



CAREER CENTER

More than 80 percent of jobs are found through networking. Building a professional network and making the most of it is essential to a successful job search. LinkedIn is a professional networking site that can help you do just that. With more than 140 million members in more than 200 countries and executives from all Fortune 500 companies, LinkedIn can help you find the contacts to grow your network quickly and lead to a job. Using a professional networking site like LinkedIn can also help you promote yourself and establish yourself as a professional. A recent survey indicates that 48% of recruiters use LinkedIn exclusively to find candidates. The Career Center has created a LinkedIn group to help you get started. Before you can join the group you will need to create an account and complete your profile.

Create a LinkedIn Account

Creating a LinkedIn account is easy. On the LinkedIn home page enter your first and last names and your e-mail address in the boxes provided. Select a password of six or more characters and enter it in the box provided. Click the yellow Join Now button.

Complete Your Profile

Profiles in LinkedIn are basically résumés. As you create your profile LinkedIn tells you how complete it is. Having your profile 100 percent complete increases the possibility of receiving opportunities by forty times. LinkedIn considers your profile complete when you have the profile and education sections filled out, have at least three work experiences listed, have at least three recommendations, and your photo is uploaded. The parts of your LinkedIn profile that employers will see first are your photo, your professional headline (text below your name), and your profile summary. Make those three parts of your LinkedIn profile as appealing as possible.

To complete your profile

- Click Profile on the home page.
- Enter your current job position and the past two positions if you have them.
- Write your profile summary.
- List your specialties.
- Enter your education information.
- Upload a professional photo of yourself. Photo size is limited to four megabytes.
- Click Save Changes when you are finished.

There are also places in your profile to add groups and associations that you belong to, honors and awards that you have received, as well as your interests. Adding interests can make you more approachable, but keep it as professional as possible and be careful not to include sensitive information.

Using LinkedIn

Career Lab

Lucina Hall Room 235

Select Your Settings

After you create your profile, you can edit contact and public profile settings. LinkedIn automatically provides a URL for your profile. The general public can see your profile, but they must know the URL to do so. You can edit the URL LinkedIn provides to make it more user friendly. As a default LinkedIn displays all information in your profile to the public except for your photo. You can choose to make your photo public.

You can also keep your profile private for LinkedIn members only by clicking Edit next to your Linked URL in the public profile box directly under your name. Click Edit Contact Settings to select how you want to use LinkedIn and how you want others to find you in LinkedIn. Click the settings you want or use LinkedIn's default settings. If you want to be discreet in your job search, give careful consideration to the settings you select.

Search for People

Start building your network by searching for people to invite. You might start by searching the Ball State community and by joining the Career Center LinkedIn group. Searching for people is easy. Type the name of the person in the People search box in the upper right of the LinkedIn home, profile, or contact page. You must use at least the last name of the person and it must be spelled correctly. LinkedIn does not allow wildcard searches and cookies must be enabled in order to use LinkedIn's search features. Experts recommend that you should grow your network to at least 150 connections to be effective. LinkedIn currently has a lifetime limit of 3,000 invitations per member.

Use the Advanced search button to search by title, company, school, industry, relationship, language, or keywords. Multiple keywords should be separated by semicolons. Advanced search results can be sorted by relevance, relationship, recommendations, connections, or keywords.

Searching for people is necessary to build your network, but it can also be useful during your job search. For example, if you are interested in working for a specific company, you can use an advanced search to find someone who attended Ball State who may also work at that company. That person, if willing, could provide you with inside information on what it is like to work at that company as well as what the application and interview process is like. Depending on their position they might also be able to put you in touch with the right people at the company to help give your résumé a higher profile.

Build Your Network

When you find people who could be helpful to your job search, the next step is to add them as contacts. To add a contact

- Click Contacts in the navigation bar.
- Click Add Connections.
- Enter e-mail addresses of contacts in the Enter E-mail Addresses box.

Invite people who are related to your career interests and goals. Practice good etiquette by thanking people who join your network. When you invite someone to join your network, include a message that reminds them how you are connected or that lets them get to know you better professionally.

Request Recommendations

You can make your profile stand out by adding recommendations from others who know your work. Having other professionals speak well of your work is a great way to demonstrate your knowledge, skills, and abilities to employers. You should request recommendations from those who have direct and recent knowledge of your work. LinkedIn considers three recommendations necessary to have a complete profile. Some experts recommend that the number of recommendations you have should equal ten percent the number of your connections. To request a recommendation

- Click Profile, Recommendations, Request Recommendations.
- Select the position you held that you want recommended for.
- Select who you are requesting a recommendation from by clicking the In button to the right of Decide Who You'll Ask.
- Create your message requesting a recommendation or use the default message.
- Click Send.

Use proper etiquette and thank those who provide recommendations. If appropriate offer to provide a recommendation for them in return. After a recommendation has been provided you have the option to accept or deny.

Join LinkedIn Groups

With more than one million LinkedIn groups, you are sure to find one to fit your career goals. Participating in a LinkedIn group helps you gain knowledge of the industry and profession, demonstrate professionalism, and grow your connections. Belonging to a group has the benefit of using a private reply to connect with most group members, even if they are not in your network.

Only about twenty percent of LinkedIn's groups are active. Check the number of active discussions before

joining a group. You should also focus on groups with more than 150 members if you want to grow your network and be visible to recruiters.

To find groups that will be the most effective to join try the following: Type a keyword or industry term in the People search box.

- Find people not in your network who are doing what you want to do and view their profile.
- Scroll down their profile to find industry-specific groups they belong to.
- Join groups you find by clicking on the Groups tab at the top of your LinkedIn page. Search in the Groups Directory and request to join the groups you find.

Contact LinkedIn Members

LinkedIn members can be contacted in a variety of ways. You can use the Inbox feature to send mail to your network. You can send invitations to others to join your network. You can start or join groups, but you need to be invited by the managers of a group in order to join.

You can also use the Get Introduced feature to have someone in your network introduce you to someone in their network. When you are searching for people click on Shared Connections next to the person you are interested in contacting. The Get Introduced link appears to the right of the entry. Click on the link to ask your connection to introduce you to the person. Be sure to thank your connection for providing an introduction.

The Send InMail option allows you to send a direct communication to LinkedIn members. This option does not require the chain of introductions as in the Get Introduced feature. If you have the basic or free membership, you will need to pay about \$10 for each InMail you send. If you have an upgraded membership, depending on the benefits of the plan, you will get a specific number of InMails each month. Currently the first upgrade earns you three InMails per month and you can accumulate up to nine stored InMails if you don't use your monthly allotment.

Follow Companies

LinkedIn has more than two million company pages. To follow a company on LinkedIn, find the company's profile page and click the blue Follow Company button. You will automatically be alerted when changes (new products, new hires, status updates, etc.) occur.

You can also search for companies to follow by accessing LinkedIn's hidden list of industries. First sign in to LinkedIn. Then go to <http://www.linkedin.com/companyDir?industries=>. Click on an industry that interests you and filter by location and company size.

Find Jobs

LinkedIn is a valuable tool for finding jobs. To start looking for jobs click Jobs in the navigation bar. The Find Jobs tab appears as a default for the jobs home page. To perform a simple search

- Type a keyword.
- Select the country.
- Type the zip code. The zip code's default is set for a 25-mile radius in the simple search.
- Click Search and posted jobs will be displayed.
- Refine your search in the Job Search box on the left of the page if needed.

Use the advanced search feature to search by job title, company name, experience level, date posted, industry, job function, and location. The advanced search feature expands your search location up to a 100-mile radius. Jobs that appear only in LinkedIn are indicated by a blue star.

You can apply for jobs through LinkedIn by clicking the Apply Now button to the right of the job title. The Apply for Job page appears where you write your cover letter, enter your contact information, and upload your résumé. If the application requires recommendations click the Get Recommendations link to include them with your application.

Search for Answers

Use the Answers feature to ask questions and get answers from experts and to establish yourself as an informed professional on a subject. All questions and responses should be strictly professional. You can choose to ask questions and give answers publicly or privately. To use the Answers feature

- Click More in the top navigation bar on LinkedIn pages.
- Click Answers.
- Type a question in the question box.
- Answer a question by clicking on the yellow Answer Now button.

On the Answers home page you can read questions others have asked and browse for questions in more than twenty categories. You can also identify and view experts' lists. When you ask a question LinkedIn lets

you see similar questions and answers. Be sure to read those to avoid sending redundant questions to LinkedIn members.

Syncing Your Twitter and LinkedIn Accounts

LinkedIn provides the function of syncing to your Twitter account. Be cautious using this feature because you may not want all of your tweets to automatically get posted to your LinkedIn connections. You can control which tweets go to LinkedIn in Twitter by manually adding either *#in* or *#li* to tag individual tweets to go live on LinkedIn.

Protect Personal Information

Professional social networking sites can be helpful in your job search, but they also carry potential risk. To protect your personal information

- Only connect with people you know and trust.
- Be selective with the personal information you put on social networking sites.
- Be careful about opening links posted on walls of social networking sites.
- Be careful about opening videos that ask you to install software in order to view them.

Join the Career Center LinkedIn Group

Groups in LinkedIn are private forums based on common interests or backgrounds. To join the Career Center group

- Click Groups on the navigation bar.
- Click Groups Directory to view a list of LinkedIn groups.
- Type Ball State Career Network in the Search Groups box.
- Click the Join This Group link.
- Select group settings on the Join Group page.
- Click Join Group.
- Your request to join the group is sent to the group moderator. You can customize the message.
- Use the My Groups feature to see groups you belong to.

Congratulations. You are now ready to start using LinkedIn to build your network and help you find a job.

Resources

The following resources are available in the Career Lab in Lucina 235. The lab is open Monday - Friday from 8 a.m. to 5 p.m. during the school year and from 7:30 a.m. to 4 p.m. during the summer.

Creating Women's Networks

Cyberspace Job Search Kit

A Foot in the Door: Networking Your Way to the Hidden Job Market

Find a Job through Social Networking: Use LinkedIn, Twitter, Facebook, Blogs and More to Advance Your Career

Guide to Internet Job Searching

How to Succeed in Business Using LinkedIn

How to Work a Room: The Ultimate Guide to Savvy Socializing in Person and Online

It's Who You Know!

Job Searching with Social Media for Dummies

Make Your Contacts Count

Masters of Networking

Networking for Everyone

Networking for Success

The Networking Survival Guide

Power Networking: Using the Contacts You Don't Even Know You Have to Succeed in the Job You Want

Seven Days to Online Networking

The Twitter Job Search Guide

Vault Guide to Schmoozing

Your 24/7 Online Job Search Guide

Websites

Career Center: <http://www.bsu.edu/careers>

Cardinal Career Link: <http://www.bsu.edu/careers/careerlink>

Career Center Publications: <http://www.bsu.edu/careers/publications>

Great Links to Explore: <http://www.bsu.edu/careers/links>

LinkedIn.com Grad Guide: <http://grads.linkedin.com/>

How to Build a Professional Student LinkedIn Profile: <http://careerservices.linkedin.com/build-a-professional-profile.pdf>

How to Network Professionally Online: <http://careerservices.linkedin.com/network-professionally.pdf>

PatCriscito.com Networking Internet Web Sites: http://www.patcriscito.com/Bookstore/Networking_Internet.htm

Quintessential Careers: The Art of Career and Job-Search Networking: <http://www.quintcareers.com/networking.html>

Quintessential Careers: Career Networking Do's and Don'ts: <http://www.quintcareers.com/networking-dos-donts.html>

Riley Guide: Network, Interview, & Negotiate: <http://www.rileyguide.com/netintv.html>

Online Networking Sites

Behance: <http://www.behance.com> (for young professionals in visually creative industries)

Brazen Careerist: <http://www.brazencareerist.com>

Biznik: <http://biznik.com>

Ecademy: <http://www.ecademy.com>

Entrepreneur Connect: <http://entrepreneur.com>

LinkedIn: <http://www.linkedin.com>

Naymz: <http://www.naymz.com>

Ryze : <http://www.ryze.com>

Plaxo: <http://www.plaxo.com>

Viadeo: <http://www.viadeo.com>

Xing: <http://www.xing.com>

Young Entrepreneur: <http://www.youngentrepreneur.com>

Ziggs: <http://www.ziggs.com>

If you need adaptations or accommodations for any of our educational programs or publications because of a disability, please contact
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