

LinkedIn: The Professional Side of Online Social Networking

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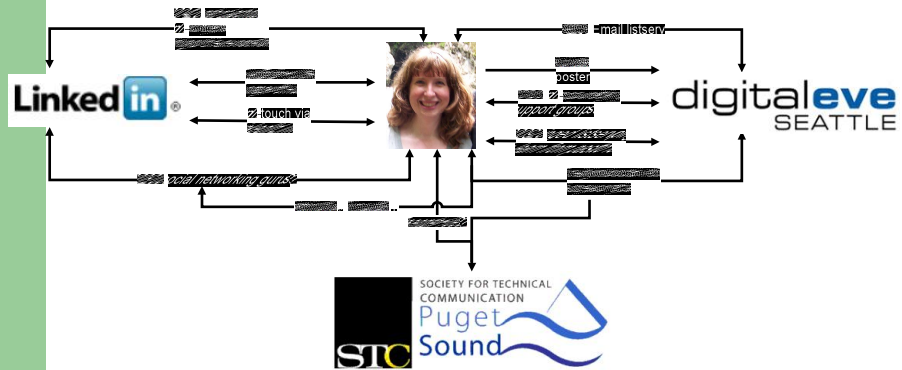
<http://www.linkedin.com/in/sgbizconsult>

About Me

- LinkedIn user since July 2004
 - 506 direct contacts
 - 2.1 job searches
 - Multiple requests for expertise in new subject areas
 - Sourced contractor for special project
 - Manage LinkedIn group
- Member of other online professional networks
 - Plaxo, Spoke, Twitter

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Evolution of Request to Present



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Evolution of Offer for Current Job



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LinkedIn: Overview

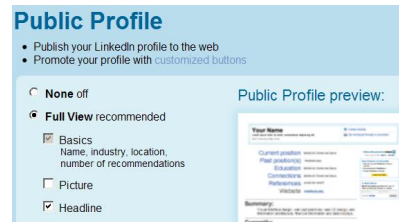
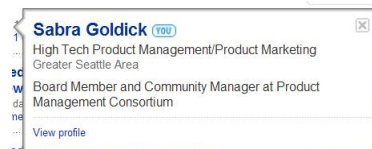
- Professional vs. social online networking
 - Purpose-driven
 - Career-focused profile
 - Stay in-touch during job changes
 - Expert reputations

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Create Profile

- Profile
- Contacts
- Groups
- Reputation

- Based on main message (Games Tech Writer)
 - Select headline
 - Write brief introduction with strengths, goals, keywords
 - Add relevant schools, jobs, volunteering
 - The more positions in your profile – the easier to find, and be found by, relevant contacts.
- Decide what, and how much, to share
- Adjust privacy settings
 - How public do you want to be?



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Invite Contacts

- Profile
- Contacts
- Groups
- Reputation

- Process depends on goals
 - Small, well-known network
 - Invite close, professional contacts: individual invitations
 - Big, known network
 - Access email login through LI interface and handpick contacts to invite
 - Penalties if seen as spammer
 - Add private notes about how you first met the contact

▼ Edit/preview invitation text

Subject: Invitation to connect on LinkedIn

Name: ▾

I'd like to add you to my professional network on LinkedIn.

- Sabra

We'll add a link to accept your invitation and send some explanatory text.

[Send Invitation\(s\)](#)

▼ Your private info about Rob

Email & Phone:

robertc3@.com primary

Notes:

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Join Groups

- Profile
- Contacts
- Groups
- Reputation

- Find Groups based on alumni, jobs, career interests
 - Click on logos in your contacts' profiles
 - Review Groups in LI directory (weak searching)
 - Look for LI Group info on school and association Web sites
- Request membership
- Contacting Group members: varies per Group
 - Some allow direct contact
 - Some follow the standard LI networking rules (contact referrals)

Groups My Groups | Groups Directory | Create a Group | FAQ

Society for Technical Communication, Puget Sound Chapter

 STC PSC is an organization that advances the field of technical communication in the Puget Sound region of Washington. Members are typically technical writers and editors, content developers, documentation specialists, technical illustrators, instructional designers, academics, information architects, usability and human factors professionals, visual designers, Web designers and developers, and translators—people whose work makes technical information accessible to those who need it.

About this Group

Created: June 7, 2009
Type: Professional Group
Access: This group is open to everyone
Members: 103

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Build Your Reputation

- Profile
- Contacts
- Groups
- Reputation

- Ask trusted contacts for recommendations
 - May feel uncomfortable
 - Don't delay – while still fresh in their minds
 - If they ask for focus and writing help – give it!
- Write recommendations for others
 - Be selective
- Answer questions in Q&A
- Promptly forward introduction requests
- Share relevant information with your network
 - Can use private Q&A, or by sending message
 - Not more than once/month

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How to Search

- Search People
- Introductions
- Find Jobs
- Research

- For title that you want as your manager
 - “VP” or “Vice President”
- Go beyond your contacts
 - Search in your Groups too
- For company that you're targeting
 - “Oracle”

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Request an Introduction

- Search People
- Introductions
- Find Jobs
- Research

- 2nd degree contacts
 - Note to your contact:
 - Be brief and professional: will be seen by target contact
 - “Please forward this request to X. Thank you.”
 - Note to target contact
 - Be direct about what you want
 - Include a way to contact you
 - Say “thank you” in advance
 - Monitor request progress and ping your contact if necessary



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Request an Introduction

- Search People
- Introductions
- Find Jobs
- Research

- 3+ degree contacts
 - Caution: you don't know the full chain of contacts
 - Could include current manager, other jobseekers, etc.
 - All will see your notes
 - Response rate will be lower than closer contacts



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Find Job before It's Posted

- Search People
- Introductions
- Find Jobs
- Research

- Set-up networking coffees or phone calls
 - Contact people in target departments/companies
 - Longer timeline vs. 1st to find opportunity
 - Look for ways to help (networking is 2-way street)
 - Stay in-touch with regular frequency
 - Have a reason: share info on local events, relevant articles

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Never Send Cold Resumes

- Search People
- Introductions
- Find Jobs
- Research

- Always check LI network before applying
 - Job listings on LI (groups, Jobs section on site), cross-reference jobs found elsewhere
 - Find a contact who can refer you
 - Review profiles of people who already have that job at that company
 - Matches with your background?
 - Review profile of person who would be your boss
 - Someone you can learn from?
 - Conduct research based on what's important to you

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75 results found. Location: Greater Seattle Area; Network: 1st and 2nd degree company

Company	Headquarters	Employees
RealNetworks (8 jobs)	Greater Seattle Area	1,900
Starbucks Coffee Company (1 job)	Greater Seattle Area	180,000
Clearwire (5 jobs)	Greater Seattle Area	4,000
T-Mobile (19 jobs)	Greater Seattle Area	40,000
Amazon.com (7 jobs)	Greater Seattle Area	10,001
Russell Investments (1 job)	Greater Seattle Area	2,000
Microsoft (37 jobs)	Greater Seattle Area	91,259
Getty Images (1 job)	Greater Seattle Area	1,900
Expedia (26 jobs)	Greater Seattle Area	7,200
Adobe Systems (10 jobs)	United States	6,959
Concur Technologies (1 job)	Greater Seattle Area	932
msnbc.com (1 job)	Greater Seattle Area	250
Isilon Systems (4 jobs)	Greater Seattle Area	500
Motricity (4 jobs)	Raleigh-Durham, North Carolina Area	500
GMI (1 job)	Greater Seattle Area	300
Demand Media (2 jobs)	Greater Los Angeles Area	350

Prep for Meetings

- Search People
- Introductions
- Find Jobs
- Research

- Investigate company and current team
 - Review profiles of people on your schedule
 - Backgrounds, duration with company, promotions
 - Research company
 - (beta) Company Search feature
 - Overview, related companies, stats, news, stock trend
 - Current and new employees in your network
 - New hires, recent promotions, popular profiles
 - Keep info in back pocket
 - Don't skip opportunity to ask them questions
 - “How long have you worked here?”

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New Hires

Alan Efron, Vice President, Strategy
was VP, Strategy and Integration at General Electric Commercial Finance, Xerox Capital Services, LLC (a GE/Xerox joint venture) - 2 months ago
Kim Evans, Change Manager
was Service Support Architect at Xerox Corporation - last month

Recent Promotions and Changes

Eric Armour, President of Technology Global BU
was Chief Strategy Officer - 3 months ago
Mike Rice, Portfolio Information Architect
was Work Practice Apprentice - last month

Popular Profiles

Inder Bajaj, General Manager -
Chris Bromery, Graphic Communications Solutions Executive

Related Companies

Parent Company
• **Frenco LLC**
Subsidiaries
• **Lewan & Associates**
• **Capitol Office Solutions**
• **MWB Business Systems**
• **Xerox PARC**
• **Stewart Business Systems**
Career path for Xerox employees
before: after:
• **Eastman Kodak** • **Hewlett-Packard**
• **IBM** • **IBM**
Xerox employees are most connected to:
• **XMPie**
• **Mindex**
• **Rochester Institute of Technology**
• **Rochester Software Associates**
See more >

Wrap-up & Questions

- Other uses for LinkedIn
 - Industry contacts to help with new job/role
 - Stay in-touch with contacts as they change jobs
 - Promote your group
- Questions?

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