

LinkedIn.





Agenda

- Introductions
- Social vs. Professional Networks
- LinkedIn Overview
- Why and How Professionals use LinkedIn
- LinkedIn Tips for Professionals
- Resources
- Q&A



Social Network's Personality Profile...



Friday & Saturday nights



Weekends



Mon-Fri, 9am-5pm





Differences in Network Uses

Social

Professional

Major Networks (Containers)



150M Profiles
+2M/Month



60M Members
+4M M/Month



48M Members
+1.1M/Month

Most Common Applications



Photo Sharing



Play Scrabble



Top Friends



Compare People



Super Wall



Super Poke



Movie Tastes



Texas Hold 'em



Bumper Stickers



Share Music Taste



People search



Get Valuable News



Send a message



Get Introduced



Recruiting Job Posting



Check References



Get Advice



Conduct research



Find a job



Recommend someone



Company Overview

LinkedIn Corporation

- Founded in 2003, HQ: Mountain View, CA
- Offices in San Francisco, New York, Chicago, Omaha, London
- 400 employees

Business Solutions

- Premium Memberships
- Talent Acquisition
- Market Research
- Advertising

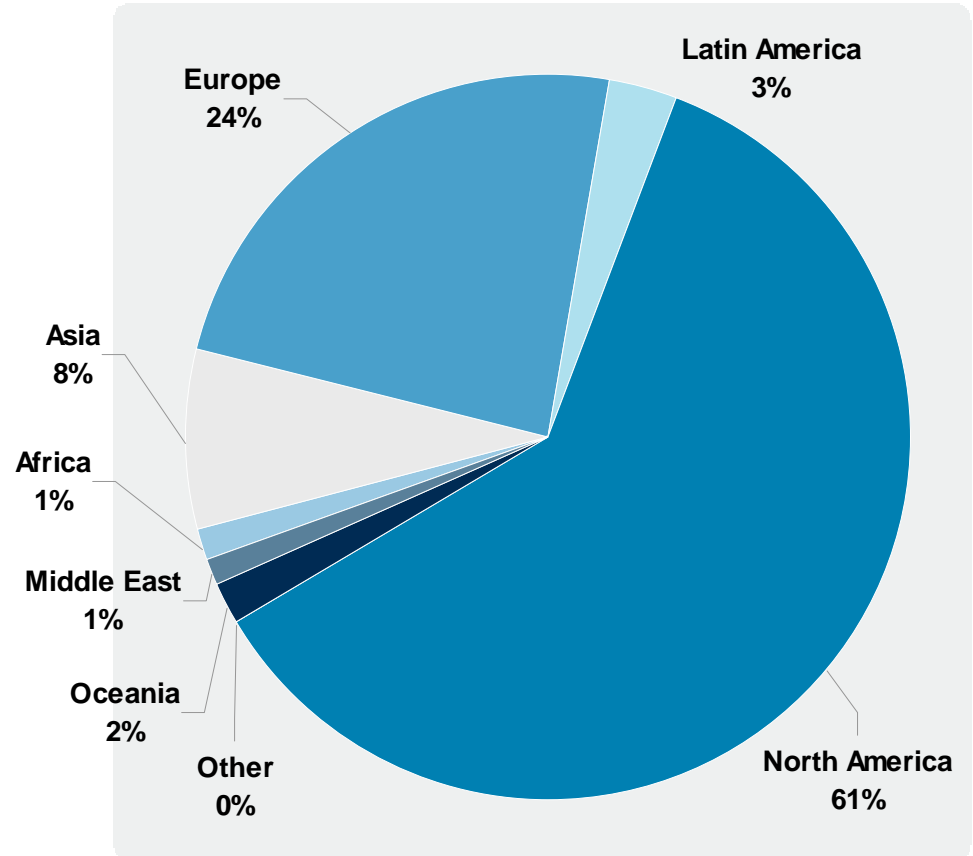




LinkedIn Network Statistics

Network Membership & Reach

- Over 48 million professionals*
 - ~2 million members join per month
 - Roughly 1 new sign-up per second
- 200 countries
- English, Spanish, French and German
- 170 industries
- Members from all five hundred of the Fortune 500





How Professionals Use LinkedIn

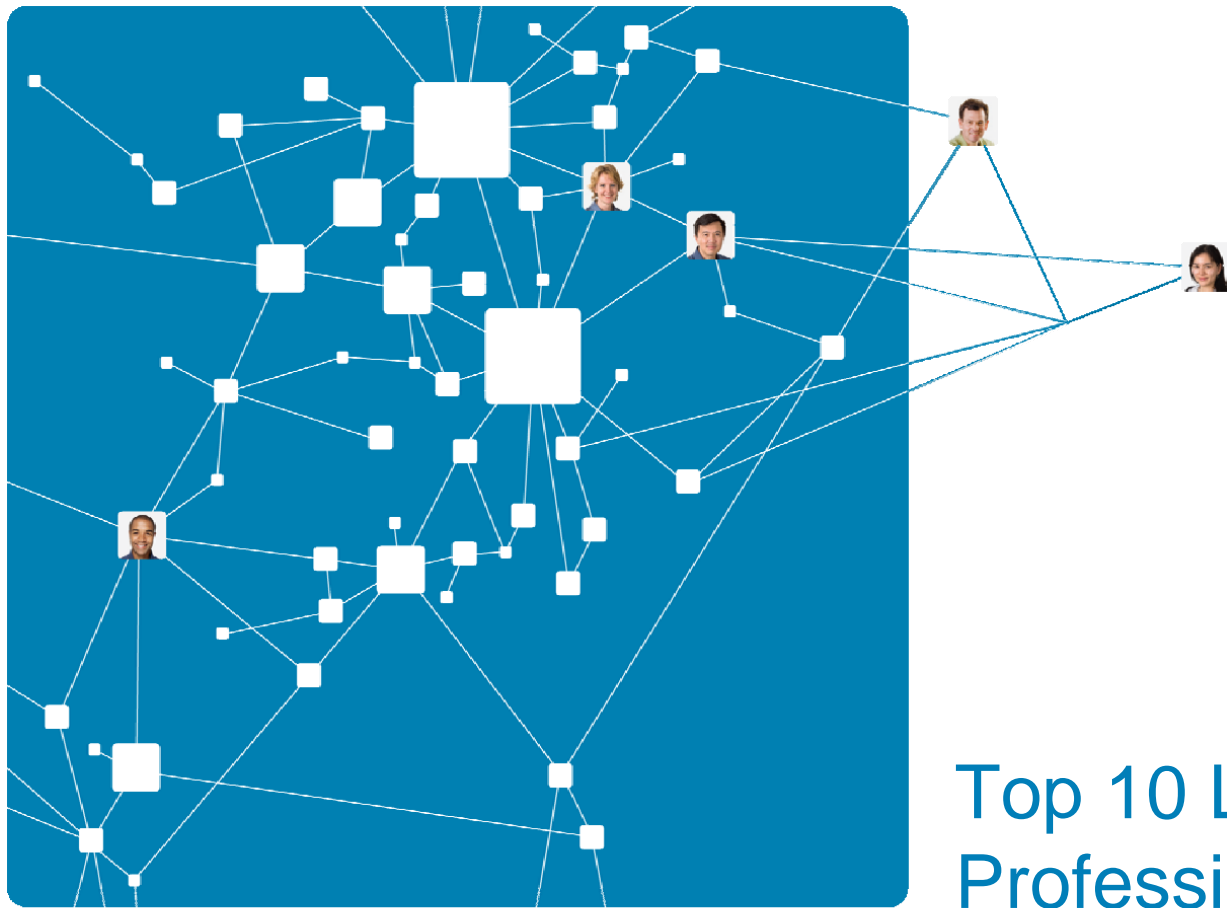
LinkedIn helps you exchange knowledge, ideas, and opportunities with your trusted business contacts.

- Build Personal Brand
- Strengthen Professional Relationships
- Share Business Knowledge
- Post & Search for Jobs

The screenshot shows a LinkedIn member's home page dashboard. At the top, there's a navigation bar with 'LinkedIn' logo, 'People', 'Jobs', 'Answers', and 'Companies' tabs. Below this is a search bar and a 'Search People' button. The main content area is divided into several sections:

- Inbox:** A list of messages, including 'Laura Hickerson RE: Join my network on...', 'laura jump RE: Join my network on...', and 'Brandon Haugh RE: Join my network on...'.
- Network Updates:** A section for updates from connections, including 'Mary Pham is now connected to Rebecca Chang', 'Vanessa S. D'Amelio is about to leave on a trip to Los Angeles, CA for 4 days, via TripIt', and 'Das Clark has an updated profile'.
- People you may know:** A list of suggested connections, including 'Angie Estrada', 'Michael Lynch', and 'Frederick "Trit" Lagergren'.
- Who's viewed my profile?:** A section showing that the profile has been viewed by 6 people in the last 7 days.
- Jobs:** A section for job recommendations, including 'Assistant Director of Creative Solutions and Business Development at UCSF' and 'Creative Director - Games at iWw, Inc.'.
- Answers:** A section for answers to questions, including 'How do you present web design in a graphic'.

Example of a member's LinkedIn home page – a customized professional dashboard



Top 10 LinkedIn Tips for Professionals

LinkedIn.



Top 10 LinkedIn Tips

#1 Improve your Profile

The screenshot shows a LinkedIn profile for Reid Hoffman. The navigation bar at the top includes 'LinkedIn', 'People', 'Jobs', 'Answers', and 'Companies'. The search bar contains the text 'Explore People Search: Harvard - Vice President at Google - Accounting'. The profile header shows 'Reid Hoffman' with a '2nd' degree indicator and a profile picture. His title is 'Entrepreneur. Product Strategist. General Manager.' and his location is 'San Francisco Bay Area | Internet'. The profile is divided into sections: 'Current' (Chairman and CEO at LinkedIn, Member of Board of Directors at Zynga, Member of Provost Council at College Eight, UCSC), 'Past' (Chairman and President, Products at LinkedIn, Member of Board of Advisors at Center for Citizen Media, CEO and Chairman at LinkedIn Inc.), 'Education' (Oxford University, Stanford University, The Putney School), 'Recommendations' (49 people have recommended Reid), 'Connections' (500+ connections), 'Websites' (My Company, Combat global poverty, We're hiring!), and 'Public Profile' (http://www.linkedin.com/in/reidhoffman). On the right side, there are options to 'Send InMail', 'Get introduced through a connection', 'Add Reid to your network', and 'Forward this profile to a connection'. Below these are 'Ads by Google' for 'VP & SVP Jobs' and 'Find Executive Media Jobs'. At the bottom right, a section titled 'How you're connected to Reid' shows a connection from 'You' to 'Suzy Bathel' and 'Nandita Sahni'.





Top 10 LinkedIn Tips

#2 Get Recommendations

Request Recommendations 7 About recomm

Ask the people who know you best to endorse you on LinkedIn

- 1 Choose what you want to be recommended for**
 [Add a job or school]
- 2 Decide who you'll ask**
Your connections: 
You can add 200more recipients
- 3 Create your message**
From: Sam Mandolfo
 
Subject:

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

-Sam Mandolfo




Top 10 LinkedIn Tips

#3 Join Relevant Industry or Alumni Groups


Groups

My Groups | Following | Groups Directory | Create a Group FAQ


Search Results (1,221)




TalentBar: HR and Recruiter Network
TalentBar.com is the premier networking group for recruiting, staffing, and Human Resources. Connect with over 50,000 recruiters, HR, recruitment and talent consultants, alumni, and colleagues. You will also be invited to join www.talentbar.com.
Owner: [Miles Jennings](#) | 55,298 members | [Share](#) | [Join this group](#) »



Corporate Recruiters. Top Group for Corporate Recruiters.
#1 Group for Corporate Recruiters. Designed to connect Recruiters and to share ideas on how to leverage LinkedIn potential and improve sourcing, talent acquisition, referrals, fee splitting, and other recruiting and HR issues. If you are recruiter or involved in recruitment, then join this group.
Owner: [Chris Brown](#) | 17,886 members | [Share](#) | [Join this group](#) »



India HR Forum
HR professionals in India working in Training, Learning & Development, Strategic HR, Human Resource, Compensation & Benefits, Staffing, Hiring, Talent Acquisition, Recruitment, Organizational Effectiveness, Employee Development & Employee Labor Relations Verticals are welcome to join this Group.
Owner: [Chirag Bhayani \[chirag.bhayani@gmail.com\]](#) | 10,997 members | [Share](#) | [Join this group](#) »



Contact Center Professional
This group invites contact center, call center, help desk professionals from all verticals. This group would be used for finding the right talent as ref to the specific business vertical. Individual across the globe with 10+ years experience are invited to join!!
Owner: [Ajay Narain Kaul](#) | 6,725 members | [Share](#) | [Join this group](#) »

Search Groups

All categories ▼
All languages ▼

[Search](#)

Create a Group

LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today.

[Create a Group](#)



Top 10 LinkedIn Tips

#4 Add Trusted Contacts

Add Connections

[Invite Contacts](#) [Colleagues](#) [Classmates](#) [View Sent Invitations](#)

Invite People to Connect

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

See Who You Already Know on LinkedIn

Searching your email contacts (hotmail.com, gmail.com, yahoo.com, aol.com) is the easiest way to find people who already know on LinkedIn. [Learn More](#)

Email:

Password:

[Continue](#)

Do you use Outlook, Apple Mail or another email application?
[Import your desktop email contacts »](#)

Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

Add a personal note to your invitation...

[Send Invitations](#)



Top 10 LinkedIn Tips

#5 Use Reference Search functionality

People Saved Searches

Advanced Search Tip: Get Search & shortcuts in our [Learning Center](#).

People Search **Reference Search**

Need more information about potential employees, employers, and business partners? Enter company names and the years the person worked at each company. Your search will find the people in your network who can provide professional references for your candidate. If the candidate is still with the company, enter 2009. [More search tips](#)

Please enter at least one company.

Company name:	Years:	
<input type="text"/>	<input type="text"/>	to <input type="text"/>
<input type="text"/>	<input type="text"/>	to <input type="text"/>
<input type="text"/>	<input type="text"/>	to <input type="text"/>
<input type="text"/>	<input type="text"/>	to <input type="text"/>
<input type="text"/>	<input type="text"/>	to <input type="text"/>



Top 10 LinkedIn Tips

#6 [Broadcast Objectives via your Status bar](#)


Inbox

Bob Worthington **congrats on new position** Feb 27 [take action](#) ▾

Michelle Mitchell **Can you endorse me?** Feb 21 [Archive](#)

Network Updates


What are you working on?

 Steve...

Is looking for an awesome Events & Program Manager candidate for LinkedIn - <http://tinyurl.com/dcxn82>

[Post](#)

Today

 STATUS UPDATES (3)

Gretchen Hall is wishing everyone a Happy St Patricks day!
[Reply privately](#) - [Add comment](#)



Top 10 LinkedIn Tips

#7 Ask & Answer Questions

Answers

Answers Home | Advanced Answers Search | My Q&A | Ask a Question | Answer Questions

Staffing and Recruiting Questions From Your Network

Open Questions | Closed Questions

- Q. Taleo Enterprise Edition, Boolean Logic Question**
5 answers | Asked by Joseph Litvin (2nd) | 9 hours ago in Staffing and Recruiting
- Q. When considering software engineer candidates for your job openings, how do you feel about degrees from different schools?**
6 answers | Asked by Robert Neelbauer (2nd) | 1 day ago in Staffing and Recruiting, Education and Schools
- Q. Nurse Manager Onboarding Process**
1 answer | Asked by Dan Schueller (2nd) | 1 day ago in Staffing and Recruiting
- Q. If you are a Recruiter, what's the best question a candidate has asked you?**
8 answers | Asked by Natalia Bilash (nkbilash@gmail.com) (2nd) | 4 days ago in Staffing and Recruiting
- Q. What do you think of non-compete clauses? Have you ever had to sign one?**
11 answers | Asked by Natalia Bilash (nkbilash@gmail.com) (2nd) | 4 days ago in Staffing and Recruiting

Browse [View All](#) ▾

Hiring and Human Resources

- Compensation and Benefits
- Personnel Policies
- **Staffing and Recruiting**

More questions in other languages

Questions in English
Fragen auf Deutsch
Questions en français
Preguntas en español

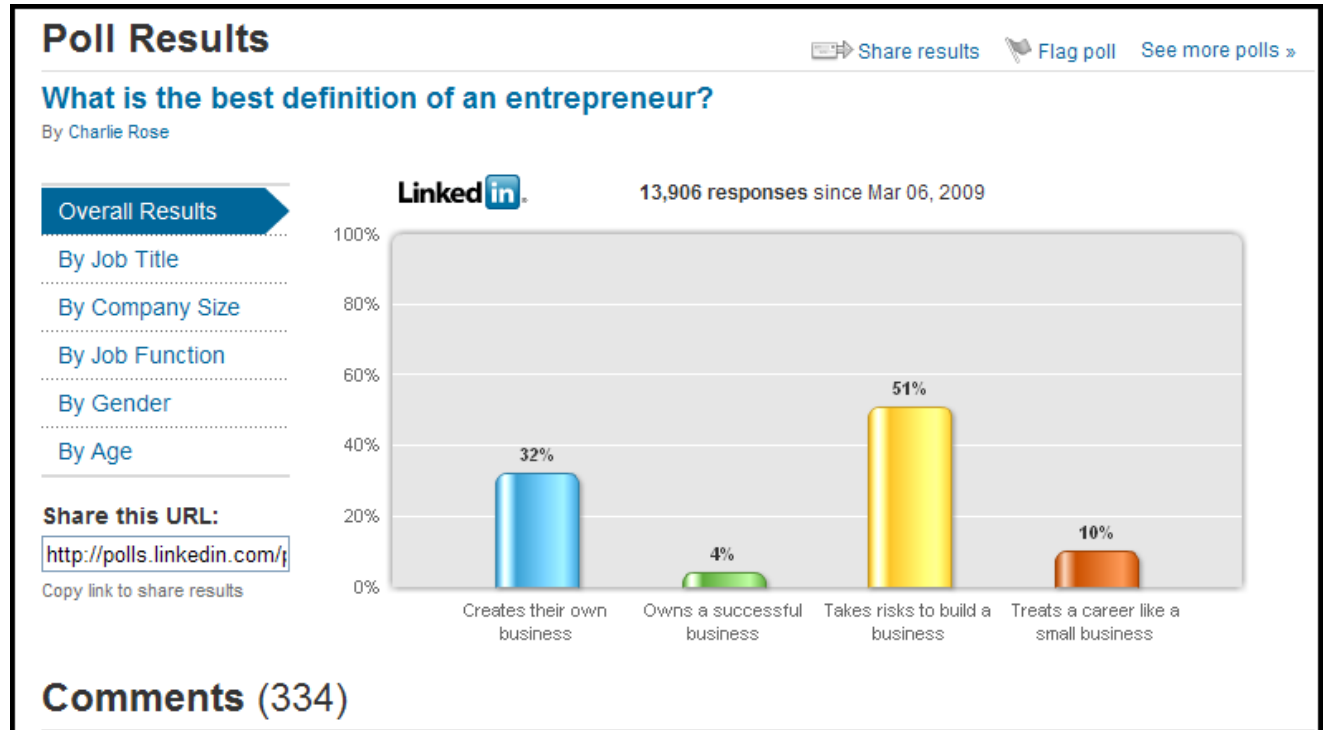
Subscribe to new questions in:
 Staffing and Recruiting ▾

Ask a question about Staffing and Recruiting



Top 10 LinkedIn Tips

#8 Create Polls





Top 10 LinkedIn Tips

#9 Use LinkedIn Applications



Company Buzz

by LinkedIn

Ever wonder what people are saying about your company? **Company Buzz** shows you the tweets and posts associated with your company. See tweets, trends and top keywords. Customize your topics and follow your coworkers.



SlideShare Presentations

by SlideShare Inc

SlideShare is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.



Huddle Workspaces

by Huddle.net

Huddle gives you private online workspaces for simple yet powerful collaboration and sharing.



WordPress

by WordPress

Connect your virtual lives with the WordPress LinkedIn Application. With the WordPress App, you can sync your WordPress blog posts with your LinkedIn profile, keeping everyone you know in the know.



Google Presentation

by Google

Present yourself and your work. Upload a .PPT or use Google's online application to embed a presentation on your profile.



Reading List by Amazon

by Amazon

Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.



Top 10 LinkedIn Tips

#10 Create Events

Events

Find Events | My Events | Add an Event

Search Results (13)

MAY 26 **CMA British Columbia 3rd Annual Members Conference**
Tue. May 26 to Wed. May 27, 2009
Hilton Vancouver Metrotown Hotel, Burnaby, BC, CA
Keywords: Cma British Columbia, Certified Management Accountants Society Of Bc, Professional Development (Cpld), Accounting, Management, ...

Challenging times call for creative measures. Invest in the tools and knowledge that will help build your success in these challenging times. Attend CMA British Columbia's 3rd Annual Members conference. Conference topics range from risk management in corporate governance, leadership, organizationa...

15 Attending | [Share this event](#)

MAR 19 **Open Vancouver March Networking Meeting**
Thu. March 19 to Thu. March 19, 2009
Steamworks, Vancouver, BC, CA
Keywords: Vancouver, British Colombia, Canada, Open Networker, Networking, ...

This is our monthly OpenVancouver open networking session. This occurs the Third Thursday of each month. We have requested the cafe section of Steamworks (to your right as you enter, you can also enter at the south end of the building) memorize my photo or ask the maitre d' and you won't have...

15 Attending | [Share this event](#)

[Attending](#) ▾ [Interested](#) [Not Attending](#)

MAR **Emerging Governance Trends: SOX and Beyond**
Tue. March 24 to Tue. March 24, 2009

Search Events

[Reset search filters](#)

Date:

Jan - Mar '09
 Apr - Jun '09
 Jul - Sep '09
 Oct - Dec '09
 Jan - Mar '10

Location:

Anywhere
 San Francisco Bay Area
 United States
 International
 Specific location:

e.g. "New York, NY"

Event Type:



How to Learn More

Learning Center:

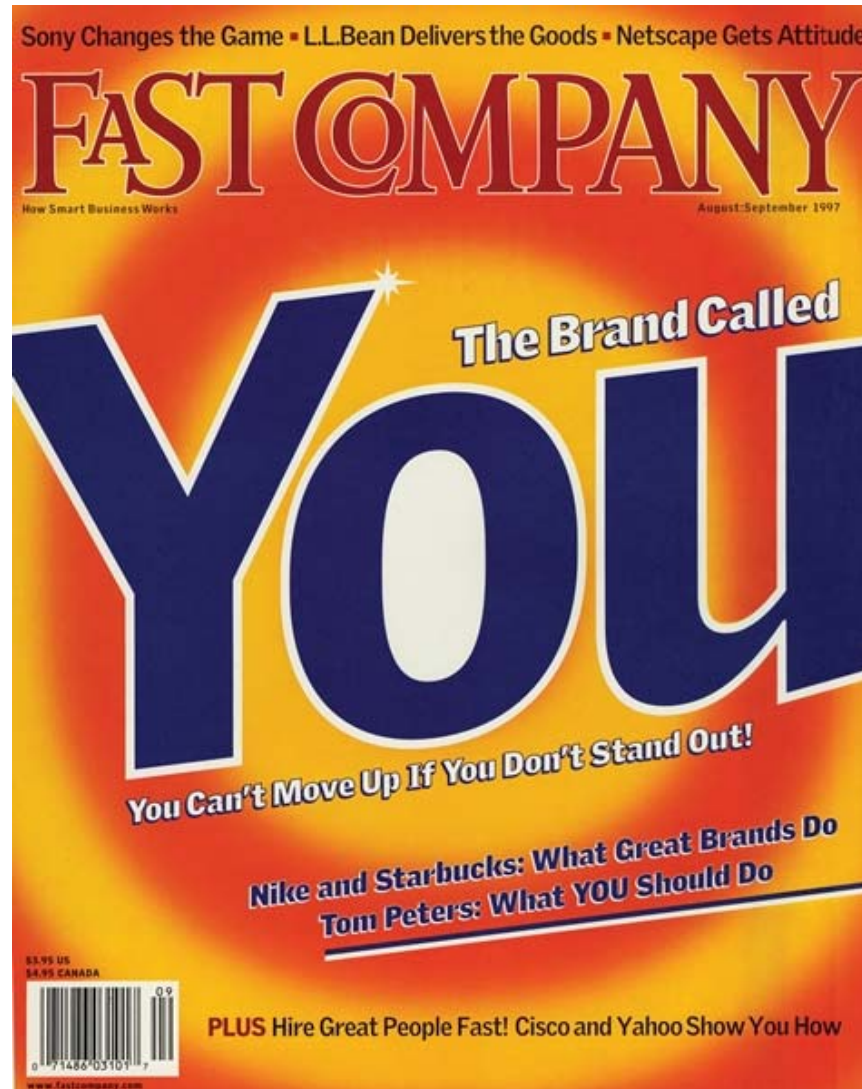
<http://learn.linkedin.com>

Free Webinars:

<http://learn.linkedin.com/training>



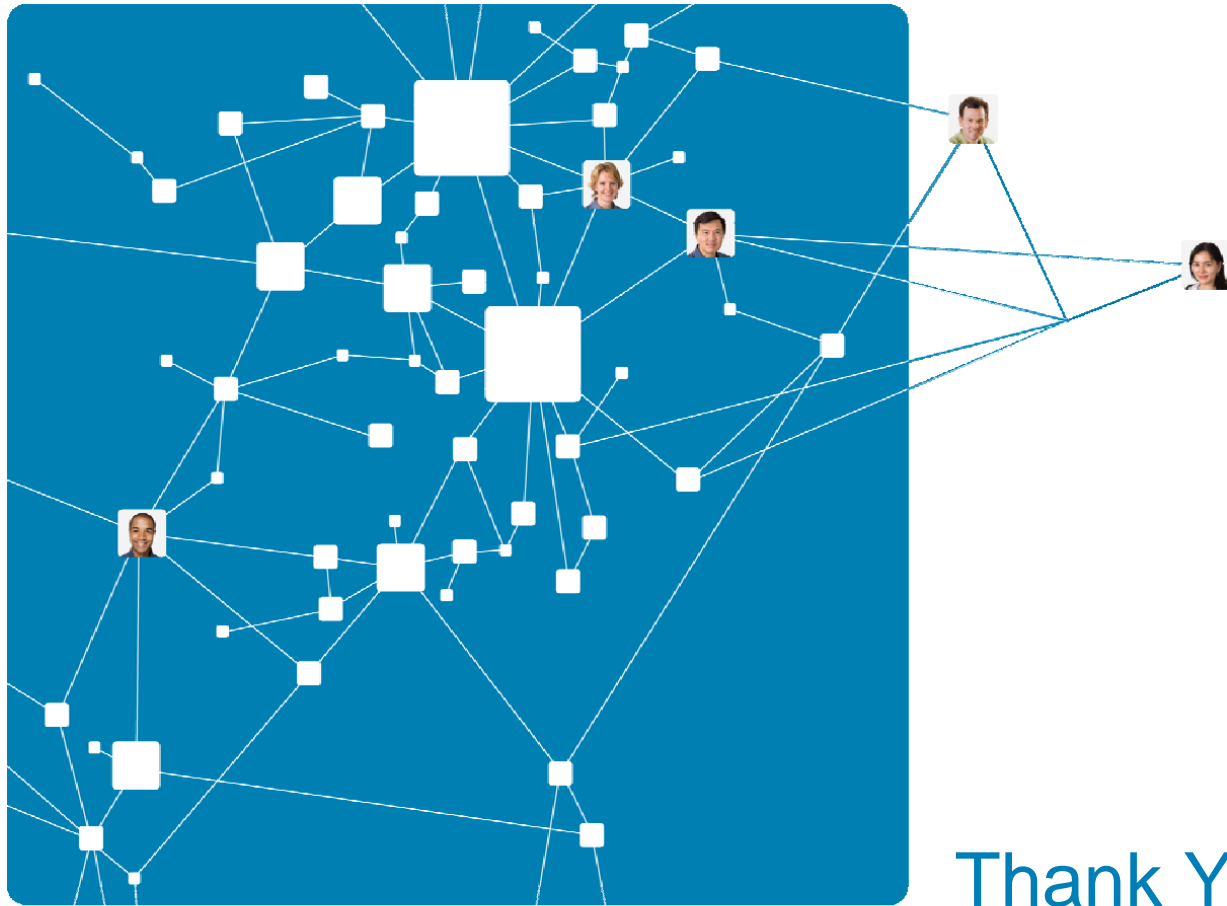
We are all Entrepreneurs!





Questions?





Thank You!

Linked in.