

LinkedIn for Job Seekers

How to Use LinkedIn to Network Online and Find Your Next Job

1. LinkedIn is a _____ and a _____ combined, on steroids!
2. LinkedIn, Facebook, Naymz, Xing, Twitter, Digg, Delicious, StumbleUpon, YouTube – all a bit different, but success with any social media site requires two things: _____ & _____.
3. LinkedIn: A fantastic business networking tool that allows you to reach potential employers and recruiters from your desktop.
 - a. Complete your Profile – in it's entirety – including your photo, and at least weekly change your _____. Strive for 100% Profile Completeness. (Add all of your jobs, schools, degrees, awards, associations and interests to your profile).
 - b. Add _____ throughout your Profile that prospective hiring managers may use to search to find you.
 - c. Go to "Account & Settings" and update your Public Profile with a _____ URL.
 - d. View my profile as an example:
<http://www.linkedin.com/in/carolinemelberg>
 - e. Start adding connections; upload your address book and invite everyone. (Be prepared for a lot of e-mail "traffic")
 - f. Notice the _____ that your connections are members of and join if applicable; search for new groups by interest or topic – when you are a member of a group, you can connect to others in the group who you do not know.

- g. Participate in the groups you join! Post news and information within the discussion area of the groups.
- h. Check out the _____ tab within the groups to see who is hiring and how you are connected to the hiring manager or recruiter.
- i. Recommend some of your connections, and ask your connections to _____ you – this is great for building trust online and building your expert status in the eyes of hiring managers!
- j. View your friend's connections to see who your connections are connected to – ask for _____.
- k. Establish yourself as an expert in your industry – go to _____ and find questions you know the answer to, and post the answer.
- l. Enhance your profile with _____. Add a feed for your blog, or create a slide presentation and upload to SlideShare to share with your visitors.
- m. Go to the Jobs section on LinkedIn – enter _____ related to your area of expertise to find companies hiring, and see how you are connected to the hiring manager.
- n. If you are not connected directly to the hiring manager, ask for _____ from people you are connected to who are also connected to them.
- o. Go to Advanced Job Search and refine your criteria in terms of expertise, type of job, geographic location, etc.

Presenter: Caroline Melberg, an expert in social media, has over 20 years of marketing experience. She founded Melberg Marketing in 2006 and is an award winning author of articles, newsletters, and an e-book series.

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