

@jobseekers:

LinkedIn 101 (+ a little Twitter) —Dos and Donts to Break the Ice, Build a Network, and Be Noticeable

Why LinkedIn ?

- It's professional. By joining, so are you.
- On LinkedIn, you don't job search – *you people search*. People hire. Job listings don't.
- The first step is no longer “who you know” – it's whose profile you can see. (Everyone's!)
- Introductions are easy (especially for introverts, whether you or your connection!) and credible.
- Come to think of it, it's much easier for everyone – and can be more strategic for you.

Keep in mind: LinkedIn is a tool – a powerful tool, but just a tool. The most successful job searches happen through connecting with actual human beings – and being remembered+.

Creating Your LinkedIn Profile – 10 Tips

Do choose your “Professional Headline” carefully. This is what will appear under your name in a LinkedIn search. It's your primary professional identity. Many people list their current job title. If you aren't already working in your field in some way (internship, research assistant, etc), choose something that reflects your field of interest, current field of study, and or professional goals. For example, “senior biology major seeking forestry or lab internship,” or “senior English major with a sharp editorial eye” or “Project Planning Intern at Sierra Club.”

Don't use “Student at [Blank] College.” It doesn't say much about you.

Do list your *relevant* work history. On LinkedIn, the Experience section is where you'll put your resume. Keep it relevant. This can be tricky – what do your potential employers want to know about your past employment? If you don't have a lengthy job history, use the Summary and Specialities section to list the skills, talents, and passions that make you a great candidate for hiring.

Don't list every job you've ever had if they distract from your best skills and talents.

Do list any blogs, online publications, school projects, or other web sites that you author or to which you contribute, if they are related to your field of interest or enhance your job-seeking identity.

Don't – absolutely do not – list blogs that talk about your personal life if they contain anything that you wouldn't want an employer to see. Irrelevant at best, and at worst, well ...

10 LinkedIn Tips cont'd.

Do join groups. Groups are a powerful feature of LinkedIn, and worth exploring. Groups are where you can post questions, post answers to questions, and direct-message other members if you're wondering about their company or job experience.

Don't "group glut" by joining every group you can imagine. Think carefully about what you want to learn and contribute. Your groups are listed under your profile, so they're a reflection of your professional interests and knowledge.

Do update your status. Are you working on a research paper? Traveling somewhere interesting? Reading an article about your field of interest? Signing up for volunteer work? Tell your network about it. Keep it professional, thoughtful, and interesting.

Do remember your account settings when you're making updates. Change your settings to NOT share changes while you're creating your profile or making minor updates. Otherwise, your entire contact list will be notified every time you change a spelling or add a word. However, when you're adding a "what are you working on?" status, a recommendation, a new job title, or something else impressive, change your setting TO SHARE with your network. Think about what's worth sharing – and share what is! To do this, go to *Account Settings > Privacy Settings > Profile and Status Update*.

Do choose a vanity URL. This makes you more searchable, and is another chance to reinforce your name, if you link to your profile in jobs apps or on your resume. This option will pop up when you set your Public Profile URL – it means your URL will contain your name, or something else identifiable. For example: <http://www.linkedin.com/in/amyhtaylor>.

Do export your connections now and then. You can find instructions by searching the Help menu.

Do consider using a LinkedIn badge in your email signature – especially if you set up a separate job search/professional email account. Contacts can easily click over to your profile. (A job search email account is a good idea, by the way: it organizes your job search, separates professional/personal, and reduces email distractions during search time.) To find the embed code to create a badge, go to: Public Profile [edit] – make sure you are set to "Full View" – then click on "customized buttons."

Do post a photo. People like them. Don't make it too stuffy. Don't make it too weird. Do use it for your Twitter account, too. Be recognizable.

Why Twitter?

- **Keep up.** Tweets are *accelerated conversations*. Many jobs are tweeted before they're posted.
- **Follow.** It's easy to stay fresh on companies of interest – or better yet, their employees.
- **Search.** It's another place to look: #jobs, #interns, #pdxjobs ... not a perfect science.
- **Think.** Yes, your tweets show how you think. Please do.