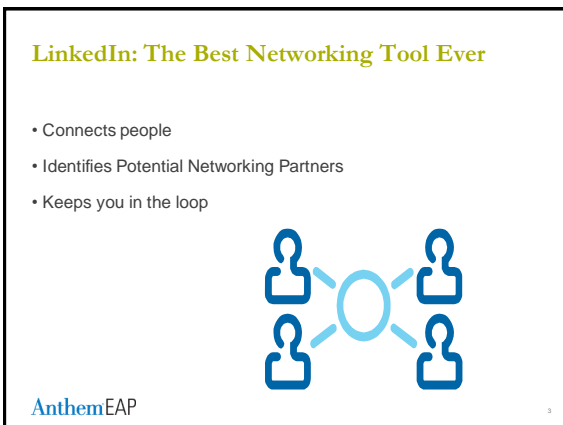




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What is LinkedIn?

Quick Facts:

- 225 million members in 200 companies
- Started in 2002 and launched in 2003
- Publicly held company

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What Can You Use LinkedIn For?



- Network for new jobs
- Connect with people of similar or different jobs
- Receive daily job posting emails
- Join groups of like-minded people
- Continue learning about trends and news
- See who knows each other
- Let employers find YOU

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How to Start

- Create a profile
- Add as much information as possible
- Pictures help
- Upload a resume/bio
- Go back about 10 years
- Include any education or certifications
- Hobbies are always interesting

Tip: Be sure to update profile as often as needed!

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Next

Start searching

- By person (old bosses, colleagues, friends, relatives...)
- By job title (what job would you like to have?)
- By company (which company have you heard is amazing to work for?)
- By location (where would you like to live?)



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Home Page



- Includes LinkedIn News of the Day
 - Recommends readings, groups and people that you might be interested in
- Shows who has new connections
- Displays those who were endorsed by others
 - Everyone can endorse whoever they choose
- Lists new activities for your connections

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Network

- Shows everyone in your address book
- Allows you to grow your LinkedIn group
- Tag contacts into subgroups... friends, colleagues, clients, classmates....
- Sort and search by last name, company, location and even by industry



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Interests

- Company
 - Helps sort out what companies you work for and/or have interest in
 - You can then follow any company you want and you will be updated regularly
- Group
 - Find groups that divide people into their interest
 - Chat one-on-one with people in that group

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Different Types of LinkedIn Accounts

Free Version Features:

- Basic account to build a network
- 5 introductions at a time
- View only 100 results per search
- Save up to 3 searches
- Receive unlimited InMails
- Limited use of who has viewed your profile
- Limited view of full profile

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Business Account

Features:

- Full view of who has viewed your profile
- Full profile view
- 10 InMails a month
- 15 introductions a month
- Anyone can message you for free
- 300 profiles per search

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Have Fun



- Enjoy the process
- Go out of your comfort zone
- Dream and then dream bigger
- Who would you love to chat with?
- Take time to explore

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Other Networking Options...

- Chamber of Commerce
- Business Meet Up Groups
- Professional Associations
- Community Groups & Clubs
- Alumni Events
- Volunteer
- Exercise Groups & Fitness Clubs



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Marketing Yourself

- Be ready with the "ask"
- Be confident...
- Listen
- Set the bar high
 - Set goals for the amount of people you will introduce yourself to/speak to
- Be prepared
- Follow up on ALL leads



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Closing Tips

- Be open to new options... different line of work, new field, etc.
- Take free classes to learn new skills
 - Coursera Online
 - Continuing Ed classes through your town
- Look into local businesses in your community
- Talk to people... sometimes it is about who you know and getting the word out there
- Ask for help!!!

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How the EAP can help...

- Face-to-face counseling sessions
- Legal/Financial consultations
- Child/Eldercare consultation & referrals
- Daily life resources
- ID theft recovery
- Free credit monitoring
- myStrength – Health Club for Your Mind
- Let's Talk Depression – A Multi Resource Toolkit
- Comprehensive website
 - Resources
 - Self assessments
 - Health/wellness library
 - Legal forms

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Questions?

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