 Million
- Percentage users who use it every day 13% 13%
- How many jobs are there on LinkedIn? 3 Million

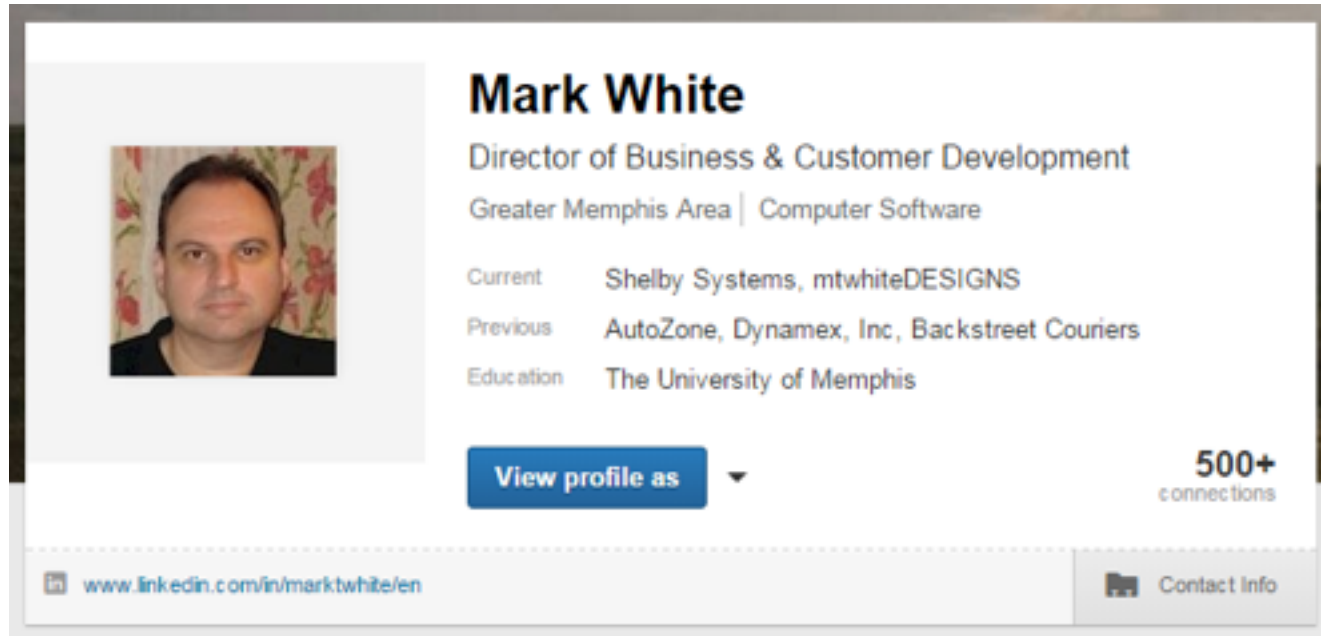


A Few More Stats

- Hottest skill? Statistical Analysis & Data Mining
- Most used adjective? Motivated
- Most overused profile word? Responsible

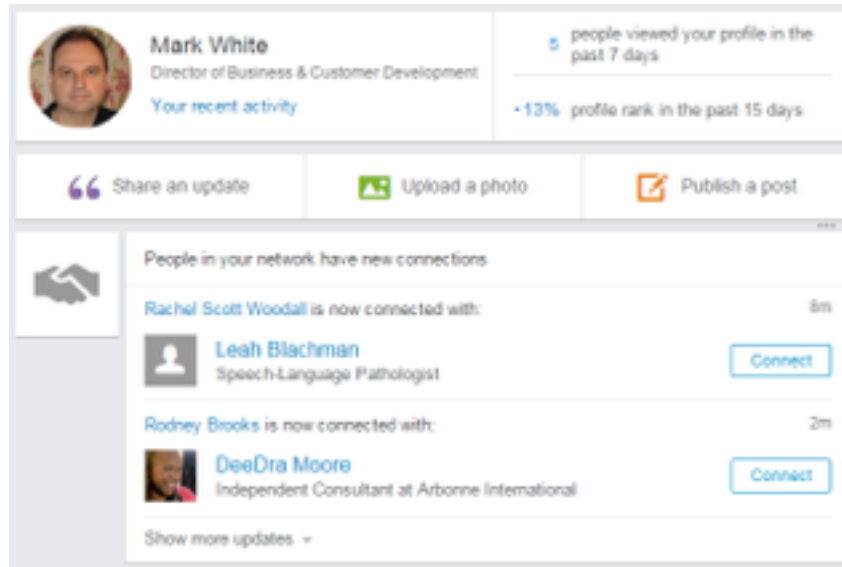


Getting Started – The Basics



- Professional picture makes you 14x more likely to be found.
- Complete Profile.
- Good mix of experience and achievements.
- Recommendations.
- Skills & Endorsements. Skills make you 13x more likely to be viewed.
- Spelling and grammar are important.

Getting Started – The Basics



- Post relevant and timely information.
- Join Groups.
- Follow companies and people in your industry.
- Providing value is attractive to your next employer.



Using Saved Searches

- Perform a search for your desired results.
- Click the Save Search link. You may save up to three searches in the free account version.
- You can also have the search run and results emailed to you on a schedule.

The screenshot shows a LinkedIn search interface. On the left, there are input fields for 'Keywords:', 'First Name:', 'Last Name:', 'Title:', and 'Company:'. The 'Keywords:' field contains the text 'developer'. A magnifying glass icon is next to it. Below these fields are dropdown menus for 'Current or past' status. On the right, there are buttons for 'Send InMail', 'Message', and 'Connect'. A red box highlights the 'Save Search' button in the top right corner. Another red box highlights the 'Search Name:' field, which contains 'developer United States', and the 'Send Email Alert:' dropdown, which is set to 'Weekly'. The search results show 816,574 results. The first three results are: Michael R. (3rd), David Turner (1st), and Carlos Palmisciano (2nd). Each result includes a profile picture, name, title, location, and a 'Similar' link. A 'Premium Search' sidebar is visible on the right, featuring a magnifying glass icon and a list of premium search tools.

Keywords:

First Name:

Last Name:

Title:

Company:

816,574 results

Search Name:

Send Email Alert:

or

Sort by: Relevance ▾ View: Basic ▾

▾

▾

▾

Michael R. (3rd)
Java Team Lead | Java Developer | Java J2EE Developer |
Java J2EE Architect | Writer | Instructor
Greater St. Louis Area · Computer Software
[Similar](#)

David Turner (1st)
Senior Developer at Christ's Church of the Valley (CCV)
Phoenix, Arizona Area · Computer Software
▶ 32 shared connections · [Similar](#) · 85

Carlos Palmisciano (2nd)
Sr Developer
Orange County, California Area · Computer Software
▶ 1 shared connection · [Similar](#)

[Saved Searches >](#)
[Reference Search >](#)

Premium Search
Find the right people in half the time

Premium Search Tools

- Premium filters
- Automatic search alerts
- Full profile access

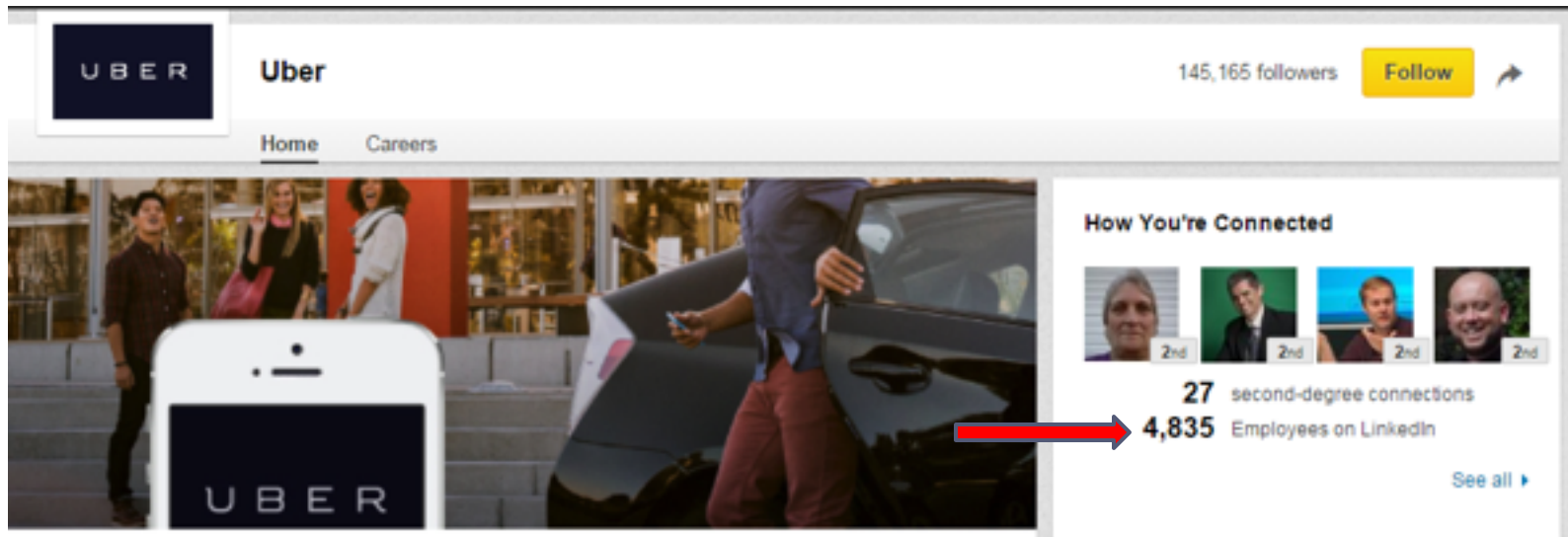
Advanced Search Techniques

- **Use Quotes** - to find results containing an exact phrase, use quotation marks to enclose the phrase. For example, *“HR manager”* or *“environmental consultant”*.
- **Use AND** - to search for LinkedIn profiles that include two separate terms, use the word AND in capital letters between both terms when doing your search. *i.e. “environmental consultant” AND sustainability.*
- **Use OR** - If you want to combine results of two separate search terms, type OR in all upper-case letters between one or more terms. For example, *Pepsi OR Coca-Cola.*
- **Use Parenthetical Searches** - You can combine multiple modifiers to get even more complex search results. For example, *“software AND (engineer OR architect)”*.
- **Use NOT** - Use the word NOT in upper-case letters between terms you want excluded from results. For example, *NOT “customer service”*.



Be Specific

- **Look for a specific position with a specific company.** Browse to the company and click the Employees on LinkedIn link.



More...

Now use the Search feature to narrow down further.

The screenshot displays a LinkedIn search interface. On the left, a sidebar contains filter categories: Search, Relationship, Location, and Current Company. The 'People' filter is selected under 'Search'. The 'Relationship' section shows 'All' selected. The 'Location' section shows 'All' selected. The 'Current Company' section shows 'All' selected. The main area shows 4,833 results. A filter bar at the top right indicates 'Current Company: Uber' with a 'Reset' button. Below this, three search results are visible: Velma Miyagi (Driver for Lyft and Uber), Darren Filpi (Sales Professional), and Adony Beniares (Head of Global Workplace at Uber Technologies). Each result includes a profile picture, name, title, location, and a 'Connect' button. A filter bar at the bottom of the results section shows a funnel icon and the text 'Only show people in your groups?' with a 'Filter' button.

Search 4,833 results

Advanced >

Current Company: Uber x Reset

All
People
More...

Relationship

- ☒ All
- ☐ 1st Connections (0)
- ☐ 2nd Connections (27)
- ☐ Group Members (20)
- ☐ 3rd + Everyone Else (4788)

Location

- ☒ All
- ☐ United States (3790)
- ☐ San Francisco Bay ... (1229)
- ☐ Greater Los Angeles ... (282)
- ☐ Greater New York Cit... (277)
- ☐ Greater Chicago Area (271)
- + Add

Current Company

- ☐ All
- ☐ IBM (388514)
- ☐ Hewlett-Packard (264910)
- ☐ US Army (249704)
- ☐ Accenture (236706)

Velma Miyagi 2nd
Driver for Lyft and Uber
Greater Memphis Area
1 shared connection • Similar

Connect

Darren Filpi 2nd
Sales Professional
Greater San Diego Area • Computer Software
1 shared connection • Similar

Current: Independent Contractor at Uber

Adony Beniares in GROUP
Head of Global Workplace at Uber Technologies
San Francisco Bay Area • Computer Software
Similar

Current: Head of Global Workplace at Uber Technologies
Past: Head of Global Workplace Operations at LinkedIn
Senior Manager, Facilities, Security and EHS at SanDisk Corpora...
Operations and Facilities Director at Mercury Interactive

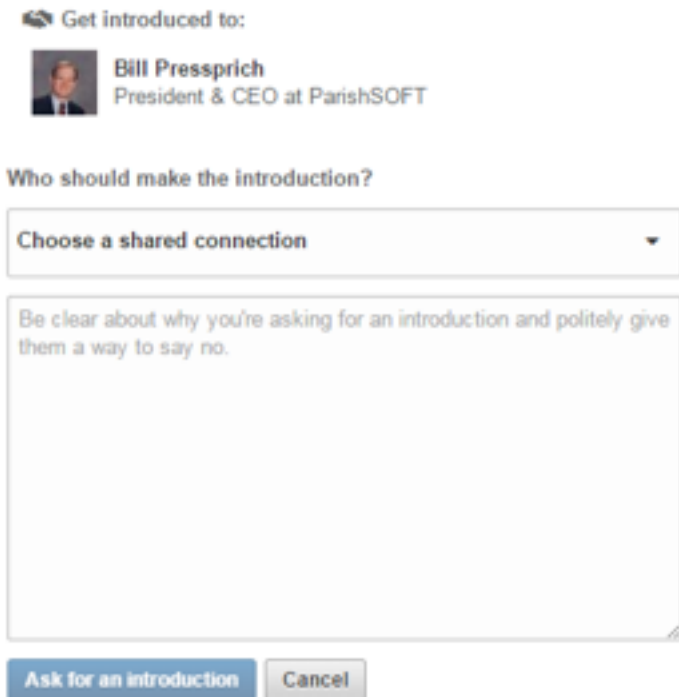
Only show people in your groups? Filter ?

Paul N. GROUP
Business Development Representative at VMTurbo
Greater Boston Area • Computer Software
Similar

Current: Uber Partner at Uber

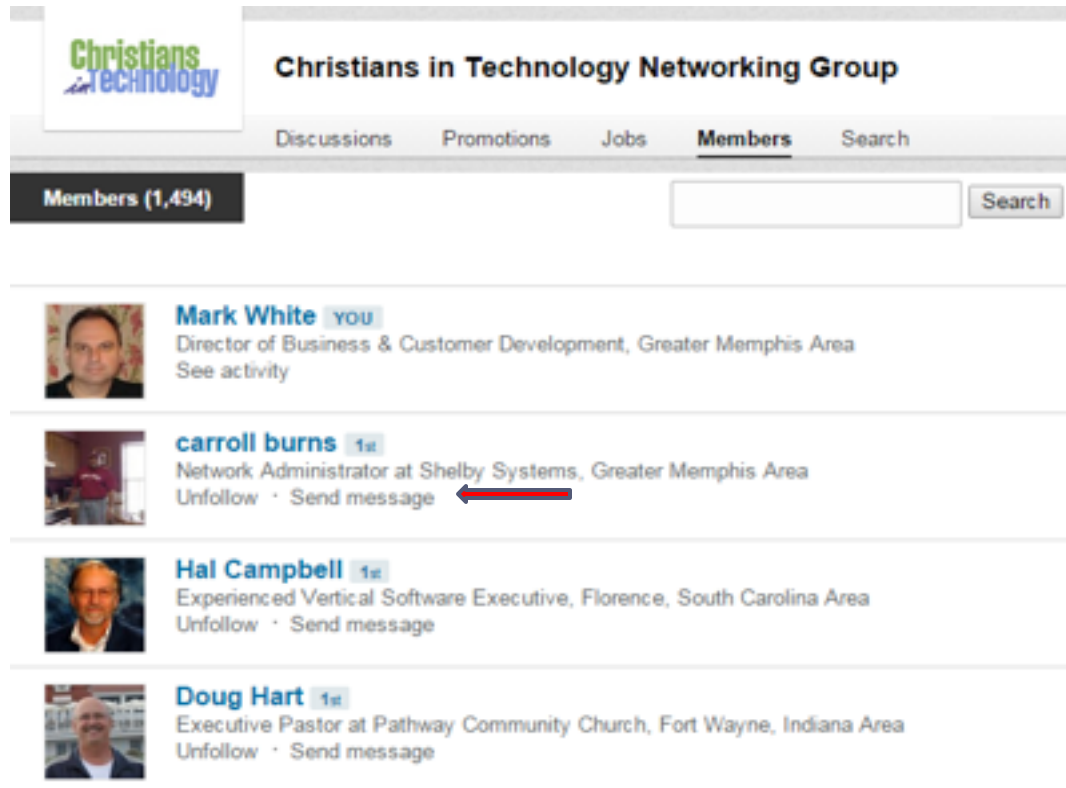
Ask...

- **Ask for Introductions.** Look for people in your network who already know the person you wish to contact.



Group Message


- **Message Others Through Groups.** Go to any group of which you are a member. Click the Members link. You can now message directly within this area even to people you are not linked with.





Christians in Technology Networking Group


Discussions Promotions Jobs **Members** Search

Members (1,494) Search

 **Mark White** you
Director of Business & Customer Development, Greater Memphis Area
See activity

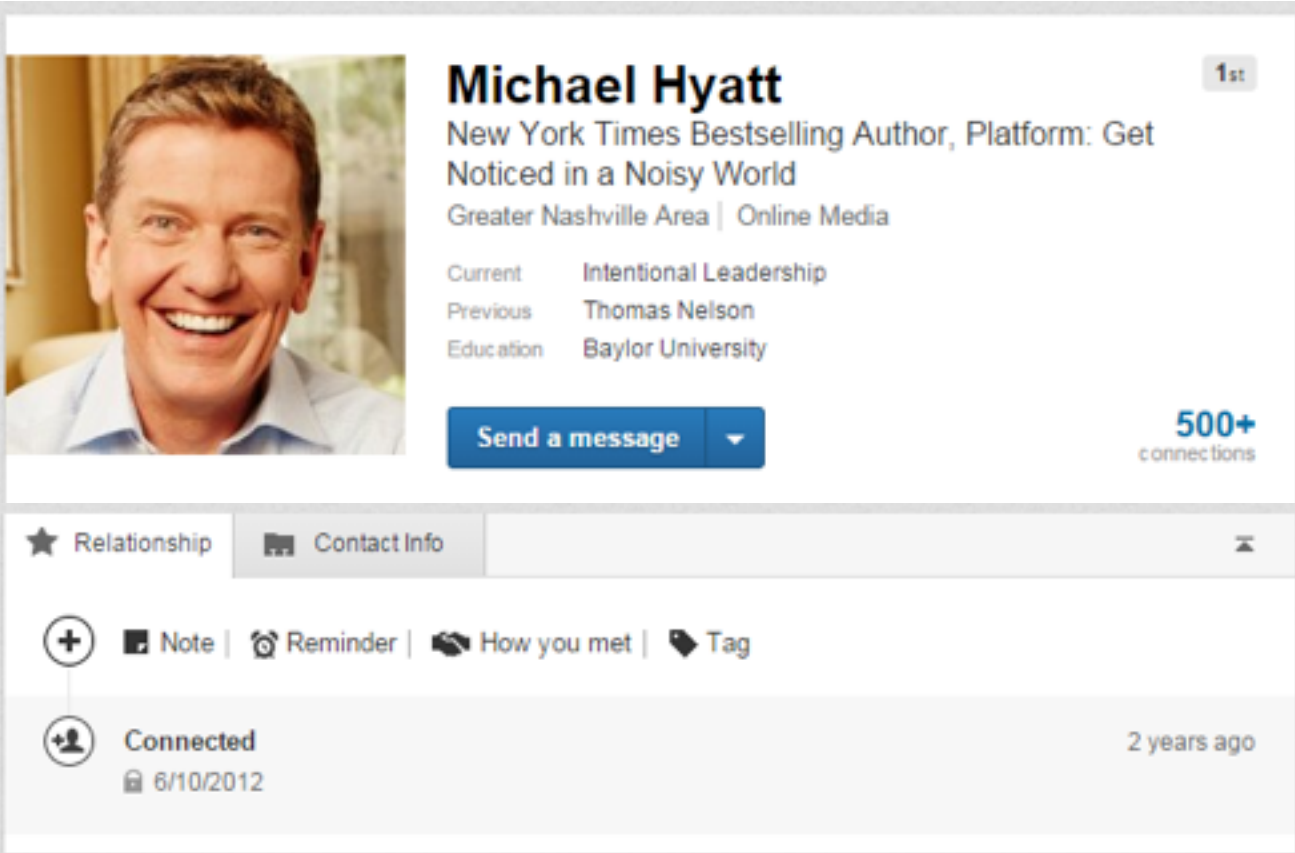
 **carroll burns** 1st
Network Administrator at Shelby Systems, Greater Memphis Area
Unfollow · Send message ←

 **Hal Campbell** 1st
Experienced Vertical Software Executive, Florence, South Carolina Area
Unfollow · Send message

 **Doug Hart** 1st
Executive Pastor at Pathway Community Church, Fort Wayne, Indiana Area
Unfollow · Send message

Notes

- **Use the Relationships Tab to save info.** Selecting the Relationship link gives you options to save info on this person.



The screenshot displays a LinkedIn profile for Michael Hyatt. The profile includes a profile picture of a smiling man, his name, and a headline: "New York Times Bestselling Author, Platform: Get Noticed in a Noisy World". Below the headline, it lists "Greater Nashville Area" and "Online Media". A table shows his current role as "Intentional Leadership", previous role as "Thomas Nelson", and education at "Baylor University". A blue button says "Send a message" with a dropdown arrow. To the right, it says "500+ connections". At the bottom, a tab bar shows "Relationship" (selected with a star icon) and "Contact Info". Below the tabs, there are icons for adding a note, reminder, how you met, and tag. A status bar at the bottom indicates "Connected" with a date "6/10/2012" and "2 years ago".

Michael Hyatt 1st

New York Times Bestselling Author, Platform: Get Noticed in a Noisy World

Greater Nashville Area | Online Media

Current	Intentional Leadership
Previous	Thomas Nelson
Education	Baylor University

[Send a message](#) ▼





500+
connections

★ Relationship Contact Info

+ Note | 🕒 Reminder | 🤝 How you met | 🏷️ Tag

👤 Connected 2 years ago
📅 6/10/2012

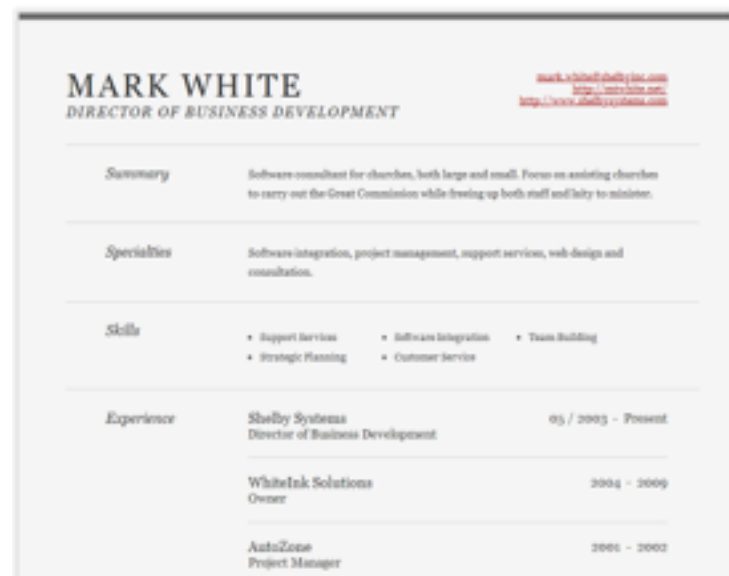
Additional Tips

- ▶ Keep your timeline active.
 - ▶ Post regularly. Twice a day, 3-4 days a week.
- ▶ If you blog, post as updates to LinkedIn.
- ▶ Give recommendations (if deserved).
- ▶ Use the mobile app.    
- ▶ Use LinkedIn to learn more about the companies you wish to work for, especially before a interview.
- ▶ Use your LinkedIn URL in signatures, business cards, etc.



Using Resume Builder

- ▶ <http://resume.linkedinlabs.com/>
- ▶ Grant access to your profile.
- ▶ Automatically takes your data from LinkedIn profile and creates a simple clean resume'.



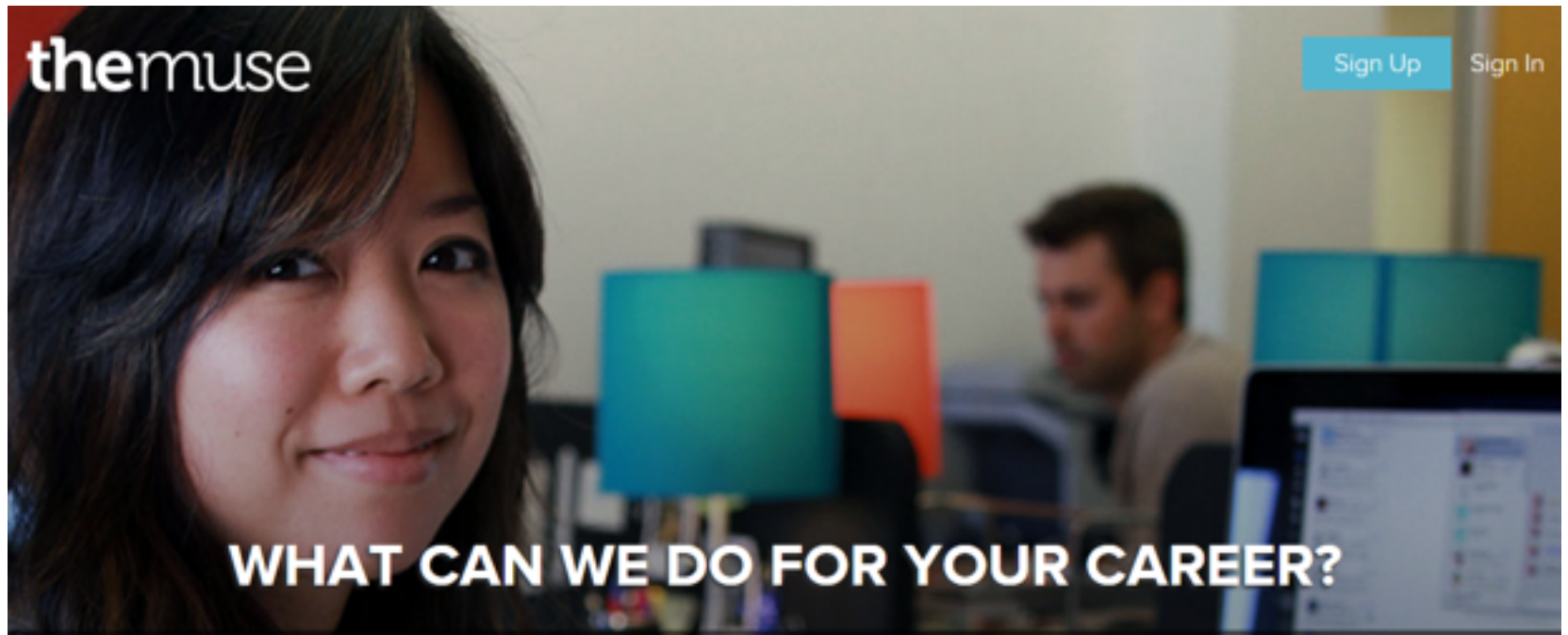
Q&A

?

<http://resources.mtwhite.net>



Extra 10%



<https://www.themuse.com/>

