

Resources Global Professionals

Leveraging LinkedIn, the Professional Network

Denae Bluethmann
Recruiting Manager



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“LinkedIn is the world’s largest professional network with over 55 million members and growing rapidly.”

Benefits of using LinkedIn:

- Build connections.
- Stay connected when you are employed again.
- Keep professionally relevant.
- Information is king.

Where to start?

- LinkedIn Learning Resources, <http://learn.linkedin.com/>

1. Be Found

2. Find

How to Best Utilize LinkedIn In Your Job Search

- Find the opportunity
 - Utilize the JobsInsider tool bar to get connected to opportunities on other sites. <http://learn.linkedin.com/job-seekers/>
 - Utilize the Jobs tab on LinkedIn to view jobs posted by members.
- Get the meeting
 - Don't just apply online! Who do you know in your LinkedIn network who can help get you connected to the opportunity?
- Prepare for the meeting
 - Get references/information on who you are interviewing with.
 - Utilize the Company tab to find additional information on the company.

Think like a hiring manager: How are hiring managers using LinkedIn to hire?

- Applicant tracking system.
- Searching profiles vs. posting jobs.
- Posting jobs on LinkedIn.

How to Best Utilize LinkedIn In Your Job Search

- Quality vs. Quantity.
- Join Groups.
- Be an expert.
- Help others.

Questions?