The Power of LinkedIn
• What is LinkedIn?

• Why to use LinkedIn?

• How to build a strong profile

• How to use LinkedIn as a job search tool
LinkedIn is an online network for business professionals - that includes students, too!

It's different than other social networking sites because it's designed specifically for professional networking -- finding a job, recruiting talent and connecting with potential business partners.

93% of recruiters are using LinkedIn to find their future employees

Almost 100% use to initially screen applicants
Statistics and Demographics

Statistics

• Total Number of LinkedIn Users: 590 million
• Total Number of Monthly Active LinkedIn Users: 260 million
• Total Number of LinkedIn Users from the US: 154 million
• Percentage of LinkedIn Monthly Active Users: 44%
• Number of New LinkedIn New Members per Second: 2

Demographics

• More than 70% of LinkedIn users are from Outside of US
• 40 million students and recent college graduates on LinkedIn.
• There are 56% of male users and 44% female users on LinkedIn
• After US, India, Brazil, Great Britain and Canada have the highest number of LinkedIn users

https://www.omnicoreagency.com/linkedin-statistics/, Jan. 6, 2019
Why should you be “on” LinkedIn?

First and foremost: To get a job!
And, it’s your job to make it easy for your reader to hire you, and to do that, you need to tell them how you can do the work they need you to do, and that you have the characteristics of their ideal employee.

Second: You’ll also grow your professional network and maintain a positive online presence that may help you in your future work or job search.
Your Profile is your online “first impression”

Priorities:

1. Top Fold
2. Summary
3. Experience
• Photos are a must for a LinkedIn Profile!

• Research shows that profiles with pictures are 7x more likely to be viewed by potential connections than those with no picture.

• The image you present in your photo can communicate the credibility of the rest of your profile.

• Use a professional headshot, if possible.

• If you don’t have the opportunity for a professional photo, best practice is for you to stand up against a white or very light covered wall.

• You are encouraged to smile, wear professional clothing, and the photo should be from the bottom of your shoulders, up.
The summary is really your virtual handshake and personal introduction that you might have in a face-to-face networking opportunity.

Headline – can be updated by you or LinkedIn defaults to your most recent job title.

LinkedIn summary matches your summary/profile in CV or resume.

Written in 3rd person using titles from previous positions.
Experience – Relevant FIRST!!!

Title

Company Name
• Include all experiences (paid, unpaid, volunteer, etc.)

Description:
• Make sure that you highlight your experiences that relate to industry needs, first
• Cut and paste from your resume or your resume addendum

Add relevant rich media:
• Technical reports, images of posters, video, etc...
Education

Degree

Field of Study – your minor or concentration

Expected graduation year

Grade – GPA

Activities and societies - Add co-curricular involvement, including leadership

Description – related coursework
Fill in the fields that are not directly relevant to your field, but that describe more about you.

Tell about your volunteer passions, causes, and organizations you belong to.

These might be commonalities between you and a potential employer and a great way to make your initial connection (you can mention it in your personal invitation to connect).

Move each section to location of your prioritization (again, think of importance to your reader).

Many of these categories you should have already covered much higher in your profile, but because every reader chooses a different place to start, repetition is good!

**Other sections to consider:**
- Volunteering Opportunities
- Organizations
- Honors and Awards
- Test Scores
- Publications
- Patents
Most readers can’t spend a lot of time reading your full profile initially.

Once they’re intrigued by your summary and headline, they may continue reading the experience, education and remaining sections.

You want to make it easy for them to find it.

Profile should match information in resume/CV.
Public Profile Settings

Customize your public profile URL

• Make your personal profile look more professional (and much easier to share) by customizing your LinkedIn public profile URL.

• Instead of a URL with a million confusing numbers at the end, it will look nice and clean like this: http://www.linkedin.com/in/paulrhutchinson.

• Also, add badges for email signatures
Using LinkedIn as a Job Search Tool
Using LinkedIn as a Job Search Tool – Filtered search of connections

- **Locations**
- **Current companies**
- **Past companies**
- **Industries**
Using LinkedIn as a Job Search Tool – Searching for Groups
JHSPH Alumni in LinkedIn – Where they live, where they work
JHSPH Alumni in LinkedIn – What they do, What they studied