Overview

- LinkedIn - What is it and why use it?
- Best practices for your LinkedIn profile
- How to use LinkedIn for your job search and find your BC connections
- How to get and stay connected and active on LinkedIn
Why LinkedIn for your job search?

- LinkedIn is a networking platform that you can use for your job search.
  - *IT IS NOT JUST FOR YOUR JOB SEARCH!*

- LinkedIn has over 550M users in over 200 countries.

- Over 90% of recruiters use LinkedIn to search/contact candidates, vet before an interview and post jobs on LinkedIn.

*JobHunt-https://www.job-hunt.org/linkedin-job-search/LinkedIn-job-search.shtml*
Best LinkedIn profile practices

- You can increase your chances of getting contacted by a recruiter/hiring manager by doing the following:
  - Having a *professional-looking* photo
  - Impactful headline
  - *Key word* heavy summary
  - Skills and endorsement section built out
  - Brand yourself and stay active
How to use LinkedIn and finding your BC connections

- Use LI for your job search
  - Set up job alert
  - Let recruiters know you are interested

- Find your BC connections
  - Name search
  - School search
  - Company search
  - By job title
  - Upload a list
  - LinkedIn will make some suggestions about who you may know
  - Join groups—particularly BC groups (“Boston College Alumni Group” has over 28,000 BC alumni as members. There are many LinkedIn groups that are career specific.)
LinkedIn job search etiquette and tips

- **Connection requests and/or conversation starters**
  - Find common ground: BC
  - Ask for advice/guidance if they cannot vouch for you professionally
    - *Statement of commonality – broad or narrow*
    - *Why them?*
    - *Call to action*
    - *Thanks!*
LinkedIn job search etiquette and tips - Examples

EXAMPLE:
I’m a fellow BC alum and was impressed by your profile/your article. I’m reaching out because I need advice. I’m in the midst of ______ and have some questions about ______. Would you mind a brief phone chat sometime soon? Thanks for considering my request and keep up the excellent work!
- I’m looking to make a career transition like you did, move back to Boston, have made it my New Years resolution to expand my network and get back in touch with BC alums

EXAMPLE:
We are both in the Boston Networking Club, so I was hoping it would be okay if I reached out to you. [Name of HR person] posted a description for a [Program Manager] opening at your company today on LinkedIn that I am really interested in learning more about. Would you be able to tell me just a little bit about what it is like to work in that division on a daily basis? What the company culture is like? Thank you so much for any information you can give. I am really excited to learn more!

Be mindful of your ask!

Test yourself: If you were face-to-face with someone would you have the same ask? How would you respond to your ask?
Ways to stay active on LinkedIn

- Share one piece of content daily...Article or quote-don’t overdue it!
  - You can see who shared/liked/commented on your posts, thank them, start a conversation.
- 'Like' a few pieces of content daily
- Check up on your LinkedIn groups
- Look at the notifications tab-reach out and start a conversation
- Check your private messages and InMails
- Write an article-showcase your expertise
- Endorse someone/write a recommendation or ask for a recommendation
Q & A

- Beth Squires
- Email: bsquires@transitionsolutions.com
- LinkedIn URL: www.linkedin.com/in/bethsquires1
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