



LinkedIn for Job Seekers

Agenda:

- Introduction
- LinkedIn overview
- Create an account and profile
- Making connections
- Practice & question
- Networking
- Privacy settings
- Practice and questions

In order to keep computer literacy programs running in the future, we must demonstrate its positive impact on our community. We would be extremely grateful if you would share with us the experiences you have had attending our training sessions and how our program has impacted your life. Please send your responses via e-mail or regular mail. Responses may be used to promote Utica Public Library and Mid York Library System as part of grant reporting.

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Purpose of this class

You will learn the basics of using LinkedIn, strategies to create an effective LinkedIn profile, add new contacts, join groups, and search for jobs.

What is LinkedIn?

LinkedIn is a social networking website that helps you to connect with a professional network of alumni, co-workers, supervisors, and other career related contacts. Unlike Facebook which emphasizes friendship and informal social connections, LinkedIn can help you to make important professional connections, network for your job search, and maintain contacts related to your career or academics.

How should you use it?

1. Establish a professional network
2. Discover potential contacts through Groups and Companies
3. Keep up with industry trends and use Groups to share knowledge, ideas, and job opportunities

Getting Started:

1. Create an account

All you need to get started is to provide your name, an email address, and a password. Go to [linkedin.com](https://www.linkedin.com).

2. Complete your profile

How much information you choose to provide will depend on how you plan on using LinkedIn. If you are starting your job search, you may want to use your profile as a kind of online resume, including details such as your educational background, work experience, skills, projects, and awards/honors. If you are already employed and not actively looking to change careers, it's ok to create a more streamlined profile that focuses on what you are currently interested in.

To see what your profile looks like to other people within your network (your connections), choose "View Profile" from the Profile drop-down menu. From this menu, you can also edit your profile or see your recommendations.

Main Profile Areas:

- a. Name, Headline and Picture: After your name, the headline is the second thing users will see. It is usually your current job title, but you can change this to something that better describes your professional identity. Keep it brief, but make sure it captures your career objectives, interests, or

talents. Be sure to add a picture and keep it professional! It makes your connections more memorable and personal when your network can put a face with your name.

- b. **Summary and Specialties:** This is where you can tie together experience from the rest of your resume and profile. You can highlight your personal and professional interests, accomplishments, experience, and skills.
- c. **Education:** For each school you attended make sure you include your degree, major, and any minors. Include awards, major projects, and activities if you choose. Adding your GPA is not necessary.
- d. **Experience:** This part of your profile can serve as an online resume of your work history. Each position will list the employer, your title, dates of employment, and a brief description of your responsibilities and accomplishments. In addition to your work history, remember to consider including any volunteer work or relevant extracurricular experience.

3. Join Groups

Groups are the easiest way to connect with people who share similar interests, are employed in certain industries, or who went to the same school as you. As you begin to find and establish connections on LinkedIn, joining groups can help you to identify potential networking opportunities.

Within groups, you can browse or participate in discussion threads, staying informed on the popular topics and current events in your industry, or look for career and job search advice from professionals.

Keep in mind that many groups require authentication before the group creator/manager permits you to join. However, nearly a third of groups don't require review and are labeled "open."

Start by searching for:

- Professional Organizations
- Career-related fields, companies, or interests
- Alumni Groups
- Honor Societies

4. Make Connections

Since LinkedIn is a professional networking site, your connections should represent your real-life network. This can include current and past co-workers, your friends and family, and classmates from college and high school. Start by inviting people you know by searching for their names using the search box in the upper right corner of the homepage. LinkedIn will suggest other people you may know, but they will often miss many real connections.

What about recommendations?

Recommendations on LinkedIn are just that- brief, online recommendation letters from your connections. It might be from a current or former employer, coworkers, or classmates. From your own profile page, you can click “Ask for recommendations” on the right side to request that your connections on LinkedIn recommend your work. You can specify that recommendations relate to a particular job or a school you attended. With this request, you can also include a brief personalized note, but it is also a good idea to request the recommendation from the individual outside of LinkedIn if possible. Not only is it polite, but a personal request is more likely to be taken seriously than a generic email.

When you view the profile of anyone in your network, you also have the option of recommending that person’s work as a student or at a job. Recommendations, particularly when they come from a supervisor or employer, can make your profile more credible.

Connecting with people you don’t really know

LinkedIn is all about building a professional network of connections that can be incredibly useful as your career begins or progresses. Often, you will find yourself hoping to connect with a potential employer or helpful alumni contact. You haven’t actually met that person, but you share some common interests or background- so what should you do?

1. If you are going to connect with an individual you have not met or do not know, it should be for a clear purpose. It might be they have your dream job, or you are interested in potential employment at their company, or would love to learn about their career path. Whatever it is, when you make the request to connect with them, tell them why.
2. Make it personal, but remember why you are there. When you request to connect with an individual, you will have the option of including a message with that request. Usually, leaving the scripted LinkedIn response works, but if you haven’t met, it is a good idea to personalize the note.

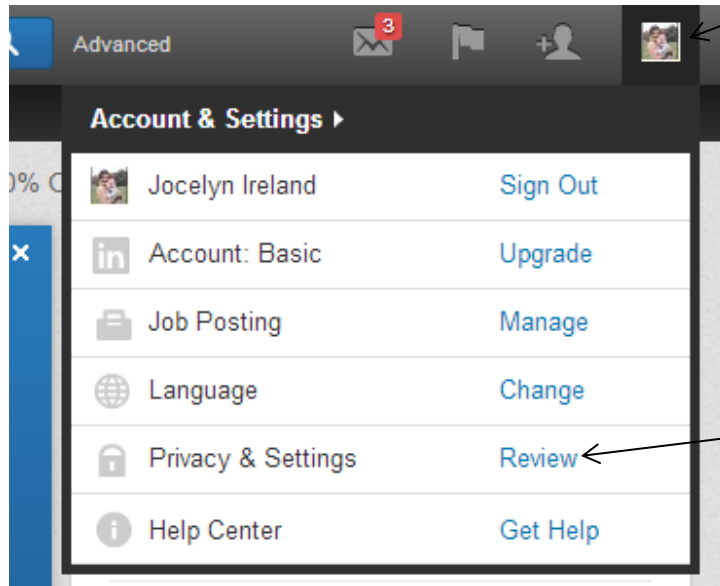
Include:

- Who you are and where you found them
 - Did you find them through a company site? Belong to the same professional organization? Go to the same school?
- Why you are contacting them
 - Do you need career advice? Information about the company or industry? How do hope they will help you?
- Reasons for follow-up contact
 - Ask one or two specific questions, then ask if you can follow up via email or phone if necessary.

When connecting with former colleagues or potential employers, it is important to be realistic about what they can do for you. Don't expect a job offer, but you might get some great networking invitations, job search advice or internship opportunities.

Be aware of your privacy settings

Hover the mouse over your picture in top-right-corner to view more options



Click on "Review" to view and change how the public views your profile

Unless you turn off your activity broadcasts, everyone you are connected with will see your activity – who you connect with, profile updates, etc.

