The Power of LinkedIn

Ross Primack, CPRW, CEIP, MBTI Certified
Yeah, I’m on LinkedIn

• It’s okay....I guess

• It’s just for job search right?
You Have to Make the Magic Happen
So Much More Than a Job Search Board
What is LinkedIn?

World’s largest business-oriented social networking site with 500+ million registered users in 200+ countries.
A Website for Everyone to Network

• All occupations/jobs at every level
• Employed
• Job Seekers
• Career Changers
• Students
• Retired Individuals
Your LinkedIn Profile Includes:

<table>
<thead>
<tr>
<th>Career Summary</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Licenses &amp; Certifications</td>
</tr>
<tr>
<td>Skills &amp; Endorsements</td>
<td>Recommendations</td>
</tr>
<tr>
<td>Accomplishments</td>
<td>Interests</td>
</tr>
</tbody>
</table>
Getting Started (or starting over) on LinkedIn

- Log in to your account on www.linkedin.com

- Follow the 1 hour and 46 min video tutorial
LinkedIn Tutorial

Visit more LinkedIn products

- Post a job
- Learning
- Insights
- Advertise
- Groups
- ProFinder
- Salary
- Slideshare
LinkedIn Tutorial

860 Results for “learning linkedin with oliver schinkten”

COURSE
Learning LinkedIn
By: Oliver Schinkten
1h 43m left • Skills: LinkedIn
LinkedIn Tutorial
Job Seeker P.O.V.
LinkedIn Statistics

- 141+ million U.S. workers have LinkedIn profiles.
- 20,000+ U.S. companies use LinkedIn to recruit.
- 90% of recruiters use LinkedIn.
- As of 10/2/19, the site featured 136,851 Connecticut job postings for a wide variety of jobs (white and blue collar).
- A hire is made every 8 seconds using LinkedIn.
A website for job seekers to create a profile and be found by employers
A website for employers to find candidates and post jobs
LinkedIn takes your candidacy to another level by providing employers with additional information validated by your network including...
LinkedIn Endorsements

John Rodgers, Corporate Accountant

Skills & Endorsements

**Financial Reporting** • 99+
- Endorsed by Greg Catlin and 33 others who are highly skilled at this.
- Endorsed by Tina Willis and 20 others who are highly skilled at this.

**Accounting** • 99+
- Endorsed by Jerry Gallo and 33 others who are highly skilled at this.
- Endorsed by Tina Willis and 15 others who are highly skilled at this.

**General Ledger** • 99+
- Endorsed by Martin Carver and 33 others who are highly skilled at this.
- Endorsed by Tina Willis and 33 others who are highly skilled at this.

Show more
LinkedIn Recommendations

Cheryl Jones, Accountant

**Received (5)  Given (1)**

**Hans Brimmer**  
Tooling Manager at Garamond  
Cheryl supported our organization as the financial lead for several years. She was organized, put the customer first, and was focused on the overall business objectives. Cheryl provided us with daily and weekly financial reports. She also provided customized reports on short notice. She was dedicated to accuracy and co...  
[See more](#)

**Mitchel Krantz**  
Manufacturing Systems Manager at Garamond  
Cheryl is a dedicated professional. Her strengths include: ability to develop successful business relationships and being a team leader/player. Cheryl strives to be adaptable to the constantly changing business environment. She also excels at time-management skills. Cheryl is consistently responsive to her customer needs...  
[See more](#)

**Gregg Porter**  
Supply Chain Manager at Garamond  
Cheryl worked in my department at P&W and was dedicated and knowledgeable. She worked hard at P&W as well as outside in regard to furthering her education to enhance her skill set. She will bring value to any organization.
LinkedIn Job Postings

- Searchable/Filters
- Detailed job descriptions
- Date posted
- Info about poster
- Info about employer
- Your contacts at company
Learn About the Person That Posted the Job
Working Professional P.O.V.
A Website for Professionals to Grow and Foster their Network
A Website for Professionals to Establish Credibility

LinkedIn Recommendations

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The Ultimate Networking Tool

An online resource for staying current with your network.

You don’t need a stack of business cards or a Rolodex.

An invaluable tool for learning about people you’d like to connect with (and vice-versa).
Reach out to your LinkedIn Network to:

• Solve problems
• Share your expertise
• Learn
Disabilities Related Groups - 1029

Professionals with Disabilities
Group • 10,890 members
This group is meant to be a networking place for professionals touched by disability. If you have a disability or work closely with or for people with disabilities this group is for you.

Disability Advocates
Group • 21,096 members
People who advocate for full inclusion of people with all disabilities in our communities - including in the workplace and academia. Includes both people with disabilities and their allies. We are the largest and coul...

Campaign for Disability Employment
Group • 7,185 members
The Campaign for Disability Employment seeks to promote positive employment outcomes for people with disabilities. Through targeted outreach and the What Can YOU Do? public education effort, the Campaign...

Diversity and Disability@Work
Group • 6,030 members
This is a group for employers, employees and coaches to expand their network of people and ideas about disability/diversity management. It seeks to maximise the benefits of diversity/disability management for...

Integrated Disability
My LinkedIn Magic Story

- A critical topic wasn't addressed in any career reference guide or online.

- My LinkedIn network provided answers and examples. A new connection even wrote back while on a layover.
Reciprocity on LinkedIn

• Sharing on LinkedIn keeps your name out there for new and existing contacts.

• It can help demonstrate your expertise.

• It can help you establish additional networking connections.

• What you share can be viewed by people outside your network.
All LinkedIn requests should be customized. If I don’t know someone and they haven’t explained why they want to connect, my first assumption is that they’re trying to sell me something. Kudos to Oliver Schinkten for this article and his courses on LinkedIn learning. #jobsearch #jobsearchtips #linkedin
1 week later commented/shared article

1,102 views

18 people from LinkedIn viewed your post

<table>
<thead>
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<th>Company</th>
<th>Views</th>
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<tbody>
<tr>
<td>Connecticut Department of Labor</td>
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</tr>
<tr>
<td>Apogee, Inc.</td>
<td>4</td>
</tr>
<tr>
<td>KRA Corporation</td>
<td>4</td>
</tr>
<tr>
<td>Hitachi Vantara</td>
<td>3</td>
</tr>
<tr>
<td>University of Wisconsin Oshkosh</td>
<td>3</td>
</tr>
<tr>
<td>Target</td>
<td>3</td>
</tr>
<tr>
<td>Zaner-Bloser</td>
<td>3</td>
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<tr>
<td>Fox Corporation</td>
<td>2</td>
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40 people who have the title Salesperson viewed your post

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
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<tbody>
<tr>
<td>School Teacher</td>
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<tr>
<td>University Professor</td>
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<tr>
<td>Executive Director</td>
<td>19</td>
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<tr>
<td>Corporate Trainer</td>
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<tr>
<td>Human Resources Specialist</td>
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<tr>
<td>Business Strategist</td>
<td>13</td>
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<tr>
<td>Marketing Specialist</td>
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</table>

94 people viewed your post from Greater New York City Area

<table>
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<tr>
<th>Location</th>
<th>Views</th>
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<tbody>
<tr>
<td>Hartford, Connecticut Area</td>
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<tr>
<td>Oshkosh, Wisconsin Area</td>
<td>25</td>
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<tr>
<td>Greater Los Angeles Area</td>
<td>21</td>
</tr>
<tr>
<td>San Francisco Bay Area</td>
<td>15</td>
</tr>
<tr>
<td>Greater Chicago Area</td>
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</tr>
<tr>
<td>Washington D.C. Metro Area</td>
<td>10</td>
</tr>
<tr>
<td>Greater Boston Area</td>
<td>10</td>
</tr>
<tr>
<td>Toronto, Canada Area</td>
<td>8</td>
</tr>
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</table>
Ross Primack
Career Search Strategist ★ Certified Professional Résumé Writer ★ Certified Employment Specialist

1d

71% of recruiters would immediately disqualify a candidate who checks his/her phone during a job interview.

12 things recruiters say drive them crazy in job interviews

businessinsider.com

58 Likes • 11 Comments

24 hours later – 44K Views!

44,259 views of your post in the feed
Correcting Your Profile
LinkedIn Profile Misconceptions

- It has to be written in the first person....just because!
LinkedIn Profile **Misconceptions**

- You must have 500 connections! Not so.

- Quality over Quantity.
LinkedIn Profile Misconceptions

• You’re an ALL-STAR?
LinkedIn Profile Problems

• No picture – Why? What does this communicate to the reader/viewer?

• Members with a profile picture can get up to 21X more profile views.
LinkedIn Profile Problems

• Crowded and overwritten content.
Kate Travis, CESP · 1st
Assistant Services Director at Ability Beyond Disability
Bethel, Connecticut · 435 connections · Contact info

What is Kate’s top skill?
Help us identify relevant opportunities and content for your connections

Social Services
Process Improvement
Mental Health
Case Management

Your response is anonymous and will not be directly shared with your connections or other LinkedIn members. Learn more
Experience

**Ability Beyond Disability**
17 yrs 1 mo

**Assistant Services Director**
Jul 2012 – Present · 7 yrs 3 mos

Responsible for the oversight, management, and overall day to day operations of assigned service lines, including human resource management and operating and capital budgets. Continually monitor and improve the quality of services for the persons served within assigned geographic regions. Responsible for service growth and expansion, as well as timely and effective responses and innovations to trends and needs. Responsible for the development of new programs, processes and procedures, in alignment with regulatory, funder, and needs of individuals served.

**Services Manager**
Aug 2009 – Jul 2012 · 3 yrs

Responsible for overall program management of multiple vocational programs, including contract oversight, billing, and service requirements, as well as communication with funders. Supervisory responsibility for 5 Career Development Coordinators. Responsible for expansion of current services, and development of new services, in response to consumer and funding source need.
Ability Beyond Disability
17 yrs 2 mos

Assistant Services Director
Jul 2012 – Present · 7 yrs 4 mos

Manage operations of assigned service lines including human resource management and operating and capital budgets.

Continually monitor and improve quality of services for people served within assigned geographic regions.

Oversee service growth and expansion along with timely and effective responses and innovations to trends and needs.

Develop new programs, processes and procedures, in alignment with regulatory, funder and needs of individuals served.

Assist in coordinating all facets of annual Connecticut ASPE conference including programs, speakers and facility logistics. See less

Services Manager
Aug 2009 – Jul 2012 · 3 yrs