Using LinkedIn & Other Forms of Social Media as Job Search Tools and Ways to Brand Yourself

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Agenda

• Definition of LinkedIn and Facts about Company
• Benefits of Establishing an Account
• Essential Elements for Your Profile
• How to Use LinkedIn and Other Forms of Social Media in Terms of a Job Search
• JobsInsider Tool
• Up and Downside to Social Media
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Facts about Linked In

- Company formed on May 5, 2003
- Headquartered in Mountain View, California with 600 employees
- Members reside in 200 countries located on 7 continents
- Site currently has over 80 million members
- Viewed as an essential networking tool
- Site is available in English, French, Italian, Portuguese, Spanish, and German
- Used frequently by hiring managers and recruiters as a data point in the hiring process
- Executives from all Fortune 500 companies are members
Definition of LinkedIn

• An interconnected network of experienced professionals from around the world, representing 150 industries and 200 countries.
• A tool to find, be introduced to, and collaborate with qualified professionals needed to accomplish your goals.
• The world’s largest professional network and with new members joining approximately every second with half of them residing outside of the United States.
• A network in which you have complete control over what others see and read about you. This gives you a unique opportunity to showcase your skills and talents.
Why a LinkedIn Profile Matters

• Find and be introduced to potential hiring managers, recruiters, clients, service providers, and subject matter experts.
• Manage the information that’s publicly available about you as a professional.
• Discover inside connections that help unlock the hidden job market and land jobs.
• Be found for business opportunities and identify potential partners for entrepreneurial ventures.
• Create and collaborate on projects, gather data, share files, and solve problems.
• Gain insights from discussions with likeminded professionals in private group settings.
• Post and distribute job listings to find talent for your company.
Essential Elements for Your LinkedIn Profile

- The **top portion** should include your full name, location, current (or former) title, past positions, and educational credentials.

- The **summary section** should be used to delineate your professional experience, background and interests. Use this area to highlight who you are and what you’re recognized for. The **specialties field** allows you to list your areas of expertise that will help potential employers find you when they’re seeking talent.

- Sorted in chronological order, the **experience section** should include the name of your employer, a brief description of the company, your title, as well as your main responsibilities and accomplishments in a bulleted format. Tell a story about how you added value. Hiring managers are attracted to individuals whose past performance had a positive impact on the viability of the organization.

- The **education section** should also be listed in chronological order with the name of the school, its location, the degree you received along with some associated activities and honors.

- The **additional information** element gives you the chance to give users more insight into your professional qualifications by adding some websites, groups, and interests.

- Make every effort to obtain at least 3-5 **recommendations** from former managers, peers and direct reports. These help illustrate your achievements, project credibility, and reasons why people enjoy working with you.

- Be sure that your profile is available for **public viewing** at all times – especially if you’re looking for a new job.
Ways to Maximize LinkedIn

• Increase your visibility by having at least 75-100 connections. By adding connections, you increase the likelihood that your profile will be seen first when people are searching for talent.

• Enhance your connectability by not only listing your current or last employer, but all of them. Add your LinkedIn profile to your e-mail signature so people have a quick way of learning more about you.

• Improve your Google Page Rank. LinkedIn profiles receive a high PageRank in Google, so it’s a good way to influence what people see when they search for you.

• Make your interview go smoother. When you have an interview, look up the people you’re meeting. Chances are high that they’re on LinkedIn, so you’ll know more about them before you meet them.

• Gauge the health of a company. You can search companies on LinkedIn to see who’s been recently hired, the rate of turnover, and if key people are jumping ship.

• Track start-ups. You can see people in your network who are initiating new companies.

• Identify warm leads into companies that appeal to you. Some of your connections may be linked to people either in companies or jobs that appeal to you. Ask for introductions in your quest for information.
JobsInsider Tool

- Under the “Tools” section at the bottom of LinkedIn’s home page, click on “JobsInsider.” You can download the browser toolbar for free either through Explorer or Firefox.
- LinkedIn is now connected to job postings on Monster, Career Builder, Yahoo Hot Jobs, Craig’s List, Simply Hired, Dice, and Vault.
- Once you click on a job that appeals to you, the JobsInsider will show you the people in your network that work at the company.
- You can request an introduction to the hiring manager, get your resume to the right person, or find out more about the company.
How to Use Facebook in Terms of Your Job Search

For Professional Development and Branding
• Join the fan pages of your targeted companies
• Search relevant interest groups to stay current on news, trends, and events
• Post articles and links that you think might be of interest to your friends

On the Job
• Create a company fan page
• Post job openings
• Create customer communities for feedback
• Share resources with like-minded professionals
• Identify experts & invite them to be a guest speaker at a Babson event
How to Maximize **Twitter** in Terms of Your Job Search

**For Professional Development & Branding**
- Establish a profile that clearly communicates your brand
- Follow people in your interest areas
- Post articles and links that would be of interest to your friends

**On the Job**
- Share information with people in your company
- Post job openings
- Create communities for feedback & input
- Share resources with like-minded professionals
- Find experts & invite them to be a guest speaker or blogger
Other Benefits of Social Media in the Job Search

• On Facebook, you might see photos from a recent social outing to get a feel for the culture. There may also be photos of the company site that will give you a sense for the company.

• Use LinkedIn, Zoominfo or Google to do a search on a person’s name you’re meeting for either an interview or information session to learn more about their background to help prepare more targeted questions.

• By identifying people who work or worked at a company, you might be able to obtain specifics about salary ranges, work assignments and conditions.
Downside to Social Media

• Check your Facebook page to ensure that your account doesn’t include compromising photos or messages that may be misinterpreted by managers or recruiters.
• Be sure that you send “tweets” that are thoughtfully written and don’t disclose proprietary company information.
• Take care to ensure that your LinkedIn profile is up to date and similar to what’s included on your resume.
Questions?

Thank you for participating!