



How Recruiters Use Linked LinkedIn Lessons of a Job Seeker Ally

June 19, 2018

Ed Han
Alltech Consulting Services
@ed_han
google.com/+EdHan
<https://www.linkedin.com/in/edmhan>

What We Will Cover

- ❑ LinkedIn basic, intermediate, & advanced elements
 - ❑ What a recruiter actually **does**
 - ❑ Understanding their interaction to achieve your goal
 - ❑ Gigs/consulting engagements
-

So Who *Is* This Guy?

- Recruiter
 - Both corporate and agency
 - Job-Hunt.org contributor
 - NJ JobSeekers facilitator
 - Job Seeker ally

 - Twitter: @ed_han
 - LinkedIn: www.linkedin.com/en/edmhan
-

Ground Rules

- ❑ Slow me down
- ❑ Questions are good *unless they aren't relevant to others*
- ❑ I need a volunteer as a timekeeper

Site Active Users, Q1 2018

- Facebook: 2.234B
- Instagram: 813M
- LinkedIn: 330M
- Twitter: 260M
- Indeed: 80M résumés

What LinkedIn Is *Not*

- Omniscient
- Facebook
- Your résumé

What LinkedIn Is

- ❑ Social media
- ❑ Better than all job boards...**combined**
- ❑ Designed for recruiters

LinkedIn Profile: Basic

- Name
 - Profile picture
 - Headline
 - Summary
 - Recommendations
 - Skills & Endorsements
 - Professional & Education Experience

 - Yes, these are in priority order***
-

LinkedIn Profile: Basic

- Yes, I know you may have questions about LinkedIn basics

- Let's please hold them to the end

LinkedIn Profile: Intermediate

- Profile completeness
 - Groups
 - Volunteering
 - Status updates
-

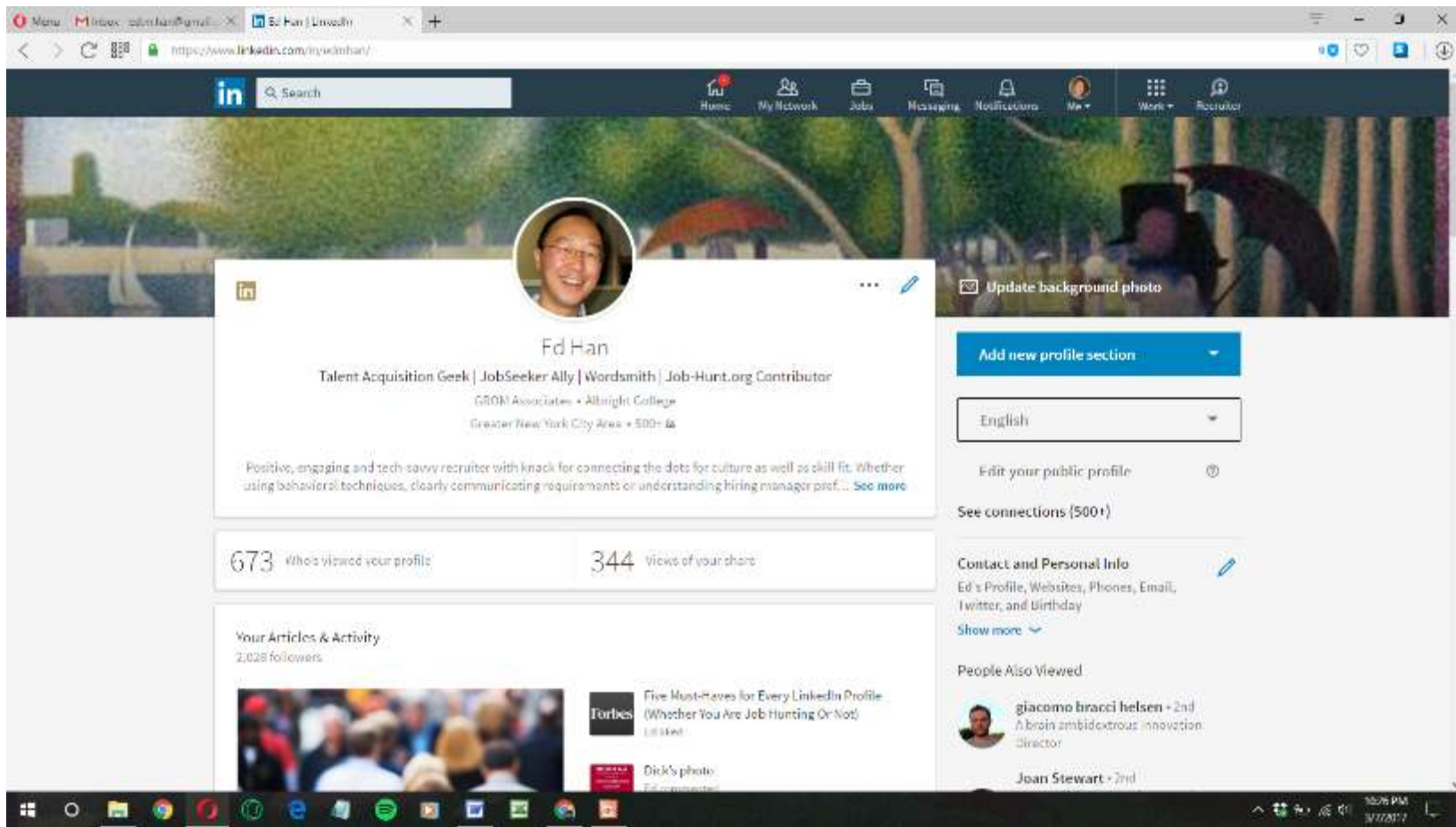
LinkedIn Profile: Advanced

- Privacy settings
 - Add media to positions
 - New Extras
 - Long-form posts
-

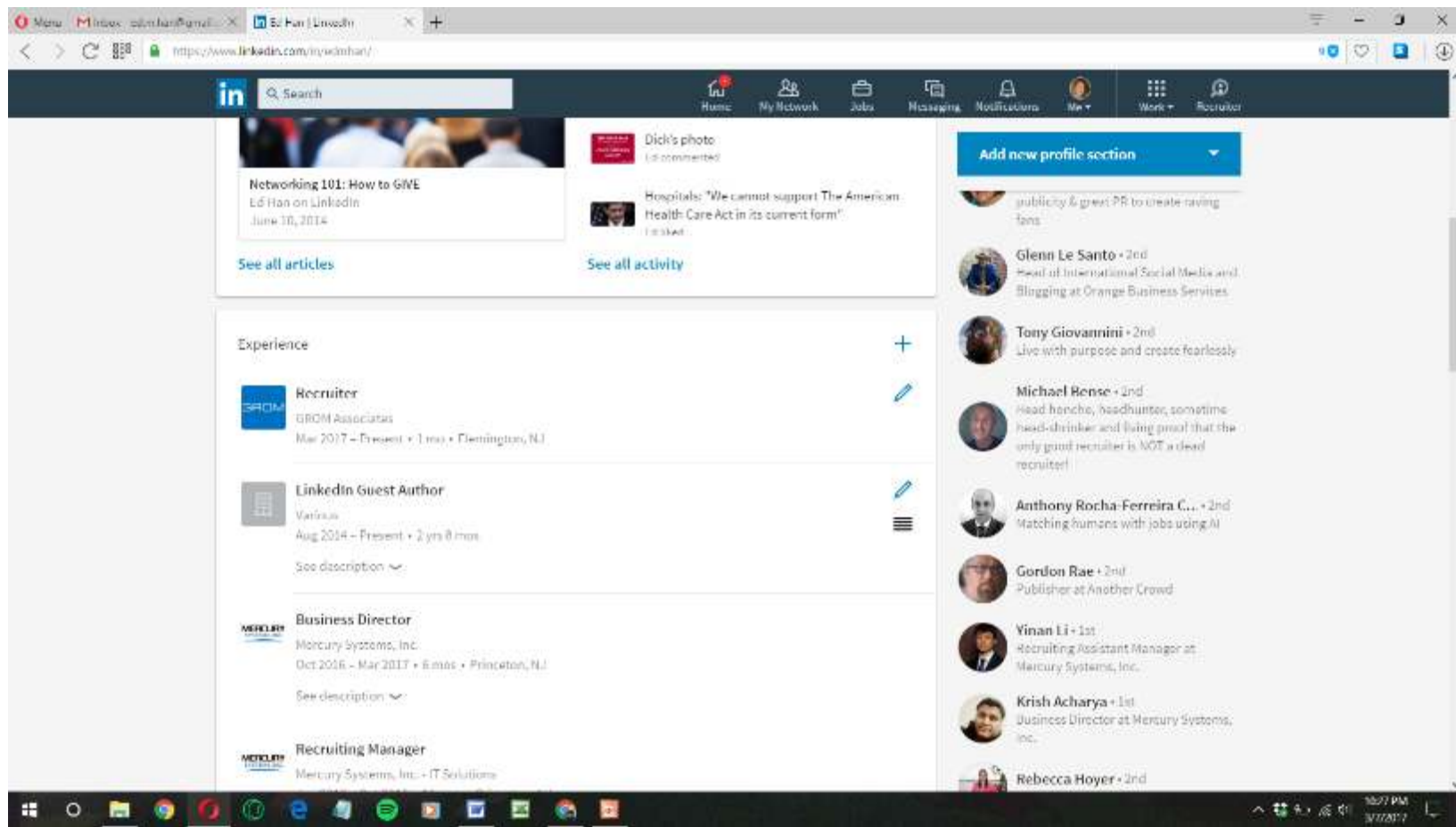
LinkedIn Statistics

- Profile picture: 14x more profile views
- Skills: 13x more profile views
- All-Star profiles: 40x more likely to be contacted

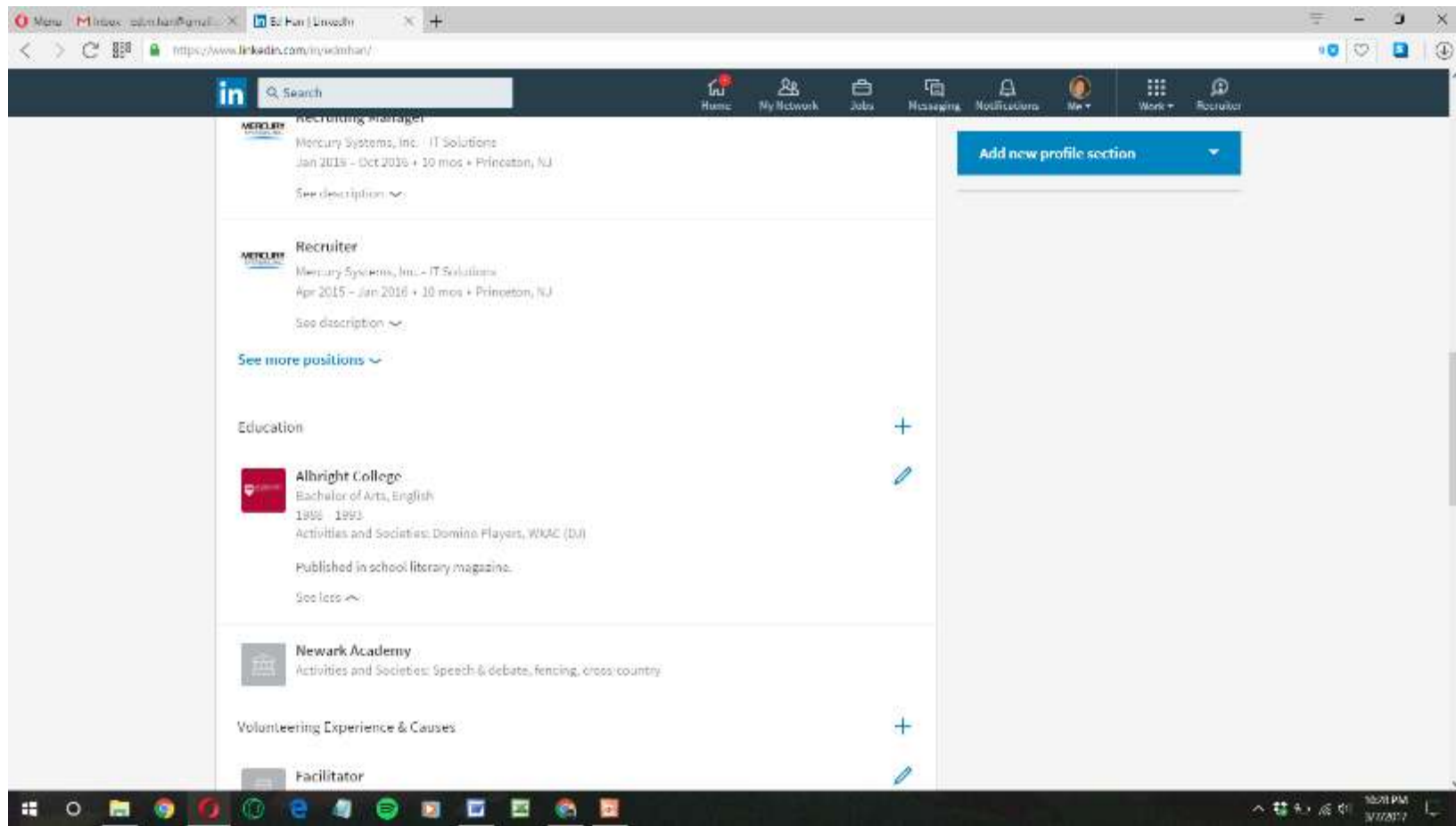
LinkedIn Profile



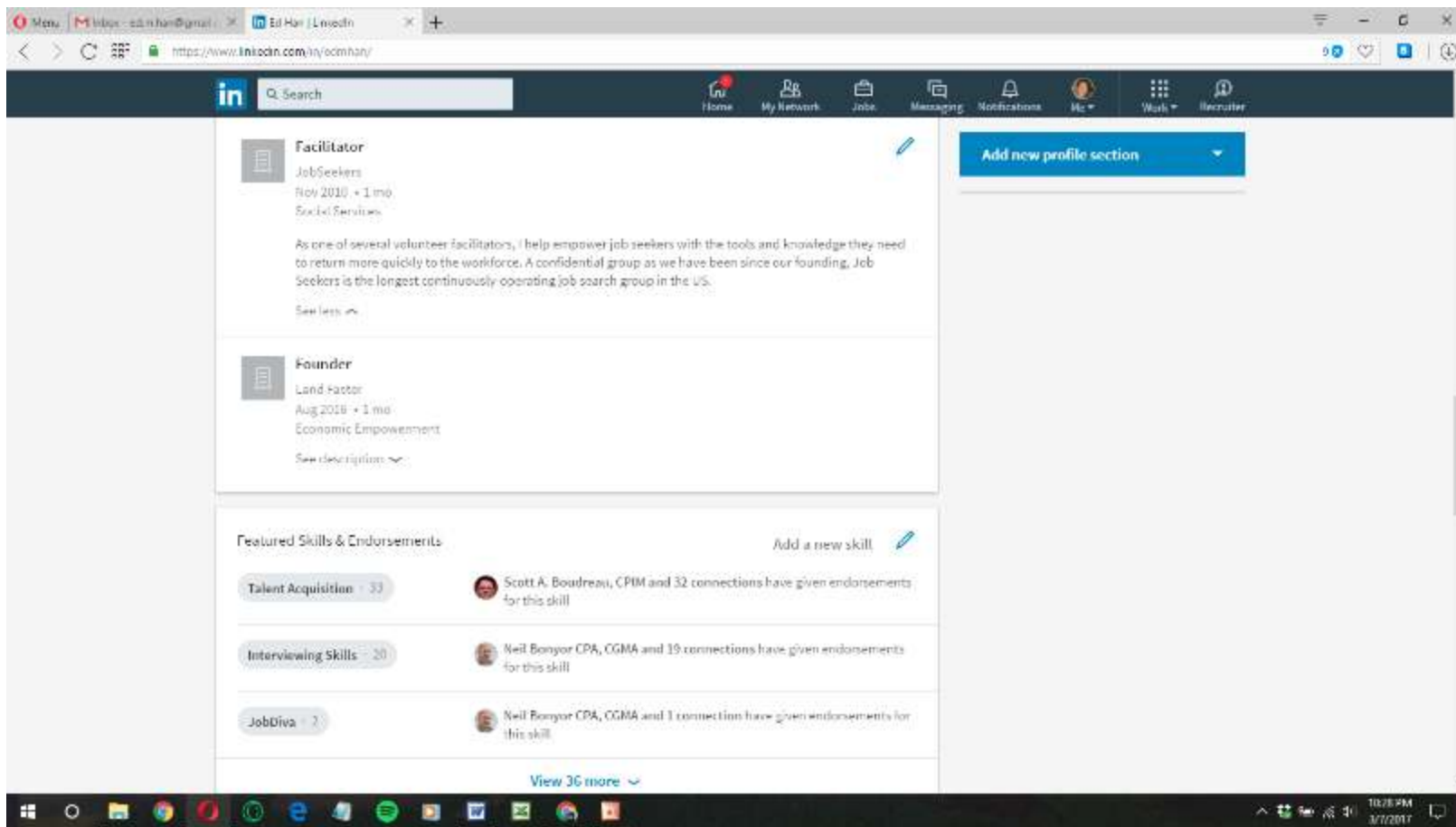
LinkedIn Profile



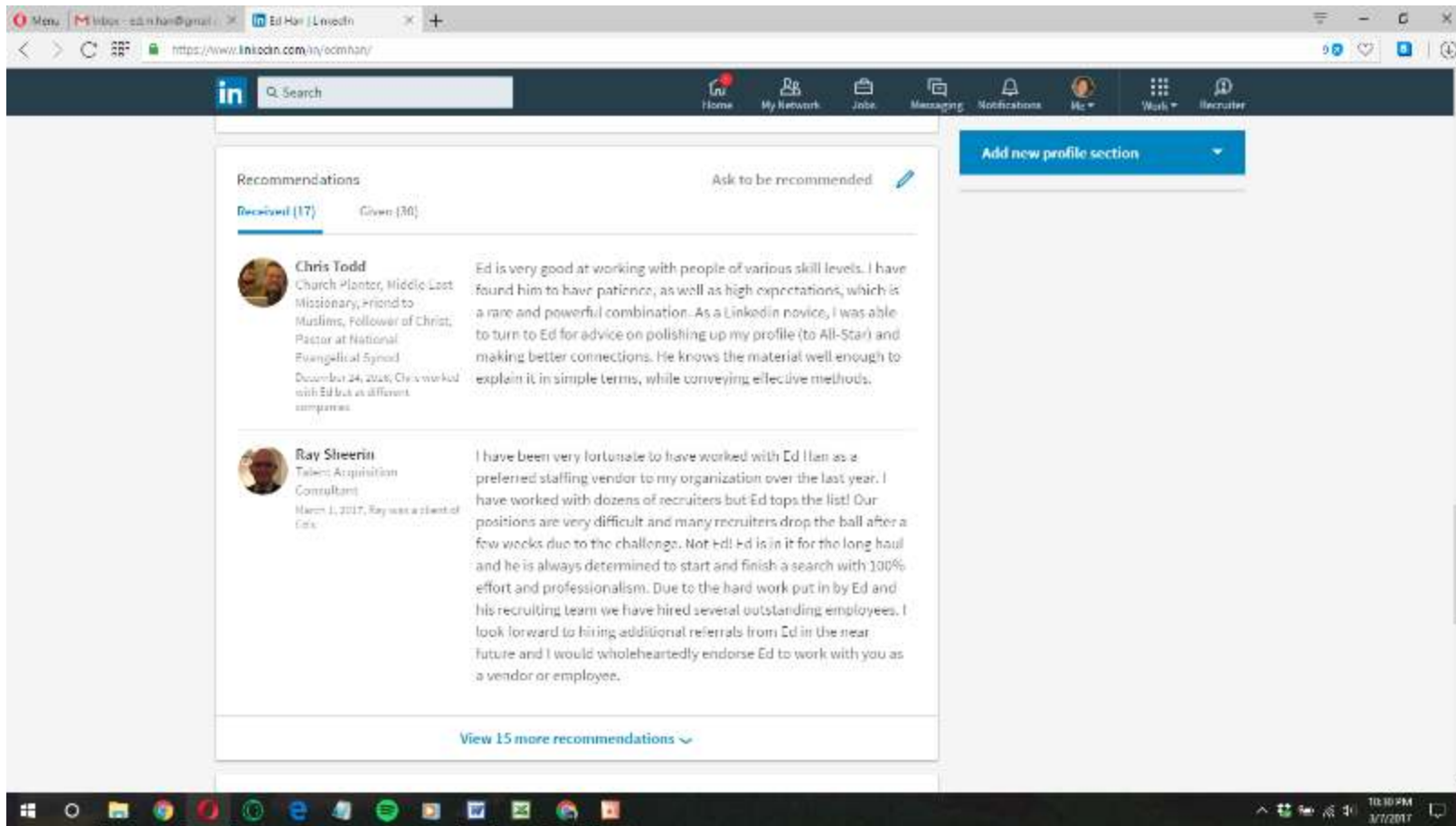
LinkedIn Profile



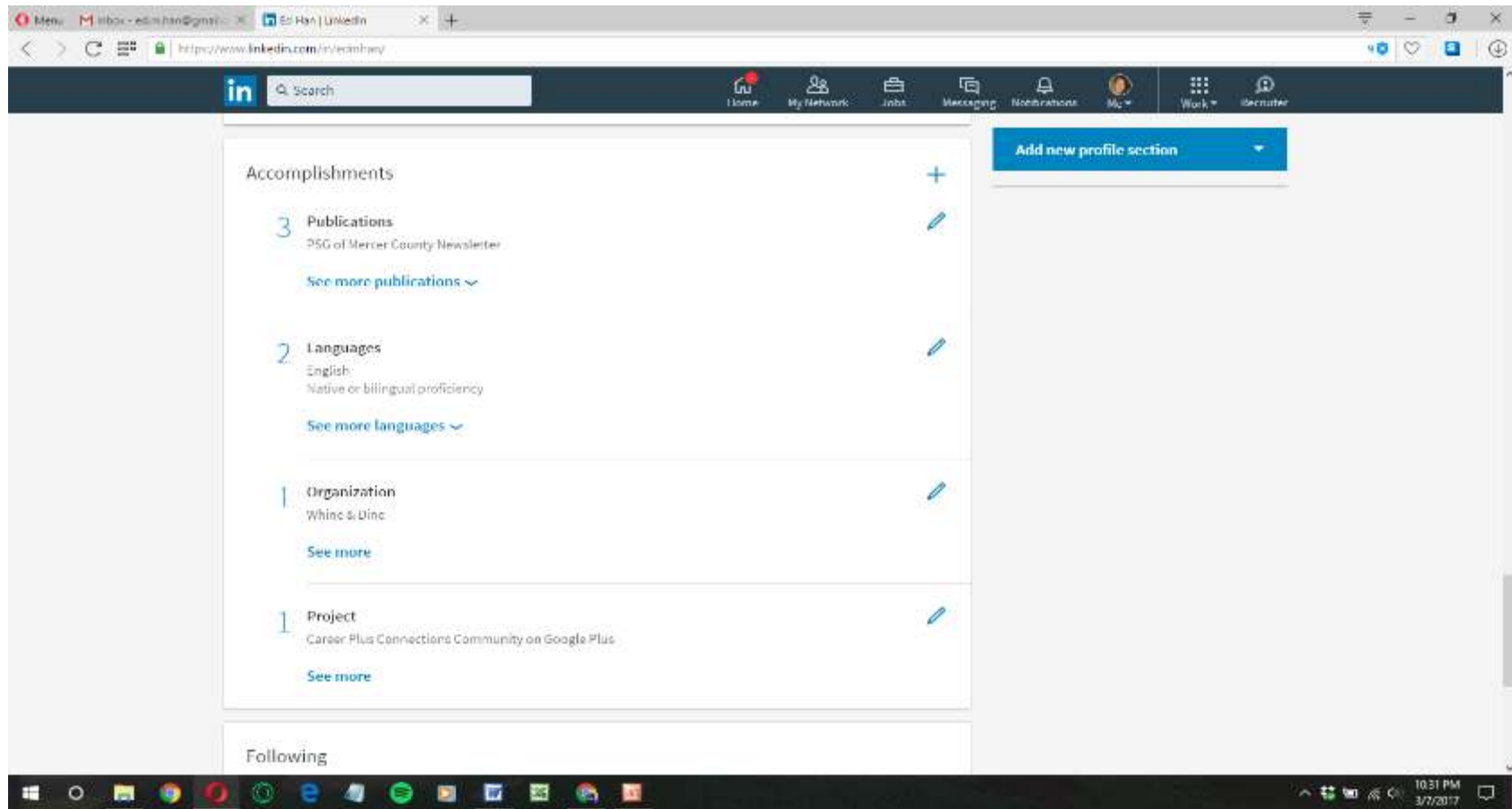
LinkedIn Profile



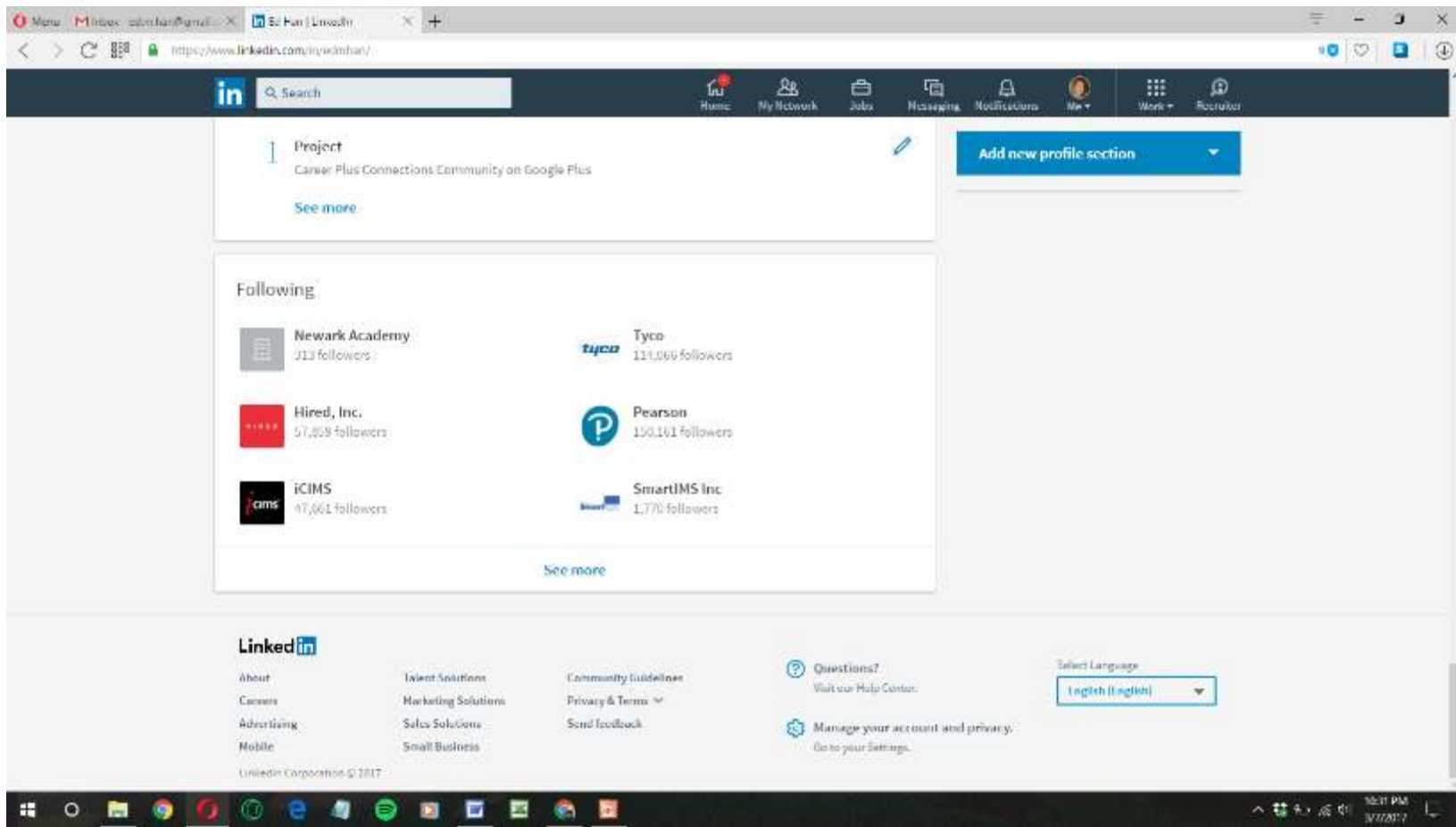
LinkedIn Profile



LinkedIn Profile



LinkedIn Profile



Recruiters

- Agency vs. corporate

 - Work for their constituencies
 - Client or hiring managers: not you

 - A dozen+ requirements at once

 - **Yes** there are many bad ones
-

Connecting the Dots

- InMails...

 - But...

- LinkedIn Additional Info

 - Advice for contacting...

How Recruiters Use LinkedIn

Source talent

- Yes, we vet you on social media
- Yes, we send InMails that hit your email inbox too
- Yes, we will text you: most recruiters find it faster than email

Talent Acquisition/Attraction

Google X-Ray Search

LinkedIn Recruiter

Google X-Ray search

- "project manager" AND implementation AND ("ruby on rails" OR java OR scala) AND "Greater Philadelphia area" site:linkedin.com – jobs

Google X-Ray results

Menu

Inbox (3) - ed.m.han@gmail.com X "project manager" AND im X +

www.google.com/search

Google "project manager" AND implementation AND ("ruby on rails" OR java OR scala) Q

All News Images Shopping Videos More Settings Tools

About 8,600 results (0.85 seconds)

Eric Fanning | LinkedIn
<https://www.linkedin.com/in/ericfanning>
Greater Philadelphia Area - Senior Technical Project Manager at ADP - ADP
Senior Technical **Project Manager** at ADP ... **Java** developer for client facing internet applications
implementing Java, JSP, JBoss application server, and Oracle ...

Dana Giordano | LinkedIn
<https://www.linkedin.com/in/danagiordano> ▼
Philadelphia, Pennsylvania - Full Stack Developer at SeatEngine Ticketing - SeatEngine Ticketing
May 2016 – Present (8 months) **Greater Philadelphia Area ... Ruby on Rails** development work on 3-4
projects **implementing** a proprietary eCommerce platform using engines, mongodb, haml, TDD ...
Operations Analyst / **Project Manager**.

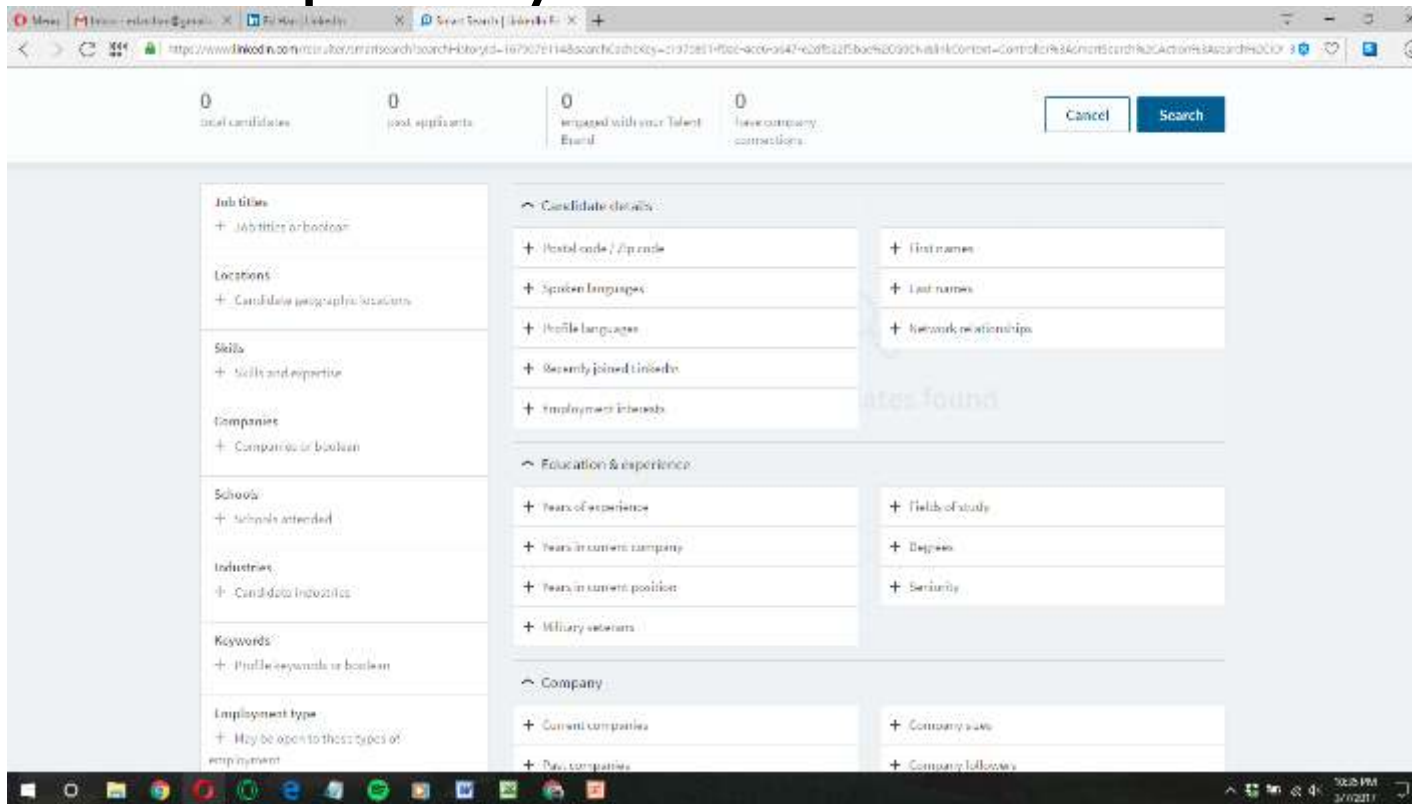
Ram Narayan | LinkedIn
<https://www.linkedin.com/in/ram-narayan-5b5b42109>
Greater New York City Area - SAP Hybris Online Training - Deloitte
Design, develop, and **implementation** of Church Management System, ... Function Agile Scrum Design,
develop, testing, and **implementing** ecommerce web application using **Java**, ... January 2011 – June

LinkedIn Recruiter

- Completely separate product from basic (free) LinkedIn
- Provides InMails
- Allows collaboration

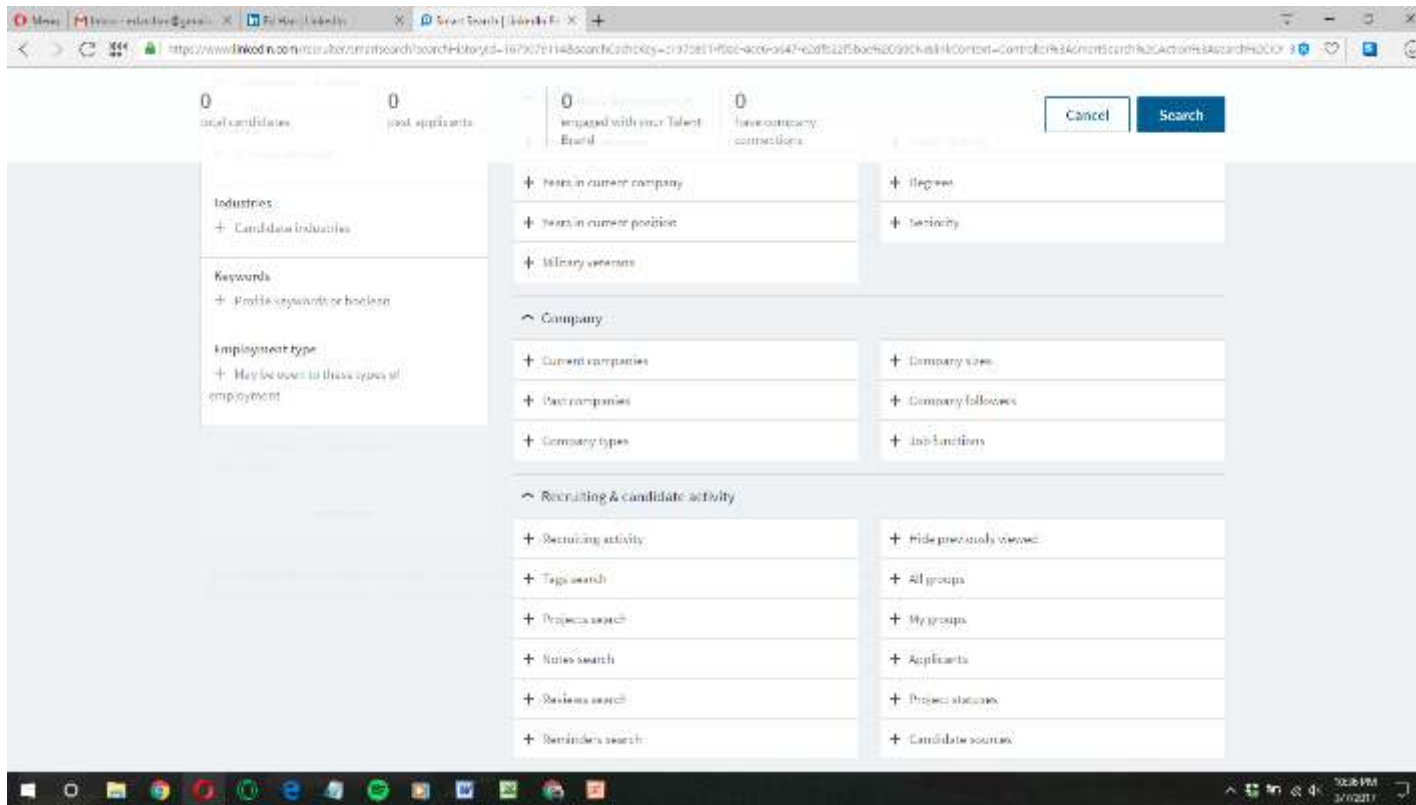
LIR Interface

□ Completely



LIR Interface

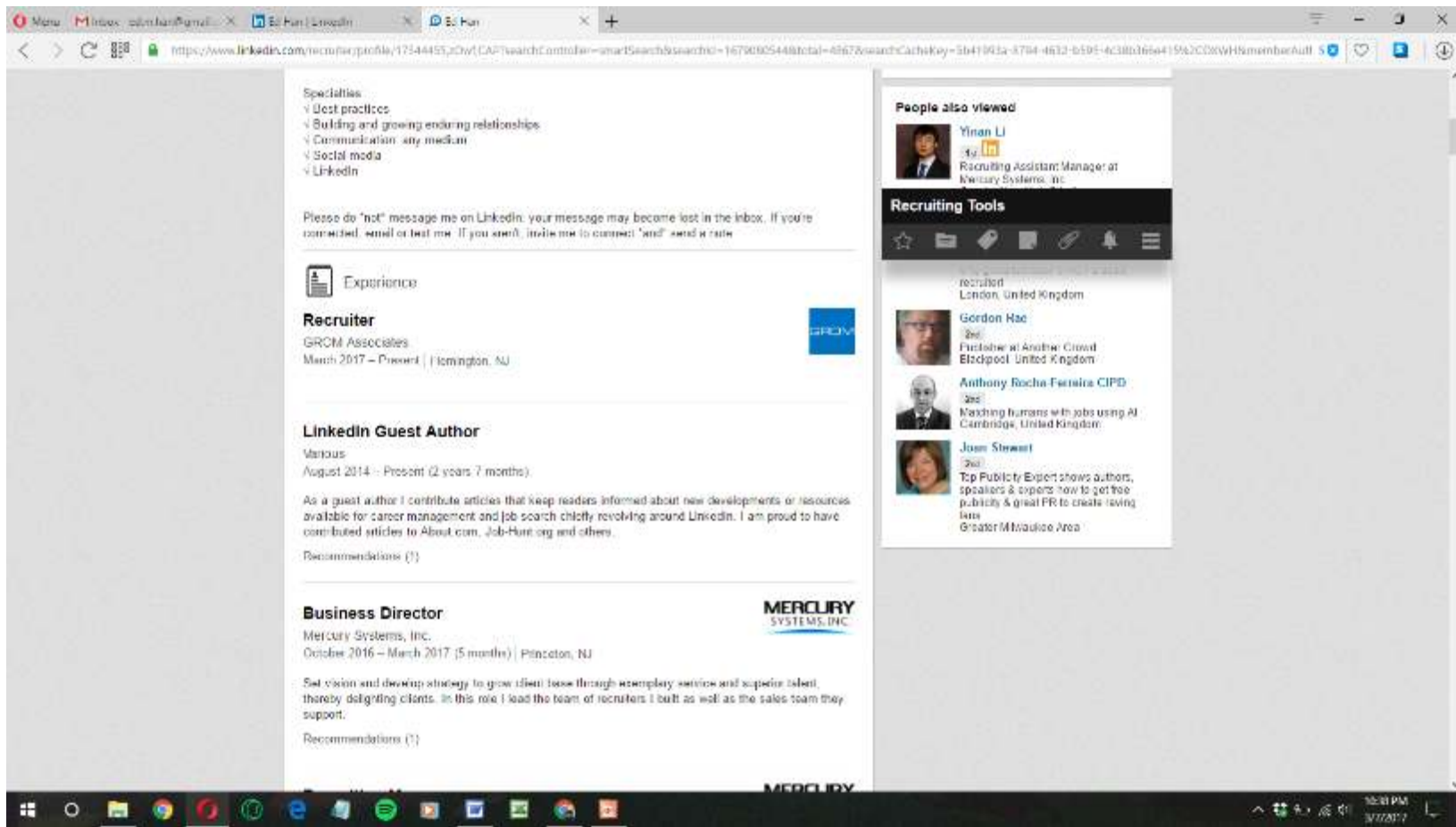
□ Different



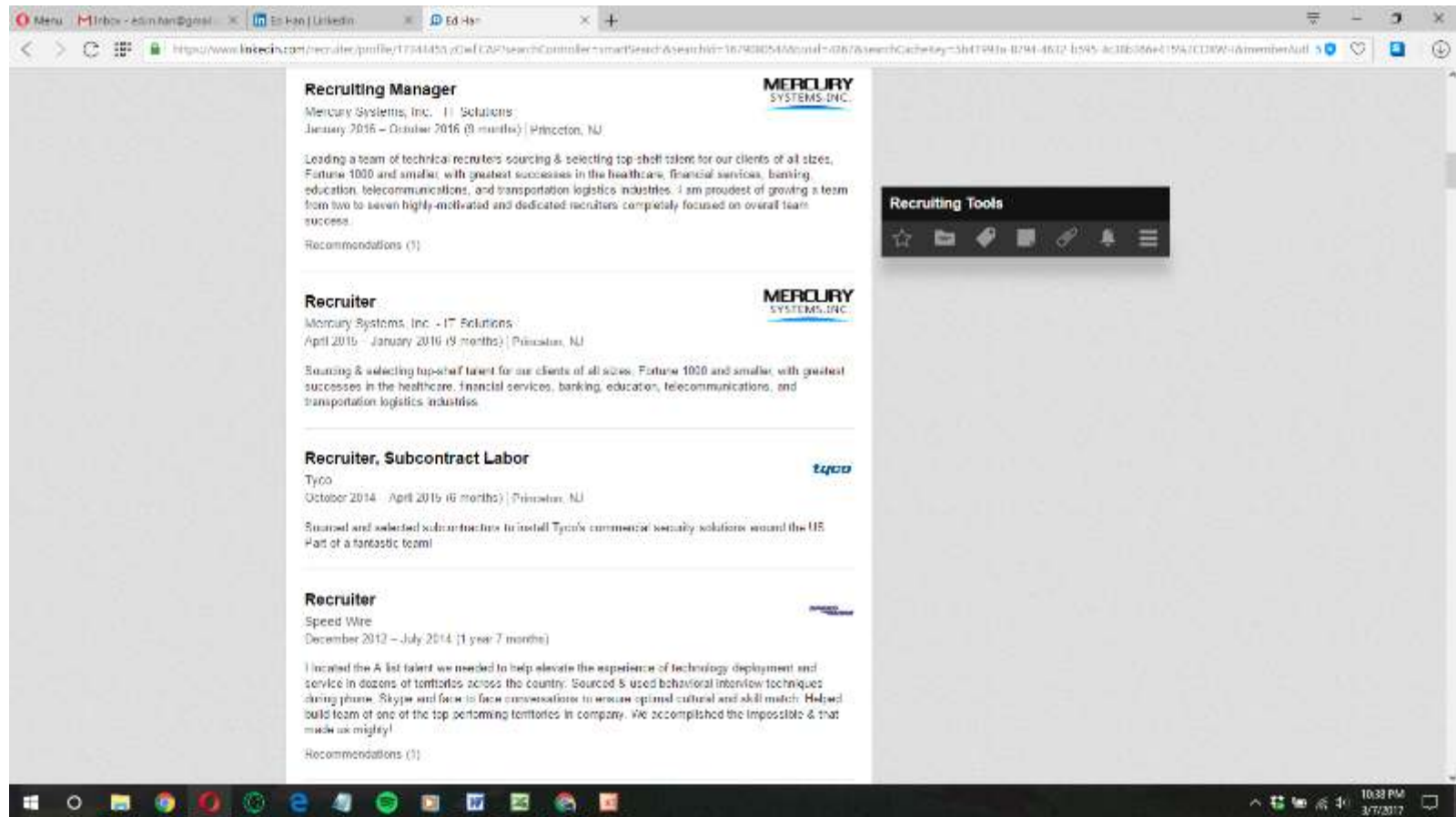
LIR Profile

The screenshot shows a LinkedIn Recruiter interface. At the top, there's a navigation bar with 'RECRUITER PROFESSIONAL SERVICES' and various tool icons. Below that is a search bar with the text 'Start a new search'. The main content area displays a profile for 'Ed Han', identified as a 'Talent Acquisition Geek | JobSeeker Ally | Wordsmith | Job Hunt.org Contributor'. His location is 'Greater New York City Area | Staffing and Recruiting'. The profile includes a photo, a 'Send InMail' button, and an 'Add to clipboard' button. Below the profile, there are sections for 'Recruiting Activity' and 'Background'. The 'Background' section has a 'Summary' sub-section with a paragraph of text: 'Positive, engaging and tech-savvy recruiter with knack for connecting the dots for culture as well as skill fit. Whether using behavioral techniques, clearly communicating requirements or understanding hiring manager preferences, I am passionate about candidate experience and best practices. My diverse experience in regulated environments such as financial services and international import helps me connect in an authentic, powerful way with people of all demographics. Thrive in high volume, deadline-driven environments. Social media native.' Below this is another paragraph: 'These days I wear two hats. By day I am a recruiter who finds and engages A list candidates for my clients on a perm or contract basis. By night, I am a wordsmith distilling years of experience with LinkedIn for various sites. But no matter what time of day, I am a job seeker ally.' To the right of the profile is a 'Recruiting Tools' sidebar with icons for various tools. Below that is a 'Similar profiles' section listing several other professionals with their names, titles, and locations.

LIR Profile



LIR Profile



LIR Profile

The screenshot displays a LinkedIn profile for Ed Han. The browser address bar shows the URL: https://www.linkedin.com/recruiter/profile/T7344453_cOWfCAP?search&searchid=1679005448&total=4867&searchCacheKey=5b41993e-8794-4832-b595-4c3b366e415b2c00Wf8memberAutl. The profile lists the following work history:

- Online Community Manager**
White & Dine Networking LLC
March 2011 – October 2012 (1 year 7 months)
Brand ambassador for this networking organization geared towards professionals in HR, whether in the training & development, benefits, labor relations, compensation or staffing and recruitment. Through engagement on Facebook, LinkedIn & Twitter, the organization's online/social media presence became just as vibrant as our monthly networking events, and a driver for expansion into new geographies.
Recommendations (1)
- Chair, Executive Committee**
PSG of Mercer County
October 2010 – September 2011 (11 months)
Establish this regional staffing organization as a world-class resource for job seekers. Set strategy to fulfill the organization's mission of returning professionals to the workplace through community engagement, relationship building with other PSGs across the state and social media. Develop clear organizational best practices for social media engagement. Relentlessly research and lead LinkedIn workshops to ensure job seekers gain the greatest benefit from this fundamental element of job search best practices.
Recommendations (2)
- Chair, Public Relations Committee**
PSG of Mercer County
January 2009 – September 2010 (1 year 8 months)
Develop and implement traditional & social media strategies that increase visibility of this regional staffing organization. Lead creative individuals in developing engaging, high impact content. Build and grow relationships with leadership of other PSGs across the state. Establish and maintain best practices in matching resources to organizational needs. Co-facilitate weekly LinkedIn Lab workshops.
Recommendations (1)
- Generalist**
McMaster-Carr
March 2006 – November 2006 (6 months)
Aided development of new workflow processes for this preeminent leader in industrial supplies. Researched new customers to identify marketing prospects and linked repeat customers with

A 'Recruiting Tools' sidebar is visible on the right side of the profile, containing icons for a star, folder, key, document, link, bell, and a menu icon.

LIR Profile

The screenshot displays a LinkedIn profile for Ed Han. The profile is titled "Generalist" and lists five work experiences:

- Generalist** at McMaster-Carr (March 2008 – November 2008, 8 months). Description: Aided development of new workflow processes for this preeminent leader in industrial supplies. Researched new customers to identify marketing prospects and linked repeat customers with established accounts, ensuring accurate view of client purchasing behavior. Researched and issued credit for clients, both new and established, in accordance with departmental procedures.
- Operations Manager** at Vivien International, Inc. (June 2003 – September 2007, 4 years 3 months). Description: Relationship management with key brands; extensive liaison between US based clients & overseas factories; overseeing input of 1 million units per month.
- Data Acquisitions** at MSCI Barra (September 1999 – November 2002, 3 years 2 months). Description: Supported mission critical, real time data needs of 35 researchers globally in this multi-lingual international leader in financial indices. Synergistically leveraged enterprise-wide resources while zealously guarding editorial independence. Balanced needs of multiple managers on-site and abroad.
- Data Acquisitions** at Meridian Emerging Markets (August 1998 – August 1998, 1 year). Description: Supported 25 financial researchers in this financial services start up specializing in fundamental data of emerging market companies with value-added analysis permitting apples-apples comparison of similar companies in different markets and industries.
- Senior Editor** at Bowker.

The screenshot also shows a "Recruiting Tools" sidebar on the right and a Windows taskbar at the bottom with the date 3/7/2017 and time 10:19 PM.

LIR Profile

Senior Editor **Bowker.**
Ed Fawcett
November 1992 – June 1998 (5 years 7 months)
Led launch and production of landmark new product while hiring, training and managing editorial staff at this leader in database publishing.

Education

Albright College
Bachelor of Arts, English
1985 – 1993
Published in school literary magazine.
Activities and Societies: Dramatic Playwrs, WXAC (DJ)

Newark Academy
Activities and Societies: Speech & debate, fencing, cross-country

Additional Info

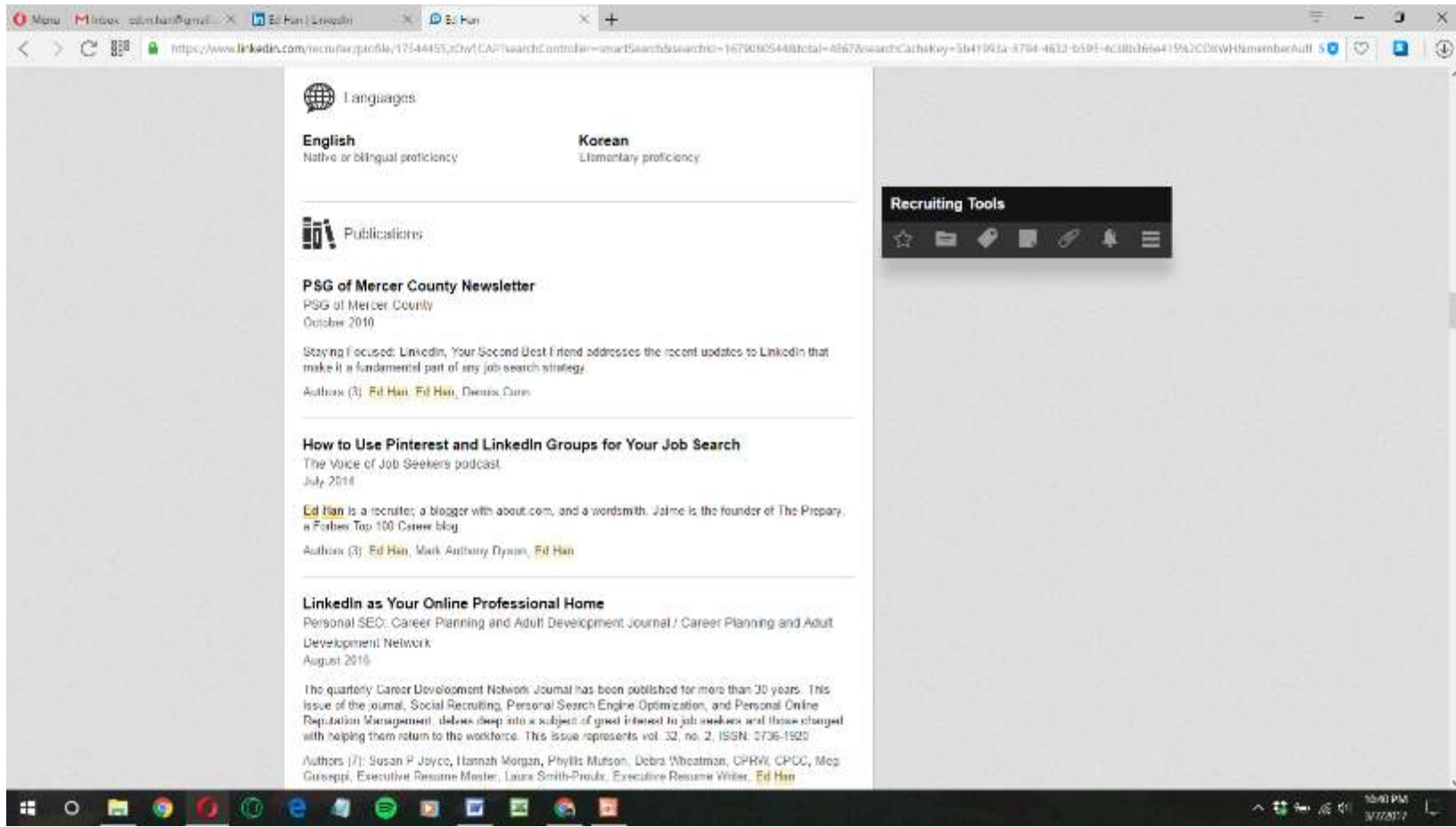
Interests
Literature, online communities, technology, writing, fencing, all things geek.

Contact for

Advice for contacting Ed
Congratulations for reading this far! If you want to connect, great, tell me in your invitation how we are already acquainted or expect me to ask. But if I haven't gotten a reply in a week, I will archive the request. And if we met or know one another from a networking event, please let me know which one. If you really want to get in touch with me but don't have either my phone# or email, send me a mention on Twitter. But if we're already connected, look at my profile, you have access to both.

Recruiting Tools

LIR Profile



LIR Profile

The screenshot shows a web browser window displaying a LinkedIn profile page. The browser's address bar shows the URL: <https://www.linkedin.com/recruiter/profile/1734445720w/CAP?searchContext=smartSearch&searchId=1679092544&total=4967&searchCacheKey=3b41943a-8794-4612-b595-4c38b366e415a2c02vwh%memberAuth>. The profile is for a community named "Career Plus Connections Community on Google Plus", created in October 2013. The description states it has over 6500 members and is a community for job seekers and recruiters to share, ask questions, and find advice. The team members listed are Ed Han, Laurie DesAutels, Aaron Lintz, and David Nicola. The "Skills & Expertise" section lists various skills such as Training, Talent Acquisition, Interviewing, CRM, Leadership, Online Presence, Career Management, Career Development, Space Shuttle pilot, Sourcing, Interviewing Skills, and Arguing on the Internet. A "Recruiting Tools" sidebar is visible on the right. The "Organizations" section lists "Whine & Dine" as a present organization and "Additional Organizations" including "NJ Job Seekers (facilitator)", "PSG of Mercer County (alumnus)", and "PSGs of NJ (founding member)". The Windows taskbar at the bottom shows the time as 10:41 PM on 3/22/17.

Projects

Career Plus Connections Community on Google Plus

October 2013

A community with over 6500 members and growing. The goal of our community is to unite job seekers and recruiters. Contribute by sharing, ask/answer questions, and - what you like. Whether you are an active job seeker looking for advice and tools during a career transition or you recruit within a certain niche, please introduce yourself and engage!

Team Members (4): [Ed Han](#), [Laurie DesAutels](#), [Aaron Lintz](#), [David Nicola](#)

Skills & Expertise

- Training
- Talent Acquisition
- Interviewing
- CRM
- Leadership
- Online Presence
- Career Management
- Career Development
- Space Shuttle pilot
- Sourcing
- Interviewing Skills
- Arguing on the Internet
- Google+
- Boolean Searching
- Negotiation
- Mentoring
- Twitter
- High volume recruiting
- Public Speaking
- Customer Relationship Management (CRM)
- Strategy
- Facebook
- Behavioral Interviewing
- Management
- Editing
- LinkedIn
- Networking
- Team Building
- Temporary Placement
- Relationship Management
- Personal Branding
- Social Media
- Interviewer
- Blogging
- JobVite
- Applicant Tracking Systems
- JobSiva
- Recruiting
- Writing

Organizations

Whine & Dine

Present

Additional Organizations

NJ Job Seekers (facilitator), PSG of Mercer County (alumnus), PSGs of NJ (founding member)

Recruiting Tools

- ☆
- 📁
- 🔗
- 📄
- ✍️
- 🔔
- ☰

Recruiting: What's the Need

1. Full time employee/consultant?
 2. Particular project experience/cert?
 3. Do they *need* a PMP?
- Result: finding keywords
-

Recruiting: Sourcing

- ❑ Network
- ❑ Applicant Tracking System
- ❑ Google X-Ray search
- ❑ Job boards
- ❑ Result: using keywords

Recruiting: Selecting

- ❑ Finding out if you are optimally qualified
 - ❑ Behavioral/hypothetical questions
 - ❑ Business discussion: timetable, compensation
 - ❑ Identify best qualified candidates
 - ❑ Result: getting beyond keywords
-

Summary

- ❑ LinkedIn: critical resource for recruiters **and** job seekers
- ❑ Profile pictures: have one, leverage the fusiform gyrus
- ❑ Recruiters: Sturgeon's Law

In Conclusion

- Thank you!
- www.linkedin.com/in/edmhan
- @ed_han