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Peer Learning and Leadership Network

Using LinkedIn for Branding and Job Leads

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Using LinkedIn for Branding and Job Leads

April 21, 2011
 1 p.m.

Presenter:

Michele Martin, DiscoverAbility NJ, John J. Heldrich Center for Workforce Development Rutgers, The State University of New Jersey

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Webinar Layout

Select Full Screen to maximize presentation; minimizes chat feature

Use Hide Chat for a cleaner, uncluttered webinar

Use Chat box to communicate with chairperson

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Peer Learning and Leadership Network

Michele Martin & Savannah Barnett, John J. Heldrich Center for Workforce Development, Rutgers University

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Michele Martin

Agenda

- How employers are finding applicants
- LinkedIn Basics
- LinkedIn Features/Tools
- Branding on LinkedIn
- Networking on LinkedIn
- Finding Job Leads on LinkedIn

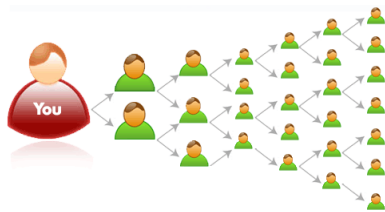
How Employers Find Applicants



Internal candidates filled nearly 50% of all job openings in a company

Source: CareerXRoads 2010 Survey

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26.7% of external new hires come from **referrals**
One hire for every 15 referrals
Number one source for hires

Source: CareerXRoads 2010 Survey

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22.3% come from company website

Source: CareerXRoads 2010 Survey

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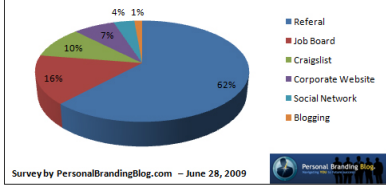
13.2% come from job boards



CareerBuilder and Monster two top sites

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How did you find your last job?



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Recruiters Rethink Online Playbook

Article Stock Quotes Comments (42)

WSJ.com Expand your access to WSJ.com - FOR FREE - CLICK HERE

By JOE LIGHT

As recruiters wade cautiously back into hiring mode, they're throwing out their old playbooks. Rather than sift through mounds of online applications, they are going out to hunt for candidates themselves.



View Full Image Bloomberg News

Sodexo's U.S. unit has cut job posts on third-party sites since the recession started. Above, its Paris offices.

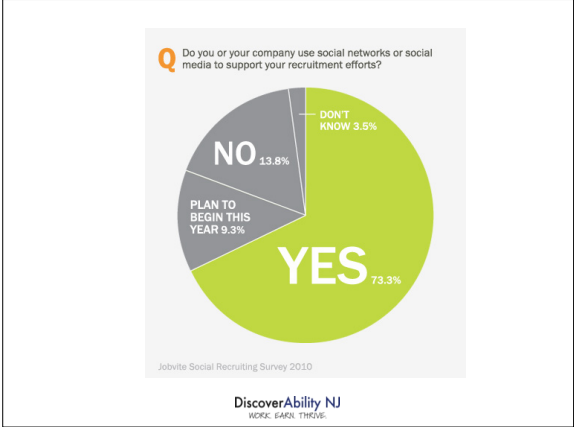
Many plan to scale back their use of online job boards, which they say generate mostly unqualified leads, and hunt for candidates with a particular expertise on places like LinkedIn Corp.'s professional networking site before they post an opening. As the market gets more competitive again, they are hiring recruiters with expertise in headhunting and networking, rather than those with experience processing paperwork.

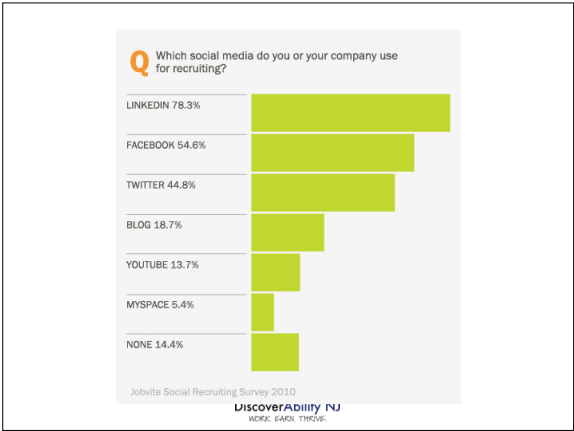
Inundated by online applicants, McLean, Va.-based government contractor Science Applications International Corp. plans to cut the number of job boards it uses in the coming fiscal year to six from 15 or so, says company vice president Kara Yamot.

SAIC has asked its 125 U.S. recruiters to find candidates for analyst, engineering, and other jobs on professional social networks instead.

"It's almost a throwback to the old, dial-for-dollars method of recruiting," says Ms. Yamot. "We

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LinkedIn Basics

- Professional social network
- Way to research businesses and individuals
- Professional “branding” opportunity

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1. Sign Up for an Account

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2. Create Your Profile

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Michele Martin's Summary

I'm a freelance consultant who combines learning best practices and new technology tools to help individuals and organizations construct learning and development systems.

I'm certified as a Career Development Facilitator Instructor by the National Career Development Association (NCDA) and have worked with hundreds of groups and individuals to help them create personalized career and learning plans.

With the advent of social media and the explosion in freely available online learning tools, I'm now working with individuals and organizations to transform the professional development experience using blogs, social networks, wikis, social bookmarking and other web-based technology tools.

Michele Martin's Specialties:
Consulting in social media, career development and learning. Set up and facilitation of social media-enabled online learning experiences, instructional design, staff training and development in using social media tools, social media-enhanced job search and career development activities.

Michele Martin's Experience

Learning and Social Media Consultant Independent Consultant

(Professional Training & Coaching Industry)

May 1998 – Present (12 years 1 month)

Provide training and planning support to clients for using new media and Web 2.0 tools, including setting up blogs, wikis, project management web sites, social networks, etc. to support career development and training/learning.

Develop and deliver training and conference presentations in assessment, career management, lifelong learning, using technology tools to support career and professional development and organizational training.

LinkedIn Features

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Newsfeed and Updates

Home Profile Contacts Groups Jobs Inbox Companies News More [Privacy](#)

Successful Women Network - Apply to the Cambridge Who's Who network!

Share an update

All Updates - Shares - Groups - More

Wayne Turner RT @brwnlady: Why ladies need a Closed Door Policy (yes you need it right) [http://bit.ly/1uPwVw](#) Reading #WBM #ASTD2011 via Twitter

3 minutes ago · Like · Comment · Send a message

Kivi Lorenz Miller is now connected to Kristie Tobin, Gayle Union, Adriana Bole Lopez, and 1 other person.

3 minutes ago · Send a message

Isabelle Jones joined the group Association for Foreign Language Professionals

3 minutes ago · Like · Comment · Send a message · Find a group to join

Wayne Turner RT @brwnlady: RT @AMAAnd: 5 Things That Make Virtual Meetings Work (D'Nei) | RT @grtwednesday (BNET) #leadership [http://ow.ly/4dCvnd](#) via Twitter

11 minutes ago · Like · Comment · Send a message

Richard Nantel is now connected to Brad Palmer, Kirk Nothke and Jennifer Carmichael

12 minutes ago · Send a message

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Company Search

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More [Privacy](#)

Companies Name Search Companies Following (0) Add a Company Service Providers FAQ

Search Companies

Sort By: Relevance 1,044,676 Results

Location Headquarters Only

All Locations United States (379,182) United Kingdom (127,168) Netherlands (89,242) Canada (69,881) Greater New York City Area (31,761) Show more...

Job Opportunities Hiring on LinkedIn (1,011,111)

Industry Information Technology and Services (4,878) Marketing and Advertising (3,873) Health (3,639) Management Consulting (3,615) Computer Software (3,594) Show more...

Deloitte Management Consulting Greater New York City Area 10,321+ employees 110,833 followers
715 people in your network · 14 job postings

Ray Sims Cynthia Potts Stuart
Associate Learning & Development Director, Global
CFO Director, Global
Accountant Director

IBM IBM Information Technology and Services Greater New York City Area 10,321+ employees 276,361 followers
735 people in your network · 69 job postings

jercher David Williams Thomas
Program Program Mgr Director
Program Director Director

Microsoft Microsoft Computer Software Greater Seattle Area 10,321+ employees 201,489 followers
720 people in your network · 1,106 job postings

janet David Williams Thomas
Program Program Mgr Director
Program Director Director

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LinkedIn Tools

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LinkedIn Companion

With the LinkedIn Companion, you can:

- Bookmark LinkedIn profiles, searches and jobs
- Search using built-in LinkedIn Search Engine
- Remember recent LinkedIn pages, easily go back to them
- Find inside connections of employers with the jobboard if you are a jobseeker
- See LinkedIn profile information for every email you receive via Yahoo! Gmail, Hotmail and AOL



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LinkedIn TextIn

Get started with **TextIn**.

-

NOTE: Textin is currently only available in the United States.

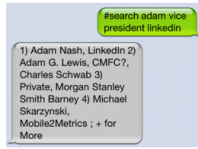
Go

55

Share

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Simply texting #search (name) with LinkedIn you can receive the information.



LinkedIn TextIn Commands

The LinkedIn TextIn is not just limited search. According to the LinkedIn blog, the following commands are also available via TextIn:

- **Invite:** Invite someone to connect on LinkedIn
- **Search:** Find anyone across LinkedIn's 100M+ members
- **Profile:** Lookup a LinkedIn profile
- **Update:** Post an update to your LinkedIn connections

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LinkedIn Resume Builder

home new resume manage resumes

LinkedIn: meet the resume.

Turn your LinkedIn Profile into a beautiful resume in seconds. No more messing around with multiple Word and PDF documents scattered all over the computer. Pick a resume template, customize the content, and print and share the result to your heart's content.

Sign in with LinkedIn to get started!



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LinkedIn Account Type Basic

Home Profile Contacts Groups Jobs InBox Companies News More Updates

282 Updates

Search with checked filters

Try these searches

- Professional Training & Coaching Greater Philadelphia Area
- Professional Training & Coaching

Search for your company, competitors or favorite product.

Network

- 1st Connections (10)
- 2nd Connections (77)
- 3rd + Everyone (3,936)

Company

- 1st Connections (10)
- JobOpenUSA (24)
- 1st Connections (10)
- The Kessler Foundation
- Research Center (9)
- Disability Research Assistants (9)

Industry

Maurice Ross (@mauriceross) U.S. Court holds that Redkins must provide device for hearing impaired at FedEx field—otherwise constitutes disability discrimination via Twitter

Dawn Willis Patrick Stewart says euthanasia should be everyone's human right. #disability http://wp.me/1w6a-10v via Twitter

Dawn Willis Young people call for opportunities within disability movement #disability #adams #trial http://wp.me/1w6a-10w via Twitter

Dawn Willis Imaginary Friends: Is there a danger in Charity reliance on celebrity endorsement? by Dawn Willis @mujib via Twitter

Nicholas Slocum Could your disability related organization use someone to discuss emergency planning? Are you an organization that serves people with disabilities? Do you have emergency operations plans in place or a business continuity plan in place to be able to continue to serve your... more

William Bergman Yes, we are at the One Steps of NJDOLMO 21 hours ago

LinkedIn Signal

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LinkedIn for Outlook

Your Professional Network within Microsoft Outlook

Get more info about your important contacts, see what they're doing, and stay in touch.

[Download it now](#)

Outlook 2010, 2007, or 2003 required



Access Your Connections in Your Inbox
See the latest LinkedIn activity and profile change from any connection that sends you an email.

E-mail Your Connections Directly
Just start typing a name and let the LinkedIn Outlook Connector fill in the rest.

Keep Building Your Network
Instantly send an invitation to connect from any Outlook e-mail.

LinkedIn Outlook Toolbar

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LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inboxes Companies News More People Advanced

Michelle Martin Add Connections

Edit My Profile View My Profile

Create Email Signature

Select Layout: Executive [v] [More options] Need help?

Michelle Martin
Career, Technology and Learning Strategist for Growth
Email: michelmartin@gmail.com Self-Employed
<http://www.linkedin.com/in/michelmartin> Work a signature too fast?

See who we know in common

Business Information:
Name: [dropdown]
Title/Headline: Career, Technology and Learning
Company: Self-Employed
Website: [text box]

Image selection:
Select a company logo or picture:
None
Show Color
File size limit: 50k
Format: GIF, JPG, PNG
Recommended size: No larger than 100 (W) x 80 (H)
(Get a detailed support page on images.)

Contact Information:
Email: michelmartin@gmail.com [add] [add]
address: [text box] [add]
Work phone: [text box]
Mobile: [text box]

Work address:
Street 1: [text box]
Street 2: [text box]
City: [text box]
State/ZIP: [text box]

LinkedIn Email Signature

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LinkedIn For Branding

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Your Profile

- Complete the entire profile!
- Upload a professional photo
- Have a great headline
- Highlight **accomplishments**, not responsibilities
- Set Profile to "Public"

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Add Skills

Skills & Expertise

Staying ahead of the curve has never been this easy
Discover the skills you need to succeed. Learn what you need to know from the thousands of hot, up-and-coming skills we're tracking.

Team Building
Telecommunications
Teaching
Testing
Troubleshooting
Team Management
Team Leadership
Teamwork
Training & Development
Technical Writing

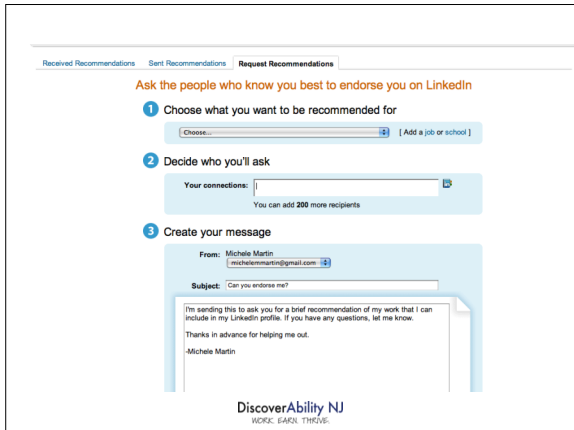
Search



and related skills in tens of thousand of fields

CA; San Jose, CA; Mountain View, CA

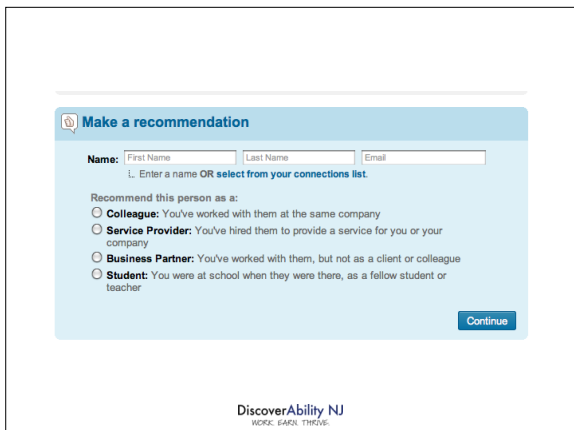
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Requesting a Recommendation

- Select carefully
- Send ***personalized*** request
- Provide some guidance on what they should highlight for your job search
- Try GIVING one first!

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Create your recommendation

Jennifer Arnold Brevoort, Colleague

Relationship

Basis of recommendation:
Choose...

Your title at the time:
Choose...

Jennifer's title at the time:
Choose...

Written Recommendation

Write a brief recommendation for Jennifer. Recommendations you write will appear on your profile.

Example: Jennifer is a detail-oriented manager who watches the balance sheet like a hawk without losing sight of the strategic objective.

A message will be sent to Jennifer with your recommendation. [[view](#) / [edit](#)]

Recommendation Tips

- Be specific
- Highlight accomplishments
- Keep it short and simple
- Highlight info that is NOT on the profile
- Use examples, not just adjectives

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Other Branding Tips

- Update status
- Link to other online tools (Twitter, blog, portfolio)
- Join and participate in Groups
- Answer Questions
- Find and follow target companies

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LinkedIn Networking

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My Connections Imported Contacts Profile Organizer **Network Statistics**

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — invite connections now.

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 5,540,400+ professionals — here's how your network breaks down:

1	Your Connections Your trusted friends and colleagues	276
2	Two degrees away Friends of friends; each connected to one of your connections	78,500+
3	Three degrees away Reach these users through a friend and one of their friends	5,461,500+
Total users you can contact through an Introduction		5,540,400+

8,193 new people in your network since April 18

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can contact directly — try a search now! **100,000,000+**

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Make Connections!

My Connections Imported Contacts Profile Organizer **Network Statistics** Add Connect

Share your phone, IM and more with your connections. Update it now

Filter Connections Select All, None ABC

All Connections (205)

- Tags
- group members (40)
- partners (28)
- friends (16)
- colleagues (14)
- classmates (1)
- untagged (108)
- Companies
- Locations
- Industries
- Recent Activity

	Chin, Vincent Director of Special Relations -NAACP Philadelphia	132
	Choudhury, Mitra Director of Student Involvement - Essex County College	30
	Ciamor, Ana Maria Asst. Director of Programs and Grants - Westchester Investment Boards	10
	Clancy, Patrick Regional Director - Southwest PA Workforce Investment Boards	76
	Clary, Janet Experienced Learning Professional and Consultant (janetclary.com)	600+
	Clark, Patrick Director of Education - Everest College	310
	Coleman, Esther Inclusion Project Analyst - Covington & Burling	103

Janet Clary
315-520-8560, Experienced E-Learning Practitioner, Researcher, (SD), Social Learning & Technology Strategist

300+ connections (10 are new)

+ Send message
+ Edit details

Tags:
E-Learn +

Email:
janetclary@gmail.com Primary

Phone:
315-520-8560 work

Title:
Experienced Learning Professional and Consultant

Company:
janetclary.com

City:
janetclary Shipps

Address:
32 Dwight Ave Clinton, NY 13323

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Add Connections Colleagues Classmates People You May Know View Sent Invitations

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people you already know on LinkedIn. [Learn More](#)

Your email:

Email password:

We will not store your password or email anyone without your permission.

Do you use Outlook, Apple Mail or another email application?
Import your desktop email contacts

Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

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Meet their connections. . .

Web meetings made easier... Collaborate, chat, talk, share. Ideal for remote, or office teams.

People

Janet Clardy 📍

316-522-8960, Experienced E-Learning Practitioner, Researcher, ISO, Social Learning & Technology Strategist
Ulton, New York Area E-Learning



- Send a message
- Recommend this person
- Forward this profile to a connection
- Search for references

Janet's Connections

988 Janet recommends

All (200+) Shared Connections (20)

New Connections

- Charles Beckham**
CTO / Sr Director - Sun Learning Services
San Francisco Bay Area
- Chris Bond**
President and CEO at Bluewater Learning, LLC
Dallas/Fort Worth Area
- James Burton**
Owner/Administrator at FreshlyPressed.net and JamesCT
United Kingdom
- Chris Howard**
Senior Vice President of Research, Berin & Associates
San Francisco Bay Area

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"Six Degrees of Kevin Bacon"

Measure Social Media ROI - Download our white paper and create bottom line results with social media. - From Argyle Company, Inc.

People Go back to Search

Kevin Bacon 📍

Independent Entertainment Professional
Greater New York City Area Entertainment

Current

- Actor, Producer at Various Studios

Past

- Actor, Producer at Various Studios
- Actor at Various Studios
- Actor at Various Studios

see all...

Education

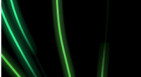
- Circle in the Square Theater School

Connections **500+** connections

Websites

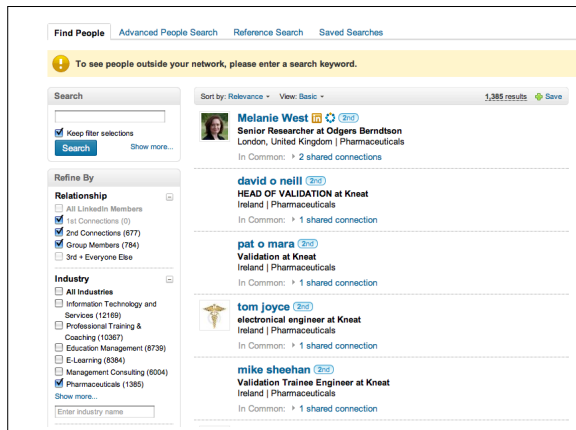
- Bacon Brothers
- The Circle of Bacon

Public Profile <http://www.linkedin.com/pub/kevin-bacon/3/223/504>



- Send InMail
- Get introduced through a connection
- Add Kevin to your network
- Forward this profile to a connection
- Search for references
- Save Kevin's Profile

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Building Your Network

- Join and participate in Groups—great way to get to people for connections!
- Be a good “neighbor”—update your status, share articles, make referrals, give advice.
- Ask for introductions from your 1st level contacts to get to 2nd and 3rd level connections.
- For 3rd level connections, join groups they belong to and interact via the group

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Finding Job Leads

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Jobs Home Saved Jobs Saved Searches Advanced Search

Jobs you may be interested in ^{new} [Email Alerts]

Refine By

Company

- All Companies
- PepsiCo (7)
- Bryker (4)
- BayNet/Communications LLC (4)
- Sany Electronics (1)
- Mangover Inc. (1)

Show more...

Clear company names

Date Posted

- Any Time
- 1 day ago (10)
- 3-7 days ago (17)
- 8-14 days ago (15)
- 15-30 days ago (22)

Location

- All Locations
- United States (48)
- Greater New York City Area (10)
- San Francisco Bay Area (10)
- Greater Boston Area (5)
- Greater Detroit Area (3)

Show more...

Enter location name

Job Function

- Human Resource Manager - Direct Hire**
Mangover Inc. - Dixon, California - Apr 5, 2011
18 people in your network at Mangover Inc.
- Social Media Account Manager**
BOV - Greater Chicago Area - Mar 29, 2011
- Social Media Manager**
Glu Mobile - San Francisco, CA - Apr 11, 2011
2 people in your network at Glu Mobile
- Manager of Social Media**
Beachbody, LLC - Santa Monica, CA - Apr 20, 2011
- blip.tv Social Media Manager**
blip.tv - Sola (Broome Street) - Mar 23, 2011
1 person in your network at blip.tv
- Social Media Manager**
Reply.com - San Ramon - Mar 30, 2011
- Human Resources Manager**
Battery Park Search - Philadelphia, PA - Apr 17, 2011
- Human Resources Manager - Concord, NH**
Aavid Thermalty, LLC - Greater Boston Area - Apr 20, 2011
- Sr. Social Media Strategist**
Fandscape - Greater New York City Area - Apr 8, 2011

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 10 Companies News More Jobs

Jobs Home Saved Jobs Saved Searches Advanced Search

Job Search

Keywords: customer service

Job Title:

Company:

Location: Located in or near:

Country: United States

Postal Code: 08201 Lookup

Within: 25 mi (120 km)

Keep refine selections

Show less...

Start by: Relevance

Customer Service Manager
Delphi Technology - East Brunswick, NJ - Mar 22, 2011

Customer Service & Sales Specialist I - Business Card
Bank of America - Newark, DE - 655 Papermill Rd. - Apr 16, 2011
78 people in your network at Bank of America

Call Center Customer Service Agent
Adams Allen - Philadelphia, PA - Apr 8, 2011

Dispatcher / Service Resource Coordinator
Tozour Energy Systems - Greater Philadelphia Area - Mar 30, 2011

Vice President - Service Manager
MetLife - Somerset, NJ - Apr 13, 2011
14 people in your network at MetLife

Field Support Engineer
Biopicon Corporation - Princeton, NJ - Apr 11, 2011

Chief Sales Officer
CityCar Services, LLC - Offices in Central & Southern New Jersey - Apr 11, 2011

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Customer Service & Sales Specialist I - Business Card

Bank of America - Newark, DE 19804 (Greater Philadelphia Area)

Job Description

Job # 110920098

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You're Linked to Bank of America

78 people in your network at Bank of America

Shailash Thakkar PMP PjMPP
ITIL Expert SSGS CISA
CRISC MSCPM
Group ERMG and ITIL
Consultant Senior Program Manager Governance Risk Compliance Process Improvement

Susan Celona
NOT CARDS at Bank of America

Mary Ann Hynes
Administrative Assistant III at Bank of America

Similar Jobs

Sr. Collector
Bank of America - Newark, DE - 695 PjgarmRz

Customer Service Sales Specialist
Makem Instruments - Westborough, MA

Sales Representatives - Solutions & Entry Level
Northern Business Machines - Greater North Area

Daniel Card Cash
ING DIRECT - Weyington, Delaware

US Business Leadership Network

Discussions Members Promotions Jobs Search More...

Free Webinar: "Introduction & Analysis of EEOC's Final Regulation..."

Manager's Choice

Diana Corso started a discussion: Check out job posted 4-18-11 on www.DISABLEperson.com

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Horizontal lines for notes

Friends of Aetna (900+)

Present employees, friends, associates, consultants and alumni of Aetna and other networkers wanting to reach out to them.

Group Members in Your Network

John Madigan, President & CEO at Executive Talent Services
Kalya Stahlin, Recruiter at Performance Resources
Richard Gentlemen, Network Market Head at Aetna
Travis Martin, Sales Rep. at DePuy Orthopaedics
Sarah Peters, Sr. Instructional Technologist, NCO Learning & Performance at Aetna
Marie Schlichig, CPCU, SCLA, ARM, AU, Property & Casualty Insurance Professional
Sheryl Turney, Program Director, Health Care Reform & State Mandates at WellPoint
Ken Berklee, SVP, Marketing and Product Development at Amerigroup Corporation
Cheryl Rocconova Croccono@travelers.com, Senior Talent Acquisition Consultant at

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Horizontal lines for notes



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