Link Up with LinkedIn

LinkedIn is a website that can help with career development. Understand and feel comfortable using LinkedIn’s:

- Structure and Foundational Features (The Basics)
- Profile to the LinkedIn World (Your Snapshot)
- Messaging Options (Communication 101)
- Search Tools (Fact-finding Mission)
- Groups by Shared Interests (Professional Connection)

The Basics

- Connects you with 150m+ professionals around the world as of February 9, 2012
- Profile becomes like a resume so you can give access to people not otherwise accessible
- More than 2 million companies have LinkedIn Company Pages

Inside View

- Defining your own settings is a MUST
- For Job Seeker/Networker
  - Jobs: LinkedIn Job Portal to find and post jobs
  - Groups/Companies: Find information on companies and people working there
    - Profile
    - Contacts
    - Groups
    - Inbox
    - Companies & News
    - Applications

Your Snapshot

This should be a powerful representation of who you are and should be consistent with your resume.

- Select a professional picture
- Don’t undersell but be honest
- Get AT LEAST three recommendations; don’t ask for recommendations from people who don’t know you well

Communication 101

- Connections
- OpenLink
- Introductions
- Invitations
- InMails
- Groups: best way to connect
- Q&A-related, jobs-related or recommendation-related

Fact-finding Mission

Searching uses keywords and is a great way to keep tabs on new opportunities. It can be the most valuable aspect on the website.

- Search menu: select from the drop down menu
  - Answers menu: use keywords to search

Professional Connection

Groups are the best way to reach key people; they are communities of interests. Groups can help you reach recruiters and recruiters can use it to find candidates.

- Open and closed groups
- Can join up to 50 groups with 10 pending approvals at a time
- Join Open groups first then wait for approvals for closed groups
- Select groups carefully
- Don’t stay in groups that are not well managed