



Leveraging Social Networking

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Agenda

- Why Networking?
- Social Networking Basics
- LinkedIn
 - Managing your profile
 - Expanding your network
 - Job postings
 - Groups
 - Additional applications

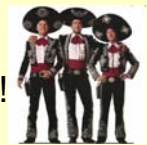


Why Network?

- How did you find your most recent job?
 - Newspaper Ad?
 - Internet posting?
 - Word of mouth/referral?
- Current Trends in Job Search Strategies
 - According to Richard Bolles, Author of *What Color Is Your Parachute*, internet and newspapers have a 1 – 24% success rate whereas networking yields a 50% – 86% success rate.



In other words:
"Find Your People!"



Internet,
specifically social
networking sites,
offers new way to
do this.

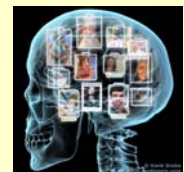
Great tool for both introverts and
extroverts!

Social Networking Defined

- A **social network service** focuses on building **online communities** of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.

http://en.wikipedia.org/wiki/Social_Networking

Wiki – another example of a social networking tool.



Social Networking Tools

- MySpace
- Facebook
- Plaxo
- Twitter
- Yahoo Groups
- LinkedIn
- Email
- Instant Messaging



Get connected with your people!

- Employers
 - i.e. Ernst and Young Recruiting on Facebook
 - Lockheed Martin past and present employees on LinkedIn
- Professional Associations
 - MCDA, Career Professionals Network on LinkedIn
- Universities
 - Capella on Facebook and LinkedIn
- Community and Volunteer Groups
 - Pet Haven on Facebook



Survey: How are you using Social Networking

- Are you using social networking tools?
- Please list the ones you are using.
- Do you have a blog?
- Do you read blogs?
 - If so, which ones?



Employers Surveyed



How are they using social networking?

- 22% of hiring managers researched job candidates (up from 11% in 2006)
- 9% that plan to start
- 34% found content caused them to eliminate candidate from consideration
- 24% found content solidified hiring/consideration decision

CareerBuilder.com survey

Leverage Social Networking in Job Search

Employers looking for:

- Background supported job qualifications
- Demonstrated fit for culture
- Profile was creative
- Great references posted
- Professional image portrayed
- Honors/awards received and highlighted
- Demonstrated wide range of interests




CareerBuilder.com survey

Before You (or your clients/students) Dive In, Consider...

- How and why are you going to participate?
 - Professional Use
 - Personal Use
 - Public Use



Personal ←-----→ Professional

Our focus today: 

Professional Social Networking Site

From LinkedIn's "About" Page



**LinkedIn's simple philosophy:
Relationships Matter**

LinkedIn is an online network of more than 30 million experienced professionals from around the world, representing 150 industries.

<http://www.linkedin.com/home>

Who are the People Joining LinkedIn?

- 22% Senior Executives
 - 8.5 million – most are happily employed and not looking for a job
- 30% - Savvy Networkers
 - 9 million – "it's all about networking"
 - 69% read blogs – 9% keep their own blogs
 - 30% - employed
 - 25% - employed – not looking
 - 19% – full-time consulting
 - 9% - Consulting but looking



Study by Beth Snyder Bulik (Consumer Electronics, Tech - Reporter) – November 2009

Who are the People Joining LinkedIn?

- 21% Exploring Options
 - 6.1 million – looking for jobs
- 28% Late Adopters
 - 6.6 million not exactly sure – they were invited by a contact
 - have an average of 23 connections – the overall average is 38



Study by Beth Snyder Bulik (Consumer Electronics, Tech - Reporter) – November 2009

Components of LinkedIn

- Our focus on:
 - Managing your profile
 - Expanding your network
 - Job postings
 - Groups
 - Additional applications



Purpose of Profile

*Develop and maintain professional
branded online identity*



- First impressions count!
 - No typos, detailed, keywords
- Communicate information about you

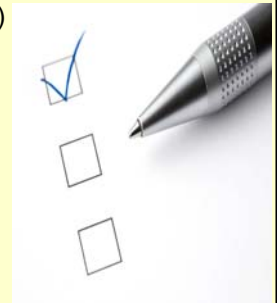
LinkedIn Profile Tips

- Include professional picture
- Enhance profile with accomplishment statements or key skills
 - Resume rules apply
 - Chronological or functional resume format
- Add keywords based on your industry and profession



LinkedIn Profile Tips

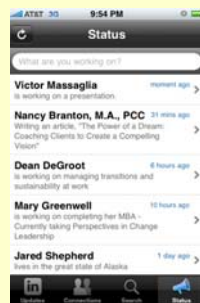
- Keep updated (always!)
- Use acronyms **and** spell out schools, certifications, etc.
- Give and ask for recommendations
 - Recent and applicable



LinkedIn Profile Tips (continued)

- Remain positive
 - About past clients, employers, etc.
- Make profile public
- Customize profile's URL to your name (a "Vanity"URL)
 - e.g. <http://www.linkedin.com/in/massaglia> and <http://www.linkedin.com/in/melodykruzic>
- Add to email signature, blog, website, business cards, etc.

Status: What are my people up to?



Benefits:

- Build online brand
 - SME
- Compile resources
- Informs of opportunities
- Provides reason to stay connected

"It takes many good deeds to build a good reputation, and only one bad one to lose it".

Benjamin Franklin

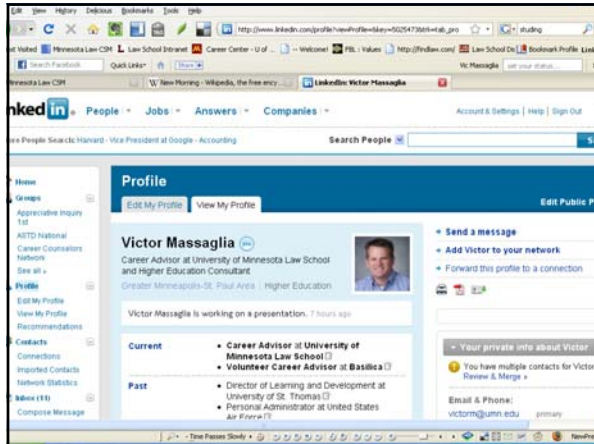


Managing Your Online Persona

Don'ts


- Badmouth current/previous employer/colleagues
- Mention you're on a job search if your present employer isn't aware
- Write or post anything you wouldn't want
 - your grandparent to see,
 - to see on a billboard,
 - to be published on the front page of USA Today

Additional rules apply for other online media.

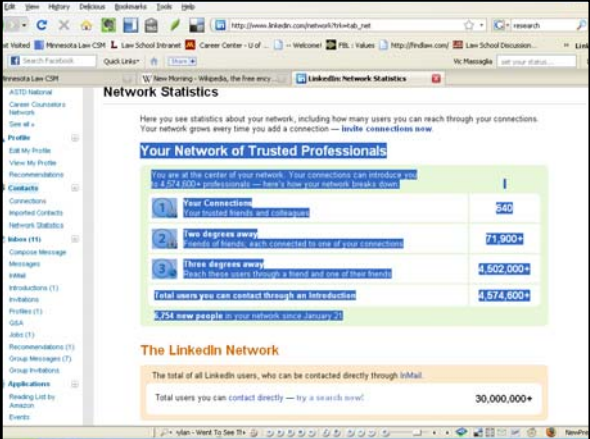


Research Others

- Search for potential employers, colleagues, etc. via LinkedIn to conduct job search research
 - Develop tailored resumes and cover letters
 - Prepare for interviews
 - Maintain connection with contacts
 - Learn of areas of interest: forward articles, ask/answer questions, stay abreast of challenges and opportunities

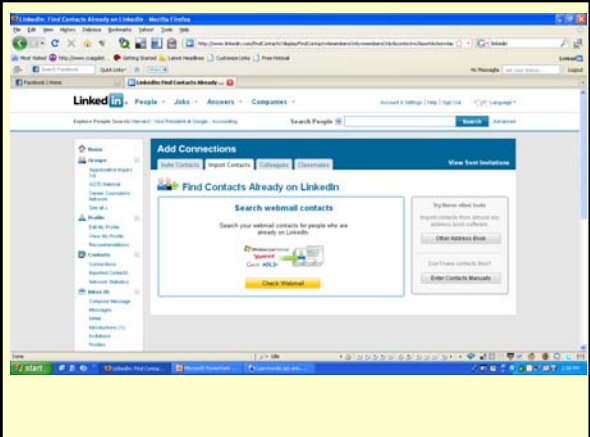


Expanding Your Network

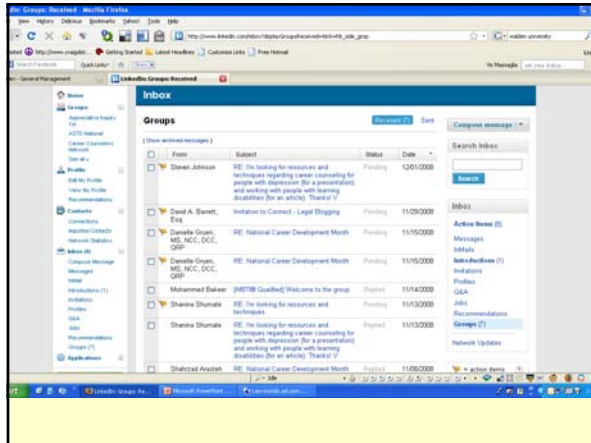
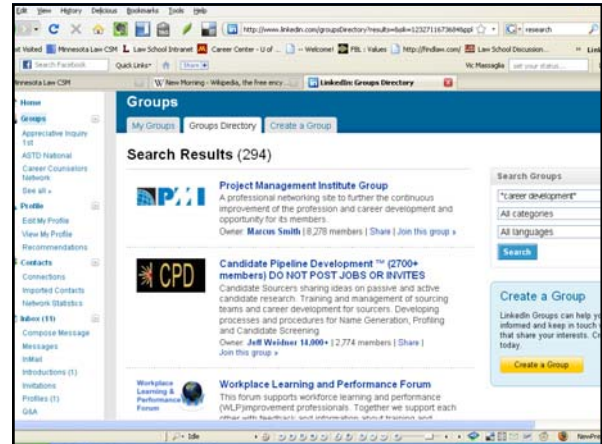
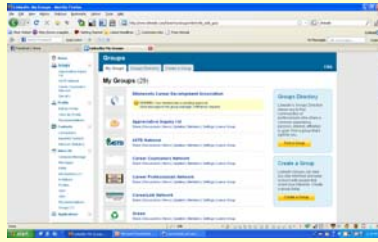
Create a Network of 71,000+ Right Now!

- Sign up or log into LinkedIn
- Create a profile
- Search for “Victor Massaglia”
- Click Victor’s Name and click “Add Victor to Your Network”
- Enter victorm@umn.edu in email address section
- Write a short sentence explaining how you know Vic ***important ** (to me, at least)
- Click “Send Invitation”.

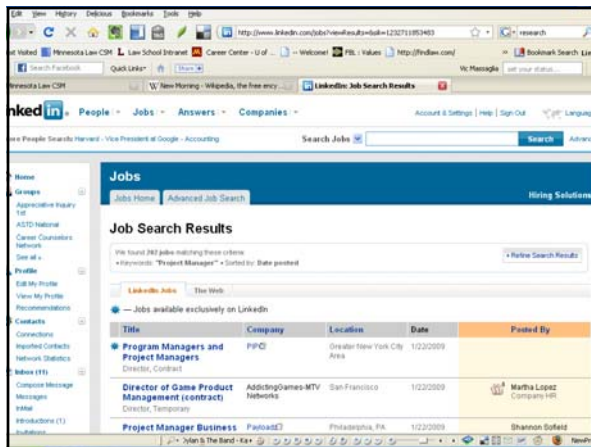
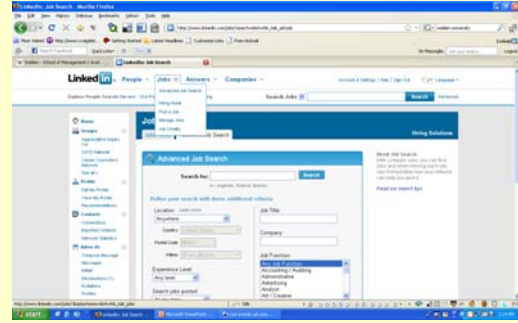


Groups (“Your People!”)

- Find
- Join
- Create Your Own



Jobs (Finding & Posting)



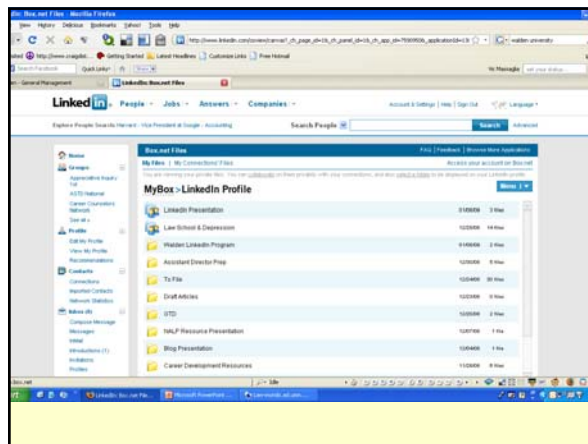
Questions & Answers

- Ask Questions
 - For advice, expertise, feedback and/or resources
- Answer Questions
 - Share your expertise
- Look for opportunities to connect with “Your People”



New LinkedIn Features: Applications!

- **Box:** Share files and collaborate with your network.
- **Huddle:** Private workspaces to collaborate with your network on projects.
- **Amazon:** Discover what your network is reading.
- **Triplt:** See where your network is traveling.
- **SixApart:** Stay up to date with your network's latest blog posts.
- **Google Docs:** Embed a presentation on your profile.
- **SlideShare:** Share, view and comment on presentations from your network.
- **WordPress:** Promote your blog and latest posts.
- **Company Buzz:** See what people are saying about your company.

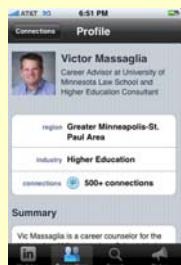


Online Distinction: What's Your Rating?



<http://www.careerdistinction.com/onlineid/>

Questions?



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