

# About LinkedIn<sup>1</sup>

LinkedIn is a business networking tool. It operates on a modified version of the "six degrees of separation" theory. Six degrees of separation: [http://en.wikipedia.org/wiki/Six\\_degrees\\_of\\_separation](http://en.wikipedia.org/wiki/Six_degrees_of_separation) is the theory that anyone on the planet can be connected to any other person on the planet through a chain of acquaintances that has no more than five intermediaries. The theory was first proposed in 1929 by the Hungarian writer Frigyes Karinthy in a short story called "Chains".

## How it Works

You put in your own profile information, and invite people to "connect" to you on LinkedIn. LinkedIn tracks your connections, and shows you the connections of your connections, and so on up to four degrees away.

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Your email address is only exposed to those people to whom you are directly connected. And since they emailed you to invite them to join LinkedIn, or vice versa, they already have it! Any other requests get routed through your connections, and if those requests are routed through you, you have the option not to forward them on if you believe your friend might find it annoying, or if it could be considered spam, or even if you just don't like the tone.

You have the ability to enter as much or as little information about yourself in your description as you choose. You can enter your full resume and job history, or simply enter your name. The tradeoff is the balance between privacy and fact that the more information you enter the easier it is for others -including friends and former colleagues - to find you. You can search LinkedIn for specific names, or for specific companies, keywords or interests. The catch is the search is not a search of all LinkedIn users -you will only find those users within four degrees of you. This has the potential to be somewhat misleading, since when you first sign up you only have a few connections, and the network looks quite limited.

You can also only see the connections of those to whom you are directly connected. Again, if you only have a couple of contacts, not that interesting. Once your network expands, however, you begin to see the possibilities. It is sometimes very good to know who knows who.

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<sup>1</sup> Are You LinkedIn. Bellevue Community College. [career@bcc.ctc.edu](mailto:career@bcc.ctc.edu)

## LinkedIn Job Hunting Tips

Whether you're just getting started using LinkedIn ([www.linkedin.com](http://www.linkedin.com)) or you're making good progress using it to build your network, these job search tips from LinkedIn will help you make the most out of LinkedIn.

LinkedIn is the professional networking site that everyone, regardless of where you are on the career ladder, should be using to grow their career and to job search.

- ✓ Create a **strong** professional profile. See sample LinkedIn profiles.
- ✓ Read the LinkedIn FAQs, [http://www.linkedin.com/static?key=customer service](http://www.linkedin.com/static?key=customer+service)
- ✓ Use **privacy controls** to limit what people see in your public profile.
- ✓ Invite desired professional contacts to link to you and remember **quality vs. quantity**.
- ✓ Make recommendations.
- ✓ Proofread, check for grammar and punctuation, and **proofread again!**
- ✓ Keep it professional
- ✓ Keep it updated-An outdated profile is as bad as an outdated resume, especially when everyone can see it.
- ✓ Know your connections

## Start Your Job Hunt at LinkedIn

<http://www.ehow.com/how2030927use-linkedin-job.html>

### Step 1

Sign in to your account from the LinkedIn home page

### Step 2

Click on the "Jobs & Hiring" tab.

### Step 3

See recently posted jobs in the "Recent Jobs" field. Learn more about the position and whether you have any contacts within the hiring company by clicking on the job title link.

### Step 4

Search for a job by composing keywords or phrases in the "Keywords" field. Use terms that describe the position you seek, such as "Software Consultant" or "Writer/Editor."

### Step 5

Select the country you are looking for employment in from the drop-down menu.

### Step 6

Enter the zip code of the specific city or region you're looking in. Find zip codes for most locations by clicking on the "Zip Code Lookup" link.

### Step 7

Click the "Search" button. LinkedIn will pull jobs currently posted by companies within your network as well as jobs posted on the Internet.

## LinkedIn's Top Five Job Hunting Tips

**Update your resume and establish your online presence.** LinkedIn allows you to post your extensive work experience and relevant awards or activities. You may be surprised to learn how many recruiting executives use online networks to locate potential candidates.

**Reconnect with former colleagues and current coworkers.** The more connections you acquire, the higher the chance of building new relationships and finding job leads specific to your network.

**Research companies you'd like to work for.** LinkedIn, unlike other social networking sites, gives you access to over 200,000 Company Profiles, ranging from Fortune 500 companies to philanthropic organizations.

**Get recommendations.** Your profile not only lets you post a virtual resume, but it also provides a space where recommendations from coworkers or former colleagues are displayed. Headhunters check out recommendations to gauge your level of experience and areas of expertise.

**Find out more about industry trends and hot topics by using LinkedIn Answers.** Answers allow users to ask industry experts questions and find inside ways to approach new markets. It's a great tool to solicit input and gain perspective from your connections or from the broader LinkedIn community.

Here's more how can you ensure that you're using the full power of LinkedIn to job search:

<http://jobsearch.about.com/od/networking/a/linkedinjobsearch.htm>

<http://jobsearch.about.com/od/networking/a/linkedin2.htm>

### Get in Touch with Contacts

Step 1

Click on a job title link to see more about the job and whether you have contacts within the hiring company.

Step 2

Use your contacts to find out more about the job and the hiring process. Your contacts within the hiring company can give you an inside edge on getting the job.

Step 3 Apply for many jobs directly from LinkedIn by clicking the "Apply" button at the end of the listing.

## Search for Recommended Recruiters in Your Field

### Step 1

Click on the "Services" tab to see recommendations for recruiters by members of your network.

### Step 2

Click on the "Recruiter" link under "Employment Services" in the sidebar menu.

### Step 3

See a list of recruiters within your network and the larger LinkedIn network.

### Step 4

Read recommendations for recruiters posted by members of your network and make an informed selection.

## LinkedIn Tips

### Fill in your LinkedIn profile.

1. Click the "My Profile" tab.
2. Fill in as much information as possible. The more you fill in, the more likely you will be found by someone who can offer you a valuable opportunity.
  - Keep in mind that recruiters, vendors, clients, coworkers, managers, and more may read this information.
  - Fill in the "Summary" and "Specialties" sections to give people an overview of your experience and capabilities.
  - Go beyond filling in information about your current employer and position. By filling in former employers, ex-coworkers will be able to find you, and recruiters will have a better picture of your experience.
  - Fill in your educational history so that former classmates and professors may find you.
  - At the bottom, add organizations to which you belong, so that people who know that you belong to these organizations may easily find you.

### Join any applicable LinkedIn groups.

- **Warning:** When you join a group, as a default everyone within the group may contact you directly via LinkedIn. Fellow group members will not be able to see your email address unless you both have already made a direct connection. You may or may not consider being a member of a group as being favorable, since it is possible that you may receive a LinkedIn introduction from a fellow group member you don't know.
1. Check the LinkedIn groups' directory to see if there any other groups you can join. Note that not all LinkedIn groups are listed here, only those that have paid to be listed.
  2. Check your alma mater's website and contact its alumni association to see if a LinkedIn Group is offered for alumni.
  3. Contact your organizations to which you belong to see if they offer LinkedIn Groups.

### **Browse LinkedIn connections for people you know.**

1. Click the "My Contacts" tab.
2. Click on the number next to a name.
3. At the new screen, review the list of names here. These are people to whom your direct contact has a direct LinkedIn connection. That means your direct contact personally invited them or they personally invited your direct contacts to be directly connected contacts in LinkedIn.
4. If you see anyone you know, trust, and have their email address, click on their name. For every person on this email distribution, you'll probably find that there is at least one person your direct connection has listed in their contacts that you know but don't have yet in your contacts. Let's say you clicked on a hyperlink for someone named xxx.
5. Now you should be on xxx's profile page. On the right side, you'll see the text "Add xxx to your network." Click on the hyperlink.
6. At the next window, select the option which best describes how you know xxx. Change the body of the text if you would like to, or keep it as is. (You're more likely to be successful connecting with xxx if you write a customized message.) Then click "Send Invitation".
7. Repeat the process for other contacts. By doing this, you are expanding your contacts by removing an unnecessary level. Since you can only "see" for three levels of contacts, taking your original direct contacts out of the middle gives you visibility to more contacts. Also, adding direct connections to people who already have LinkedIn accounts makes it easier to connect with them.

### **Find contacts related to your most recent employer.**

1. Click the "People" tab at the top of the page.
2. In the "Company" box, type in the company for which you currently work or most recently worked. If your company is a big company like Sony, you will probably want to be more specific than entering something like "Sony," instead entering something like "Sony Electronics." Leave all of the other fields blank or at their default setting.
3. At the search results, scroll through the names. Do you know anyone you trust in this list with whom you don't yet have a direct connection? If so, then click on the person's name to get to their profile page. Now click on the link "Add xxx to your network" (located on the top right side of the page) to request a direct LinkedIn connection.
4. Repeat the above process of finding and inviting people.

### **Add more contacts using the LinkedIn Outlook Toolbar.**

- Using the LinkedIn Outlook Toolbar is, in the long run, the fastest way to send invitations to all contacts that you have outside of those you have already invited. However, it does take some time to use.
- To download the LinkedIn Outlook Toolbar:
  1. At the bottom of any page, click the link "Outlook Toolbar" beneath the "Tools" header.

2. On the "LinkedIn Outlook Toolbar" page, scroll to the bottom of the page to click the link "LinkedIn Outlook Toolbar features."
  3. On the "LinkedIn Toolbar FAQ" page, read about the toolbar. Make sure that your system meets the system requirements specified for the toolbar. If it does, then use the "Back" button on your browser to go to the previous page to click the link "Download the LinkedIn Outlook Toolbar."
  4. Run the installer and follow the directions given.
- This toolbar can go through all of your contacts and emails to generate a list of every single email address you have!
    - This list would probably include many email addresses for which you would not care to consider for a connection, including such email addresses as those used to send and receive emails to and from email distributions (e.g. ..subscribe@emaillist.com.. or "Employee Communications").
    - Also, company internal email accounts may not be listed correctly since LinkedIn only handles email accounts that are stored in Internet (SMTP) format (xxx@xxx.com), not Outlook Exchange format.
    - Finally, you are probably not interested in adding every person who has been cc'ed on every email you have ever sent or received.

#### **Add contacts for which you know their email addresses.**

- If you still have contacts to add after following the steps above, then another method to add contacts is to manually type in the name and email address for each and every person to whom you would like to send an invitation. If you have a lot of contacts, this can be time consuming. To type in information manually:
  1. Click on the "Home" tab.
  2. Click the button "Expand Your Network" in the upper right corner of the page.
  3. Type the names and email addresses of up to 6 people. You can send 6 people the same email to invite them to the network. Say for example, you worked with four people on a project. You can fill in the names and email addresses for those four people, and send a customized message that mentions the project. Note that the email your contacts receive will not indicate in the header (to and cc fields) that anyone else has received an invitation, so you'll need to word your email with that in mind (if you don't use the default body text).

#### **Add contacts for whom you do not know their email addresses.**

- If you find a contact using one of the various methods described above, but don't know the contact's email address, you have three options Ask for the address. Find the contact's email address the old-fashioned way: Ask the contact or someone who knows the contact for an email address.
  1. **Guess the address.** Say you know your ex-coworker Joe Tango works for BogusCo. You could guess that Joe's email address is jtango@BogusCo, tangoj@BogusCo.com, joe.tango@BogusCo.com, or joe\_tango@BogusCo.com. One of these might work. On the other hand, your email to jtango@BogusCo.com could end up being sent to Judith Tango, who may not appreciate your misdirected email.

2. **Use LinkedIn's Introduction feature.** Use LinkedIn's search functionality to find your potential contact. Open their profile, and then click the button "Get Introduced." Ask your direct contact to forward your introduction to connect with the potential contact.
3. **Use search engines.** Try finding the person's email address using search engines such as the following
  - a. Google
  - b. Yahoo
  - c. MSN
  - d. Ask
4. **Use other networks and directories.** If you cannot find your potential contact on LinkedIn, try other networks and directories such as the following:
  - a. Alumni.NET
  - b. Classmates
  - c. ContactSpan
  - d. Ecademy
  - e. Eliyon
  - f. Friendster
  - g. Gazzag
  - h. Hi5 L
  - i. ItsNotWhatYouKnow (Knowmentum)
  - j. Monster Networking
  - k. Real Contacts
  - l. Reunion.com
  - m. Ryze
  - n. Soflow
  - o. Spoke
  - p. Tribe.net
  - q. Yahoo! Member Directory
  - r. Zero Degrees
  - s. Ziggs

## LinkedIn Resources

- Use your LinkedIn profile as a resume, <http://jobsearch.about.com/od/networking/a/linkedinprofile.htm>
- LinkedIn Blog, <http://blog.linkedin.com/blog/>
- What are the most important social networking websites?, <http://www.selfgrowth.com/socialnetworkingwebsites.html>
- Social networking in plain English, <http://www.youtube.com/watch?v=6aKF7TYKvc>
- LinkedIn tricks for networkers, job hunters and hirers, <http://time-blog.com/work-in-progress/2007/06/linkedin-tricks-for-networkers.html>
- 9 ways to get linked out on LinkedIn, <http://www.linkedinintelligence.com/9-ways-to-get-linked-out-on-linkedin/>
- Social Networking tools and resources <http://www.otiscollier.com/linkedin/linkedin-resources.html>

## **Learn more about LinkedIn**

To learn more about using LinkedIn, there are a number of other useful resources on the Internet.

<http://s92443876.onlinehome.us/MT/keelhauling/archives/001865.html>

<http://www.sacredcowdung.com/archives/2005/05/cheatersguide.html>

### **LinkedIn quick start tutorial**

<http://jobsearch.about.com/od/networking/a/linkedinprofile.htm>

<http://blog.guykawasakLcom/2007/01/ten•waystouse.html>

**Good luck with your LinkedIn experience!**