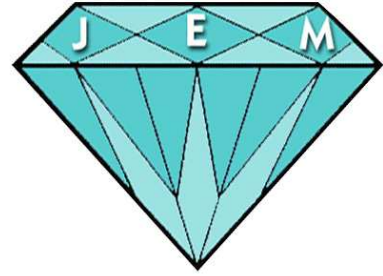


LinkedIn 101 – Rev. 10-21-11
Basics of Setting
Up Your Profile
Various Locations



OUTLINE

Introduction

LinkedIn Over View

Setting Up A Profile – Requirements (Name – Email Address - Password)

Branding (per LinkedIn) and others

Importance of Keywords: Over View & Tool To Use

Profile Overview and Controls

Profile Highlight Section

Basic Information (Photo – Name - Headline – Location - Category)

Employment (Name – Title – Location – Time Period - Description)

Education (School – Degree - Field – Dates – Activities - Additional)

Other (Websites - Interest Groups – Groups/Associations – Honors/Awards)

Summary and Specialties (Write with a Passion!)

Personal Information (Phone – IM – Address – Birth Date – Marital Status)

Contact Settings (Accept Messages? - Accept Opportunities? - Advice)

Expanded Profile

Skills as found under the “More” pulldown menu (Search LinkedIn Suggestions – then add: Proficiency – Years of Experience)

Sections (Certificates - Languages – Patents – Publications)

New for Recent Graduates and Students – (Courses - Honors and Awards – Organizations – Projects – Test Scores)

Applications – 20 Additional ways to expand or add on to your profile

Adding Sections & Applications To Your Profile

In Edit Profile, Under The Profile Highlight Box

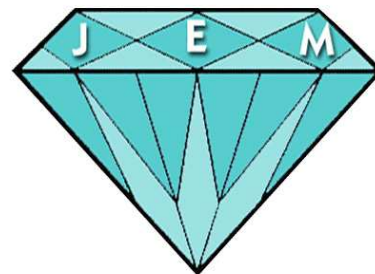


Scroll Down for 20 Applications

Basic Job Search – Twitter Search, and Hashtags

Some Words From The Other Side Of The Interviewing Table

LinkedIn 201 – Rev. 10-21-11
Expand Your Network
Become Seen, Become Visible
Advanced Search Functions
Various Locations



OUTLINE

Introduction (one more time!)

LinkedIn 101 Review

Be A Hunter AND Be Hunted

Add More Sections and Applications

Toot Your Own Horn – Who Else Will?

Expand Your Networks
Import Emails

Join Groups

Advanced Search Functions
Company Search for Jobs

Advanced Job Search

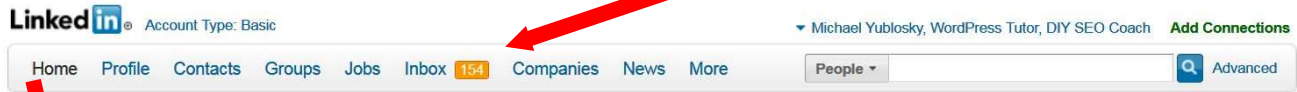
Advanced People Search For Information

Signal Search

Input From Recruiters (for job seekers in the group)

My Personal Recommendations

LinkedIn Navigation (or Menu) Bar Legend



Home (Publish your Updates)

- LinkedIn Home
- Advertise on LinkedIn

Profile

- Edit Profile also Add Sections & Applications
- View Profile
- Recommendations
- Profile Organizer (Paid Feature)

Contacts

- My Connections
- Add Connections
- Network Statistics

Groups

- Your Groups
- Groups You May Like
- Groups Directory
- Create a Group

Jobs

- Find Jobs
- Job Seeker Premium (Paid Feature)
- Find a Job (Paid Feature)
- Post a Job * Manage Jobs * Hiring Solutions (Paid Feature)

Companies

- Search Companies
(Companies You Listed As Employers)
(Companies You Follow)

News

- LinkedIn Today
- Saved Articles
- Signal

More

- Answers
- Learning Center
- Skills *beta*
- Upgrade My Account
- My Applications (the ones YOU use)

Target Goal: 100% LinkedIn Profile Completion Criteria

- ✓ Recent Photo
- ✓ Summary and Skill Set (Specialties)
- ✓ Education
- ✓ Three Recent Jobs
- ✓ Three Recommendations

Critical Fields for Keywords (approx Characters allowed)	
Headline, Slug or 'Tag' (120) Present Position (100) Previous Position (100)	Summary (1,975) Specialty (375) My Added Guess: Skills Section

Additional Resources

<http://www.lewishowes.com/> Sign up for email updates (can always opt out later) for access to excellent video tutorials from Lewis Howes.

<http://blog.hubspot.com/linkedin-experts-ebook/tabid/77782/Default.aspx> Learn LinkedIn from the experts (articles from) – free ebook from HubSpot.com

http://www.estatesettlement.com/linkedin_connections2.php “3 Rules For Building LinkedIn relationships” Article by an attorney on EstateSettlement.com

<http://www.box.net/shared/zcamy7nstm> Download from Box.net – “LinkedIn Guide For Beginners”

<http://www.chrisbrogan.com/free-ebook-using-the-social-web-to-find-work/> “Using The Social Web To Find Work” free ebook from Chris Brogan.

Resources From LinkedIn

<http://help.linkedin.com/> LinkedIn Help Search

<http://learn.linkedin.com/> LinkedIn Learning Center

<http://learn.linkedin.com/training/> Weekly training class to learn more about LinkedIn.
Wednesdays, 1 PM Central.

<http://blog.linkedin.com/> The Official LinkedIn Blog

Word Cloud Generator Information

<http://diywebjem.com/blog/linkedin/tool-for-job-search/word-clouds/>

Word Cloud Generator (sample): <http://wordle.net/create>

Twitter Job Search

<http://twitter.com/#!/search-home> See help file. But basically drop in a job title and search to see who's tweeting about it.

<http://hashtags.org/> Learn about hash tags < # >. You can combine tags such as #jobs #salesmanager and get informed about specific jobs being broadcast.

From me

<http://diywebjem.com/blog/linkedin/>

I accept most requests to connect on LinkedIn <http://www.linkedin.com/in/michaellyublosky>

Questions will be answered only if posed on my blog (re: LinkedIn, WordPress, etc.) so as to share them with all concerned.

Personal Request

If you find any value with the information supplied, please spread the word via your Facebook 'Like', Twitter 'Tweet', LinkedIn 'Share' or 'Google+' on my blog at <http://diywebjem.com/blog/>

Thank you for attending and for your attention.

Michael Yublosky
Vice-President

Office: (847) 634-6535
Cell: (847) 209-6335

mikey@diywebjem.com