



# **CP Career Ministry**

Dan Whitenack & Tony Dye



# LinkedIn – Part 1

---

# What is LinkedIn?

# LinkedIn Part I

## Who Joins? World's Largest Professional Social Network

- 347 million members
- Over 200 countries and territories.
- Grows at rate of 2 members/second.
- > 75% of new members from outside US.
- > 39 million students/recent college graduates
  - fastest-growing demographic.



# LinkedIn Part I

## Why Join? Multiple Reasons

- Be seen - a virtual resume
- Network—Build/maintain connections
- Research--Finding companies, connections  
reference articles, info, more
- Showcase published works, presentations
- Link to twitter, your website, etc.



# LinkedIn Part I

## Premium? Free vs. Paid

- 81% of users surveyed have a free account.
- 18% have paid accounts.
- 1% are not sure.



# LinkedIn Part I

## Premium? Free vs. Paid

- Premium users get
  - Stand out to employers/recruiters
  - Develop network easier
  - Find sales leads
  - Find potential employees
- \$30-\$120/month



# LinkedIn Part I

## Visibility

- ~ 2/3rds allow their connections to see the rest of the people in their network.
- 12.8% say they do not.
- 22.9% are not sure.





# LinkedIn Part I

## Number of Connections

- Largest % respondents (25.2%) have between 500-999 connections on LinkedIn.
- 6.8% have fewer than 50 connections.
- 1.5% have more than 10,000 connections.



# LinkedIn Part I

## Connecting With Others

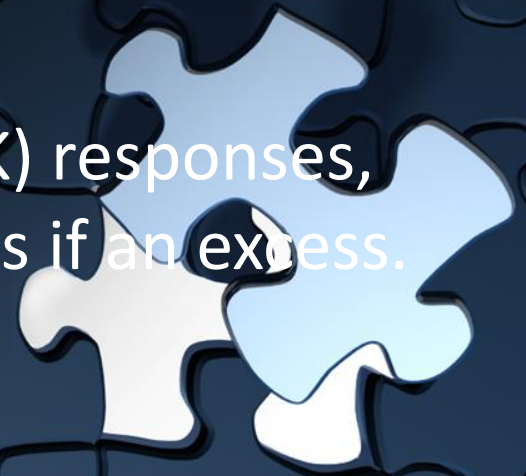
- Decide your criteria for accepting random invites
- LIONS—LinkedIn Open Networkers
  - Consider being one initially
  - What are the down-sides? (not many)



# LinkedIn Part I

## Invitations

- Don't use the default! (computer vs. phone)
- The risk of inviting people who don't know who you are.
- LinkedIn counts "I Don't Know" (IDK) responses, will lock you out of future invitations if an excess. "Excess" is a fairly small number



# LinkedIn Part I

## Starters

- Use all your email addresses
- Choose your LinkedIn URL/Name carefully.
- Choose your name thoughtfully. Be consistent with resume/networking document.



# LinkedIn Part I

## Build Your Profile

- Personalize it
  - Projects/Volunteering/Education.
  - Summary section
- Be reachable--Instructions for how to be contacted
- Watch out for the over-used keywords
- Confident and succinct
- Don't publish small profile changes



# LinkedIn Part I

## Groups

- Choose wisely. Groups with lots of members have advantages
- You can have 50 (and any number of sub-groups). Consider always being near that 50 max
- Beware of lots of “job seeker” groups



# LinkedIn Part I



# LinkedIn Part I

## Examples

### Good vs. Bad Profiles

#### Tony Dye vs. Bill Smith

- [www.linkedin.com/in/tonydyev2/en](http://www.linkedin.com/in/tonydyev2/en)
- [www.linkedin.com/pub/bill-smith/1/491/b99/en](http://www.linkedin.com/pub/bill-smith/1/491/b99/en)





# LinkedIn Part I

## Possible Tips & Tricks – Tony Dye

- Including a link to your invite page instead of your profile page
- How to connect with *\*anyone\** (unless LinkedIn changes it)
- Is LinkedIn part of your email signature? Your resume? Your business card? Elsewhere?



---

# Tips

# LinkedIn Part I

## Other Tips (USA Today)

- Take the time to make it good
- Get a custom URL
- Choose a great photo
- Write a good headline
- Use target job descriptions as keywords



# LinkedIn Part I

## Other Tips (USA Today)

- Use numbers to your advantage
- Ask for recommendations
- Join Groups
- Have a LOT of connections
- Make sure people can find you





# LinkedIn – Part 1

Dan Whitenack & Tony Dye