



## LinkedIn – A Powerful Recruiting Tool!

Over 364 million professionals across 200+ countries and territories translating into 24 languages means YOU need to be connected via LinkedIn!

With 93% of hiring managers reviewing a candidate's social profile before making a hiring decision, it is important you are properly optimizing your social media presence. Of those hiring managers, 73% are turning to LinkedIn. This means it is worth your time to ensure you are represented with a LinkedIn account. Use this resource to ensure your LinkedIn account is giving you the biggest competitive advantage!

### Why use LinkedIn?

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**Be Found!** The only way you can be recruited, is if a recruiter can find you. How to make sure they do:

- Make certain your profile is 100 percent complete. See below for a complete section on how to get noticed with a great profile!
- Join LinkedIn's limit of 50 groups. You have immediate access to anyone with whom you share a group. And that means that all these people (including recruiters and hiring managers who lurk there) have access to your profile. Mix it up with different types of groups, like professional associations, companies, volunteer organizations and industries you want to join. Don't forget to join groups relating to alumni, geography, skill sets, and personal interests.
- Contribute to your groups. Ask intelligent questions, and offer helpful answers in group discussions. These are all indexed, and make you more findable within LinkedIn and through sophisticated Google searches conducted by recruiting researchers.

**Find Job Opportunities!** LinkedIn is so much more than a simple job board!

- In the main menu bar, click on the "Jobs" tab. You should always use the "advanced" search feature where you can filter jobs by function, country, postal code, salary and industry. Premium accounts add additional filters you can choose to employ.
- Each LinkedIn Group now has its own "Jobs" tab. While it looks just like the one in the main menu, it is completely different. Under this tab you can find jobs that are specifically advertised to the particular group, and are not found on the main Jobs tab. The groups Job tab also has what are now called "job discussions." Frequently, you will find jobs in this tab that are not advertised in either of the "Jobs" posting areas. Again, because these particular messages are micro-targeted, you'll have less competition and you gain an advantage.

**Get Great Information!** In essence, LinkedIn is a gigantic database. With imagination, you can use it to keep abreast of just about anyone or anything you want to follow. Under the **Interests** tab you will find:

- Companies: follow companies of interest.
- Groups: find out what is happening in your groups.
- Pulse: will provide you with topical postings from a whole range of thought leaders in different fields. Follow those who write about topics relating to your skills, industry, etc., to keep up to date with the latest buzz.
- Education: stay connected with alumni and your school.

## LinkedIn Profile

50% of your success on LinkedIn depends on a great profile! (The other 50% depends on how you use it.) Secrets to a great profile are:

- a great photo;
- customized 'headline'... your #1 branding statement;
- a compelling 'summary';
- lots of relevant keywords/search engine optimization (SEO) strategy;
- readable (you need to attract a human being and an algorithm);
- creative and complete;
- contact information included that is easy to find.

**Remember, before you start making changes to your profile, turn OFF activity broadcasts.** (You don't want your boss getting an update if you are looking for a career change!)

**Photo** Ask yourself, would you like to work with that person? Your ideal photo will be a head and shoulder shot only and will show the friendly side of you! Remember to have good lighting – often an outside picture works best. Remember, a great shot can come from anywhere, a business suit and professional photographer is not necessary.

*Increase in likelihood that your LinkedIn profile will get viewed if you include a photo – 11X*

**Headlines** This section of HUGE importance is right under your name. It is 120 characters and should be customized, do not use the default! In fact, using the default ('title' at 'company') could work against you if you are looking for a career change.

The headline will follow you everywhere, is very searchable and is often the first thing someone notices about your profile, after your photo. Include things that will set you apart from your peers, unique attributes that will market you. Think of your headline as your branding statement - pack it full of SEO keywords!

### **Sample Headlines**

Asper MBA and aspiring Investment Banker. Investment analysis, strategic acquisition.Toronto.

Marketing Executive | Strategy, Negotiations | 10 yrs experience | Bilingual English, French | Asper MBA

Fundraising consultant who helps major non-profits raise more money. Clients include Red Cross and YMCA.

Engineer building game-changing consumer products.

**Note:** If you have gained relevant industry experience, don't put your MBA first. Listing your education first, brands you as a student.

**Note:** It may not serve you well to highlight the fact that you are looking for work, you don't want to come across as desperate, undermining your value. Instead highlight your past achievements and future value instead.

**Try the following steps to write a powerful LinkedIn headline:**

1. Say WHAT you are.
2. Say WHO you are.
3. Say HOW you can make their life/work better.
4. Give PROOF that you are credible.

**Summary** This 2000 character section should be customized – DO NOT copy your resume. LinkedIn does not follow the same rules - make it personal, conversational (1<sup>st</sup> person) but still professional. Write in short ‘chunks’ of information avoiding long paragraphs. Your goal in writing your summary should be to market yourself, build your brand, tell your story and resonate with your target audience.

Your summary could include:

- opening statement (goals, where are you targeting, impressive qualifications)
- brief career background and/or highlights
- something about your MBA, credentials
- where you would best fit in, what are you known for (this is important information that is not typically communicated in a resume)
- unique work experience/projects
- videos, links, photos, documents, presentations, quotes
- contact information, websites, URL’s

One idea is to use headings to organize the content. A great idea to include more keywords in your summary is to add headings such as “My coursework and projects included studies in....” or “Roles that match my expertise include:” or “Ideally suited to...”. These headings will help position you competitively if you don’t have the exact experience you require or you are making a career change.

***Sample Summary Using Headings***

I am a senior manager with 15 years’ experience in operations management, manufacturing engineering, acquisition integration, product development, project management, strategic planning and team development.

I am looking for management roles requiring balanced strengths in technical and business leadership.

I am ideally suited to contribute to: Strategic Management...Operations Management...Continuous Improvement...Business Development Acquisitions...Plant Management...Scientific Research

**MANAGEMENT EXPERIENCE**

For 8 years I directed operations with +\$20 million profit and loss responsibility for two production facilities. I provided strategic leadership for implementation of lean manufacturing and developed a marketing strategy, and safety, quality and sales programs.

On my last project, I drove \$2 million US in increased cash flow by focusing managers on cost drivers and wasters. We reduced manufacturing, G&A and transportation costs by 2%, 5% and 1% respectively.

**ASPER MBA**

I am currently in the Top 5% of my graduating class and I serve as a member of the Asper MBA Student Association (aMBAsa).

My coursework and projects include studies in Negotiations, International Organizational Behaviour, Business Policy Seminar (Strategy Capstone Course), Production and Operations Management

**CONTACT ME:** Email: jane@email.com Phone: 555-555-5555

**Sample Summary by “Two Awesome LinkedIn Summary Examples”, Louise Fletcher**

I’m a marketing manager with 10 years of experience in both web and traditional advertising, promotions, events, and campaigns. I have worked on integrated campaigns for major clients such as Etrade, Bank of America, Sony Music, and Microsoft and have been recognized with several awards during my career.

Until recently, I lead marketing for XYZ Corp, a software developer focused on middleware for the video game industry. In this role I was focused on B2B marketing, although I have done extensive B2C work in the past. Successes included creating a social media and online advertising campaign that generated enormous media buzz and was key to the successful launch of the Zwango software in 2010. Previous experience includes agency work with XYZ & Partners and Red Dog Marketing.

Colleagues know me as a highly creative marketer who can always be trusted to come up with a new approach. But I know that the client’s business comes first, and I never try to impose my ideas on others. Instead, I spend a lot of time understanding the business and the audience before suggesting ideas. I can (and often do) work well alone, but I’m at my best collaborating with others.

I have an MBA from the Asper School of Business and a BA from the University of Southern California.

I’m currently freelancing while I pursue new opportunities and can be reached either through this profile or by phone at 914-555-5555.

One way is to read your LinkedIn summary as if you were reading it for the first time, through the eyes of your audience. And read slowly, paying attention to every word you wrote. Avoid the tendency to skim. Then, for each of the following questions, give yourself a rating from 1 to 3, where 1 is ‘very little’ and 3 is ‘completely’. Keep track of your ratings so you can calculate a total score (between 13 and 39) at the end.

1. Does the opening sentence, phrase or heading make you want to read more?
2. Is it authentic - consistent with who you really are?
3. Does it differentiate you from your peers or competitors?
4. Is it relevant, addressing the needs of the people you are trying to attract (decision-makers and influencers)?
5. Is it compelling? Does it provide interesting facts and statements that make the reader want to get to know you?
6. Does it contain at least 20 - 30% personal information (your interests, passions, values, philanthropic interests, point of view and life experiences)?
7. Does it explain how you add value, telling the reader what happens when you do what you do?
8. Does the writing style and content you included convey your personality?
9. Is it formatted beautifully? Did you create enough white space to break up the paragraphs? Did you write powerful headlines for different content blocks?
10. Does it include external validation (things like “People say I’m...” or a favorite quote or “The Association of Finance Executives awarded me...”)?
11. Is it grammatically correct and perfectly proofed?
12. Does it include all the keywords for which you want to be known multiple times? (This is vital for being found in online searches.)
13. Did you get the reader to want to learn more or take action?

Now, total your score. If you scored between 30 and 39, bravo! Your summary will attract the attention of those who need to know you. If you scored 29 or under, you will want to spruce up your summary.

Once you refine your summary or create a new draft, you're still not quite ready for prime time. Apply one final test before uploading it to your profile.

Identify three people who would be open to helping and will provide you with honest feedback:

- a member of your target audience
- a mentor, coach or trusted colleague who wants you to succeed; and
- a friend or family member who knows you well.

Ask them:

- Is it an accurate representation of who I am and how I create value?
- Does it make you want to learn more?
- Is there anything missing?
- What one change would you make to improve it?

Once you get their feedback and make your final refinements, upload your summary to your profile.

**Experience** Remember – readable, professional and personal! Again, in this 2000 character section, do not copy your resume but list the significant jobs that built your career. Pack it with keywords (job titles are important in this regard) and include outcomes, results and performance.

Use your job title to add keywords to this section. Job titles are not consistent across industries, countries or even companies so clarifying what you are doing can be very advantageous! i.e. Staff Manager (similar to National Sales Manager, General Manager)

#### ***Sample Experience***

Senior Marketing Manager, Healthcare  
Company ABC  
May 2010 – May 2015 (5 years)

I created, executed and oversaw the strategic marketing efforts for the Company ABC Healthcare vertical leading brand development, designing marketing programs, and creating training/sales kits. I developed consistent communications for all audiences and conducted market research to support the business.

I drove the campaign from inception to completion, including developing a detailed business case, financial forecasts, staff projections and ROI analysis on marketing activities.

**IMPACT:** Company achieved a significant 94% increase in services post campaign. Also achieved 41% growth in gross ads sales, a 26% increase over the previous year.

- Co-developed both national and regional trade show strategy and execution plan for Company ABC.
- Developed, managed and implemented key marketing elements, including advertising, media, promotions, collateral, public relations and direct marketing to support vertical's strategic objectives.

**Education** You are spending the time and money to get an education – leverage it! Showcase your MBA and expand with awards, scholarships, leadership roles, affiliations, projects, relevant coursework, and how it prepared you and what you gained.

### **Sample Education**

#### **Asper School of Business, University of Manitoba**

MBA, Finance

2014 – 2015 (expected)

My MBA further develops my strategic leadership and business management skill set. In particular studies in Financial Intermediaries and Capital Markets, Investment Policy, International Finance position me to step into Management Analyst, Account Executive, Portfolio Manager, and Controller roles.

#### **PROJECTS:**

- Built corporate strategy system and balanced scorecard for ABC Manufacturing – identified both financial and business drivers and established metrics/milestones to achieve strategic outcomes.
- Participated in academic trip to Brazil to better understand business environment, developed business plan to connect to Canadian economy.

Participant, Stu Clark Investment Competition

Member, University of Manitoba Investment Group

Member, University of Manitoba Finance Group

Member, Asper MBA Student Association

**Volunteer Experience & Causes** Even if you weren't paid for a job, be sure to list it. Employers often see volunteer experience as just as valuable as paid work.

**Skills & Expertise** Add at least 5 key skills – and then your connections can endorse you for the things your best at.

**Honours & Awards** If you earned a prize in or out of school don't be shy. Let the world know about it!

**Courses** List the classes that show off the skills and interests you're most excited about.

**Projects** Whether you lead a team assignment in school or built an app on your own, talk about what you did and how you did it.

**Recommendations** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strength and skills.

## **How LinkedIn Can Help You Find a Job**

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1. **Make Time** Schedule at least 15 minutes a day to work on your resume, update and check online networking profiles and search job listings. Opportunities come and go quickly, so you need to be in the game on a daily basis.
2. **Be Keyword Savvy** Make sure your profile is full of keywords that will attract a recruiter's attention. Look through job postings and LinkedIn profiles that appeal to you and incorporate some of the

same words or phrases. In addition to job and industry-specific words, include leadership terms (captain, president) and action words (managed, developed, analyzed)

3. **Spread The Word** To build your credibility and stay on people’s radar during your job hunt, regularly update your status on LinkedIn and other social networks. You might share links to articles you think would be relevant to people in your field, events you’re attending and good career news.
4. **Reach Out** Connect on LinkedIn with everyone you know – friends, family, neighbors, professors, family friends, colleagues and others. When you send a request, always override the canned “I’d like to add you to my professional network on LinkedIn,” and write a personal note, even if it’s a brief, “Hey, want to connect?” Better yet, put a few minutes of effort into your request. No one likes to receive a form letter. Use the amazing University tool to connect with alumni! With this tool you can search alumni by function, industry and location.
5. **Get Into Groups** Beyond connecting to individuals, join LinkedIn groups related to your alma mater, professional associations, volunteer organizations and industries you want to join. Every discussion in which you comment is an opportunity to market yourself to people who might be hiring, and every group also contains a “Jobs” tab.
6. **Search High & Low** LinkedIn’s job postings don’t just tell you who is hiring; they tell you how you are personally connected to that company through your network. Even when you see a job listed on another site, LinkedIn can help you research people at that company and tell you how you are personally connected. No matter where you look for jobs, cast a wider net by altering your search terms and location criteria from time to time.
7. **Follow** When you see a job you like on another job board, use LinkedIn as a company research tool. Check out the LinkedIn Company Page of any organization where you’d like to work and click “Follow company.” That organization’s activity (job postings, hires, announcements) will appear on your homepage and alert you to potential opportunities.
8. **Persist (without pestering)** Sending follow- up messages through LinkedIn can help you stand out from other candidates. Every time you send someone a message through LinkedIn, the recruiter or hiring manager can easily click over to your profile and check out your credentials.

Utilize the Relationship tool to stay organized. By clicking on the star on a contacts profile page you will be able to keep notes, set reminders, jot down how you met, tag your contacts (prospect, client, personal) and keep track of your messages with the specific contact.

9. **List Your Skills** This section, below Experience and Education, offers a shorthand way to tell potential employers what you can do. It also gives your connections the chance to ‘endorse’ you for those skills.
10. **Get Recommended!** Although they can seem repetitive and gratuitous, they can also be helpful because not only do they show up on your LinkedIn page, they also appear on the page of the recommendation writer, and his/her contacts can all read them. Also, recruiters do read them. Like your career summary, recommendations should include meaty specifics about skills and accomplishments. It is 100% acceptable to offer to draft a recommendation for the person you are asking to recommend you!

11. **Customize your URL** This will drive it (the address of your LinkedIn page on the web) toward the top of a Google search on your name. In the settings section, look for 'Edit My Public Profile' to make this change. Be sure to include this 'clean and easy to read' address to your header on your resume and cover letter.

## How to Make Quality Connections on LinkedIn

What is a quality connection? The answer will be different for each LinkedIn user! Your quality connection or 'perfect contact' will be someone who is relevant to you – someone who is connected to your current or desired profession, location and industry.

Before you begin the process of searching for perfect contacts, in addition to defining your desired profession, location and industry, define your target companies. Also consider 'who you want to know you' and 'who do you want to talk about you'. While compiling these lists keep the hidden job market in mind, ask yourself who will have access to jobs before they are posted.

Consider taking the time to upload contacts from your email addresses.

Now that you have targeted your search, use the following avenues and tips to find your perfect contact:

- **Advanced People Search**
  - Use OR and QUOTATIONS to your advantage to generate relevant results.
  - Focus on current and past work experience. Someone who is no longer working for a company may actually be more willing to share information.
  - The upgraded version claims to return more search results - who has the time to review them all! Suggestion: Be more strategic in your search!
- **Relevant LinkedIn Groups** With millions of groups, ask yourself, what is a relevant group to join? Look at the number of members and the number of discussions.
  - Big Group: Great for connectivity, you reach a large number of people.
  - Small Group: Great for discussions, you will get in front of, and your discussion content may be noticed, by more people.
- **From 'Perfect Contacts' Profile** From your 'perfect contacts' profile, in addition to reviewing their recommendations and connects, for great potential contacts, check out:
  - **People Similar to...**
  - **People Also Viewed....**

You have your perfect contacts, now what? Follow these tips on how to communicate with your 'perfect contact':

- **Connect** A great start to expanding your connections.
  - Here you have limited number of characters (250) and you cannot include an email address or website
- **Send Inmail (Get Introduced)** Forward a message through a 1<sup>st</sup> degree contact
  - You cannot send to someone who is not a 1<sup>st</sup> degree contact. However, if you are members of the same group, mouse over their name and you should see 'send message', this is the same as the 'Inmail' option. This is another reason to join groups – to gain access to contacts!
- Under **Connections** use the Keep In Touch tool to send casual messages such as 'congrats on a work anniversary' and the Find Alumni tool to connect with prospective contacts who attended your school.



When writing an 'Inmail' message, be concise and follow these tips:

- Subject: Catchy, not spammy. *Call on Wednesday?*
- Body Part 1: Content. *Kelly, I saw your profile.... Through a mutual friend....*
- Body Part 2: Purpose. *I am developing a business plan...*
- Body Part 3: Call to Action. *Could we schedule a call on...*
- Signature. Add your personal branding such as website to showcase your work.

As your network expands, it may be helpful to track each relationship. Whenever you speak with a contact make notes on the topic of conversation and the date. If action items are a result of the conversation make a note in your calendar to follow-up on a specific date.

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Resources Used:

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5. [Top 10 Online Job Hunting Tips](http://university.linkedin.com/sites/university.linkedin.com/files/Top%2010%20Online%20Job%20Hunting%20Tips.pdf),  
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