

LinkedIn for Newcomers

How to Find Jobs and
Build Your Career on LinkedIn

What We Will Cover in This Workshop

Introduction - What is LinkedIn?

STEP
03

Build Your LinkedIn Network

STEP
01

Create A LinkedIn Account

STEP
04

Search And Apply For Jobs On
LinkedIn

STEP
02

Build A LinkedIn Profile That
Attracts Employers

What You Do on Other Social Media



I like traveling



Watch me travel



Here's a cool photo of my travels



Here's where I want to travel



I'm listening to "Traveling"



Anyone want to travel with me?



Defining Terms We'll Use Today

Workforce: The people who are currently working or available for work in a specific region. The vision of LinkedIn is to create economic opportunity for every member of the global workforce.

Network: A connected community of people. **Networking** is an activity to strengthen relationships with others and can lead to professional opportunities including job offers.

Connections: Contacts on LinkedIn. You can add connections by sending invitations to other people on the website, or accepting invitations from other people.



On LinkedIn:

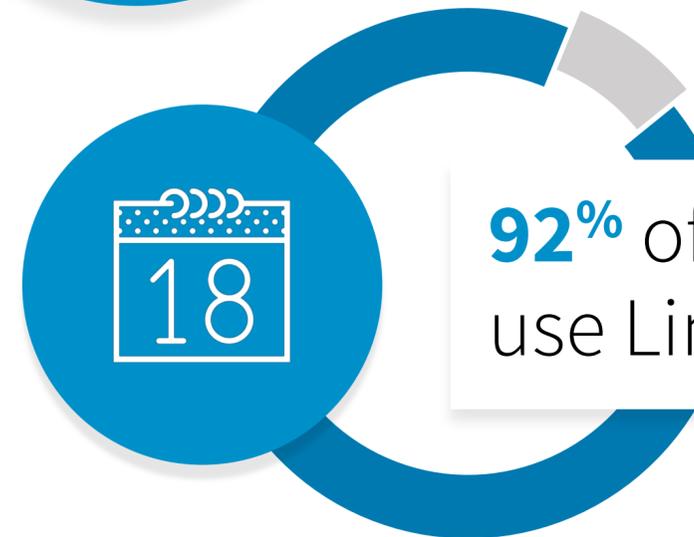
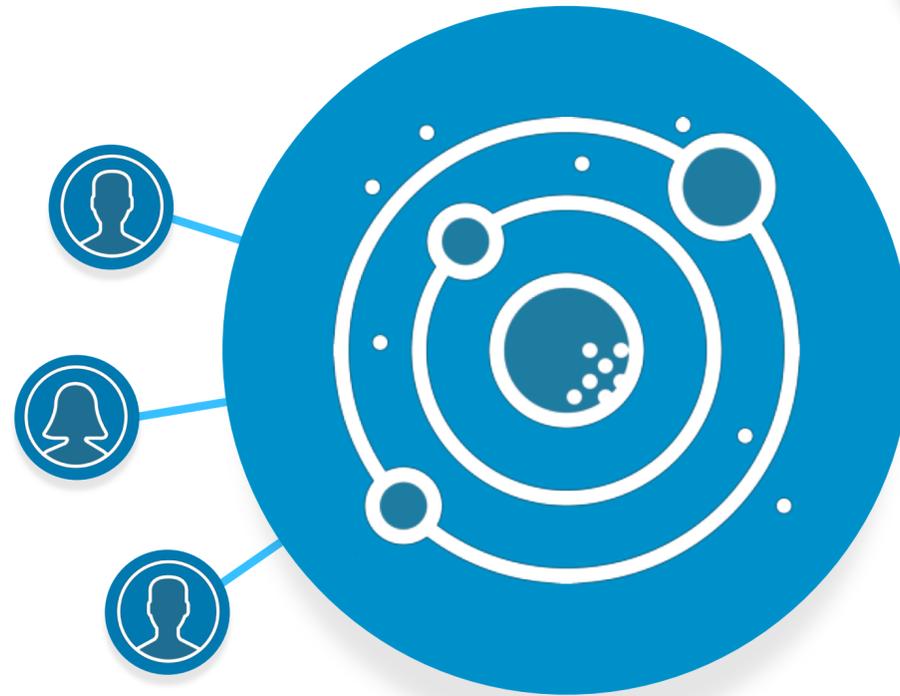
- I hope to operate a travel agency one day.
- I'm looking for a job at a travel agency.
- I have three years experience leading tours.
- My top skills are travel coordination and logistics.
- Here are 3 recommendations from former colleagues in the travel industry.

Connect to Jobs on LinkedIn

2.5 million people on LinkedIn are hired through their connections every year



Over **20 million** companies and **15 million** job listings



92% of recruiters use LinkedIn daily

Create a LinkedIn Account

DID YOU KNOW? *9 out of 10 employers use LinkedIn during the hiring process.*



Set Up Your Account



Import Your Contacts



Add a Photo



Download the LinkedIn Mobile App

Set Up Your Account

Go to [LinkedIn.com](https://www.linkedin.com) and complete the prompts, including:

- ✓ Location
- ✓ Industry
- ✓ Reason for Joining LinkedIn



First Name

Last Name

Email

Password

You agree to the [LinkedIn User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#)

Agree & Join

Already have an account? [Sign in](#)

Import Your Contacts

Sync your email account to connect with people you already know on LinkedIn.

Verizon 5:26 PM 71%

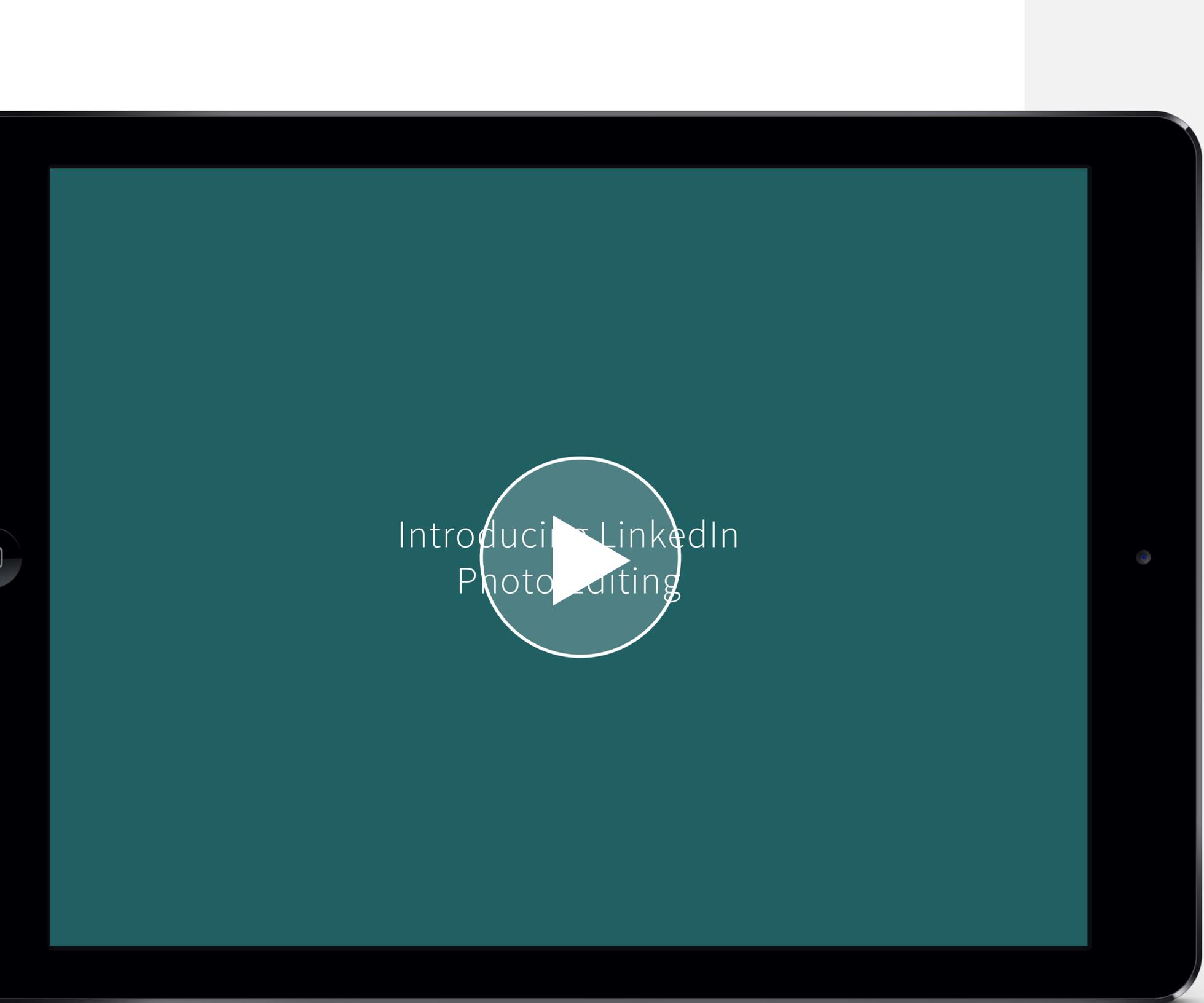


See who else you know on LinkedIn

We'll periodically import and store your contacts to suggest connections and show you relevant updates. You control who you connect to, and you can turn off the contacts sync anytime.

[Learn more](#)

[Continue](#)



Introducing LinkedIn
Photo Editing

Add a Photo

People with profile photos receive up to **21x** more profile views and **9x** more connection requests.



We'll talk more about professional profile photos later!

Build a LinkedIn Profile That Attracts Employers

DID YOU KNOW? Over **50%** of hiring managers use LinkedIn profiles to qualify jobseekers

 Profile vs Resume Take a Great Photo Edit Your Profile Privacy Settings

Jane Smith

Address Line 1, Address Line 2, City, State Zip * (212) 256-1414 * jane.smith@gmail.com

CAREER OBJECTIVE

Administrative Assistant with 6+ years of experience working directly for the President of 3M Inc., a Fortune 500 company. Possesses impeccable written and verbal communication skills and excellent interpersonal skills.

CORE COMPETENCIES

- Customer Service
- Cost Efficient
- Detailed and Organized
- Supplier Relationship

PROFESSIONAL EXPERIENCE

3M INC., New York, NY

Administrative Assistant, Apr 2006 – present

- Read and analyze incoming memos, submissions, and reports to determine their significance and plan their distribution.
- Conduct research, compile data, and prepare papers for consideration and presentation by executives, committees and boards of directors.
- Coordinate and direct office services, such as records, departmental finances, budget preparation, personnel issues, and housekeeping, to aid executives.
- Prepare invoices, reports, memos, letters, financial statements and other documents, using word processing, spreadsheet, database, or presentation software.

FLORIDA DEPARTMENT OF SOCIAL SERVICES, Orlando, FL

Profile vs Resume

When making your LinkedIn profile, you can copy some content from your resume. But there are differences between your profile and your resume.

Your LinkedIn profile:

- ✓ Speaks to all potential employers, not just a single one
- ✓ Goes into more detail with skills, projects, interests, certifications, and more
- ✓ Contains recommendations and endorsements
- ✓ Allows other professionals and employers to interact, learn, and contact you



Take a Great Photo

Before taking your photo, make sure you:

- ✓ Use a background that isn't distracting
- ✓ Dress for the job you want
- ✓ Smile and have a friendly expression

To create a good profile picture, double check that your face takes up a majority of the frame.

Edit Your Profile:

Your story in your words

Select the pencil icon to begin editing and adding to your profile. It's okay if you don't have recent work experience - you can add other sections to complete your profile.

Add your:

- ✓ Location & Industry
- ✓ Education* & Certifications
- ✓ Work & Internship Experience
- ✓ Skills
- ✓ Volunteer Experience
- ✓ Program or Organization

*You can choose whether or not you want to display your education in your intro section.

Mail 11:02 AM 55%

✕ Intro Save

Profile photo



First name
Marwan

Last name
Abadi

[Add former name](#)

Headline
Experienced Chemical Engineer

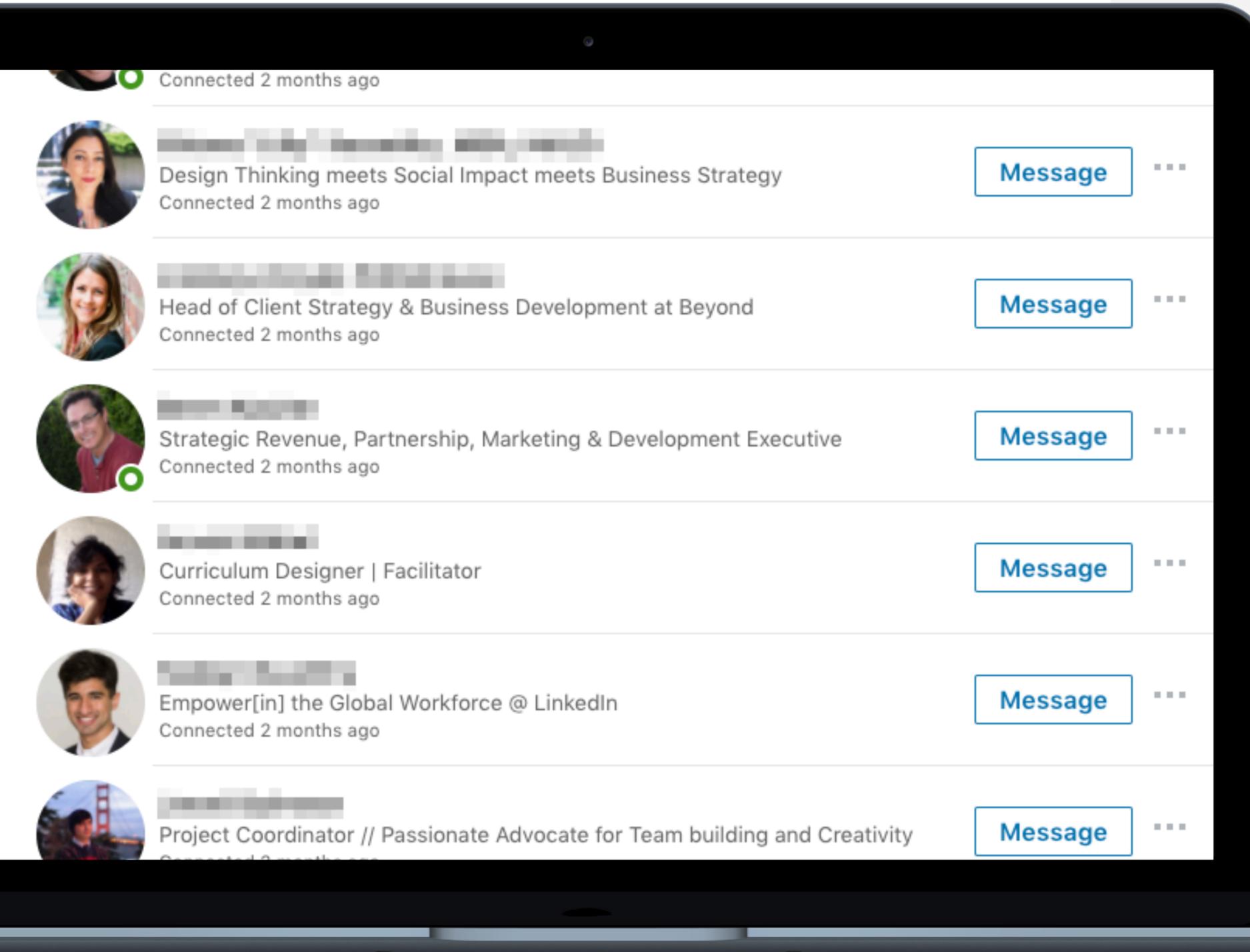
Current position
Driver at Lyft

[Add new](#)

[+ Add education](#)

Country
United States

[Use current location](#)



Edit Your Profile:

Headline spotlight

Your headline is an opportunity to show who you *are* – not just what you do. When writing your headline, ask yourself:

- ✓ If this is the only thing someone sees, what does it convey about me?
- ✓ Does this represent my professional brand and show why I am unique?
- ✓ Does it show what a recruiter would care about?

Culturally Relevant Professional Development | Career Coach | Mentor Trainer
Greater Los Angeles Area

Morehouse College

See contact info

500+ connections

Connect

View in Recruiter

More...

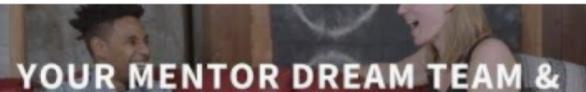
In short, my passions are three-fold a) learning b) sharing what I've learned c) and building things up: teams, confidence, communities, brands, and futures!

I'm best known as a career coach, millennial leading in mentoring, closet techie, and as a dedicated social impact professional. I've built my foundation through several years of business development experience within the digital ad space. Over these years I've gained ample repetition in seeking and closing new business opportunities, managing partnerships and have become well versed in analyzing and forecasting digital trends, consumer behavior, and revenue. In addition, I have multiple years of entrepreneurial/non-profit experience with a keen interest and focus on mentoring and the socio-economic empowerment of minority communities. My combined for-profit and non-profit experience has provided me with a unique yet well-rounded knowledge of social impact, especially within transformative leadership, organizational strategy, and human equity.

Specialties:

- Mentoring
- Personal Branding
- Relationship Development
- Youth-Centered Design Thinking

Media (1)



Jade Le • 2nd Investor--social imp tech, education

Stefania DRUGA • Research Assistant

Howard DeVennis • Technical Coach at

Shantae J. Edward • Advocate of Human Impact Coach I TED

Maggie Snyder • Program Officer at Foundation

Brandon Levy • 1st Consultant at Califo Fund (CalCEF)

Bie Aweh M.Ed • Director of Learning at uBiome

Ifeanyi Nwachukwu • Experienced Assoc

Geronimo Carlo R • Experience Design Entrepreneur

Edit Your Profile: *Summary spotlight*

Your summary is where you can put your own spin on your experience and tell the story you want to tell. We recommend:

- ✓ Including past accomplishments and future goals
- ✓ Sticking to 3-5 short paragraphs
- ✓ Writing how you speak – be authentic!
- ✓ Using keywords, such as “bi-lingual” if you speak two languages

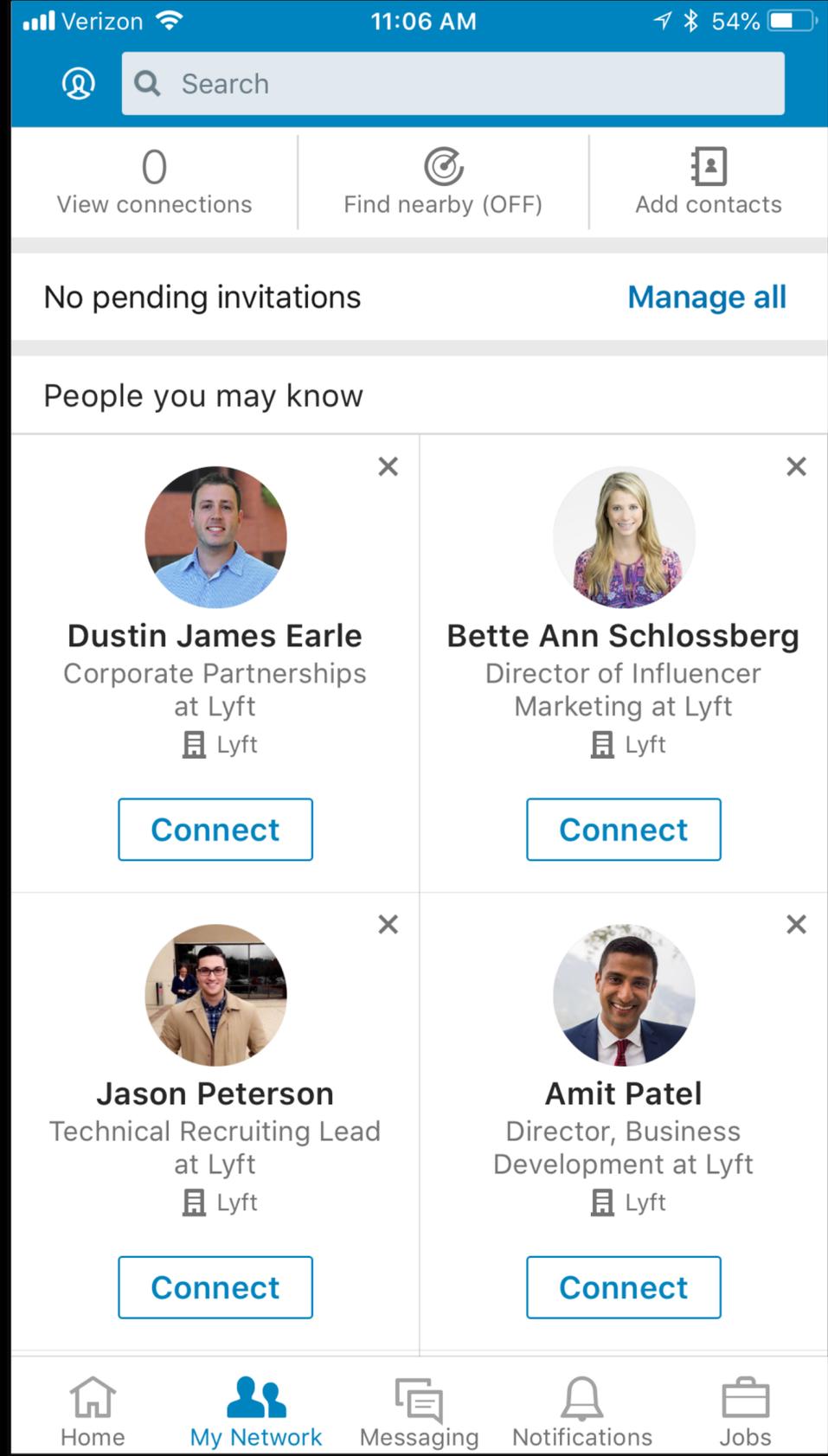
Build Your LinkedIn Network to Connect to Job Opportunities

DID YOU KNOW? 70% of people were hired at a company where they had a connection.

- Discover Existing Connections
- Search for New Connections
- Message Connections
- Request Recommendations

Discover Existing Connections

Select "My Network" in the navigation bar to find people you already know.

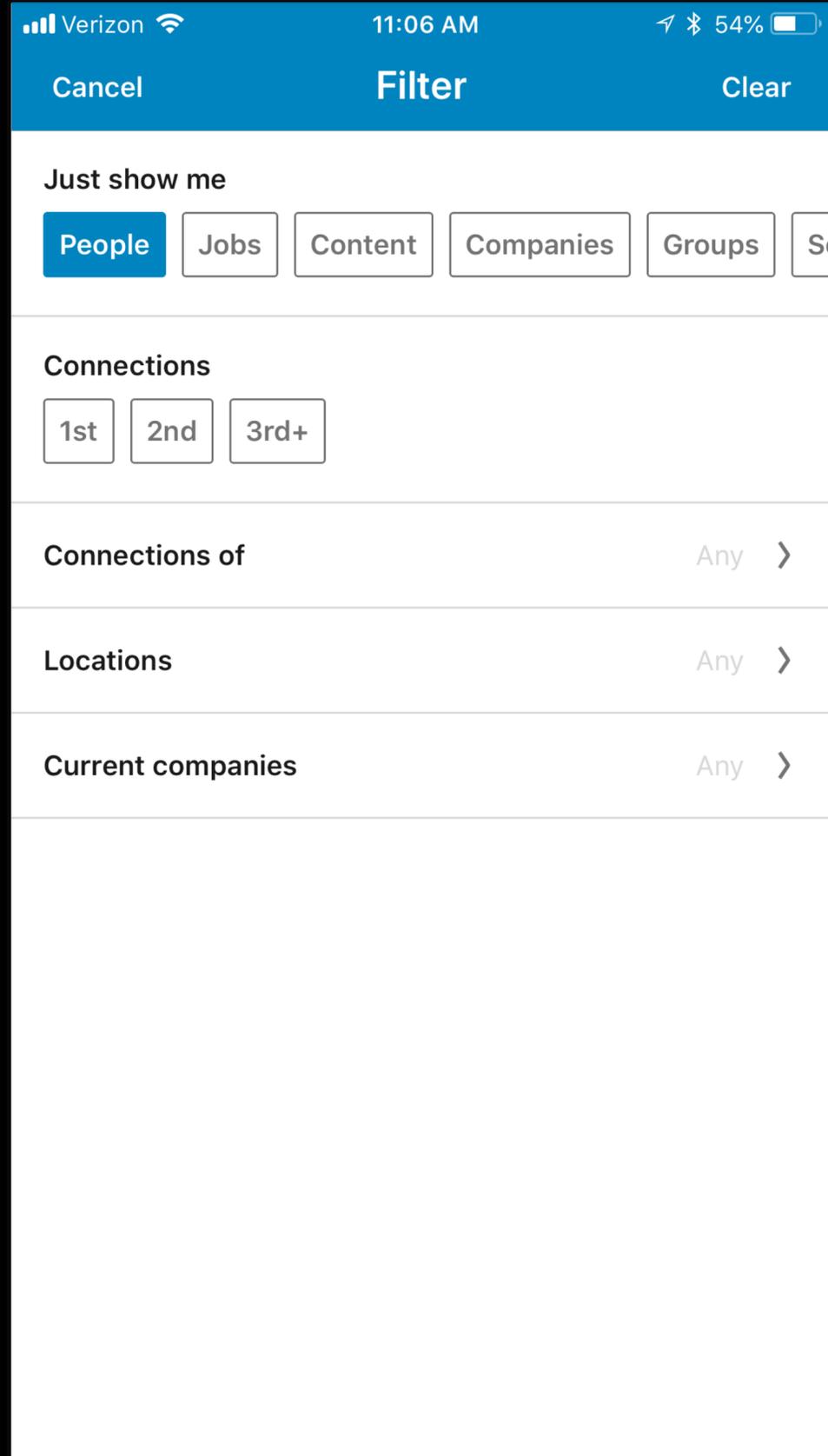


Search for New Connections

Use the search bar in the top navigation to find new connections by:

- ✓ Name
- ✓ Company
- ✓ Keyword

You might consider sending connection requests to translators or case workers you have worked with.



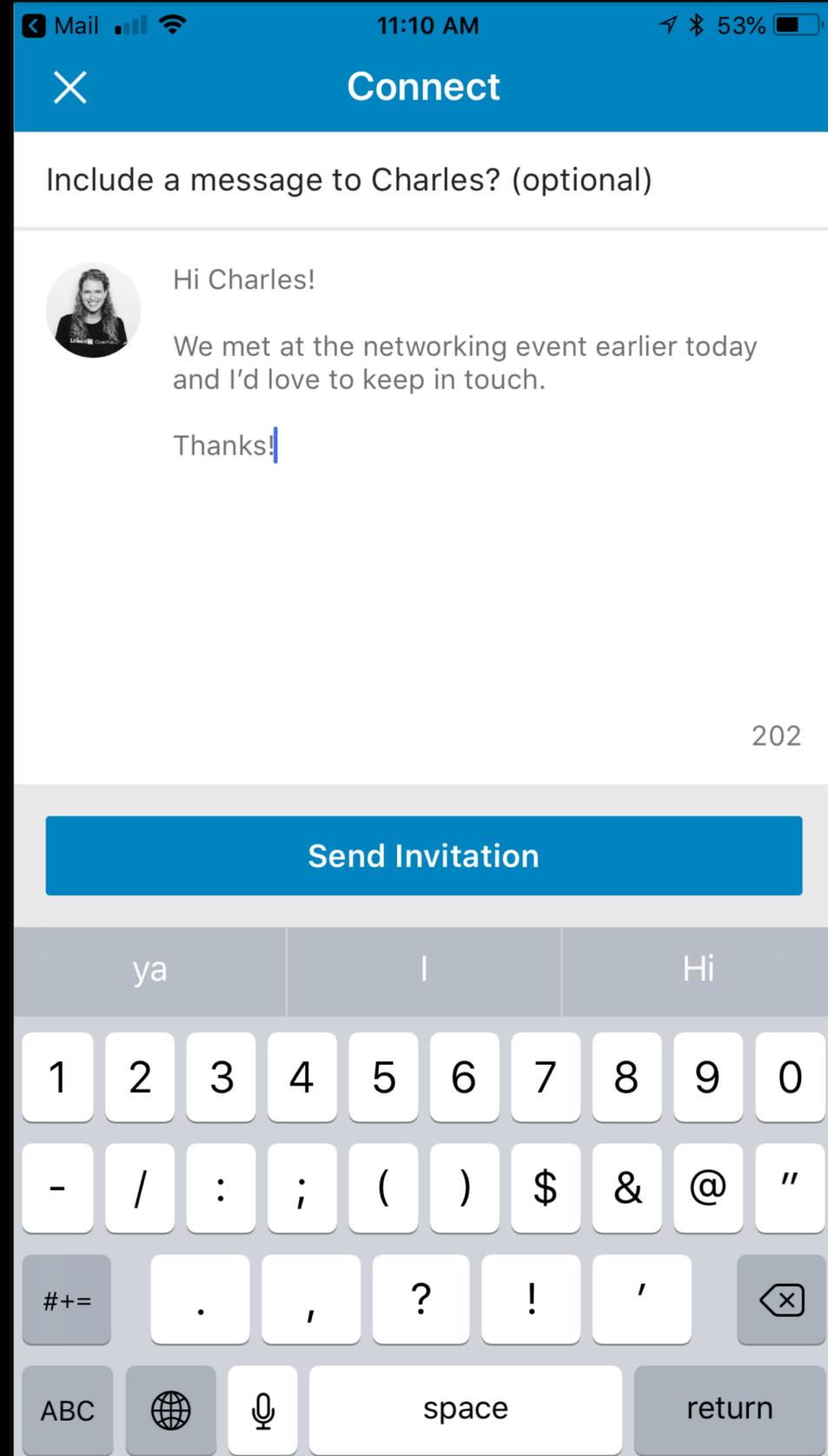
Search for New Connections

Use the search bar in the top navigation to find new connections by:

- ✓ Name
- ✓ Company
- ✓ Keyword



Personalize your invitation with a note when you send an invitation. This makes it clear to the other person why you're reaching out!



Rahul's Story:
Persistence and Connections Can
Help You Get the Job



Message Connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page
- ✓ Your connections page
- ✓ Their profile page



If you don't know the person you're messaging in real life, clearly explain why you are reaching out.

Request Recommendations

Recommendations on LinkedIn are like references from people in your network.

On a connection's profile, click **More...** and then **Request a Recommendation**.

You can select your relationship to this person, indicate whether you worked with them in a particular role, and customize your message. Consider asking former employers or case managers you have worked with.

Verizon 11:18 AM 50%

×

Ask Mona to recommend you
Help us personalize your request

Select relationship
You worked with Mona in the same group

Select your position at the time

Next

• •

Search and Apply for Jobs on LinkedIn

DID YOU KNOW? *There are over 20 million companies and 15 million active job postings on LinkedIn.*

- Set Career Interests
- Search for Jobs
- Review Jobs You May Be Interested In
- Use Your Network
- Apply Actively

Set Career Interests

Include potential job titles and locations in your career interests to receive more relevant job suggestions.



Turn on the Open Candidates setting to let employers know you are actively searching and available for a new job.



Download the LinkedIn Job Search Mobile App to see new job notifications quickly

Verizon 10:33 AM 66%

Cancel Career interests Save

Let recruiters know you're open

We take steps to not show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)

 **Share your career interests** ×

Get surfaced in recruiter searches that match your career interests

 **Stand out in recruiter searches**

Recruiters will see your profile marked as 'Open to new opportunities'

 **Receive more opportunities**

Double your chances of receiving relevant messages from recruiters

Status

Where are you at in your search? ▼

Start date

When would you like a new job? ▼

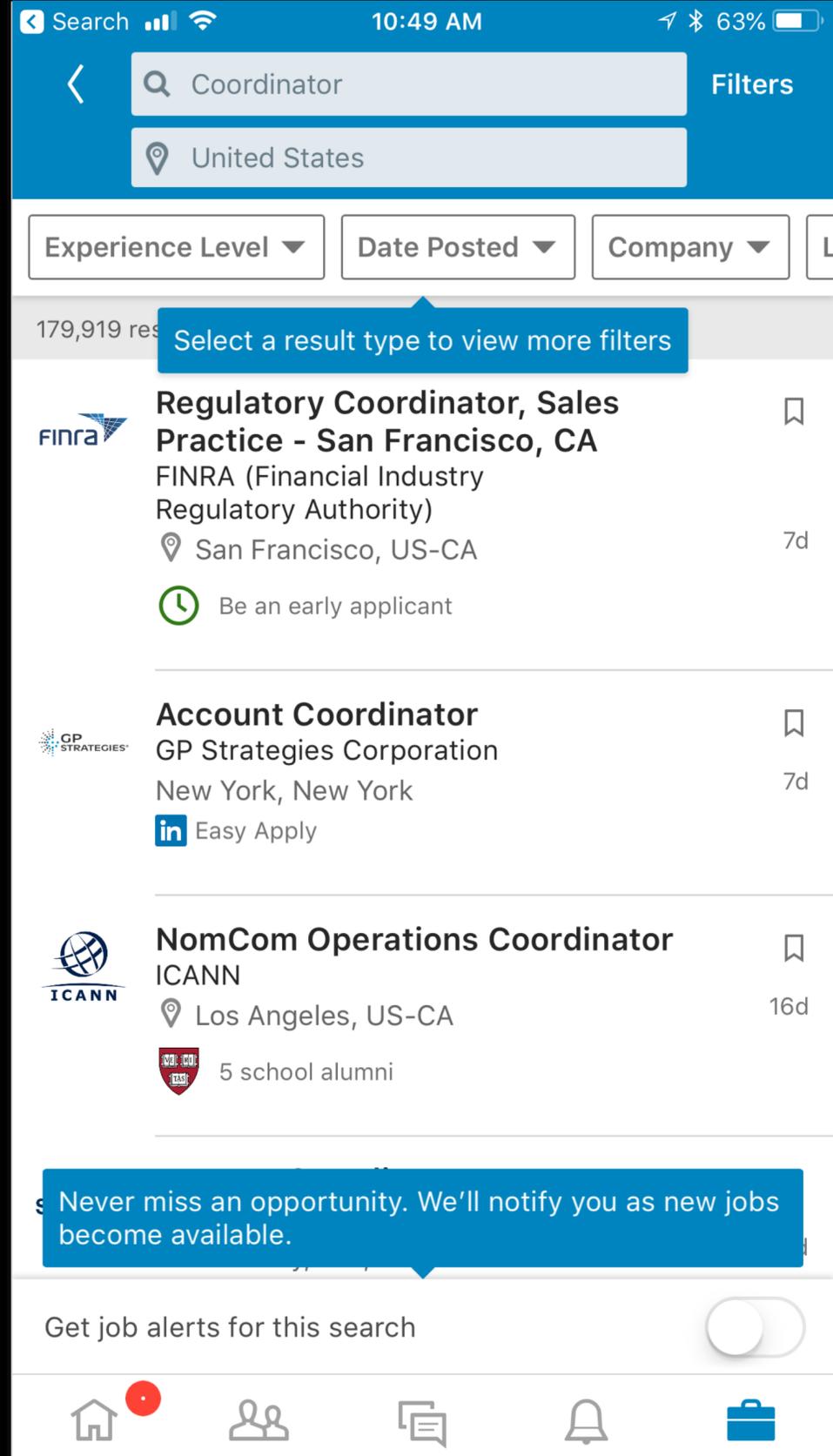
What job titles are you interested in?

[+ Add title](#)

What locations are you open to?

San Francisco Bay Area New York

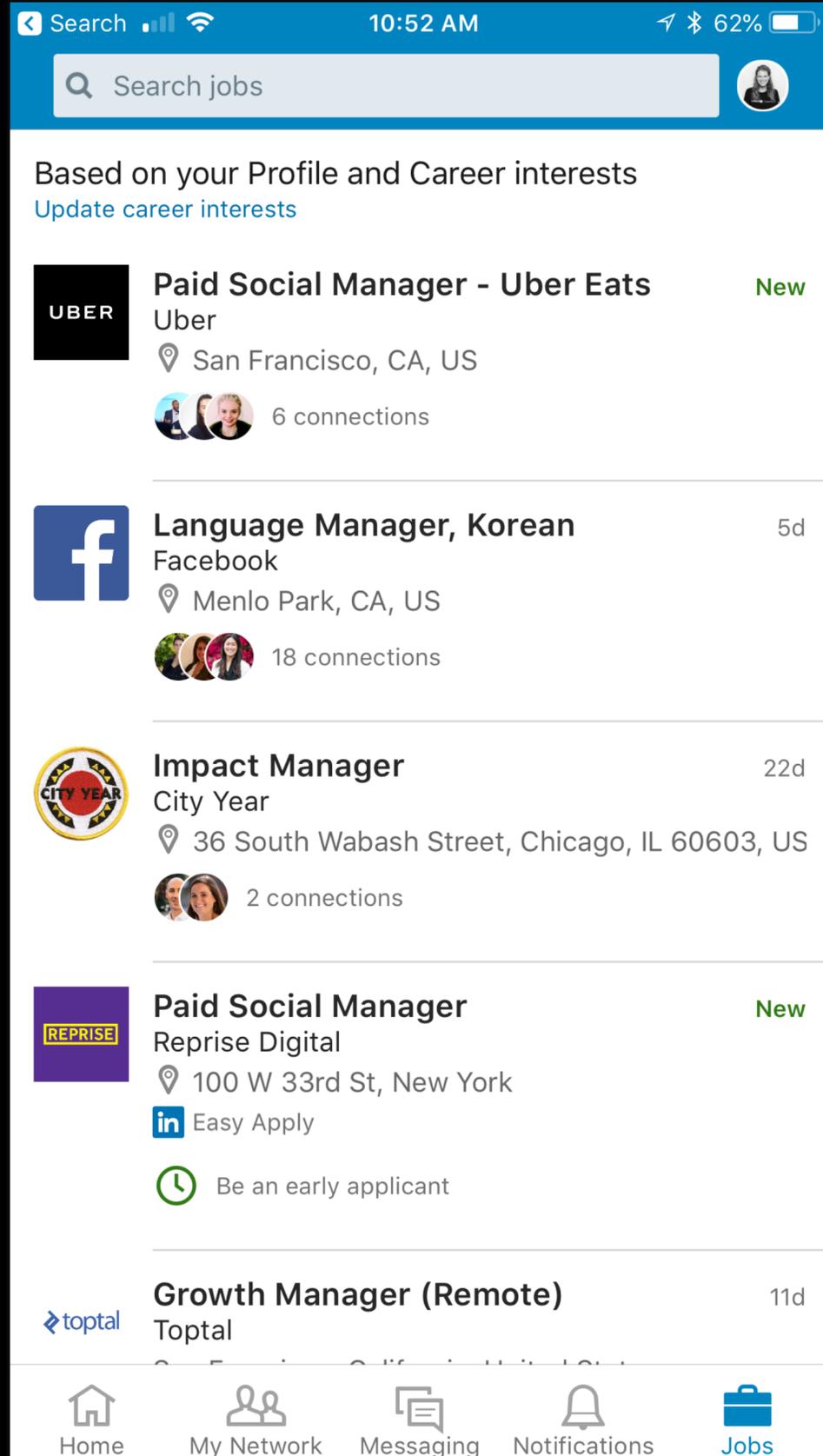
Greater Los Angeles Area Denver, Colorado



Search for Jobs

Use LinkedIn's search filters to find jobs by:

- ✓ Keyword
- ✓ Job title
- ✓ Company
- ✓ Location
- ✓ Function
- ✓ Industry
- ✓ Experience level
- ✓ Date posted



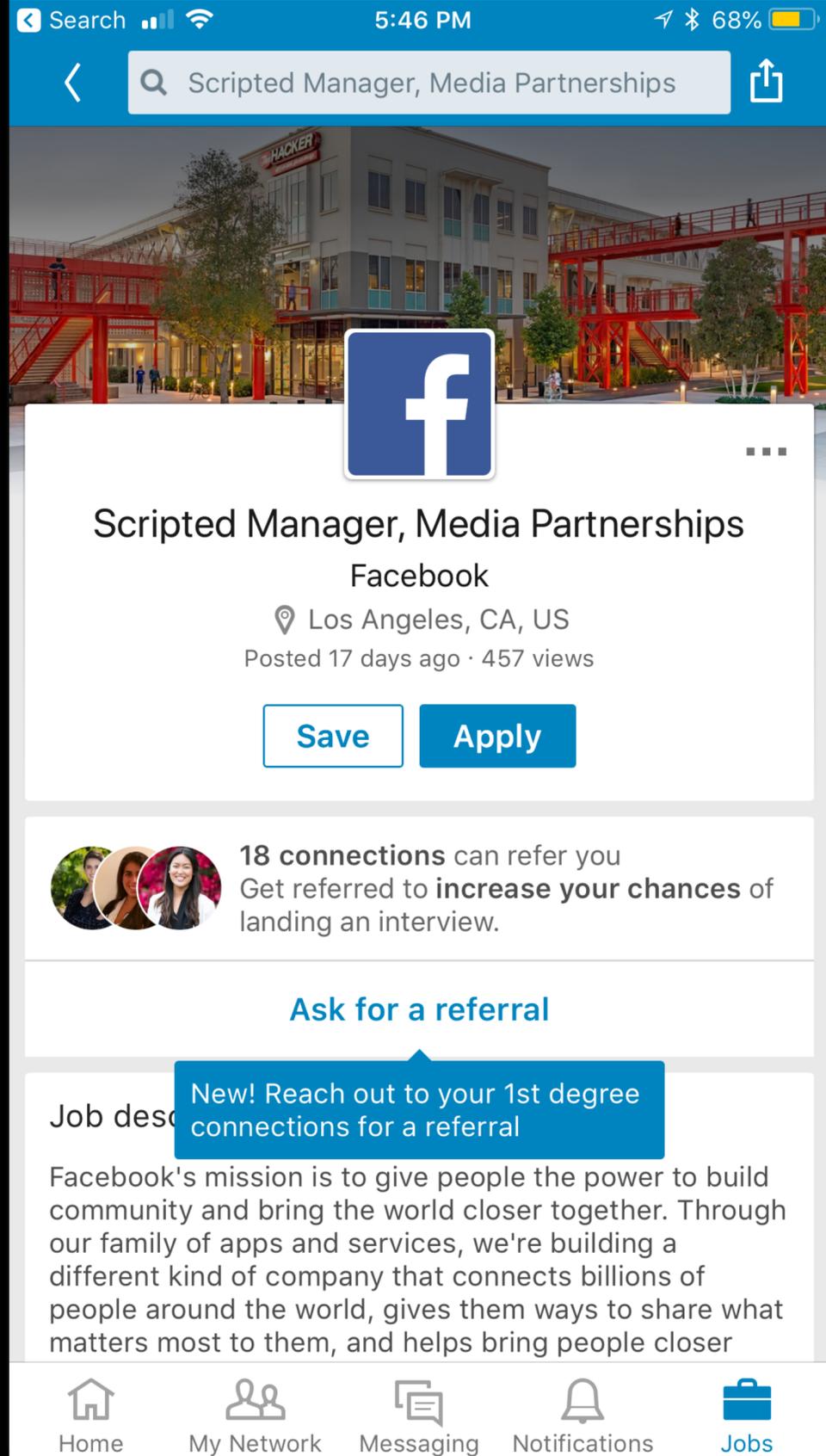
Review Jobs You May Be Interested In

For the best jobs, make sure your profile is filled out with accurate:

- ✓ Work experience
- ✓ Skills
- ✓ Location information

Use Your Network

Ask for a job referral by reaching out to your connections at a company you would like to apply to.



Apply Actively

Use the “Easy Apply” or “Apply on company website” button to quickly apply for a job you want.

Stay on top of your job search by using the LinkedIn Job Search Mobile App to find and apply for new jobs from anywhere at any time.



*Applicants who apply to jobs within the first three days of posting are **13%** more likely to get the job.*

Search 10:56 AM 59%

Apply to Blackbird Garage

 **Bari Saltman**
Social Impact at LinkedIn

Email

Phone (ex: 555-555-5555)

Resume (optional)

[Upload](#)

Microsoft Word or PDF only (5MB)

We include a copy of your full profile with your application
[Learn](#) what we do with your phone number and resume

Submit application

Appendix

Expanding Your Network

Who should I reach out to on LinkedIn?

- ✓ People you have someone in common with
- ✓ People who have a job or work at a company that interests you
- ✓ People who may be able to connect you to someone who can help you achieve your goals

What should I say?

- ✓ Who you are
- ✓ How you came across their profile
- ✓ How they can help you

Expanding Your Network: Example Message

Dear Almog,

I found your profile through the Teshreen University alumni list. I recently immigrated to the US and would greatly appreciate talking to you about your career path in New York.

Would you be available for a 15-minute conversation over the phone or in person?

I look forward to hearing from you,
Marwan