



Jane Jobseeker · 1st

Message

More...



University of Idaho

LinkedIn



WorkSource
A proud partner of the AmericanJobCenter network

Highlights



2 mutual connections

You and Jane both know Kate Behrmann and David Jobseeker

WorkSource is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

Overview of Social media



LinkedIn



WHAT WE WILL COVER TODAY

- Overview of Social Media Platforms
- How LinkedIn Works
- Making Your Profile Stand out
- Using LinkedIn to Research and Connect
- Finding and Applying for Jobs on LinkedIn
- What to Do with Your LinkedIn Right Away

Popular social media platforms



**Social Networking based on your “status”
– what you are doing at the time.**



**Social Media based on high resolution
photos – what you are seeing at the time.**



**Social/ Professional Networking based on
thoughts – what you think at the time.**



**Professional Networking based on your
knowledge, experience and career goals
– what you are seeking at the time.**



What is LinkedIn?

A business-oriented social-networking platform that is mainly used for **professional** networking

- Learn about employers
- “Meet” people who work there
 - They can recommend you
 - They can provide intel about jobs there
- Build a professional reputation/ brand
 - This is essentially a greatly enhanced resume
- The rules for resumes apply
- Share your professional expertise
- Communicate with like-minded professionals

How are you using LinkedIn now?



M.A. in Military Psych - Support Those Who Serve. Earn An Online Master's in Militar

Nonprofit Administration - "Develop leadership skills for social impact with a mast



Jane Jobseeker · 1st

International Journalism

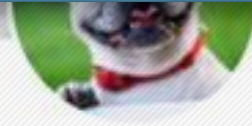
Spokane-Coeur d'Alene Area · 3 connections · Contact info

Message

More...



University of Idaho



David Jobseeker · 1st

Personal Trainer at XYZ Gym

Spokane-Coeur d'Alene Area · 2 connections · Contact info

Message

More...



XYZ Gym



University of Washington

??

Highlights



2 mutual connections

You and Jane both know Kate Norman and David Jobseeker

About

I read my first foreign news article at the age of twelve; I was instantly hooked and decided to dedicate my life to showing what life was like for humans all across the globe. I have had the privilege of being able to travel around the world to report everything from a London tourist guide to the potential reawakening of the Troubles in No... see more

Featured

Highlights



1 mutual connection

You and David both know Jane Jobseeker

Activity

2 followers

Posts David created, shared, or commented on in the last 90 days are displayed here.

See all activity

Experience

Why use LinkedIn in Job Search

99% of Fortune 500
Companies use LinkedIn
to recruit candidates!!

How does LinkedIn work?



- **Profile**
 - Your career, accomplishments, experience, certifications, education
- **Endorsements**
 - Corroborate your skills and increase your credibility
- **Recommendations**
 - Personal testimonials that go further than an endorsement
- **Publications**
 - Posts and professional articles
- **Following**
 - Professional groups, influencers, employers, schools
- **Connections**
 - Contacts inside employers, colleagues who can help your career grow

LinkedIn is based on Degrees of Connection



These are concentric circles of connection:

First degree connections are directly connected to you, in the inner circle.



LinkedIn is based on Degrees of Connection



These are concentric circles of connection:

Third degree connections are connected to your connections, in the second circle.



LinkedIn is based on Degrees of Connection



These are concentric circles of connection:

Third degree connections are connected to the connections of your connections, in the third circle.

As you reach outward to other circles..



The number of your connections grows exponentially!

Make your profile stand out

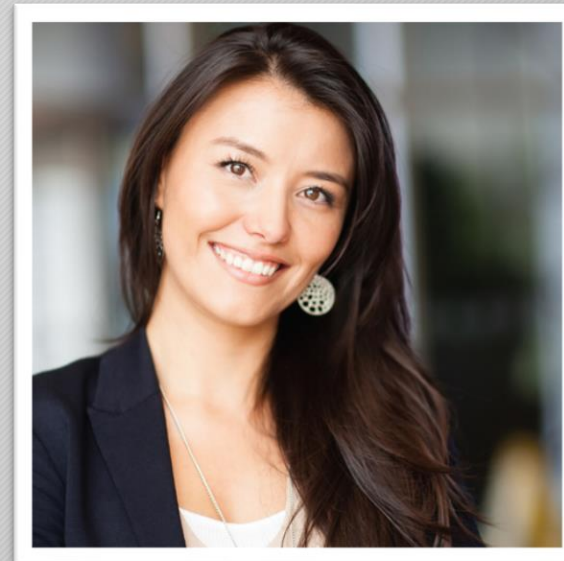


Profile picture

- 41% of recruiters have admitted to judging candidates by their photos on LinkedIn.

Profile Picture Must-Haves

- Professional
- Portrait-quality
- Formal & conservative clothing
- Contrasting background
- Friendly & engaging



Make your profile stand out



Background Photo

- Grab people's attention
- Symbolize your work

Headline

- Tell the world who you are professionally

About (Summary)

- A miniature Personal Pitch to market yourself for your next job

Skills

- Backs up the claims in your headline & summary

Add documents and links

Make your profile stand out



Customize your profile sections

- Emphasize what makes you a great candidate
- Symbolize your work

Follow LinkedIn's tips on improving your profile

- Achieve an "All-Star Profile"

Give and request Skill Endorsements

- Those from current or past co-workers have more credibility

Give and request Recommendations

- Those from current or past co-workers have more credibility

Edit your LinkedIn URL

Action Activity



Background picture

- Think about what to include in your picture to highlight your profession
- Share the picture ideas in chat

Headline

- Think about the best way to label/ brand yourself as a professional
- Share the title in chat

About (Summary)

- Think about how to describe your qualifications for the job you want
- Share that statement in chat

Skills

- List the top 10 qualifications (skills, character, training) for your field
- Share them in chat

Using LinkedIn to research and connect



Research

- Learn more about prospective employers

Engagement

- Keep your profile up to date!
- Contribute content to the LinkedIn Platform
- Respond to posts
- Publish Articles
- Use Messaging to chat with connections

Connections

- Quality over quantity
- Connect with people where you want to work

How to find people on LinkedIn



Search

- Enter the name of a person or company
- Select an item including “in People” after the name
- Filter (Connection degree, Location, Company)

Connect

- Send invitations
- Include a message explaining why you want to connect
- Free version of LinkedIn allows you to invite 2nd and 3rd Degrees

Build Bridges from person to person

- Find people likely to have many connections at an employer (H.R.)
- Find people in similar occupations in the same city

Action Activity



Search for People you know

- Type a name of a professional colleague in the search window
- Keep trying names until you find one you know
- You may have to filter by company and/ or location as shown below

Search People at Companies

- Look up a company in the LinkedIn Search Window
- Select a choice that includes “in People” after the company name
- Filter the results by Locations
- Click Show results
- Try the search steps above again, and click on “All filters” to see options

Privacy and networking



Privacy settings

- You can choose exactly what content to make public
 - Content can be made viewable to:
 - The public
 - Your network
 - LinkedIn members
 - Only first-degree connections
- You can choose which items to make visible
 - Background photo, Headline, Summary, Articles/ Activity, Experience, Certifications, Publications, Groups, Recommendations... and more

How to find jobs on LinkedIn



Search

- Enter the name of a company
- Select an item including “ · Company” after the name
- Review the company’s page to learn more about it

Jobs

- Click the “See jobs” link to the right at the top
- Not all companies will have a “See jobs” link
- If they do not, look the company up again as show on the next slide

How to apply for jobs on LinkedIn



Search

- Enter the name of a company
- Select an item including “in Jobs” after the name
- Filter (Date, Experience Level, Job Type, Remote and LinkedIn Features)

Apply

- Click to the link to the job
- Review the details about the job
- Click “Apply”
- For many jobs, it will send them your profile as the application
- For some jobs, it will take you to a website to complete an application

Action Activity



Search for Jobs

- Enter the name of a company
- Select an item including “ · Company” after the name
- Click the “See jobs” link to the right at the top

- Enter the name of a company
- Select an item including “in Jobs” after the name
- Click to the link to the job

Review your profile

Get feedback



The image shows two LinkedIn profiles side-by-side. The left profile is for Jane Jobseeker, and the right profile is for David Jobseeker. Both profiles include a profile picture, a cover image, a name, a title, a location, and a list of mutual connections. The Jane Jobseeker profile also includes an 'About' section with text about her journalism career.

Profile 1 (Left): Jane Jobseeker

- Name:** Jane Jobseeker · 1st
- Title:** International Journalism
- Location:** Spokane-Coeur d'Alene Area · 3 connections · [Contact info](#)
- Education:** University of Idaho
- Highlights:** 2 mutual connections (You and Jane both know Kate Behrmann and David Jobseeker)
- About:** I read my first foreign news article at the age of twelve; I was instantly hooked and decided to dedicate my life to showing what life was like for humans all across the globe. I have had the privilege of being able to travel around the world to report everything from a London tourist guide to the potential reawakening of the Troubles in Northern Ireland. [see more](#)
- Featured:** (Section header visible)

Profile 2 (Right): David Jobseeker

- Name:** David Jobseeker · 1st
- Title:** Personal Trainer at XYZ Gym
- Location:** Spokane-Coeur d'Alene Area · 2 connections · [Contact info](#)
- Education:** XYZ Gym, University of Washington
- Highlights:** 1 mutual connection (You and David both know Jane Jobseeker)
- Activity:** 2 followers. Posts David created, shared, or commented on in the last 90 days are displayed here. [See all activity](#)
- Experience:** Personal Trainer (Section header visible)

Next Steps



- Refine your content
- Unlock your account to others
- Research valuable contacts
- Reach out to contacts
- Apply for jobs
- Learn more about LinkedIn
- LinkedIn Learning

