LinkedIn for Job Search
But what about for you?
What is the purpose?

- Establish or re-establish networks
- Search for jobs AND do research
- Relevant to recruiting process

- With 530+ million professionals in the LinkedIn community, there is no other place where you can access such a wide range of knowledge, skills and resources to help you reach your goals.
Still wonder why you need to use it?

70% of people were hired at a company where they had a connection.
73% of recruiters have hired a candidate through social media.

Q. Which of the following networks have you hired through?

- LinkedIn: 79%
- Facebook: 26%
- Twitter: 14%
- Candidate blog: 7%
93% of recruiters will review a candidate’s social profile before making a hiring decision.

Q. What do you look for in a candidate on social networks?

- Professional experience: 20% (97%)
- Length of professional tenure: 14% (96%)
- Industry-related posts: 27% (88%)
- Mutual connections: 35% (93%)
- Specific hard skills: 13% (95%)
- Cultural fit: 46% (80%)
- Examples of written or design work: 24% (83%)
So let’s talk about how to love it!
Profile Pictures

• Make sure you have a profile photo - it will help get you recognized and connect to potential opportunities. Members with a profile photo receive up to 21x more profile views and 9x more connection requests.
Headlines

• Can include “career ambitions” and keywords
• What are you passionate about now? What do you hope to do in the future?
• Who do you want to “help”?
• Let it serve as your “brand” (value)
• Example: “Honor student seeking marketing internship“ “Kent State University honors student & aspiring PR associate
• Do you have any credentials (M.Ed., etc...)?
How important is a headline?

- What do people look at first?
Summary

• Keyword rich!
• What motivates you – natural/conversational tone
• What are you skilled at
• What’s next for you (goal statement)
• Call for action (if appropriate) – allow them to reach out to you! (include phone number/website, etc...)
Experience

- Internships (paid or un-paid)
- Relevant volunteer experiences
- Include KEYWORDS
- Other work experience
- Use company logos and include any photos/videos, presentations or brochures/marketing you created
- Highlight any relevant skills
Additional sections to add

- Relevant courses
- Organizations
- Presentations
- Publications
- Languages
- Honors/activities
- Volunteer causes
- Skills/expertise
- Recommendations
Rule LinkedIn

- Customize your URL – make it easier to find you!
- Add your LinkedIn URL to signature in email
- Get recommended and recommend others
- Build out your “endorsed skills” and be sure they are really true to you
  - Members with more than 5 skills are 27x more likely to be discovered in searches by recruiters!
- Join groups relevant to your field – check experts in your field for good suggestions (max 50)
- Join KSU alumni or networking group
KSU Alumni Association Group

Kent State University Career Insights

<table>
<thead>
<tr>
<th>136,696 alumni</th>
<th>Where they live</th>
<th>Where they work</th>
<th>What they do</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>131,822 United States</td>
<td>3,938 Kent State University</td>
<td>16,267 Education</td>
</tr>
<tr>
<td></td>
<td>59,107 Cleveland/Akron, Ohio Area</td>
<td>1,214 Cleveland Clinic</td>
<td>13,170 Sales</td>
</tr>
<tr>
<td></td>
<td>8,508 Canton, Ohio Area</td>
<td>623 University Hospitals</td>
<td>12,791 Operations</td>
</tr>
</tbody>
</table>

Start year: 1900 to 2018
Be active with status updates

• At most – a couple a day – don’t overwhelm!
• Know the “peak” times to post updates (11am – 3pm) M-F (local times)
• Can attach links/files etc... to share with your network
• See who has “shared” your status updates
How to Connect

- More than 80% of professionals on LinkedIn have stated they either want to have a mentor or be one to others

- Career Advice, a new feature that helps connect members across the LinkedIn network with one another for lightweight mentorship opportunities. Whether you need advice on your career path, switching to a new industry or best practices for a project you’re working on, Career Advice can help you find and connect with the right person who can help!
Dear Ms. Jones,

I am a junior at Kent State University majoring in psychology and was given your name by Professor Smith as someone who could provide me with some career guidance. I have been considering a career in research and am intrigued by your study results. I have read many of your articles in Psychology Today and find your field of research fascinating. I would appreciate the opportunity to speak with you to learn more about how you entered the field of research as well as gain some insight into the profession. Additionally, I am considering an internship this summer and would be grateful for any advice and/or leads that you could provide.

I am hopeful that you might have a half an hour to speak with me either in person or on the phone about your career and background. I will call you within the next three days to arrange a meeting or a time for a phone conversation.

Thank you in advance for your help.

Sincerely,

Kent Student  *(Use full name and appropriate contact information.)*
Using the Alumni Tool

- How to use it?
  - Find KSU alumni that graduated with your degree/major area
  - See where they are working (area, industry, company, etc...)
  - View career paths outside of major area
  - What top skills should you obtain/enhance/market?
  - Transferable skills sets
  - Informational interviewing
  - Look outside your geographic area to expand search
Choosing a college or graduate program?
Use the Alumni Tool to see which schools place graduates in the types of jobs you want. Search for a school you're interested in, select a relevant field of study, and you'll get a top 25 list of employers that have hired graduates. Click on the names below that to see the paths they took from school to their current positions.

Planning your academic path?
The Alumni Tool is a great resource for thinking through what to major (or minor in), and skills and certifications that will help you in the working world. Check out “What they studied” and “What they're skilled at,” for example. Learn from those who have gone before you.
Searching for Jobs

Starting your job hunt?
Let's say you have a specific company in mind you'd like to work for. Use the Alumni Tool to find graduates of your school - and with your major - who work there now. Compare their skills to your own and see where you might need to bulk up. Many alumni want to help current students - reach out to them for an insider's perspective. It's a great way to get your foot in the door.

Get exploring
Get going at www.linkedin.com/alumni

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Let employers know you’re looking!

- It’s called Open Candidates, and yes, it’s that easy. Open Candidates is accessible from the “Preferences” tab on the LinkedIn Jobs home page.

- By flipping the switch, you privately signal to recruiters that you’re interested in new opportunities. Don’t forget to update your career interests. This helps you appear in the search results that recruiters are regularly scouring. Additionally, this helps inform the daily job recommendations LinkedIn sends you and surfaces on the jobs homepage.
Digital Media Representative
The Berry Company, LLC - Dayton, Ohio Area
Posted 15 days ago

Apply on company website  Save

Job description

The Berry Company and LocalVox Media
We are looking for doers to join our established and successful sales team. LocalVox Media is a fast growing SaaS platform that offers businesses a simple, effective and affordable online marketing solution. LocalVox helps local businesses large and small publish and promote their news and brand messages to a range of online channels including local publishers, social media, email, mobile and their own web sites.

Essential Duties & Responsibilities:
- Work as part of a team to research, develop, and nurture and convert prospects from a variety of marketing supported lead sources.
- Aggressively prospect, develop, and close leads using a variety of online and offline sources focused on maximizing "vertical" opportunities.
- Qualify prospective customers by phone and close deals over the phone or in-person depending on customer engagement.
- Meet and exceed individual, daily, weekly and monthly activity and sales goals.

Job Specifications:
- Strong working knowledge of digital and social media products.
- Proven and verifiable success in meeting and exceeding goals.
- Individually driven to work in a highly competitive environment where success is the only option.
- Demonstrated ability to thrive in a very structured environment.
- Shows relentless persistence in a competitive marketplace.
- Strong business development focus, willing to prospect and uncover new potential digital advertisers and drive to develop opportunities from prospect level through to deal close and then manage ongoing relationships.
- Bachelor’s Degree or equivalent and similar work experience.

What we offer:
- Competitive Base Salary
- Cell Phone and Car Allowance
- Excellent Commission Structure
- Paid Training Program
- Great Benefits and Matching 401k
- New location with amenities like an onsite cafeteria and workout facility!

Exciting time to join the Berry Company as we just purchased LocalVox Media!
Let us help you get connected!

- 261 Schwartz Center
- www.kent.edu/career
- 330-672-2360