Getting the most out of LinkedIn

6 March 2015
Plan for 2015

Alternating Choosing a direction - Job hunting

- Choosing a direction: Career Hot Buttons 16 Jan
- Job hunting: Finding Opportunities in Cambridge 23 Jan
- Choosing a direction: Understanding Ourselves – House of Knowledge 30 Jan
- Job hunting: Planning and Process of Job Hunting 6 Feb
- Choosing a direction: General Discussion 13 Feb
- Job hunting: Speculative Applications 20 Feb
- Choosing a direction: Choosing a Sector 27 Feb
- Job hunting: Getting the most out of LinkedIn 6 Mar

Possible Future Sessions

- Choosing a direction: Building a Skills Inventory
- Job hunting: Making Contacts to Find a Job
- Choosing a direction: Researching the Target
- Job hunting: Interview Top Tips

What else?

Choosing a Direction based on John Lees “How to get a job you’ll love”
johnleescareers.com
What is LinkedIn

Social network for business people
- Started in 2003 in the US
- Now in over 200 countries

17 Million members in the UK

4 Main sections
- Profile
- Connections
- Jobs
- Groups
Some LinkedIn stats

http://blog.linkedin.com/2014/03/11/15-million-members-in-the-uk/
BIGGEST LINKEDIN GROUPS

- TED: IDEAS WORTH SPREADING - UNOFFICIAL
- SOCIAL MEDIA MARKETING
- OIL AND GAS PEOPLE
- THE PROJECT MANAGER NETWORK
- FINANCE CLUB

MOST REPRESENTED INDUSTRIES

- Information Technology and Services: 540,023
- Construction: 421,835
- Financial Services: 399,609
- Hospital & Health Care: 391,639
- Retail: 372,262
Profile

Think about what your “Headline” should say
◦ This is what you want people to know about you
◦ Say it succinctly and clearly

Pick a sensible picture
◦ Mainly clear head shot

Add in summary and experience
◦ Should mirror your CV

You can choose what people outside you network can see
◦ Recruiters may pay for LinkedIn Premium which allows them to see profiles up to 3rd degree
Customize your URL

This is the address of your LinkedIn page on the Web linkedin.com/in/………

- Customizing it will drive it toward the top of a Google search on your name.

How to change it
- Click on edit under your picture
- Edit where it says “Your public profile URL” top right

What to put
- Your name as your personal brand
- Letters only no special characters
- If that’s already taken, try your last name first, followed by your first name
- If that’s taken, try adding a middle initial
- Can add an abbreviation like “UK” or “Cambridge”
Add skills, ask for recommendations

Skills helps to build up a picture of who you are
  ◦ Useful to recruiters as it provide basis for searching
  ◦ Great for technical skills

Listing skills will lead to endorsements
  ◦ To drive this endorse others in your network

Recommendations are proof of what you can do
  ◦ Relatively rare in LinkedIn so valuable
  ◦ Ask people you know to do it for you
Connections

Keep in touch with people you know

Connection via
- Companies
- People
- Groups
- Schools
- Interest
- ...

Level = Number of links
- 1st Direct
- 2nd via one person
- 3rd via 2 people
Building Connections

Linked In will suggest people based on
- Companies you have worked for
- People at your university
- Groups you belong to

Can import existing contacts from many sources
- Helps LinkedIn come up with suggestions

Need to send a request to connect message
- Can personalise if needed
- Not usually necessary if you know the person well
Groups

Join groups in your target sectors
- Some are open some require approval
- Register for daily or weekly digests of activity
- Find out what is happening in your sector
- See who is who and follow interesting people

Get noticed
- Activity in groups gets passed on to your network
- Be helpful and contribute to the group
- Caution: This can be very time consuming
Jobs

LinkedIn will suggest jobs based on your profile
° Important to have this complete

Can also search for your target job
° Search by keyword, company name, job title and location
° Works like most job boards
° Can save the search

Set up an email
° Email is based on a saved search
° Gives a daily/weekly flow of useful opportunities
° Cambridge jobs posted in last 7 days found 659 jobs!

Use the new job app on your phone