

Social Media in Your Job Search: **LinkedIn**®

presented by
Haig Chahinian

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Introduction

- Objective
 - Think together how to leverage LinkedIn relative to your job search and continued professional development.

Agenda

- Intro to Social Networking
- **LinkedIn** basics
- Marketing
 - Analysis of a profile
- Research
- Some Final Words

Social Networking

Linked **in**®



twitter

facebook

Google+

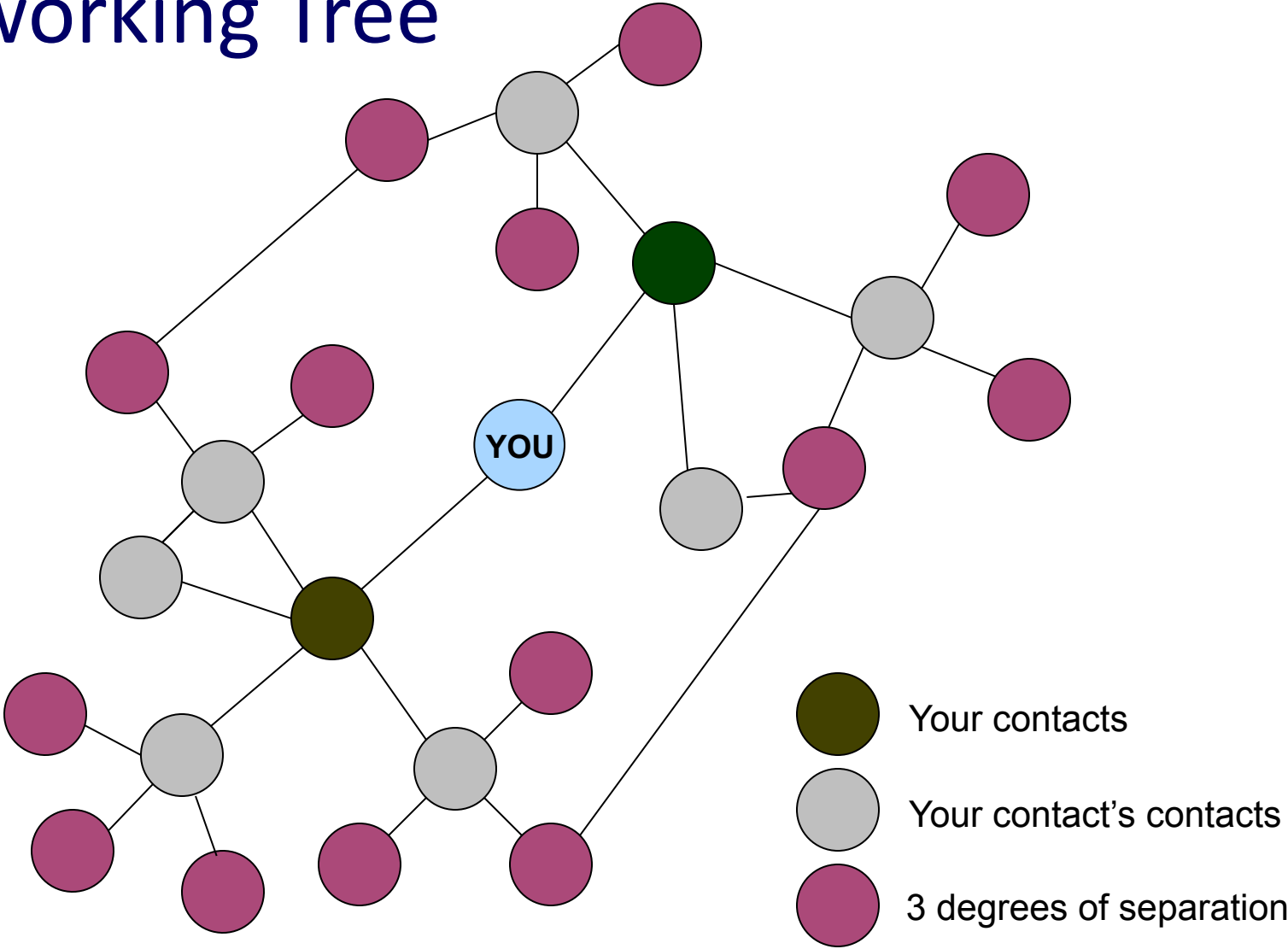
plaxo



classmates.com®

myspace
.com

Networking Tree



LinkedIn Basics

- Why join LinkedIn?
 - Manage relationships with colleagues, managers, friends, clients, vendors, schoolmates and others
 - Broadcast your achievements
 - Participate in repository of all professionals
 - Attract recruiters
 - Yield Google results

LinkedIn[®] is...

- Corporate
 - Polite, dry
 - No IM (instant message)
 - No video
 - Few graphics
- A business

Marketing: Your **LinkedIn** Profile

- Case study analysis
 - Headline
 - Framed as your occupation or role
 - “IT Project Manager” **not** “IT Project Management”
 - Ideally short: 1 to 5 words total
 - Descriptive
 - EXERCISE
 - Photo
 - Summary
 - Full sentence bio
 - Specialties – use keywords

Marketing Tasks

- Talk about your favorite book(s)
- Embed your blog
- Update your status
- Make recommendations
- Get an answer to your business question

Research Tasks

- Get an answer to your business question
- Find someone in an organization
- Learn interesting details about a company
- Discover job opportunities

Research Tasks

- Join Groups
 - Organizational
 - Educational
 - Interest-based
- Collaborate on a Group Project

Some Final Words: Your Settings

- Profile
 - Privacy Controls
 - Settings
 - Helpful Links
- Email Preferences
 - Emails
 - LinkedIn Communications

Some Final Words: Your Settings

- Groups, Companies & Applications
 - Privacy Controls
- Account
 - Privacy Controls
 - Settings
 - Email & Password
 - Helpful Links

THIS CONCLUDES

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