



MODULE 12

Professional Networking

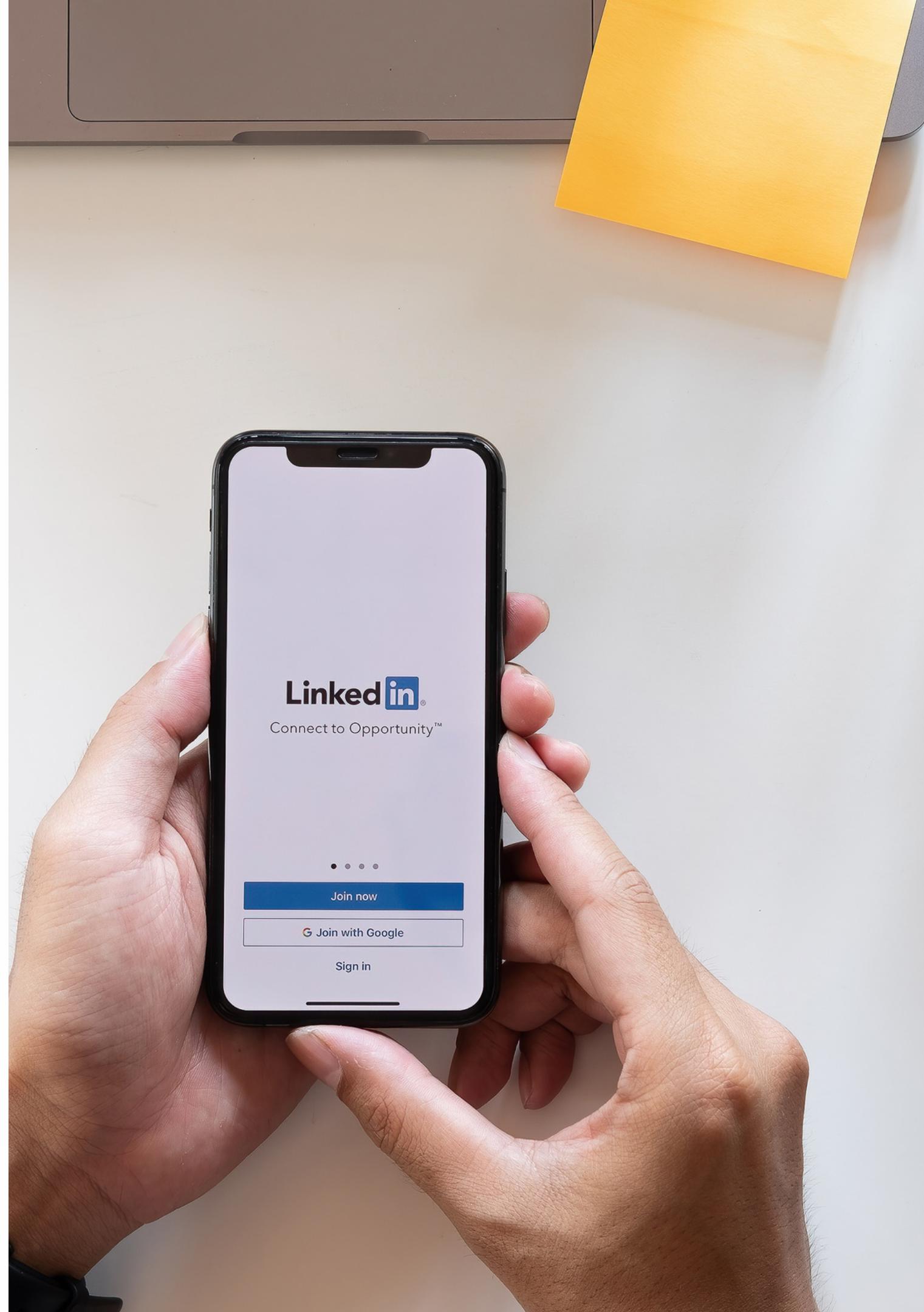
in LinkedIn

LinkedIn

- Creating a powerful online “brand” is critical for your job search.

Create a profile that summarizes your professional accomplishments that provides creative opportunities to tell recruiters, corporate HR professionals and prospective hiring managers about the value you'll bring to their company.

- Build your network with LinkedIn! Who do you know
- By inviting trusted contacts to connect to you on LinkedIn, you will instantly and exponentially expand your job search network. Your network will consist of your connections, the people they know, AND the people they know, linking you to thousands of professionals in target companies, in your industry, or your functional area of expertise who can help you land your next position.



A close-up photograph of the LinkedIn logo, which consists of the letters "in" in white on a blue background. The logo is set against a light blue background with a dark blue diagonal bar.

Your LinkedIn Profile

A good LinkedIn profile gives the viewer a strong idea of your “personal brand.” It uses creative and descriptive terms to let a recruiter or potential hiring manager know the value you will bring to their organization, and it contains enough data to allow you to be found in a People Search. Your profile is as unique as you are and includes:

- Strong professional headline
- Clear, high-quality professional photo or headshot
- Detailed summary statement containing industry buzzwords
- Applicable and detailed list of specialties
- Work history listed position by position (all positions under one company but not your resume verbatim. Include at least 1 current and no more than 3 past positions)
- At least 3 professional recommendations
- Key in-service training / certifications along with college degrees

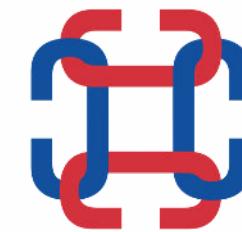


Additional Information

- Websites, blogs, virtual CV's
- Twitter account if you have one and utilize it
- Additional interests that either support your branding or are attractive to potential employers/clients
- Groups and associations (industry associations, affinity groups, board involvement, etc.)
- Honors/awards (this is the time and place to "brag")
- Skills (allows you to communicate level of expertise in various skill areas - e.g., project management, expert, 15 years)

In Summary, Your LinkedIn Profile should:

- Describe your “best work” and things you are most proud of
- Highlight your qualifications for your future goals vs. your past achievements
- Highlight key competencies focusing on what you have accomplished
- Give a flavor for who you are and your professional style
- Differentiate you and your experiences (how are you different)
- Engage the reader (1st person can be used)
- Be in harmony/consistent with your resume and 30-second commercial pitch
- Be easy to read



CORNERSTONE



NOW Start Research and Networking

1. Become knowledgeable about companies and industries so that you make sound career decisions and identify your ideal job preferences.
2. Develop lists of target companies and names of key decision makers.
3. Uncover published vs. unadvertised job openings.
4. Prepare yourself well for job interviewing by reading about companies' newsworthy events and corporate activities.