**Technology day: Getting LinkedIn Outline**

**1.Getting Started-** [**www.linkedin.com**](http://www.linkedin.com)

* **What is Social Networking?**
* **Online individual profile all about you**
* **There are many different social networking sites**
* **Each to obtain a certain goal**
  + - **Socialize –facebook, myspace**
    - **Dating-eharmony, match.com**
    - **Professional-LinkedIn**
    - **Video-Youtube**
    - **Expression-twitter**
    - **Social Networking allows you to connect with many people you may not get the chance to on a day to day basis (over the internet)**
    - **Allows you to make connections through mutual friends, you would not otherwise get the chance of meeting**
* **Advantages of using LinkedIn**
* **If used right can only help career goals; not hinder**
* **Create a professional image without even having to meet someone**
* **Create your account – The more information you add you add to your profile the more complete**
  + **Upload a resume**
    - **Showing up in more searches that prospective employers run**
    - **Having more compatible recommended jobs show up on your side bar**
    - **Getting a listing of past and present colleagues to enhance your network**
  + **What are your specialties in your professional career examples linkedIn gives are – union negotiation, international law, purchasing**
  + **Provide a professional summary ( where do you see yourself going, what have you accomplished)**
  + **Add your present and past work and professional experience**
  + **Add your skill set- type in key words and choose one linkedIn has listed: add your proficiency and years of experience you have with that certain skill**
  + **Professional Photo**
  + **Education**
  + **Groups and Associations**
  + **Awards and honors**
  + **Additional voluntary sections such as languages, publications, and certifications**
  + **Add a section to display personal portfolio- design, artwork, headshots**
  + **You can add phone number or other personal info**
  + **“users with complete profiles are 40 times more likely to receive opportunities through linkedIn**
  + **Find Connections**
    - **Past and present coworkers, supervisors, classmates, friends**
    - **Individuals you may know, in companies you’re interested working for**
    - **When someone is a connection they will be able to view your full profile and vice versa**
    - **You can see things connections may post or their recent activity on linkedIn**
    - **Look up prospective employers before an interview- Good way to research company and its employers**
    - **Only add those in your network you know. If 10 or more individuals you connect with state they do not know you linkedIn has the right to lock you out.**
    - **LinkedIn Connections should represent your real world connections.**
    - **How your network works- Immediate connections, 1st connection. Connections that your 1st connections have-2nd Connections- Connections that your 2nd Connections have 3rd Connections- 1st,2nd, and 3rd Connections make up your “network”**
    - **Recommendations**
      * **Ask your connections that know you personally for recommendations**
      * **Recommendations that can illustrate examples of your professional abilities and skills**
      * **Visible to connections**
      * **You can also give recommendations**
      * **Job Postings**
      * **After experience added recommended job postings will come up**
      * **Search for jobs by key words, job title, company, or location**
      * **Many jobs you can apply to right on linkedIn**
      * **Download the “job insider toolbar” – When you job search on outside websites you can view linkedIn connections at that particular company**
      * **Even if not looking for employment there is a side bar that comes up with jobs you may be interested in**
      * **Groups**
      * **Join groups with topics or interests that are important to you**
      * **You can post discussion topics that the group may find interesting**
      * **Read discussions other members have posted**
      * **Keep up to date on the latest trends and issues that are of importance to you**
      * **Inbox/messages**
      * **You can send connections, or future connections messages.**
      * **A great way to keep in touch, and continue the process of networking in a professional manner**
      * **If connecting with someone you have not personally met, message them the specifics of why you want to be a connection, and how they are in your network**
      * **Companies**
      * **Follow companies you show interest in**
      * **Find out what people who hold what positions**
      * **Be one of the first to find out latest news at certain companies**
      * **Following companies, first step for “foot in door” technique**
      * **Question/Answers**
      * **Ask questions and have them answered by professionals**
      * **Look at other Q & A that other professionals have posted**
      * **Give Answers: the more you show your expertise, the higher you appear on expert lists**
      * **Extra Information**
      * **Be aware of what you post on any social networking website**
      * **Employers can run Social Networking Background Checks**
      * **When someone does a Google search for someone in particular linkedIn should be one of the first results to come up. (if they have an account.)**