

Using LinkedIn Effectively

KAITLIN HENNESSY: Hello, everyone, and welcome to Using LinkedIn Effectively. My name is Kaitlin Hennessy. I'm the program coordinator at WSU Global Connections. Tonight, joining us is Chris Miller. He is the Global Campus career counselor, and also a WSU alumni.

You'll notice in the chat box that Olivia and I are present as event moderators. So, please use that chat box to discuss content, ask questions-- and if you have any technical difficulties, please do let us know. And we'll do our best to help you. Chris will be answering all questions towards the end of the evening, but you are welcome to type them in at any point, and I'll keep track of them for the end.

All right, I want to turn it over to Chris, and thank you so much for coming. Bye.

CHRIS MILLER: Thank you, Kaitlin. And again, thank you for joining. Welcome. As Kaitlin said, I am the WSU Global Campus career counselor. My name is Chris Miller. I've been with WSU for over 10 years now, in one capacity or another, mostly with the Global Campus-- formerly "DDP," Distance Degree Programs.

And thanks for joining. I wanted to also say thank you to ASWSU Global Campus student government. The technology committee for Global Campus's student government contacted me last semester and let me know that they were interested in a LinkedIn presentation. So, this is an example of the Global Campus student government in action. And so any time you have any specific interests in career development topics, it'd be good for you to let them know and let us know, and to do the survey at the end-- is another good way of doing that.

So, thanks again for attending. I know most of you are Global Campus students. But there are also different WSU members and alumni from different campuses. So, thanks for attending. I will go in and get started.

OK, the "Career Development Process." If you've ever attended any of my webinars, this is always something I bring up at the beginning. And this is a process that we all go through several different times in our lifetimes, through different occupations, throughout our career. And it's a cycle of growth and decay. And I think this is a pretty decent snapshot of it.

So, you know, when you're younger is the first time you go through figuring out what you're good at, what's important to you, what are your goals. And then, you take all that information

as you get older and explore occupational interests in outlooks for jobs. And you'll start to set goals and make decisions about what to do. And you'll also take action and finally secure work in one area or another.

And no matter what, in most instances, you'll start to go through that process of decay. You'll start to lose interest in the thing you're doing-- for most of us, not everyone. And then, you'll probably go through the cycle all over again.

So, tonight we are kind of in a few different spots talking about LinkedIn here. So, LinkedIn is a good tool for showcasing our strengths and skills. So that's about knowing yourself. It's a tool for exploring options via networking, and also helps with career decision-making and goal-setting.

So, we're in different stages here of this career development process using LinkedIn. And we'll basically start here, talking about the basics of LinkedIn. So, what is LinkedIn? For people who maybe don't know it-- most people do, I'm sure-- but some people, they'll create a profile, and it might just sit there for a while, untouched.

So, just to talk about the basic basics of it, LinkedIn is a social network for professionals. So-- whether you're a Fortune 500 CEO, or you work in a neighborhood bakery, or you're a college student looking to explore future career options-- LinkedIn is really for anyone interested in furthering their careers and for connecting with other professionals. You can think of it kind of like a traditional networking event where you go and meet other professionals in person. You might talk a little bit about what you do and exchange business cards.

But here, you're adding connections in a way similar to how you would do on Facebook. You can send private messages. And you have all your professional experience and achievements laid out in a neatly organized profile to show to other users.

So, how do you sign up? If you have never used it before, you would go to LinkedIn.com. And I will just show you what that blank page looks like. There is a snapshot of it. Let me share my screen here. So, this is what the LinkedIn.com home page will look like, if you've never created an account, or you don't have your account information saved.

So, all you have to do is enter your first name, last name, email, and create a password, and join. And it's really intuitive in walking you through filling out the different sections. So, I'm mostly going to show you what my completed profile looks like, what some other examples

are. But it really will walk you through step-by-step each section. And I'll talk about each section going forward.

So, this is what the home page looks like. And so, this is your news feed of the different people or groups that you follow. So, it also has jobs recommended at the top. But from other people I've connected with, other groups, there's [INAUDIBLE] university online. So yeah, different groups that I have connected with, different people that I've connected with-- it's all showing in the home feed.

Your profile shows-- so, to find my profile, I'll just go ahead and click on my picture. That's a good way [INAUDIBLE] on my left-side menu. So, this is what my profile looks like. It shows my name, my photo, location, occupation, place of education, and job location at the top. And below, you have the ability to customize various different sections, like a short summary, work experience, education, and other things further on down.

So, it has my name, my photo. My headline here, I've used it for the space for my current title and who I work for. Below it, it says Washington State University twice, because that's a job location and also location of education, and then my physical location below that, and my network-- 162. As I click "See More," you can see the summary section that you will craft. And I will talk about this later on as well.

Also, as you scan down, the nice thing about LinkedIn-- I'm kind of expanding on this idea of an online resume or portfolio. So it has current work experience. Below that, education. And below that, featured skills and endorsements. And I'll go more in depth in this, later, also. And recommendations, accomplishments, and groups, organizations, companies that I follow.

On the top bar menu, it has the search bar. There's Home, My Network, Jobs, Messaging, Notifications, and then your account section where it says "Me."

So, My Network is here. This is where you'll find a list of all the professionals you're currently connected with on LinkedIn. You'll see the options that will allow you to add contacts, find people that you may know, and find alumni.

Under Jobs, there are all sorts of job listings here, posted everyday by employers. And LinkedIn will recommend specific jobs to you, based on your current information that you post, including your location and job preferences that you can fill out and tailor as you fill out your profile.

And one thing I'd recommend is, after you do that-- LinkedIn is kind of notorious for over-communicating, I would say-- so, to go into this Me section and customize your communications in there, and how you want to be notified about things. So eventually, as you build a profile, you might find they are bombarded with emails. So, that's something you will scale down eventually, but for right now, it's just a good thing to know about.

The Search bar is here on the top left side. And it allows you to filter your results down to several different customizable fields. So, if you click on the Search bar and select filters below, excuse me, you can find specific professionals, companies, jobs, [INAUDIBLE]. So, Search bar, and then "Search for people with filters" will be at the very bottom of it. And then People, Jobs, Posts, Companies, Groups, Schools-- so, different ways that you can search. I'm going back to my profile.

Messages here-- when you want to start a conversation with another professional, you can do so by sending them a private message through LinkedIn. You can also add attachments and photos. Notifications-- LinkedIn has a notification feature that lets you know when you've been endorsed by someone, they've invited you to join something, or are welcome to check out a post you might be interested in. Pending invitations will also show up there.

So, for examples of good and bad profiles, that's kind of something that's not really easy to showcase. I'm going to talk a lot about what makes a good profile. Obviously, a bad example is things that go against those tips-- not completing your LinkedIn profile completely. That's another example of something that would be a bad example of a profile.

A good one, what you can do is, you can do a simple Google image search. So, I just typed in examples of good LinkedIn profiles and then went to the image section. And a lot of what you see here is LinkedIn headings and summaries. And you can click on each one that you're interested in seeing.

And like, one here-- I see right here, there's a small picture that doesn't fit the screen. So I would say that that's probably an example of a misstep. I doubt the entire profile is a bad profile, but it's something you really want to fit the screen.

You'll also notice, it looks a little different. And the reason for that is because LinkedIn did a major platforming change like a week and a half ago. So, it looks even more like Facebook now, I would say. But when you do an image search or something, you might see this, which is

the last iteration of LinkedIn. So, this is kind of what it used to look like. Not every section of LinkedIn is updated now, so you'll still see some of this old platform once you search around. But that's something I would recommend you do if you want to get an idea of some examples of good LinkedIn profiles.

And I will highlight a little bit more here, via recruiters. So, a lot of people use LinkedIn to find jobs-- not just for networking, but also for searching for jobs. And, in the same vein, there are recruiters for companies who have profiles on LinkedIn and look for candidates via LinkedIn.

So, LinkedIn did a search for-- I like this little meme here-- a search for different recruiters' profiles and what they liked about them. And this is something you can search also just-- it's through LinkedIn, but you can do a Google search for "LinkedIn Profile Summaries That We Love and How to Boost Your Own." That's the name of this article.

So, I'm not going to read each one. But just to show you what they look through, I'll let you know what they thought was strong about these profiles. So in the gentleman above, Marvin, they liked-- they said he was authentic in explaining why he enjoys recruiting. He demonstrates extensive expertise by listing specialties, shares personal interests, and creates a lot of white space by keeping paragraphs short-- that's something that is similar to what looks good on a resume. And his call to action isn't just to connect, but it's to "share a story."

Just a few more, here. Another recruiter and his summary. What they liked is that he injected a bit of self-deprecating humor. It explains what motivates him as a recruiter. Adds a personal element by mentioning the volunteer causes he supports.

And the one for Alexandra here. It's effective because she positions Spotify as an exciting place to work. And they can sense the company's energy through her words. Some examples-- she speaks specifically to the talent she needs. So, those are some of those keywords or buzzwords you'd want to find if you were trying to fit into that company. And she only invites a specific type of candidate-- engineers who want to solve the toughest problems--to connect.

So, these are different ways-- once you've started to build your profile, I would recommend a simple Google image search, or search like this, to see who at LinkedIn thinks-- who works at LinkedIn is saying that these people have solid LinkedIn profiles. That's a good way to go about it.

So, LinkedIn versus a resume. So what is the difference? Because it's not exactly the same thing. So, with a resume, ideally you have a tailored theme for your resume. It all fits around either your work experience, if it's all relevant work experience. Or if you're a career changer, or you're just getting started, you would have a functional resume where you focused on specific skills and experiences that you've had that could transfer into a new career, or a career where you don't have any experience. So, that's what a tailored resume would be like.

With LinkedIn, you can list your total work history, and that's totally acceptable. So for me, I don't have all my work history listed. I have yet to use LinkedIn as a job seeker. I use it as a networking tool solely right now. So, not all my advice would apply to me, because I'm not in a job-seeking mode.

So, I have only listed the last 10 years of experience through what I'm doing now. I don't have anything else. So I have more of a clear-theme resume view.

You can also have physical examples of work. So, I have here-- under my career counseling listing-- I have different webinars that I've conducted. So, these are the videos for those that an employer or recruiter could look at to see that maybe they wanted to hire me as their career counselor. So, you can list specific examples of your work-- documents, work portfolio pieces, different media.

So, with a resume also, there's that spatial component. Old industry standard was one page for every 10 years work experience-- spatial constraints. Not with LinkedIn. You can use as much space as you want to. You have this ability to expand and contract sections.

Recommendations and endorsements are also things you don't list with a resume. You don't submit your recommendations up front with a resume. You might have a skills section on it. But with LinkedIn, people can endorse you for those skills, and I will discuss that more later.

Keywords are important for both. So, just like if you were submitting a resume, you'd want to have keywords that matched a job description or kind of information you would find from the *Occupational Outlook Handbook* about that given career. You would want to list those keywords for people who are scanning through to find. You also want to list keywords in your LinkedIn profile-- just as important.

So those are some of the differences and similarities with LinkedIn and a resume. The nice thing is, you can list as much information as you want with LinkedIn. It's not necessarily always

the best case to do that, but you don't have the restriction that you have with a resume.

OK, back to the slides here.

"LinkedIn Tips," OK. So, I'm going to talk about turning off your activity to broadcast. And that's actually the old term for it, before the platform change. Endorsing your connections, getting recommendations, how important it is to choose an appropriate photo-- and more about photo. Give your professional headline a boost. And a lot of this comes from careerrealism.com and their LinkedIn cheat sheet, but I'll provide some additional information for you, too.

So, I'm going to start with some really basic tips for beginners and then talk about maybe some more advanced tips as we go. So, you can use LinkedIn to get back in touch with old colleagues. Let's go ahead and jump back over there. Bear with me for a moment.

Again, here's my profile. So, you can use the My Network tab here at the top to find old colleagues, or teachers, or people you went to school with, and anyone else you might think is worth having in your professional network. You can just enter or connect your email to sync your contacts with LinkedIn, so that's a nice thing.

You want to use your profile as a resume. It's essentially a more complete and interactive resume. You need to include a link to your LinkedIn account on your resume. And I'll talk about creating a URL for LinkedIn later on.

But that's one thing I would say is mandatory nowadays for anyone who's job seeking-- that in the top of your resume, where you have the header, or you have your name, you have your contact information, you should have a LinkedIn URL there for you as well. So, basic information you need now, I would say, is your name, your location-- just city and state, you don't need to list your exact physical address. You need your phone. You need your email. And you need your LinkedIn URL. Are

Some websites allow you to apply for jobs, will even let you import all of your LinkedIn profile information into their system. So, that can save you a lot of time if you're using some of the larger job boards.

You can find and apply to jobs. I'm going to talk about kind of the efficacy of that later. You'll look at recommendations from LinkedIn about jobs you may be interested in. You can always use the Search bar to look for specific positions, too.

You can find and connect with new professionals with LinkedIn. It's great to get back in touch with old colleagues and connect with everyone at your current workplace who may also be here. But more importantly, you have the opportunity to discover new professionals that may be able to help you out with your professional endeavors.

You can participate in relevant groups. A great way to introduce yourself to new contacts is to join groups based on your interests or current profession, and start participating. So I should highlight that the Global Campus recently started a new group for LinkedIn.

So, the best way to find it, I would say, is just in the Search bar, here, to enter "global campus" and hit Enter. And then, you'll want to look through-- at the top here. It says-- Top, People, Jobs, Posts, Companies, Groups, Schools. So, we [? would ?] be under Groups-- the second one there, the Washington State University Global Campus. And you can request to join here. So, that's another good way to get started with LinkedIn. I'm going to go back to my profile.

Also, not something that I would-- I'm not endorsing or recommending, but I just want you to know about the functionality here. It's that LinkedIn has a premium account. The majority of people can do just fine with a free LinkedIn account. But if you're interested in advanced features, there is a premium option.

As you start to update your profile and go through, you'll see some advanced functions, like who viewed my profile, and some advanced search functions. And so, if you want to access those, you'd have to upgrade and pay for the premium version. And it's good for businesses that want to network, or unlock sales opportunities and hire talent. And it's service, I think at \$30 a month.

So, just so you know it's the thing. I mean, I wouldn't recommend it for anyone without knowing more of their circumstances. LinkedIn has a free mobile app for modern platforms and devices also, which is great.

Another tip, a fun thing that I found is that LinkedIn asked a bunch of recruiters that had profiles on LinkedIn-- what buzzwords are they tired of seeing? What buzzwords to avoid? And they listed a lot of different buzzwords. And then what they did, is they also scanned all of those recruiters' profiles to find out which ones are they actually using. Because they found out that there were still a lot that, even though they said they were tired of hearing, they were still ones that they were using.

And so, some of those were "strategic," "organizational," "motivated," "driven," "passionate," "track record," "responsible," "extensive experience," "dynamic," and "creative." And so, you know, the idea here is that if you avoid buzzwords you help differentiate yourself from the competition. You help to make your profile stand out.

So, some of these words are great. And you can still use some of these, you know, if they are appropriate in your profile. The idea here, is that people were being repetitive or over-using these, or using it in places where it didn't make sense. And so, it's another thing to think about - buzzwords to avoid on your profile.

Now, one thing I mentioned on the fly is at the top there with turning off your activity broadcasts. And that's kind of the old language, here. It's now called "sharing profile edits." The idea is, once you're editing your profile, or if you're starting and you've already made connections, you don't want to be sending out notifications to your contacts every time you make a little edit here or there. Maybe you finish an academic degree or you earn a certificate, that's something worth sharing. But for any little edit, you don't really want to share that with your network.

So, you would go to Home, here. Or we were already at Home, so we go to your profile. So this is my profile. And here's the Me area I was talking about. Click on Me. Drop down under Account is Settings and Privacy.

And then, at the top, you see Account, Privacy, and Communications. Under Privacy-- you click Privacy and then drop down to Sharing Profile Edits. And that's something you'll want to turn off, or click to say "no," so you're not bombarding your group, your connections, with all the little edits you may or may not be making.

All right, back to my profile. Let's scan down here to the endorsing part of the Endorsements. So, after Experience, after Education-- Featured Skills & Endorsements. So, LinkedIn has a feature that lets you quickly and easily endorse people in your network for one or more skill sets they've chosen to list for themselves.

So, anyone who is actively looking for work right now should be striving to get Endorsements. Just because you claim to have these skills doesn't mean the rest of the world [? feels ?] that you have them. But endorsements solve that problem.

So now, when a recruiter sees that-- you say you're good at something, like sales, and it's validated by dozens of endorsements-- they know that you're the real thing. So, under Featured Skills, you list the skills that you think you have. And people go on and say, yeah, I endorse you for this. I endorse you for that, endorse you for that.

So, here's me expanding them. And I highlight the ones it looks like with more than 10 endorsements. So I'm going to contract.

One strategy the people have suggested is to embrace Mondays as "endorse day" on LinkedIn. Because Monday's have a reputation of being a bad day to reach out to recruiters and hiring managers. So every Monday, you can take 10 minutes out of your day to endorse 10 people in your LinkedIn network. And this will increase your endorsements. It's definitely a quid pro quo avenue with endorsements and recommendations.

So for recommendations-- like the section here below-- I'll talk about "Ask to be Recommended" also, but you want to pick people mindfully with recommendations here. The goal is to secure powerful recommendations that support your professional brand and the skills you most want to highlight. Ideally, you want to approach people who know your work well and can speak intelligently to the capabilities that will matter the most to your future employer. You want to approach with specificity.

So, LinkedIn will default you to a generic request message. But you need to personalize the message, and share with the person you're approaching exactly what you like and how they can best help. So, in terms of wording, you can say something like, hey, Ernest, I hope everything's going well. I'm writing to ask if you'd be willing to write a LinkedIn recommendation for me that highlights my fill-in-the-blank skills or experience. Ideally I'd love for you to outline the fill-in-the-blank experience skills that we had together while working. I'm working hard to transition into a whatever role, and most of the employers I am considering put a strong focus on fill-in-the-blank skills experience.

And make sure to be gracious and thankful in this note. And encourage the person to let you know if you can ever return the favor, if it's an appropriate relationship.

And don't ask 10 people at once for recommendations. Recruiters can tell if someone has raced out and asked half the people in their network to give them a LinkedIn recommendation, because they are date-stamped. You want to make your recommendations look like they're coming in organically, rather than as a result of strong-arming. So space them out.

Choosing an appropriate photo is important. There's mine, up top here. You don't want to use an old photo. You want to use a current photo. Don't have other people in your photo. And don't crop out other people in your shots. You don't want any errant body parts in there. You want to make sure the background of the photo is neutral, not distracting. And you want to look directly at the camera, and take multiple shots, and ask people for their opinion.

Also, an important thing that I have learned about recently-- which goes kind of along with building your own brand-- is using the same photo across different platforms, different social media platforms. So, myself, I'm not a job seeker, so I haven't done this. But if I were a job seeker for any social media account that I had-- so, for Twitter, for any blog, for Facebook, I would want to use the same photo. So you're branding yourself, and you're using the same brand. That can help employers identify you and make it easier for them to find you.

You also want to give your professional headline a boost here. And so, this is photo, name, and this is your headline. So here, I have career counselor-- line-- WSU Global Campus. And so, it suggests you use that line to kind of divide things up. And when I go back to the slides, I'll show you an example of that I had there, too.

A unique LinkedIn URL. So, the URL is the website listed at the top. I believe it stands for-- I'm not a tech guy-- I think it was, unique resource locator, I want to say. But it is how you're found via the website up here in the browser. So for me, it's [linkedin.com/in/cmiller66](https://www.linkedin.com/in/cmiller66). Cmiller66 is my email address for work-- cmiller66@wsu.edu. So that's part of branding. I have a unique LinkedIn URL that I would list on the top of my [INAUDIBLE].

So, how do you customize it? Because when you create an account are going to auto-generate one. So, let me show you. On the right-side menu, go down here. It says "Contact and Personal Info." So, I'm going to hit this little pencil icon to edit. And right there, "Edit contact info"-- "Profile URL." You hit that arrow.

And it lets you change your URL and find one that's available. So, that's definitely something you want to do-- if you've never been on LinkedIn, and you're creating an account-- you want to do that right away to make sure you can find one that's available for you that is professional and that is simple.

All right. Just to show you that one LinkedIn tip at the bottom. So, giving your headline a boost, where I had career counselor-- line-- Global Campus-- it should say WSU Global Campus. So,

the example here is, "Project Manager Specializing in Business Research and Analysis for Major Corporations," versus, "Project Manager-- line-- Research & Analysis Specialist-- line-- Fortune 1000 Business Experience." So, yeah. I personally think having the line there makes it look better, and other professionals seem to agree.

So, what if I have little work experience, or there's been a significant gap between jobs? So the student profile is something I want to talk about. And it's similar to how you would tailor a resume if you didn't have experience. You'd have more of a functional resume that focuses on skills and experience and education. So, I will go ahead and jump over to mine.

So for mine, it's mostly focused on experience here. I'm not a job seeker. And I don't have a lot under education. I just list where it was, what the degree was, and [? when ?] it was.

And then, there's my summary of up top, which you can expand and contract by hitting See More. So, for student profile, what you want to do is write an informative headline. That's right here, where it says "Career Counselor WSU Global Campus." Short and memorable professional slogan-- for example, honor student seeking marketing position. Check out the profiles of students and recent alumni for ideas. I will show you the alumni tool next.

Show off your education. Really expand on that education section. And you can include all your schools, majors and minors, relevant coursework, study abroad programs, anything like that. LinkedIn is an appropriate place to show off your GPA, test scores, honors, or awards.

You want to develop a professional summary. Summary is this area, like I said, below. Your summary statement is like an elevator speech or the body of your cover letter. It should be concise and confident about your qualifications and goals. You can also explain job gaps here.

You could fill in the skills and endorsements section with skills that other people can endorse you for. Or you can find keywords relevant to your industry, but also have those there and endorsed. You can find job listings or in profiles of people-- other alumni member who might have the education that you have, or people that are working in the kinds of roles that you want.

You want to update your status regularly with a student profile. You want to post updates regularly, like I said, which helps you stay on your network's radar and build a professional image. You want to mention any projects-- professional books or articles, events you're attending, things like that. And those are the things that show up in your newsfeed.

Many recruiters will read your feed. So try to collect diverse recommendations. The best profiles have at least one recommendation for each position you've had. Recruiters are most impressed by a recommendation from people who have directly managed you. And you can add actual examples of your writing, design work, other accomplishments on your profile, like I showed you my videos before.

The alumni tool you would find by going to-- let's see, where did I put it?-- [linkedin.com/alumni](https://www.linkedin.com/alumni). And I'm already connected with Washington State University, so they know I'm an alumni member. It went directly to it. And this looks a little different, because it's on the older platform.

But you can explore the alumni tool here to see where WSU graduates live, the organizations they work for, the types of jobs they've had. You can also narrow it down by date range, so when you were there and when they were there at school at the same time. What they studied, what they're skilled at, and how you're connected on LinkedIn.

Just click on any bar here, so any bar here, under where they live-- US, greater Seattle area, Spokane, Portland, and so on. Where they work-- you just click on any of the bars and it'll start filtering to find connections. So, also what they study, what they're skilled at, how are you connected.

So, I'm from Spokane. I'll do Spokane. Let's get rid of Seattle. Where they work-- Spokane public schools. Most of them, obviously, have an education background, but also health care services, business development, and then the results are listed below. And then you can try to connect with these people and network with them.

So that's a super helpful tool that's an alumni network within LinkedIn. I highly recommend checking it out.

OK, building your professional brand. This is really something-- I'm going to make a recommendation for you to check something out. I've talked about a little bit, but I highly recommend you to check out a past webinar series by Rebecca Cooney-- a WSU professor of strategic communication-- that shows you how to develop your personal brand and frame it from a job search standpoint.

You can find past webinars in the Global Connections Video Vault at videovault.wsu.edu. It looks like this. And then Career Development & Student Resources, here on the left-hand menu is where you would find these videos.

Some of the things we've already touched on are in line with building your professional brand. So, having a professional photo across different platforms, tailoring an elevator speech and using it in your LinkedIn summary. I'm going to mention that later as a tease. And providing supporting evidence-- so documents, portfolio, media, videos-- these all help build your brand. This is also something I will touch on more in my next webinar in April-- April 12-- networking, developing an elevator speech as part of your brand, and informational interviewing.

So job hunting-- like I said, there's a job hunting tool on the top. There are jobs, lots of jobs listed. 75% of hiring managers report looking at LinkedIn profiles to learn about a candidate's background. So, this just kind of what it looks like. I'm going to talk about what's good and bad about it, coming up.

But it has suggestions based on my profile. And I've turned most of it off, because I just didn't want the notifications. But you can search by title, keyword, company, and location. Really, using the alumni network to see where other people are working as is also a good way to do that-- to see where they're working, and then you can use this job function to see if that company might be hiring, too.

All right. And I want to talk about networking on LinkedIn, too, just with a little more detail. So, 100% complete equals 40 times more opportunities. What that means is, building connections starts with people seeing all you have to offer. Members with complete profiles are 40 times more likely to receive opportunities through LinkedIn. So think broadly about all your experience, any internship, any job, summer job, volunteer work, student organization-- you just never know what's going to catch a recruiter's eye.

And networking doesn't mean just reaching out cold to strangers. You start building your LinkedIn network by uploading your address book that you have from your email account and connecting to people you know and trust. As you build your connections, customize your requests with a friendly note, and, if necessary, a reminder of where you met, who you met through, or what organization you have in common.

LinkedIn groups can help you form your connections. Start with your school groups, and reach out to alumni. Find volunteer organizations and associations you belong to. As you build connections, think about how you can support others. Comment on a classmate's status. Update or forward a job listing to a friend. Your generosity will be returned.

You can also request informational interviews. So, as a student, don't ask professional contacts for a job. Instead, ask for a brief phone conversation to seek their job search advice. Alumni, family friends, and industry leaders are often willing to do so.

Before an informational interview, a formal interview, or networking event, use the search component on LinkedIn to learn more about the people's background and interests of people that you're meeting. Support your online networking with a real human touch, also. So, set up calls, attend live events, and send snail mail notes or thank you cards to people you interact with on LinkedIn.

In terms of communicating on LinkedIn, most people are open to connection requests. And there are different ways to think about it, based on if you know them or if you don't. And there's going to be a generic message that you're absolutely going to want to tailor.

So, finding common ground should be your primary goal. So, if it's someone you don't know, you could say something like, I've been reading about you here, or I found out about you here or there for a certain amount of time. I really appreciate the insights you've shared. I would love to spend 20 minutes hearing how you got started and get some feedback about the skills I could develop. Please let me know if you'd be willing to chat. And thank them, and sign.

Someone you might have worked with in the past, you could say, I enjoyed working with you at whatever place. At this certain time, I still use maybe some of the skills, or you could even talk about a work memory from when you guys worked together. If you're free sometime in the next month, I would love to catch up and hear more about your role at whichever company they're at it. And sign.

Someone you do know, even though you know them, you can think about other people will appreciate the positive vibes of connecting with them. So, something like, hi, I'm excited to be working with you in our company, or this group, or this division. I've heard nothing but glowing reviews of your leadership. I'm excited to pitch in and help out any way I can. And sign.

So, just different things to think about with who you're connecting with and tailoring your message. Because they will have like a boiler plate one that's pretty simple. And it's something you will want to change.

Social media mistakes-- so, a lot of people have mentioned some of the mistakes to me that they've seen, different recruiters. So these are some that I can share. Posting inappropriate

content or pictures-- that's true with any kind of social media platform. There's no real context to social media posts, so you must always consider how a picture or comment would be received by an employer seen absent of any context. Do not post anything that could be considered unprofessional. It may be the only thing your potential employer sees about you.

Also maintain your privacy settings on Facebook, Instagram, LinkedIn, everything. So make sure you know what your privacy settings are, and make sure they're set the way you want them to be.

Speaking negatively about your school or employer-- you may be very upset by a grade you received or believe that you were treated unfairly. But do not post that information on social media. Once again, there is no context here, and a potential employer will not take kindly to these kinds of posts. Every company worries about his online brand, so your willingness to post negative comments will be seen as an indication that you might do so if you worked for them. It's a risk they're not going to want to take.

Getting involved in political discussions-- especially pertinent now. People can be so passionate about their politics, and it seems natural to engage in political debate online, especially when someone posts something that they can find extremely infuriating. The problem is that you can be sure that someone else will find your opinion equally infuriating. So, politics trigger a lot of emotions, and employers or hiring managers may turn you down simply because it could be based on a political disagreement. So, be careful there.

Being too pushy-- so, as a friend of mine says, don't be turbo. Social media is a great way to engage people in real time. Sometimes, because we're not calling them on the phone or emailing them directly, we don't realize how aggressive the social media engagement can be. So don't badger hiring managers across social media channels. Remember that you are asking for something from them and give them time to respond.

Also being passive-- social media is an investment of time and effort. So respond when people reach out to you , even if you don't see the immediate employment value in the relationship. In addition, don't let your social media account sit stagnant for too long of a time. Make sure to update your LinkedIn, Twitter, Facebook so that people see that you're active. This is especially true for the job seeker.

So those are some of the tips. Go back to the slides here. Oops, no, not that. Thank you.

So, lastly I just wanted to talk about *What Color is Your Parachute?* It's one of my favorite career resources. I do a lot of things around it and mention it in most of my presentations. So, this is the updated version. And it's, as it says in the subtitle, a practical manual for job hunters and career changers. And LinkedIn is, of course, mentioned several times in this book.

And some of the things I wanted to mention in terms of this book in the context of LinkedIn-- the job hunting has moved more and more online since 2008. But still 13% of American adults haven't moved their job search online. Which, even though is a low number, is still very surprising.

People used to use the newspaper, of course, to search for open listings. And now the majority of those are posted online. That isn't news to anyone. But it's important to think of how much time we spend online versus offline. And even though [INAUDIBLE] is online, the offline work is really what usually gets the job. And so, it's wise to put in a lot of time in the networking aspect of LinkedIn, maybe not so much the job searching part-- or the job board part, I should say.

Google is your new resume. Dick Bolles titled an entire chapter of his book "Google is Your New Resume," because it's important to Google search yourself to see what an employer would find when they're researching you online. Your LinkedIn profile will definitely come up in that search.

So, not everyone is as blessed as I am, having a generic name. And so, even living in Seattle, there are dozens and dozens and dozens of Chris Millers. So, if I wanted to-- I have the luxury of privacy, if I decided that's something I really wanted. Not everybody has that.

So, he stresses the importance of putting together your online profiles before submitting any resumes to make sure that things are in order when an employer wants to look you up. And that's really important to know what's out there about you, which pictures you have on Facebook and Instagram, which ones you want to untag yourself from. His advice is to edit what's already out there, fill in profiles completely, expand your presence online by joining LinkedIn groups or forums, start relevant blogs-- I use blogger.com for the free Global Campus Career Blog-- or upload professional videos to YouTube that could highlight your skills.

Who has the power to hire you? You can use LinkedIn to find that. You can search companies on LinkedIn to try to find the right people to network with-- people who have that power to hire

you. There is a job board there.

One of the most helpful sections of this book highlights effective and ineffective job search strategies. It's important to remember that although thousands of jobs are posted to online job boards, relying solely on these is not wise. Only about 4% of job seekers are able to secure meaningful employment through the online job board. The success rate rises to about 10% for people in IT, computers, engineering, finance, and health care. But still, not great numbers.

And then, informational interviews we talked about a little bit. LinkedIn is a great way to meet new people for informational interviews. I will highlight this more in the upcoming webinar, the networking one, on April 12. And, you know, informational interviews is all about connecting with people that you don't already know and finding information that you need to enter a new career-- the career that you want.

So, LinkedIn is a great tool for expanding your network. And hopefully it will be meaningful to you in any of your future job searches.

So, thank you so much for attending and listening to what I had to share about LinkedIn. It is a great networking tool. There are advantages and disadvantages. And hopefully this would help you figure out some ways which you can use it to benefit yourself.

So, I will hang out for a little bit for any questions. There is my contact information. And I'll hang out for a little bit. I'll pass it over to Kaitlin here, for the very end, so she can mention the survey. So, thanks a lot.

KAITLIN

Hi, everyone. If you can take our survey, we'd really appreciate it. It is at

HENNESSY:

connections.wsu.edu/eventsurvey. And Olivia will leave the long link in the chat box. And our first question, Chris, is how important is it to have a summary on your profile?

CHRIS MILLER:

OK, that is a good question. That's very important, especially-- if you're a job seeker, it's essential. If you're like me, and you're in a maintenance stage of your professional career, then, you know, I wouldn't tell anyone not to have one, but I guess it wouldn't technically be necessary. But for any job seeker, it's your elevator speech. It's where you sell your experience and your qualifications.

And an important thing to think about is-- when you look at it, fill it out-- and you'll see that those first two lines of text are the lines that show before you expand-- to that see more or see

less-- when you click that button. So really focus on those first two lines of text, not sentences, but two lines of text, when you're crafting a summary. So, you know, I would say it's very, very important and essential for the job seeker.

KAITLIN
HENNESSY: Our next question asks, are there any stats out there regarding how many people are actually hired through or because of LinkedIn?

CHRIS MILLER: Oh, good question. I don't have any of those stats. But, like I said during the presentation, 75% of hiring managers look at LinkedIn to make a decision. I am sure a lot of them decide not to hire because of what they find at LinkedIn. But, so I think the important thing for me to say, is that anecdotally I've heard a lot of people have found jobs through LinkedIn, because networking is really the most effective job search strategy. But know that people with hiring power will be looking for you on LinkedIn.

KAITLIN
HENNESSY: Thank you. Our next question is, which would be more influential-- endorsements or recommendations on LinkedIn?

CHRIS MILLER: Ah, good question. I would say a recommendation, given the quality of the recommendation. The nice thing about the endorsements is, you get to choose, you get to self-select all the skills that you say you have. And so, the nice thing is maybe you do go a little overboard with that section, and as you get endorsements you see you're not getting as many endorsements in a certain area. And then you take those off.

But with a recommendation, usually recruiters and hiring managers, you know, recommendations are something they're going to check on anyway, if they want to hire you. It can really just-- really move you ahead of the pile, in terms of candidates, if they can see some recommendation information already from someone who has directly supervised you.

KAITLIN
HENNESSY: Thank you. The next question is, what is a current photo? Is it six months? Or two years?

CHRIS MILLER: That's, yeah, a good question. I would say, I feel like just about every year would be a good time to update your photo. I'm not a social media expert or rebranding expert. But what I've noticed, is that usually people within a company will get their photo re-done just about every year, and I would say that's probably a pretty good timeline.

KAITLIN
HENNESSY: Our next question asks about the profile updates. Someone's profile hasn't updated yet on LinkedIn, and do you know if that will change soon or if there's something that needs to be

self-selected within LinkedIn?

CHRIS MILLER: Oh, was that for the platform update? The new look? I'm going to assume that's what it is. Yeah, so mine happened automatically. And it happened unexpectedly. But, as I did notice searching around, not everything is updated. Let me just do-- just quickly, let me look to see. Because I know with the former version, you could go back to the version even before that.

So, let me look under, just quickly, Tools here. Oh, those are those [? tools ?] under my settings Account-- Language-- Autoplay-- Photos-- Party-- Closing-- it wouldn't be Privacy-- Groups-- so I don't see where you can do it now. You might just want to try that search function in LinkedIn or a Google search to see how that's done. But I wouldn't be too concerned, just because I know that not everything has been updated.

KAITLIN HENNESSY: Thank you. And this will be our last question, unless anyone else has one. Please, if you do, type it into the chat box now. Our final question is, how far back should you go sharing your experience on your profile?

CHRIS MILLER: Great. Great question. So, for me, like I said, as a non-job-seeker, I just list my current job, because I've also been with the organization for such a long time. If I was a job seeker, and I had varied experience, there's two things to think about. So, do I know exactly which industry I'm targeting? If so, then I might just want to list all relevant experience. Because I'm only trying to reach those recruiters or those people to network with. If I'm unsure which industry or company I'm targeting, I might list all of my work experience. Because you just don't know which recruiter is going to see that information.

So there are different things to think about when you list that. But it's totally acceptable with LinkedIn to list all of your work experience. I could do that easily as a job seeker, and it would look totally fine. So there are a few things to think about when considering what to list and what not to list.