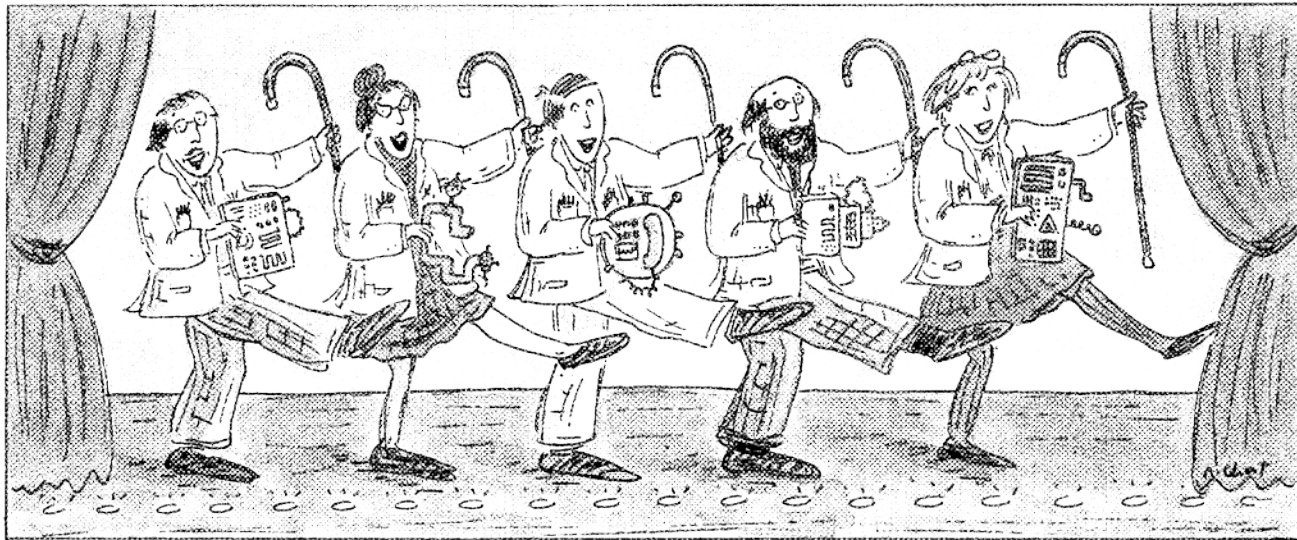


LinkedIn *101*

It's about who knows you

Any training program for improving the productivity of professionals must first target taking initiative.

How Bell Labs Creates Star Performers



by Robert Kelley and Janet Caplan

How Bell Labs creates star performers : Robert Kelley and Janet Caplan, Harvard Business Review (July-August 1993)

About your presenter



Contact information

- ▶ kh@queenlake.com
- ▶ 508 829 5825
- ▶ Slides: <http://queenlake.com/presentations>
- ▶ <http://www.linkedin.com/in/karlhakkarainen>
- ▶ [Twitter: RoasterBoy](#)



Work and family

- ▶ 30 years in the high-tech industry
- ▶ Blogger with United Business Media
- ▶ Former newspaper reporter, short-order cook, Kelly Girl, and factory worker
- ▶ LinkedIn member #79414
- ▶ Married, father of two, grandfather of seven



LinkedIn 101

What is LinkedIn and why should I care?



You're here today because ...

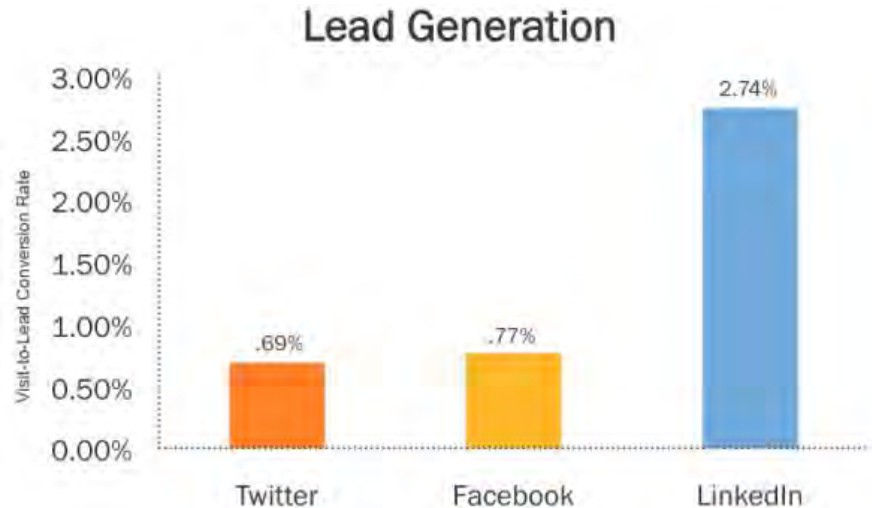
- ▶ You've received emails asking you to join someone's LinkedIn network.
- ▶ You've heard that LinkedIn can help you find a job or new business.
- ▶ It's time to look for something new.
- ▶ You've heard a lot about LinkedIn and you're still not sure what it is.

About LinkedIn

- ▶ World's largest professional social network
- ▶ Established in 2003
- ▶ IPO in May 2011
- ▶ 135M professional (Nov 2011)
- ▶ More than 2M company pages
- ▶ More than 14M students
- ▶ Available in 15 languages
 - English, Dutch, French, German, Indonesian, Italian, Japanese, Korean, Malay, Portuguese, Romanian, Russian, Spanish, Swedish and Turkish.

Why LinkedIn?

- ▶ It's the best way to showcase your skills and experience.
- ▶ It's the best way to showcase your business and your skilled employees.
- ▶ It's the best way to make B2B contacts.



[LinkedIn 277% More Effective for Lead Generation Than Facebook & Twitter -- HubSpot](#)

Job Screening with Social Networks

— How Are Employers Screening Job Applicants? —

Do you use social networking sites to screen prospective employees?

9%

No

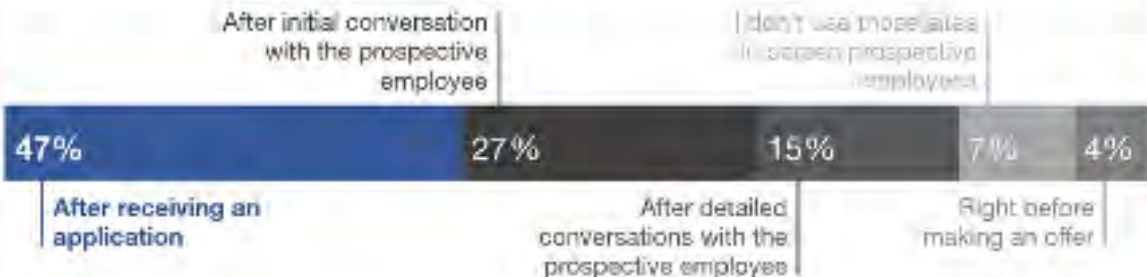
91%

Yes

During the hiring process, which social networks do you use to screen candidates?



During which phase of the hiring process do you look at social networking sites to screen prospective employees?



Your resume is your life online

[91% Of Employers Use Twitter, Facebook And LinkedIn To Screen Job Applicants](#)

Why am I using LinkedIn?

- ▶ Keeping up with my areas of interest
- ▶ Locating people who know stuff
- ▶ Helping friends
 - With their job search
 - With their current projects
- ▶ Connecting with friends, co-workers, and people in the community
- ▶ And, yes, looking for business and personal work opportunities

Is LinkedIn like Facebook?

Who and What	LinkedIn	Facebook
Friends	Yes	Yes
Work acquaintances	Definitely	Mostly
Your boss	Definitely	Maybe
Your mother	Good idea	Almost a good idea
Information about jobs	Definitely	Mostly
Information about your work or field of study	Definitely	You'll probably find out who your friends really are
Information about non-work ideas or activities	Maybe	Yes
Report about your vacation	Not a good idea	Depends on your decision about your mother

What you see when you first go to LinkedIn

LinkedIn®

[Home](#) [What is LinkedIn?](#) [Join Today](#) [Sign In](#)

Find out more

Over 100 million professionals use LinkedIn to exchange information, ideas and opportunities



Stay informed about your contacts and industry



Find the people & knowledge you need to achieve your goals



Control your professional identity online

Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

6 or more characters

[Join Now](#) *

Already on LinkedIn? [Sign in.](#)

Create an account

Search for someone by name:

[Go](#)

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) | Browse members [by country](#)

Find people

* By clicking Join Now or using LinkedIn, you are indicating that you have read, understood, and agree to LinkedIn's [User Agreement](#) and [Privacy Policy](#).

[Help Center](#) | [About](#) | [Blog](#) | [Careers](#) | [Advertising](#) | [Recruiting Solutions](#) | [Tools](#) | [Mobile](#) | [Developers](#) | [Publishers](#) | [Language](#)

[LinkedIn Updates](#) | [LinkedIn Answers](#) | [LinkedIn Jobs](#) | [Jobs Directory](#) | [Company Directory](#) | [Groups Directory](#) | [Service Provider Directory](#) | [Title Directory](#)


LinkedIn Corporation © 2011 | [User Agreement](#) | [Privacy Policy](#) | [Copyright Policy](#)

LinkedIn Today

LinkedIn Account Type: Job Seeker ▼ Karl Hakkarainen Add Connection

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

Hear from brokers and businesses who offer Aflac to see why you should, too




Share an update

Attach a link Share


If it doesn't bring value, your customers won't use it... • Like • Comment • More » • 39 minutes ago

LinkedIn Today: See all Top Headlines for You


P&G To Lay Off 1,600 After Discovering It's Free To



3 Rules You Need to Follow Now to be Happy at Work




Create a Meaningful Life Through Meaningful Work




»

All Updates • Coworkers • Shares • More ▼ Recent • Top • Search




Karl Hakkarainen If it doesn't bring value, your customers won't use it and may not even see it.




Bad Usability, Bad Customer Attitude digitaldraw.com
Usability issues found in a study of digital displays can lead to customer frustration – the opposite of the desired goal.

Like • Comment • Share • 39 minutes ago




Bryant Macy via Twitter


People You May Know



John Smart, Lead Technical Writer, salesforce.com platform
[Connect](#)




Cheryl Bailey, Consultant at Cheryl M. Bailey Consulting
[Connect](#)



Barry Tuthill, Account Executive at MicroStrategy
[Connect](#)

[See more »](#)



Who knew all you had to do was listen for leads?

[Get your social sales kit >](#)

Who's Viewed Your Profile?

14 Your profile has been viewed by 14

CC BY SA

LinkedIn 101

1/31/2012

14

Questions?

Karl Hakkarainen | LinkedIn

Profile Tips

- ▶ LinkedIn will ask to upload your address book
 - Don't
 - It'll annoy most people and confuse the rest
- ▶ If you use a photo, use a good one.
 - Save the avatars for Facebook and Twitter.
- ▶ Help people find you
 - Provide work and education information
 - Update your profile with new skills, keywords, and accomplishments

Who should be in your network?









- ▶ People you know from current and past jobs
- ▶ Your boss
- ▶ Your customers
- ▶ Professors and alumni from your colleges
- ▶ People you meet at
 - Conferences
 - Business and professional groups
 - Chamber of Commerce meetings and presentations

LinkedIn for Businesses

- ▶ Promote your business
 - Your markets
 - Your expertise
 - Your customers
- ▶ Create events
- ▶ Recruit employees
 - Paid ads
 - Direct contact

Companies Home Search Companies Following (21)

Companies You're Following

-  **Joseph's Project**
Civic & Social Organization
[Stop following](#) • [Notification settings](#)
-  **Mirick O'Connell**
Law Practice, Greater Boston Area
[Stop following](#) • [Notification settings](#)
-  **Mount Wachusett Community College**
Education Management, Greater Boston Area
[Stop following](#) • [Notification settings](#)
-  **PC Connection**
Information Technology and Services, Greater Boston Area
[Stop following](#) • [Notification settings](#)
-  **Queen Lake Consulting**
Information Technology and Services
[Stop following](#) • [Notification settings](#)
-  **Saint Vincent Hospital**
Hospital & Health Care, Greater Boston Area
[Stop following](#) • [Notification settings](#)
-  **TechTarget**
Online Media, Greater Boston Area
[Stop following](#) • [Notification settings](#)
-  **The Holden Landmark**
Newspapers, Greater Boston Area
[Stop following](#) • [Notification settings](#)

Participating in social networking

The people who worry most about doing something wrong are the people least likely to do something wrong.

Groups and discussions

The screenshot shows a web browser window displaying the LinkedIn group page for the 'Worcester Chamber of Commerce'. The browser's address bar shows the URL: www.linkedin.com/groups/Directory?itemaction=mcl&anetid=4194006&mpid=&pgkey=anet_search_results&actpref=anetrch_name&trk=anetrch_name&gc. The page header includes the LinkedIn logo, the user's account type 'Job Seeker', and navigation links: Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is also present.

The main content area is titled 'Worcester Chamber of Commerce' and has tabs for Discussions, Members, Promotions, Jobs, Search, and More... The 'Discussions' tab is active. Below the tabs, there is a section for starting a new discussion or poll, with a text input field and a 'Share' button. Below this, there is a section for 'Most Popular Discussions' featuring a post by John Vaillancourt CRS titled 'Connect For Success!' with a description: 'The Chamber is rolling out a new referral program called Connect For Success. There are many people part of referral networking groups ...'. Below this post, there is a section for 'Latest Updates' showing comments from John Vaillancourt CRS and Sharon McLaughlin.

The browser's toolbar includes various icons for navigation and social media sharing, such as 'Most Visited', 'Daily', 'WISE', 'Laptop', 'LinkedIn', 'DD-Usability', 'Election Sites', 'News', 'Google', 'Google Plus', 'My PogoPlug: View', 'save on delicious', 'Read Later', 'bit.ly', 'is.gd', 'Add to RTM!', 'Pin It', 'Share to Google+', and 'Blogging'.

Frequently Asked Questions

- ▶ Do I have to accept all invitations?
- ▶ Which email should I use – work or personal?
- ▶ How do I ask for or give recommendations?
- ▶ Are premium accounts worth it?
- ▶ Are there LinkedIn apps for my phone?
- ▶ What about regulatory restrictions for my business and profession?

So when I do get the work?

You're building a personal network

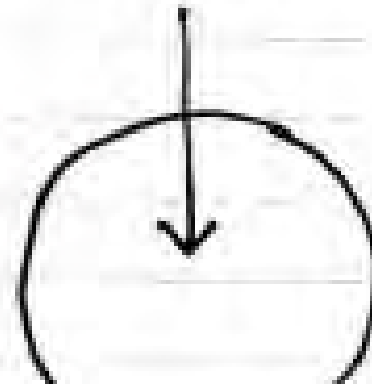
- ▶ to help you get your current job done
- ▶ to see your work from new perspectives
- ▶ to find interesting people
- ▶ to make the next steps possible



"So, What are we aiming for, Timmy—the Nobel Prize or 'Inspected by No. 7'?"



your comfort
zone



Questions?