

LinkedIn For Your Job Search

Dallas HR – Workforce Readiness Committee

Presentation to The Senior Source
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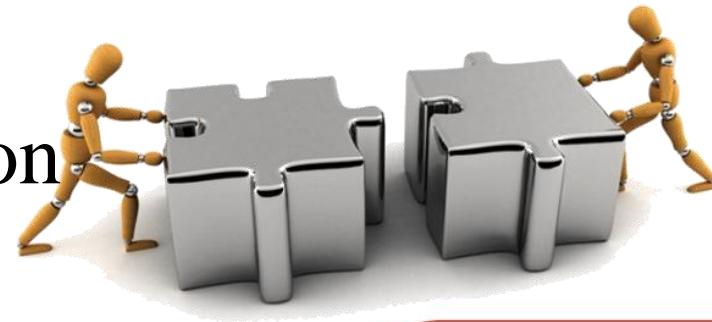
Jeff Whitcomb-Unigroup
Neal England-Professional
Alternatives



DALLASHRTM
Advancing the value of HR.

WHY LinkedIn?

- Largest business network in the world
- Business to business not a chat room
- Anyone can find you by your profile
- You can contact the right person



HOW IT CAN HELP

Allow prospective employers/Keywords

Gives you excellent access to/Job search

Provides you with the right information

- Gives you access to potential employers

SAFETY ON THE SITE

- LinkedIn has the best security on the web
- It has 225 million people on it
- You control contact information
- Does not share your information
- You control whom you connect with



LinkedIn CONNECTIONS

- 1st Degree: Friends / Co-Workers / Alumni / Trade association / Family Dr. / Clergy / Realtor / Facebook
- 2nd Degree: Some who is directly connected to one of you 1st degree connections
- 3rd Degree: People who are connected to your 2nd degree connections



GROUPS – WHY?

- Associate with your skills
- Increase your connections
- Common Interests
- Hints & Information – Valuable
- Build a Bridge of Communication



GROUPS – WHAT TO DO?

- Become an active participant in discussions. The more you participate the more people who will see you. Engage and connect! You will be noticed!
- Always Be professional



SAMPLE GROUPS / GROUP DIRECTORY

- Administrative Assistant
- Office Professional
- Transportation Professionals
- Restaurant Network
- Home Care
- Healthcare Advocacy



POWERFUL LINKEDIN PROFILE CHECKLIST

1. Professionally Taken Profile Picture
2. Compelling Headline
3. Over 300 Connections
4. Customized URL
5. Contact Info
6. Engaging Summary
7. Clear Call To Action
8. Complete Experiences
9. 50 Skills & Expertise With Endorsements
10. Recommendations
11. 50 Groups

SIGNING UP TO JOIN LINKEDIN

1. Go to <http://linkedin.com/reg/join>
2. Type your first name, last name, email address and password you will use.

Note: You must use your true name when creating a profile. Company names and pseudonyms are not allowed, as we explain in our user agreement.

3. Click Join Now
4. Complete any additional steps as prompted.



WHERE DO I LEARN HOW?

- LinkedIn 101 Webinar

http://help.linkedin.com/app/answers/detail/a_id/530

- Google-about.com Job Searching

<http://jobsearch.about.com/od/networking/a/linkedin2.htm>

- LinkedIn Make Over

<http://www.linkedin-makeover.com>

- LinkedIn Job Seeker Webinar

<http://learn.linkedin.com/jobseeker>



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Resources

In Closing

Thank you and
best of luck in
your search!