



## Why LinkedIn?

Amanda L. Walker, M.A.

Recruiting Coordinator

University of Mississippi Career Center

# WHAT IS **LinkedIn** ?

- LinkedIn is, by far, the number one social network geared strictly towards business professionals.
- While it is a great place to network, meet people, and find jobs, it is also your electronic resume.
- Your LinkedIn profile can go a long way towards giving you an edge in your job search.
- On the same note, it can also kill it if you aren't using it correctly.

# TOP *TEN* REASONS TO USE **Linked**

1. Jobs and Hiring
2. Profile Look up (face is easier to remember than a name)
3. Build New Relationships
4. Give and Receive Recommendations
5. LinkedIn Groups
6. Answers
7. Search for your connections for a connect
8. Strengthen old relationships
9. Quality of conversations
10. Chance to brand yourself

# Jobs and Hiring

- Recruiters have realized that in the current market with a shortage of talent, you are not going find the best talent by advertising on job boards. Why?

# Profile Look Up

- Have you ever forgot a person that you have met at a conference, a job fair, or at networking event?

# Relationships- why build new ones?

- When it comes to nurturing past relationships or building new ones, nothing is more powerful than reading a person's profile and seeing what you have in common to build rapport.
- Find out what you may have in common.

# Recommendations

- LinkedIn offers you a venue to ask professors, colleagues, and friends for recommendations on your past work history, work ethics, or educational work.
- LinkedIn also allows you to give recommendations to those that request them from you.

# Linkedin Groups

- LinkedIn allows you to find like-minded people from across the spectrum that share your goals and interests.
- Why is this important?



# Answers...

- I think this is absolutely one of the best features of LinkedIn.
  - Ask a question and you get some of the best answers from professionals in your network .

# Search Redefined

- Should you network with people you don't know or only with people you know?
  - The larger your network, the easier to find someone in your network that can be beneficial to you.

# Strengthen Your Relationships

- It is easy to forget people you have met once or twice, or more often for whatever reason.
- When such a person in your network moves jobs or gets a promotion, LinkedIn sends you a non intrusive update. You can take advantage of this moment, to strengthen old relationships and drop them a note to say "Hi".
- It's a great way to strengthen the relationships you already have without a lot of effort.

# Quality of Conversations

- If you measure conversions and user time spent on your site, you can see that very few sites direct this quality traffic quality, not even Google.
- Why?
- One reason for this high quality is because people read your profile/answers and the ones who come to your site are pre-sold on you and interested in engaging your services/ideas.

# Brand yourself! Quick Tips

- **Add a nice, color head shot photo** of yourself so people can put a face with your name.
- If you are in an open job search, use wording like, "Qualified TITLE seeking XX position" in the "Current" box.
- I. **Copy your profile text into Microsoft Word** so that the Word spell check can reveal typos that might have. Make necessary corrections on your profile.

## Brand yourself! Quick Tips (cont)

- **Seek more LinkedIn recommendations** by writing recommendations about people you respect *first*.
- **Add your resume and samples to your profile** using the free Box.net application.

Join **Linked in** !



[www.linkedin.com](http://www.linkedin.com)