



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%

Examples...

Penn State



Herb Hand
@CoachHand

Dropped another prospect this AM due to his social media presence...Actually glad I got to see the 'real' person before we offered him.

Duke



Derek Jones @dukecoachdj · 14h

Our jobs depend on the young men that we recruit. Your social media pages say a lot about your character, discipline & common sense. #Ap2w

SMU



Coach Justin Stepp @coachjstepp · Jan 8

Came across an awful Twitter account today. Shame the kid was a really good player...On to the next one...get a clue!



A Few More Stats

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

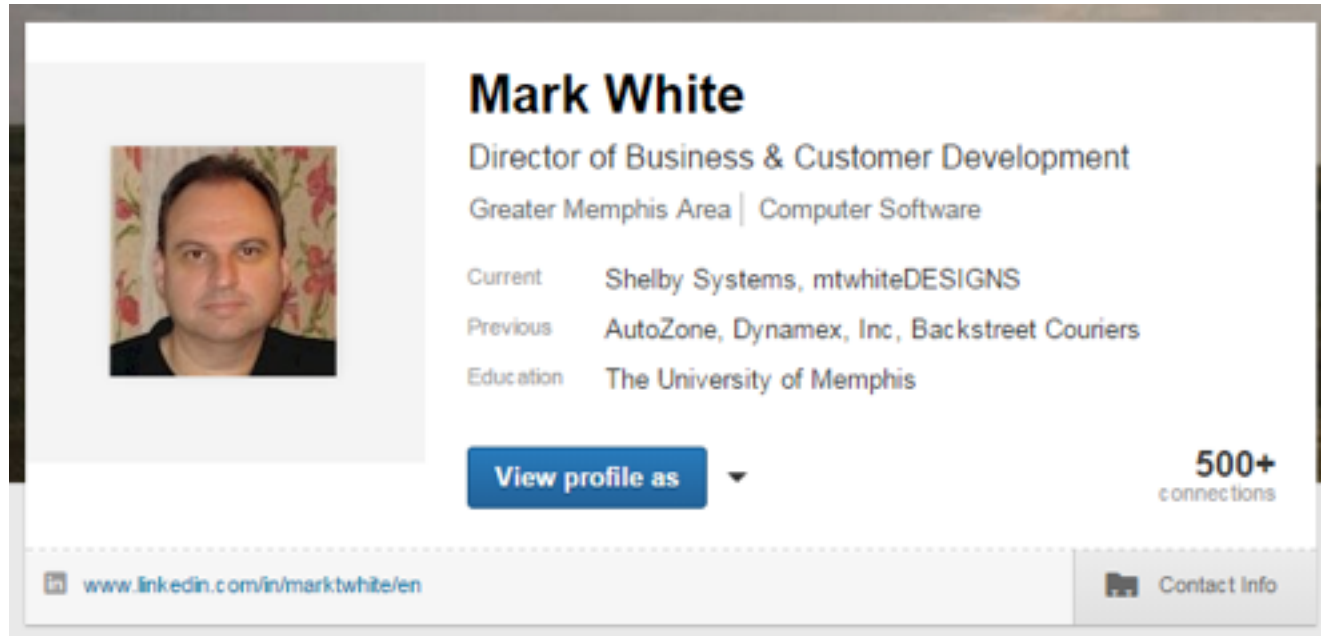


Random Facts

- ▶ There are 400 million LinkedIn users.
- ▶ 2 people join each second.
- ▶ There are 1.5M groups.
- ▶ You are limited to 3,000 invites.
- ▶ If you remove a connection the person is not notified.
- ▶ You can block a person (limit 50).
- ▶ There are 5 mobile apps - LinkedIn, LinkedIn Connected, LinkedIn Pulse, LinkedIn Recruiter and SlideShare.
- ▶ LinkedIn was set up in December 2002 and launched on May 5, 2003. It is now in 19 different languages.

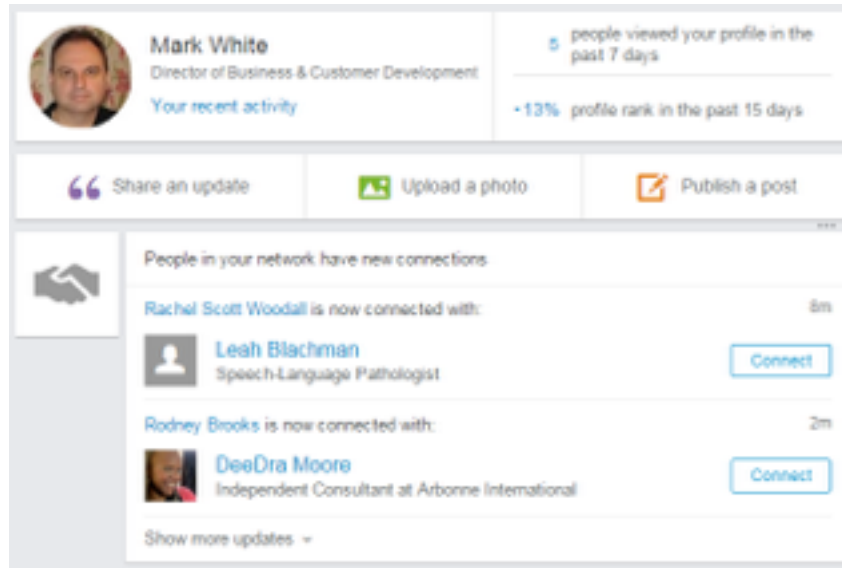


Getting Started – Recap



- 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 – Recap



- 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, a search results box is open, showing 'Search Name: developer United States' and 'Send Email Alert: Weekly' with a dropdown arrow. Below these are 'Save' and 'Cancel' buttons. To the right of the search box, the text '816,574 results' is displayed. Below this, three search results are shown: Michael R. (3rd), David Turner (1st), and Carlos Palmisciano (2nd). Each result includes a profile picture, name, title, location, and a 'Similar' link. To the right of each result are buttons for 'Send InMail', 'Message', and 'Connect'. On the far right, there is a 'Save Search' button circled in red. Below it, there are links for 'Saved Searches >' and 'Reference Search >'. Further down, there is a 'Premium Search' section with the text 'Find the right people in half the time' and a 'Premium Search Tools' section with a list of features: 'Premium filters', 'Automatic search alerts', and 'Full profile access'. At the bottom of this section is a yellow 'Upgrade' button.

Keywords: developer

First Name:

Last Name:

Title:

Current or past

Company:

Current or past

Search Name: developer United States

Send Email Alert: Weekly

Save Cancel

816,574 results

Sort by: Relevance View: Basic Save Search

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

Send InMail

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

Message

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

Connect

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
Upgrade

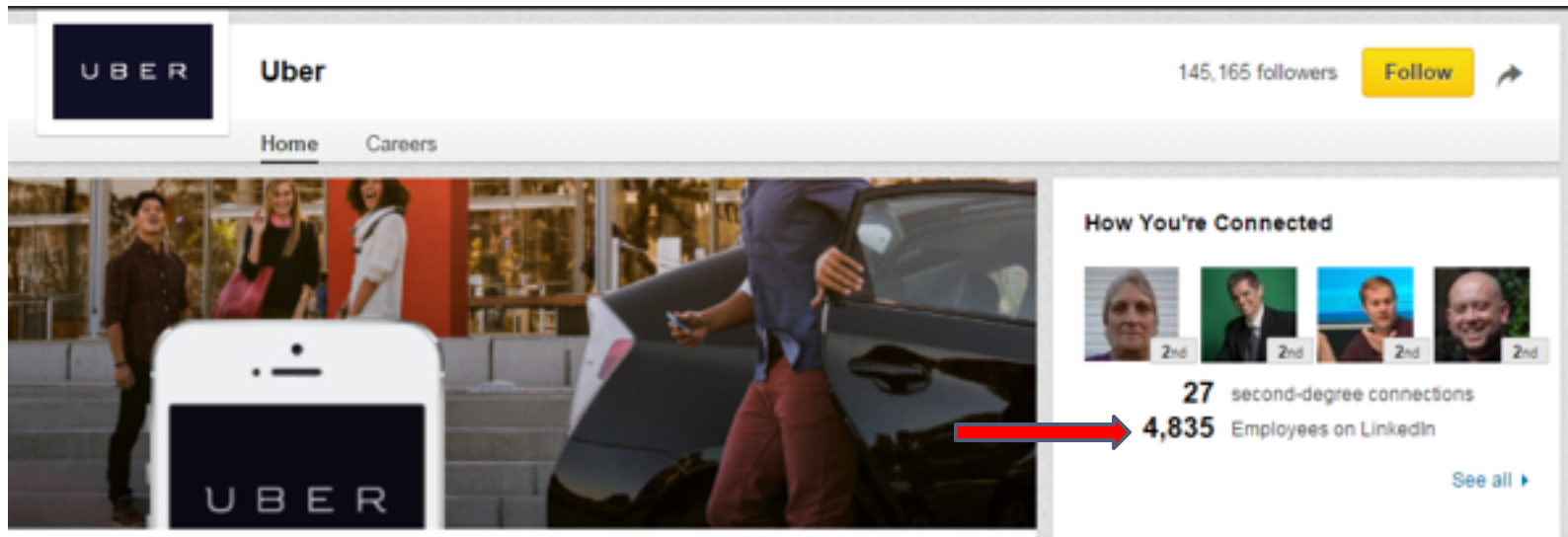
Advanced Search Techniques

- **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”*.



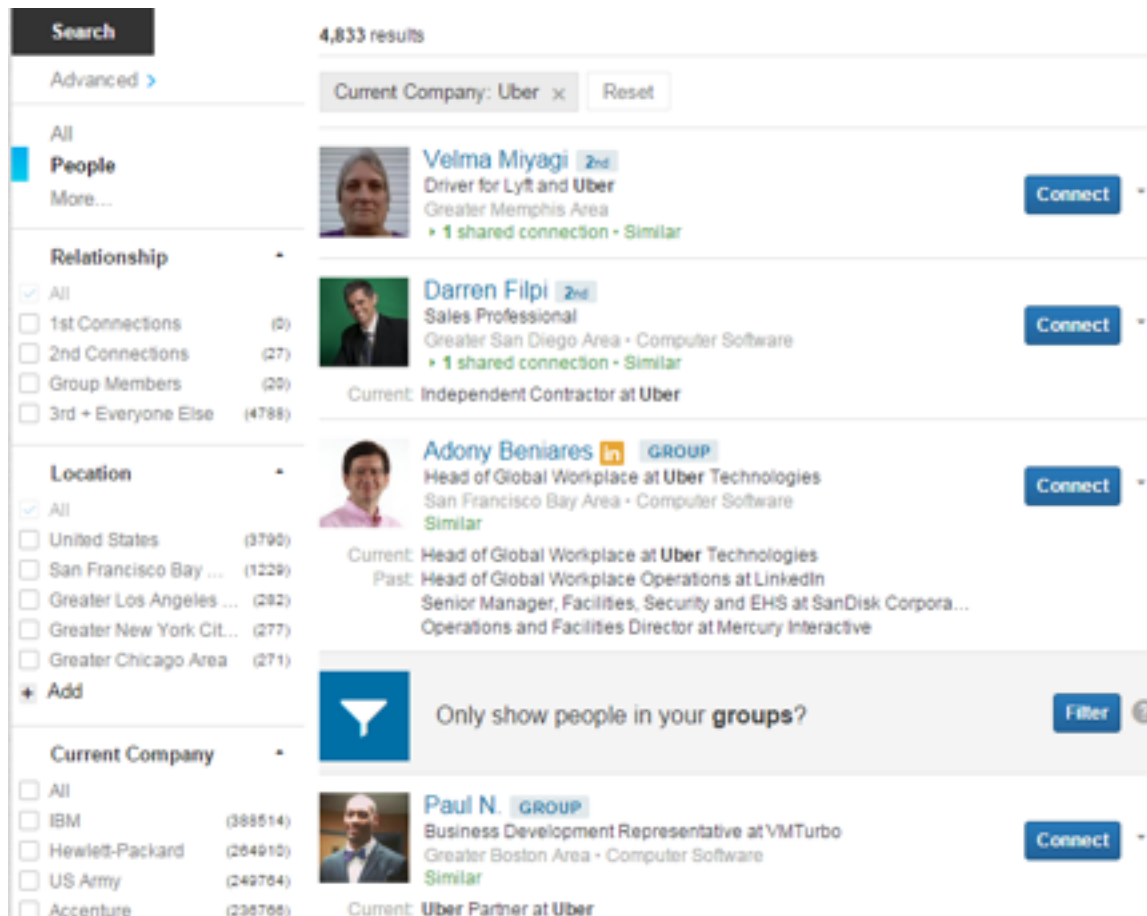
Be Specific

- **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.

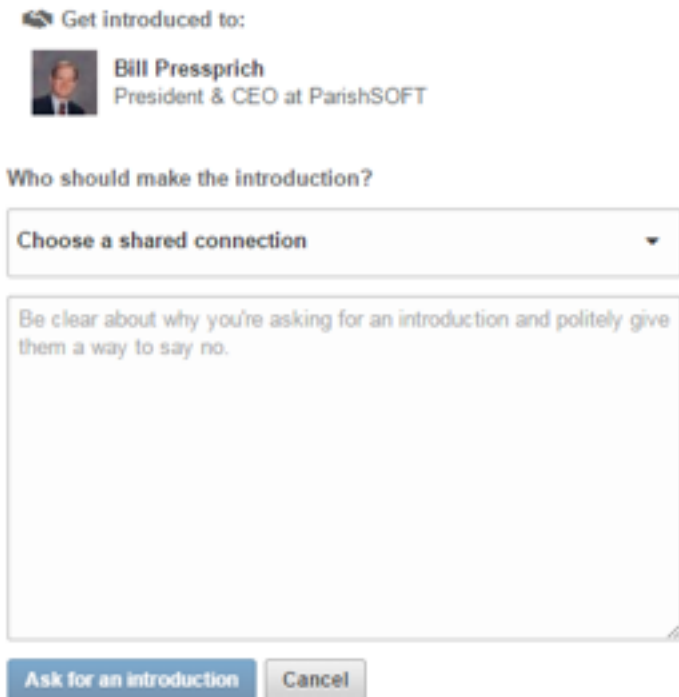


The screenshot shows the LinkedIn search interface with the following components:

- Search Bar:** Contains the text "4,833 results".
- Filters:**
 - Current Company:** A dropdown menu set to "Uber" with a "Reset" button.
 - Relationship:** A list of checkboxes: "All" (checked), "1st Connections" (0), "2nd Connections" (27), "Group Members" (20), and "3rd + Everyone Else" (4788).
 - Location:** A list of checkboxes: "All" (checked), "United States" (3790), "San Francisco Bay ..." (1229), "Greater Los Angeles ..." (282), "Greater New York Cit..." (277), and "Greater Chicago Area" (271). There is an "Add" button.
 - Current Company:** A list of checkboxes: "All", "IBM" (388514), "Hewlett-Packard" (264910), "US Army" (249704), and "Accenture" (236766).
- Results:**
 - Velma Miyagi:** 2nd degree connection. Driver for Lyft and Uber. Greater Memphis Area. 1 shared connection. Similar. Connect button.
 - Darren Filpi:** 2nd degree connection. Sales Professional. Greater San Diego Area • Computer Software. 1 shared connection. Similar. Connect button. Current: Independent Contractor at Uber.
 - Adony Beniares:** In Group. Head of Global Workplace at Uber Technologies. San Francisco Bay Area • Computer Software. Similar. Connect button. 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.
 - Filter:** A funnel icon and the text "Only show people in your groups?" with a "Filter" button and a help icon.
 - Paul N.:** In Group. Business Development Representative at VMTurbo. Greater Boston Area • Computer Software. Similar. Connect button. Current: Uber Partner at Uber.

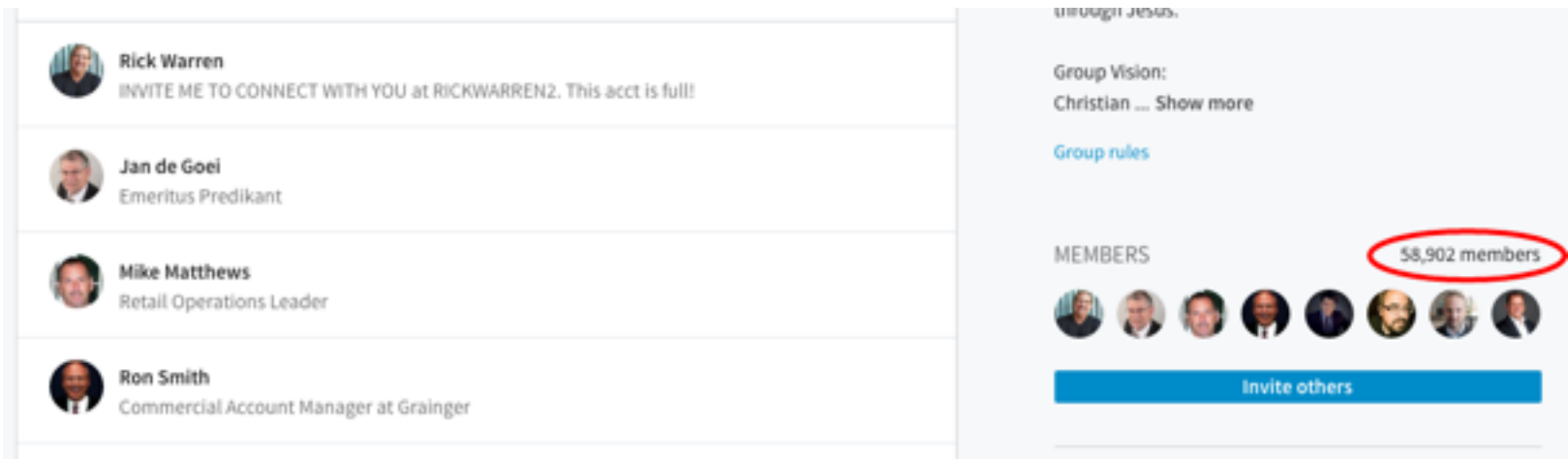
Ask...

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



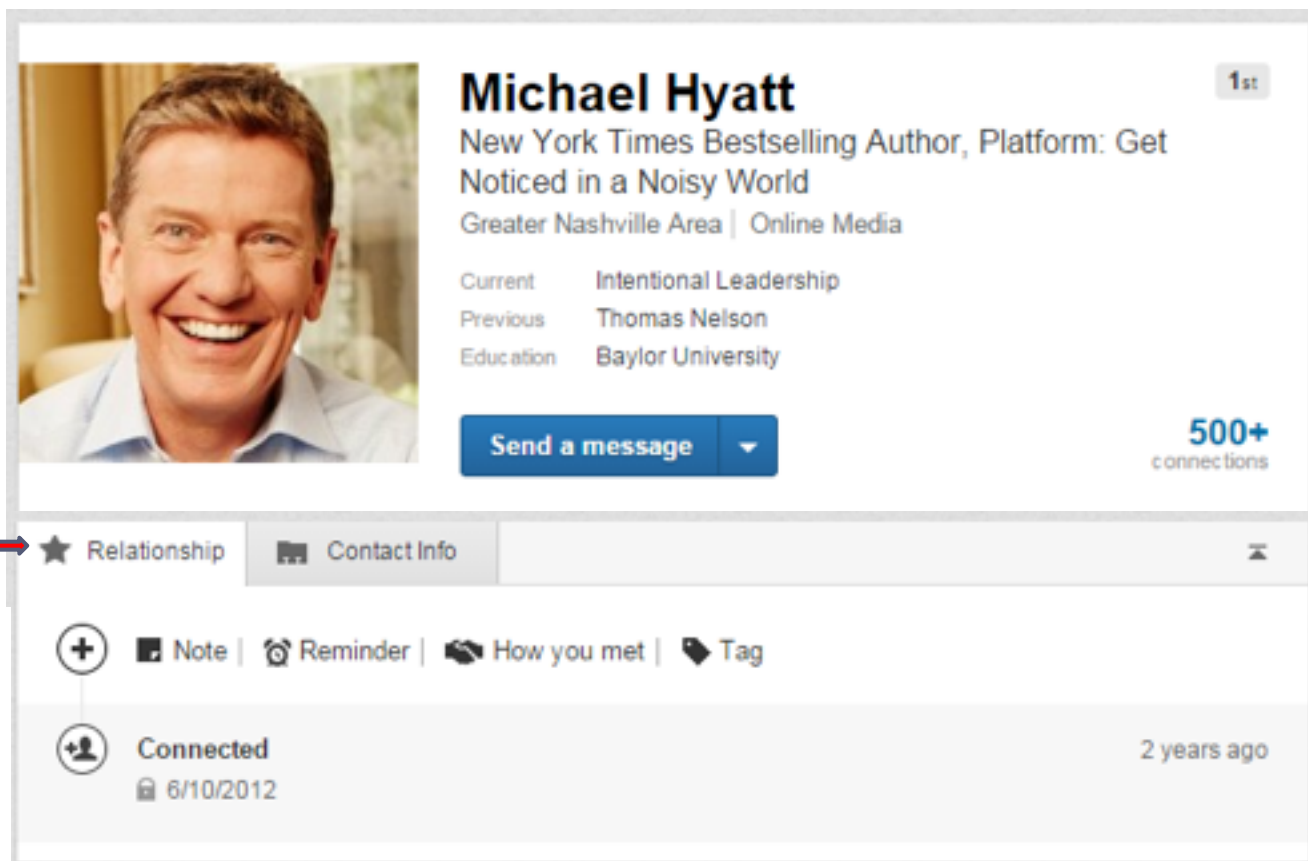
Group Message

- **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.



Notes

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





The screenshot shows a LinkedIn profile for Michael Hyatt. The profile includes a profile picture of a smiling man, his name, and his title as a New York Times Bestselling Author. Below this, there are tabs for 'Relationship' and 'Contact Info'. The 'Relationship' tab is selected, and a red arrow points to it. Under the 'Relationship' tab, there are options to add a note, set a reminder, see how you met, or tag the person. At the bottom, it shows the connection status as 'Connected' with a date of 6/10/2012 and a note that the connection was made 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.



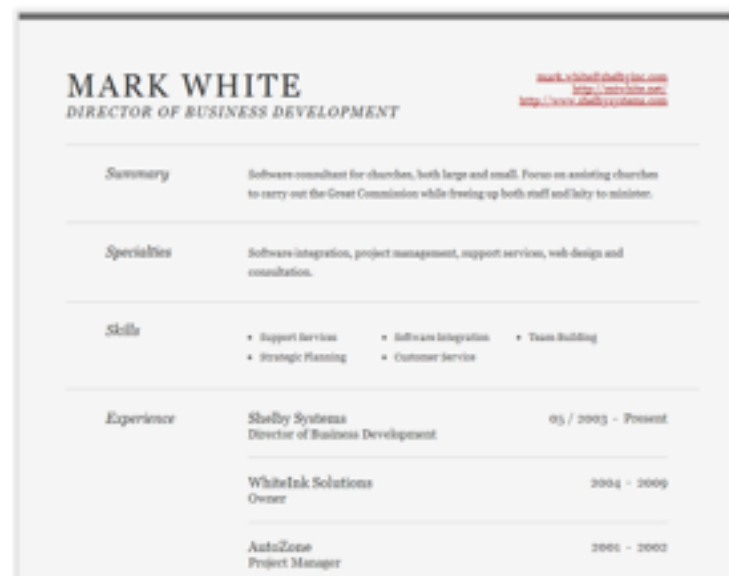
Additional Tips

- ▶ Use LinkedIn to offer your freelance work.
 - ▶ ProFinder [[link](#)]



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'.



Extra 10%

TED Ideas worth spreading



How great leaders inspire action

Posted May 2010



Q&A

?

<http://resources.mtwhite.net>

