

# Getting the most out of LinkedIn

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6 MARCH 2015

**Job Club**  
Histon and Impington

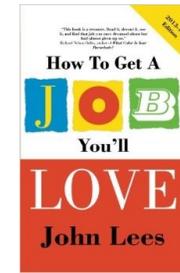


# Plan for 2015

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## 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  |



Choosing a Direction  
based on John Lees  
“How to get a job you’ll love”  
[johnleescareers.com](http://johnleescareers.com)

## 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?

# What is LinkedIn

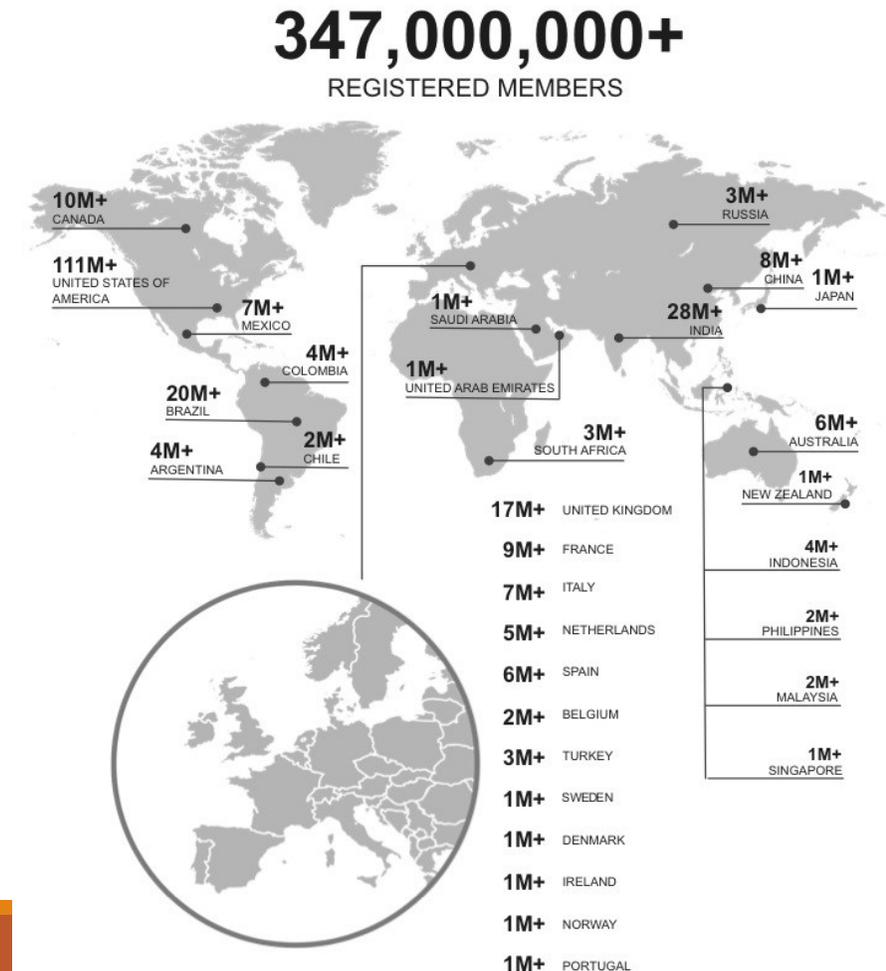
Social network for business people

- Started in 2003 in the US
- Now in over 200 countries

17 Million members in the UK

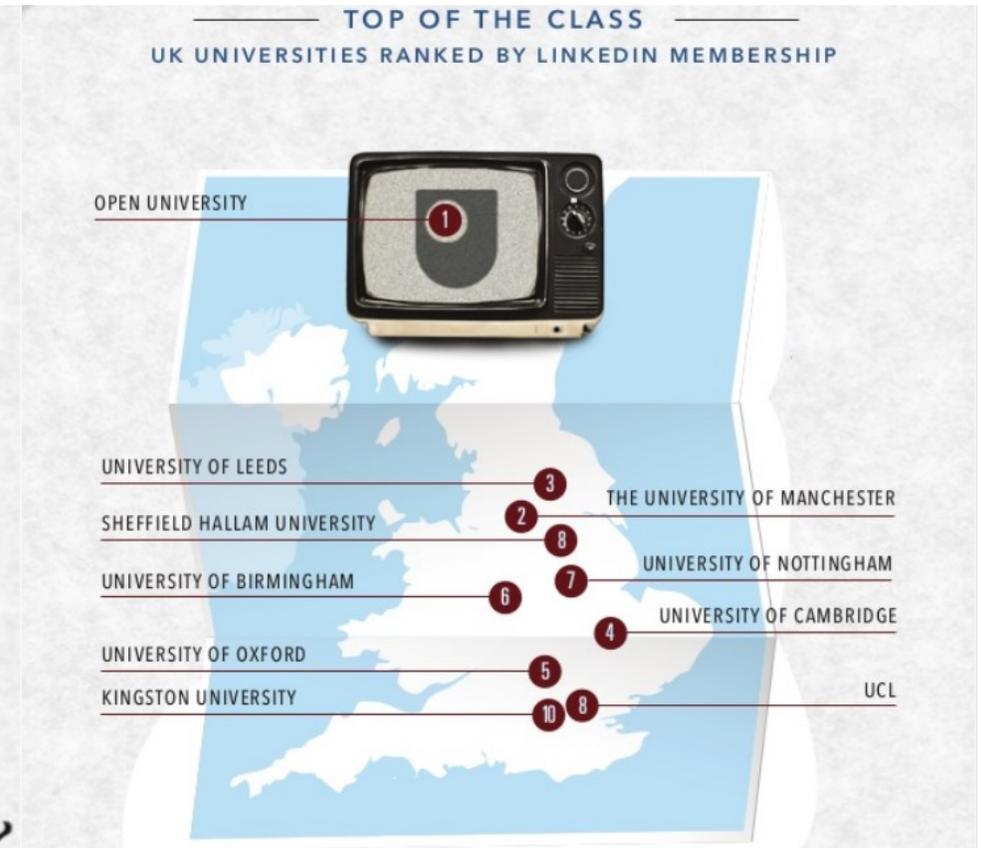
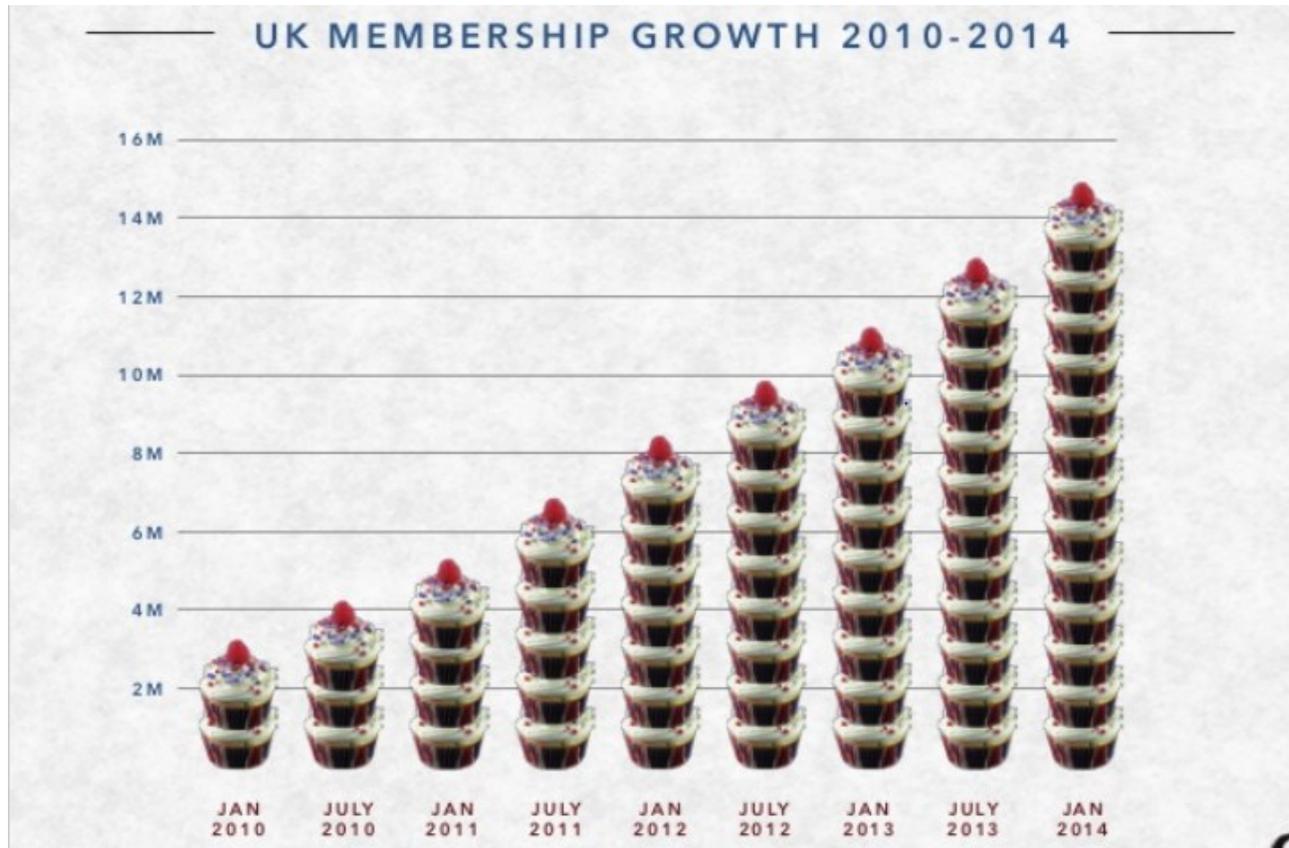
4 Main sections

- Profile
- Connections
- Jobs
- Groups



# Some LinkedIn stats

<http://blog.linkedin.com/2014/03/11/15-million-members-in-the-uk/>



374,711

ENGINEERS



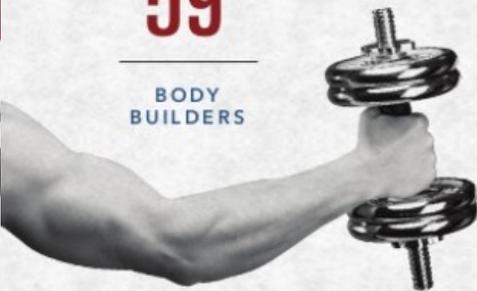
66

ROCKET  
SCIENTISTS



59

BODY  
BUILDERS



48,679

SOLICITORS



TOTAL MEMBERS

2,495

DETECTIVES



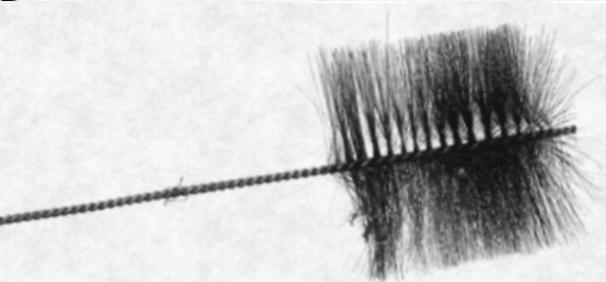
7,090

HAIRDRESSERS



146

CHIMNEY SWEEPS



12,530

JOURNALISTS



5

MERMAIDS



744

MAGICIANS



4,083

FARMERS



## BIGGEST LINKEDIN GROUPS

TED: IDEAS WORTH SPREADING - UNOFFICIAL N1

GROUPS ON LINKEDIN

SOCIAL MEDIA MARKETING N2

GROUPS ON LINKEDIN

OIL AND GAS PEOPLE N3

GROUPS ON LINKEDIN

THE PROJECT MANAGER NETWORK N4

GROUPS ON LINKEDIN

FINANCE CLUB N5

GROUPS ON LINKEDIN

## MOST REPRESENTED INDUSTRIES

Information Technology and Services 1 540,023

Construction 2 421,835

Financial Services 3 399,609

Hospital & Health Care 4 391,639

Retail 5 372,262

# 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 your network can see

- Recruiters may pay for LinkedIn Premium which allows them to see profiles up to 3rd degree

**Your public profile URL**

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

uk.linkedin.com/in/chriscoxuk 

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**Customize Your Public Profile**

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.  
[Learn more ▶](#)

Make my public profile visible to no one

Make my public profile visible to everyone

- Basics
- Picture
- Headline
- Websites
- Current Positions
- Past Positions
- Skills
- Education
- Groups

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**Your public profile badge**

[Create a public profile badge](#)

# Customize your URL

This is the address of your LinkedIn page on the Web  
[linkedin.com/in/.....](https://www.linkedin.com/in/.....)

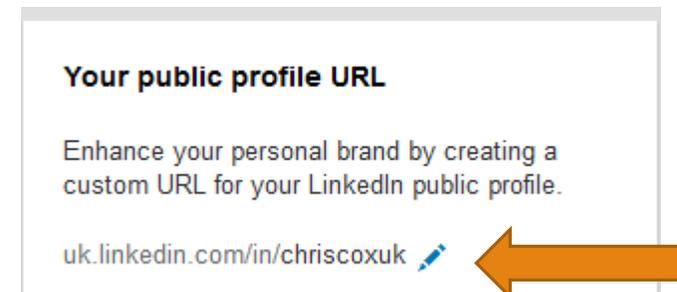
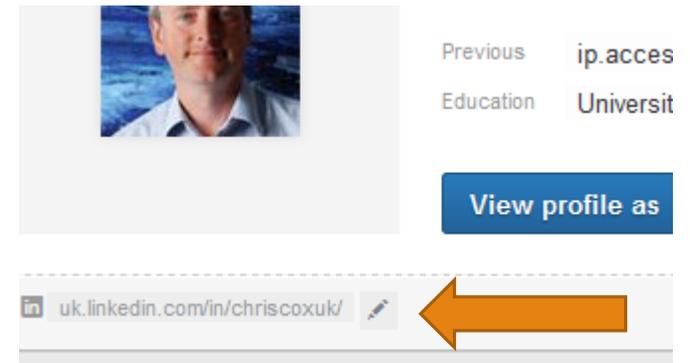
- Customizing it will drive it toward the top of a Google search on your name.

## 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

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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

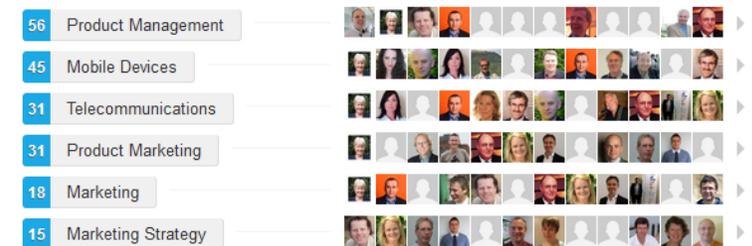
- To drive this endorse others in your network

Recommendations are proof of what you can do

- Relatively rare in LinkedIn so valuable
- Ask people you know to do it for you

## Skills & Endorsements

### Top Skills



# Connections

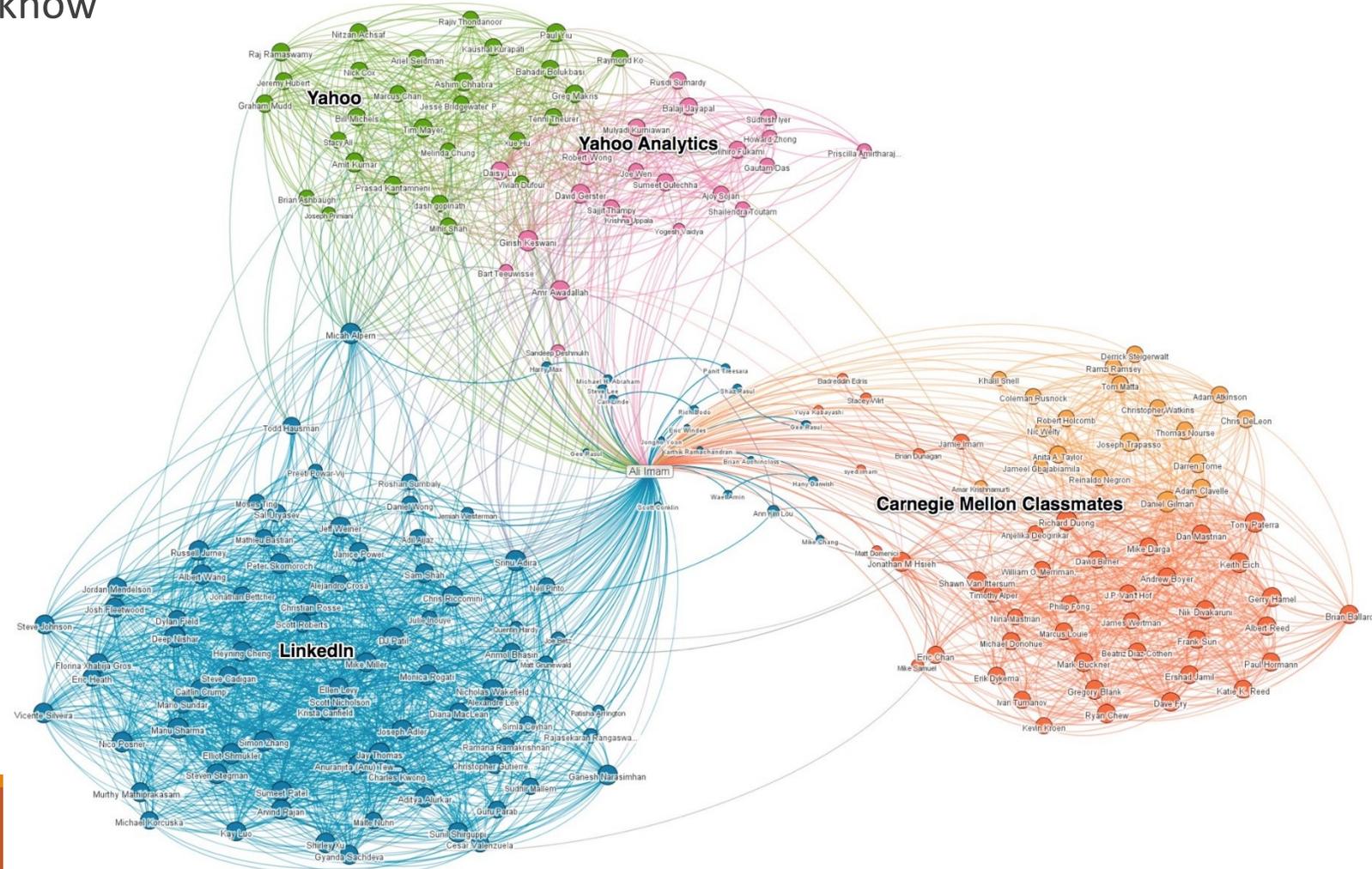
Keep in touch with people you know

Connection via

- Companies
- People
- Groups
- Schools
- Interest
- ...

Level = Number of links

- 1<sup>st</sup> Direct
- 2<sup>nd</sup> via one person
- 3<sup>rd</sup> 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

EMAIL, CONTACTS, & CALENDARS

**LinkedIn** | 457 contacts | Refresh  
Chris Cox

**Gmail**  
Sync your email contacts and messages [Sync](#)

**Google Contacts** [Sync](#)

**Google Calendar** [Sync](#)

**Yahoo! Mail & Contacts**  
Sync Yahoo! mail and contacts [Sync](#)

**Yahoo! Calendar**  
Sync Yahoo! calendar [Sync](#)

**Outlook Mail, Contacts, & Calendar**  
Sync Outlook mail, contacts, and calendar [Sync](#)

**iPhone Address Book**  
Sync your iPhone contacts using the LinkedIn Contacts app [Download](#)

CONTACTS FILE IMPORTS

**Outlook Contacts CSV**  
Import your Outlook Contacts file [Import](#)

**Outlook Contacts Mac**  
Import your Outlook Contacts file [Import](#)

**Mac Address Book vCard**  
Import your Mac Address Book vCard file [Import](#)

**Yahoo! Contacts CSV**  
Import your Yahoo! Contacts file [Import](#)

# 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

The screenshot shows a LinkedIn group page for 'Cambridge Network'. The page header includes the LinkedIn logo, a search bar, and navigation links for Home, Profile, Connections, Jobs, and Interests. The group name 'Cambridge Network' is displayed with a lock icon, indicating it is a private group, and shows 5,820 members. Below the group name are tabs for Discussions, Promotions, Jobs, Members, and Search. The main content area features a large image of a modern building interior. Below the image is a text box for starting a discussion. A post by Louise Rushworth, Events Manager at Cambridge Network, is visible, titled 'Cambridge Network's jobsletter is out! This week we're spotlighting AstraZeneca'. The post includes a link to a jobsletter and mentions AstraZeneca. On the right side, there is a section for 'Top Contributors in this Group' featuring Richard Fullerton, and a 'Your group contribution level' progress bar. At the bottom right, there are advertisements for LinkedIn members, including 'Make 2015 a Success!', 'Email Marketing 2.0', and 'Business Coaches Needed'.

# 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 you phone

The screenshot shows the LinkedIn job search interface. The search criteria are set to 'Cambridge, United Kingdom' and '1 day ago'. The results are sorted by 'Relevance' and show 659 results. The first few results are:

- Safety Physician** at AstraZeneca, Cambridge, GB, Mar 5, 2015. From www.tweetmyjobs.com. 46 people in your network. Similar.
- Pharmacovigilance Scientist/Senior Pharmacovigilance Scientist** at AstraZeneca, Cambridge, GB, Mar 5, 2015. From www.tweetmyjobs.com. 46 people in your network. Similar.
- Postdoctoral Scientist** at Medical Research Council, Cambridge, GB, Mar 5, 2015. From www.nature.com. 8 people in your network. Similar.
- Investigator Scientist** at Medical Research Council - Laboratory of Molecular Biology, Cambridge, GB, Mar 5, 2015. From www.nature.com. 7 people in your network. Similar.
- Research Assistant** at University of Cambridge, Cambridge, GB, Mar 5, 2015. From www.nature.com. 366 people in your network. Similar.
- GPPS Planning & Analysis Director (Oncology)** at AstraZeneca, Cambridge, GB, Mar 5, 2015. From www.tweetmyjobs.com. 46 people in your network. Similar.
- Group Financial Planning & Analysis Director (R&D & Enabling Units)** at AstraZeneca, Cambridge, GB, Mar 5, 2015. From www.tweetmyjobs.com. 46 people in your network. Similar.
- Group Financial Planning & Analysis Director (International)** at AstraZeneca.

The search filters on the left include: Location (Cambridge, United Kingdom), Country (United Kingdom), Postal Code (CB4), and Within (25 mi (40 km)). The search results are displayed in a list format with 'View' buttons for each job listing.