

Optimal Resume's Guide to LinkedIn®

2009 edition

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Introduction

LinkedIn (<http://www.linkedin.com>) is a valuable resource for job seekers and employers alike. Did you know that 75% of hiring managers turn to LinkedIn to conduct research on candidates? That statistic should be reason enough to join LinkedIn. Creating and maintaining a profile on LinkedIn not only helps you get noticed by other LinkedIn users, but also enhances your Google footprint in search results.

Never created a LinkedIn profile before? This guide will introduce you to the world of LinkedIn, show you ways to integrate your Optimal Resume documents into a LinkedIn profile, and provide helpful tips on how to use LinkedIn for your job search.

➤ Benefits of using LinkedIn

LinkedIn offers countless networking opportunities for job seekers. Because so many hiring managers and companies rely on LinkedIn, having a profile is crucial for getting noticed in the job market and confirming your professional credibility. Once you've created a profile, here are a few things you can do on LinkedIn that can benefit a job search:

1. Research a company before you apply for a job. On that company's page you can see how many new hires they've taken, the structure of the company, and what the culture of the company is like. You can even view an employee's profile to learn about job responsibilities and expectations, as well as get the inside scoop on events, breakthroughs and news.
2. Before you interview with a HR person or recruiter, look up their LinkedIn profile to gain insight about them for the upcoming interview. You may also find some common ground to break the ice, such as having the same hobbies, being members of the same fraternity, or graduating from the same high school.
3. When you apply for a job, you can find out who the hiring manager is and send them a LinkedIn message. Even if they're not connected with you, they will still have a better idea of who you are before the interview by reading your profile. That's another reason to have a well crafted and up-to-date profile!
4. If you're interested in working in a particular industry, join a group and talk to established industry professionals. Not only is it a great way to network, you can also learn about which skills to emphasize, what classes to take, and great companies to work for. Many groups have job boards too.

➤ Vocabulary

Groups – joining groups allows you to network with specific interest groups. Many groups contain discussion boards and news articles which can be used to learn more about a given industry or profession.

InMail – LinkedIn's private messaging system, where you can send messages to other users. Most notably, the Inbox is where you will find invitations to connect with other users.

Profile – your profile as it would appear to your connections. Generally, connections are able to see your contact and other personal information, which public viewers cannot.

Public Profile – your profile as it would appear in a Google Search or to a viewer whom has not been added as a connection. Users who are concerned about confidentiality should refer to their public profile to see if they are sharing unwanted information to the public.

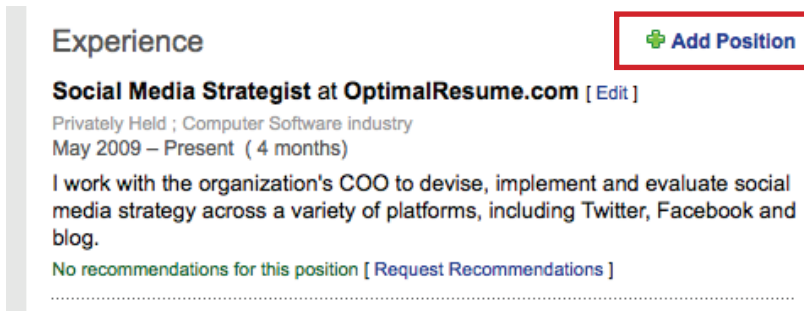
Recommendations – former coworkers, classmates, and superiors can write a recommendation in LinkedIn that will appear on your profile. This is a great way to build credibility with your audience.

Connections – the LinkedIn equivalent to Facebook or MySpace friends

Creating a Profile

Like most social media websites, your journey on LinkedIn begins with creating a personal profile. Many LinkedIn profiles are like abbreviated resumes due to LinkedIn's professional tone. It is not a substitute for a professional resume but enables the viewer to get the basic information about you. Employers look for inside information on candidates such as professional interests, who they are networked with and what they're working on.

➤ Experience



The screenshot shows the LinkedIn Experience section. At the top left is the word 'Experience'. To the right is a red-bordered button with a plus sign and the text 'Add Position'. Below this is the job title 'Social Media Strategist at OptimalResume.com' with an '[Edit]' link. Underneath, it says 'Privately Held ; Computer Software industry' and 'May 2009 – Present (4 months)'. The job description reads: 'I work with the organization's COO to devise, implement and evaluate social media strategy across a variety of platforms, including Twitter, Facebook and blog.' At the bottom, it says 'No recommendations for this position [Request Recommendations]'.

The Experience section is the most important part of your LinkedIn profile because:

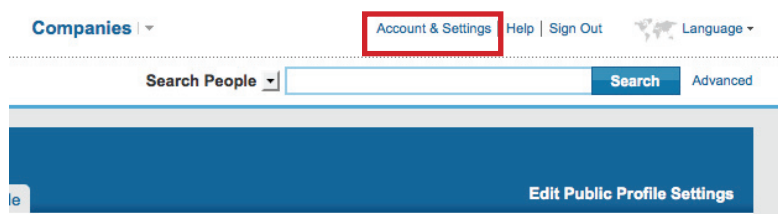
1. It adds a professional touch to your profile
2. Adding past jobs makes it easier to network with former coworkers and professional connections

To add a new experience section, click the Add Position button. On the next page, you can enter a company name, title, date range, and job description. LinkedIn will automatically organize your jobs in chronological order, so your most recent job will appear first. If you click the "I currently work here" box, that job will be listed as your current position on the profile.

➤ Education

The education section, located under the experience section, works similarly. To add a new education entry, click the Add Education button. On the next page, you can enter your school, degree level, GPA, major, and so on. Education sections can be used to connect with alumni and classmates.

➤ Personal information



The screenshot shows the top navigation bar of a LinkedIn profile. It includes a 'Companies' dropdown menu, a red-bordered 'Account & Settings' link, 'Help | Sign Out', and a 'Language' dropdown menu. Below this is a search bar with 'Search People' and a 'Search' button, and an 'Advanced' link. At the bottom right of the bar is a blue button labeled 'Edit Public Profile Settings'.

The personal information area is where users can see your contact information. Some people prefer to hide their contact information in their public profile for confidentiality reasons. Privacy settings can be altered by clicking the Account & Settings link in the top right corner of the page.

➤ Contact settings

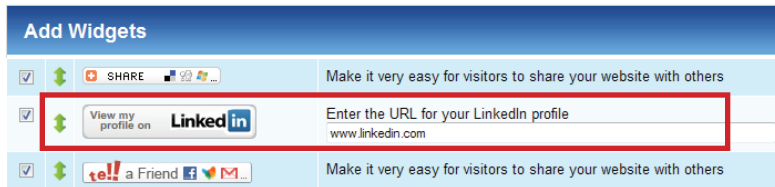
The last part of the page contains Contact Settings - circumstances under which other users can contact you. These can include staying in touch, job inquiries, networking, and so on. These will provide other viewers with an indication of what you're interested in career-wise.




Using Optimal Resume in your profile

Website sidebar

Enable Sidebar

Add a widget sidebar with links to your social media profiles and sites like LinkedIn and Twitter, and your blog. Drag and drop a widget to determine its order in the sidebar



Add Widgets	
<input checked="" type="checkbox"/>	SHARE  Make it very easy for visitors to share your website with others
<input checked="" type="checkbox"/>	View my profile on LinkedIn  Enter the URL for your LinkedIn profile <input type="text" value="www.linkedin.com"/>
<input checked="" type="checkbox"/>	a Friend  Make it very easy for visitors to share your website with others

Build a resume website in the Website Builder and take advantage of the Sidebar.

The sidebar allows you to add widgets to your Optimal Resume website that link to your profiles in other social media. To add the LinkedIn widget, click the checkbox next to the LinkedIn logo and copy/paste the address of your public profile into the field.

Share your website

Share your resume website link with your connections and groups. Another useful widget is the **Share button**, which can be enabled with the LinkedIn widget. This button allows you to share the link to your resume website on the LinkedIn website. If you don't want to use the Share button, you can also copy/paste your website link into messages to connections, news items for groups, and discussion boards.



LinkedIn profile



Katie Lempicke 

Associate at OptimalResume.com
Raleigh-Durham, North Carolina Area | Computer Software

Current

- Associate at OptimalResume.com 

Past

- Intern at OptimalResume.com 
- Membership Services Intern at UNC General Alumni Association
- Campus Representative at Dell 

Education

- University of North Carolina at Chapel Hill - Kenan-Flagler Business School
- Universiteit Maastricht
- University of North Carolina at Chapel Hill

Connections 33 connections

Websites

- My Resume Website

Public Profile <http://www.linkedin.com/in/klempicke>

Put your Optimal Resume website on your LinkedIn profile. We highly recommend including your Optimal Resume website as a link on your profile. To do so, edit the Additional Information part of your profile and copy/paste your resume website link as one of your three websites. If users like your LinkedIn profile, they can click your resume website link near the top of the page for a more detailed version of your resume. Like we said before, the best LinkedIn profiles are those that complement your resume, instead of simply rewriting the same content. Connecting a LinkedIn profile to your full resume strengthens your personal brand.

Connections

Connections are the bread and butter of LinkedIn. LinkedIn encourages networking by showing you exactly how your connections are related. For example, you see a job posting that you're interested in and the HR manager happens to be friends with a former coworker in your connections list. Seeing how these profiles are related gives you an easy way to introduce yourself and learn more about potential employers.

➤ Degrees of connection

How you're connected to Marco



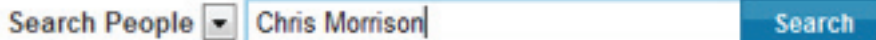
When you view a profile, you'll notice that certain profiles have orders attached to them. These orders show you the degree to which you're connected to that person. Here, we'll explain what the orders mean:

1st - This refers to a profile which is in your direct connections list. These users are able to view your entire profile because you have approved their invitations to connect.

2nd - This refers to a connection that belongs to one of your direct connections. A 2nd degree connection is not directly connected to your profile, but they are directly connected to one or more of your friends' profiles.

3rd - This is the broadest category of connections, and it refers to users who are connected to your 2nd degree connections.

➤ Finding connections



Connections are easy to find. In the search bar at the top of the page, you can search for people by their names or keywords. If you click on the profile of a user, you'll see a link that says "Add (User's Name) to your network". Clicking on this link will send an invitation for that user to connect with you. Before they can become an official connection, both you and the other user must approve the invitation.

➤ Growing your network

- [Send InMail](#)
- [Get introduced through a connection](#)
- [Add Danehy to your network](#)
- [Forward this profile to a connection](#)

There are 3 ways to communicate with people and grow your network.

1. Sending invitations (you will need to know person's email address or identify how you know them)
2. Getting introduced (through 2nd or 3rd degree connections including shared group memberships)
3. Sending Inmail (a paid feature)

Once you begin connecting with people, your network will grow as a result of your degrees of connection created via invitations, introductions and Inmail. Using your 2nd or 3rd degree connections, you will be able to strategically connect with people that you may not know directly by using "Introductions".

Introductions enable you to send a personal message, exchange information and request that you become a direct connection. Responding to an introduction does not automatically result in a connection. To become a connection, an invitation must be sent and accepted.

Note: Using the "Add to network" feature as pictured above requires that you identify how you know the person, such as a classmate, colleague, friend, business contact or shared group member.

Groups

Groups are a great way to network with friends and peers in your career or industry. They can provide useful information about locating job opportunities beyond traditional job boards.

➤ Groups overview



When you visit a group, you will be brought to their Overview page. From here, you can visit many parts of the group, including:

Discussions – join the discussion board to talk with other group members about various topics

News – read articles posted by group members from news sources, blogs, and related websites

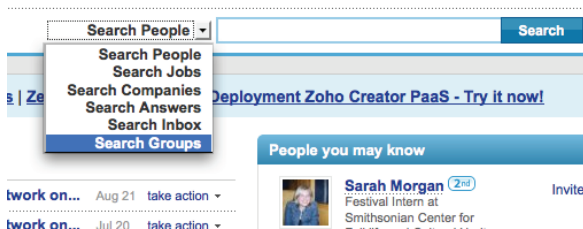
Jobs – view jobs that have been posted by group members.

Subgroups – subgroups are smaller groups within a main group. For example, a company group may have subgroups based on department, location, or job title.

➤ Benefits of groups

You can find groups based on common interests, goals, geography and many other specifications. Joining groups also makes it easier to expand your network. LinkedIn recognizes shared group membership as a basis for connection, which means you can add individuals in shared groups to your contacts.

➤ Finding groups



There are many ways to find groups: searching for groups which your connections belong to, searching for groups by keyword, or just word of mouth.

You can even add a group's logo to your profile to show your memberships to viewers and add more visual interest to your profile. But don't go crazy with the logos, because too many will make a profile appear cluttered.

➤ Optimal Resume group

We encourage all Optimal Resume users to join the Optimal Resume Users LinkedIn group. Not only are there more articles about using LinkedIn in conjunction with Optimal Resume, you can network with other users new to LinkedIn.

Companies


In addition to groups, employers can also create company pages, which are for current and former employees of that organization. These pages act like hubs for coworkers to network with each other. A company page provides a breakdown of current employees, former employees, recent hires, and recent promotions.

Companies BETA Companies Home | Add Company | FAQ

OptimalResume.com

Last edited by COO | [Edit profile](#)

OptimalResume.com is the technology leader in online career services and is headquartered in North Carolina's Research Triangle Park. In 2005, the company launched OptimalResume™, its award-winning web-based resume builder, developed in partnership with the University of North Carolina at Chapel Hill. Over 350,000 users rely on OptimalResume's leading edge career tools to help... [see more](#)



Key Statistics

Top Locations

- **Raleigh-Durham, North Carolina Area** (14)

▶ [Headquarters Address](#)

➤ Finding companies

1. In the search bar at the top of the page, select Search Companies in the drop-down menu and do a keyword search.
2. When you add jobs to the Experience section of your profile, those companies will appear on your profile. When viewing a profile, you can click on the company name to be taken to their page.


➤ Using companies

Companies BETA Companies

IBM

Last edited t

International Business Machines Corporation, abbreviated IBM and nicknamed "Big Blue" (for its official corporate color), is a multinational computer technology and consulting corporation headquartered in Armonk, New York, United States. The company is one of the few information technology companies with a continuous history dating back to the 19th century. IBM manufactures and... [see more](#)



Related Companies

Divisions

- IBM Global Services

Subsidiaries

- Informix
- Rational Software
- IBM Hursley Laboratories
- Tivoli Systems

Acquisitions

- Ascential Software
- Micromuse
- XIV
- ILOG
- IBM Daksh
- Telelogic
- FileNet
- Cognos
- Princeton Softech
- IBM Internet Security Sys
- PwC Consulting
- MRO Software
- Informix Software

Career path for IBM employ before:

- Hewlett-Packard
- Oracle

IBM employees are most co

- Oracle
- IBM Tivoli Software
- Microsoft
- Cisco Systems

Specialties

IT Services, hardware, mainframe, consulting, BI, CRM, ERP, financial management, product lifecycle management, security, sensors, actuators, strategy, change, storage, collaboration, disaster recovery, DR, enterprise architecture, virtualization, BPM

Current Employees (500+ total, 28 in your network)

- ② Vince Padua, Product Management and Business Strategy through Laurie Schollaert
- ② Robb Myers, ACIR [LION] robb@ca.ibm.com, Senior Recruitment Partner through Shiloh Friend
- ② Gregory Lok, Strategy & Change Consultant through Lindsey Davis
- ② Annie Dunsky, Manager, Corporate Citizenship & Corporate Affairs through Scott Tsuchiyaama
- ② Diane Hill, Marketing Manager - CIO Program through Kristin Hill

[See more >](#)

Former Employees

- ② Bob Kelly (7,400+ connections), President / CEO at CareerPlanners Inc. Coverage Senior Sales (to September 2004) through Shiloh Friend
- ② Shamus Brown, Professional Sales Coach at Industrial EGO Sales Account Marketing Representative (to September 1999)

You should look at company pages for current or past employers and send connection invitations to your former coworkers. This is an easy way to find colleagues and begin building your connections list.

Job Searching

LinkedIn also has a job search component, which works similarly to many traditional job boards. To begin a simple job search, look to the Search field at the top of the page. Under the drop down menu, click Search Jobs and enter keywords in the search field. Your search results will yield a variety of jobs which match your keywords.

To read more about a job or to apply, click on its title in the search results. What sets LinkedIn apart from other job boards is that it will show you whether people in your network or connections list work at a selected organization. By showing you possible contacts in the company or industry, LinkedIn is providing you with a “foot in the door” to network with these individuals and get noticed.

Final Thoughts

This document will help you get your feet wet in the world of LinkedIn. But truly, the best way to learn about LinkedIn is to sit down and actually use it. The more time you spend on LinkedIn, the more you will learn about potential employers and job opportunities.

Here are some final tips that we recommend to all LinkedIn users:

Update your profile frequently. A profile that is well-maintained shows a person who is organized and attentive, offering a positive impression to employers.

If you're comfortable, use a photo. Although LinkedIn is a professional venue, a photo is a great way to add a human touch. A professional headshot isn't necessary; any respectable, friendly photo will suffice.

Take part in groups and discussions. Employers value candidates who understand industry trends and current events. Groups provide a wealth of information that can be utilized in future jobs and interviews.

Stay in touch with your connections. Send a message to your connections every once in a while. You never know when one of your connections is hiring for that perfect job.

Join the Optimal Resume Users group on LinkedIn. If you enjoyed this help document, join the Optimal Resume group for more news and information about using LinkedIn. You can find it either by going to this link <http://www.linkedin.com/groupRegistration?gid=2003379> or by doing a search for “Optimal Resume.”