



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

- ☐ Reasons To Use LinkedIn
- ☐ Open Candidate
- ☐ Public Profile URL
- ☐ ProFinder
- ☐ Company Pages
- ☐ How to Use Search Alerts
- ☐ Advanced Search Techniques
- ☐ Q&A



But first...a question.

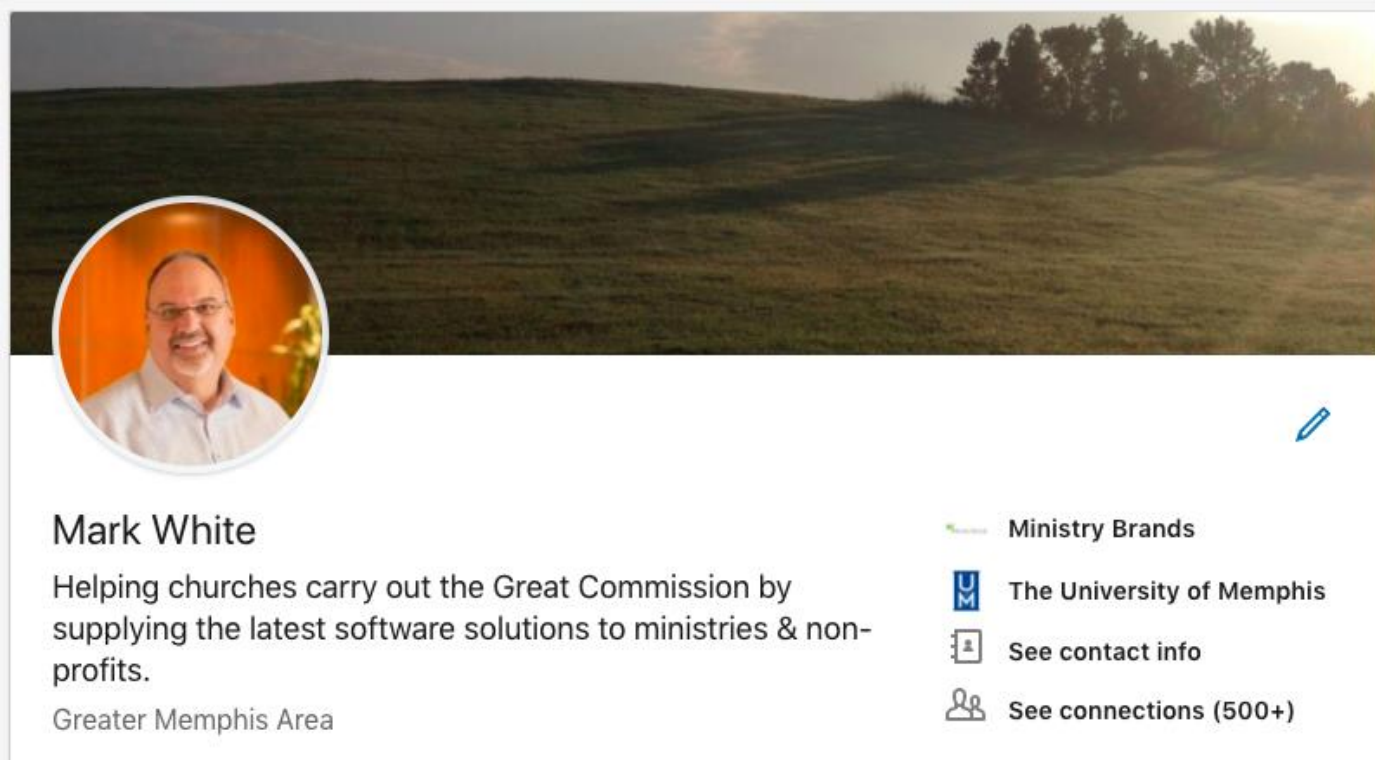
What percentage of employers use social networking sites like LinkedIn to **screen** prospective employees?

94%

A Few More Stats

- 90% of all recruiters use LinkedIn to fill positions
- There are 14M jobs at any one time.
- There are >1.5M groups.
- There are 5 mobile apps - LinkedIn, LinkedIn Connected, LinkedIn Pulse, LinkedIn Recruiter and SlideShare.
- If this presentation takes 45 mins, there will be 5400 new users when we finish.

Getting Started – Recap



- Professional picture makes you 14x more likely to be found and 36 times more likely to be messaged.
- Good mix of experience, achievements, and recommendations.
- Skills make you 13x more likely to be viewed. There are currently 10B endorsements.

Open Candidate

For job-seekers, simply turning on your Open Candidates signal makes you **twice as likely to receive relevant messages from recruiters**, and for recruiters, Open Candidates are twice as likely to respond.

Open to opportunities? Let recruiters know.

We take steps to not show recruiters at your company, but can't guarantee complete privacy.



Share your career interests

Help recruiters understand what kind of opportunities you're open to



Stand out in recruiter searches

Recruiters will see your Career interests and your profile marked as "Open to opportunities"



Receive more opportunities

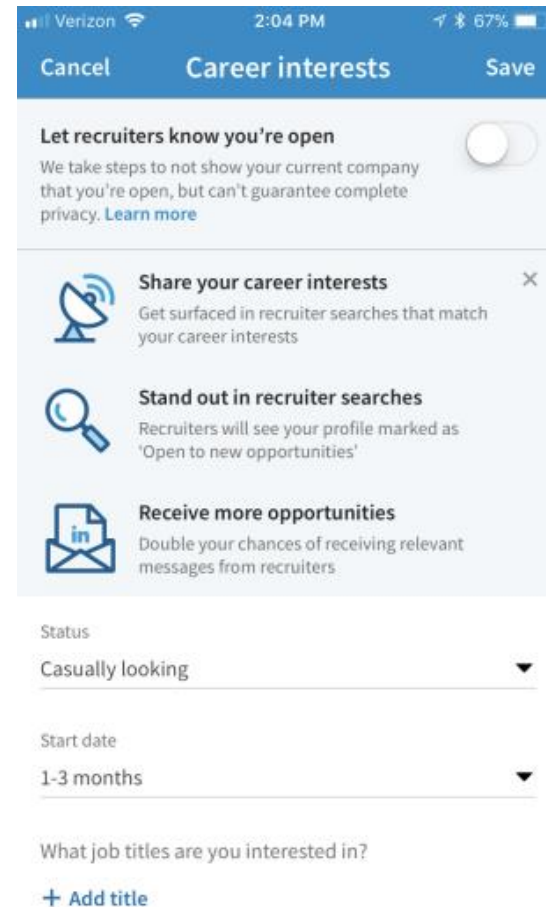
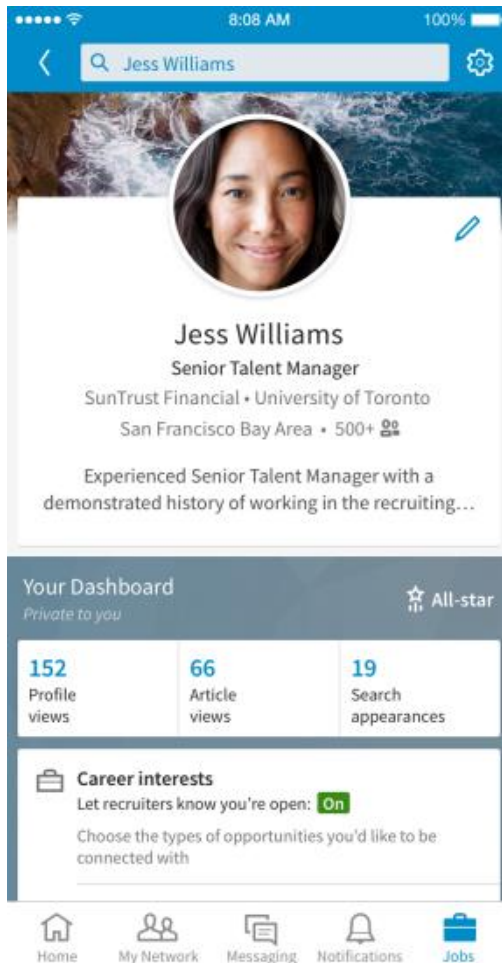
Increase your chances of receiving relevant messages from recruiters

Turn signal on

Not now

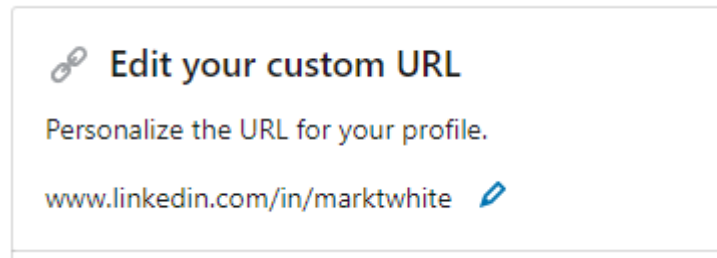
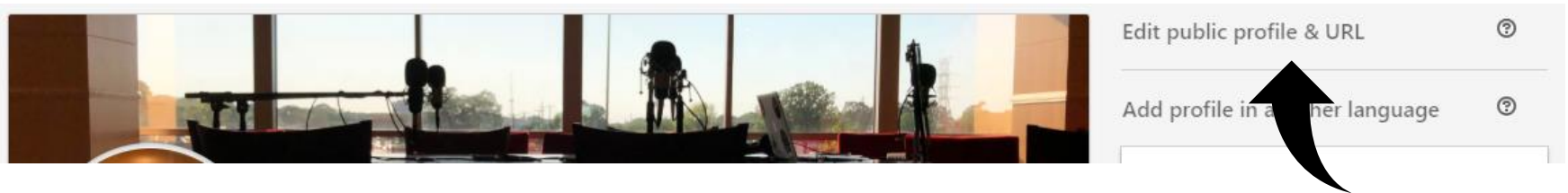


Open Candidate



Profile URL

- ❑ Original profile URL
 - ❑ [Linkedin.com/in/ajfl3IG323OYD2334658Ds45](https://www.linkedin.com/in/ajfl3IG323OYD2334658Ds45)
- ❑ Edit your profile URL



ProFinder

- ❑ ProFinder lets people requests services, such as IT services, Design, Software Development, Marketing, Writing and more.
 - ❑ Setup your online profile, add a portfolio.
 - ❑ Professional headshot
 - ❑ Attention grabbing headline
 - ❑ Summary
 - ❑ Establish what services you can provide.
 - ❑ Get recommendations.
 - ❑ Publish articles.
-



ProFinder



1. Get leads in your Inbox

LinkedIn members will make a request for services they need. Once we find a request that matches your expertise, we'll send you an email.

2. Respond on your terms

If you're interested in their request, respond to the member with a short proposal. They'll also get access to your full LinkedIn profile.

<div>Send a proposal</div> <div>Price</div> <div>\$ Enter amount</div> <div>Phone number</div> <div>Enter your phone number (optional)</div> <div>Custom message</div> <div>Tell the customer why you're the best fit f</div> <div>Send proposal</div>	<div>ACTIVE</div> <div>Marketing Consultant, San Francisco, CA</div> <div>🕒 12 hours ago 👤 2 people sent proposals so</div> <div> John Appleseed <div>Send proposal</div></div> <div>What kind of marketing service do you need?</div> <div>General, Branding, Advertising</div> <div>What kind of marketing service do you need?</div> <div>General, Branding, Advertising</div> <div>What are your marketing goals?</div> <div>Gain visibility, Increase conversions</div>
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ProFinder

What kind of service do you provide?

Find new clients by answering a few questions.

☐ Financial Services

☐ Coaching

☐ Accounting

☐ Legal

☐ Wellness

☐ Writing and Editing

☐ Marketing

Using Search Alerts



- Perform a search for your desired results.
- Click Create Search Alert. You may save up to three searches in the free account version.

Search

Top People Jobs Posts Companies Groups Schools

[Harvard Business School - Social Enterprise Programs at HBS Executive Education. Learn More.](#) | Ad

Showing 4 results. Sort by: Relevance ▼

**Accounting Manager/Supervisor**
Robert Half Finance & Accounting
Marion, AR, US
Manufacturing company in Eastern AR is currently seeking an Assistant Accounting Manager responsible for the General Accounting and Accounts Payable. But don't take our word for it. www.roberthalf.com
 1 connection works here
5 days ago

receptionist in 38119 Memphis, TN

Create search alert

Filter Jobs by

Using Search Alerts

- You can also have the search run and results emailed to you on a schedule, or show up as notifications/in app. Daily & weekly are the current options.

Create search alert



Accounting Supervisor in Greater Memphis Area

Receive alert

Daily



Get notified via



Email



Mobile and desktop notification 

Cancel

Save



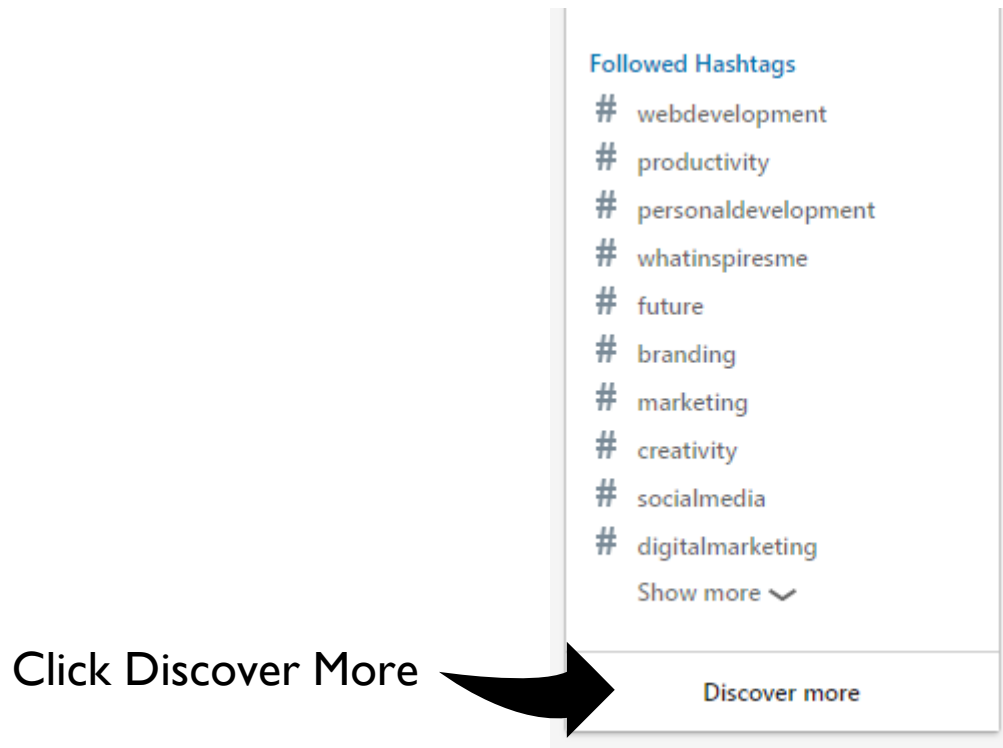
Advanced Search Techniques

- **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”*.


















Additional Features

Search using hashtags -



Additional Features

Search using hashtags -

 #giving 379 followers + Follow	 #php 218.2K followers + Follow	 #javascript 533.8K followers + Follow	 #generosity 319 followers + Follow	 #community 15.5K followers + Follow
 #thinblueline 1.9K followers + Follow	 #donorrelations 727 followers + Follow	 #fundraisers 1.2K followers + Follow	 #equity 2.5K followers + Follow	 #nonprofitmanagement 2.1K followers + Follow
 #react 7.4K followers + Follow	 #majorgifts 530 followers + Follow	 #nonprofitdevelopment 1.3K followers + Follow	 #html 222.5K followers + Follow	 #foxnews 166 followers + Follow

Additional Features

Save Articles



Additional Features

View Your Save Articles



A user profile card for Mark White. At the top is a circular profile picture of a man with glasses and a light blue shirt, set against a background of a field and trees. Below the picture is the name 'Mark White' in bold. Underneath the name is a short bio: 'Helping churches carry out the Great Commission by supplying the latest software solutions to ministries & non-profits.' Below the bio is a list of statistics: 'Views of your post' with the value '101', 'Connections' with the value '1,049', and 'Your saved articles' with the value '18'. The number '18' is circled in red. Below the statistics is a section titled 'Access exclusive tools & insights' with a button that says 'Try Premium Free for 1 Month'.

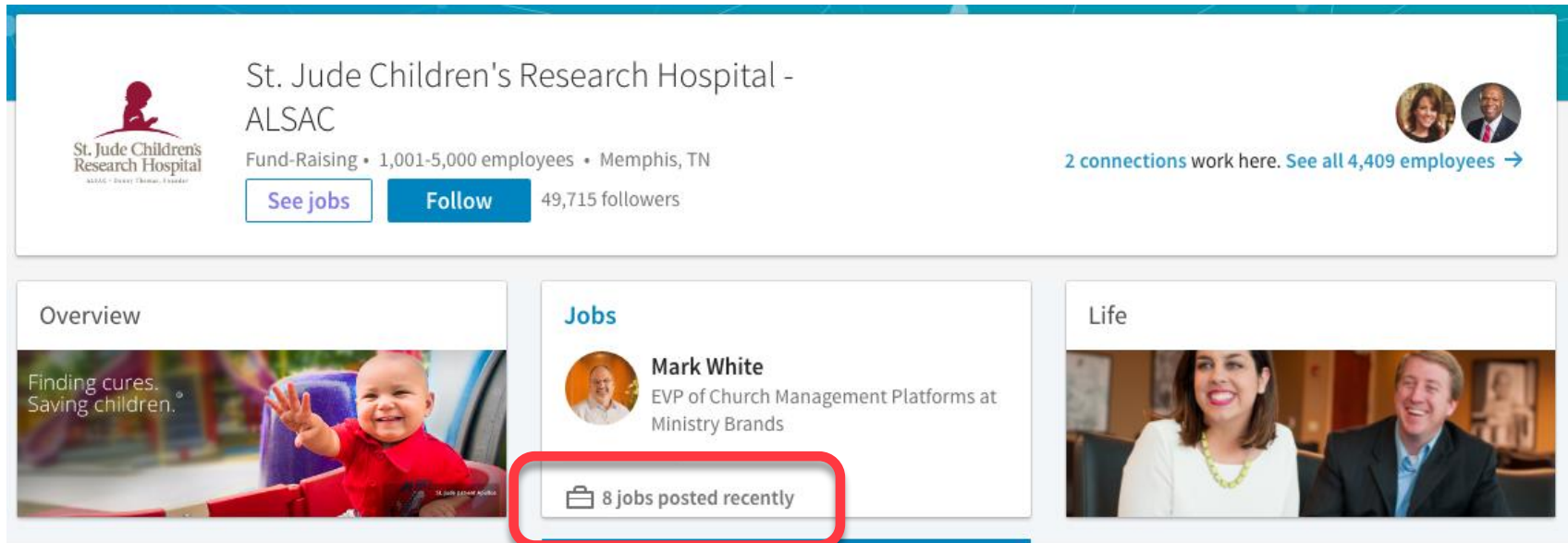
Views of your post	101
Connections	1,049
Manage your network	
Your saved articles	18

Access exclusive tools & insights
■ Try Premium Free for 1 Month



Be Specific

- **Look for a specific position with a specific company.**
- **Click See Jobs.**
- If you have any connections there they will be listed.
- Browse to the company and click the See allemployees on link.



The screenshot shows the LinkedIn profile of St. Jude Children's Research Hospital - ALSAC. The header includes the organization's logo, name, and location (Memphis, TN). It also displays the number of followers (49,715) and a 'See jobs' button. Below the header, there are three tabs: 'Overview', 'Jobs', and 'Life'. The 'Jobs' tab is selected, showing a list of job postings. A red box highlights the text '8 jobs posted recently' at the bottom of the 'Jobs' tab. The 'Overview' tab shows a banner image with the text 'Finding cures. Saving children.' and the 'Life' tab shows a photo of two people.

St. Jude Children's Research Hospital - ALSAC

Fund-Raising • 1,001-5,000 employees • Memphis, TN

[See jobs](#) [Follow](#) 49,715 followers

2 connections work here. [See all 4,409 employees](#) →

Overview

Finding cures. Saving children.

Jobs

Mark White
EVP of Church Management Platforms at Ministry Brands

8 jobs posted recently

Life

Be Specific

- **Job that LinkedIn thinks you are qualified for are listed.**
- Click See all jobs to view all open positions.

8 Jobs recently posted

[See all jobs →](#)



Sr. Specialist - Youth Development Programs, Gaming

St. Jude Children's Research Hospital - ALSAC
Memphis, Tennessee · 2 weeks ago



Managing Director - Field & Business Development

St. Jude Children's Research Hospital - ALSAC
Arlington, Virginia · 3 days ago



Director of Learning and Organizational Development

St. Jude Children's Research Hospital - ALSAC
Greater Memphis Area · 2 days ago



Community Executive Director

St. Jude Children's Research Hospital - ALSAC
Oklahoma City, Oklahoma Area · 2 days ago



Volunteer: Child Life Play Room Volunteer

St. Jude Children's Research Hospital - ALSAC
Memphis, TN, US · 2 weeks ago



Volunteer: St. Jude Radiothon - Bilingual Volunteers Needed!

St. Jude Children's Research Hospital - ALSAC
Chicago, IL, US · 2 weeks ago



Sr. Digital Product Owner

St. Jude Children's Research Hospital - ALSAC
Memphis, Tennessee · 2 days ago




Director - Prospect Management

St. Jude Children's Research Hospital - ALSAC
Greater Memphis Area · 2 weeks ago


Company Pages

- Find companies you wish to work for and follow their pages.
- The open positions are listed along with company info, employees, etc.

Creating Value for
Generations to Come


 **International Paper**
Paper & Forest Products · Memphis, TN · 221,726 followers

[+ Follow](#) [Visit website](#)


 Anna & 7 other connections work here
[See all 22,568 employees on LinkedIn](#)

Home
About
Jobs
Life
People
Ads


All Images Documents Videos Sort by: Top


 **International Paper**
221,726 followers 23h

We will be recruiting at [Mississippi State University](#) this Thursday, September 5th from 5:30-7:30 PM in the Union Ballroom.
[...see more](#)



Highlights
266 recently posted jobs

 **Technical Analyst - Nationwi...**
Loveland, OH, US

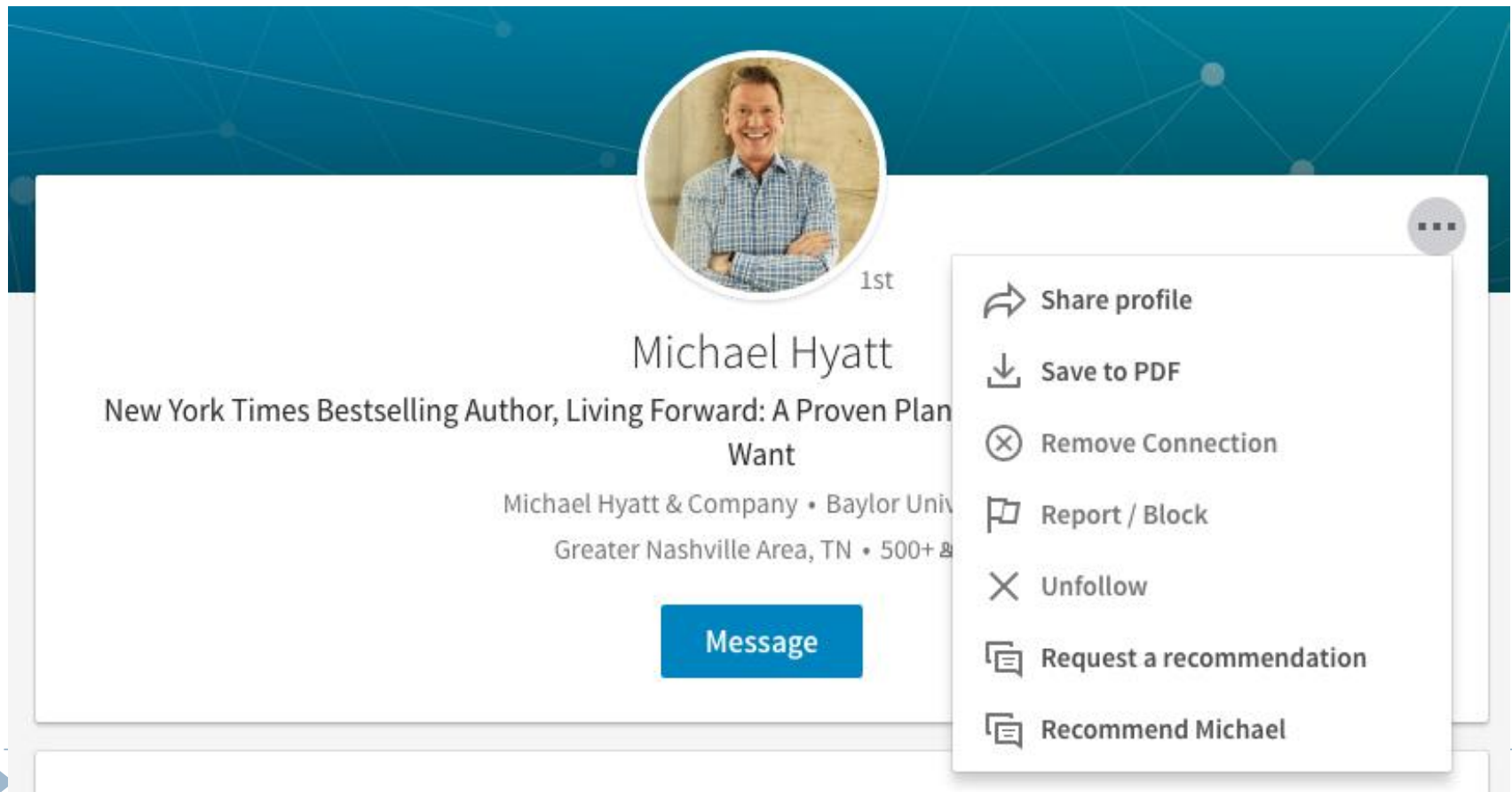
 **Sales Rep III**
Wooster, OH, US

+264 more jobs

About International Paper

Ask...

- **Ask for Recommendations.** Look for people in your network who will give you a good recommendation.



The image shows a LinkedIn profile for Michael Hyatt. The profile header includes a circular profile picture of a smiling man with arms crossed, labeled '1st'. Below the picture is the name 'Michael Hyatt' and the text 'New York Times Bestselling Author, Living Forward: A Proven Plan'. Further down, it says 'Michael Hyatt & Company • Baylor University' and 'Greater Nashville Area, TN • 500+ connections'. A blue 'Message' button is visible. A dropdown menu is open on the right side of the profile, listing several actions: 'Share profile', 'Save to PDF', 'Remove Connection', 'Report / Block', 'Unfollow', 'Request a recommendation', and 'Recommend Michael'.

1st

Michael Hyatt

New York Times Bestselling Author, Living Forward: A Proven Plan

Want

Michael Hyatt & Company • Baylor University


Greater Nashville Area, TN • 500+ connections


Message


- Share profile
- Save to PDF
- Remove Connection
- Report / Block
- Unfollow
- Request a recommendation
- Recommend Michael


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.

**Rick Warren**
INVITE ME TO CONNECT WITH YOU at RICKWARREN2. This acct is full!

**Jan de Goei**
Emeritus Predikant

**Mike Matthews**
Retail Operations Leader









**Ron Smith**
Commercial Account Manager at Grainger

through Jesus.

Group Vision:
Christian ... [Show more](#)




[Group rules](#)

MEMBERS **58,902 members**



[Invite others](#)

Recap

- ☐ Keep your timeline active.
- ☐ Participate in groups related to your chosen field.
- ☐ If you blog, post as updates to LinkedIn.
- ☐ Give recommendations.
- ☐ 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.



Extra 10%

Inc.

- A must listen
business podcast



*Awarded Best
of iTunes*

FAST COMPANY

- One of the best
business podcasts



Forbes

- Revolutionary
business training



#1 Work Smarter
Podcast 2015

THE HUFFINGTON POST

- Omar is changing
business education



Q&A

?

<http://resources.mtwhite.net>

