



CSIX

## Exercising *LinkedIn*

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# LinkedIn → Contents

- Disclaimers and Purpose
- What is LinkedIn?
- LinkedIn Services
- Actions to Take
- Actions to be Careful About Taking
- Not-So-Obvious Suggestions
- Resources
- An Offer

# LinkedIn → Disclaimers and Purpose

- Disclaimers
  - LinkedIn is conceptually simple, but even basic use involves making consequential choices. Agile use of LinkedIn's full set of services requires study, practice and perseverance.
  - I've helped many people improve their LinkedIn presence. Still, there are things I don't know: I don't use a paid LinkedIn account; I don't use the LinkedIn API (<https://developer.linkedin.com/apis>), I have not yet purchased LinkedIn Ads.
  - LinkedIn sometimes makes significant changes to its tools and pages. Material here is up to date today, but no guarantees for tomorrow.
- The purpose of this presentation:
  - Structured Survey of LinkedIn's services
  - Recommend actions to take and to consider taking
  - Offer alternatives to online ("black-hole") resume submission
  - Provide resources for further study
  - Answer questions



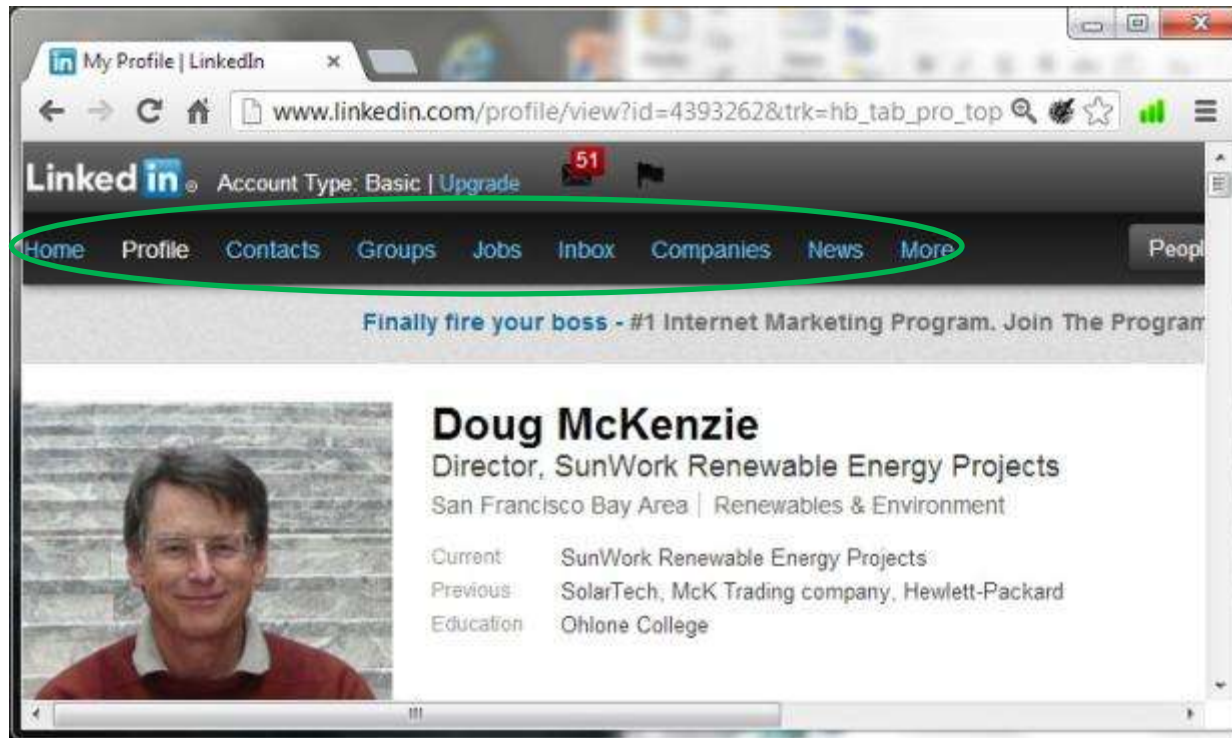


# LinkedIn → What is it?

- Social Media for Professionals
  - Look for, make, keep track of, foster and utilize professional relationships
- A place to:
  - Look for, and to be looked at for, a job
  - Maintain your online professional presence
  - Promote your business
  - Participate in interest groups
  - Learn about upcoming events
  - Read or share news, insights and knowledge
  - Ask or answer business-related questions
- A public company (LNKD) with over 180 million members

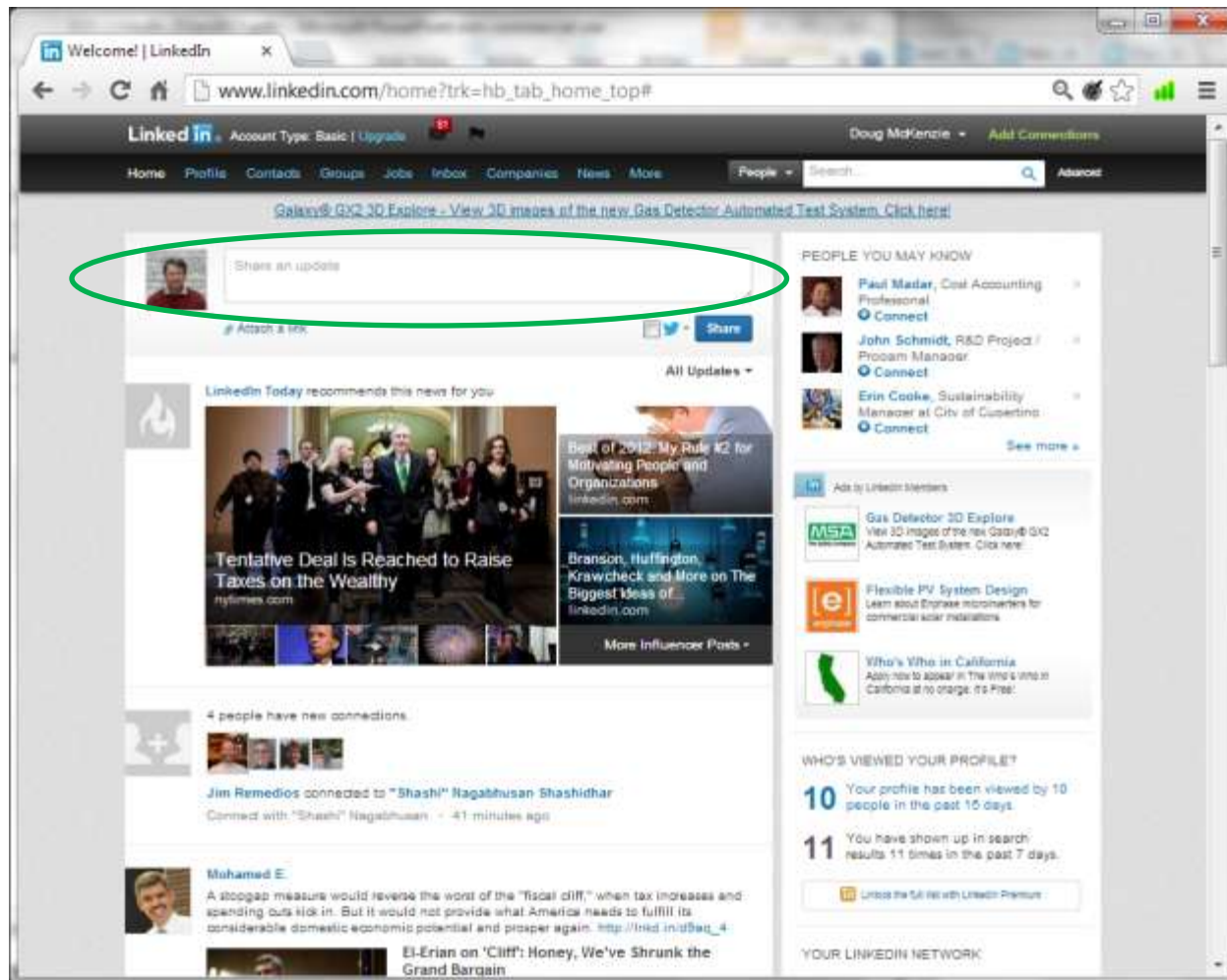
# LinkedIn → Services (1)

- LinkedIn’s “core value propositions”
  - Professional Identity (connect, find, be found by other professionals)
  - Insights: Put the right business intelligence in front of the right members at the right time
  - Everywhere: mobile devices, global access
- LinkedIn’s Tabs



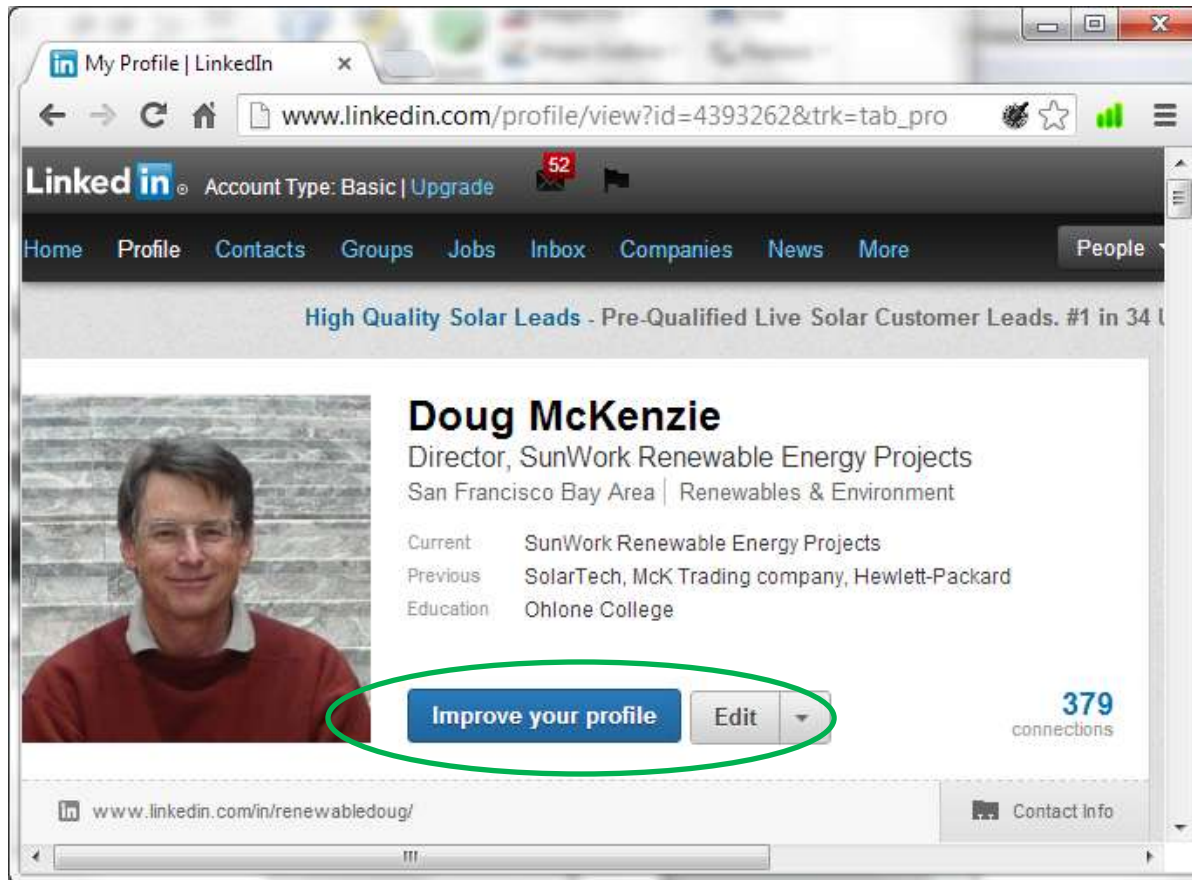
# LinkedIn → Services (2)

- **Home** tab: Share news and insights and propagate through Twitter. See who's viewed your profile. See your LinkedIn stats. Create LinkedIn Ads.



# LinkedIn → Services (3)

- **Profile** tab: Create and display your professional identity. LinkedIn will help guide you to improve your profile.





# LinkedIn → Services (4)

- **Profile** tab (cont.): Recommendations and Endorsements
  - Recommendations: Write a recommendation for a connection or ask one to do it for you. You retain the ability to post or not post the results.
  - Endorsements: Recent LinkedIn feature allows connections to say you have one or more specific skills.
  - LinkedIn recently rolled out a new Profile structure, intended to be simpler and to provide more insights about your network:  
Motivation: [http://help.linkedin.com/app/answers/detail/a\\_id/903](http://help.linkedin.com/app/answers/detail/a_id/903)  
Description: <http://www.linkedin.com/profile/about>  
Sample: <http://www.linkedin.com/profile/sample>



# LinkedIn → Services (5)

- **Contacts** tab: Manage/sort/review your connections, view summary information for connections, update their contact information, send a message to all or a subset of your connections, export your connections to a .csv file.

The screenshot displays the LinkedIn 'Connections' page. The browser address bar shows the URL [www.linkedin.com/connections?trk=hb\\_tab\\_connections](http://www.linkedin.com/connections?trk=hb_tab_connections). The page header includes the LinkedIn logo, account type 'Basic | Upgrade', and the user's name 'Doug McK'. The navigation menu includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. The 'Connections' tab is active, showing options for 'Imported Contacts' and 'Profile Organizer'. The main content area is titled 'Filter Connections' and includes a search bar, a 'Select: All, None' dropdown, and a 'Recent Activity' section. The 'Recent Activity' section is titled 'Connections with New Connections Only' and includes a 'Send message' button and 'Members: 108'. The list of connections is sorted by name, starting with 'A'. The connections listed are:

Name	Title	Company	Connections
Ali, PMP, Ryan	Program Manager - Hewlett-Packard	Hewlett-Packard	306
Anderson, K C	Senior Career and Job Search Coach - K.C.	Anderson Career Coaching	500+
Andorka, Frank	Editorial Director - Solar	Power World Magazine	500+
Ansley, Jeff	President - Natron Resources	Natron Resources	498

The left sidebar shows 'All Connections (379)' and 'Recent Activity' with 'New Connections (29)' and 'Connections With New Connections (108)'. The 'Connections With New Connections (108)' link is circled in green. The bottom of the page shows a taskbar with a file named 'EGG\_LinkedIn\_15No...pptx' and a 'Show all downloads...' button.

# LinkedIn → Services (6)

- **Groups** tab: Participate in interest groups (up to ~50 maximum).
  - Find and join groups to see and share content, post or view jobs, make connections, build your presence as an expert in an area.

The screenshot displays the LinkedIn 'Your Groups' interface. At the top, the navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. The 'Groups' tab is selected. Below the navigation bar, there is a search bar and a link to 'Berkeley MBA Part-Time - Evening & Weekend MBA Program, Fremont Info Session Jan 3, Register online!'. The main content area is titled 'Your Groups (54)' and features a 'Create a group' button. The groups listed are:

- CSIXConnect
- Northern California Solar Energy Association
- Solar and Photovoltaic (PV) Professionals Network
- CONNECT Job Seeker Center
- American Solar Energy Society (ASES)

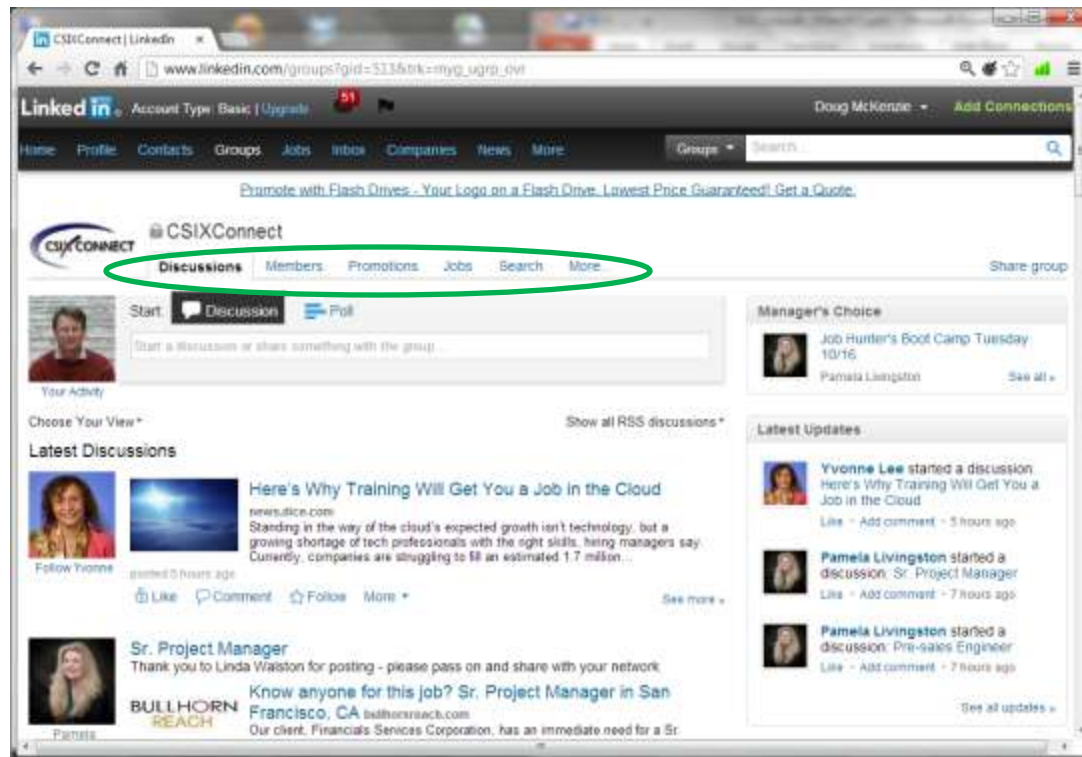
On the right side, the 'Groups You May Like' section includes:

- Solar California
- Solar energy in Europe for sale, co-development, financing
- MREA Certified Site Assessors

There are also advertisements for 'UBS Quant on Demand' and 'Promote with Flash Drives'.

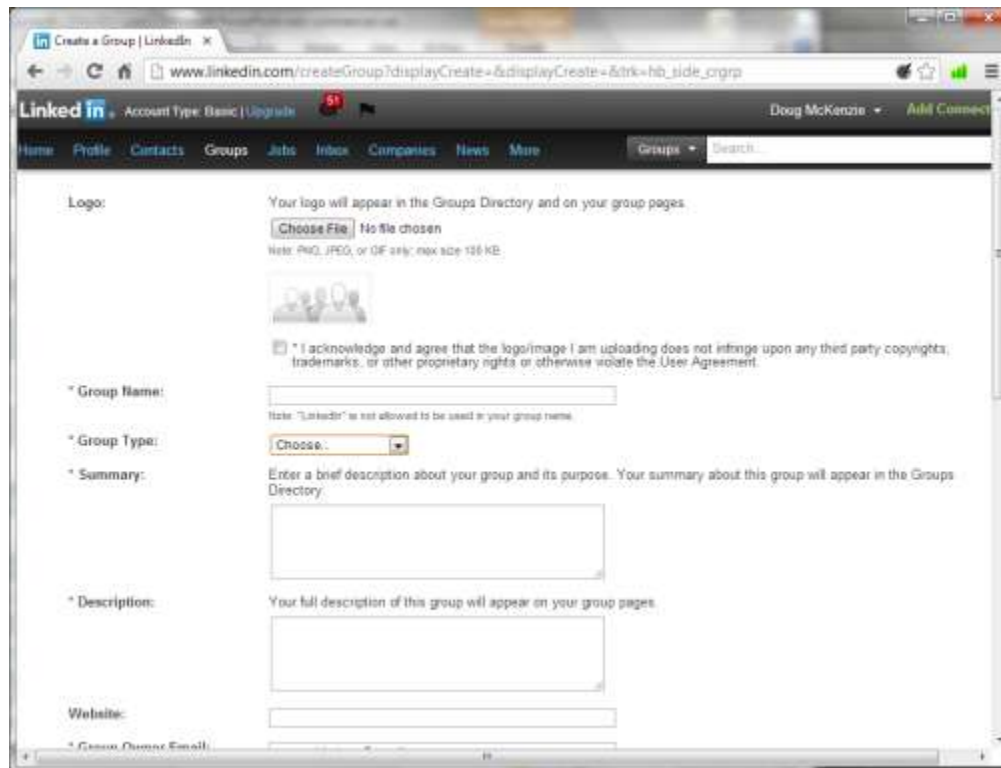
# LinkedIn → Services (7)

- **Groups** tab (cont.): Sub-tabs within each Group:
  - *Discussions*: start one or add a comment, get email with new content
  - *Members*: Search or sort members, see who's joined recently
  - *Promotions*: intended to separate advertising from discussions
  - *Jobs*: openings related to the group area of interest
  - *Search*: search members or discussions
  - *More*: group stats and settings



# LinkedIn → Services (8)

- **Groups** tab (cont.): Create your own group and invite people to join it.
  - Make it open to all, or only members you select.
  - Find a hole and fill it (e.g. only a dozen groups for microbusiness, only 2 have over 100 members).
  - Find potential customers, understand their needs/desires/frustrations, and promote your services or products.

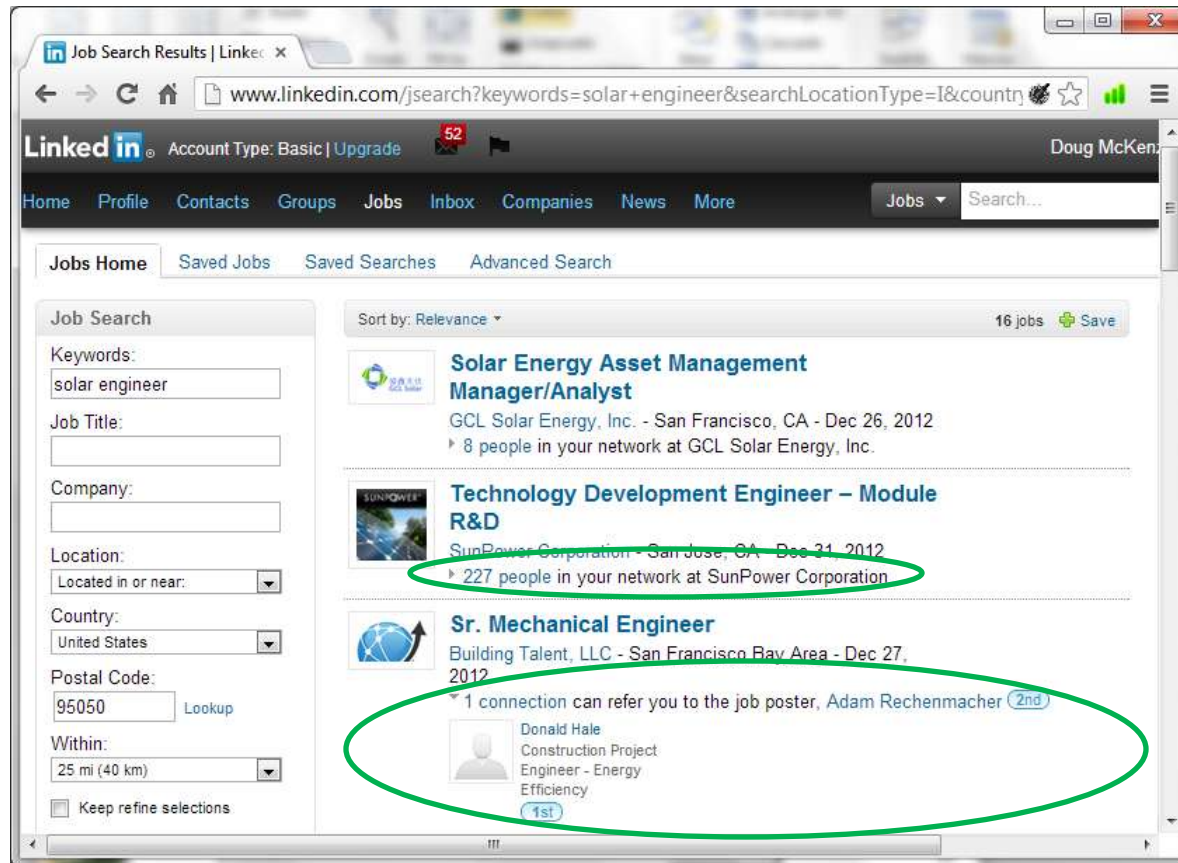


The screenshot shows the LinkedIn 'Create a Group' form. The browser address bar displays 'www.linkedin.com/createGroup?displayCreate=&displayCreate=&trk=hb\_side\_grgp'. The LinkedIn navigation bar is visible at the top, showing 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. The 'Groups' dropdown menu is open, and a search bar is present. The form fields include:

- Logo:** A section with a 'Choose File' button, 'No file chosen' text, and a note: 'Your logo will appear in the Groups Directory and on your group pages. Note: PNG, JPEG, or GIF only; max size 100 KB.' Below this is a small image placeholder and a checkbox with the text: '\* I acknowledge and agree that the logo/image I am uploading does not infringe upon any third party copyrights, trademarks, or other proprietary rights or otherwise violate the User Agreement.'
- Group Name:** A text input field with a note: 'Note: "LinkedIn" is not allowed to be used in your group name.'
- Group Type:** A dropdown menu with 'Choose...' selected.
- Summary:** A text area with the instruction: 'Enter a brief description about your group and its purpose. Your summary about this group will appear in the Groups Directory.'
- Description:** A larger text area with the instruction: 'Your full description of this group will appear on your group pages.'
- Website:** A text input field.
- Group Owner Email:** A text input field at the bottom.

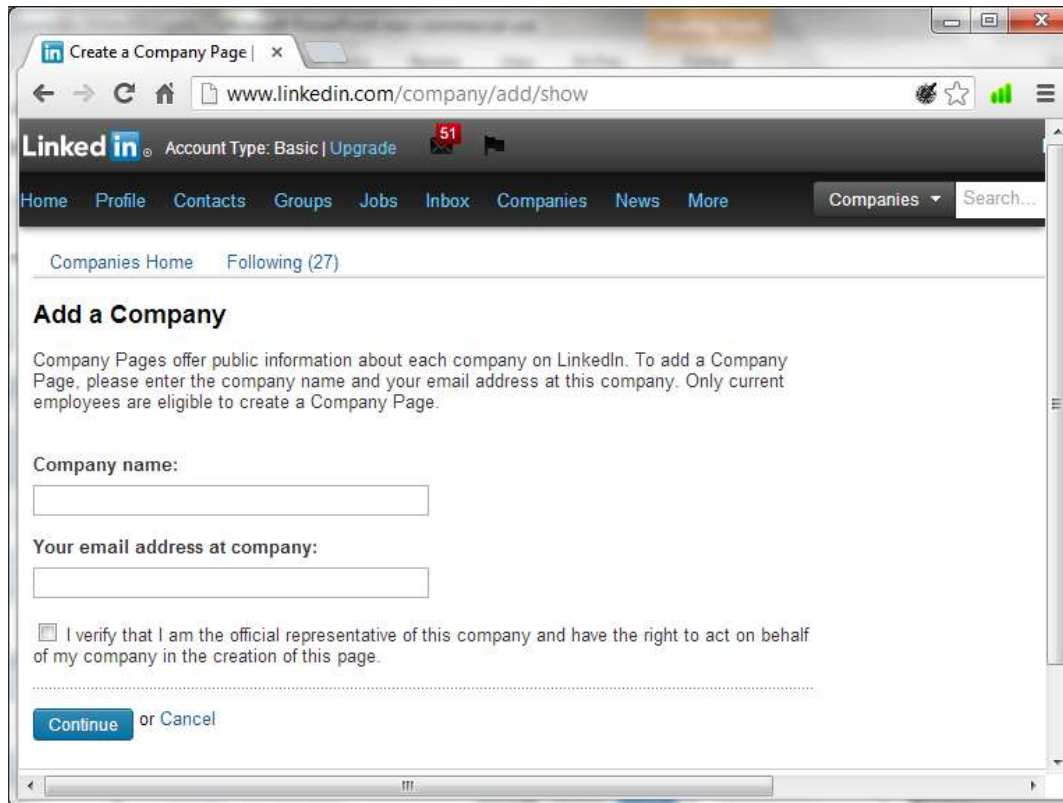
# LinkedIn → Services (9)

- **Jobs** tab: Search for (or post) Jobs.
  - Sort by location, keywords, when posted.
  - See which of your connections work at companies with openings.
  - LinkedIn may offer job suggestions.



# LinkedIn → Services (10)

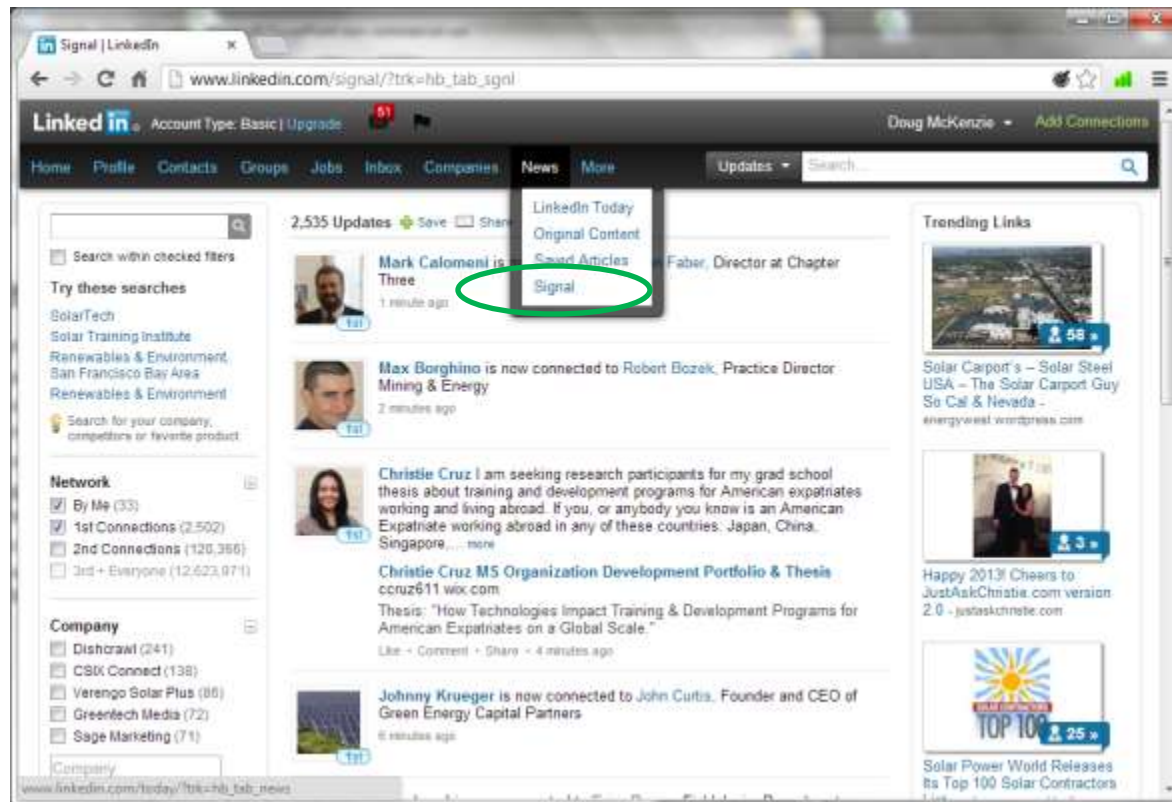
- **Inbox** tab: Send and receive email, accept invitations to connect, ...
- **Companies** tab:
  - Specific company pages show company initiatives and openings.
  - Choose companies to follow.
  - Add a profile for your company.



The screenshot shows a web browser window with the URL [www.linkedin.com/company/add/show](http://www.linkedin.com/company/add/show). The page title is "Create a Company Page". The LinkedIn logo and navigation menu are visible at the top. The main content area is titled "Add a Company" and contains the following text: "Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page." Below this text are two input fields: "Company name:" and "Your email address at company:". There is also a checkbox labeled "I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page." At the bottom of the form, there are two buttons: "Continue" and "Cancel".

# LinkedIn → Services (11)

- **News** tab:
  - LinkedIn Today: News customized for you as understood by LinkedIn.
  - Original Content: Articles from “business leaders” customized for you.
  - Save articles for future reference.
  - “Signal”: view and filter posts from LinkedIn members.



# LinkedIn → Services (12)

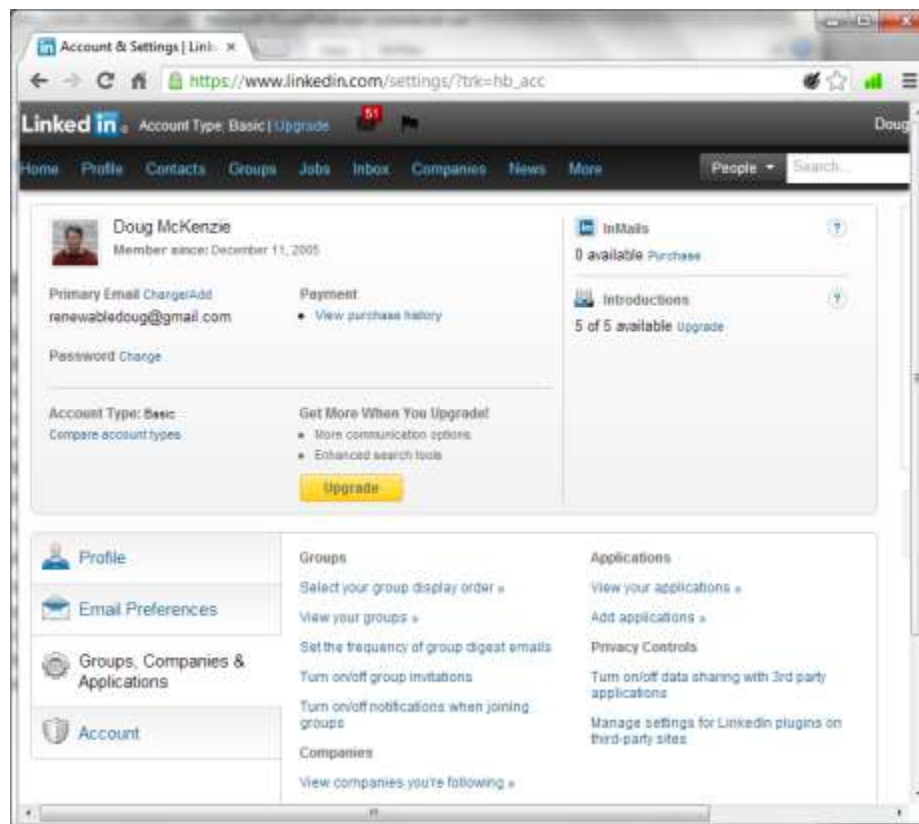
- **More** tab: contains LinkedIn help pages ([help.linkedin.com](http://help.linkedin.com)), LinkedIn “Answers” (<http://www.linkedin.com/answers>), events you might be interested in, skills-based search to show people and LinkedIn groups with those skills.

The screenshot shows the LinkedIn Answers page. The browser address bar displays [www.linkedin.com/answers?trk=hb\\_tab\\_ayn](http://www.linkedin.com/answers?trk=hb_tab_ayn). The page header includes the LinkedIn logo, account type (Basic), and the user's name (Doug McKenzie). The navigation menu includes Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. The main content area is titled "Answers Home" and features a section for "Ask a Question" and "Answer Questions". The "Ask a Question" section includes a text input field and a "Next" button. The "Answer Questions" section includes a star icon, a description, and an "Answer Now" button. A "New Questions From Your Network" section lists several questions with their respective answer counts and askers. A "Browse" section on the right lists various categories such as Administration, Business Operations, Business Travel, Career and Education, Conferences and Event Planning, Finance and Accounting, Financial Markets, Government and Nonprofit, Health, Hiring and Human Resources, International, Law and Legal, Management, Marketing and Sales, and Nonprofit. Green circles highlight the "Ask a Question" and "Answer Questions" buttons, the "New Questions From Your Network" section, and the "Browse" button.



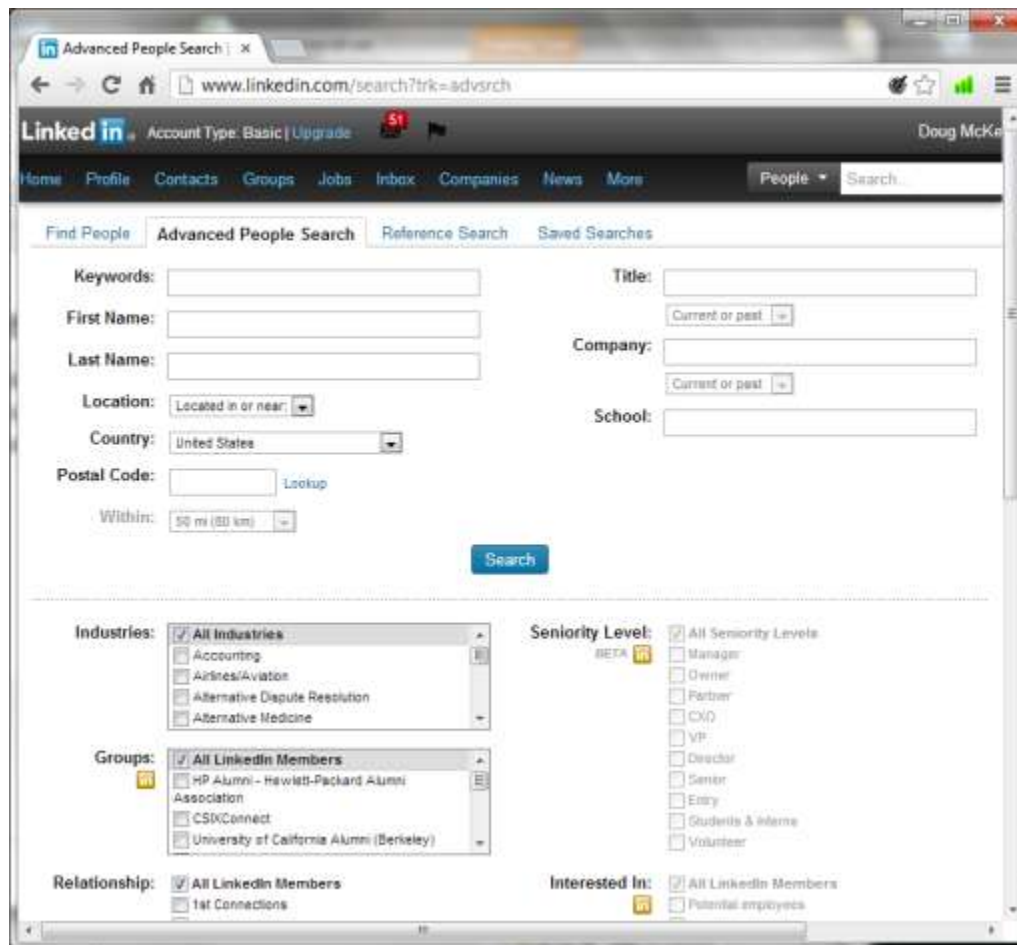
# LinkedIn → Services (13)

- To adjust LinkedIn **settings**, click the triangle to the right of your name in the upper right of the window.
  - Change password; upgrade to paid account; set privacy/visibility controls; set types of messages you receive; set frequency of group digest emails; add or change your email, change photo; sign out.



# LinkedIn → Services (14)

- LinkedIn **Search Bar:**
  - Choose from People, Updates, Jobs, Companies, Answers, Inbox, or Groups.
  - Advanced Search offers many “drill-down” filters.



The screenshot shows the LinkedIn Advanced People Search interface. The browser address bar displays 'www.linkedin.com/search?trk=advsrch'. The LinkedIn navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. The 'People' dropdown menu is open, showing 'Search'. Below the navigation bar, there are tabs for 'Find People', 'Advanced People Search', 'Reference Search', and 'Saved Searches'. The 'Advanced People Search' tab is active, showing a search form with the following fields:

- Keywords:
- Title:
- First Name:
- Last Name:
- Location:  Located in or near:
- Country:  United States
- Postal Code:
- Within:  50 mi (80 km)
- Company:
- School:

Below the search form, there are several filter sections:

- Industries:**  All Industries,  Accounting,  Airlines/Aviation,  Alternative Dispute Resolution,  Alternative Medicine
- Groups:**  All LinkedIn Members,  HP Alumni - Hewlett-Packard Alumni Association,  CSD/Connect,  University of California Alumni (Berkeley)
- Relationship:**  All LinkedIn Members,  1st Connections
- Seniority Level:**  All Seniority Levels,  Manager,  Owner,  Partner,  CXO,  VP,  Director,  Senior,  Entry,  Students & interns,  Volunteer
- Interested In:**  All LinkedIn Members,  Potential employees

A blue 'Search' button is located below the search form.

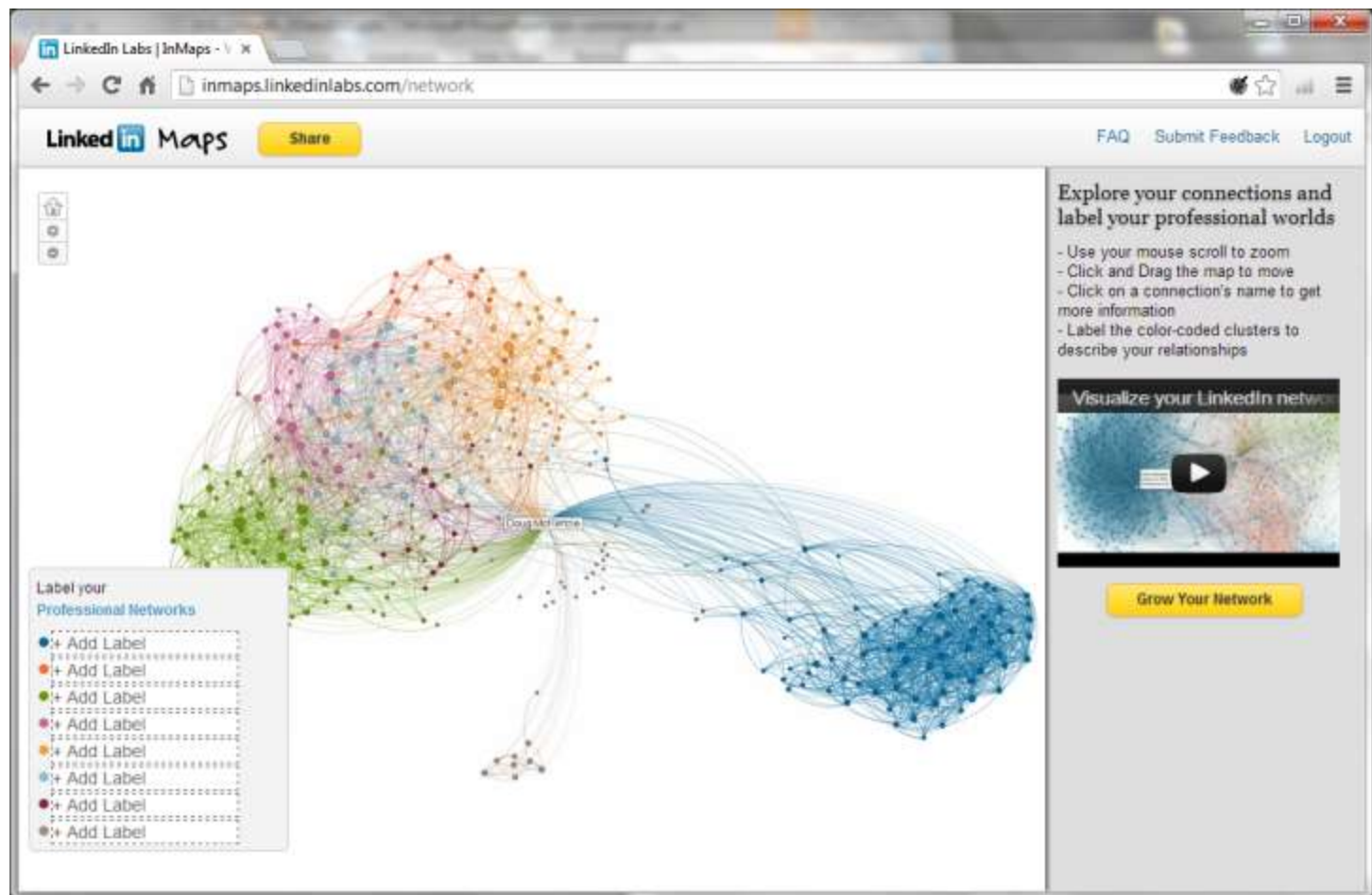
# LinkedIn → Services (15)

- LinkedIn **Search Bar** (cont.):
  - Use “Sort by” and “View” to examine relative influence (who appears at the top of the search list) of yourself and others. Sort by Keywords to see who “owns” those words or phrases and so will appear at the top of searches.

The screenshot shows a LinkedIn search results page for the query "solar design". The search bar at the top left contains the text "solar design". The search results are sorted by "Keywords" and displayed in an "Expanded" view, as indicated by the green circle around the "Sort by: Keywords" and "View: Expanded" dropdown menus. The search results list several profiles, including Gerry A. Igtanloc, Gilbert Basbas, Kevin Beltner, and Gary Hethcoat. Each profile includes a profile picture, name, current and past titles, location, and connection count. The right sidebar contains a "Premium Search" section with a "Premium Search Tools" button and an "Upgrade" button. The bottom of the page shows a "New Product Simulator" advertisement for MSA.

# LinkedIn → Services (16)

- LinkedIn **Labs** (<http://www.linkedinlabs.com>) offers applications developed by LinkedIn engineers, e.g. InMaps is a graph of all your connections. (<http://inmaps.linkedinlabs.com/network>)



The screenshot displays the LinkedIn InMaps application interface. The browser address bar shows the URL [inmaps.linkedinlabs.com/network](http://inmaps.linkedinlabs.com/network). The page title is "LinkedIn Maps" with a "Share" button. The main content area features a large, complex network graph with nodes and edges, color-coded into clusters. A sidebar on the right contains the text "Explore your connections and label your professional worlds" and a list of instructions: "Use your mouse scroll to zoom", "Click and Drag the map to move", "Click on a connection's name to get more information", and "Label the color-coded clusters to describe your relationships". Below this is a video player titled "Visualize your LinkedIn network" and a "Grow Your Network" button. A bottom-left panel titled "Label your Professional Networks" lists eight "Add Label" options with corresponding colored dots.



# LinkedIn → Services (17)

- LinkedIn **Applications**: LinkedIn recently made significant changes to its integrations with 3<sup>rd</sup> party applications (e.g. Wordpress).
- From LinkedIn Answers ([http://help.linkedin.com/app/answers/detail/a\\_id/34324](http://help.linkedin.com/app/answers/detail/a_id/34324)): “Applications are being replaced with a new feature that lets you add media links to images, presentations, videos, and documents. This is only available if you have the new LinkedIn profile the [sample at <http://www.linkedin.com/profile/sample>]and previously had LinkedIn Applications installed on your LinkedIn account. ”
- Help with specific applications:  
“How can I access the content from my 3rd party LinkedIn Applications?”  
[http://help.linkedin.com/app/answers/detail/a\\_id/34326](http://help.linkedin.com/app/answers/detail/a_id/34326)
- Check the LinkedIn **Blog** (<http://blog.linkedin.com/>) for news about and changes to LinkedIn



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- Disclaimers and Purpose
- What is LinkedIn?
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- >> Actions to Take
- Actions to be Careful About Taking
- Not-So-Obvious Suggestions
- Resources
- An Offer



# LinkedIn → Actions to Take


- Many recruiters “live on LinkedIn” looking for people to hire. So, get your Profile looking great if you want recruiters to find you. What makes a great Profile?
- Look at recruiters’ Profiles and do what they do.
  - Lots of connections, lots of groups
  - At least a few recommendations
  - Well-crafted Summary section
  - Keywords that make you show up on searches
  - Include a good headshot photo
- Your profile should show everything that every recruiter or hiring manager should see, but not necessarily everything you’d put on a resume for a specific opening. Remove old experience. This can be difficult!
- Post updates and send them to Twitter
- Ask people to review your profile. Ask for recommendations. Send invitations to connect (a good time is right after you meet them). Ask for help.
- And One More Thing ...



LinkedIn → Actions to Take

***PARTICIPATE IN CSIX  
RECRUITER WORKSHOPS!***



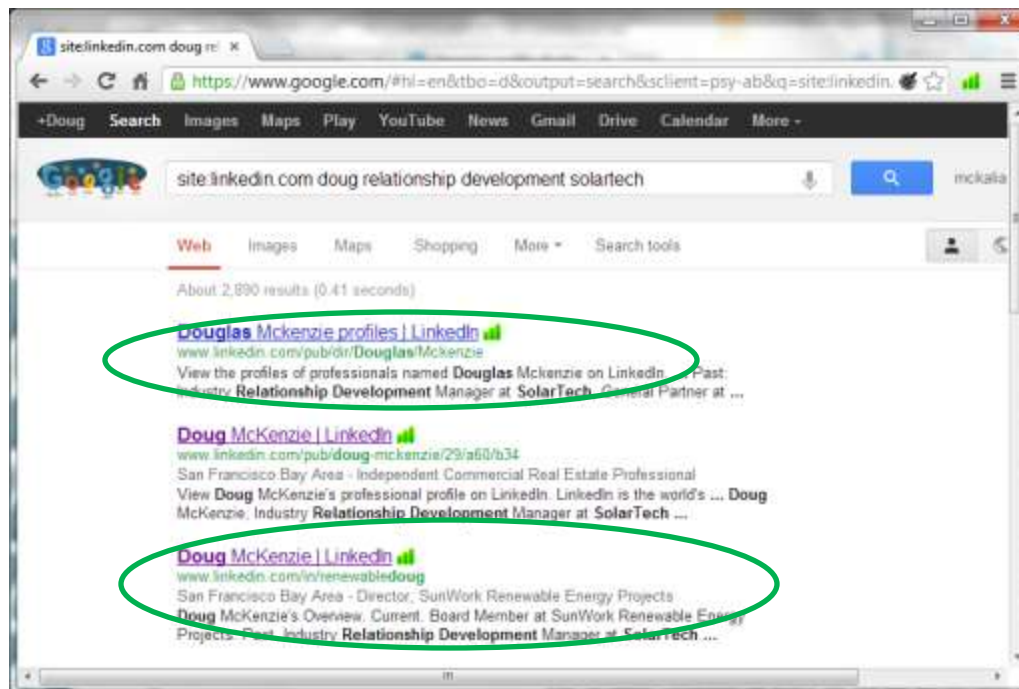


# LinkedIn → Actions to be careful about taking

- LinkedIn wants to scan your personal email in order to suggest possible connections for you to make. They need your email password. Maybe this is OK for a business-only email address, but I do not allow it.
- When should you accept/reject an invite to connect? Opinions vary.
  - Privacy concerns; worry that a malicious person who becomes a connection could wreak havoc with your reputation.
  - More 1st connections means exponentially more 2<sup>nd</sup> and 3<sup>rd</sup> connections.
  - Use your own judgment. I accept invitations to connect unless there's a good reason not to. You can remove connections later on.
- Should you make your email visible?
  - It makes it easier for recruiters or hiring managers to find you. However, they probably already know how to find you.
  - You may see more spam email.
  - It appears to go against LinkedIn's terms of service  
[http://www.linkedin.com/static?key=user\\_agreement](http://www.linkedin.com/static?key=user_agreement)
- Upgrade to paid account? I have not yet found a compelling reason.

# LinkedIn → Not-So-Obvious Hints (1)

- Finding the full name of a person
  - Often a search will return first name but only last name initial. LinkedIn says “Upgrade for full name.” But the full name is usually easy to find. Enter first name, title, location, etc, into Google. Example: Say you want to find the last name of someone named Doug M. who worked at SolarTech in Relationship Development. Go to Google and type:  
site:linkedin.com doug relationship development solartech



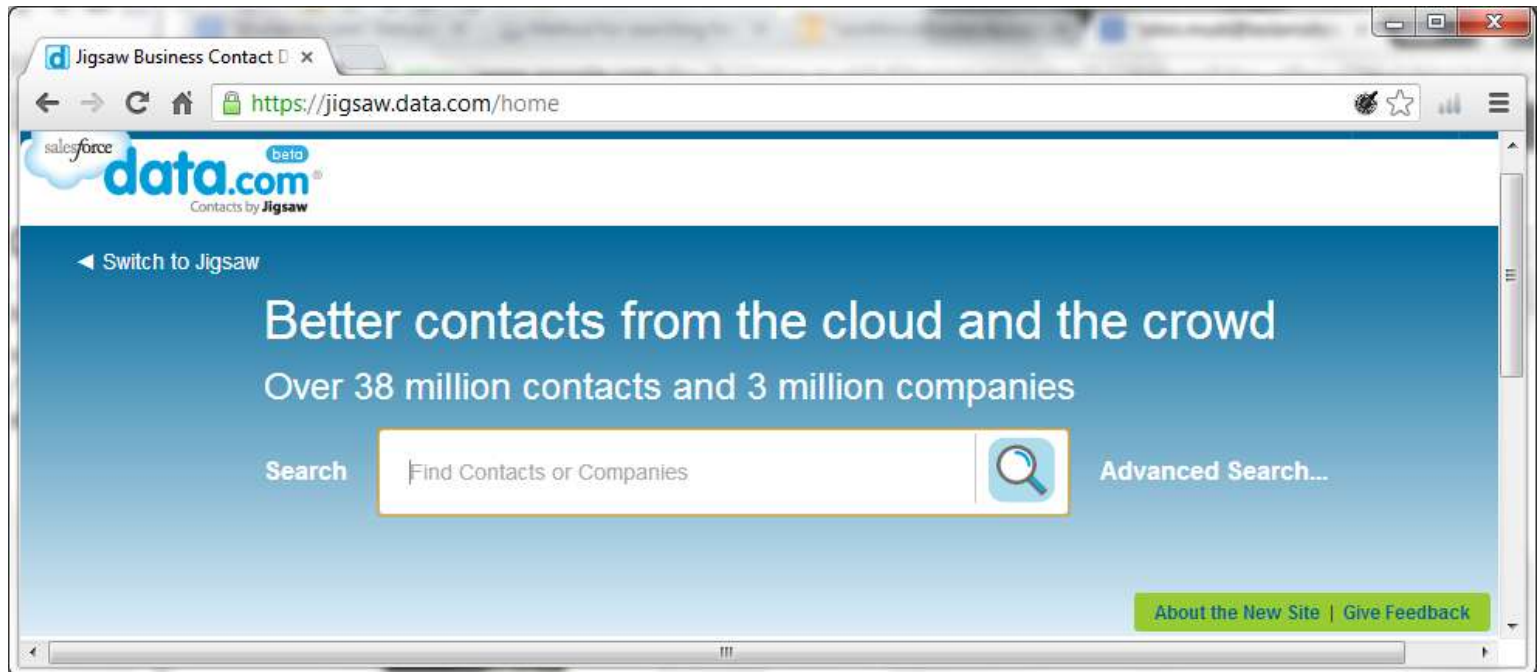


# LinkedIn → Not-So-Obvious Hints (2)

- Figuring out someone's email address
  - Companies usually (not always) use standard formatting for email addresses, such as [fname.lname@company.com](#) .
  - Go to Google, search for “@company.com” (use the double quotes). Or “\*@company.com” or “(@company.com)” or filter results with “Search Tools”/“Verbatim”
  - Try narrowing the results down by adding filetype:pdf OR filetype:xls OR filetype:doc
  - Look through the results for patterns. Persistence pays off.
  - Plug your person's pattern in and search for that on Google to verify that the exact email has been used.
- Google Search help. Start here:  
<http://support.google.com/websearch/bin/answer.py?hl=en&answer=134479&topic=1221265&ctx=topic>

# LinkedIn → Not-So-Obvious Hints (3)

- Jigsaw.com – give/get info on companies or individuals
  - I never provide anyone's contact information. You can get contact info by providing new data about a company.





# LinkedIn → Not-So-Obvious Hints (4)

- Finding employees with inside knowledge of an opening
  - Finding people with similar jobs: Go to LinkedIn's Advanced Search and enter company name, job title (may take a few tries because titles vary), location, etc. You can select current, or current-or-past title and company. People from both categories can be very useful.
  - Find their email addresses or phone numbers, and ask if they'll talk to you such as for an informational interview.
  - To find the probable (or a similar) manager, use the same search but add the word manager or supervisor. Check the person's specific job description to narrow his/her responsibility to the opening you're interested in.
  - Most hiring managers do not mind being contacted if you are a good fit, and especially if you know someone in the company.
- Use these tactics carefully. Try to provide at least some benefit to whomever you contact or interview. Information, preferably; a Starbucks at least.



# LinkedIn → Resources (1)

- LinkedIn founder Reid Hoffman's book: The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career
- LinkedIn CEO Jeff Weiner – 10 Leadership Lessons from Jeff Weiner, CEO of LinkedIn: <http://www.forbes.com/sites/jeannemeister/2012/09/10/10-leadership-lessons-from-jeff-weiner-ceo-of-linkedin/>
- LinkedIn's new Profile (Oct 2012, includes an hour-long video): <http://blog.linkedin.com/2012/10/16/meet-the-new-linkedin>
- NOVA ([novaworks.org](http://novaworks.org), Sunnyvale, CA) free workshops “LinkedIn 1” and “LinkedIn 2”
- LinkedIn's Q&As (browse answers or ask questions): <http://www.linkedin.com/answers>
  - For example: Moving your name up toward the top on a Google LinkedIn search: <http://www.linkedin.com/answers/using-linkedin/ULI/370025-32434440>
- LinkedIn's Training Resources and User Guides: <http://learn.linkedin.com/>
- Learning LinkedIn From the Experts (free 24-page e-book): <http://www.hubspot.com/Portals/53/docs/ebooks/hubspot-learning-linkedin-from-the-experts.pdf>
- About.com's “How to Use LinkedIn” (a page with many LinkedIn-related links): <http://jobsearch.about.com/od/networking/a/linkedin2.htm>
- SmartPhone LinkedIn apps: They're free, make it easy to view updates etc. on the move.
- Jenny Kahn's CSIX LinkedIn presentations! [http://www.csix.org/index.php?searchword=jenny+kahn&ordering=newest&searchphrase=exact&limit=0&option=com\\_search](http://www.csix.org/index.php?searchword=jenny+kahn&ordering=newest&searchphrase=exact&limit=0&option=com_search)
- 23 LinkedIn Presents for a Better Business Presence <http://linkedintobusiness.com/happy-holidays-with-my-best-23-linkedin-tips>



# LinkedIn → Resources (2)

- YouTube Tutorial on LinkedIn  
<http://www.youtube.com/watch?v=wO64unwQNeY>
- LinkedIn Marketing for Yourself & Your Business  
<http://www.youtube.com/watch?v=63pigjPDcNQ>
- How to get a job using LinkedIn - social networking LinkedIn profile  
<http://www.youtube.com/watch?v=uQ8ULVpAsvE>
- LinkedIn Keyword Optimization  
<http://www.youtube.com/watch?v=Thim6qjk6VE>
- LinkedStrategies About LinkedIn  
<http://www.linkedstrategies.com/about-linkedin/>
- 12 Most Little Known Tricks to Use On LinkedIn  
<http://12most.com/2012/03/21/tricks-for-using-linkedin/>
- 14 Terrible LinkedIn Mistakes You're Making  
<http://finance.yahoo.com/news/14-terrible-linkedin-mistakes-you-re-making.html>
- How to Build your LinkedIn Company Page for Business Success  
<http://www.youtube.com/watch?v=6jbnZfVZb2M>
- About LinkedIn from Linked Strategies  
<http://www.linkedstrategies.com/about-linkedin/>
- Everything You Need To Know About LinkedIn Endorsements  
<http://www.forbes.com/sites/susanadams/2012/12/04/everything-you-need-to-know-about-linkedin-endorsements/>
- There are innumerable web articles and tutorials on LinkedIn, easily found with Google.



# LinkedIn → An Offer

I'm writing a book about work in the Bay Area and I want to hear your stories, about looking for work, your joys and frustrations, your successes and failures and lessons learned.

In return I'll give you an equal amount of my consulting time as a career coach, or if you prefer, in another area where I have some expertise such as residential solar power.

Please contact me to follow up

Doug McKenzie

[renewabledoug@gmail.com](mailto:renewabledoug@gmail.com)

**THANK YOU!**