

FBJS LinkedIn Basics and Networking Tool

Finding your way into the right
connection.

Getting Started

- Setting up your profile
- Getting Connections
- Groups
- Recommendations
- Contact Information



Setting Up Your Profile

- Basic Information
 - Name & Photo (Photo is important).
 - Your Title, how you describe your position.
 - Summary, a brief description about what you have done and want to do.
 - Specialties, keywords that describe what you do, i.e.. Project Manger, Oracle, etc.
 - Work History, where you worked and for how long.

Getting Connections

- Your co-workers and former co-workers
- Current & former vendors & suppliers
- Current and former customers
- Former classmates and professors
- People you know in target companies
- People in your industry
- People in your Linked-In groups
- Friends, Family, FBJS LinkedIn members and leaders.

Groups

- Join groups to get connections and keep current with information on in your industry
 - Search groups by **industry** (Banking)
 - Search groups by **specialty** (Finance)
 - Search groups by **school**
 - Search groups by **company name**
 - Search groups by **associations** (CPA, ASPCA)
 - Search groups by **hobbies**



Recommendations & Endorsements

- What are Recommendations.
 - A reference from someone you have done business, a boss or a co-worker
- How to get Recommendations
 - Pick a job, select a contact associated with that job, send request
- Etiquette for Recommendations and Endorsements
 - If you get a recommendation/endorsement, you should return the favor.

A wooden cross is positioned on the left side of the slide, set against a dark blue, textured background. The cross is made of two simple wooden beams. The text 'Contact Information' is written in white, sans-serif font to the right of the cross.

Contact Information

- Phone
- E-mail
- Address

A recruiter will need to contact you but remember, it is public information.

Using LinkedIn for Networking

- Finding the right connection
- Asking for Introductions
- Looking for Jobs
- 5 recent tips that just came out to “spring clean” your profile.



Finding the Right Connection

- Start with your basic connections of people you know (friends, co-workers)
- Check your target company's Member lists
- Check your groups' Member lists
- Look for Members in these lists that are 2nd and 3rd connections
- Look up name of prominent people in your field or your “target” companies

Asking for an Introduction

- If you want to connect to a 2nd connection ask your first connection to introduce you.
 - Click on “Ask for Introduction” and send a message to both your 1st connection requesting an introduction and the 2nd connection that you want to add to your connections. This can be done on the same screen.
 - To connect to a 3rd connection you need to find the 2nd connection that is connected to them and network into your 2nd connection then the 3rd connection.

Why is connecting with 2nd and 3rd connections so important?

- Studies show that People aren't getting their jobs through their friends! They are getting jobs through their acquaintances.
- A study done in Malcolm Gladwell's book *The Tipping Point* found that "**weak ties**" are always more important than strong ties. Of those who used a contact to find a job, he found that 55.6% them only saw that contact "occasionally".
- Your acquaintances occupy a very different world than you. They are much more likely to know something that you don't. They represent a source of social power, and the more acquaintances you have the more powerful you are!



Looking for Jobs

- Click on the “Jobs” tab at the top of the screen and search as you would any job board.
- Check your groups, some have job boards with listings for jobs posted from the group.
- Check the Companies job tab.

5 Ways to Spring Clean your Profile

- **1. Be Picture Perfect:** Make sure you have a professional headshot taken to post on your profile. If you can't afford one, have a friend or family member take one at home in front of a white background or wall. Avoid putting up a dated photo — or worse, a photo that is not of you. You should look professional but personable in the photo. Photo is important!
- **2. Be Descriptive:** You may be an accountant, but you can add a little pizzazz to your job description. Include catchy titles that allude to hobbies or peripheral skills, such as “Social Media Fanatic,” to gain greater visibility and boost buzz for your profile.
- **3. Don't hide your identity:** When you look at someone's profile, they can see that. The same is true with you. Don't hide your identity! (I'll explain)
- **4. Be Thorough:** Many people don't bother to fully complete their LinkedIn profile, which can be a mistake (we will take a look at my profile for example). Not only can it be perceived as being sloppy, but potential bosses might feel that you don't care enough to fill it in — and that might cost you from getting a potential job interview.
- **5. Be Specific:** Fill out your employment history with the skill sets that truly matter to the industry you're trying to get into. For example, if you're applying for an IT administrator position, your years bussing tables at Applebee's won't help you land the position. So, edit your work history accordingly.



How Recruiters Use LinkedIn

- Some recruiters use the **Job Board** to post jobs.
- Some recruiters use the **Groups** memberships to find applicants
- Most recruiters search profiles of potential applicants by “keyword”
- Almost all recruiters will view **YOUR Profile** if you are to be interviewed.

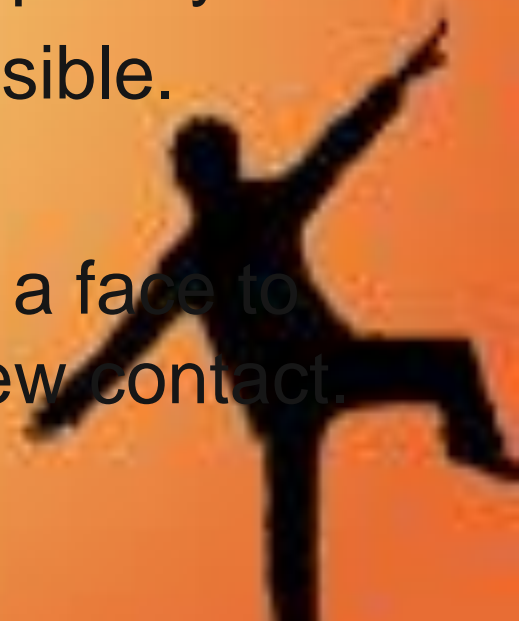
What Recruiters Look for in YOUR Profile

- Completion percent of Profile
- Keywords (CDL, sales, six sigma, process improvement, development of employees)
- Number of Connections
- Recommendations and Endorsements



Recommendations

- Complete your profile with a strong Summary Statement and Keywords in the Specialty sections.
- Be active in the discussions in your groups.
- Change something in your profile frequently.
- Connect with as many people as possible.
- Follow companies that interest you.
- After you connect on LinkedIn set up a face to face networking meeting with your new contact.



Conclusion

- Pray, Pray, Pray
- Network, Network, Network!!!
- Connections are the key to finding your next job. Check your LinkedIn daily.
- Stay active and connected after you land, you may need your connections again.
- Pay it forward. Remember those who helped get you where you are today.

LinkedIn.FaithBasedJobSearch.com