

BOOST YOUR CAREER WITH LINKEDIN

NCBIOTECH CAREER DEVELOPMENT NETWORK

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Why is LinkedIn Important?

Some Numbers

- 950M+ → total # of LinkedIn users
- 60-80% → % of jobs filled through a personal referral
- 77% → % of recruiters who use LinkedIn in the hiring process
- 8 → # of people hired on LinkedIn every minute
- 277% → % LinkedIn is more effective at generating leads than Facebook and Twitter
- 80% → % B2B social media leads that come from LinkedIn

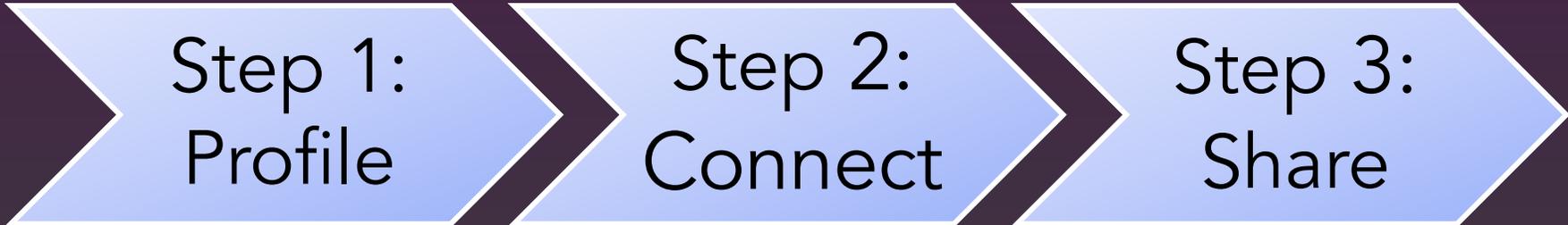
<https://kinsta.com/blog/linkedin-statistics/>
<https://news.linkedin.com/about-us#Statistics>

A Typical LinkedIn Story

- Nora Networker got a LinkedIn account because a friend told her she needed one
- ↓
- Nora created a sparse profile with a few items filled in
- ↓
- Busy with life, she didn't think too much more about it
- ↓
- A year later Nora needed something (a new job, a business contact, a way to market her new business)
- ↓
- She wanted to quickly use LinkedIn to meet this need

What to Do?

Our Agenda Today



Step 1:
Profile

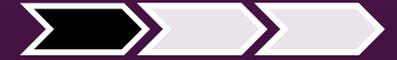
Step 2:
Connect

Step 3:
Share



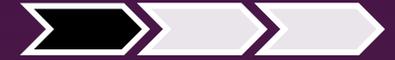
ABOUT ME
Gail McCowan
www.linkedin.com/in/gailmccowan

Boost Your Career with LinkedIn



STEP 1: YOUR PROFILE

Boost Your Career with LinkedIn



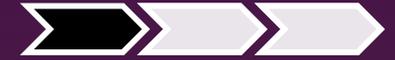
Step 1: Your Profile

Ask Yourself:

Does my profile answer these two questions?

1. What value do you provide / what problem do you solve?
2. How do you do it uniquely?





Profile Sections that Should Answer These Questions

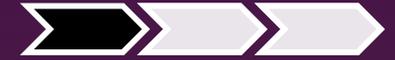
- Pictures: Profile & Background
- Headline
- About
- Experience
- Skills
- Education / Certifications
- Recommendations





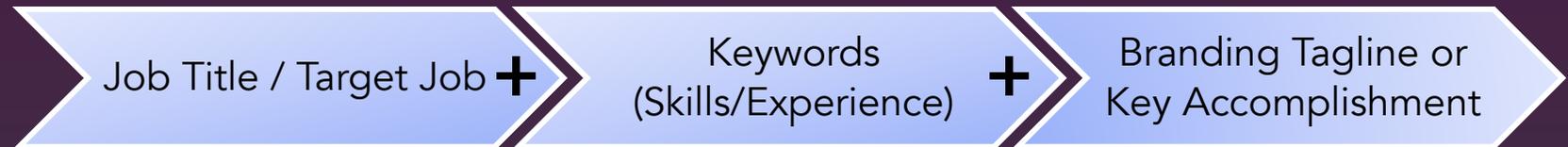
An Important Strategy to
Communicate This

Accomplishments



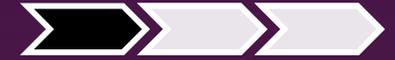
Profile Tip: Headline

HEADLINE – 3 PART FORMULA



1. *Project Manager*
2. *PMP | Scrum Master | Oracle*
3. *Successful Project Outcomes through Multi-Disciplinary Team Leadership*

Project Manager | PMP | Scrum Master | Oracle | Successful Project Outcomes through Multi-Disciplinary Team Leadership



Profile Tip: About



Format: Use 1st person, short paragraphs & bullets



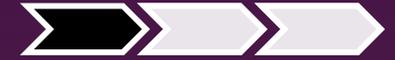
Tell your career story



Include key accomplishments, skills, education

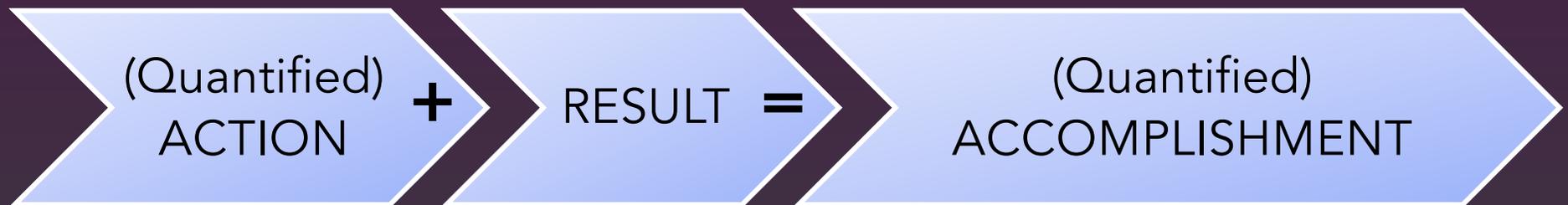


Include contact info



Profile Tip: Experience

Fill out the section for the last 10-15 years, describing what you ACCOMPLISHED using KEYWORDS and NUMBERS.



DO NOT copy your resume. Tell a story with key accomplishments.



STEP 2: CONNECT



Step 2: Connect

- *Who do you want to connect with?*
- *How do you find them?*
- *How do you effectively connect?*



Step 2: Connect

Who do you want to connect with?

- Hiring managers
- People you could hire
- Mentors
- Peers in your industry
- Contacts you could sell / market to
- Those who want to view your content

Step 2: Connect Searching with Filters



How do you find them?

Use filters

- Who's in a specific role at a target company
- Who's posting about interesting topics in your industry (including hiring)



Step 2: Connect Searching with Filters

Who's in a specific role at a target company

1. *Type company name in search bar and press ENTER*
2. *Select People filter*
3. *Select All Filters*
4. *Choose filters for your search*
Possibilities include location, current company, past company, connections (2nd), title
5. *Make adjustment based on results*

Step 2: Connect Searching with Filters



Who's posting about interesting topics in your industry

1. *Type term/phrase you want to see posts about in the search bar and press ENTER*
2. *Select Posts filter*
3. *Select All filters*
4. *Enter any filters you want such as Author company, Author industry, etc.*



Step 2: Connect

How do I effectively connect?

Create real connection not just clicks

PERSONALIZE



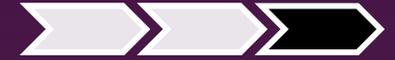
Personalize
EVERY
invitation

Send a note
after
connection

Include name
pronunciation
on your
profile



STEP 3: SHARE



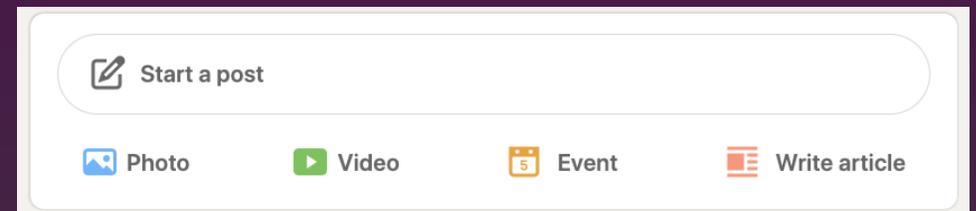
Step 3: Share

Why you should comment on and create POSTS.

- Show people how you add value: build your brand
- Interact with those you'd like to connect with before an ask
- Create real connection
- Market and sell

Tips on Sharing

- Comment every day
- Post 1-2 times a week
- Create CONVERSATION
- First hour counts more
- Show what you care about professionally & add value to your network





To Sum Up

Step 1: Profile

- Show the value you add
- Highlight accomplishments
- Complete all important sections

Step 2: Connect

- Use filters to find valuable connections
- Treat interactions like in person
- Personalize invitations & send note after connection

Step 3: Share

- Show what you care about professionally & add value to your network
- Create conversation
- Comment every day & post 1-2 times a week



QUESTIONS

Boost Your Career with LinkedIn

Thank You!

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