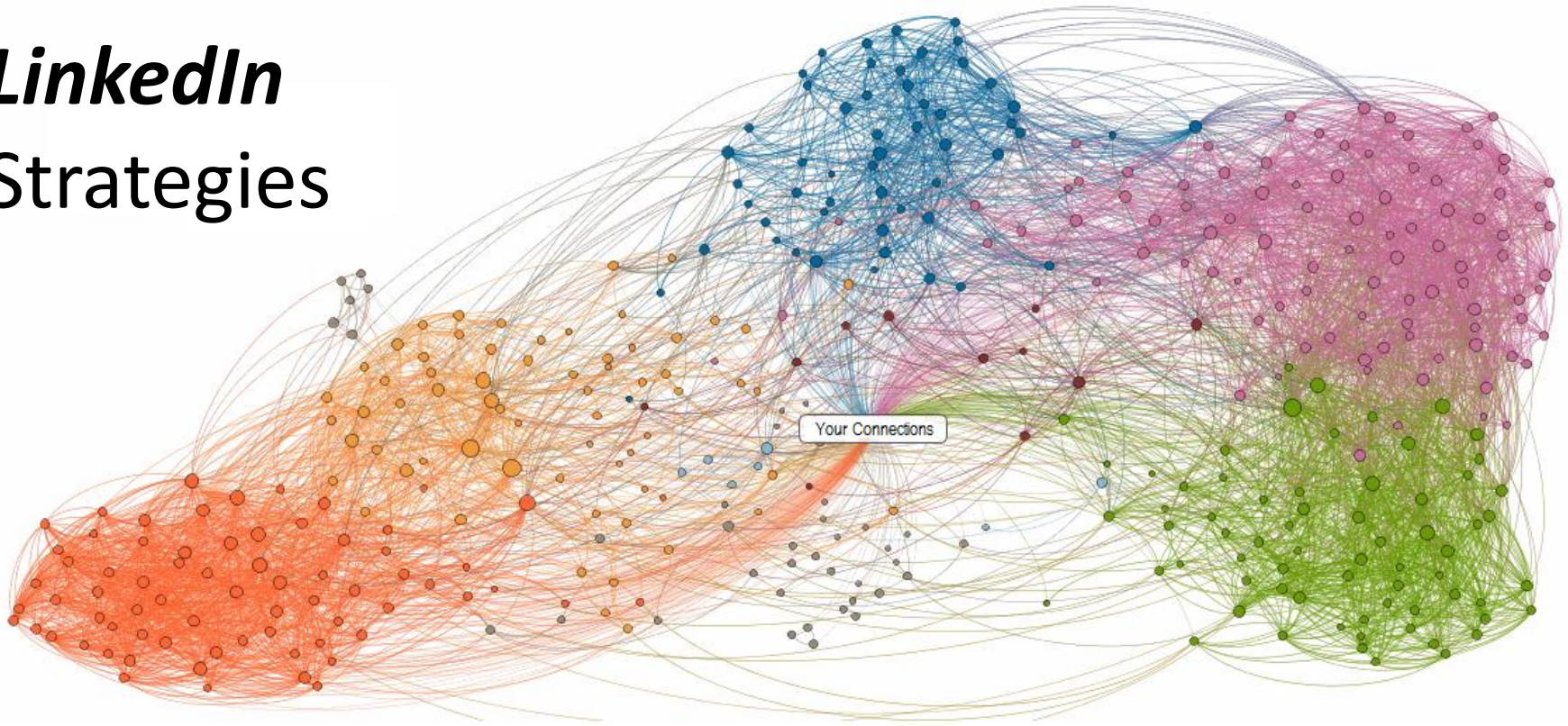


# *LinkedIn* Strategies



## Veterans Employment Services

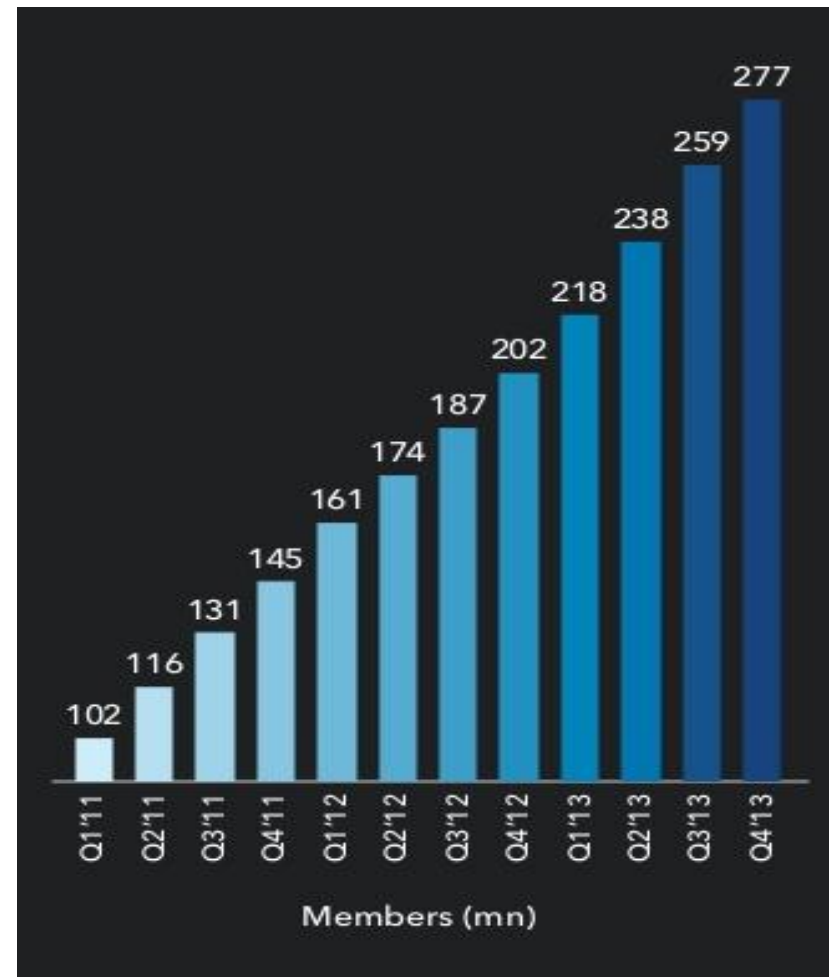
Doug McKenzie

[doug@aspirationalcoaching.com](mailto:doug@aspirationalcoaching.com)

[linkedin.com/in/renewabledoug](https://www.linkedin.com/in/renewabledoug)

April 25, 2014

- Quick Survey of LinkedIn Services
- Driving LinkedIn



(5) Welcome! | LinkedIn x Google News x

www.linkedin.com/home?trk=nav\_responsive\_tab\_home

Apps GNews News Trading Family LOS+ARC Climate+Energy Humor+ ETH - Entrepreneur... KhanAcad Other bookmarks

Search for people, jobs, companies, and more... Advanced 127

Home Profile Network Jobs Interests Business Services Upgrade

**Investment Bank BootCamp** - 4 Week I-Banking, PE and Valuation Training by Sr. Bankers, \$217 Billion+

Fascinating update

Count: 18

Share with: Public + Twitter (@RenewableDoug) Share

See 5 new updates

Pulse recommends this news for you

**Who Are You Comparing Yourself To?**  
Jim McCarthy on LinkedIn - Are you comparing yourself to Mark Zuckerberg, Sheryl Sandberg or Steve Jobs? Most...  
9m

**Buffett Overtakes Slim as World's Second-Richest Person**  
bloomberg.com - 1h

**'Visible and Engaged': Women on Breaking Into the Tech Industry**  
entrepreneur.com - 8h

**"Doctor"? "Instructor"? "Professor Staff"? College Students**  
What to Call Teachers Anymore

All Updates ▾

- Top
- Recent
- All Updates
- Connections
- Shares
- Groups
- Profiles
- Companies
- Your Updates
- Customize »

**Doug, new offer from LinkedIn**  
From LinkedIn Talent Solutions - Recruit smarter with LinkedIn

**People You May Know**

- Terrance Springer**, Retirement in Paradise  
Connect
- Timur Djafarov, R.G.D.**, Creative Director & CEO of  
Connect
- Marvin Hamon**, Principal, Professional Electrical Engineer,  
Connect

See more »

**Ads You May Be Interested In**

**Are You A Partner?**  
Apply to Worldwide Who's Who and expand your online networking.

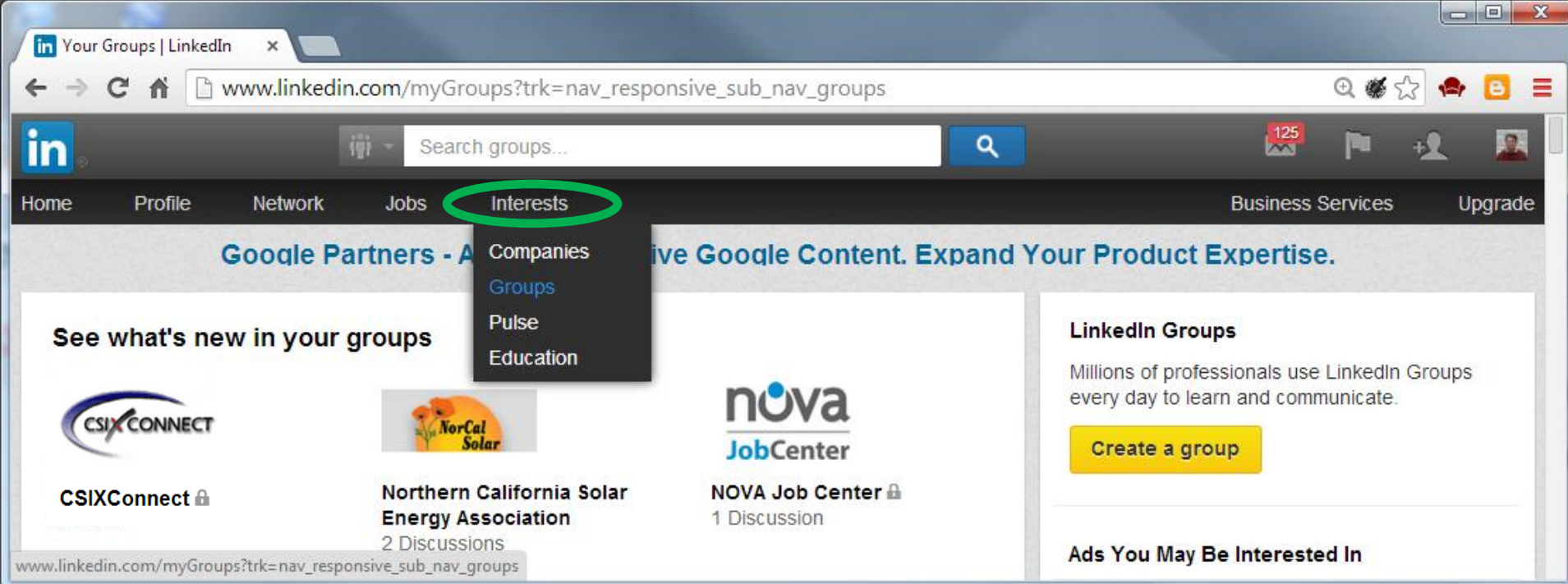
**Investment Bank BootCamp**  
4 Week I-Banking, PE and Valuation Training

- **Home:** Read/Share updates (auto-forward through Twitter)
- **Profile:** View/Edit your profile

The screenshot shows the LinkedIn Jobs Home page. The top navigation bar includes links for Home, Profile, Network (circled in green), Jobs, and Interests. Below the navigation bar is a search bar with the text "Search jobs..." and a "Search" button. To the right of the search bar are links for "Advanced" search, a notification bell with "127" notifications, and a profile icon. Below the search bar is a section titled "Discover jobs in your network" with the subtitle "Reach out to your connections for a referral". This section displays three job listings: VMware Careers (969 jobs), OfficeMax Careers (4 jobs), and Alameda County Careers (1 job). Each listing includes a company logo and a small profile picture of a person. On the right side of the page, there are three sections: "Saved jobs (0)" with a star icon, "Saved searches (0)", and "Applied jobs". Each section has a brief description and a link to "See all" related items. A "Feedback" button is visible on the far right edge of the page.

- **Network**
  - Search/Sort/Tag/Filter/Import your connections/contacts
  - Find where alumni from your schools work (helpful tool!)
- **Jobs:** LinkedIn-network-related job postings; research companies; post a job



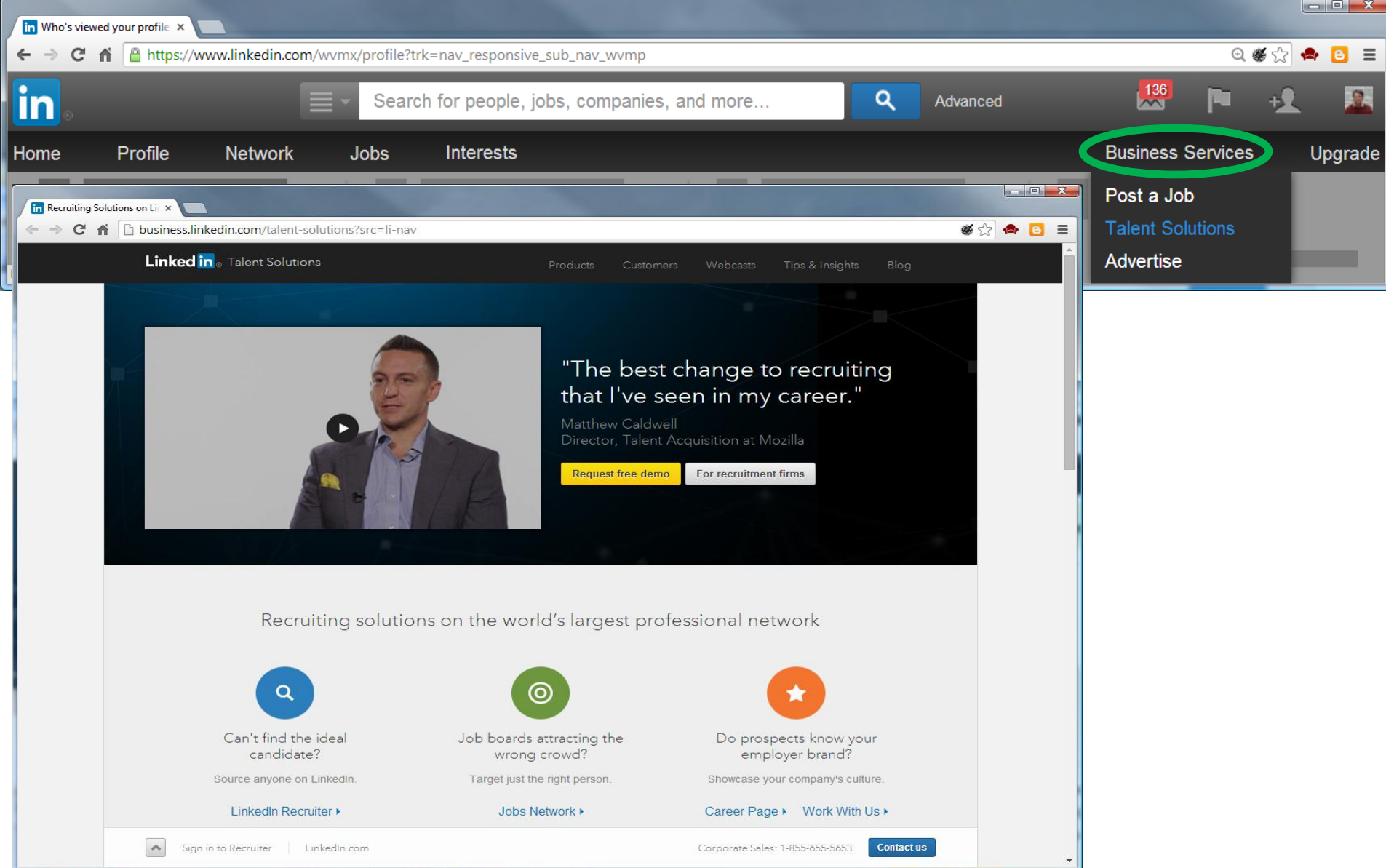


- **Interests**

- **Companies:** Updates from followed and/or similar companies; create your company page
- **Groups:** Participate in your groups (discussions, search, members); create a group
- **Pulse:** “The news and insights you need to know”
  - Your News, Influencers, Channels, Publishers
- **Education:** Education/School-focused portal into LinkedIn’s services
  - For you, prospective students, students, alumni, schools, employers







- **Business Services:** Post a job, Advertise on LinkedIn;  
**Talent Solutions:** Advertisements for recruiter premium accounts

4/25/2014

LinkedIn Strategies - Doug McKenzie



LinkedIn Premium | LinkedIn

Search for people, jobs, companies, and more...

Home Profile Network Jobs Interests Business Services **Upgrade**

LinkedIn Premium For Recruiters **For Job Seekers** For Sales Professionals


### Accelerate your career

Upgrade to Job Seeker Premium

- Rise to the top as a Featured Applicant
- See how you stack up to other applicants
- Contact anyone with InMail
- See the full list of who's viewed your profile

Annual: **US\$23.99/MO**  
Monthly: **US\$29.99/MO**

**Upgrade**



Compare Plans	Free <i>Your Current Plan</i>	Job Seeker Basic	Job Seeker	Job Seeker Plus
Pricing: <a href="#">Annual</a>   <a href="#">Monthly</a>		US\$19.99/MO <sup>1</sup>	US\$29.99/MO <sup>1</sup>	US\$59.99/MO <sup>1</sup>
		<a href="#">Start Now</a>	<a href="#">Start Now</a>	<a href="#">Start Now</a>

- **Upgrade:** Compare features and prices of 12 different premium account types

LinkedIn Premium | LinkedIn

www.linkedin.com/mnyfe/subscriptionv2?displayProducts=&family=talent&c=&sourceUrl=&authType=&authT

Search for people, jobs, companies, and more...

Home Profile Network Jobs Interests Business Services Upgrade

LinkedIn Premium For Recruiters For Job Seekers For Sales Professionals

**Doug, reach top talent on LinkedIn**  
With LinkedIn Premium - Recruiter Lite

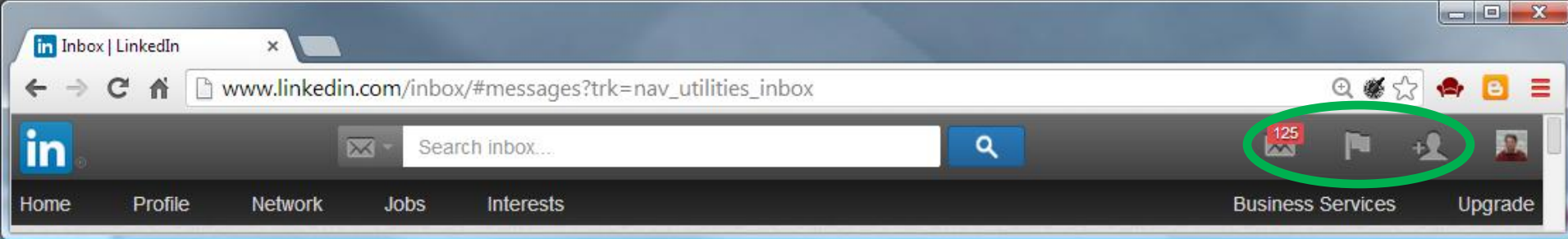
- See the full list of who's viewed your profile
- Contact anyone with InMail
- See expanded profiles
- More search filters and results

Annual: **US\$99.95/MO** Save up to 25% per year  
Monthly: **US\$119.95/MO**

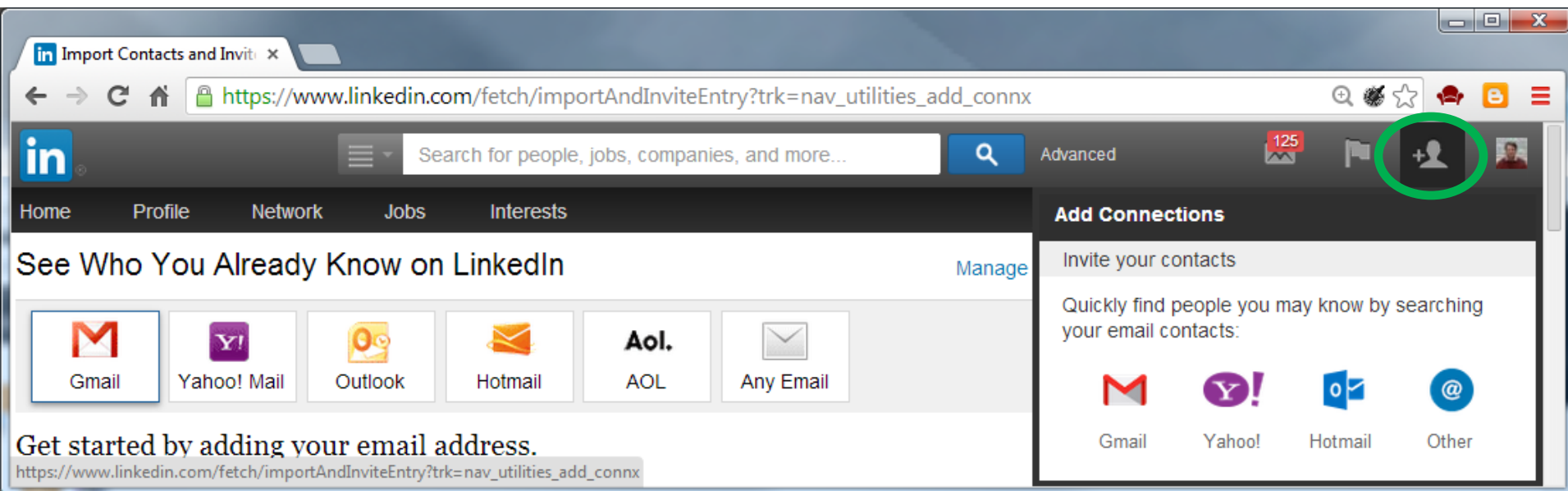
Upgrade Learn more about our full suite of Talent Solutions

7x SEARCH RESULTS  
15M PROFILES  
25 INMAILS

Compare Plans	Free <i>Your Current Plan</i>	Talent Basic	Recruiter Lite	Recruiter Corporate
Pricing: <a href="#">Annual</a>   <a href="#">Monthly</a>		<b>US\$39.95/MO<sup>1</sup></b> <i>Billed annually</i>	<b>US\$99.95/MO<sup>1</sup></b> <i>Billed annually</i>	<b>US\$719.95/MO<sup>1</sup></b> <i>Billed annually</i>



- **Invitations:** LinkedIn email, invitations sent/received
- **Notifications:** Newest-first list of your new connections, endorsements, comments on your postings, ...



- **Add connections:** LinkedIn wants access to your email accounts

in Your Profile | LinkedIn

www.linkedin.com/profile/view?id=4393262&trk=nav\_responsive\_tab\_profile\_pic

Search for people, jobs, companies, and more...

Home Profile Network Jobs Interests

Are You Berkeley Alumni? - See If You're Eligible For Inclusion In Madison Who's Who

**Doug McKenzie**  
Director at NorCal Solar & SunWork; Consultant at IHS;  
Partner at Lights On Solar; Coach at Aspirational  
Coaching  
San Francisco Bay Area | Renewables & Environment

Current NorCal Solar, IHS Solar, Lights On Solar  
Previous SolarTech, Hewlett-Packard

Account & Settings

- Doug McKenzie Sign Out
- Account: Basic Upgrade
- Job Posting Manage
- Language Change
- Privacy & Settings Review**
- Help Center Get Help

- **Account and Settings**
  - Profile
  - Communications
  - Groups, Companies & Applications
  - Account

***Set your Privacy Controls!***

- ***LinkedIn Help***

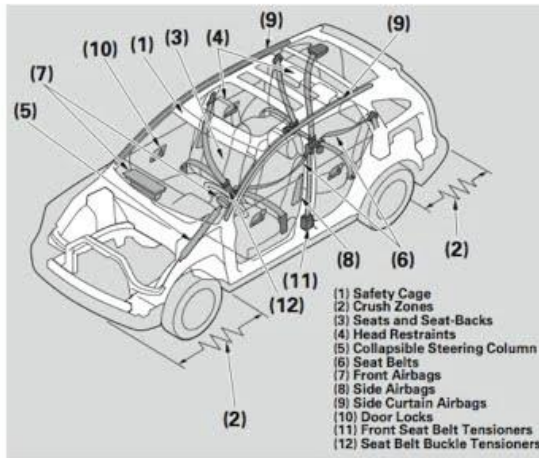


- Quick Survey of LinkedIn Services

## ➤ Driving LinkedIn

# Driving LinkedIn

## Your Vehicle's Safety Features



Your vehicle is equipped with many features that work together to protect you and your passengers during a crash.

Some features do not require any action on your part. These include a strong steel framework that forms a safety cage around the passenger compartment, front and rear crush zones, a collapsible steering column, and tensioners that tighten the front seat belts in a crash.

However, you and your passengers can't take full advantage of these features unless you remain sitting in a proper position and *always wear your seat belts*. In fact, some safety features can contribute to injuries if they are not used properly.

The following pages can take an active role in protecting yourself and your passengers.

“Survey of Services” is like an owner’s manual (how does it work?)

“Driving LinkedIn” is like driving the car (how do you maneuver it?)



# Driving LinkedIn

**Attracting** / Targeting / Confirming / Actions

*Attract the interest of employers*

- Get an “All-Star” Profile:  
Check Profiles of recruiters and do what they do
- Connections: Get many
- Use Keywords
- Recommendations: Get at least a few
- Endorsements: May not help much, but can’t hurt
- Updates to Home, Groups, Twitter: Get known by sharing fascinating things

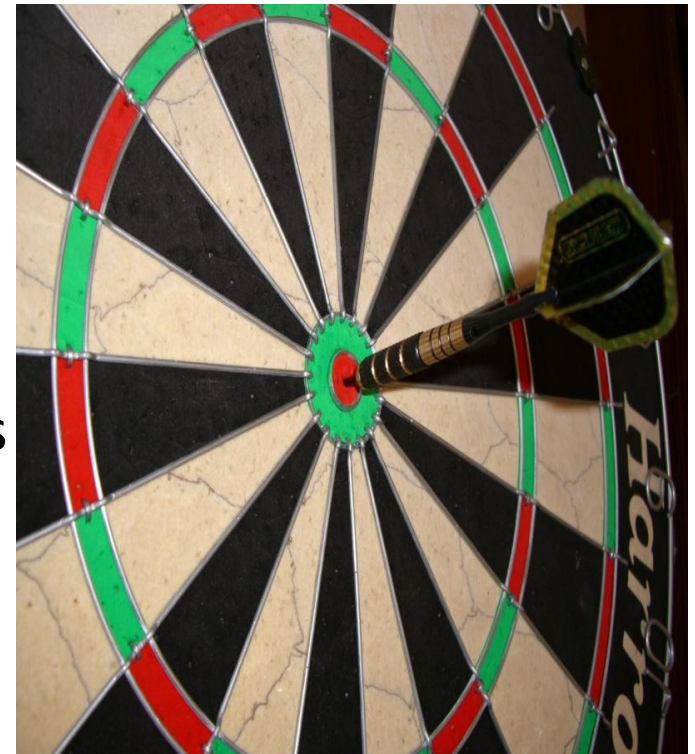


# Driving LinkedIn

Attracting / **Targeting** / Confirming / Actions

*Target organizations & individuals*

1. Research/choose organizations and positions where you'd love to work
2. Find your existing connections and the people surrounding your preferred jobs at these organizations
3. Find their email addresses
4. Strategically, email and then meet with them to assess the position, organization and culture
5. Work your way toward hiring managers





# Driving LinkedIn

Attracting / Targeting / **Confirming** / Actions

*Will people assessing you confirm your qualifications?*

- Does your Profile conflict with your resume?
- Are you who & what & all that you claim to be?
- Are your objectives & qualifications clear?
- Does your Profile lead clearly from your past into your chosen future?
- Will recruiters feel safe when they forward your resume?



# Driving LinkedIn

Attracting / Targeting / Confirming / **Actions**

*Actions to take*

- **Headline:** OK to show multiple positions (120 char. limit)
- **Summary:** Fill in gaps, describe synergy of diverse career paths, assert expertise gained before listed positions, add a link or file
- **Experience:** More job titles/keywords, no ancient history, goldilocks amount of text per job, add volunteer experience
- **Groups:** Join lots of groups, check privacy and digest settings
- **Recommendations:** Should have at least 3
- **Interests:** Add some for being found (keywords)
- **Profile Review:** Ask friends/connections/coach

# Driving LinkedIn

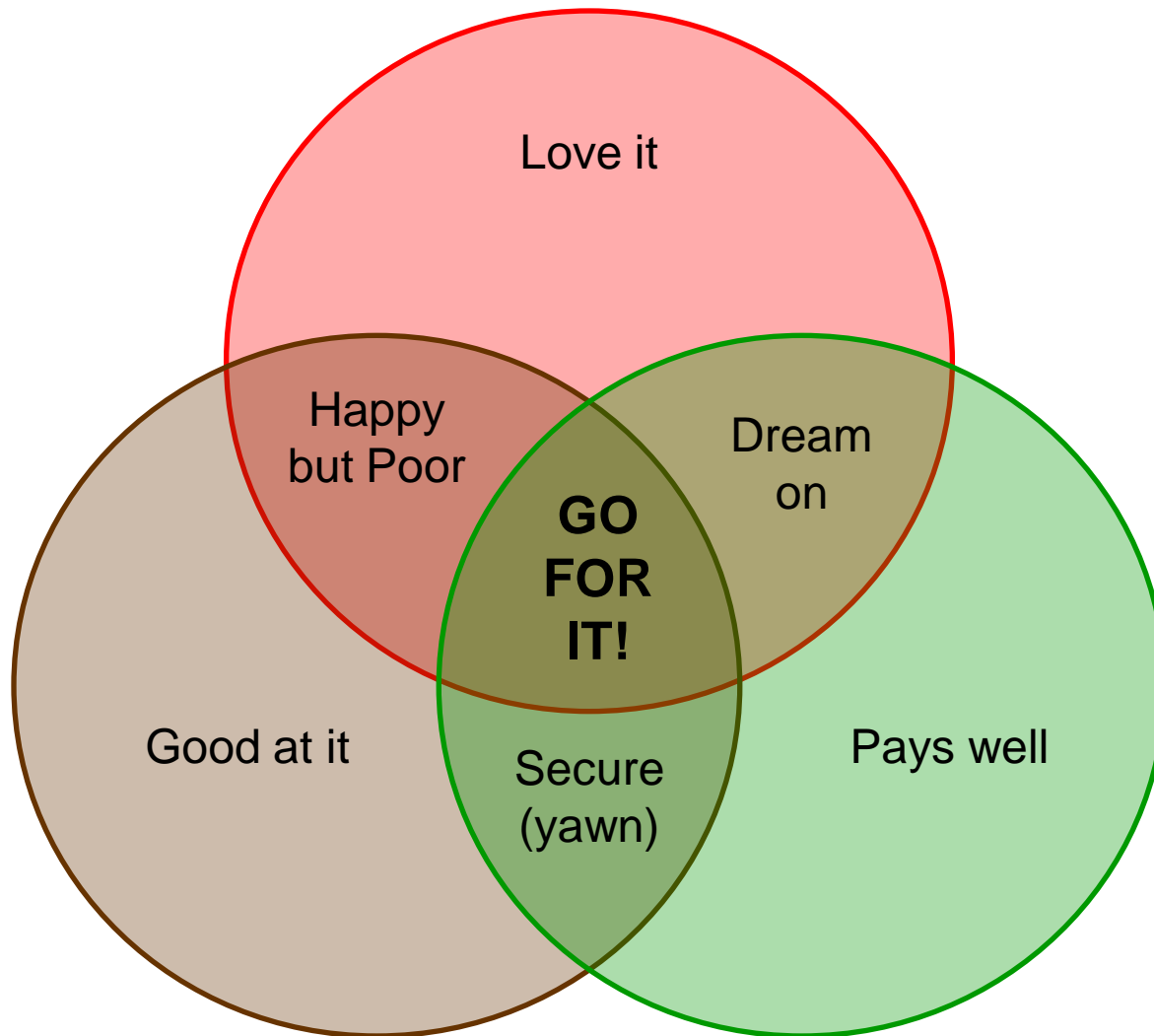
Attracting / Targeting / Confirming / **Actions**

*Actions to be careful about taking*

- Multiple Profiles: Against LinkedIn's User Agreement (UA)
- Making your email visible to all (outside your network): Against LinkedIn's UA
- LinkedIn wants to search your email accounts to suggest possible connections
- Accept all invitations to connect?
- Upgrade to Premium? LinkedIn wants you. Prices and features vary widely - see handout for links comparing Premium services



# Thank You



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