



• HIRE VISION™

TM



How to use LinkedIn for your
J o b S e a r c h



What is covered in this?

Information on LinkedIn

How to Begin

How to Make the Most of LinkedIn

LinkedIn Toolbar





Information on LinkedIn

(taken from LinkedIn.com)

LinkedIn is an online network of over 20 million professionals that continues to grow daily

You create a professional profile summarizing and highlighting your accomplishments

You create a network of former colleagues, partners, clients, etc. It is essentially a network of trusted contacts that allows you to also connect with your contact's contacts, thus expanding your reach.





Information on LinkedIn

(taken from [LinkedIn.com](https://www.linkedin.com))

Using your network you can:

Search for jobs

Be found by hiring managers

Connect with those who can potentially help you in your job search





How to Begin

Go to www.linkedin.com and [sign up](#).

Fill in basic information about yourself including your name, e-mail address and either where you currently work or if you are looking for work. If you are looking for work, it will ask you what industry you work in.





How to Begin

★ ★ LinkedIn: Join LinkedIn

LinkedIn helps you...

Re-connect
Connect and stay in touch with colleagues, classmates, & clients.

Power your career
Discover inside connections when you're looking for a job or new business opportunity.

Get Answers
Your network is full of industry experts willing to share advice. Have a question? Just ask.

* First Name:

* Last Name:

* Email:
🔒 We don't spam

* Password:
6 or more characters

* Country:

* Postal Code:
Only your region will be public, not your postal code

I am currently:

* Industry:
Choose the industry that best describes your primary expertise

Internet 100%



How to Begin

You will then see a page asking how you want to use LinkedIn.

If you selected that you are Looking for work, it will automatically default your choices to the ones that are recommended. The ones that are suggested that you check off are shown on the next page.





How to Begin

LinkedIn: Contact Settings

How do you want to use LinkedIn?

So that you get the most from LinkedIn, tell us a little about how you intend to use it...

To Find:

What can your network help you with?

- Finding a job
- Finding consulting or contracting positions
- Reconnecting with colleagues I've lost touch with
- Staying in contact with my colleagues and keeping informed of career moves
- Hiring employees or
- Selling products or services to companies
- Investigating deals with companies
- Finding information about industries, products, or companies
- Finding professionals interested in my new venture or product

To Be Found:

What kinds of things do you want to be contacted about?

- Messages from friends or colleagues trying to reconnect with you
- Requests to provide a reference for a past or present coworker
- Career opportunities
- Contract or consulting offers
- Inquiries about a position with me or my company
- Deal proposals for my company
- Relevant requests for expertise about industries, products, or companies
- Proposed discussions about new ventures or

Done Internet 100%



How to Begin

You will then receive a confirmation e-mail and will be asked to verify your password.

Once you have confirmed your password, you will be shown a page that will allow you to search for connections based on your address books in Outlook, Gmail, Hotmail, Yahoo, etc.

It is recommended that you do this, since you never know where a connection may lead you, but searching for connections this way is left to your discretion.





How to Begin

LinkedIn: Home

Add Connections

Dexter Schoper
Industrial Automation Professional
What are you working on?
Your profile is 0% complete [Edit]
0 Connections link you to 0 professional

Web email contacts
Check your address book to find contacts who are on LinkedIn.
Windows Live Hotmail YAHOO! Gmail AOL

Username: @gmail.com
Password:
Upload Contacts

Address book contacts Find
Outlook, Apple Mail, etc.

Current & past colleagues Find

Former classmates Find

Q. Are you a current or former leader in the ISA (Instrumentation, Systems, and Automation Society)?
Q. What is the residual role of traditional cost accounting practices in modern manufacturing?
Q. Refinery Info: where to find summarized data on european refineries: troughput kbbl/d, main units (DHC, FCC...)?
[See more »](#)

Jobs edit x
Manager of Marketing Communications at NESCO Engineering & IT
Controls Engineers/Project Engineers Siemens S7 (Step 7) at Integrity Staffing Group, Inc.
System Engineer at Kiva Systems
[See more »](#)

Internet 100%



How to Begin

You can also search for connections based on where you went to school and where you last worked. Again, it is recommended that you do this.

The screenshot shows the LinkedIn interface for the 'Former classmates' search module. At the top, there is a graduation cap icon, the text 'Former classmates', and a yellow 'Find' button. Below this, there are three columns: 'Your connections' with a '1st' degree icon and a count of '0'; 'Their connections' with a '2nd' degree icon and a count of '0'; and 'Your network' with a globe icon and a count of '0'. To the right of the module is a blue button with a plus sign and the text 'Add a module'. Below the button is a light blue box containing the text: 'These modules are customizable. You can add, edit or move them.'

TIP Learn more about using LinkedIn by reading Guy Kawasaki's post, [Ten Ways to Use LinkedIn](#).



How to Begin

Once you have searched for possible connections, you should take some time to work on your profile. On the upper left hand side of the site, you will see a menu where you can select Profile. There you can Edit your Profile and you can also select View My Profile so that you will see what others see when they search for you.

Home
Groups
Profile
Edit My Profile
View My Profile
Contacts
Inbox
Add Connections

Share knowledge and tap into relationships. Connect the people in your professional network v

Build your network Why?

Find contacts who are already on LinkedIn

Web email contacts
Check your address book to find contacts who are on LinkedIn.

Windows Live Hotmail YAHOO! Gmail AOL

Answers : Manufacturing

Q. Are you a current or former (Instrumentation, Systems Society)?

Q. What is the residual role of accounting practices in m

Client Management System Internet



How to Begin

In your profile, you should add everything that might be job search related or that you have put on your resume. You should include former positions, information about schools you attended, information on organizations you are involved with or volunteer with.

You may even upload a photo, but be sure that it is a business photo, preferably one that was professionally taken. Remember that this could be seen by potential hiring companies!





How to Begin

The screenshot shows a web browser window displaying a LinkedIn profile for Dexter Schoper. The browser's address bar shows "LinkedIn: Edit My Profile". The profile page includes a navigation menu with "Profile", "Q&A", "Recommendations", and "Connections". The main content area lists various sections: "Current" and "Past" employment (both "None" with "Add Position" buttons), "Education" ("None" with "Add Education" button), "Recommended" (a thumbs-up icon and "You haven't been recommended" with a "Get Recommended" button), "Connections" (0 connection), "Industry" (Industrial Automation with an "Edit" link), "Websites" ("None" with "Add Websites" button), and "Public Profile" (http://www.linkedin.com/pub/8/97b/440 with an "Edit" link). A "Public Profile setting: FULL VIEW" notification is visible at the bottom. On the left sidebar, there is a profile picture placeholder for Dexter Schoper, his name, title "Industrial Automation Professional", and a progress bar indicating "Your profile is 0% complete [Edit]". On the right, there are "Ads by Google" for "Why ruin an HMI with a PC", "Robotic System Integrator", and "Automation & Control Jobs". A "Dexter Recommends" section is also visible at the bottom right.



How to Begin

You can also include a summary. We recommend that you copy and paste the summary that is used on your resume if you are in the job search mode.

The screenshot shows a web browser window with the address bar displaying "LinkedIn: Edit My Profile". The page content is divided into three main sections:

- Summary:** Features an "Edit" button, a "Summary:" field with a "None" selection and a "+ Add Summary" button, and a "Specialties:" field with a "None" selection and a "+ Add Specialties" button.
- Experience:** Includes an "Add Position" button and a text prompt: "As a job-seeker, you should **add your past positions**. It will provide an online resume through which users can find you!"
- Education:** Includes an "Add Education" button and a text prompt: "Add your educational background to help other professionals learn more".



How to Begin

LinkedIn essentially provides you with your very own professional web page. The site allows you to customize your address so that it includes your name, which is recommended. While you are still Editing your Profile, select the button to Edit your Public Profile Setting

Public Profile setting: FULL VIEW [Edit]

Give your public profile a customized URL!

Put your full profile on the web with an address like this:
www.linkedin.com/in/DexterSchooper [customize]

Recommend people

Summary

Edit

Summary:
None [+ Add Summary](#)

Specialties:
None [+ Add Specialties](#)



How to Begin

There you can put in your name to customize your LinkedIn webpage and see if it is available.

LinkedIn: Edit My Public Profile

Profile
Edit My Profile
View My Profile

Contacts
Inbox

Add Connections

Dexter Schoper
Industrial Automation Professional
What are you working on?
Your profile is 0% complete [Edit]

Your Public Profile URL [What's this?](#) [Hide]

Your current URL is: <http://www.linkedin.com/pub/8/97b/440>

Customize this address:

www.linkedin.com/in/ [Set Address](#)

Note: Your custom URL must contain 5 - 30 alphanumeric characters. Please do not use spaces, symbols, or special characters.

Public Profile

- Publish your LinkedIn profile to the web
- Promote your profile with [customized buttons](#)



How to Begin

Next you will want to scroll down and make sure that the setting for your Public Profile is set at Full View. This ensures that those conducting searches for connections or potential hires will be able to see your entire profile.

Industrial Automation Professional

What are you working on?

Your profile is 0% complete [Edit]

Public Profile

- Publish your LinkedIn profile to the web
- Promote your profile with [customized buttons](#)

None off

Full View recommended

- Basics
Name, industry, location, number of recommendations
- Picture
- Headline

Public Profile preview:

Your Name
Last about 100 characters, including anything you want to include in your profile URL

Current position
Write in 100 characters or less

Past position(s)
Add up to 10

Education
Write in 100 characters or less

Connections
Add up to 10

References
Add up to 10

Website
Add up to 10

Summary:
Write in 100 characters or less

Specialties:
Add up to 10



How to make the most of LinkedIn

(taken from [Guy Kawasaki's LinkedIn Blog](#))

Work on adding connections – this will increase your visibility to those doing searches for candidates

Complete your entire work history bio – this way you will show all your experience and credentials for those who are doing searches on LinkedIn. We recommend that you again copy and paste from your resume.

Be sure to allow for a Full View on your [Public Profile](#). This will come up when someone Googles you, allowing you to help control what people see about you.





Information on LinkedIn

(taken from [Guy Kawasaki's LinkedIn Blog](#))

Perform searches on who works or has worked at prospective companies as well as prospective hiring managers to learn more about them. You may find you have a connection (mutual contact), similar hobbies, or went to the same school.

You can even do searches to see who previously held the position you are interviewing for by doing searches of the job title and the appropriate company and unchecking the box that says "Current Titles Only."





Information on LinkedIn

(taken from [Guy Kawasaki's LinkedIn Blog](#))

You can do similar searches on prospective companies to look at how long people stay at the company or to see what their turnover is in certain positions.

You can do an advanced search using company name and unchecking "Current Companies Only."





Information on LinkedIn

(taken from [Guy Kawasaki's LinkedIn Blog](#))

When you are putting together your target list of companies you might want to work at, you can also do the advanced search to look at what companies people with similar skill sets or titles as you are working at.

Put in titles and/or keywords into the advanced search to see who comes up and where they are working.





LinkedIn Toolbar for your Internet Browser

LinkedIn offers a toolbar you can download called the [JobsInsider](#).

This toolbar works with your Internet Browser and popular job search sites to allow you to see if you have any connections at companies that are hiring.





LinkedIn Toolbar for your Internet Browser

The [JobsInsider](#) can be downloaded [here](#).



See your inside connections for any job posting

- 

1 Open any job posting at Monster, CareerBuilder, HotJobs, Craigslist, SimplyHired, Dice, or Vault
- 

2 JobsInsider shows you the people in your network that work at the hiring company
- 

3 Request an introduction to the hiring manager, get your resume to the right person, or find out more about the company



LinkedIn Toolbar for your Internet Browser

Once downloaded, go to one of the sites it works with (Monster, CareerBuilder, HotJobs, Craigslist, SimplyHired, Dice and Vault) and type in your appropriate search information.

The LinkedIn Toolbar should automatically pop-up on these sites (if not find this button  JobsInsider on your Internet Toolbar and select it).





LinkedIn Toolbar for your Internet Browser

Once you put in your search criteria and select a job that interests you, the JobsInsider will appear to the left and show you

- If anyone is in your network at the hiring company
- If you have any connections at the company
- If you have any friends that have connections at the company.



Simply click on the appropriate link to find out your connections.



LinkedIn Toolbar for your Internet Browser

The screenshot shows a web browser window with two main sections. On the left is the LinkedIn Jobs Insider toolbar, and on the right is the Monster job listing page.

LinkedIn Jobs Insider (Left Panel):

- Jobs **insider** From LinkedIn
- You're linked in to Ernst & Young**
- 885** in your network work at Ernst & Young and are open to helping you
- 4** are friends of your connections
- Land this job with the help of your network
- [Ask your connections for introductions to the right contacts at Ernst & Young.](#)
- Search for a Job (with a question mark icon)
- Keywords:
- [Advanced Search](#) **Search jobs**

Monster Job Listing (Right Panel):

- monster My Monster | Find Jobs | Post Resume | Money | Education | Career Advice | Jobs
- [Send this job to a friend](#) [See all Ernst & Young opportunities](#)
- FORTUNE 2007 100 BEST COMPANIES TO WORK FOR**
- "Ernst & Young is the professional services firm that helps its people grow and succeed."
- ERNST & YOUNG** Quality In Everything
- US HOME | ISSUES & PERSPECTIVES | SERVICES & SOLUTIONS | INDUSTRIES | ABOUT US | MEDIA | ALUMNI | CAREERS
- Ernst & Young, a global leader in professional services, is committed to restoring the public's trust in professional services firms and in the quality of financial reporting. Our 107,000 people in 140 countries pursue the highest levels of integrity, quality, and professionalism in providing a range of sophisticated services centered on accounting, tax, and transactions. We strive to help all of our people achieve both their professional and personal goals through an inclusive environment that values everyone's contributions, appreciates diversity of thought, fosters growth, and provides continuous opportunities for development. Recognized by organizations such as Fortune, Working Mother, and Training magazine, Ernst & Young continually strives to be a great place to work.
- Tax Manager - Federal Tax - Insurance**
Chicago, IL
- Location: US-IL-Chicago
Job Number: CHI0002F
Employee Status: Regular
- View all Ernst & Young opportunities**
- Send this job to a friend**
- Additional Information**
- Location: Chicago, IL 60601
- Job Type: Full Time, Employee
- Job Number:
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