

Using Linked In

Networking, Career Information, Job Search and
Professional Development

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Social Media and LI Information

- www.pcc.edu/staff/tmaldona - Social Media
- www.careerenlightenment.com/category/linkedin-tips
- Job Searching with Social Media For Dummies – Joshua Waldman www.pcc.edu/cascadejobfair
- Brand or Be Branded – www.spot.pcc.edu/cacareers
- Portland Community College Interest Groups
 - Portland Community College Careers and Employment
 - Portland Community College Alumni and Friends

Professional Networking Tips

- Use contact features as a “tickler” file
 - Contact reminders
 - Organize and “tag” contacts
- Search for alumni
- Interest Groups
- Develop relationships with 2nd and 3rd degree contacts
- Jobs
- Follow organizations, industry leaders
- Be open to “connecting” with strangers

Reminders

- Keep settings private as you build your profile
- Stay active with your network always – post updates
- **Keep a clear professional identity “brand” it is personal and sets you apart in the candidate pool**
- A LI profile helps you control your outgoing message
- 1st page of results from a Google search of your name
- **Put your LI address on your “traditional” resume**
- Profile is scanned more than read – write accordingly
- Focus on accomplishments

Musts – for SEO (Search Engine Optimization) Results

Help employers find you –

The larger the network the better the results!

- Set up a COMPLETE profile – name drop where you can.
- Professional photograph
- Strategically placed - key words/phrases
 - Headliner
 - Summary
 - Job titles
 - Education
 - Employment/Volunteer Experiences

Profile

- Headliner : (Name and Value Statement)
sound bite, who you are/what you do
- Summary: Quick hit -Connect the dots for the reader
 - Can include media (web page, portfolio, presentations documents, Interview Stream files pcc.interviewstream.com)
 - Areas of Expertise
 - Career interest (IP, Family, Litigation, eDiscovery)
 - Professional email for ease of contact or use about.me
 - Place to list conferences

Profile Cont...

- Education – Same strategy as resume
 - Achievements
 - Selected - Coursework
 - Extra-curricular activities
 - Projects
 - Clubs/Memberships
 - Relevant Certifications
 - Academic Competencies

Profile Cont...

- Skills (<http://linkedin.com/skills>)
 - List only relevant and transferable skills
 - Solicit endorsements (quick click for endorser)
 - Request recommendations (more detailed but still short)
 - Personalize requests!!
 - Pay it forward endorse/recommend others
- Employment – same strategy as a resume
 - List only relevant skills
 - Projects – (LI allows a shout out to team members)
 - Accomplishments

Keeping Active

- Announce quarterly updates – Ask yourself how will this help or hurt me? You want to show motivation, interest, current knowledge, curiosity.
 - Activities
 - Conferences
 - Workshops/trainings
 - Professional development (reading lists)
 - Projects
 - Relevant volunteer work

Getting More Contacts

- Respond to others updates
- Review analytics – **“Who viewed your profile”**
- Add contacts from groups, events, alumni, employers
- Use applicable apps. (Card Munch)
- **Join open networking groups “mingle”**
- Start a group
- Give a shout out
- LION – (LI Open Networkers) Add LION to your public profile. Generates broad but not deep connections - use sparingly

Getting More Contacts

- Advanced Link – Advanced People Search
 - Search by keyword, industry
 - Check out the groups your connections are joined with for ideas
 - Follow organizations
 - Find Alumni

RECAP

- Most used professional networking tool
- Interest Groups – great for professional development
- Easy way to manage contacts
- Keeps your professional image in your control
- Be gracious, grateful and help others
- Connect to me via PCC interest groups
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