BOOST YOUR CAREER WITH LINKEDIN

NCBIOTECH CAREER DEVELOPMENT NETWORK

Gail McCowan
Career Coach & Job Search Instructor
www.linkedin.com/in/gailmccowan
gdmccowan@waketech.edu
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
STEP 1: YOUR PROFILE
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

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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

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Profile Tip: About

Format: Use 1st person, short paragraphs & bullets

Tell your career story

Include key accomplishments, skills, education

Include contact info

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Profile Tip: Experience

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

(Quantified) ACTION + RESULT = (Quantified) ACCOMPLISHMENT

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

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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
Thank You!

Gail McCowan
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