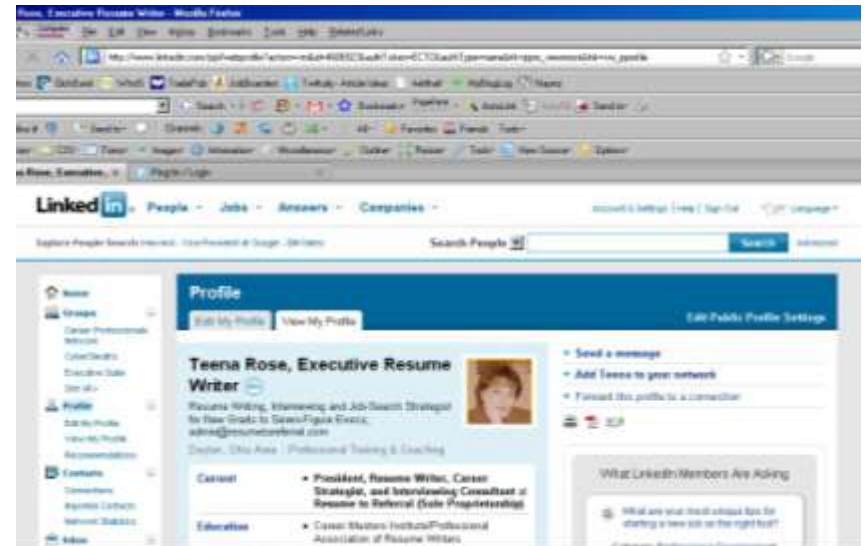


LinkedIn: Leveraging Job-Search 2.0 Tools

View my profile on 



Job-Search Strategies for Today's Jobseekers

Teena Rose, Highly Endorsed Job-Search Expert

Resume to Referral

*(937) 325-2149 * admin@resumetoreferral.com*

LinkedIn.com/in/teenarose

Copyright 2010, All Rights Reserved, Teena Rose, Resume to Referral

LinkedIn® holds the copyright and/or trademark to logos and content shown throughout the graphics in this presentation.

Network? Where can I get me one of those?

Well, you're knee-deep in the middle of your network, and you might not know it.

So, what's a network? Think about the *Sopranos* — one of my [unfortunately canceled] favorite series!!!

Members of Tony Sopranos' group culminated a niche network with similar interests and (yes illegal) goals in mind.

Looking beyond the core group, each member had their own unique cell of contacts too, making up another layer to the network. Each layer represents a degree of separation. A friend of Christopher, for example, would be two degrees away from Tony Soprano.

Simply put, a network is a group of people who have varying degrees of relationships.





Direct + Indirect Network

A direct network consists of those you know. Your direct network encompasses friends, family, colleagues, and close neighbors. Those you talk to regularly, do favors for, and would do nearly anything to get them out of a jam.

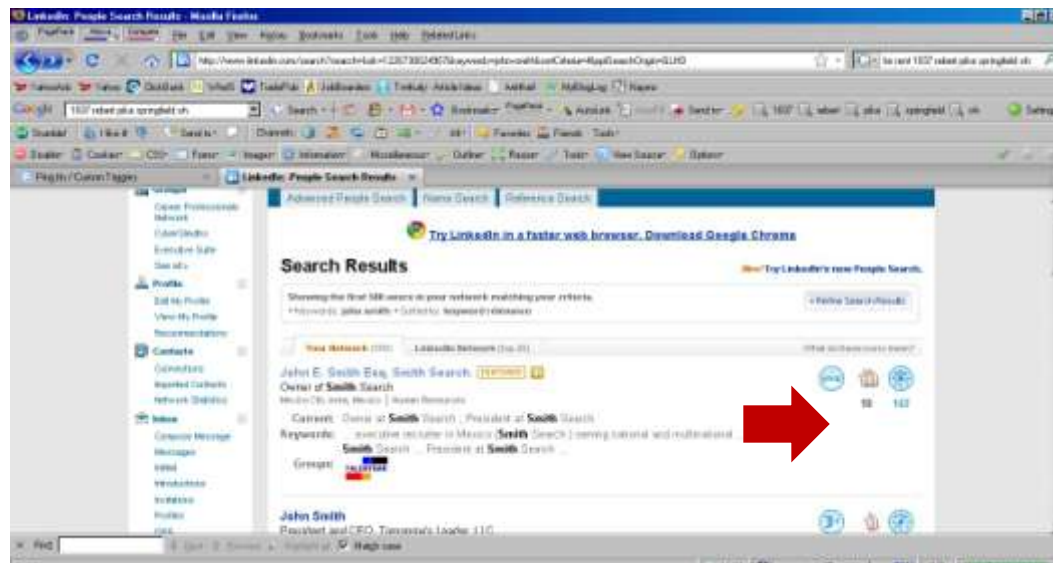
An indirect network, on the other hand, includes others who are more than one degree away from you. Have you heard the term six degrees of separation? Experts once said we are six degrees away from anyone in the world, but with online tools such as LinkedIn, six degrees may be a thing of the past.

A person can never go wrong with an established and nurtured direct network. After all, networking has long been the backbone of great success stories.

Why is LinkedIn so important to my job search of today as well as that of tomorrow?

Think of LinkedIn as a next generation tool for networking. Instead of maintaining an address book, rolodex, or some other outdated form of contact system, LinkedIn allows you to build a network that gives you direct access to each member ... *reachable by only a few clicks of the mouse.*

LinkedIn has become a great job-search tool because of it's ability to introduce people across a large network, decreasing the degrees of separation from one to another.



What's the best way to build my network?

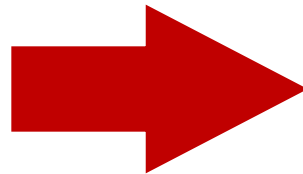
Start by inviting those you already email regularly. Spamming is a huge concern for LinkedIn, as with any reputable online service, so in order to invite people to your network you will need a first and last name, along with email address. Remember, you're just starting out so don't feel the need to be too methodical ... you can fine-tune your network as you go along. As your connections grow, note the new people added to your extended network.

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 13,132,400+ professionals — here's how your network breaks down:

1	Your Connections Your trusted friends and colleagues	651
2	Two degrees away Friends of friends; each connected to one of your connections	359,600+
3	Three degrees away Reach these users through a friend and one of their friends	12,772,100+
Total users you can contact through an Introduction		13,132,400+

19,159 new people in your network since August 17



What does this mean?

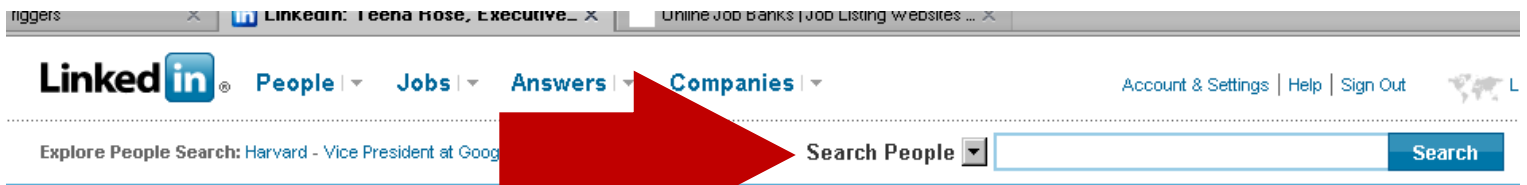
Your extended network includes 2nd degree contacts, and beyond. A small list of 125 connections, for example, has the power to connect you to 4 million others encompassing a broad range of careers, employers, job titles, and so on.

How do I search and contact someone within my extended network?

Simple. Utilize the search people or group feature located within the top right section of your home page. Searching is simple, making contact might be more challenging however, especially since you're targeting those who likely don't have direct knowledge of you.

You have 4 options for contacting those outside your network:

First, request an introduction. Let's say you wish to be introduced to and connect with the current Human Resources Director at a major employer. Sounds easy enough, but some HR personnel remain guarded on whom they let into their networks so gaining 1st degree network access might be challenging.



Requesting an introduction via LinkedIn is no different than when done in person; ask your 1st degree network member to introduce you to a member of their direct network. That's it!

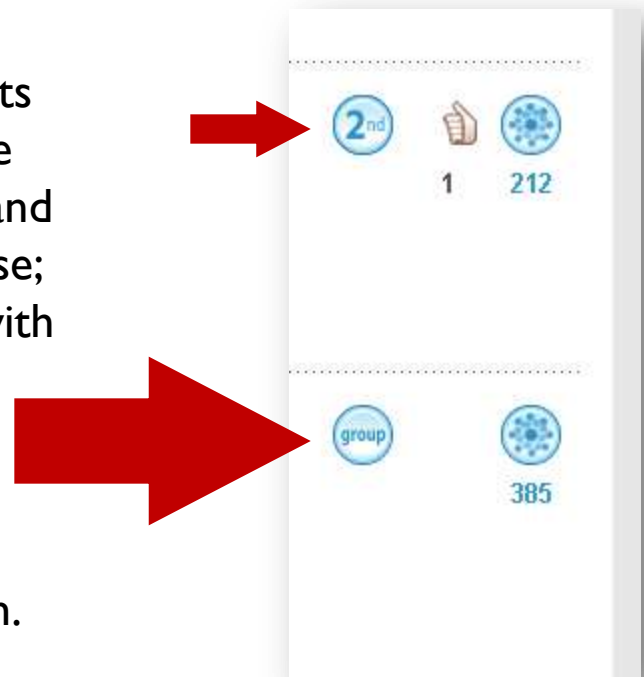
Second, congregate where they do. Joining groups where HR managers and recruiters can be found could position you for direct access that you might not gain otherwise.

I do caution you on this method, however. Groups are intended for those who wish to join, participate, and possess similar interests with other members. Being part of the same group, does give you the capability to contact and connect with other group members with ease; however, ensure you join LinkedIn Groups with the right intentions in mind.

Attempting to join an HR-related group, for example, might not be the right solution for some. So definitely proceed with caution.

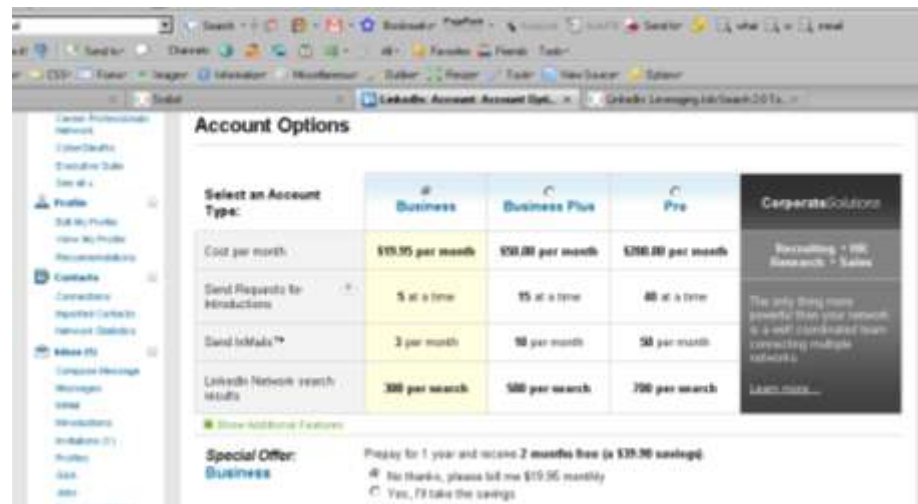
Third, make contact outside the LinkedIn system.

Recently, I wanted to add a couple major-player recruiters to my LinkedIn network. Since I didn't know either personally, I visited each website, collected an email address, and sent an introductory email to each.



A portion of my email covered a cordial introduction while the other half outlined why I would like to add them to my LinkedIn network ... in essence, I pleaded my case and requested permission to hook up. It worked perfectly. I not only received approval to add each to my network, I also opened the dialogue for future business between us.

What if this technique was applied to HR staff? What if you sent an email requesting permission just as I did? It's worth a try, especially if all other attempts fail.



Fourth, you have a paid alternative called InMail™ For a fee ranging from \$19.95 to \$200 per month, InMail™ allows you to contact those outside your immediate network without requiring an introduction.

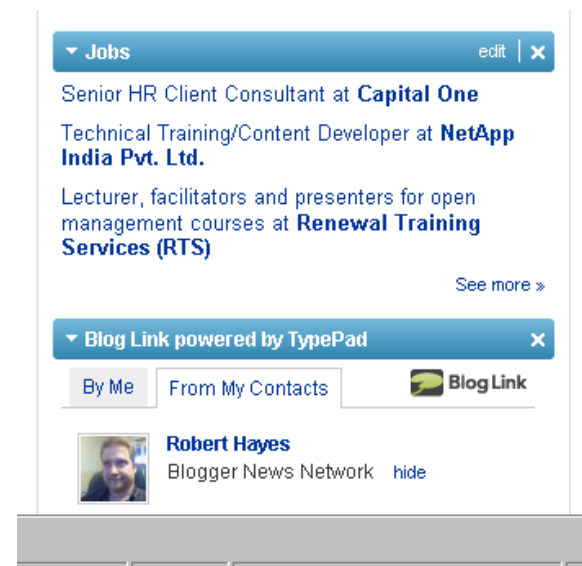
InMail™ is an attractive alternative for those wishing to broaden their network with little restriction, although I feel that privilege comes at a not-so-accommodating price. The investment of \$239.40 per year (based on smallest package available) only covers the ability to send InMail™.

InMail™ does have some privacy restrictions however. As mentioned within the LinkedIn website: *“If a recipient is not in the sender’s network, the sender will not see the recipient’s name or contact information until the InMail has been accepted.”* For more information about InMail™ read *“What is InMail™ at http://www.linkedin.com/static?key=pop/pop_more_inmail*

Search Jobs Using LinkedIn

Another terrific feature of the LinkedIn system: job notifications posted by those within your network. The picture to the right reflects jobs recently posted by members of my network.

For a full list of available jobs, select “search jobs” at the top/right of the LinkedIn screen.



Joining Groups Builds Your Job Options Too

Once you have considered your immediate network and invited those you would like included within your LinkedIn contacts, it's time to look broader ... especially if you wish to continue growing your network.

Joining groups is a strategic technique to expanding your network, as well as, broadening the number of job openings available to you.

To research potential groups, visit the LinkedIn Group Directory at <http://www.linkedin.com/groupsDirectory>

Beyond the ability to network with like-minders (i.e. political topics) such as yourself, groups are also a great way of discussing your area of job specialty. With a growing list of groups, it shouldn't be hard to find others who share the same interests you. If you do not, start your own. =]

Equivalent to a forum/blog layout, groups are currently categorized into select categories such as professional, non-profit, networking, conference, corporate, alumni, and several others.

Before I decide on starting and build a new LinkedIn account, do you feel it's worth the time invested to build a solid network?

What do you have to lose? A few hours for the initial set-up, time spent compiling and sending invites, and finally, researching the additional resources LinkedIn has to offer you and your career?

The true value behind LinkedIn, I feel, is the ability for individuals to take a proactive (rather than reactive) approach to their current or future job-search. What do I mean by that? Well, imagine having LinkedIn at your fingertips during your last job-search. With the few clicks of a button, you could have announced your intentions for new employment. Would having done so resulted in prime opportunities coming to you rather than you searching for them? It's possible.

Good luck to you!

Regards,

**RÉSUMÉ TO REFERRAL...**
Résumé and Career Services



“Job-search 2.0 tools help you be proactive - rather than reactive - when it comes to your search.”
—Teena Rose