

How to build your
network & advance
your career on LinkedIn





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July 2014



What we will cover in this workshop

- 1 Introduction: What is LinkedIn?
- 2 Build your LinkedIn profile
- 3 Build your professional network
- 4 Use your network on LinkedIn to connect to opportunity
- 5 Search and apply for jobs on LinkedIn
- 6 Extra credit



Starting a company is like throwing yourself off the cliff and assembling an airplane on the way down.



ECONOMIC GRAPH



Build your professional network and connect to jobs



3 people are hired every minute on LinkedIn, with 57 million+ employers on the platform



More than 740 million professionals in over 200 countries are on LinkedIn



2.9 million groups on LinkedIn to grow your community

Did you know?



9 out of 10 employers use LinkedIn during the hiring process.

Defining key terms we'll use today



1. Workforce

The people who are currently working or available for work in a specific region. The vision of LinkedIn is to create economic opportunity for every member of the global workforce.

2. Connections

Contacts on LinkedIn. You can add connections by sending invitations to other people on the platform, or by accepting invitations from other people.

3. Network

A connected community of people. Networking is an activity to strengthen relationships with others and can lead to professional opportunities including job offers.

4. Referral

When a job seeker is recommended for a career opportunity by someone in his or her network.

20.7M+ Firstline and Hourly Workers on LI in the US

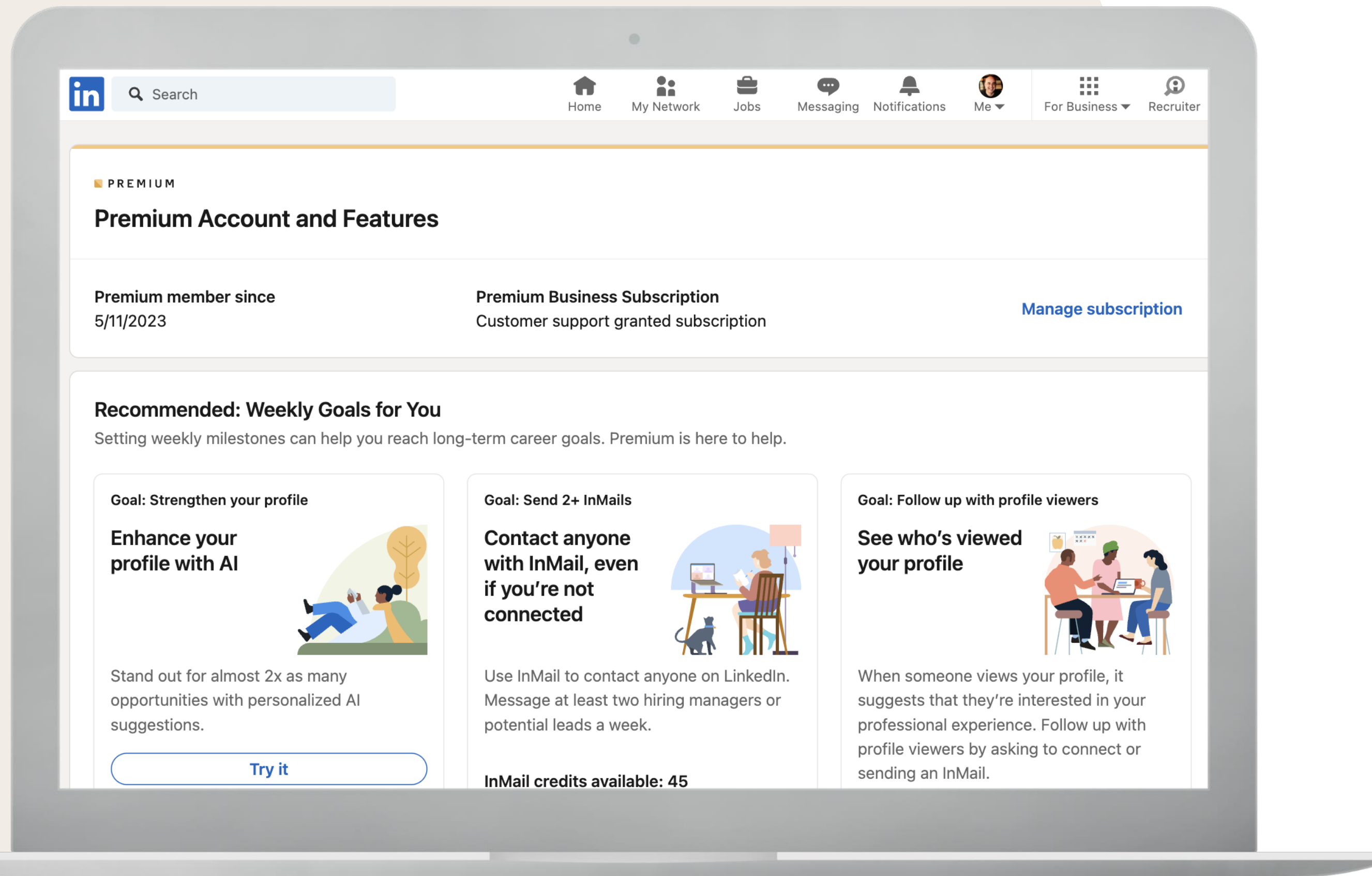
1.6M+ are Entry Level

- Top Industries Include:
 - Hospital & Health Care
 - Construction
 - Food Production
 - Food & Beverages
 - Retail
 - Transportation/Trucking

Most In-demand Jobs from Top Industries

- Registered Nurse
- Salesperson
- Certified Nursing Assistant
- Truck Driver
- Customer Service Representative
- Store Associate
- Assistant Store Manager

Benefits of Premium



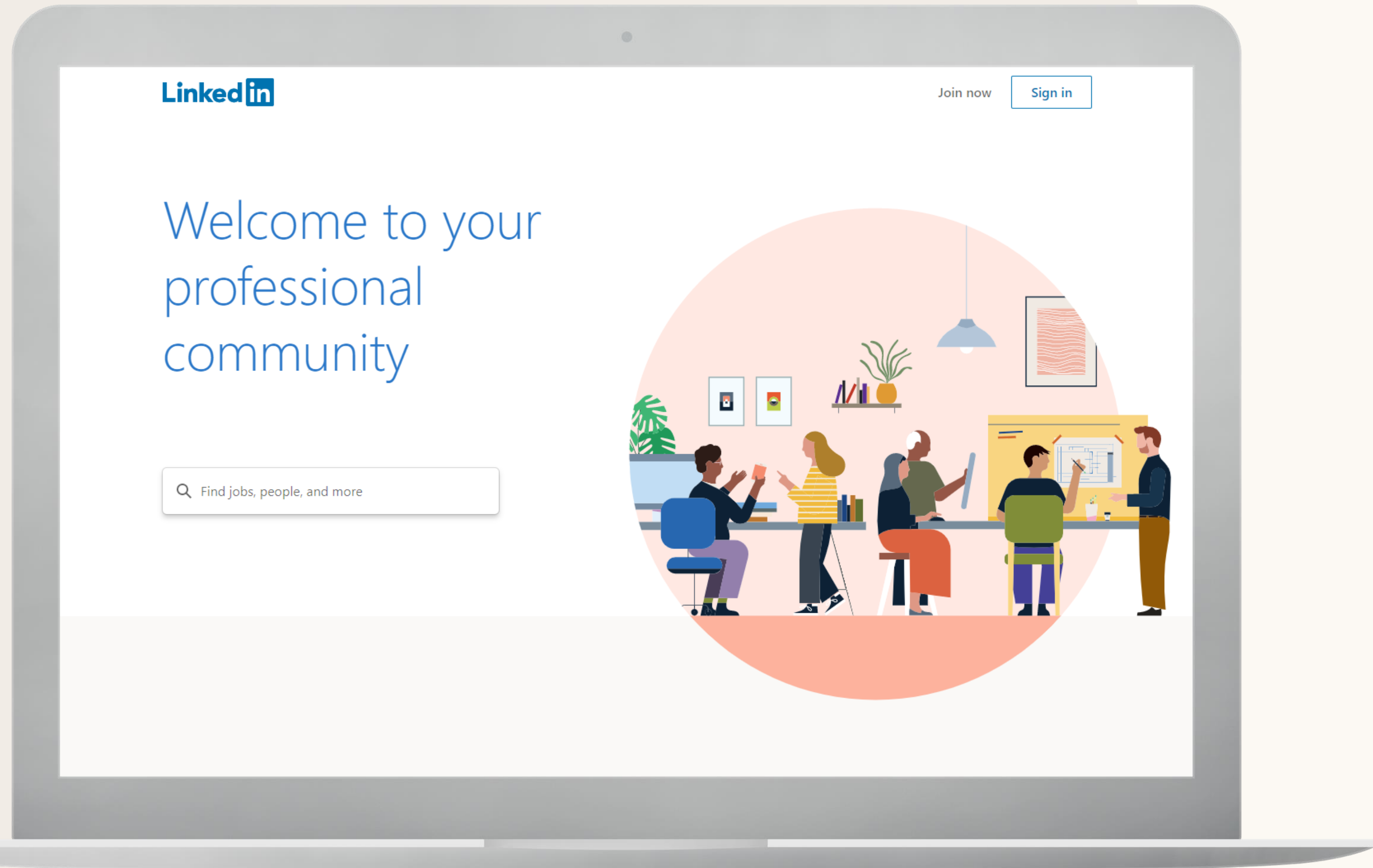
- Develop skills with free access to 20k+ LinkedIn Learning courses
- Enhance your profile with personalized AI suggestions
- Contact anyone with InMail, even if you're not connected
- See who's viewed your profile
- Get Insights on companies and jobs
- Upgraded Interview Preparation Tools
- Open LinkedIn profile opportunities
- View application Insights, and more!

Build your LinkedIn profile

1. Set up your account
2. Profile vs. resume
3. Take a great photo
4. Edit your profile
5. Add your Career Break



Build your LinkedIn profile



Set up your account

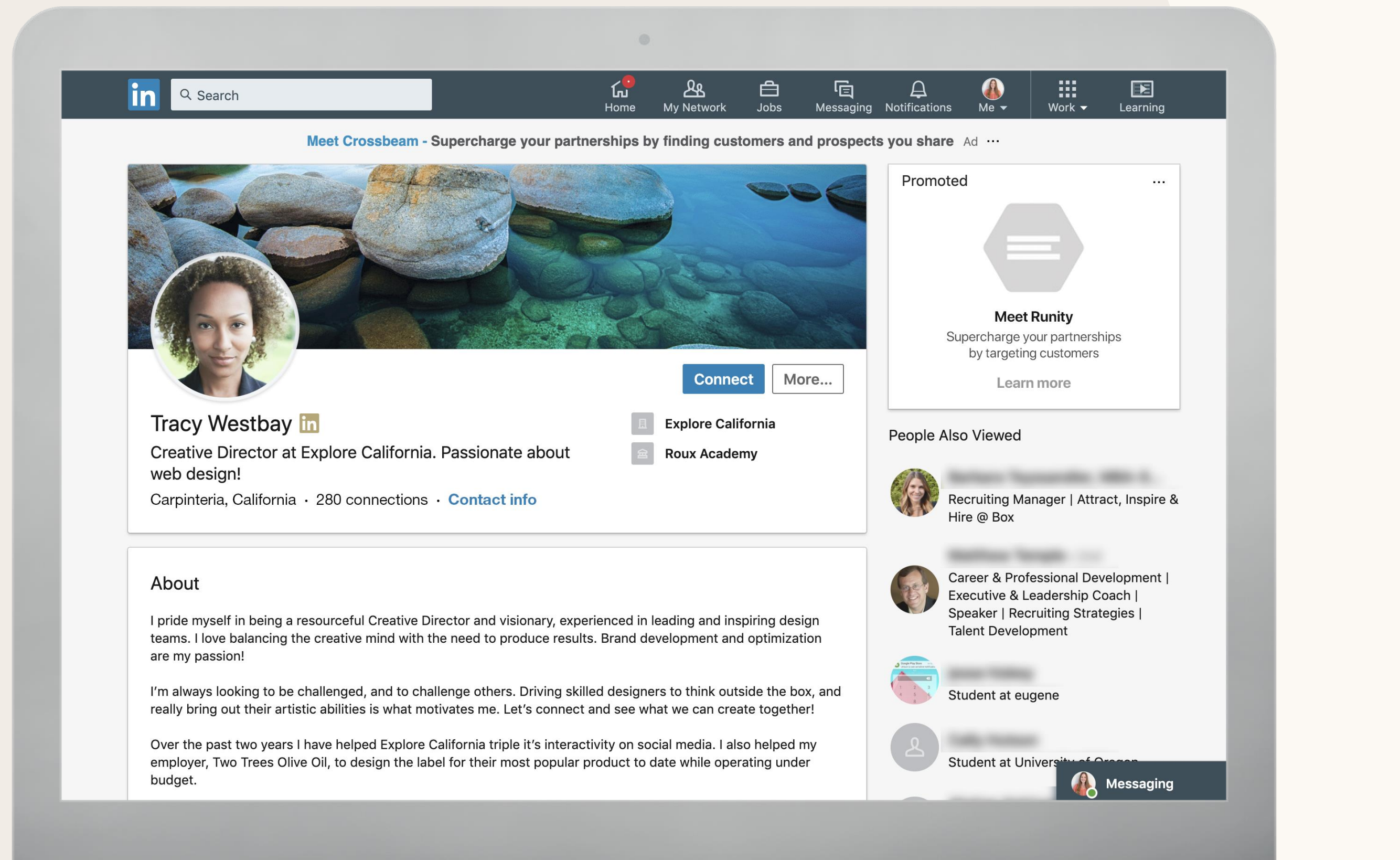
Visit [LinkedIn.com](https://www.linkedin.com) on a desktop computer, or download the mobile app.



Profile vs. resume

There are big differences between your LinkedIn profile and your resume. For example, your LinkedIn profile:

- ✓ Speaks to all potential employers, not just a single one
- ✓ Goes into more detail with skills, projects, interests, certifications, and more
- ✓ Allows other professionals and employers to interact, learn, and contact you
- ✓ Contains recommendations and endorsements





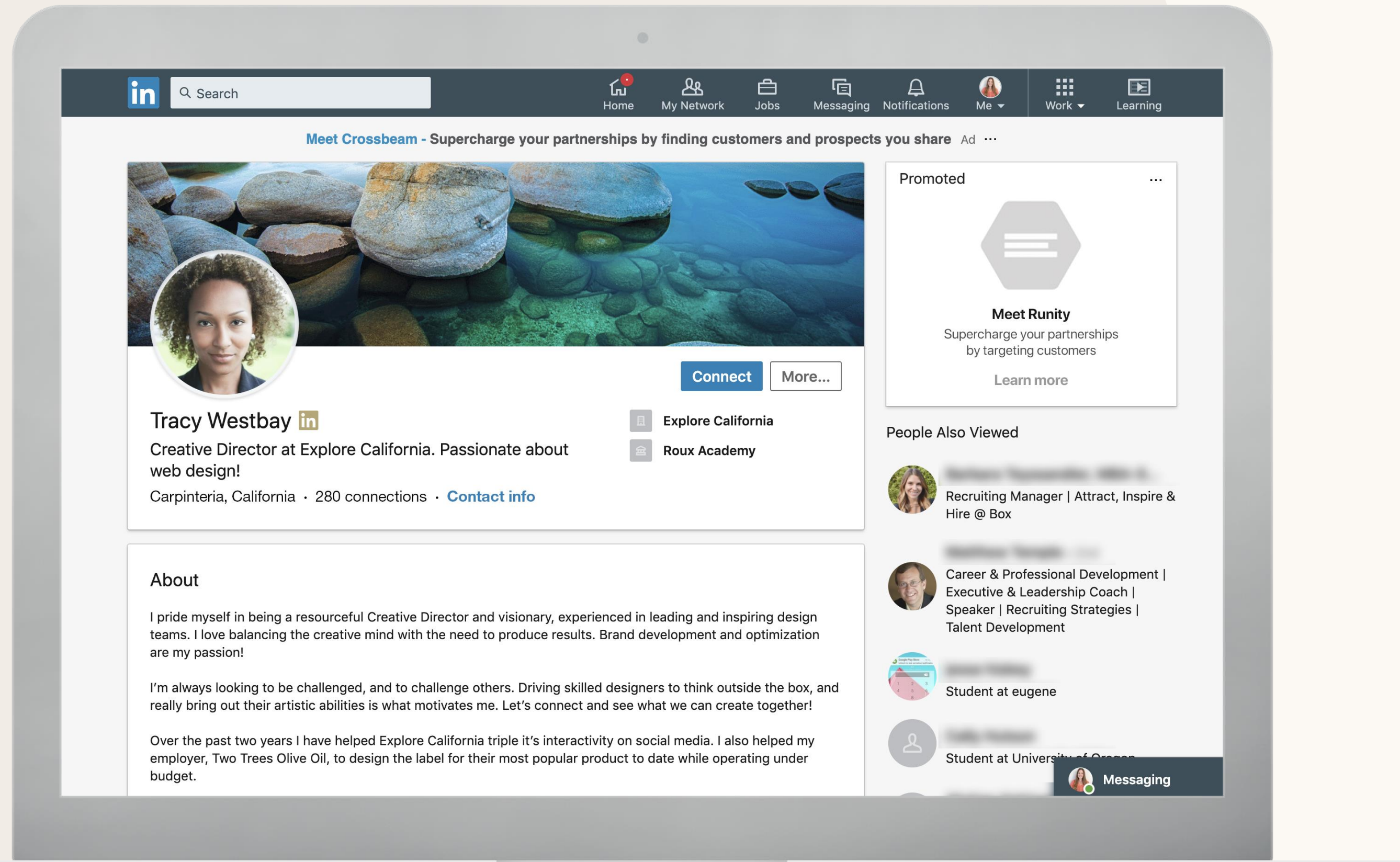
Take a great photo

Members with profile photos receive up to **21x** more views and **9x** more connection requests

- ✓ Use a background that isn't distracting
- ✓ Dress for the job you want
- ✓ Smile and have friendly expression
- ✓ Make sure your face takes up a majority of the frame

Edit your profile:

Your story in your words



Click the “Me” icon at the top of your LinkedIn homepage.

On the right side of the page, click “Add new profile section” to begin editing and adding to your profile.

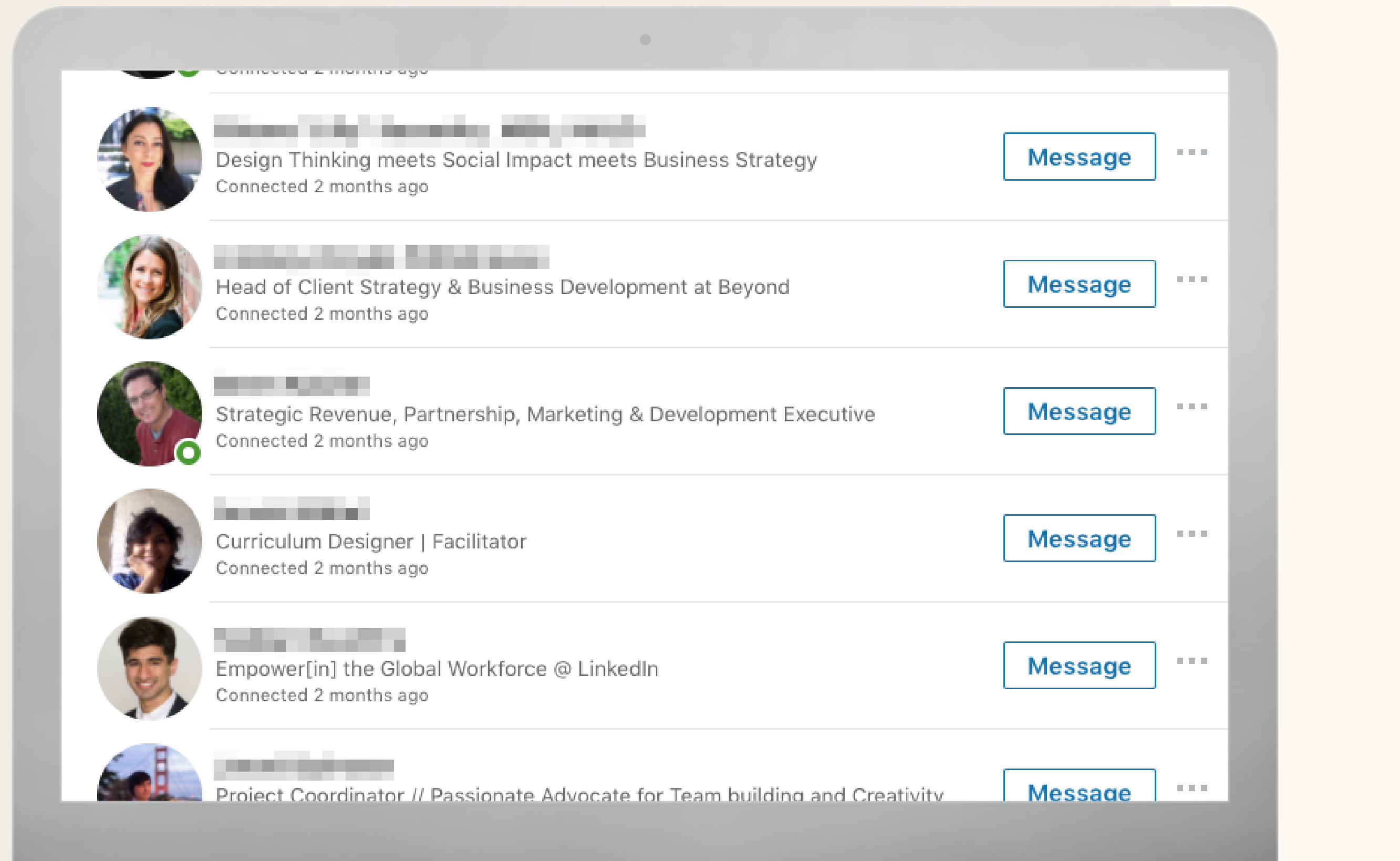
Add your:

- ✓ Location & industry
- ✓ Education* & certifications
- ✓ Work & internship experience
- ✓ Skills
- ✓ Volunteer experience
- ✓ Program or organization

* You can choose whether you want to display your education in your intro.

Edit your profile:

Headline

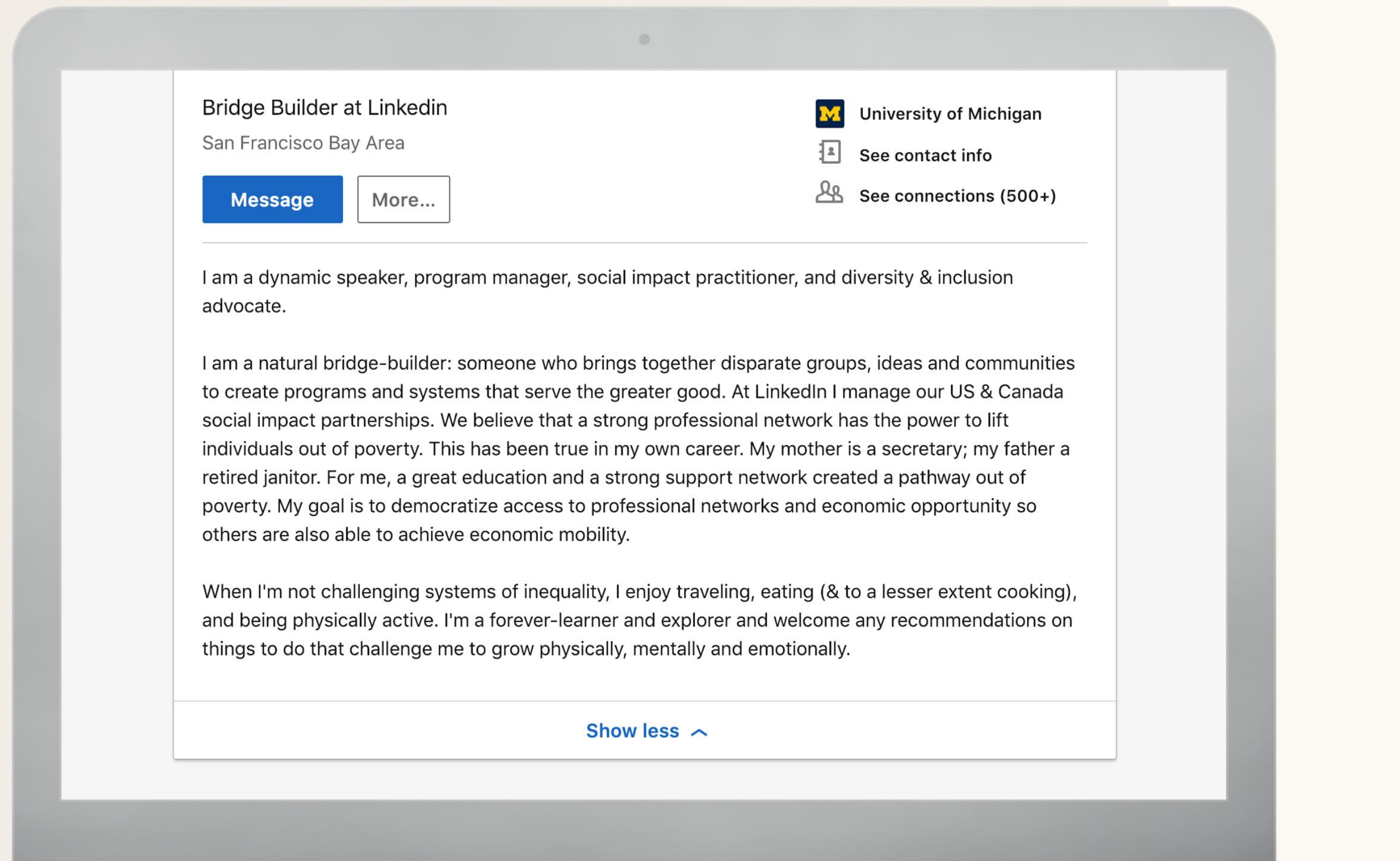


Your headline is an opportunity to show what you are – not just what you do.

When writing your headline, ask yourself:

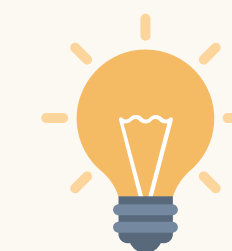
- ✓ If this is the only thing someone sees, what does it say about me?
- ✓ Does this represent my professional brand and show why I am unique?
- ✓ Does it capture what a recruiter would care about?

Edit your profile: Summary

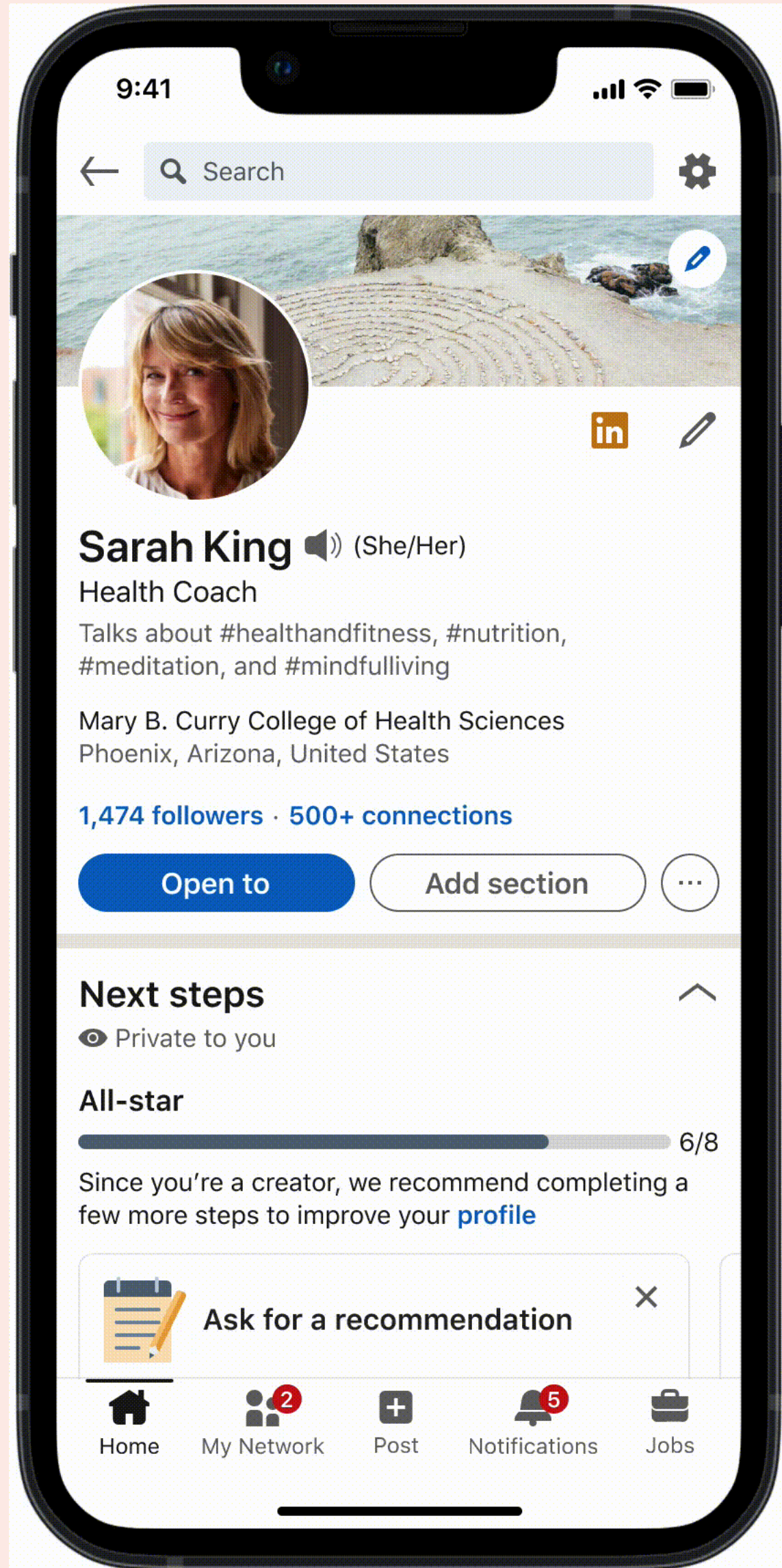


Your summary is the best place for you to communicate your professional brand and put your own spin on your experience. Here's an easy formula we recommend:

- ✓ 1-2 sentences about who you are
- ✓ 3-5 sentences about your experience, top skills and key passions
- ✓ 1-2 sentences about your future goals and how other members can engage with you



Make sure to include a summary of at least 40 words to show up in the search results of other members.



Add your Career Break with context

Communicate time spent outside of traditional employment by selecting “Add Career Break” when updating your experience section.

- ✓ Choose from reasons like health & wellbeing to caregiving to layoffs and more
- ✓ Consider adding context that ties your career break into your professional story



Did you know? 62% of people globally report taking a career break and half of hiring managers say they are becoming more common.

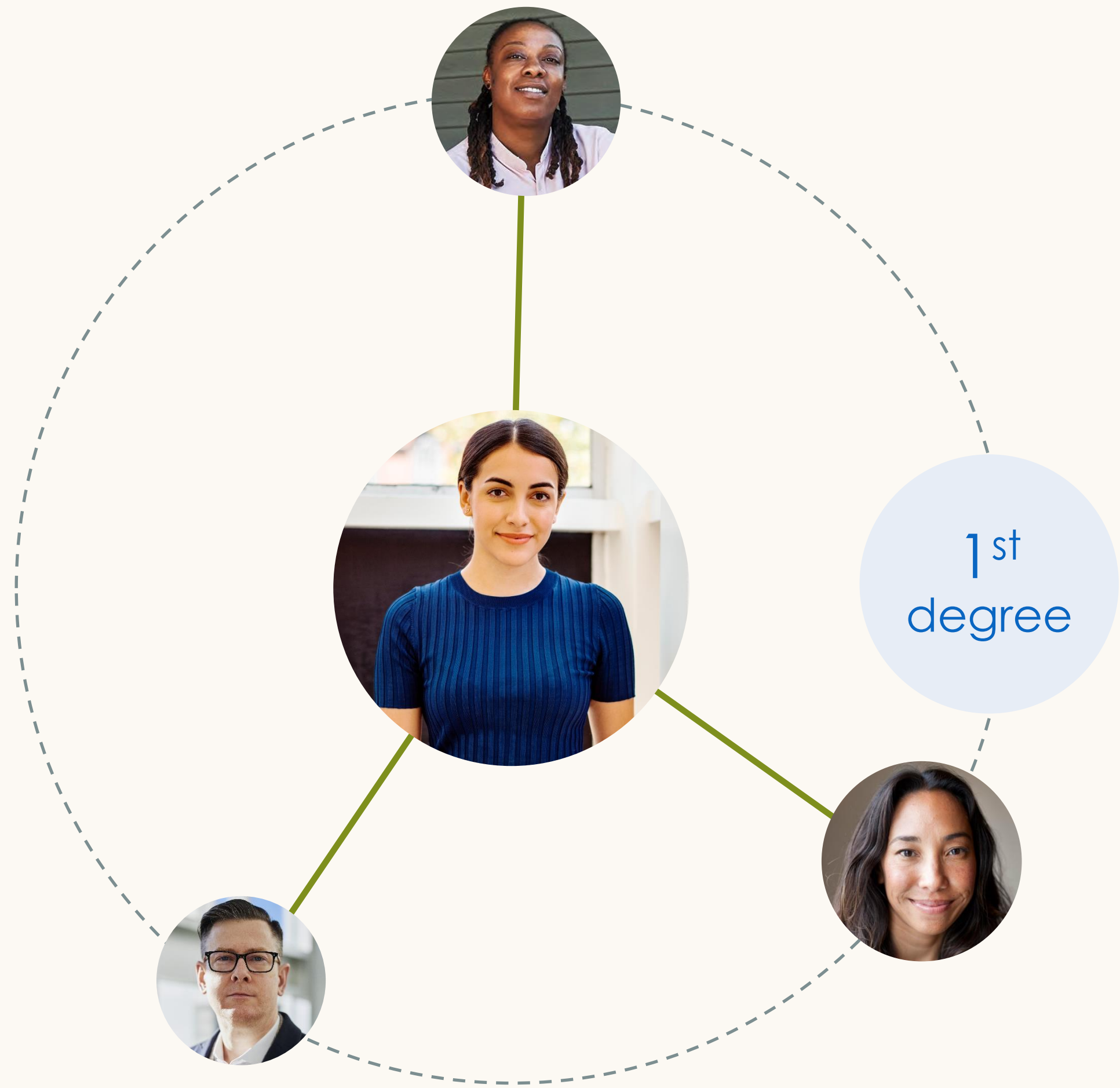
Build your professional network

1. Build your professional network
2. Discover existing connections
3. Search for new connections
4. Expand your network strategically

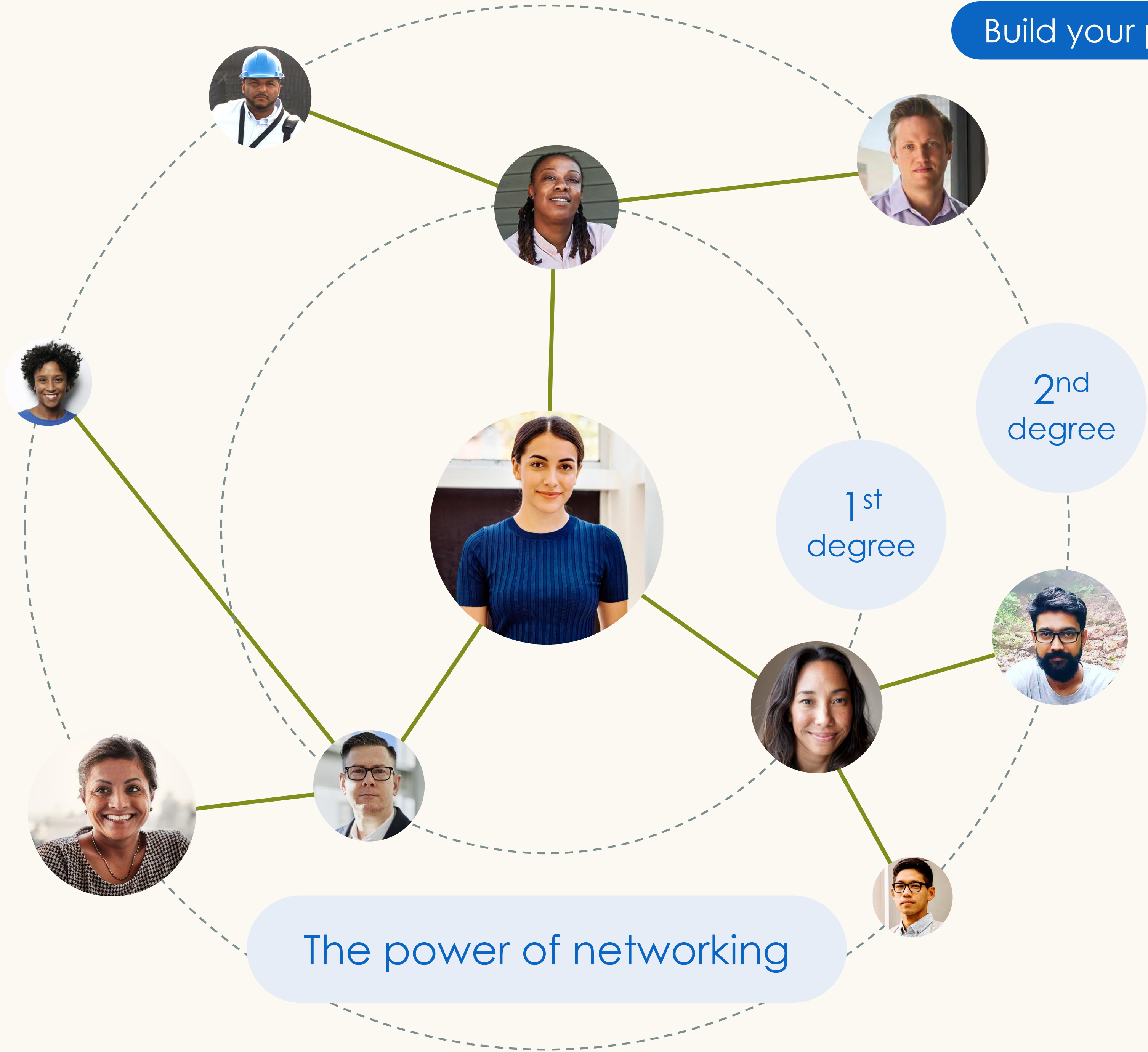


Did you know?

50%+ of hires
result from
a personal
connection

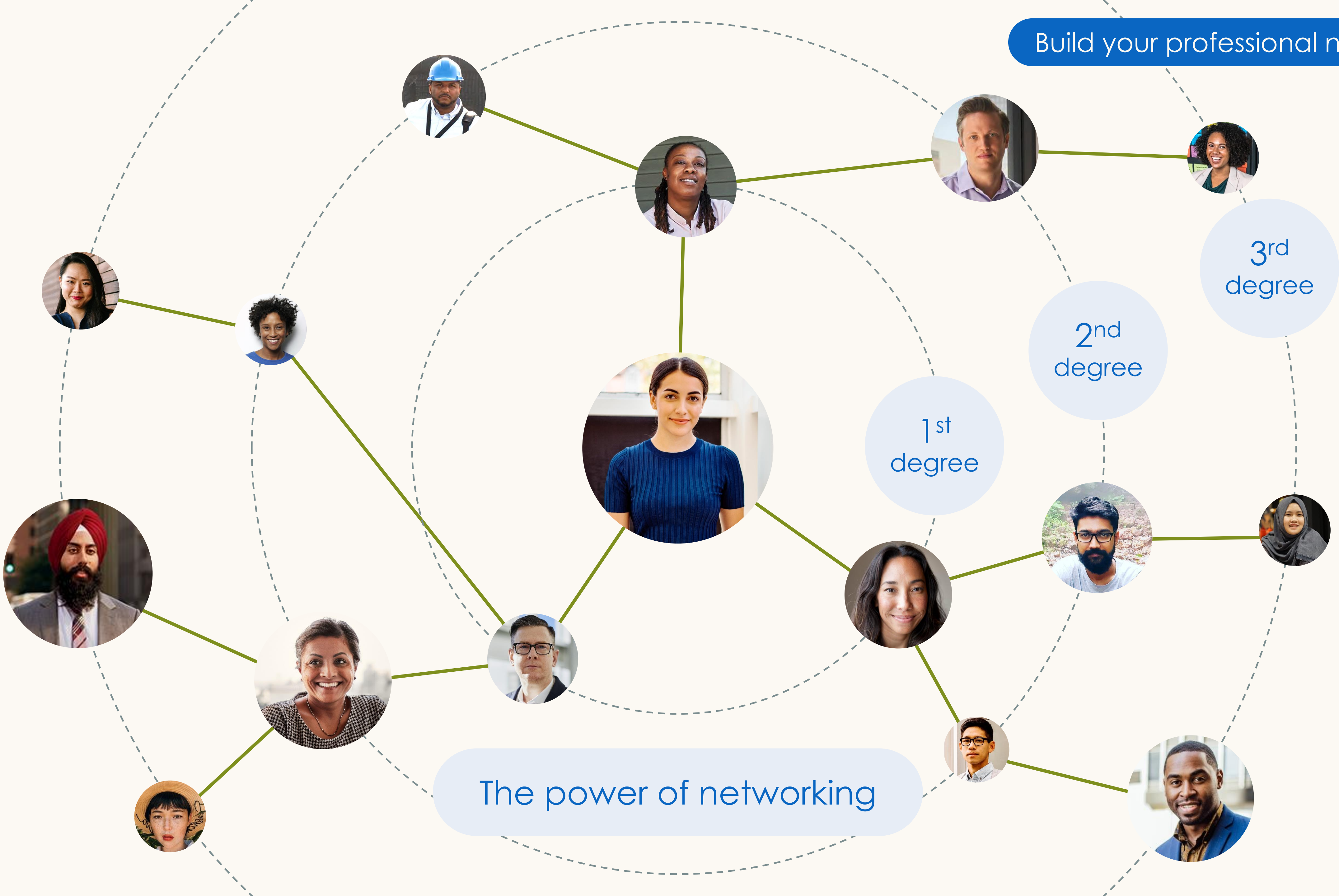


The power of networking



The power of networking

Build your professional network



The power of networking

You can customize this invitation ✕

Include a personal message (optional):

Hi Dan,
I found your profile through our mutual connection, Rob. I am currently exploring career paths in the technology industry and admire your experience. I would love to join your network.

98



2nd
degree

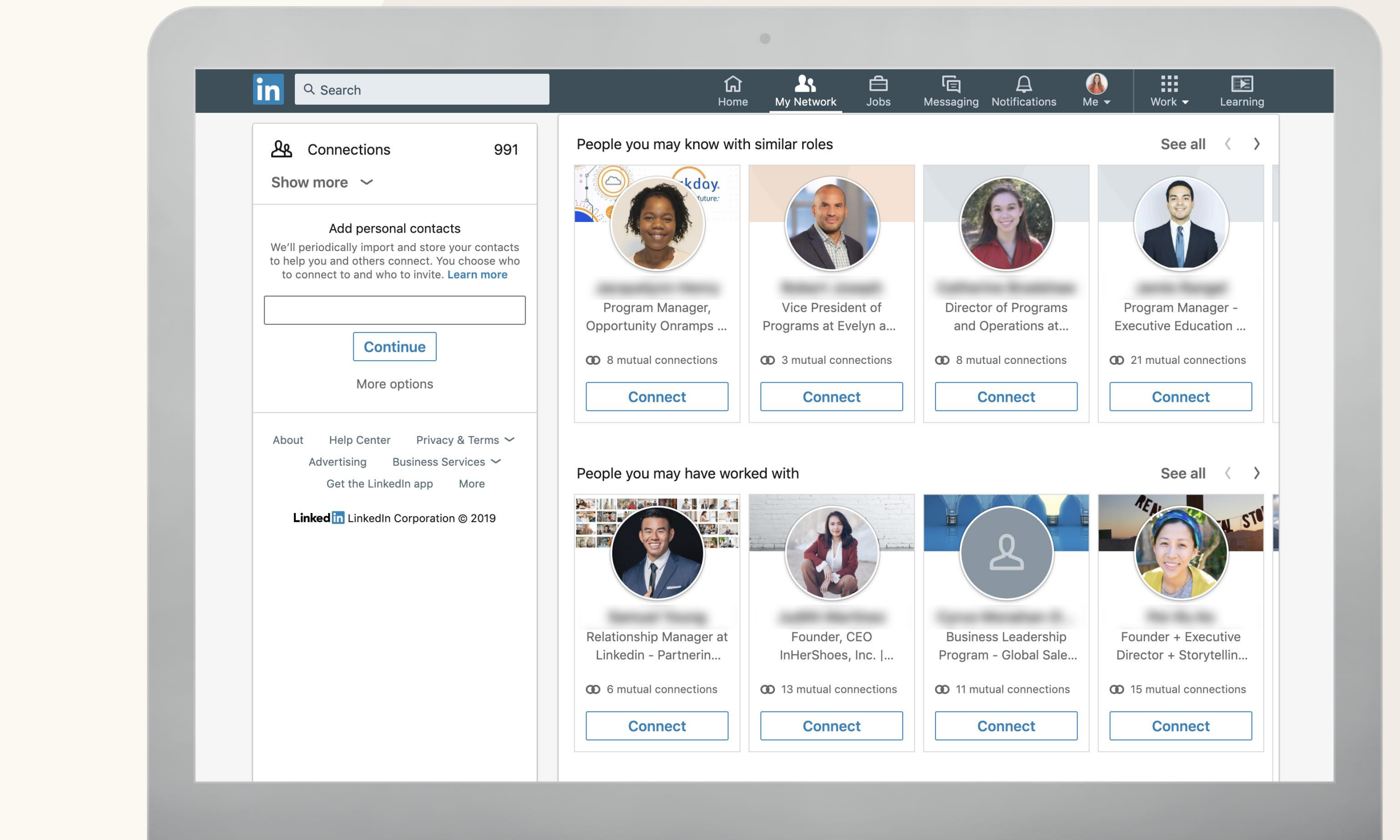
The power of networking

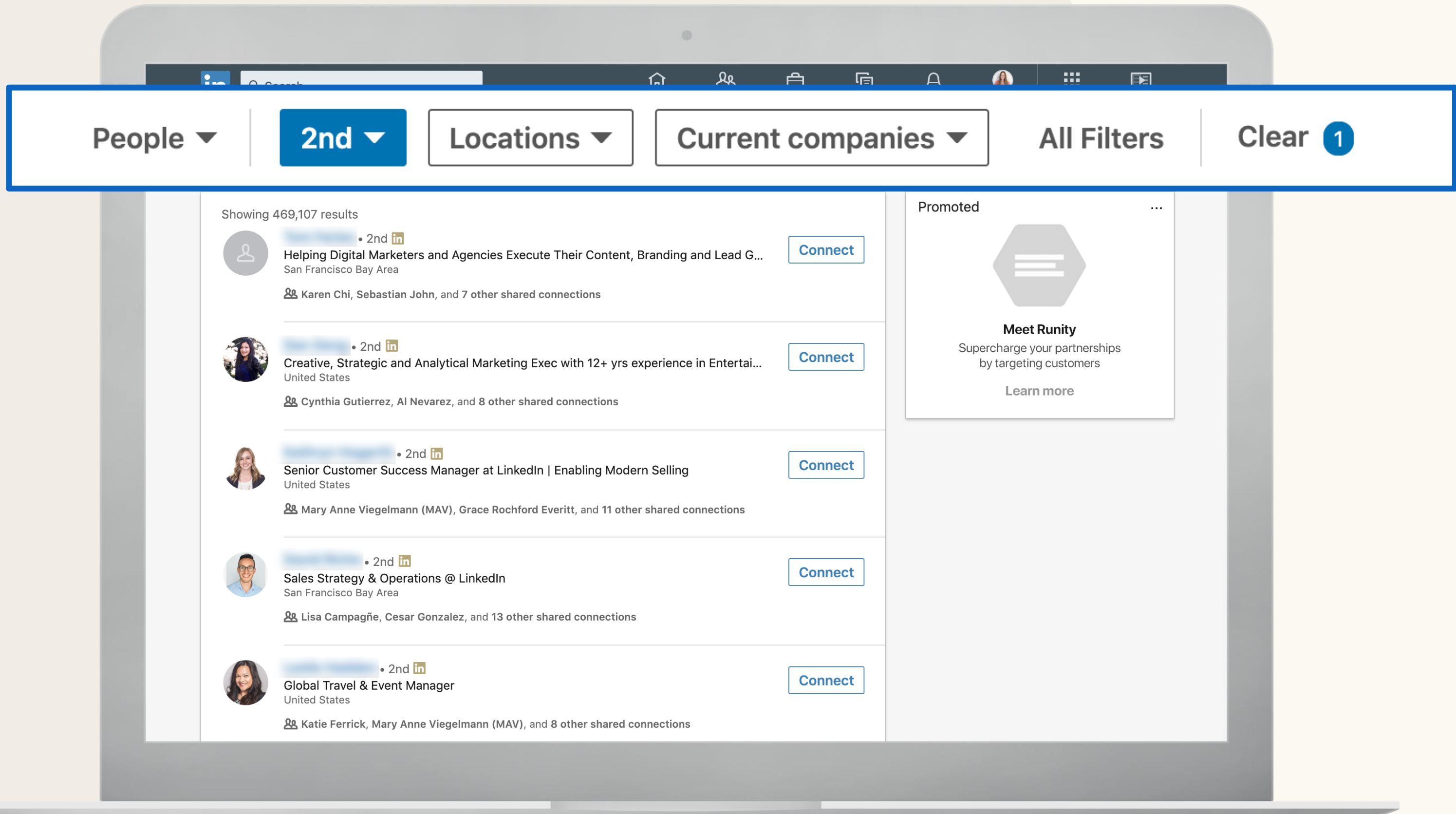
Discover existing connections

Click “My Network” in the top navigation to find people you already know, including:

- ✓ Friends and family
- ✓ Current and former colleagues
- ✓ Current and former managers

Our “People you may know” feature improves over time as you build your network.





Search for new connections

Use the search bar in the top navigation to find new connections by:

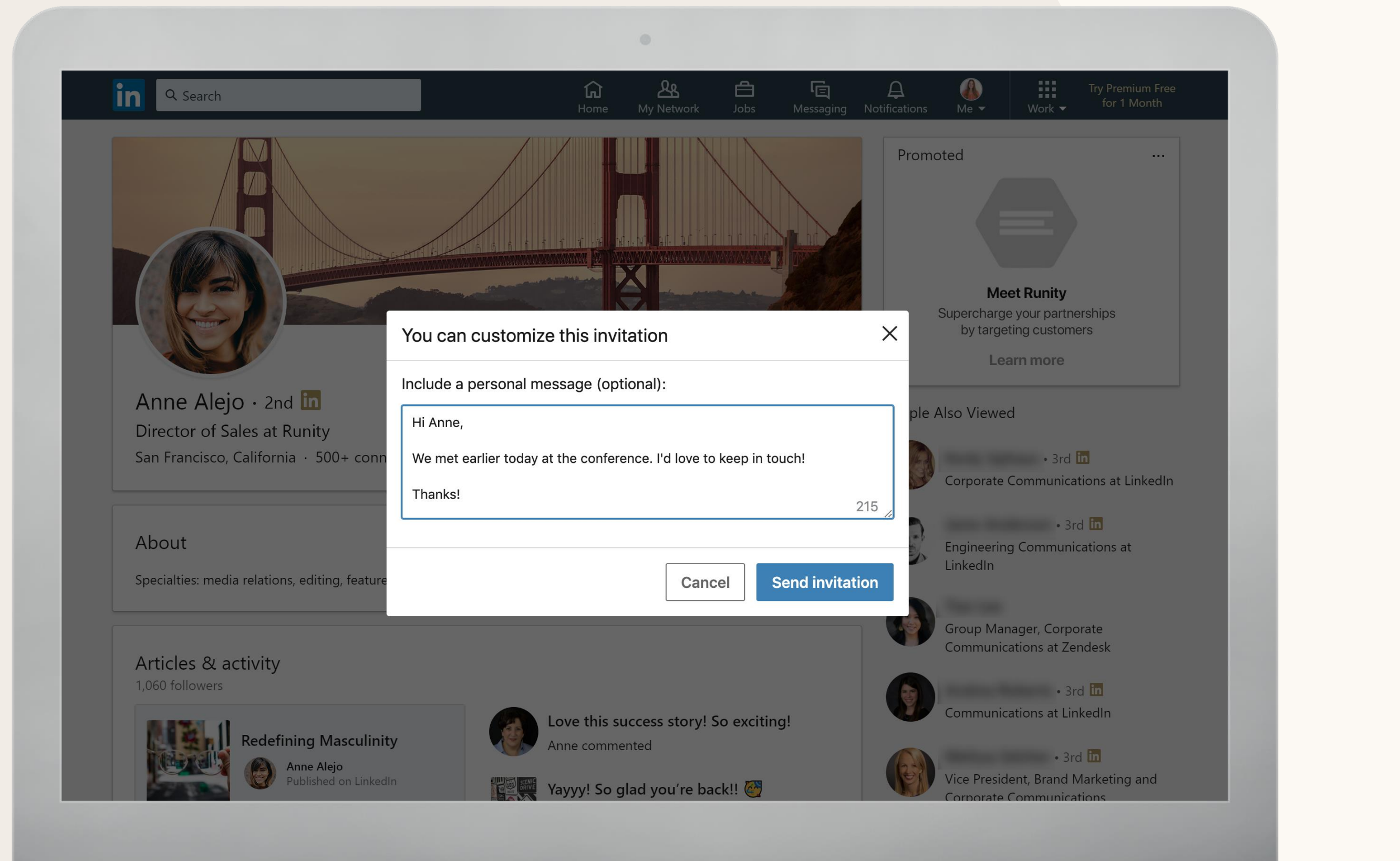
- ✓ Name
- ✓ Company
- ✓ Location
- ✓ Keyword

Search for new connections

After clicking “Connect,” you can send your invitation immediately or personalize your invitation request by selecting “Add a note.”



We recommend that you always add a personalized message to make it clear to the other person why you are reaching out.



Expand your network strategically

Who should I reach out to on LinkedIn?

- People you have something in common with
- People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals

What should I say?

- Who you are
- How you came across their profile
- How they can help you





Use your network on LinkedIn to connect to opportunity

1. Message connections
2. Ask for informational interviews
3. Request referrals
4. Request recommendations
5. Add value and engage

Did you know?

LinkedIn members
are 4X more likely
to get hired at
companies where they
have connections

Lauren's story:
Your network can help you get the job



Message connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile page



If you don't know the person you're messaging in real life, clearly explain why you are reaching out.

Erin King

Mobile • 12m ago



Erin King · 1st

Brand Communications Director, Runity

DEC 18



Kate Kiefer • 10:10 AM

Hi Erin,

I'm currently exploring careers in communications, and admire your experience and accomplishments in the industry. I'd appreciate the opportunity to hear about your career journey.

Would you be available for a 20-minute chat over the phone or in person in the next few weeks?

I look forward to hearing from you.

- Kate

Ask for informational interviews

The purpose of an informational interview is for you to:

- ✓ Gain advice on your career path
- ✓ Learn about an industry you are interested in
- ✓ Learn about a specific company you'd like to work for
- ✓ Establish a professional bond



After an informational interview, professionals may also consider you for future job openings they learn of.

Seth Soon

Mobile • 30m ago



Seth Soon · 1st

Program Manager, FixDex Communications

JAN 12



Kate Kiefer • 2:02 PM

Hi Seth,

Hope you are doing well! I saw that FixDex is hiring a Communications Specialist, and I'm very interested in applying. This role seems like a great fit for me because it needs a self-starter who can operate within a complex environment.

Would you be willing to share any information on the position, the team, and what they might be looking for in a candidate? I'd be greatly appreciative.

Let me know if you have any questions about my experience as it relates to this role.

All the best,
- Kate

Request referrals

Ask for a job referral by reaching out to your connections at companies you intend to apply to.

Make sure to include:

- ✓ Why you are interested in the specific role
- ✓ Your appreciation for your connection's consideration

DID YOU KNOW? More than **60%** of the workforce has referred someone to work at their company.

Request recommendations

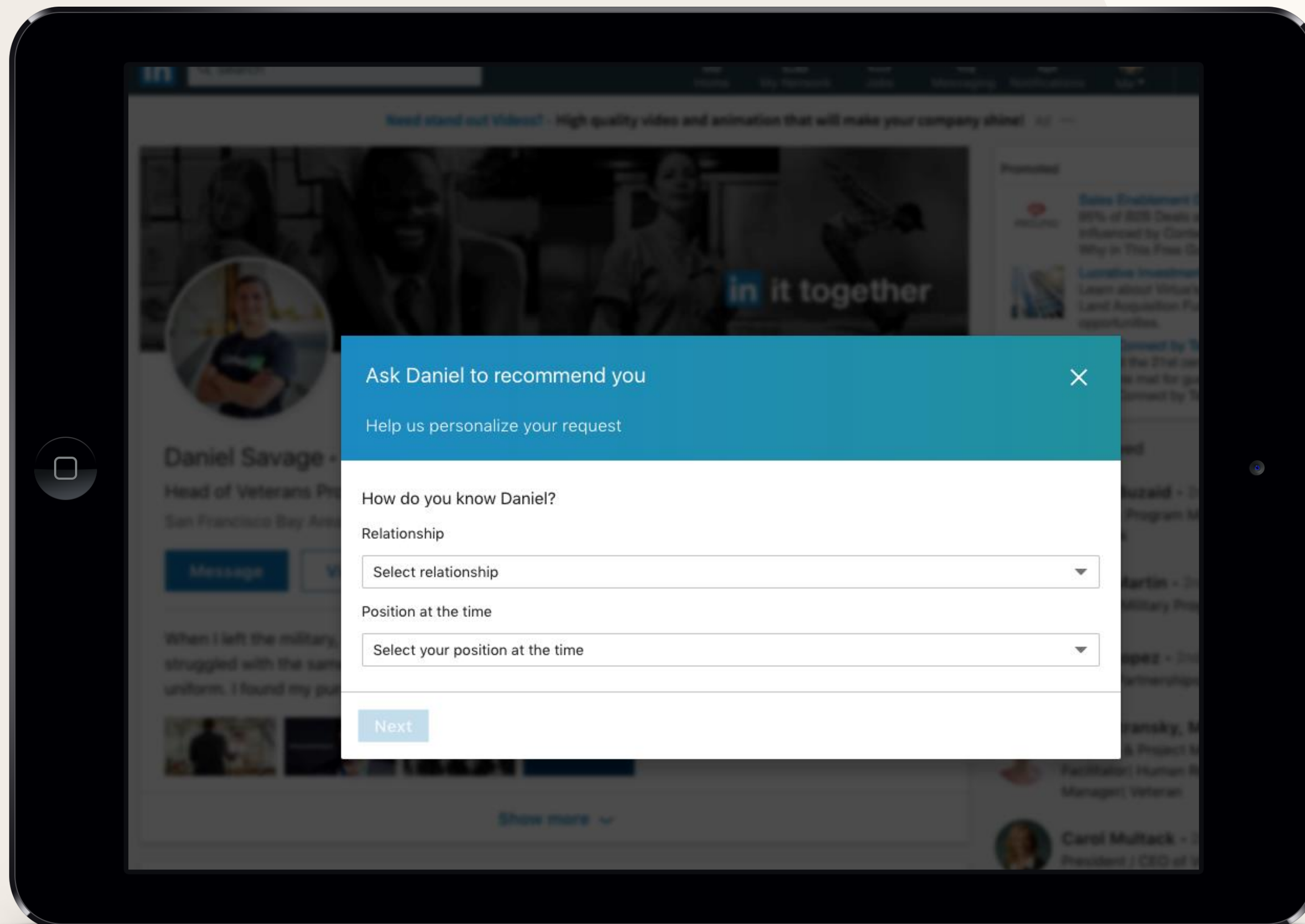
Recommendations on LinkedIn are like references from people in your network.

On a connection's profile, click **More...** and then **Request a Recommendation**.

You can select your relationship to this person, indicate whether you worked with them in a particular role, and customize your message.

Who should I ask to recommend me?

- ✓ Current or former managers
- ✓ Current or former colleagues, even those that were not directly on your team but who you worked closely with
- ✓ People who have mentored or advised you professionally, including through nonprofit training programs



Add value and engage with your network



Invest time in your Connections and request informational interviews



Like and share things that people in your network will care about and post



Join groups and exchange insights with school or program alumni



Give testimonials and recommendations to others



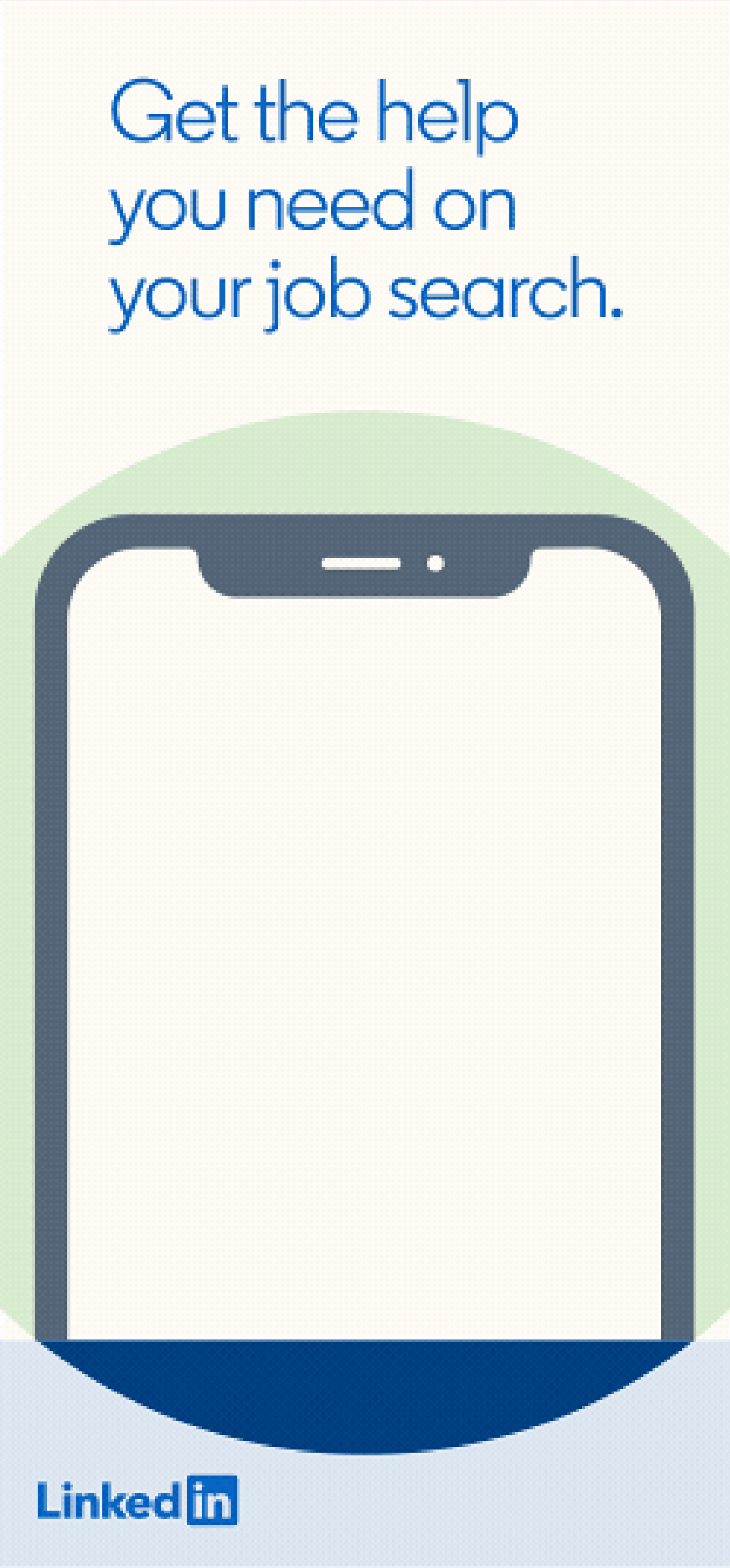
Search and apply for jobs on LinkedIn

1. Show recruiters you're #OpenToWork
2. Search for jobs
3. Create search alerts
4. Review “Jobs You May Be Interested In”
5. Follow companies
6. Apply actively

Did you know?

34M+

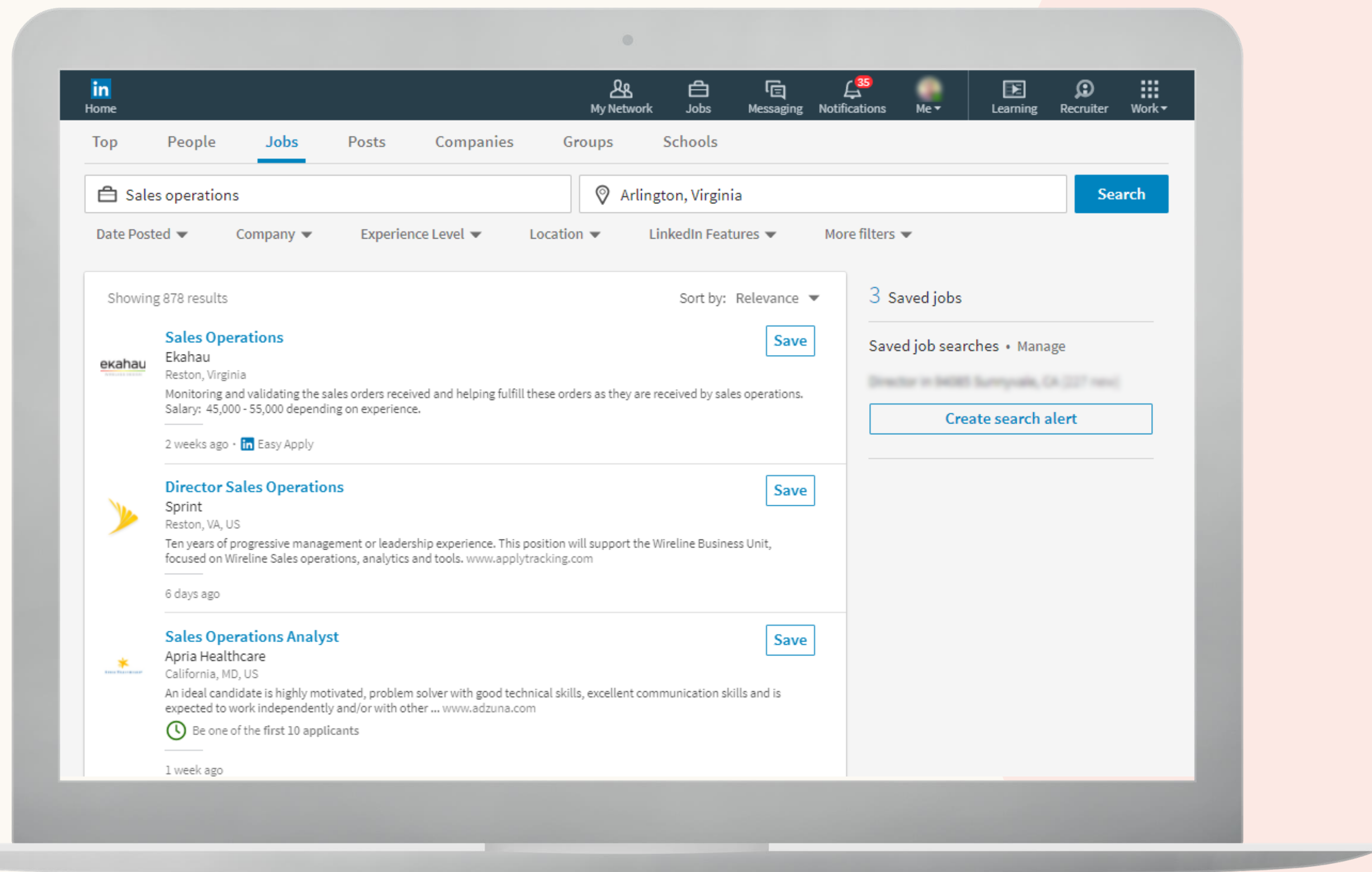
job seekers visit LinkedIn
jobs every week



Show recruiters you're #OpenToWork

Click "Get Started" using the option on the topcard of your profile.

- ✓ Add Job titles, types and locations you are interested in
- ✓ Indicate whether you are available immediately or casually browsing
- ✓ Choose whether you want to share you're open with all LinkedIn members or only recruiters



Search for jobs

Use LinkedIn's search filters to find jobs by:

- ✓ Keyword
- ✓ Job title
- ✓ Company
- ✓ Location
- ✓ Function
- ✓ Experience level
- ✓ Date posted

Equity Features

- A job seeker is now able to utilize our **Fair Chance Employer filter**, which highlights job postings from employers who have committed to hiring formerly incarcerated candidates
- A member can search for jobs that are in their network (further underscoring the practice of building and adding connections)
- For those who desire more flexibility, an **On-site/Remote feature** has been added to match today's new work paradigms

The screenshot displays a LinkedIn job search interface. At the top, the search bar shows 'partnerships manager' and 'United States'. Below the search bar, there are filters for 'Jobs', 'Date Posted', 'Experience Level', 'Company', 'Job Type', 'On-site/Remote', 'Easy Apply', and 'All filters'. The main content area is divided into three sections:

- Left Column (Job Listings):** A list of job postings for 'Partnerships Manager' in the United States. The top listing is 'Artist Partnerships Manager' at WithOthers, which is highlighted in blue. Other listings include 'Partnerships Manager' at Superstar Racing Experience (SRX) and 'Partnerships Manager' at Life Science Cares San Diego.
- Center Column (Job Details):** A detailed view of the 'Artist Partnerships Manager' role at WithOthers. It shows the salary range (\$90/yr - \$120/yr), full-time status, 1-10 employees, and that the employer is actively recruiting. The job was posted by Tom Lovett, Founder & CEO at WithOthers. The title is 'Artist Partnerships Manager' with a salary range of \$100k - \$120k and a 0.1% - 1.0% benefit range. The 'Who We Are' section describes WithOthers as a fast-growing, VC-backed music and impact organization.
- Right Column (Filters):** A sidebar with various filters. The 'Fair Chance Employer' filter is highlighted in yellow and is turned on. Other filters include 'In Your Network' (turned on), 'Under 10 Applicants' (turned off), and 'Salary' (ranging from \$40,000+ to \$200,000+).

Use Career Explorer to help identify possible job transitions

- **Career Explorer** is a tool built to help job seekers identify job transitions based on their current skillsets that can be used in other roles or industries
- Provides a clear learning pathway on what skills gaps need to be addressed to transition into other roles
- Helps clients discover new job titles to consider searching for

SELECT YOUR CITY
Atlanta Metropolitan Area, United States

ENTER A JOB
Food Server

SORT
Similarity Score (high to low) ▾

67 job matches in United States for Food Server. Showing 20 results.

Skills for Food Server

- Food & Beverage
- Teamwork
- Waiting Tables
- Time Management
- Communication
- Hospitality
- Customer Service
- Social Media
- Organization Skills
- Restaurant Management
- Public Speaking
- Cashiering
- Customer Satisfaction
- Event Planning
- Microsoft Access
- Research
- Interpersonal Skills
- Sales
- Catering

Food Runner Match: 90%

Skills Overlap

Food Server Food Runner

More Similar Skill Value

+4 unique skills to each

Skills To Build

- Food Service
- Food Safety
- Adobe Photoshop
- Problem Solving

Popularity

0.6

Transitioning to Food Runner from Food Server may be an untapped opportunity

[Find Jobs on LinkedIn](#) [Find Connections on LinkedIn](#)

Hostess Match: 90%

Skills Overlap

Food Server Hostess

More Similar Skill Value

+3 unique skills to each

Skills To Build

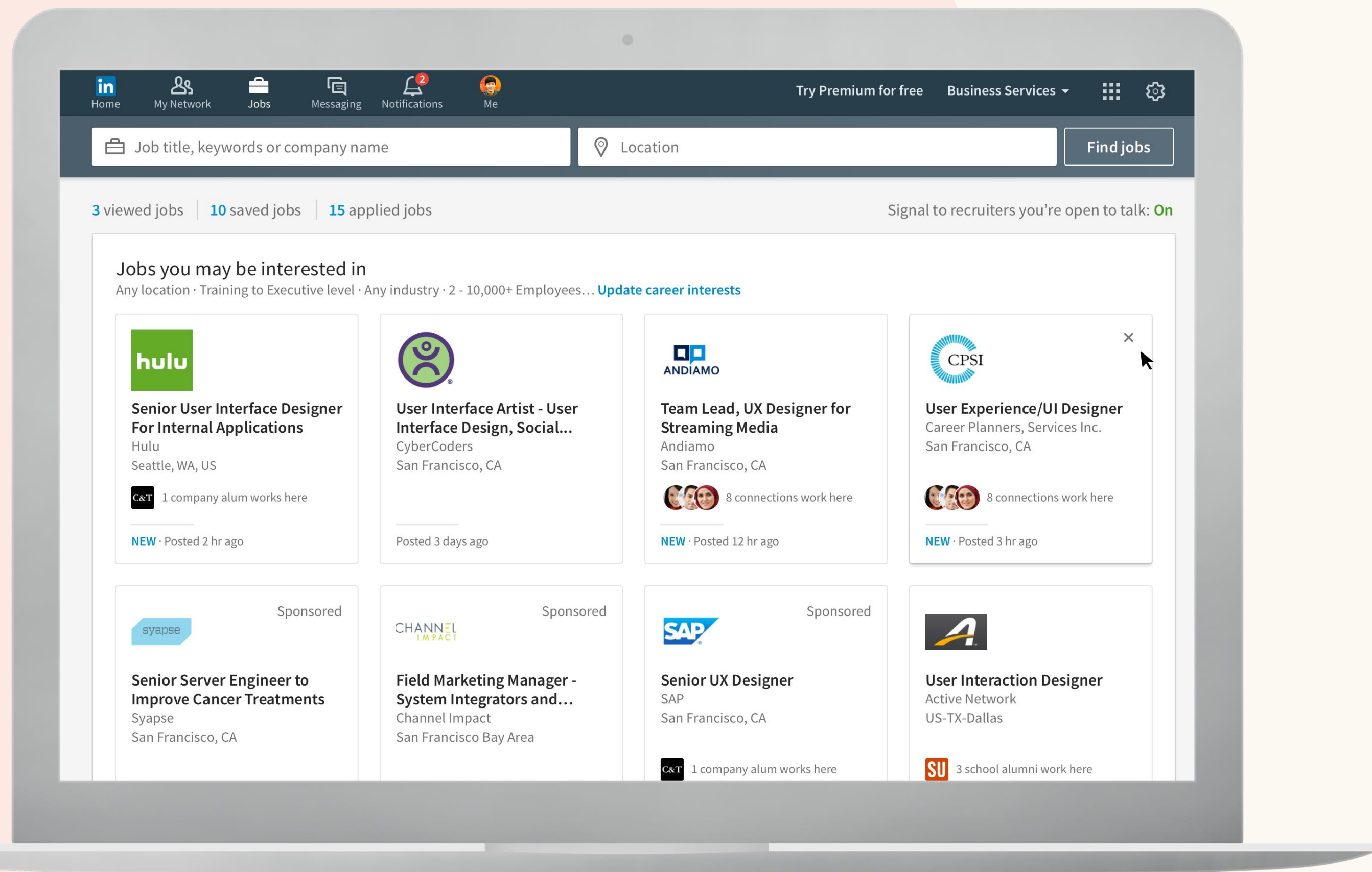
- Phone Etiquette
- Adobe Photoshop
- Facebook

Popularity

1.7

Transitioning to Hostess from Food Server may be an untapped opportunity

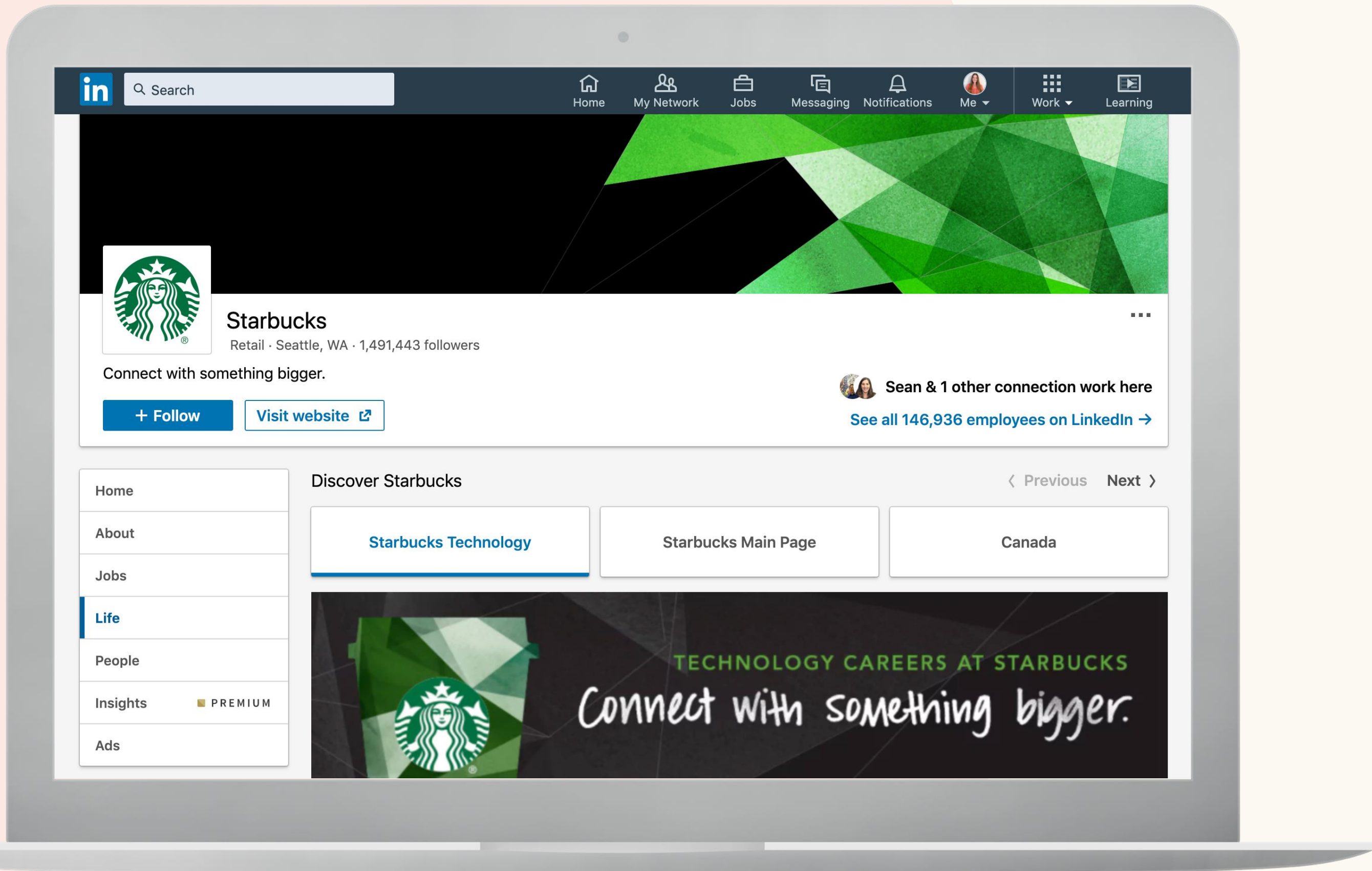
[Find Jobs on LinkedIn](#) [Find Connections on LinkedIn](#)



Review jobs you may be interested in

For the best job recommendations, make sure your profile is filled out with accurate:

- ✓ Work experience
- ✓ Skills
- ✓ Location information



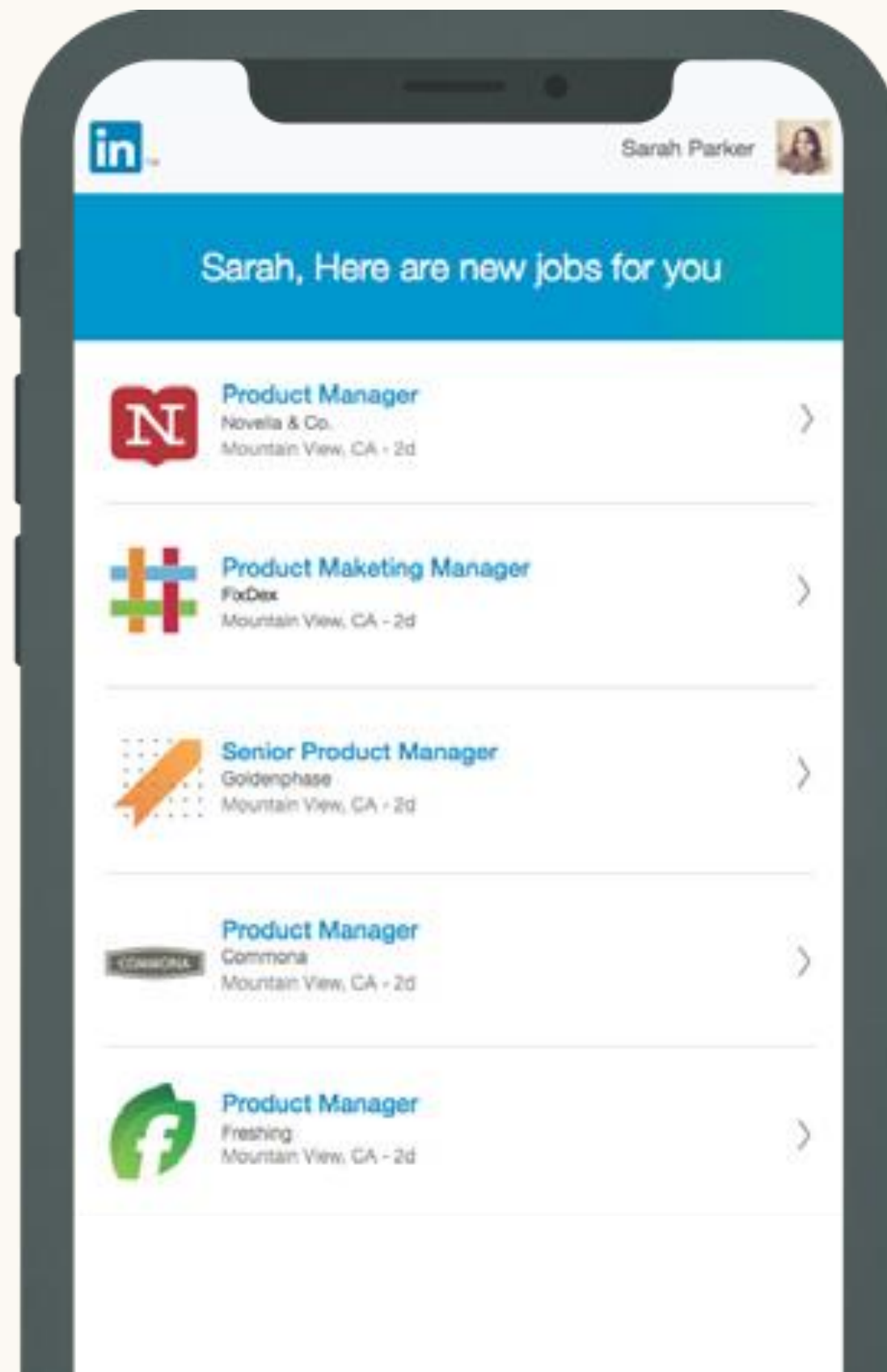
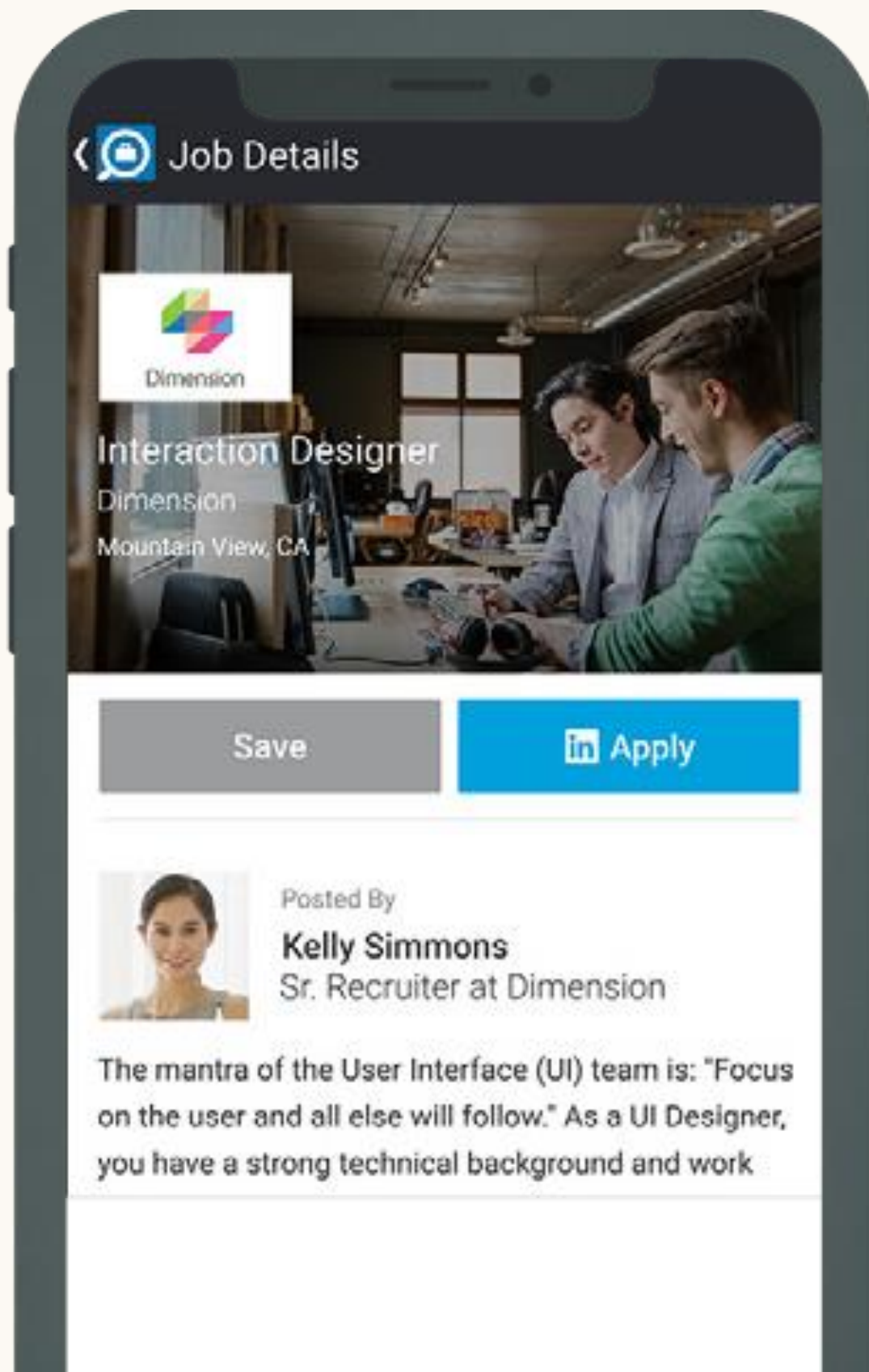
Follow companies

Explore employers you are interested in working for by following their company page.

Check out the “Life” section to learn more about the company’s culture, values, and professional development opportunities.



Recruiters on LinkedIn can filter specifically for candidates who have engaged with their company page. Make sure to show your interest by taking this easy step.



Apply actively

Use the “Easy Apply” or “Apply on company website” button to quickly apply for a job you want.

Stay on top of your job search by using the LinkedIn mobile app to find and apply for new jobs, anywhere, any time.



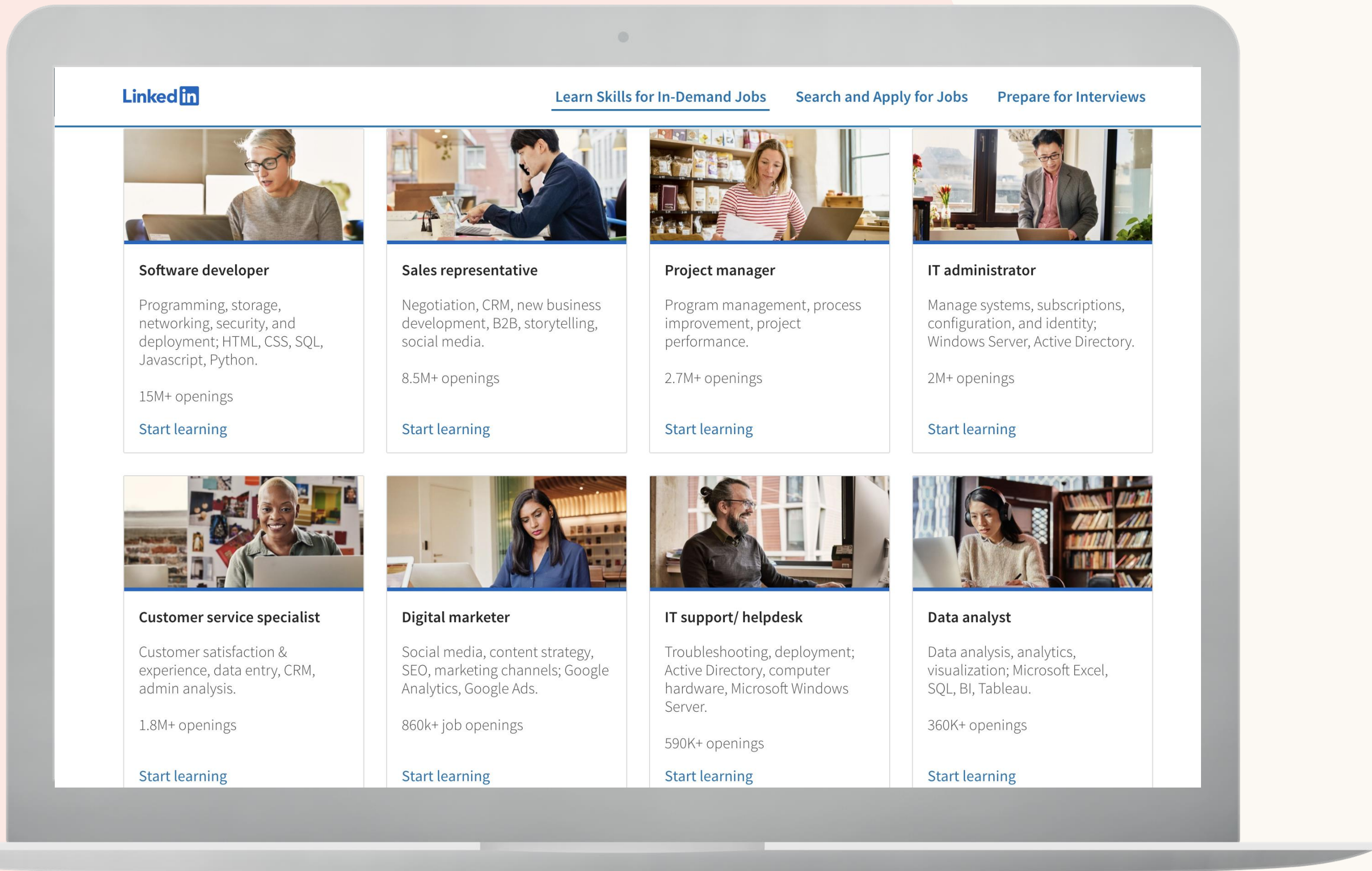
Applicants who apply to jobs within the first three days of posting are **13% more likely** to get the job.



Extra credit

Additional features and guidance to help you advance your career

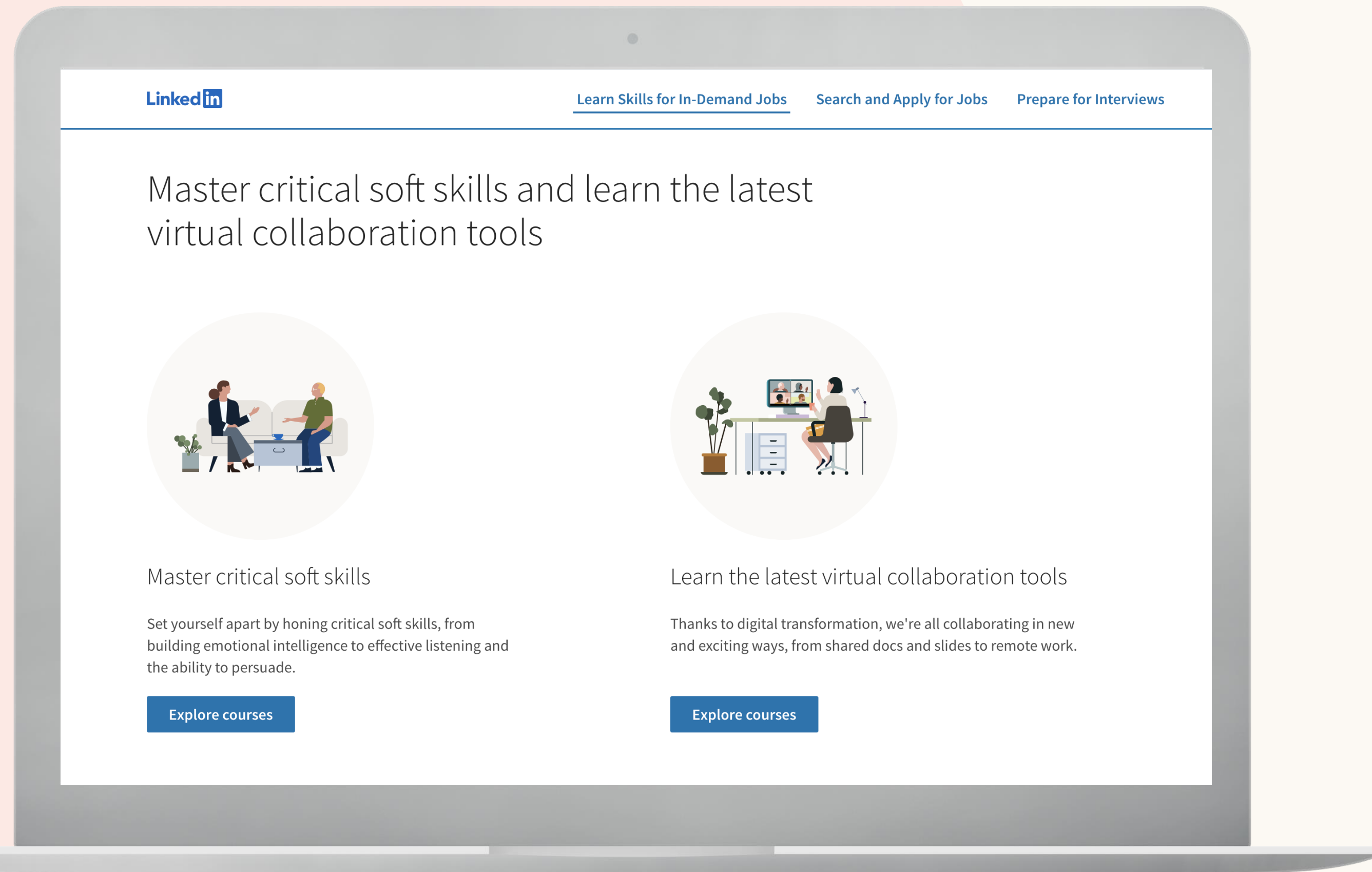
1. Gain in-demand skills with LinkedIn Learning
2. Explore schools
3. Explore alumni
4. Join groups
5. Privacy settings



Gain in-demand skills with LinkedIn Learning

Visit opportunity.linkedin.com to start developing your skills for free.

- We've identified 10 jobs that have the greatest number of job openings, steady growth over the last 4 years, pay a livable wage, and require skills that can be learned online.
- Learning paths teach skills for in-demand jobs including project manager, digital marketer, sales representative and more!



Gain in-demand skills with LinkedIn Learning

Visit opportunity.linkedin.com to start developing your skills for free.

We've also unlocked learning paths relevant to every professional, including:

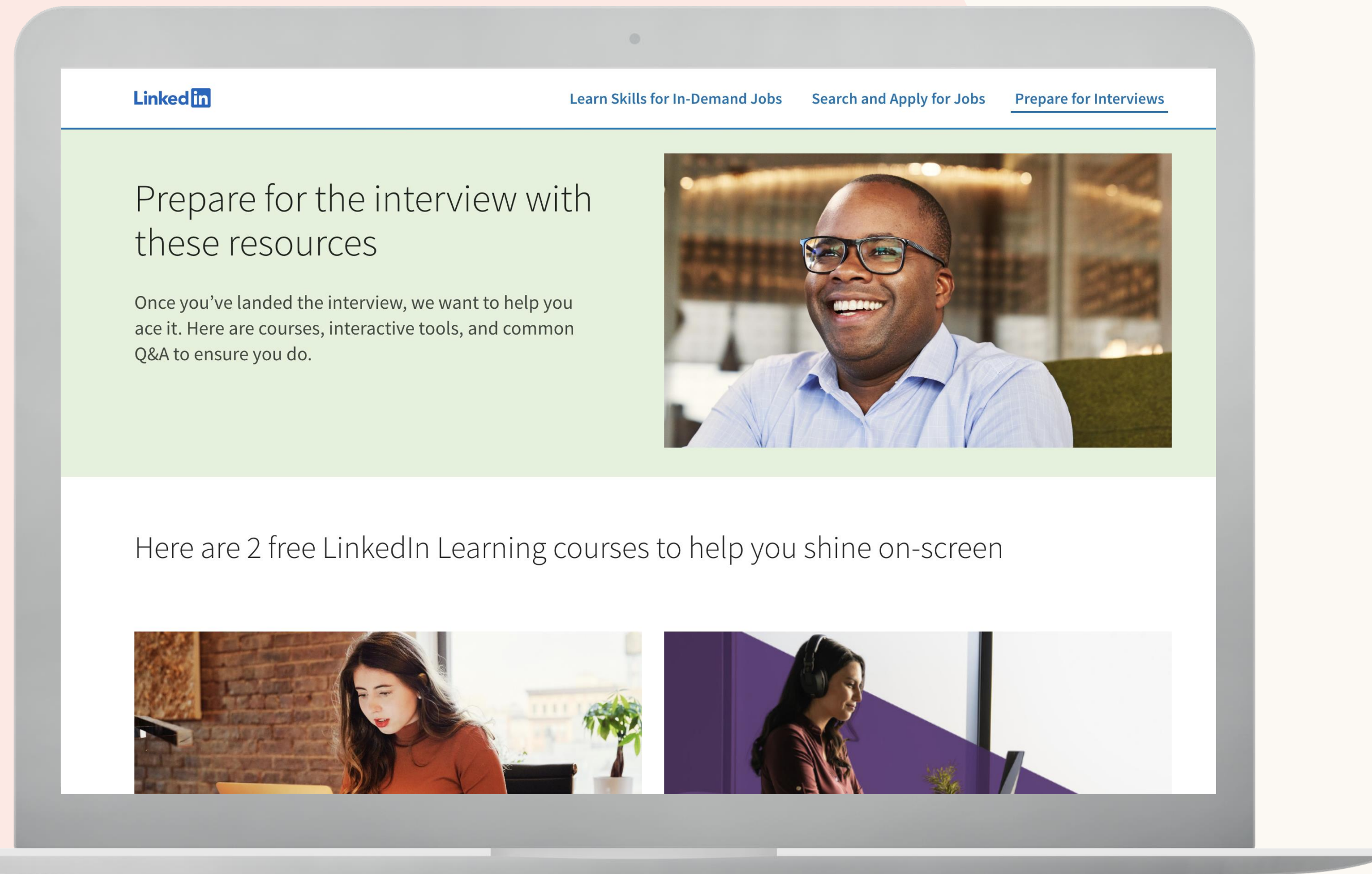
- Master critical soft skills
- Learn the latest virtual collaboration tools

Gain in-demand skills with LinkedIn Learning

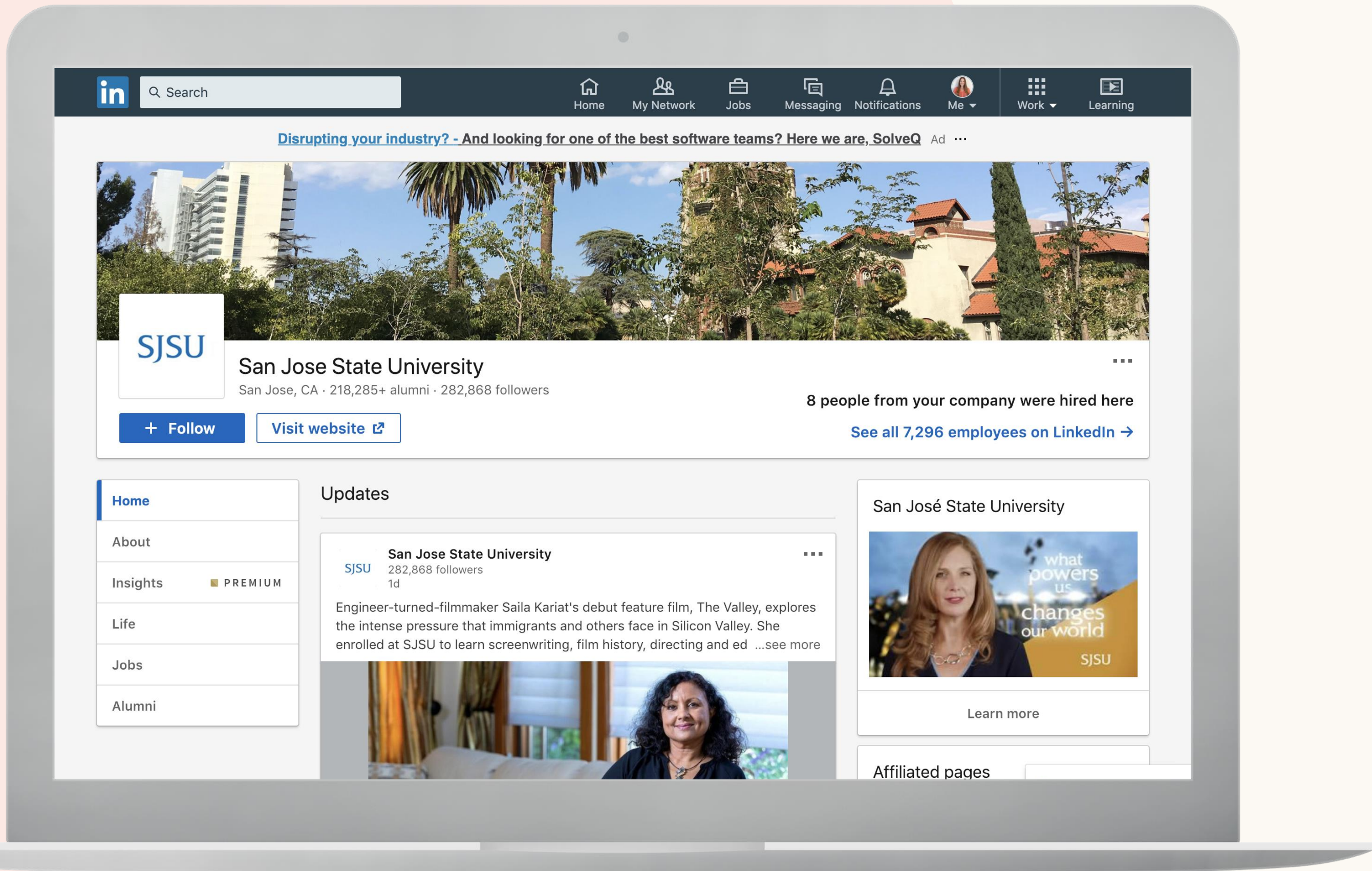
Visit opportunity.linkedin.com to start developing your skills for free.

We've also unlocked learning paths relevant to every professional, including:

- Interview prep: video interview tips & digital body language
- Interview practice for the top 26 behavioral interview questions

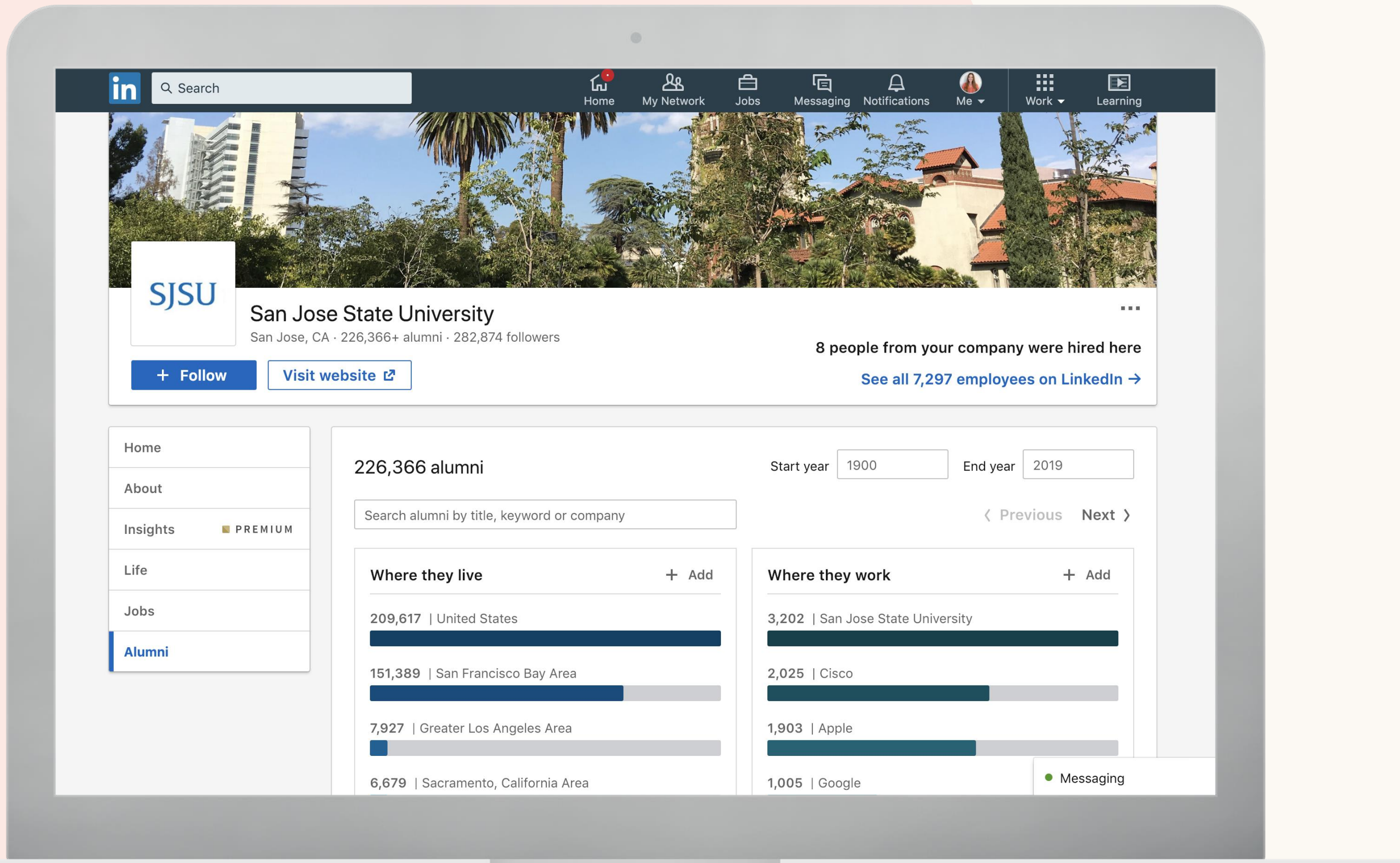


The screenshot shows the LinkedIn Learning website interface. At the top, there is a navigation bar with the LinkedIn logo on the left and three menu items: "Learn Skills for In-Demand Jobs", "Search and Apply for Jobs", and "Prepare for Interviews". The main content area has a light green background. On the left, there is a heading "Prepare for the interview with these resources" followed by a paragraph: "Once you've landed the interview, we want to help you ace it. Here are courses, interactive tools, and common Q&A to ensure you do." To the right of this text is a large image of a smiling man with glasses. Below this, there is a heading "Here are 2 free LinkedIn Learning courses to help you shine on-screen" followed by two smaller images: one of a woman looking at a laptop and another of a woman wearing a headset, likely representing customer service or sales training.



Explore schools

Find and view the latest news from schools you have attended or are interested in attending by filtering for "Schools" using the search bar.



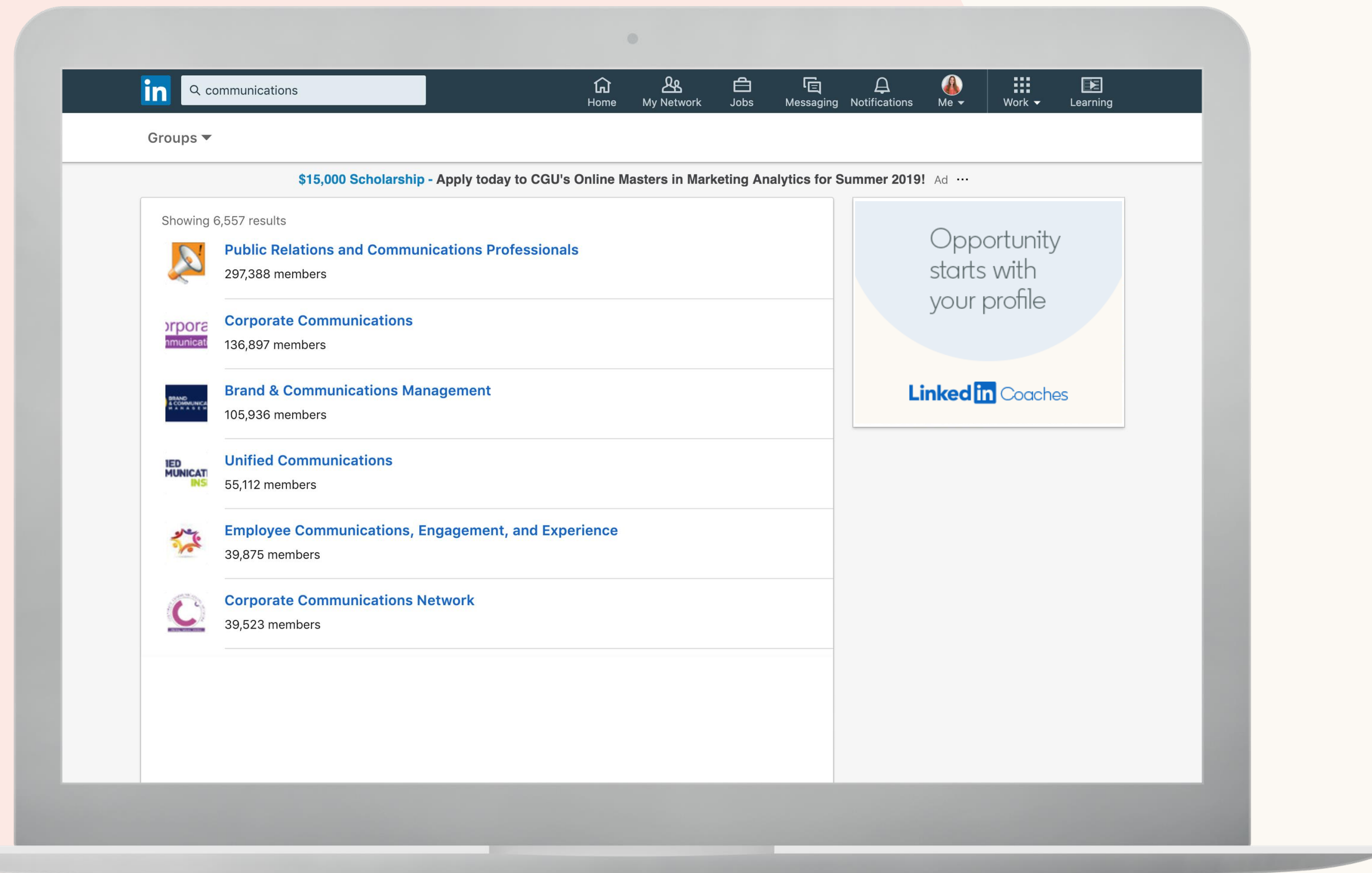
Explore alumni

Explore the career paths taken by school or program alumni. By clicking “Alumni,” you can view:

- ✓ Where alumni live
- ✓ Where alumni work
- ✓ What alumni do
- ✓ What alumni studied



Consider reaching out to anyone whose career interests you for an informational interview.



Join groups

Find and join groups of professionals to give and get career help and resources by filtering for "Groups" using the search bar.

Consider joining groups for:

- ✓ Professionals in your industry
- ✓ Alumni of your school or training program

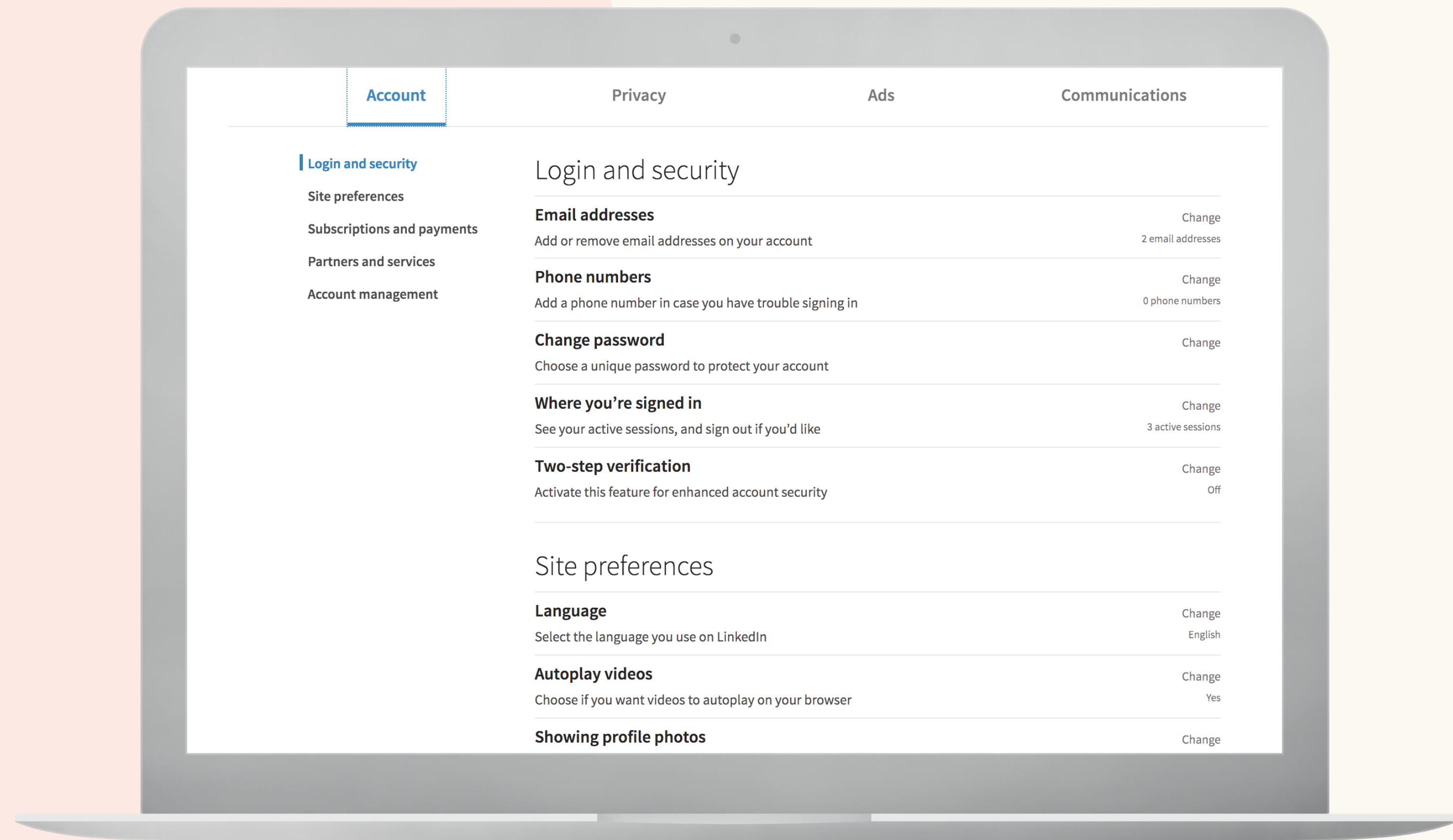
Privacy settings

Click the “Me” icon at the top of your LinkedIn homepage.

In the dropdown menu, select “Settings & Privacy” to begin managing your preferences.

For example, you can:

- ✓ Change the language you use on LinkedIn
- ✓ Change your password
- ✓ Control your notification preferences



Welcome 



Your profile,
your story



You decide

- You decide what other people's first impression of you should be.
- Create a strong LinkedIn profile so that your professional profile appears first on Google.
- Stay active on social media and build your online presence.
- Be careful what you post: it could damage your professional identity.

mia mercado

 All  News  Images 

About 389,000 results (0.40 seconds)

Mia Mercado - Professional Prof

<https://www.linkedin.com/in/miamercado>

Aug 13, 2019 - My strong interest in driving action has always reflected in my work with organizations helping the underprivileged.

Board of

Social Selling Index

Your Social Selling Index

1,538 of 5,255
Team SSI rank

Top 10%
Industry SSI rank

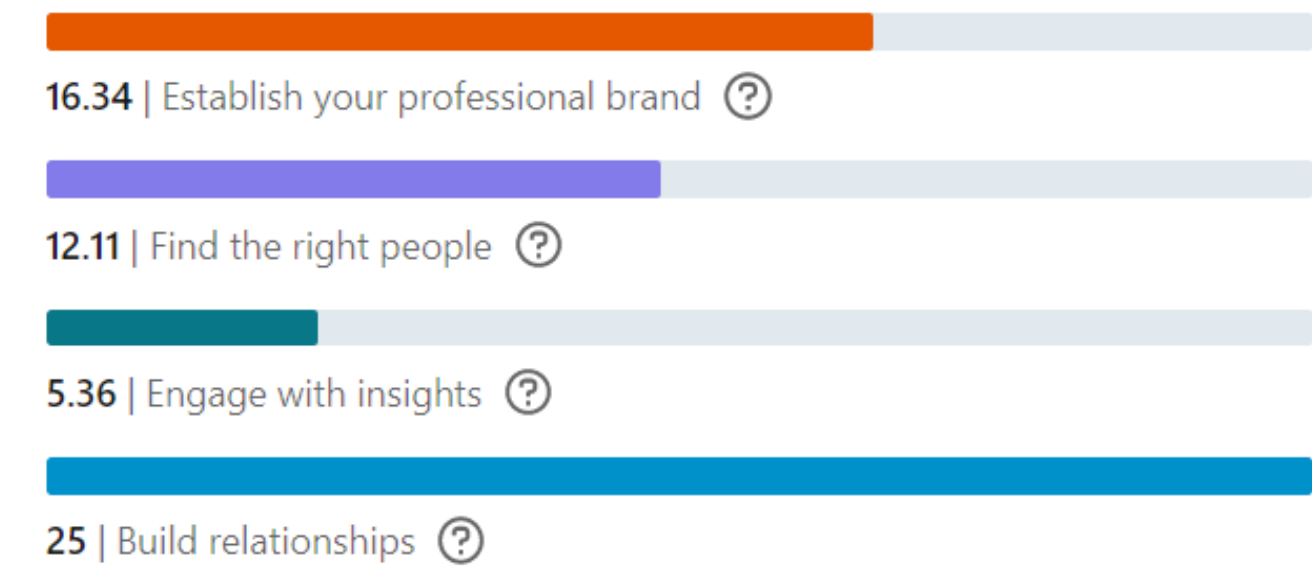
Top 12%
Network SSI rank

Current Social Selling Index [?](#)

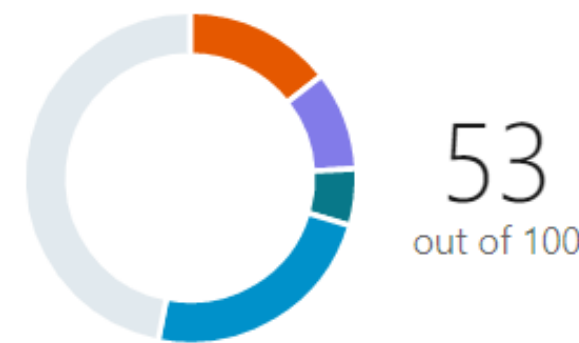


59
out of 100

Four components of your score

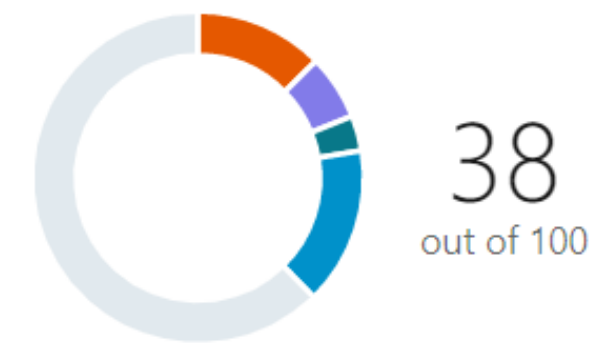


People in your team



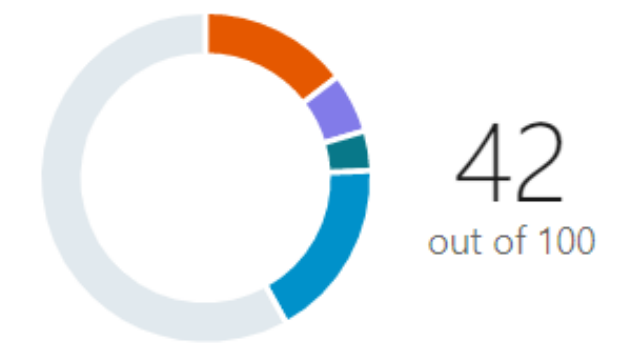
People in your team have an average SSI of 53.
You rank 1,538 of 5,255
▲ Up 78 spots since last week

People in your industry



Sales professionals in the Technology, Information and Internet industry have an average SSI of 38.
You rank in the top 10%

People in your network



People in your network have an average SSI of 42.
You rank in the top 12%
No change since last week

Creator Mode





Creator Mode

Creator mode is a profile setting that can help you grow your reach and influence on LinkedIn.

You can turn on creator mode to get access to additional tools and features that help you create content and grow your audience base on LinkedIn.

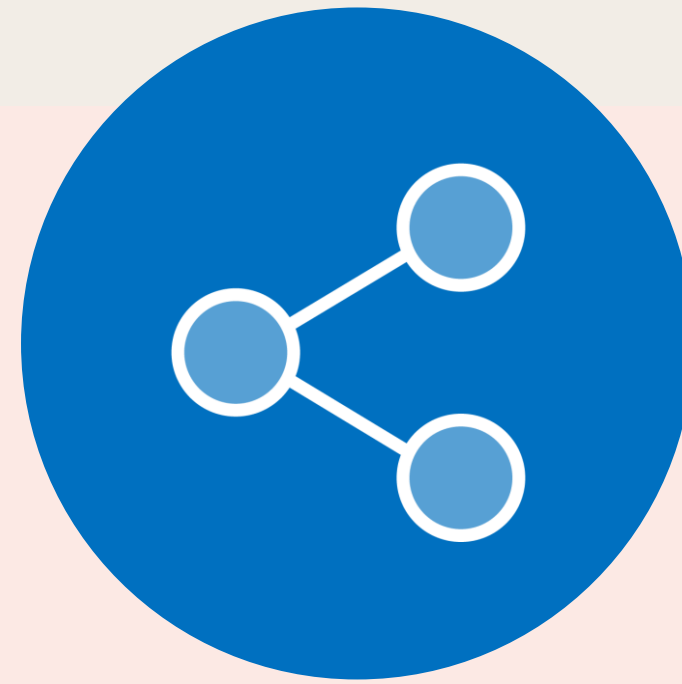
Creator Mode Benefits



Profile changes

The Connect button on your profile will change to Follow.

You'll see the number of followers you have in your profile introduction.



Connections

When someone sends you a connection request after you turn on Creator mode, they will also follow you while they await your response.

Even if you decline their invitation, they will still follow your posts until they manually unfollow.



Content

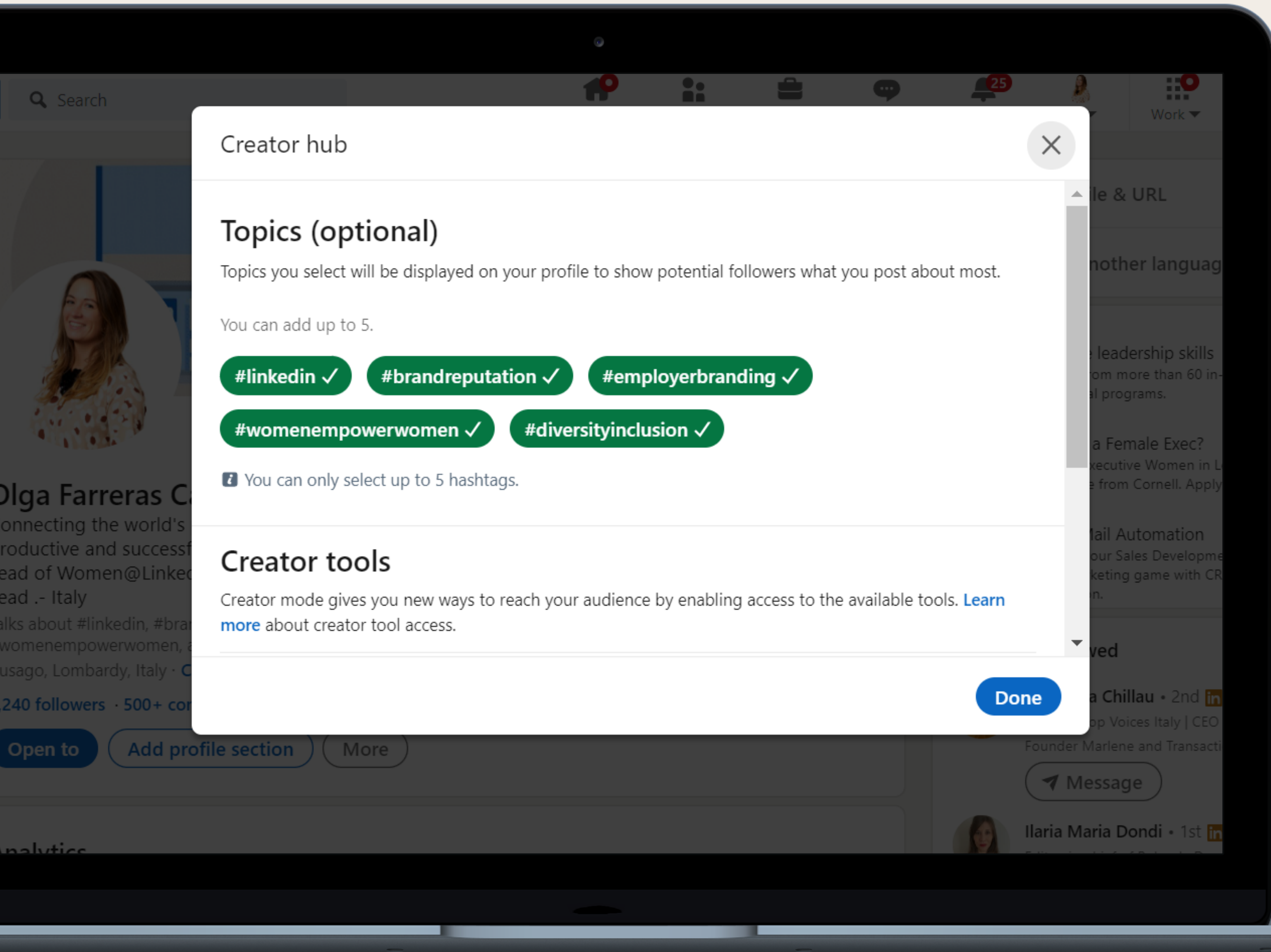
Highlight your original content on your profile by moving your Featured and Activity sections to be first on your profile.

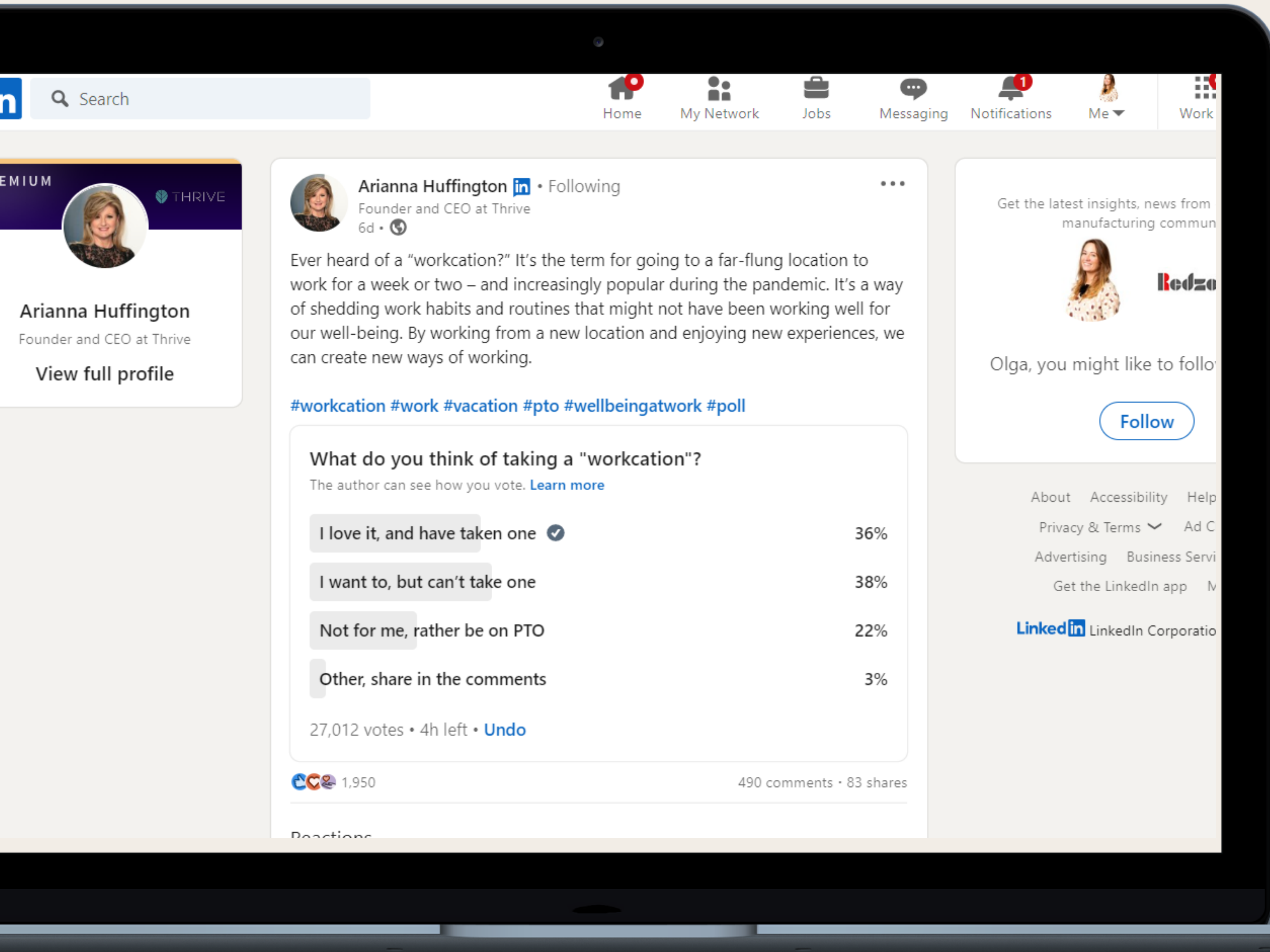
Activity section on your profile will no longer include your likes, comments, and other activities (they will still be available when you click on See all activity).

Creator Topics

Add Topics

You can display the topics you post about in your profile introduction as hashtags. This will make it easier for other LinkedIn members to discover your content and follow you.





Creator Tools

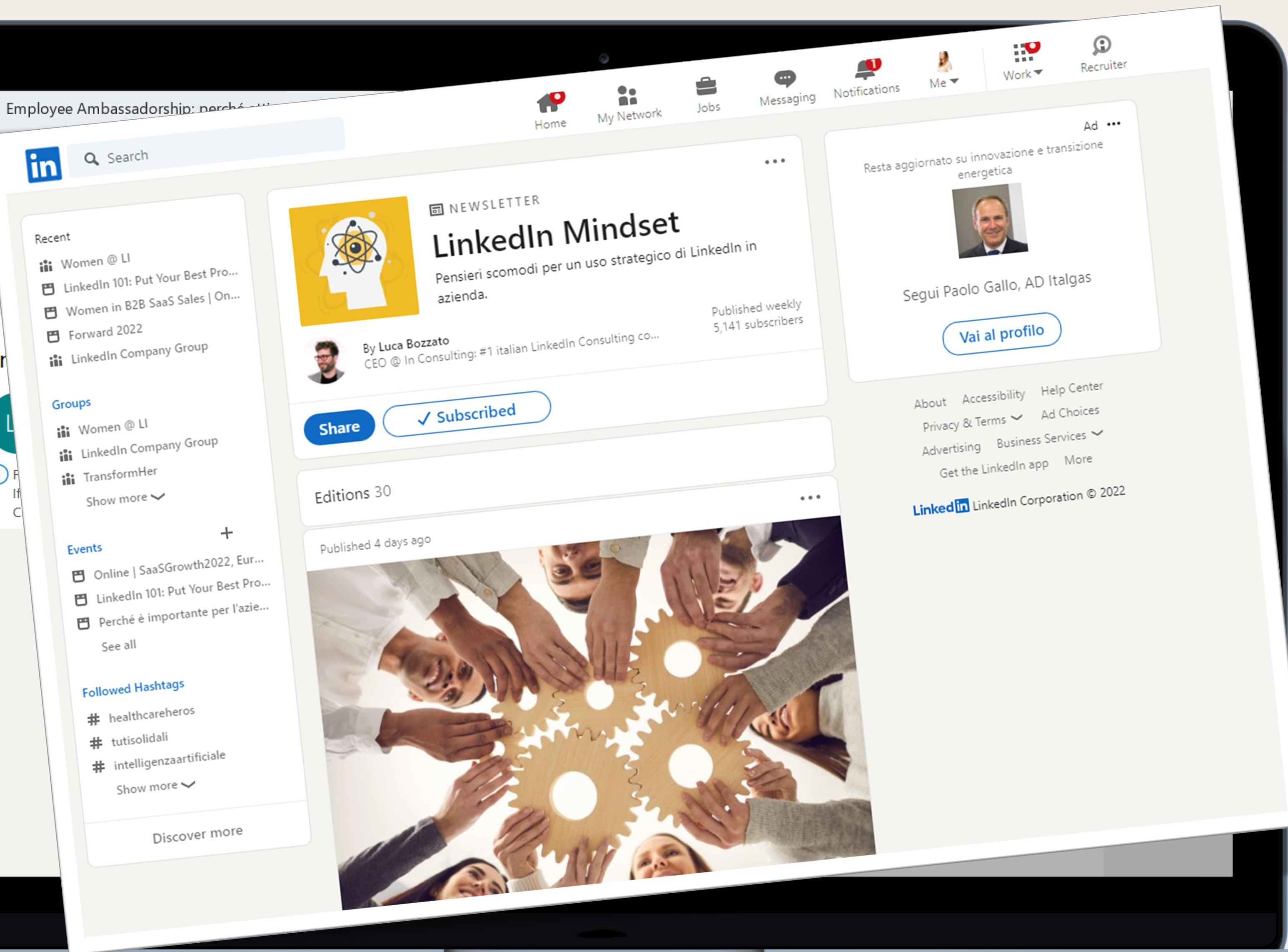
LinkedIn Polls

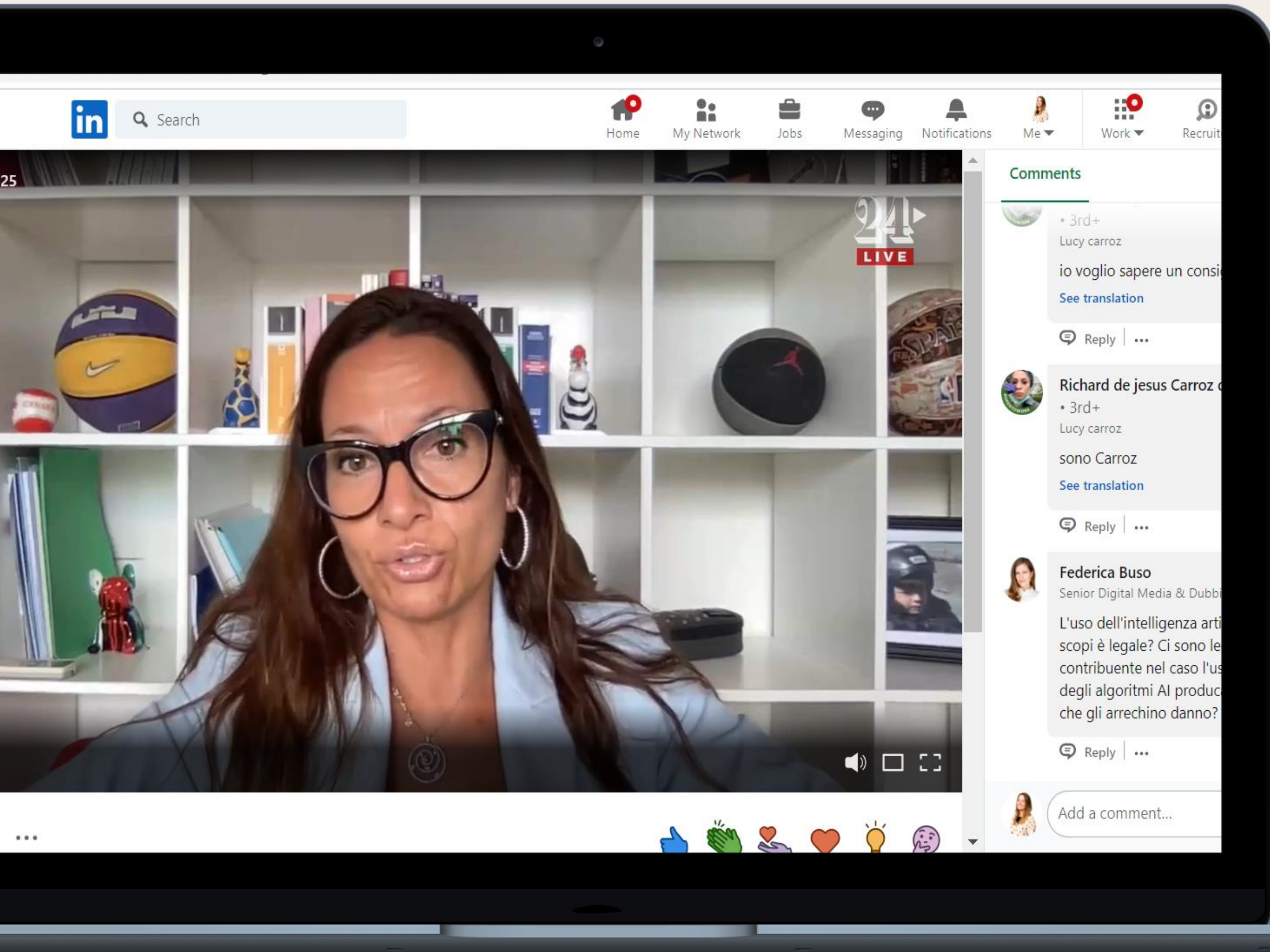
The LinkedIn Polls feature helps you engage with other members by asking them for their perspectives about various topics.

Creator Tools

LinkedIn Newsletter

You can leverage newsletters to talk about a professional topic you're passionate about on a regular basis. LinkedIn members can subscribe to your newsletter to be notified about new articles you publish, allowing you to build and grow a regularly engaged audience.

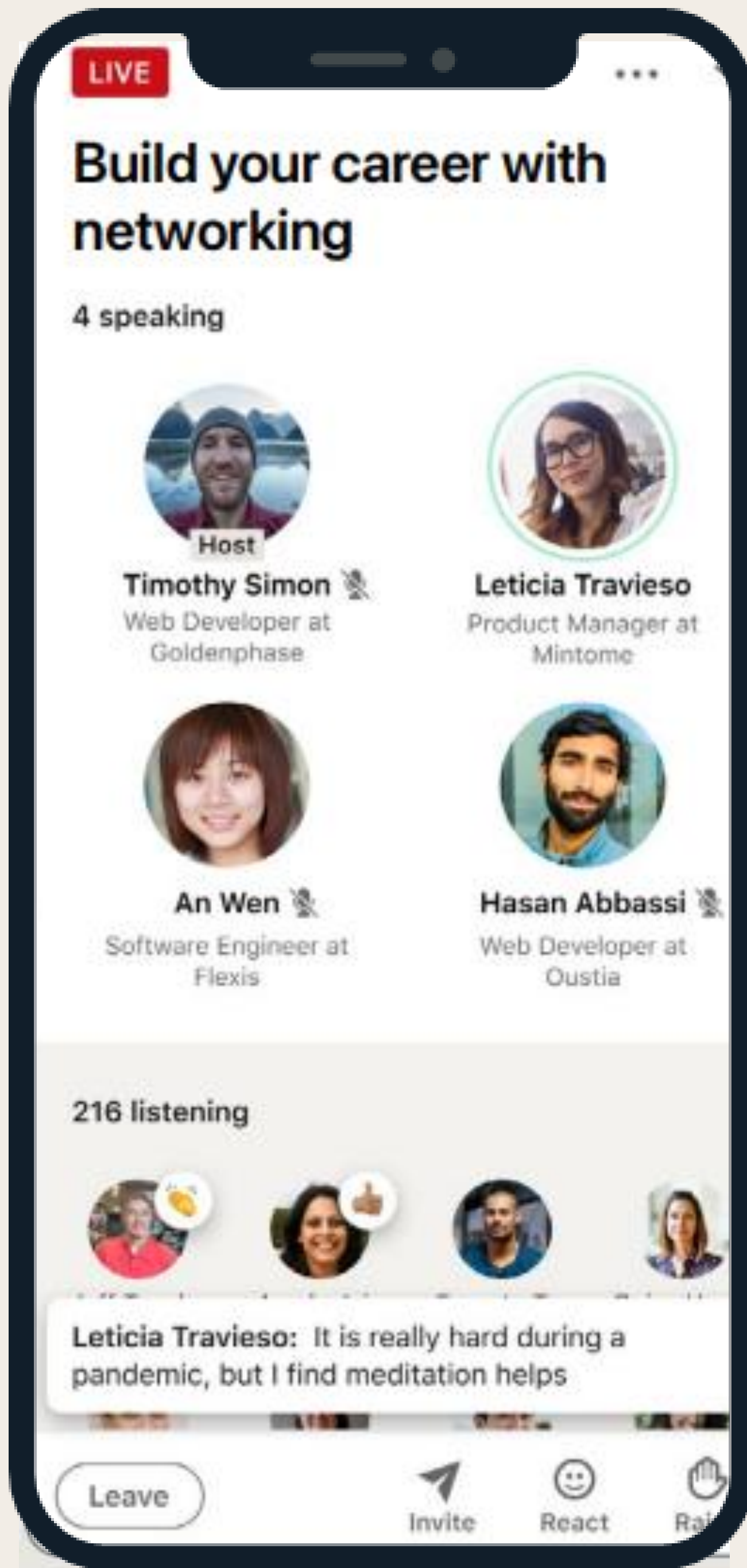




Creator Tools

LinkedIn Live

LinkedIn Live allows approved members and Pages to broadcast live video content to a LinkedIn profile, LinkedIn Page, or Event.



Interviews

Host real-time conversations and answer questions with **Q&As and AMAs**. Ask industry experts, thought leaders, or other creators to join to combine the power of your networks and boost your audience.

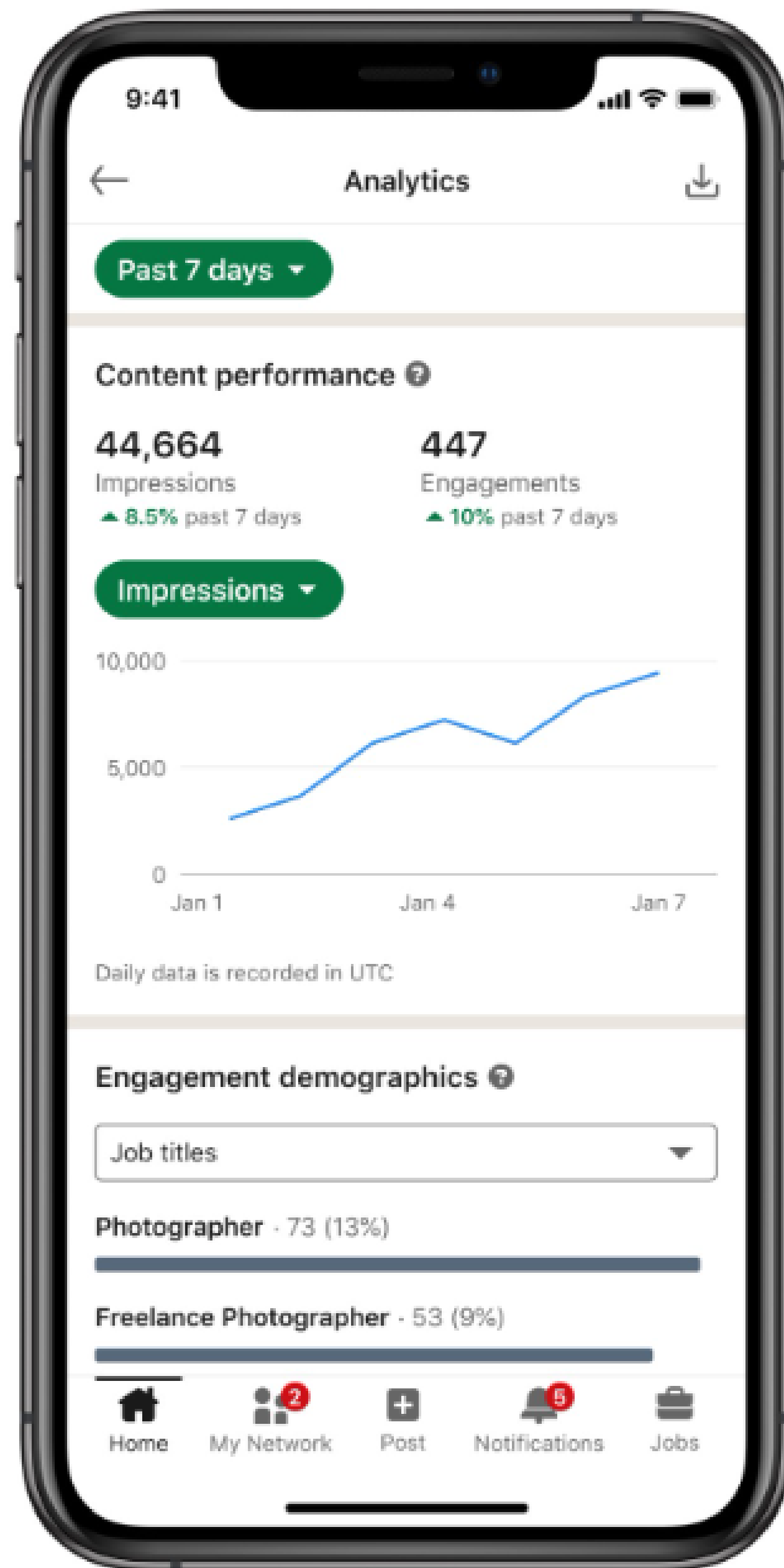
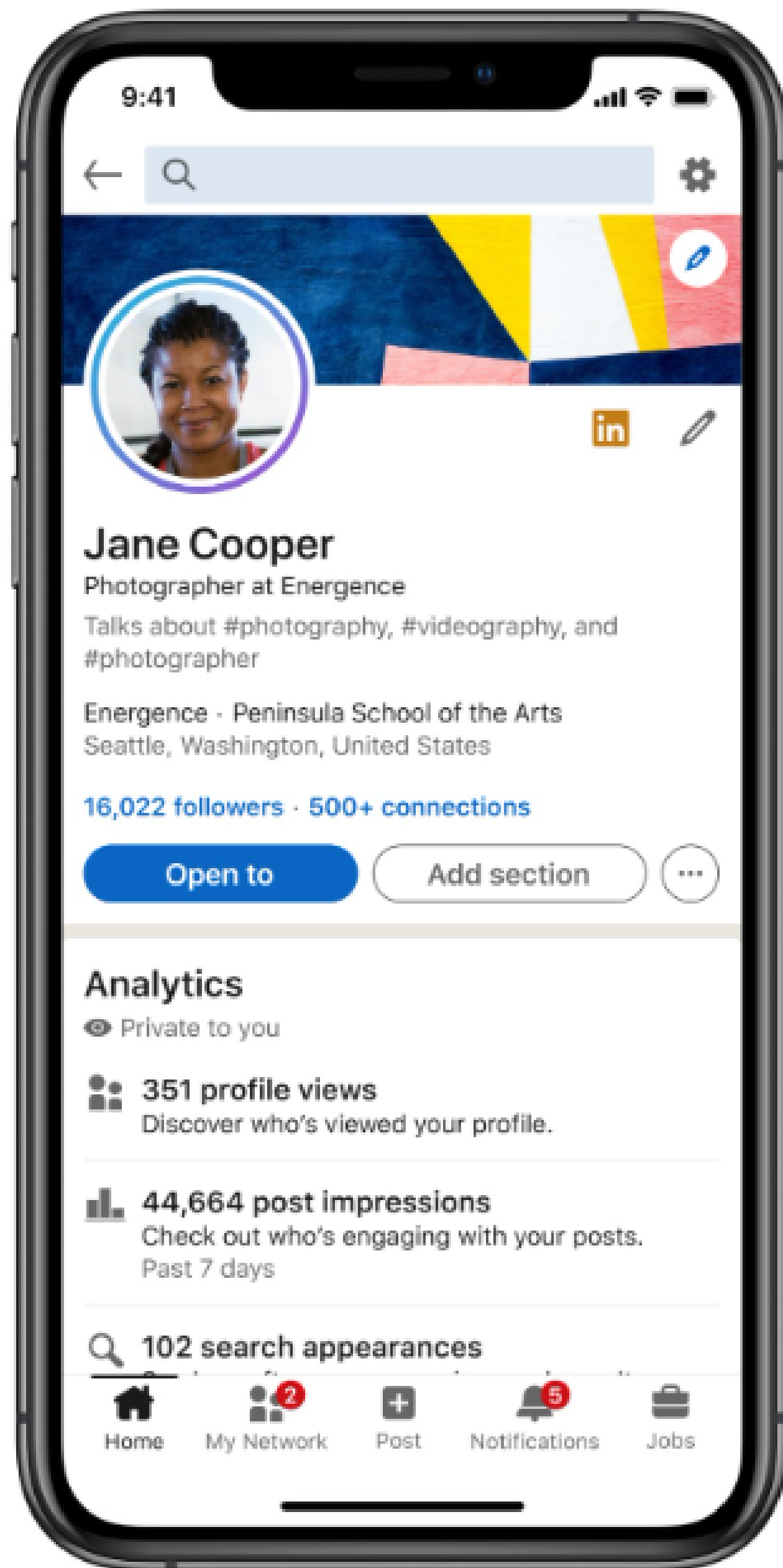
Conversations

Create a virtual space to discuss **keynotes, conferences, a LinkedIn Live, a podcast**, or any other event that you and your followers are buzzing about or are interested in.

Creator Tools

LinkedIn Audio

Audio Events allow members to have real-time conversations with their community in a more casual environment. This is like listening to a podcast, but one that they can participate in. The audio only experience leaves you free to do other things like commute, walk, or exercise.



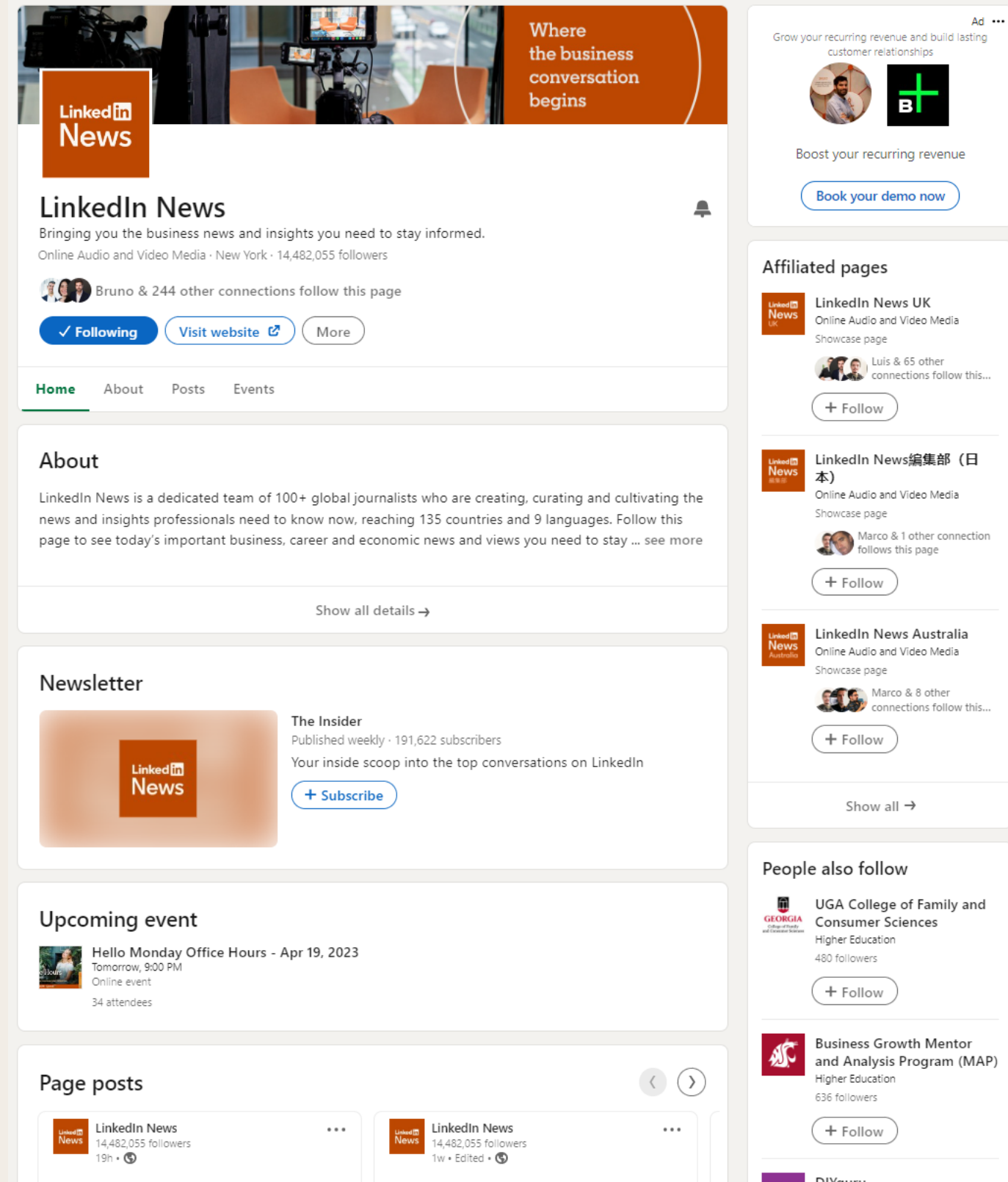
Creator Analytics

Rolling Out

LinkedIn members who turn on creator mode will get access to creator analytics. Creator analytics provides aggregate analytics to show how your content portfolio (including short form posts, images, videos, events, polls, and articles) performs over time.

This content is for you!

Content Creator Hub



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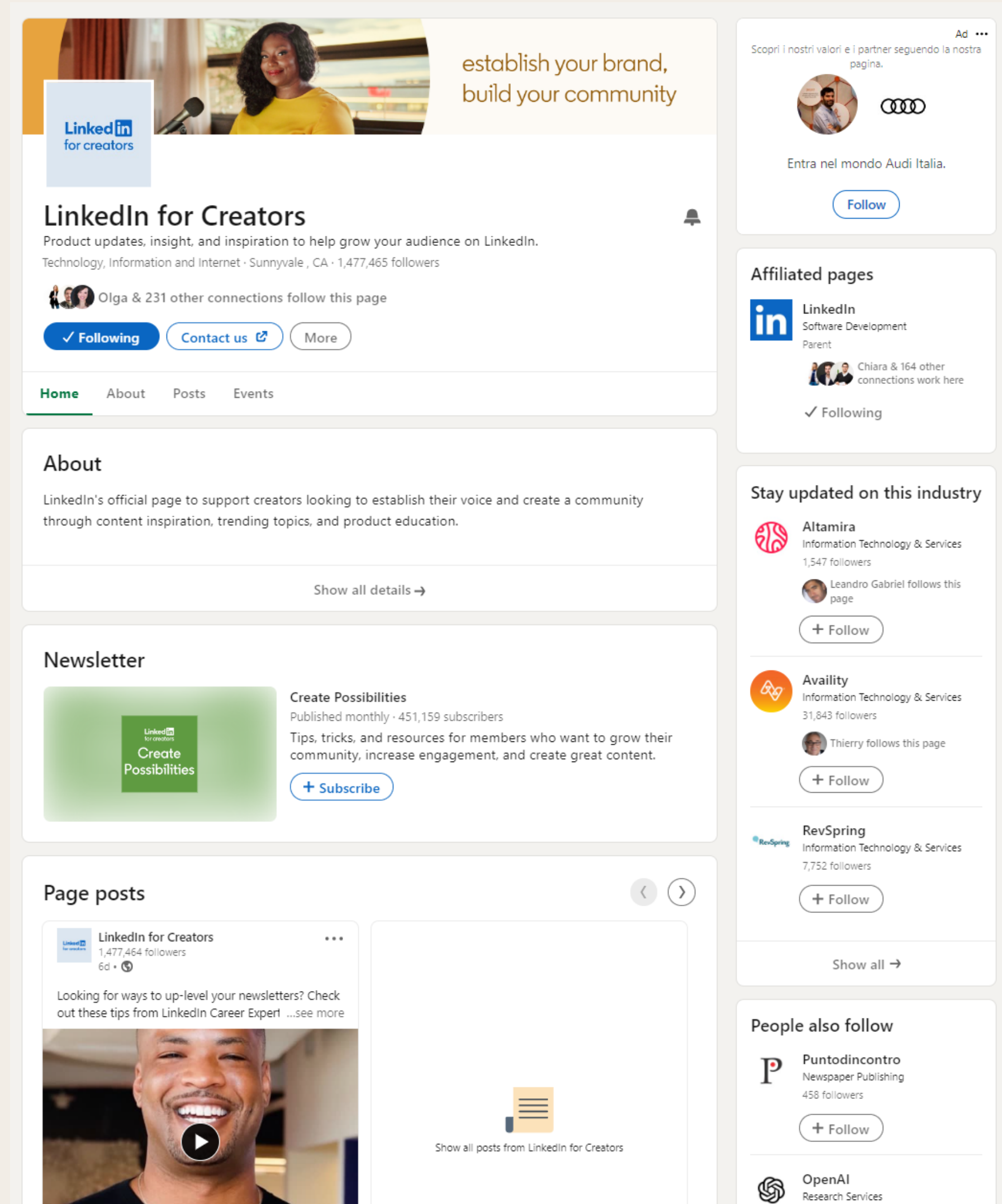
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