



**institute for
supply management**

ISM—Houston, Inc.

Total Career Success
Better job better pay better life!



LinkedIn for Job Seekers

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Agenda

- **What is LinkedIn**
- **Importance of LinkedIn**
- **Setting Up Profile for Your Job Search**
- **Job Search strategies in LinkedIn**

History

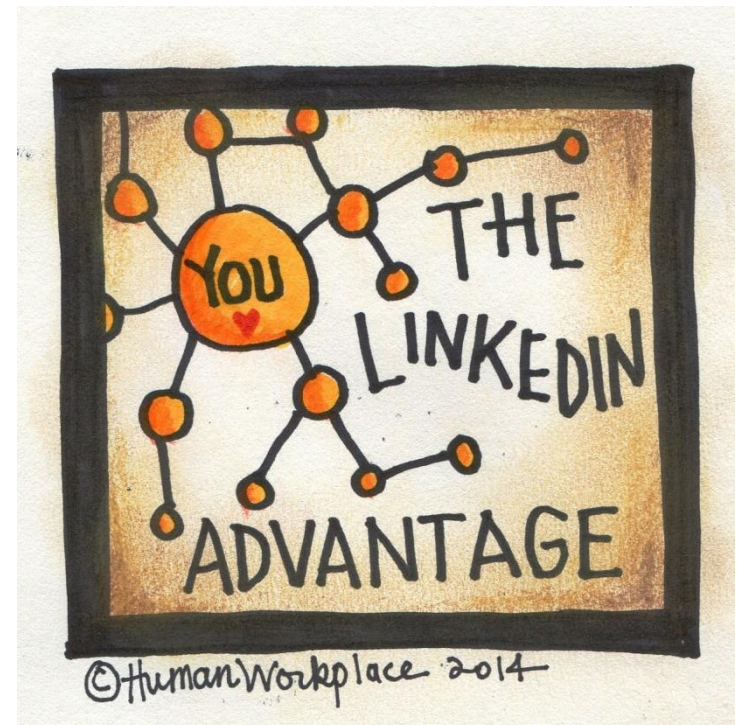
LinkedIn was founded in 2003 by Reid Hoffman, an entrepreneur who made his name as an executive at Paypal and as owner of his own social media site, Socialnet, a dating website.

What is LinkedIn?

- LinkedIn is the world's largest professional network with over 250 million members and growing rapidly.
- LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals

LinkedIn is...

- LinkedIn is a network of professionals, bosses, co-workers, friends, and family.
- A potential passageway to countless opportunities, and an area where everyone you could perhaps do business with is watching.



Employers LinkedIn

- 94% of all employers used LinkedIn
- How employers use LinkedIn
 - 96% Searching
 - 94% Contacting
 - 92% Vetting
 - 93% Keeping tabs on candidates

Source: 2013 JobVite Annual Survey of Employment; Web.jobvite.com

LinkedIn As A Job Search Tool

LinkedIn is a powerful tool to **strengthen your networking and marketing your value.**

Purpose

- Its purpose and use are different than Facebook. **LinkedIn is designed to:**
 - **Connect** with professionals of all types
 - **Present your professional qualifications, your skills, your accomplishments** – it is an online resume – lacking any of this information is counter-productive

Find A Job

LinkedIn Jobs Search helps you:

- Filter thousands of job postings by location, company, date posted and more
- See who posted the job and how you're connected to them or others at the company
- Apply for many jobs directly through LinkedIn with just your profile

Jobs Overview

LinkedIn Jobs

- Find a job, post an opening, or explore your career options
- Search for open jobs by location, company, date posted and more

Jobs Overview

LinkedIn Jobs

- Explore career options and reach out to new connections on different career paths
- Upgrade to find your ideal job

Using LinkedIn to Find Your Next Career Opportunity

Building Your Profile

Establish Your Professional Profile

- **LinkedIn gives you the keys to controlling your online identity...**
 - Have you Googled yourself lately?
 - You never know what may come up.
 - LinkedIn profiles rise to the top of search results, letting you control the first impression people get when searching for you online.

Creating Your LinkedIn Profile

- **A “living resume”**
- **Your LinkedIn profile should serve as a living, changing, concise version of your career profile.**
- **It should state what you have to offer to your clients, co-workers, bosses, and more.**

Getting Started

Visit <http://www.Linkedin.com>

- Complete the information in the Home Screen
- Create a strong and different password
- Create your “Professional Profile”, enter your
 - **Nationality**
 - **ZIP Code**
 - **Employment Status**
 - **Job Title**
 - **Industry**
- Click on “**Create your Profile**” to begin

Profile Overview

- Your profile has two views reachable through clickable tabs:
 - ***View My Profile***
 - ✓ See your profile as your network does
 - ***Edit My Profile***
 - ✓ Edit the elements of your profile
- Clicking “Edit” next to these elements allows you to make changes.

Steps to Creating Your Profile

- **Create or Update Your Profile**
 - Summary
 - Experience
 - Skills
 - Recommendation
 - Groups
- **Increase Your Number of Contacts**
- **Be visible – Activity**

Checklist for Using LinkedIn

- ✓ Create the best impression
 - ✓ Add skills/ key words
 - ✓ Search for people
 - ✓ Research/ join groups
 - ✓ Connect to people
- **Like your resume:**
 - You get 1 shot at your first impression
 - Your profile should improve over time as your search and career evolves

Summary: Your Headline



WHAT'S
YOUR
STORY?

Personalized Information

- You can select a personalized “Vanity URL” for your public profile – giving you a custom web address for linking to and promoting your profile
- Once you’ve chosen your URL, you can promote your profile by featuring it on business cards, email signatures, your blog etc.
- Include your contact information

Creating the best Impression

➤ Picture



The image shows a screenshot of a LinkedIn profile for Ben Smith. The profile includes a profile picture of a man with short dark hair, a blue 'Follow' button, and a 'Hack In' button with a red arrow pointing to it. The text on the profile reads: 'Ben Smith', 'Editor-in-Chief at BuzzFeed', 'Greater New York City Area | Online Media', 'Previous: Politics, New York Daily News, New York Observer', 'Education: Yale University', and '42,043 (followers)'. The URL at the bottom is 'www.linkedin.com/pub/ben-smith/3143/46'.

➤ Headline

➤ Location

➤ Industry

➤ Background

“Actively Seeking New Opportunities” or Not

- Recommend **NOT** indicating in the **headline** of your LinkedIn profile that you are unemployed, in transition or seeking opportunities.
- Use job titles and/or keywords that best reflect the expertise and target market of the person seeking employment.
- Most recruiters don't source off of "in transition", “seeking opportunities” or “unemployed” when sourcing to fill a particular job.

Create Your Summary

- Your **LinkedIn Summary** is similar to your cover letter or the upper part of your resume.
- Make it sweet, simple, and easy for people to understand your work value in 100 words or less.
- Use your Summary to explain who you are professionally and what you do

Create Your Summary

➤ **Tips for your Summary:**

- Emphasize your skills
- Be honest, show your personality, and stay true to yourself, while retaining humility!
- Avoid overdoing personal information – stick to your professional goals and career life.

A Winning Summary

- Does the opening phrase or headline make someone want to read more – is it **inviting**?
- Is your profile **authentic** – accurate, real and precise?
- Does it help you **stand out** from your peers?
- Is it **relevant** – addressing the needs of the people you are trying to attract?
- Is it **compelling**? Does it provide interesting facts, figures and statements that make the reader want to get to know you?

A Winning Summary

- Does it contain a mix of **80% professional** content and **20% personal** information (like your passions, interests, hobbies and life experiences)?
- Does it tell people how you add **value**, going beyond simply listing what you have done?
- Does it exude your **personal brand** attributes – those personality characteristics that make you YOU?
- Is it **pleasing** to look at? Did you create enough white space to break up the paragraphs?

A Winning Summary

- Did you write **impactful headlines** for the content blocks?
- Do you include some **validation** (things like “People say I’m...” or a favorite quote or “The Association of XXX awarded me...”)?
- Is it **well-written and carefully proofed**, with polished grammar, spelling and punctuation?
- Does it include all the **keywords** for which you want to be known? This is vital for optimizing online searching!

A Winning Summary

- **Opening paragraph:** Describe your current position
- **1st paragraph:** Give a brief synopsis of your prior experience, again focusing on describing the facts rather than promoting specific accomplishments.
- **3rd paragraph:** Describe why you enjoy your work
- **4th paragraph:** Summarize your education and any important work-related qualifications.
- **Contact information:** Close by saying that you're always interested in connecting with colleagues or old friends.

Summary Example

I'm a marketing manager with 10 years of experience in both web and traditional advertising, promotions, events, and campaigns. I have worked on integrated campaigns for major clients such as Etrade, Bank of America, Sony Music, and Microsoft and have been recognized with several awards during my career.

Until recently, I led marketing for XYZ Corp, a software developer focused on middleware for the video game industry. In this role I was focused on B2B marketing, although I have done extensive B2C work in the past. Successes included creating a social media and online advertising campaign that generated enormous media buzz and was key to the successful launch of the Zwango software in 2010. Previous experience includes agency work with XYZ & Partners and Red Dog Marketing.

Colleagues know me as a highly creative marketer who can always be trusted to come up with a new approach. But I know that the client's business comes first, and I never try to impose my ideas on others. Instead, I spend a lot of time understanding the business and the audience before suggesting ideas. I can (and often do) work well alone, but I'm at my best collaborating with others.

I have an MBA from New York University and a BA from the University of Southern California.

Wordle.net

Wordle creates a **word cloud** of a given document's content. It makes words larger if they are used more frequently in the text you pasted. Since word clouds feel more like an image than text, they can share data in a refreshing and instant way.

Must have Java plugin/Chrome

Supply Chain Manager Example

- **Develops local supply chain strategy that supports and meets company strategy, company performance objectives and customer expectations.**
- **Maintains routines to ensure delivery of core supply chain metrics in terms of cost and service.**
- **Minimizes company risk and supports compliance efforts in area of environment, health and safety.**
- **Supervises and develops talent within the supply chain department.**
- **Oversees the coordination of inbound and outbound transportation activities.**
- **Develops and monitors systems for accurate inventory control and productivity levels.**
- **Effective selection and management of suppliers to support lean manufacturing processes.**
- **Direct timely customer communication and technology-enabled visibility of order and inventory tracking.**
- **Lead the development, monitoring and communication of necessary forecasting, data analysis and Sales and Operations Planning information to corporate supply chain and local operations team.**

www.wordle.net

Steps...

Go to wordle.net/create

- Paste your Summary, Skills or Experience into wordle
- Search for others in the same or similar field --
Paste their Summary, Skills and Experience into wordle
- Compare key words to others in your field
- Find associated job descriptions and compare

www.wordle.net

Summary

- Be sure that your Summary and Skills are reflective of the **key words** in job postings
- Make several **Word Clouds** from job postings to compare to the words in your profile
- Review **key words** and revise if needed
- Repetition of **key words** is good in a profile

Completing Your Profile



Experience Your Online Resume

- **Update and edit often –**
- **Be complete, accurate and honest**
- **Include **experience related** to your career**

https://help.linkedin.com/app/answers/detail/a_id/5/ft/eng

Skills & Endorsements

- Edit your **skills section** and include relevant ones
- Request **endorsements**
- Make sure your **skills and endorsements**:
 - **Validate** what is in your resume and profile
 - Are **Relevant** to your career

Recommendations

- From people who carry a lot of weight – know your work and are **credible**
- Serve as **mini references** to employers
- How to get a recommendation... **Give One!**

<http://www.linkedin.com/recs/ask>

Recommendation Benefits

- **Recommendations** help validate:
 - Your achievements
 - Project credibility
 - Show why people enjoy working with you
- Get a minimum of three of them

Recommendations

- Maximize the efficiency of your relationships, and get the best bang out of your LinkedIn-buck by:
 - **Requesting recommendations**
 - **Utilizing tools such as Inmail**
 - **Chats at the e-water cooler**
- Recommendations are LinkedIn's public version of a letter of reference but do not replace letters!

Recommendation Request

Sample

Subject: Will you endorse me?

Message: I am sending this to you to ask if you would write a brief recommendation for my LinkedIn profile. It would be helpful for you to cover **how we worked together and the areas that you consider my strengths particularly in leadership and project management.** If you have any questions let me know.
Thanks in advance for your help.

-Your Name

Job Search Links

- * [http:// www.linkedin.com/home](http://www.linkedin.com/home) - alerts about your job search
- * <https://www.linkedin.com/job/home> - Jobs you may be interested in



Groups as a Job Search Tool

**Increase your
exposure --
join groups**



Overview Groups

- Best way to **connect with people** – Can view their profile and contact easier
- Start or join a **conversation with groups** on LinkedIn
 - Quickly discover the most popular discussions in your professional groups.
 - Have an active part in determining the top discussions by liking and commenting.

Overview Groups

- Help you stay connected
- Express who you are and your point of view
- Help you remain current – News and trends
- Learn and grow professionally
 - Pulse
 - Discussion topics

Overview Groups

- Review all members of a group
- Send messages to members of a group
- **“Jobs”** Tab within a group
- **“Career Discussions”** tab within a group

Job Searching requires Networking



Networking Tips

- **Add contacts** – propels your search
- **Post updates** – Title changes, publications
- Get to know people in your network better... call and **meet face-to-face!**
- **Target people** in companies where you want to work
 - Use the “Company” navigation bar
 - Find “hiring managers”
 - Craft a “pain letter”

Building Your Network

- **Invitations** to connect can be sent to anyone you know and trust.
- **Introductions** can be sent through one of your direct connections to help you communicate with a LinkedIn member who is a 2nd-degree connection.
- **InMail messages** are private messages that allow you to directly contact any LinkedIn member who isn't a 1st degree connection, while protecting the recipient's privacy. Must purchase.
- https://help.linkedin.com/app/answers/detail/a_id/348/ft/eng

Networking Features

3 Major New Features

- 1) Stay in touch
- 2) People you may know
- 3) Searching

3 Steps To Build Network

- 1) Nurture your network
- 2) Accept Requests
- 3) Add connections to find opportunities

Search Out the Competition

- Use the “**Advanced Search**” people feature
 - Look at profiles for the skills and summary of “like individuals”
 - Be sure that you are on the first page of an “Advanced Search” using YOUR key words
 - Change setting to **anonymous** to do searches

Using Your Network

- Use “**Advanced People**” search to research decision makers
 - Find and connect with prior peers
 - Find and connect with prior clients
- Click on “**jobs**” **tab** for a list of jobs and use filter
 - Apply for jobs directly on LinkedIn
 - Go directly to company to apply
- Communicate with “**hiring managers**” and decision makers directly

Only One Tool in Your Toolbox

- **LinkedIn is NOT a magic bullet**
 - It is a part of the TOTAL JOB SEARCH
 - It is your introduction to a new source of information and contacts
- **Expand your network and build your brand!**

Supply Chain Management Associations

- www.apics.org
- www.supply-chain.org.
- www.instituteforsupplymanagement.org*
- www.scmtalent.com/scm-resources
- www.supplychain247.com

Supply Chain LinkedIn Groups

1. [Supply Chain Today](#) – 84,417 members
2. [Logistics and Supply Chain professionals](#) – 147,575 members
3. [SCM World LinkedIn Group](#) – 7,339 members
4. [Supply Chain Minded](#) – 32,694 members
5. [Supply Chain Optimization](#) – 11,258 members
6. [World Class Supply Chain Management](#) – 17,778 members
7. [Supply Chain – Insight – Share and Learn](#) – 10,403 members
8. [The Logistics & Supply Chain Networking Group](#) – 141,685 members
9. [SCM Professionals](#) – 50,452 members
10. [ISM – Purchasing & Supply Chain Manager Professionals](#) – 71,823 members

Promote Your Success with LinkedIn

<http://www.help.linkedin.com>