

Get To Professional Networking and Job Searching

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Learning Objectives

- Understand what LinkedIn is, how to get started, and utilize features
- How to network on LinkedIn
 - Connect through individuals or groups
- How to create/use a group
- How to search for jobs

What is LinkedIn?

- The leading professional network on the web. A free service that allows you to network to make direct connections
 - 75 million users
 - Executives from all Fortune 500 companies are LinkedIn members
 - Considered a social media site
- A source where employers list jobs/search for potential candidates

What is LinkedIn?

Main purposes:

- Network with others to power your career
 - Used by job seekers/career changers to network, find job opportunities/business connections, stay current in a particular industry
- Re-connect with colleagues/professionals that you know
- Ask and answer questions and participate in industry specific discussions

What is Social Media?

- According to ASK.com: "... [A]website that doesn't just give you information, but interacts with you while giving you that information.
- [Introduction to Social Media](#)

Take away points from video:

- Facebook reached 200 million users in less than one year!
- If Facebook were a country, it would be the 3rd largest in the world
- Social media is prevalent in our business and social lives!
- **Why does it matter to you as an educator?**
 - According to a LinkedIn Poll, 86% of employers will use social media to recruit


Get started on LinkedIn: Your Profile

Basic Account: Upgrade Welcome, Shirley Murray · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)


LinkedIn Home Profile Contacts Groups Jobs Inbox More... People

[Edit My Profile](#) [View My Profile](#)

Shirley Murray [Edit]
-- [Edit]
United States [Edit] [Add Industry](#)




[Add Photo](#)

What are you working on?


| | |
|---|---|
| Current | • None Add Current Position |
| Past | • None Add Past Position |
| Education | • None Add Education |
| Recommended | You haven't been recommended Get Recommended |
| Connections | 0 connections |
| Websites | • None Add Websites |
| Twitter NEW | • None Add Twitter account |
| Public Profile | http://www.linkedin.com/pub/shirley-murray/19/36a/967 [Edit]  Customize your URL with an address like this: www.linkedin.com/in/ShirleyMurray |

Hi, Shirley

- [Forward your profile to a connection](#)
- [Edit Contact Settings](#)
- [Edit Public Profile Settings](#)
- [Create your profile in another language](#)

0% profile completeness

Complete your profile quickly
 [Import your résumé](#) to build a complete profile in minutes.

Profile Completion Tips [\(Why do this?\)](#)

- [Add a position \(+25%\)](#)
- [Add your education \(+15%\)](#)
- [Add a picture \(+5%\)](#)
- [Add your summary \(+5%\)](#)
- [Add your specialties \(+5%\)](#)
- [Ask for a recommendation \(+5%\)](#)

Summary [Edit]
None [Add Summary](#)

Specialties:
None [Add Specialties](#)

Applications [Add Application](#)

Virginia Mason Medical Center
Seattle, Washington

TEAM 
MEDICINE

Focus your career
on what matters.

Find out how, click here.

Your LinkedIn Profile continued

***NOTE: Home** tab is where you will find all of your personal information.*

- Title (by line)
- Summary
- Experience section
- Volunteer experience
- Features:
 - Post a resume
- Education

****PERSONAL INFORMATION**-You can add your personal phone #, address, IM, Birthday, and marital status. These areas are not required and you should think about security before you post all of this information freely on the website.

****** Be sure to utilize privacy settings!

Your LinkedIn Profile continued

Career Summary: What is your Personal Brand?

- This is like a mini-resume or your 30 second elevator pitch/marketing statement/business card
- Create an attractive, well-written summary that creates a strong first impression
- Take time-on average it can take up to 2-10 hours to create your profile; do not have grammatical or spelling errors!

Utilize the Specialties and Interests Section:

- Many use this in combination with their summary section and populate this section with key words.
 - Helps to ensure that your profile will come up in a key word search

Finalizing Your LinkedIn Profile

Get Recommendations-Helps illustrate your achievements

- Do not request in bulk
- Aim for 1-2 per job, project or volunteer experience
- About 1 paragraph long-make sure the person knows you well and can vouch for your true level of work and experience

Upload Your Picture

- People are more likely to recognize your photo over your name
- Make sure it is a professional headshot only
- Regulate settings so that your picture is open to your choice of contacts, network, or public

Finalizing Your LinkedIn Profile

- **Complete your PROFILE** - *Get to 95-100% complete on your profile*
- According to LinkedIn, a profile that is 100% complete, is **40 times** more likely to be viewed
 - LinkedIn 09 Grad Guide: <http://grads.linkedin.com/>

Get Connected

You can connect through - *Individuals and Groups:*

Individual Connections: Build your network

- Request friends/colleagues/classmates/other industry professionals
- Search for friends, family, companies, or acquaintances that you may want to connect with on LinkedIn
- Quality not quantity

Once you determine who you want to connect with, you may request to add them to your network.

ALWAYS SEND A PERSONAL NOTE OVER THE TEMPLATE PROVIDED-Click on the Optional box that states: “Add a personal note with your invitation”

LinkedIn® Home Profile Contacts Groups Jobs Inbox (22) More...

Add Connections Colleagues Classmates

Invite Erik to connect on LinkedIn

How do you know Erik?

- Colleague
- Classmate
- We've done business together
- Friend
- Groups
- Other
- I don't know Erik

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Melanie Murray, MA ed

Important: Only invite people you know well and who know you. Find out why.

[Send Invitation](#) or Cancel

1st, 2nd, and 3rd degrees of separation

- **1st degree of separation:** These are direct contacts.
- Your **2nd degree of separation** is your direct contact's connections. You **must** ask your 1st degree contact to introduce you to their connections.
- Your **3rd degree of separation** is the 2nd degree's connections. You can view them, but cannot have access without introduction. The 3rd degree is the hardest to connect with and takes a little extra effort to make the introduction, but can be done.

Getting Connected through Groups

- [Overview of groups](#)

Join multiple groups in areas that make sense

- Businesses/industry of interest
- Professional Associations in your related field:
 - *NSEA*
 - *NACE*
- **At DePaul: Student Employment Manager's Lounge**

Groups are a great way:

- To ask and answer questions in your field of interest
- Send and receive updates (instead of newsletters or lengthy emails)
- Connect with other professional and share best practices
- Network!

What to do within the Groups

- Include the Group's logo on your LinkedIn Profile if it is career related
- Control how often you hear from the group via email daily, weekly, monthly, etc.
- Follow group discussions: find like minded people that could become good mentors, teachers, or helpers
- Expand your network: many groups have hundreds/thousands of members-when you join a group, you are connected to **ALL** of those people!
- **Action item: Join the NSEA's group on LinkedIn and start networking!**

How to Job Search within a group:

In the Groups you join:

- Go to the **Jobs tab** and look for open job postings ***NOTE-Not all Groups have jobs tabs***
- Reach out with a direct approach of interest in that job
- The more groups you are a member of the more opportunities available-use groups to grow your network!

How to Network & Job Search

Under the Search tab:

- Search for **Companies**-*form of networking/outreach*
- Search directly for **People's names**-*form of networking/outreach*
- Search for **Jobs**-*direct job searching with recruiters, HR managers, or managers posting the positions. Reach out with a direct approach of interest in that job.*

3 Take Aways or Must Haves for LinkedIn

- 1) Create a profile to close to 100%:** Populate your profile with key words so your profile comes up in certain searches
- 2) Create a descriptive summary**
- 3) Join groups and network!**

Questions?

Connect with me on LinkedIn!

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Resource List

Job search tools: Social Media sites and Job Search Engines

- www.Linkedin.com
- www.Google.com
- www.depaul.experience.com
- www.Monster.com
- www.Careerbuilder.com
- www.HotJobs.com

Books:

- *I'm on LinkedIn - Now What?* By Jason Alba
- *How To Really Use LinkedIn* by Jan Vermeiren
- *LinkedIn for Dummies* by Joel Elad, MBA
- *Knock em Dead 2009* by Martin Yate, C.P.C

References

Websites:

- Find DePaul online: <http://www.depaul.edu/socialmedia/>
- Career Center's social media links: <http://delicious.com/depaulcareerctr>
- 13 steps to follow on your linkedin account-
<http://newgradlife.blogspot.com/2009/10/job-search-networking-job-hunt-find-job.html>
- Twitter: [10 Ways To Grow Your Twitter Influence](#): Tweet by Matthew Royse
- Twitter Etiquette
[http://www.cio.com/article/480318/Twitter Etiquette Five Dos and Don ts ?page=2&taxonomyId=1461](http://www.cio.com/article/480318/Twitter_Etiquette_Five_Dos_and_Don_ts?page=2&taxonomyId=1461)
- The Job Seekers Guide for Online Networking and Using LinkedIn
<http://www.career.sunysb.edu/files/Job%20Seeking%20&%20LinkedIn.pdf>
- About.com, What are social media sites?
<Http://webtrends.about.com/od/web20/a/social-media.htm>
- Employers Increasing Use of Social Media to Reach Employees in Challenging Times
<http://www.prnewswire.com/news-releases/employers-increasing-use-of-social-media-to-reach-employees-in-challenging-times-watson-wyatt-survey-finds-78686582.html>
- Mashable Website
<http://mashable.com/2009/04/08/social-media-recruitment/>
- What is Twitter- <http://en.wikipedia.org/wiki/Twitter>