Using LinkedIn for Job Searching and for Networking

Presented by: Brenda Meller

http://www.linkedin.com/in/brendameller

For complete details, attend an upcoming Job Search Strategies Workshop at Walsh College: www.walshcollege.edu/takecharge
What is LinkedIn?

- Professional networking site:
  - 60 million members
  - 200 countries
  - 150 industries
  - Every Fortune 500 company
  - One new member every second!
- Networking Tool
- A conversation starter

Watch this video: http://press.linkedin.com/about

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www.linkedin.com/in/brendameller
Why Should You Join LinkedIn?

Professional “Website”

Demonstrate Your Expertise

ANSWERS

Showcase Professional Affiliations

Public Recommendations

Virtual Business Card Holder

The new way to Network

Find a job or be “FOUND”
My Connections

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 4,429,000+ professionals — here’s how your network breaks down:

<table>
<thead>
<tr>
<th>Connections</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Your Connections</td>
<td>951</td>
</tr>
<tr>
<td>2 Two degrees away</td>
<td>120,500+</td>
</tr>
<tr>
<td>3 Three degrees away</td>
<td>4,307,500+</td>
</tr>
</tbody>
</table>

Total users you can contact through an Introduction: 4,429,000+

19,384 new people in your network since February 19

Via Connections

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www.linkedin.com/in/brendameller
Personalize your Invitations

Blah, blah, blah….Who???

Oh, a nice note from Brenda!

www.linkedin.com/in/brendameller
Jobs in our Area – on 3/24/10

Sort by: Relationship

Nurse Manager-OR
Harry Ford Health System - Wyandotte, Michigan - Mar 24, 2010
See people in your network who can help you get this job

Product Manager Wireless Product
RF Connect - National - Mar 22, 2010
See people in your network who can help you get this job

3 connections can refer you to the job poster, Jeffrey Hipchen (2nd)

4 people in your network work at RF Connect

Application Architects
X by 2, Inc. - Greater Detroit Area - Mar 22, 2010
See people in your network who can help you get this job

Physical Therapist
See people in your network who can help you get this job

Account Executive
Identity Marketing & Public Relations - Greater Detroit Area - Mar 21, 2010
See people in your network who can help you get this job

Use Your Connections

www.linkedin.com/in/brendameller
What Do People Say About You?
Aim for 2-3+ recommendations on your Profile

Remember Former Managers, Vendors, Clients, Co-workers, etc. etc.

"Brenda is extremely talented and extremely conscientious. She has a strong desire to learn and applies her knowledge and creativity to solving marketing problems for clients. She is a strong writer and very adept at packing and presenting her solutions. Her standards are exceptionally high. She’s a strong team player and leader, and desires to produce excellent work for clients and to make contributions to the company."

July 4, 2008

Keith Woodman, EVP, pmh/Pitney Bowes
managed Brenda at AAS/pmh, part of the Marketing Services Group of Pitney Bowes

www.linkedin.com/in/brendameller
Showcase Your Professional Affiliations

**My Groups (21)**

<table>
<thead>
<tr>
<th>Group Name</th>
<th>Discussion</th>
<th>News</th>
<th>Updates</th>
<th>Members</th>
<th>Settings</th>
<th>Share</th>
<th>Leave Group</th>
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</thead>
<tbody>
<tr>
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<td><a href="#">Discussions</a></td>
<td><a href="#">News</a></td>
<td><a href="#">Updates</a></td>
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<td>Toastmasters District 28</td>
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<td><a href="#">News</a></td>
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<td>Inforum, A Professional Women's Alliance</td>
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Ask Questions, Offer Answers, Build Credibility

Ask

Get Ranked

Rate

New Questions From Your Network

Q. The 'Who Has Viewed Your Profile Recently' feature has disappeared from my LinkedIn Home. Is that feature not available or have I accidentally deleted it, and how do I get it back?
A. Answered by Fatimah, 1 hour ago in Using LinkedIn

Q. Anyone recommend a talented lead generation expert for a small b2b business?
A. Answered by Wendy Marx, 9 hours ago in Lead Generation

Q. Looking for change management & turn around professionals?
A. Answered by Torben Rieck, 17 hours ago in Change Management, Starting and Resuming

Q. Should I have a legal expert review a "Contract for Services"?
A. Answered by Shannon Tub, 1 day ago in Employment and Labor Law

Q. Who is THE best sales person you know in Cleveland?
A. Answered by Josh Heaton, 1 day ago in Business Development

This Week’s Top Experts

1. Simon Hamer ACIB - see all my answers
   Founder, creator & Owner of Visibility Extremist
   Answers (This Week): 141
Top 10 Tips

1. Get on “LinkedIn” if you’re not already in
2. Surf your contacts for their contacts
3. Practice these words “Are You on LinkedIn?”
4. Use Q&A
5. Add your LinkedIn link to your email and résumé
6. Be professional and manage your profile
7. Endorse and ask for endorsements
8. Help your network
9. Join LinkedIn Groups, especially Walsh College:
   www.walshcollege.edu/linkedin
10. Use “HELP” on LinkedIn for many common questions.
Join LinkedIn Today

- Professional “Website”
- The new way to Network
- Virtual Business Card Holder
- Demonstrate Your Expertise
- Showcase Professional Affiliations
- Public Recommendations
- Find a job or be “FOUND”
Reminders for Take Charge Attendees

- **A completed evaluation form** is required to receive a “Take Charge” Certificate. Email takecharge@walshcollege.edu if you did not complete an evaluation form.

- Your “Take Charge” Certificate will be emailed to you upon completion of the final workshop in the series (if multiple sessions).

- **SPECIAL OFFER:** Walsh College Application Fee for Spring 2010 will be waived for all “Take Charge” attendees. Simply present a copy of your “Take Charge” Certificate to enjoy this discount!
About Walsh College

Founded in 1922, Walsh College is Michigan’s largest graduate business college. The College offers upper-division undergraduate and graduate business and technology degree and certificate programs to 4,600 students at campuses in Troy, Novi, Clinton Township, Harper Woods, and Port Huron, as well as online.

A practical blend of business theory and real-world application defines the Walsh College experience. Our mission is to empower students as successful leaders and professionals in a complex global environment. The faculty are experienced professionals as well as being dedicated teachers, while the administrative staff ensures each student receives personalized service in a professional learning environment.

As a leader in our local business community, Walsh College partners with many local businesses and corporations to offer a variety of resources to our students and alumni. This includes exclusive access to career services tools and information, including our bi-annual Career Fairs, Job Listings in our eRecruiting database, and individual career advising assistance.

Walsh College is accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools and the International Assembly for Collegiate Business Education (IACBE).
Have You Heard About
NO WORKER LEFT BEHIND?

http://www.walshcollege.edu/NWLB

Unemployed? Under-employed?
The State of Michigan and Walsh College can help.
The No Worker Left Behind (NWLB) program can help you acquire the education or training needed to obtain a new job in a high-demand field. Funded by the State of Michigan tuition assistance Michigan, NWLB provides career counseling and of up to $5,000 per year for two years to qualified Michigan residents. The NWLB program pays tuition directly to participating educational institutions so that your out-of-pocket costs are minimized. You may also be eligible for additional financial aid through the educational institution in which you enroll. All degree and certificate programs at Walsh College are approved by No Worker Left Behind (NWLB).

Eligibility. You may qualify for the No Worker Left Behind program if you meet the following criteria:
• You are a resident of the State of Michigan, and
• You are currently unemployed, or
• You have received a notice of termination or layoff from employment, or
• You are employed but your family income is $40,000 or less per year.

Additionally, you must:
• Be at least 18 years old.
• NOT have graduated from high school in the last two years.
• We recommend you meet with a Walsh College academic advisor to discuss admissions requirements for your program of interest.
• Final eligibility is determined by your local Michigan Works! Service Center. Visit michiganworks.org or call 1-800-285-WORK to find the location nearest to you.

No Worker Left Behind Process and Walsh College
1. Make an appointment with Walsh College to discussion admission into your program of interest. Email us at admissions@walshcollege.edu or call 248-823-1610 to schedule an appointment at Walsh College.
2. Visit your local Michigan Works! Service Center to determine your eligibility in the program and to enroll.
3. Complete the orientation, career assessment, and counseling sessions as required by the NWLB program at your local Michigan Works! Service Center.
4. Obtain a referral to Walsh College, which is an eligible educational institution, from Michigan Works!
5. Schedule an appointment with Walsh College to complete your application and/or for course planning. Email us at admissions@walshcollege.edu to schedule an appointment at Walsh College.

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