

Networking using LinkedIn...

Because your NET WORTH is
Your NETWORK



LinkedIn is a TOOL



LinkedIn is NOT a substitute for in-person networking, attending events or other job search strategies.

The focus on LinkedIn should be for branding (sharing content, commenting on other's content and BUILDING RELATIONSHIPS).

What do you do on social media?



I like donuts



Watch me eat a donut



Here's a cool photo of my donut



Here's a donut recipe



I'm listening to "Donuts"



Anyone want a donut?





On LinkedIn:



I hope to operate a donut franchise one day



I'm looking for a job at a donut company



I have three years experience making donuts



My top skills are donut production and sales



Here are 3 recommendations from former donut colleagues

Getting ON LinkedIn is NOT enough!



You must **USE LinkedIn**, even when you **HAVE** a job

*LinkedIn is a **NETWORKING** tool, requiring **ACTIVITY**.*

Shift your perspective of LinkedIn away from the job search, and toward **Career Management**, you will reap much greater benefits from time spent on LinkedIn.

LinkedIn Profile Musts: Basics and Extra Credit



Basics/Musts:

- Picture: Headshot--make sure it looks good on mobile and has good lighting
- Headline (keyword driven)
- About Section complete and easy to read, and searchable
- Skills/Expertise

Extra Credit:

- Background Picture
- Featured Section
- Documents/attachments/Value
- Recent Recommendation
- Recent Written Recommendations for others

What is Networking?

Networking is about **GIVING**.

Networking is about **Connecting People with Opportunities and Sharing Information**.

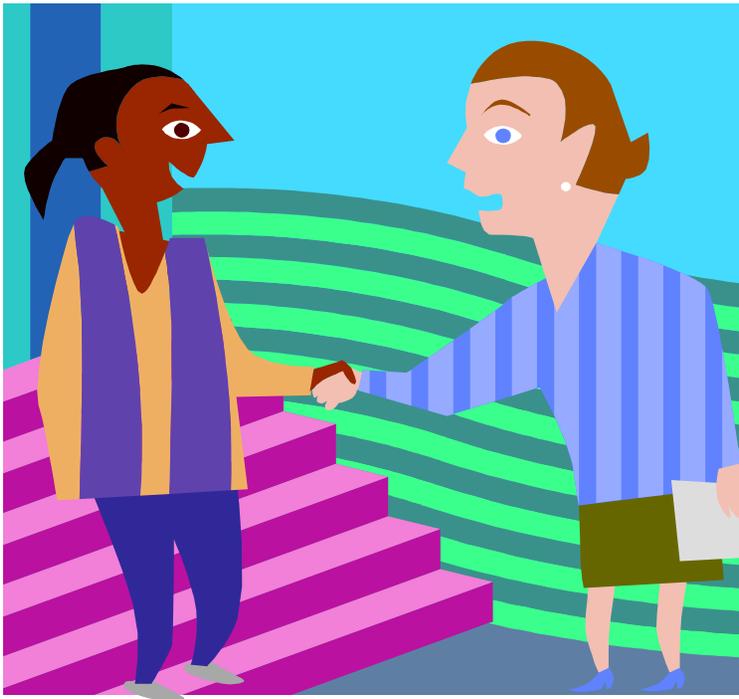
Networking is about **BUILDING RELATIONSHIPS**.

Networking is **NOT** about what the other person can do for you!



Why NETWORKING?

You need a circle of support-- People to lift you up when you are down. It all comes down to NETWORKING.



Statistics show that more than 85 % of jobs are gotten through networking.

It also results in connections and numerous opportunities!

Studies have shown that you are 20 times more likely to land an interview when your resume comes with a **NETWORKING** employee referral.

NETWORKING is about **Relationship Building**.
It IS about the other person, not you.

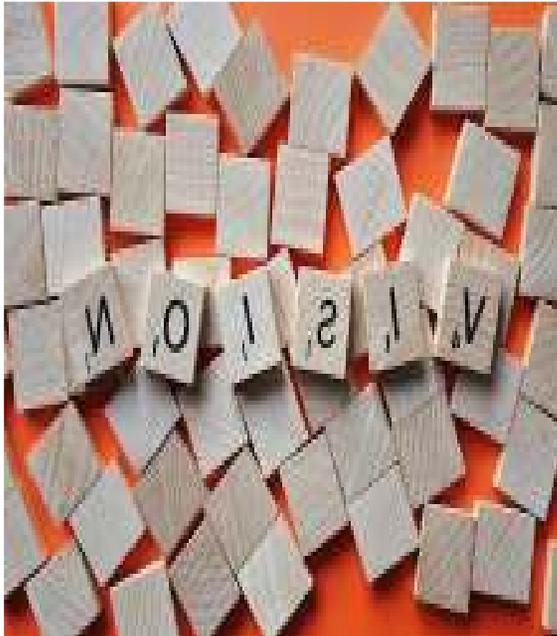
NETWORKING is about Trust

One of the Challenges in Networking is everybody thinks it's making cold calls to strangers. Actually, it's the people who already have strong trust relationships with you, who know you're dedicated, smart, a team player, who can help you.

--Reid Hoffman



Goals and Purpose of Networking:



Goals:

- Establish and Maintain Relationships
- Relay What Makes You Special
- Share Information
- Be ready for Change
- Informal Background Check

Purpose:

- Focus on Helping Others
- Personal Branding-Unique Selling Point
- Listen, ask questions, tell your story.
- Having an Active Network helps to expedite Change

Network with Connections on LinkedIn



COVID-19 has put
195 million people out of
work globally



36,000 million+ Skills and
Endorsements



90,000+ Schools on
LinkedIn today, and there
has been a significant
increase in time spent
watching **LinkedIn
Learning** Courses over
past 3 months

Build Your LinkedIn- Network to Connect

DID YOU KNOW? Active AND Passive job seekers: **70%** of people were hired at a company where they had a connection.



Discover Existing Connections



Search for New Connections



Message Connections



Add Value

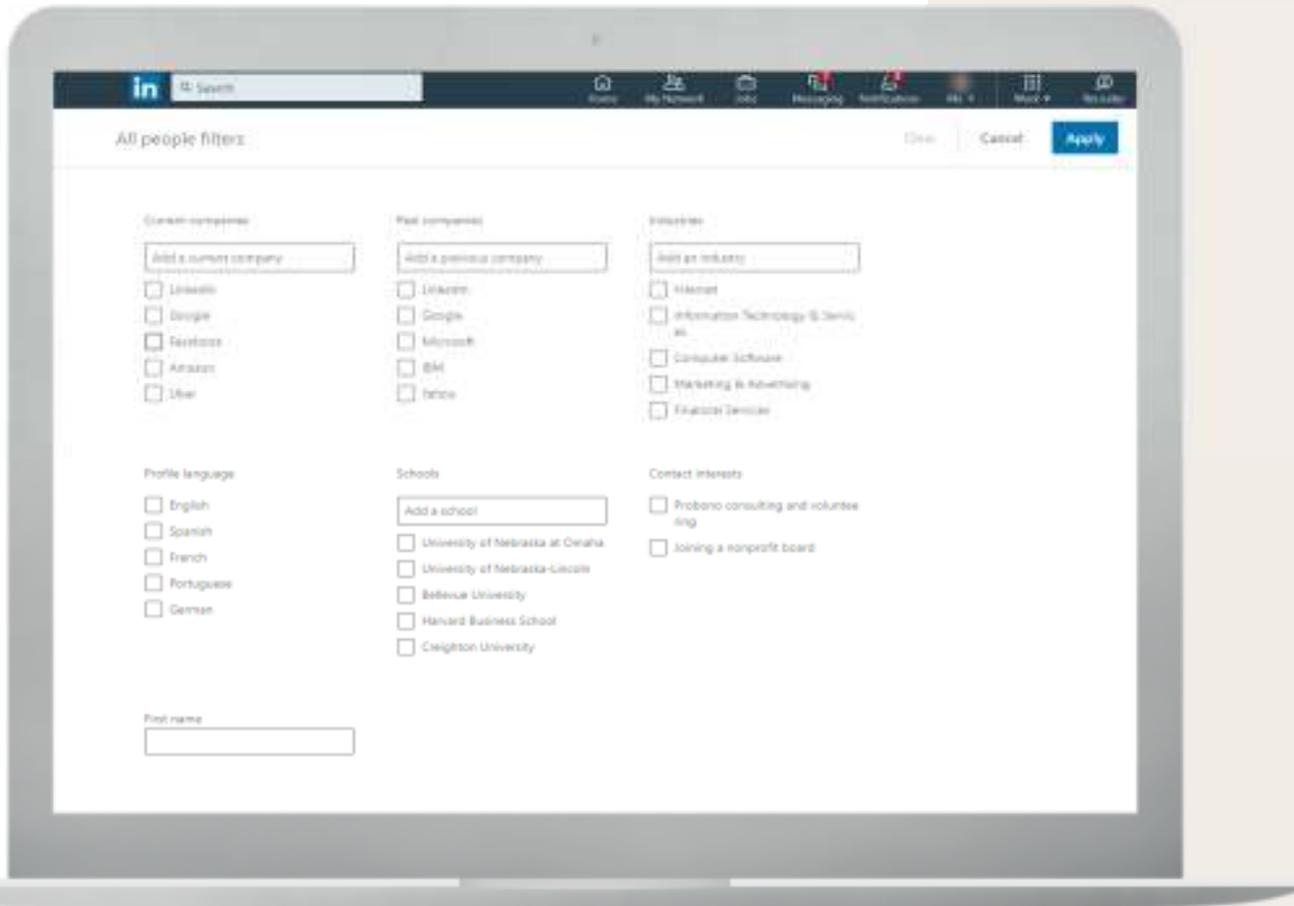


Discover Existing Connections

Click “My Network” in the top navigation to find people on LinkedIn, that you already know.



The recommendations in this section improve as you add connections. Check back frequently as your network grows.



Search for New Connections

Use the search bar in the top navigation to find new connections by:

- ✓ Name
- ✓ Company
- ✓ School

Adding Connections to Your LinkedIn Page

SEND THEM A CUSTOMIZED INVITE THRU LINKEDIN TO CONNECT TO YOU

LINKEDIN MAKES SUGGESTIONS (SEM)

CONNECT TO THOSE YOU MEET/MET AT NETWORKING EVENTS, BUSINESS FAMILY AND FRIENDS

DON'T FORGET YOUR ALUMNI RELATIONSHIPS-MAJOR COMPANIES OR INSTITUTIONS OF LEARNING

Converse with them via email or LinkedIn invitations, about your shared experience.

Remember the GOLDEN RULE!

TRY TO GET AT LEAST 100 OR MORE CONNECTIONS-THIS WILL AFFECT YOUR RELEVANCE TO THOSE SEARCHING FOR YOU!

Don't be Shy! The whole point of LinkedIn is to connect to people, so don't be hesitant to reach out!



CHRISTINE DYKEMAN, SHRM-CP, PHR, PMP

Don't Wait until You Need Others to Start Networking

Best results are often achieved well before you need a job, by consistently networking so that when you find yourself job-hunting you have a large network to work with.

-Erik Qualman



WHO do You Network with??

Everyone!!!

Bosses, Co-Workers,

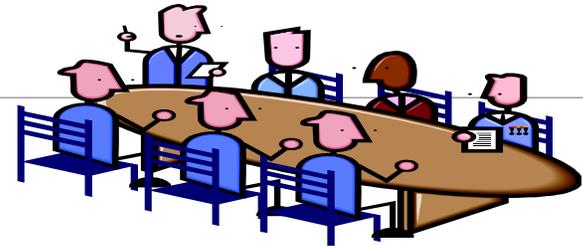
Neighbors, Friends, Family

Alumni

Social Media Friends

Fellow Volunteers

Can you think of more examples???



HOWs of Networking:

Build Time Into Your Schedule/Calendar

Volunteer Your Time

Join Online Groups / Discussions / Blogs

FOLLOW UP with your connections and

NURTURE your network - **don't only reach
out to them when you NEED them**

Join an Organization Dedicated to Your Profession



WHY EVERYONE needs to Network:

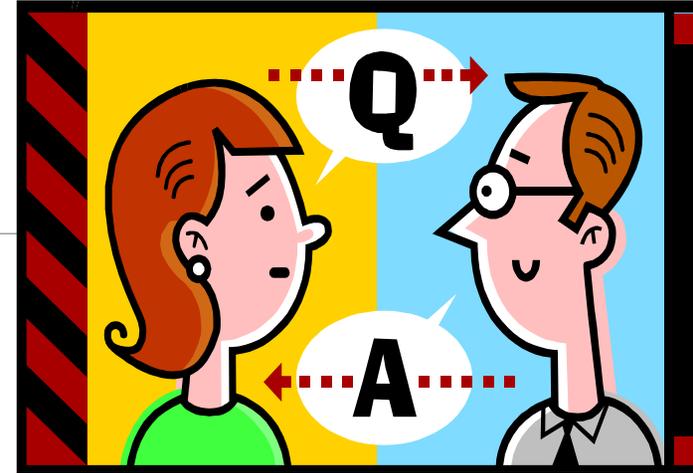
Don't Wait until You Need Others to Start Networking

People Need People

It Feels Good!

Take the Focus OFF You and Put it on Someone Else

To Develop yourself



Exercises to Perform before Beginning to Network:

Write 10 Words to Describe yourself

If you DO NOT have a personal branding statement, look for those words on your resume / social media profile to see if they appear, and how often (like word cloud)

Adjust to make it match

Create your “Elevator Pitch” / “Personal Branding Statement”, utilizing those describing words

Use your these words as a part of your Tag Line in your LI Profile

Questions to Ask Yourself:

What do I want?

Where do I want to go?

Who can help me get there?

What is the process to get there?

Do I need any resources to get there? Which ones?

What makes me uniquely qualified (if in job search)? (value statement-Why are you awesome?)



Avoid “Missing Out” on Networking Opportunities:



Don't seclude yourself
Don't seem uninterested in others
Be Present
Don't “Work” the Room



Preparation Work Required of You:



Start with a goal of 3 people.

Ask **yourself** WHY this person is important to add to my network and develop a Relationship.

Research them -online-is your perception of them someone you want in your network?

Make a **list of questions** to want to ask this person -about their job, about their volunteering, whatever is interesting to you.

Call or email them- do a virtual meeting or set up something on zoom or in person.

Hold yourself accountable!

Example: Someone's Privacy Setting Dictates Who You Can Message or Connect To for FREE:

Connect & Message Restrictions Dictated by LinkedIn Basic and Premium Accounts that THEY set up

The "More" button allows you to share their profile, follow them, save their profile to a PDF, customize an invitation to connect, or report/block them

Thomas Collow · 2nd
Meteorologist at NOAA; National Oceanic & Atmospheric Administration
Washington D.C. Metro Area · 63 connections · [Contact info](#)

[Connect](#) [Message](#) [More...](#)

NOAA: National Oceanic & Atmospheric Administration
Rutgers: The State University of New Jersey-New Brunswick

Highlights
1 mutual connection
You and Thomas both know Robin Goldberg

About
I am currently employed as a Meteorologist for the National Oceanic and Atmospheric Administration (NOAA), working in the Climate Prediction Center (CPC). Prior to joining the Federal staff, I was employed as a contractor at CPC.
[See more](#)

People Also Viewed

- Katie LaBelle · 3rd
NWS Decision Support Manager at NATIONAL WEATHER SERVICE
- Daniel Harnos · 3rd
Meteorologist at NOAA: National Oceanic & Atmospheric Administration
- Charles Kluepfel
Meteorologist at NWS
- Ryan Knutsvig
Meteorologist-in-Charge at National Weather Service
- Brandon Bukur*
Meteorologist

Message Connections

Send messages to your connections directly from:

- ✓ The LinkedIn messaging page -Black bar under “My Network”, click “connections”, write your message
- ✓ Your connections page
- ✓ Their profile page
- ✓ You can REMOVE connections from your home page as well!

Accepting a Connection Request

After accepting a connection request from someone else, send them a thank you message immediately, following up and propose speaking/communicating with that person at a certain time.



Slide 25

KA6

[@Yesenia Morales] - can we add this link to the image: <https://youtu.be/SyaP2hisZLA>

Kaitlin Ahart, 6/20/2019

Notifications are VERY Important (under Black Bar at top-desktop version, at bottom on mobile version)

Stay current on news / trending posts

Jobs Recommended for you

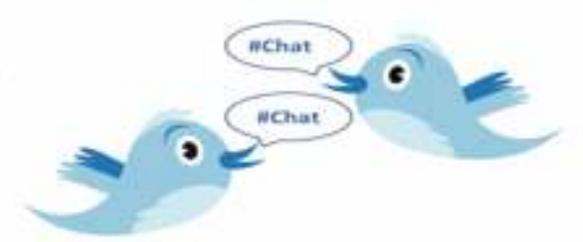
Who read / shared / commented on your post?

Who is in the news?

How often did you appear in a search?

Then **COMMENT / SHARE / POST / USE HASHTAGES / TAG THEM** in your post - make yourself a **SME**. This is what **BEING ACTIVE** on LinkedIn means.

Don't sit and wait for someone to mention you. Be proactive and relevant to your **BRAND**.

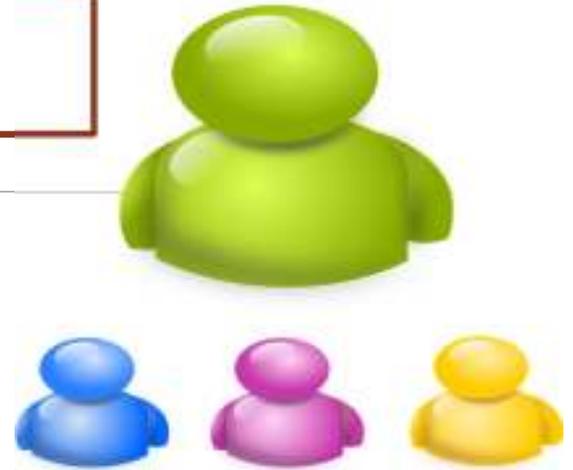


Who's Viewed Your Profile – In Notifications

To see the **5 most recent views** (in the last 90 days) of your profile, you **MUST** have your name and Headline listed (chosen) in privacy setting (in the Basic/Free version).

The list displays:

- Where they work
- Where they found you from
- Their job titles



People can view you in private mode and you can't see them (even with a Premium paid account)

Add Value—Be ACTIVE on LinkedIn



Like and share things that people in your network will care about and post

Give testimonials and recommendations to others



Invest time in your connections, take them to lunch, coffee or even just listen. Use ZOOM or WebEx or the like.



Share your expertise and write helpful articles, blog



Make introductions for others



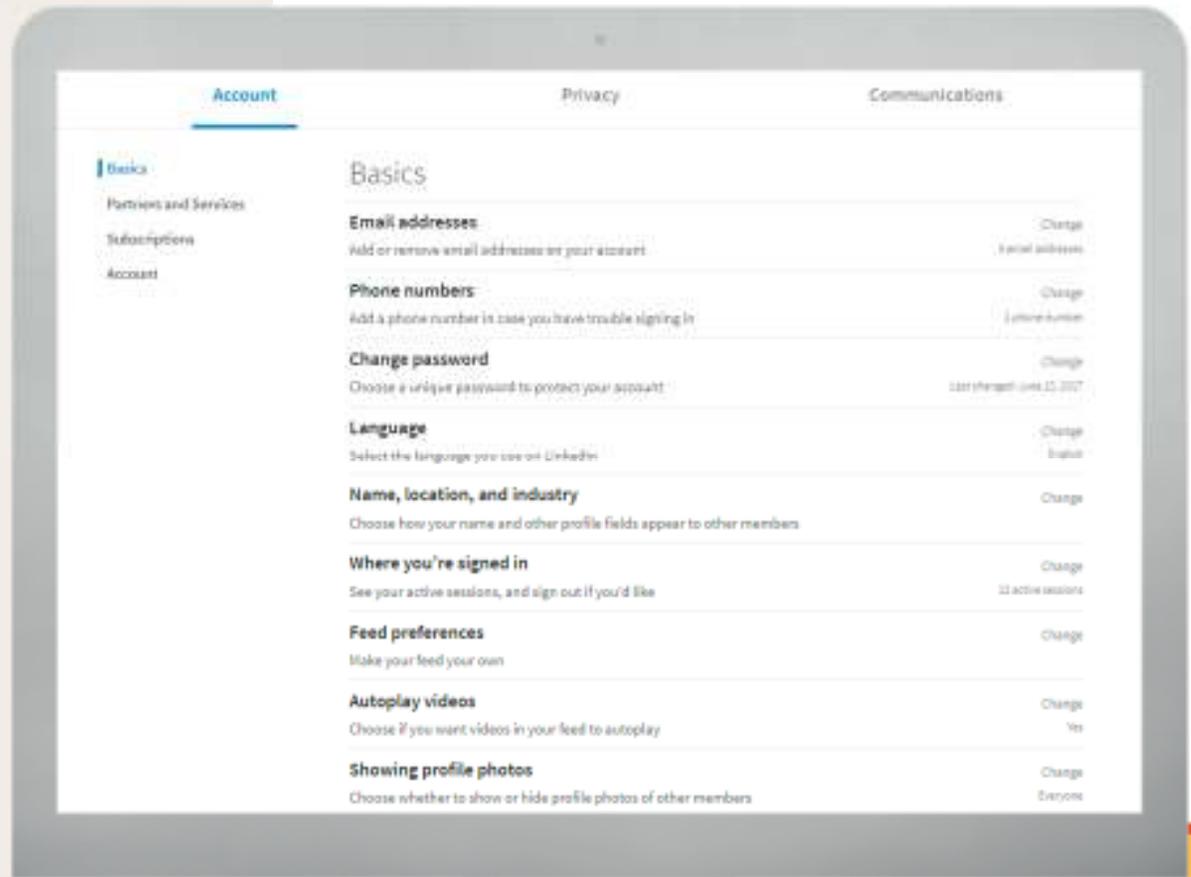
Privacy Settings

Click the “Me” icon at the top of your LinkedIn homepage.

In the dropdown menu, select “Settings & Privacy” to begin managing your account settings.

For example, you can:

- ✓ Add an additional email address
- ✓ Change your password
- ✓ Control your notification preferences
- ✓ Add Green Circle “Open to Work”
- ✓ Each item has a purpose, a pro and con, to it. Please **READ the options on LinkedIn** and decide for yourself what is best for YOUR situation. Don't be afraid to CHANGE it!



Do not plagiarize, but do not
re-invent the wheel:



- What are THEY saying about themselves? (People you respect / admire / want to be)
- What GROUPS have they joined?
- WHO are they following?



LinkedIn is a
LIVING,
BREATHING
DOCUMENT

(Andy Foote, 1/2020)

The most important section is - and probably always will be – your about/summary section on LinkedIn.

Networking = Relationship Building



It's all about people. It's about Networking and being nice to people and not burning any bridges. Your book is going to impress, but in the end it is people that are going to hire you.

-Mike Davidson

In Summary:



Networking is for everyone

LinkedIn is the GO-To Social Media Platform for Networking

Networking is about THEM, not you

Networking is Building a Relationship, not selling or marketing yourself

You have the tools- Be comfortable in your own skin and go out and Network Today!

**Challenge yourself to network daily with 1 NEW person per day for
10 days!!!**

LinkedIn is CONSTANTLY CHANGING...



So what should YOU do?

- Remember, Change is Constant—and **LinkedIn does change** better than everyone!
- Check your own profile regularly to make sure you appear to the world the way you want to be seen!
- If you want to keep tabs on the changes for LinkedIn, go to: <https://blog.linkedin.com> and subscribe.

Christine Dykeman,
SHRM-CP, PHR, PMP

www.linkedin.com/in/helpingclientstoseethelight
www.youtube.com/c/christinedykeman

