

Training Tamer

*Helping People
Learn & Soar*



Benefits of Using Linked In Your Job Search

Workshop Topics

- Explore Benefits of Using LinkedIn in Your Job Search
- Learn to Use the Key Features of LinkedIn

Benefits of Using Linked: Job Seeker

- 80 - 90% of HR Staff and Recruiters search LinkedIn for Job Candidates and 45% of Hiring Managers to this too
- Important to have a top quality Linked Profile
 - Great Summary section with your Sales Pitch (value proposition)
 - Clear, concise resume content
 - Strategic Business Value Presentation and Work Samples (uploaded via the SlideShare application)
 - Work Samples
 - Has keywords that HR Staff and Recruiters use to search for job candidates' profiles
 - Lots of connections and recommendations

Benefits of Using Linked: Job Seeker (2)

- Get connections inside your target companies
 - Help you find unadvertised job leads
 - Give you a referral to the hiring manager, especially if they get a referral bonus from their company
 - Get you insider information
 - Hiring manager's contact information,
 - Company's problems and new initiatives
 - Company's management style and culture
- Get recommendations
 - Use in your resume, interviews, strategic business value presentation, etc.

Benefits of Using Linked: Job Seeker (3)

- Build your reputation as an expert in your field
 - Join or Start a Discussion Group and contribute to discussions
 - Can join up to 50 Discussion Groups
 - All your connections will be informed when you create the Discussion Group or contribute to existing Discussion Groups
 - Other will find out about the group and join it too
- Harvest jobs available on Linked
 - LinkedIn Job Board
 - Job Focused Discussion Groups

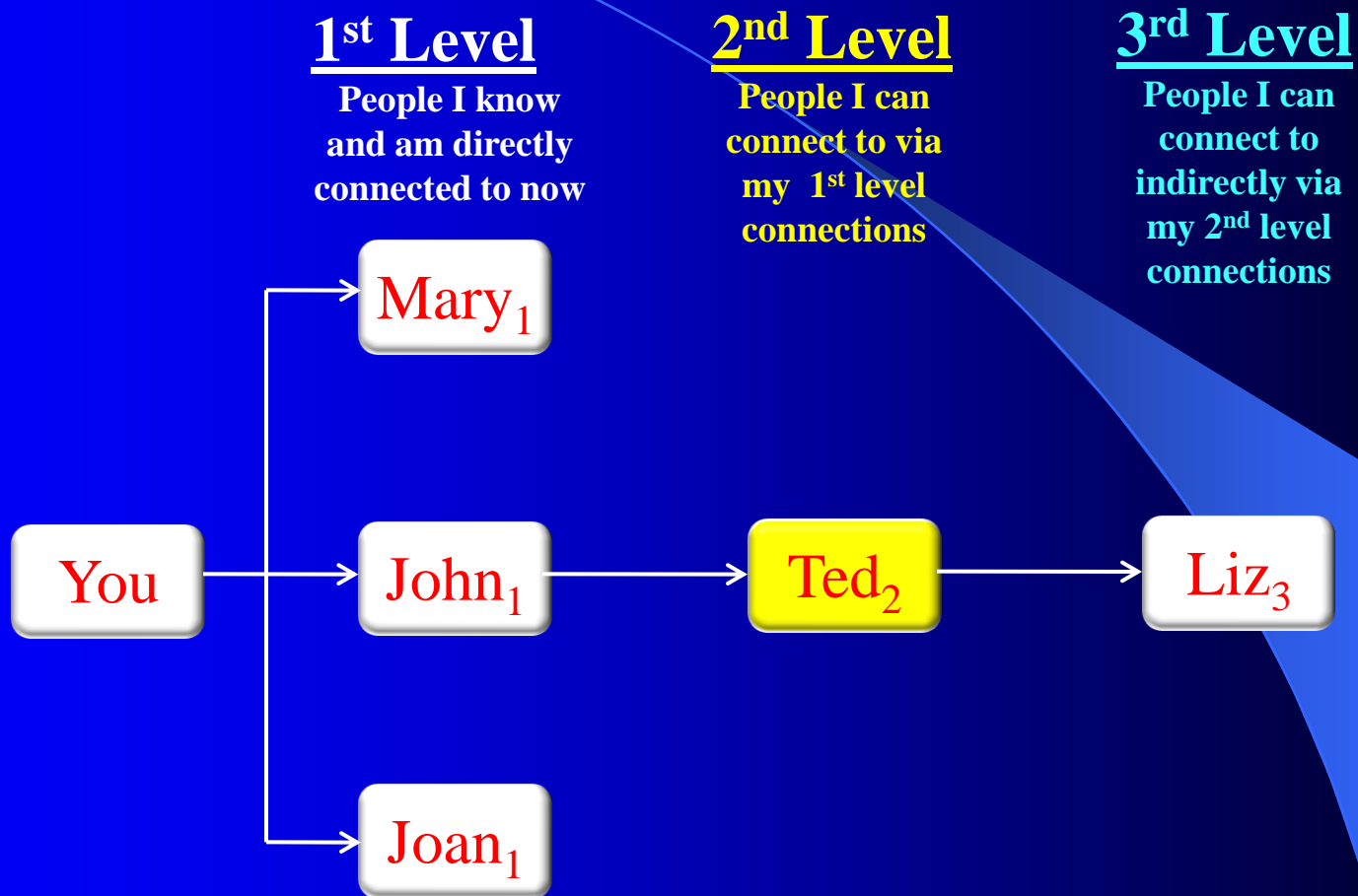
Benefits of Using Linked: Job Seeker (4)

- Insert a brief marketing video in your Linked Profile
 - Let people see/hear and start to build a relationship with them
 - Must be done well to get the impact you desire
- Use the Follow Company option
 - Allows you to track personnel changes
 - People who are promoted
 - People who change positions
 - People who leave the company (possible job opening you can fill)
 - New staff to the company
- Use the Follow Person option
 - Similar to Follow Company but for a single person

Benefits of Using Linked: Employed Professional

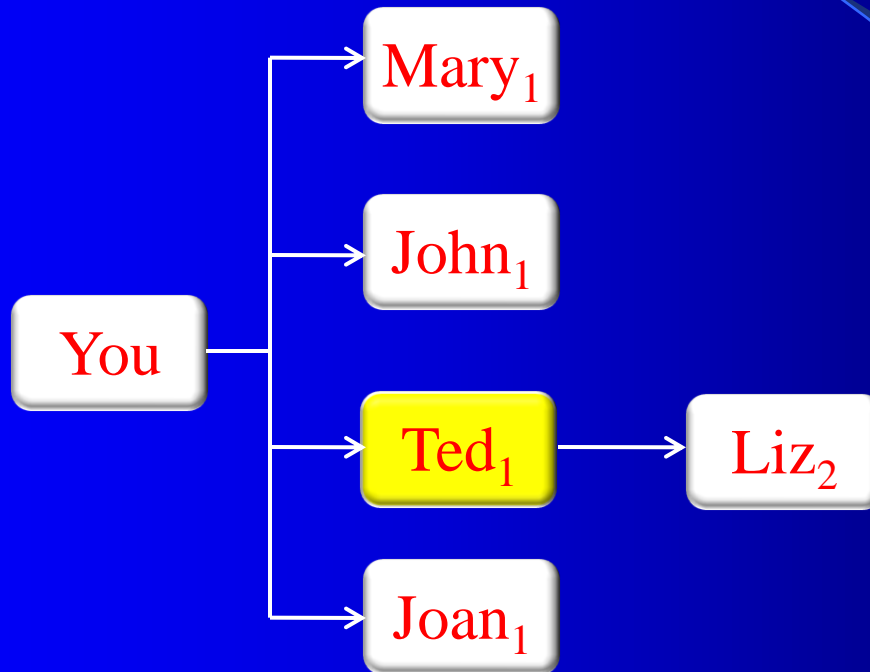
- Become known as an expert in your field by creating and contributing to Discussion Groups
- Gain valuable business insights via Discussion Groups
- Use your connections to get help with business issues
- Increase sales and market exposure/penetration
- Create B2B relationships
- Learn about competing companies products, services, strengths, weaknesses, etc.
- And more

LinkedIn Connection Levels



Suppose I want to connect to Ted and send him a connection request? If he accepts, what level will he be on? See next slide for the answer?

LinkedIn Connection Levels



Ted is now a 1st Level Connection to you. Also, notice how Liz is now a Level 2 Connection to you.

People You Can Connect To

- People in your network (Level 1, 2 and 3)
- People in discussion Groups you belong to
- People outside your network
 - If connect using “Don’t Know” option over 50 times and
If connect using “I Don’t Know” option over 50 times and
person doesn’t accept your connection request, you get
locked out of LinkedIn
 - Have to contact LinkedIn Customer Support to restore
your access and tell them you didn’t know about this
restriction and won’t do again

LinkedIn Job Board

- LinkedIn has its own Job Board (see Jobs on the main menu)
- For any job in the search results, you can see how many people from your network work at that company
 - Click on this link to see this list of people
 - These folks can help get the hiring manager's contact info, determine the hiring managers problems and new initiatives and bring your resume to the hiring manager with a referral

Benefits of Joining Discussion Groups

- Can participate in existing discussions or start new ones
 - Great way to become known as an expert in your field
- Can view full Profile of people in your Discussion Groups
- Can send message to any member of your Discussion Groups
- Can access and apply for jobs in the **Jobs** sub-group if the group supports one

LinkedIn Searches

- LinkedIn searches all Profiles that match your search criteria but only displays the first 100 Profiles from the search result
 - No known logic to how the search result is sorted to determine who is in the top 100

Resources

- Charles Caro, member of Real Estate lives and SPC Tweeners
 - Knows LinkedIn better than anyone I know
 - Has a large LinkedIn network (over 16 million and growing)
 - If he doesn't know the answer, he'll get it for you

LinkedIn Resources

- Charles Caro, member of Real Estate lives and SPC Tweeners
 - Connect with Charles on LinkedIn
 - He'll accept connection requests from anyone
 - Knows LinkedIn better than anyone I know
 - If he doesn't know the answer, he'll get it for you

Workshop Handout

- To get a copy of this presentation, go to the **Downloads** section of www.trainingtamer.com
- Select **Networking & Targeting Your Top 20 Companies** from the submenu
- Click on the link called **Benefits of Using LinkedIn in Your Job Search** to download the file

Thank You!





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