

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

LinkedIn *101*

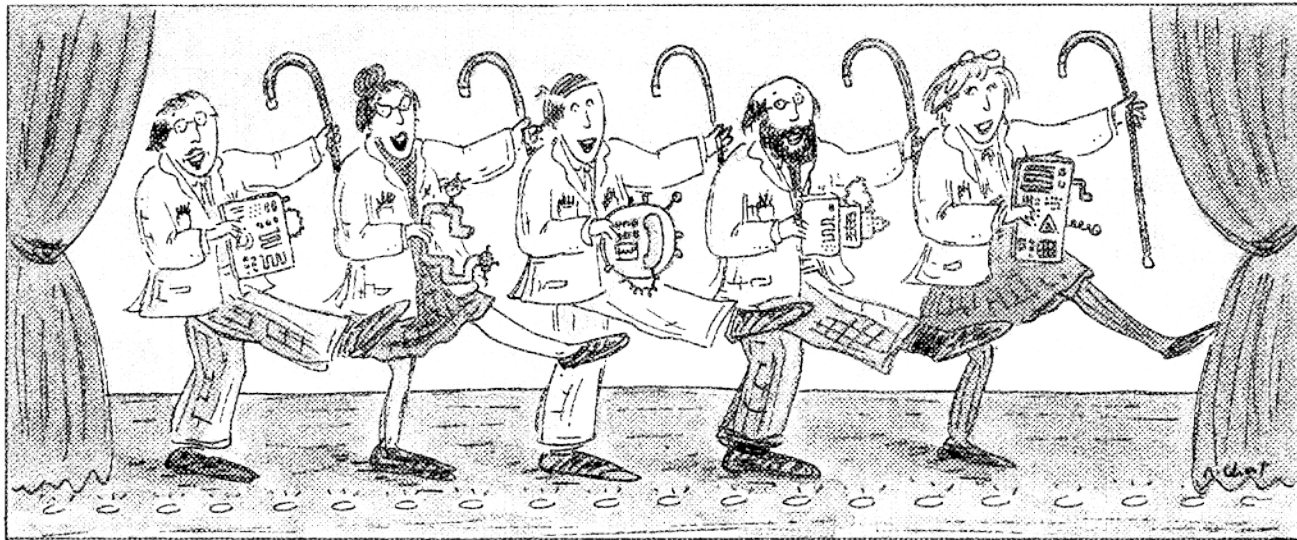
What is LinkedIn
and why should I care?



Yes, sometimes it's spelled LinkedIn and sometimes LinkedIn.

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



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Work and family

- ▶ MWCC '77 and '11
- ▶ 30 years in the high-tech industry
- ▶ Blogger with United Business Media
- ▶ Former newspaper reporter, short-order cook, Kelly Girl, and factory worker
- ▶ 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

- ▶ More than 150 million members in more 200 countries and territories.
- ▶ Established in 2003
- ▶ IPO in May 2011
- ▶ More than 2M company pages
- ▶ More than 14M students, fastest growing group on LinkedIn
- ▶ Available in 17 languages

Job Screening with Social Networks

— How Are Employers Screening Job Applicants? —

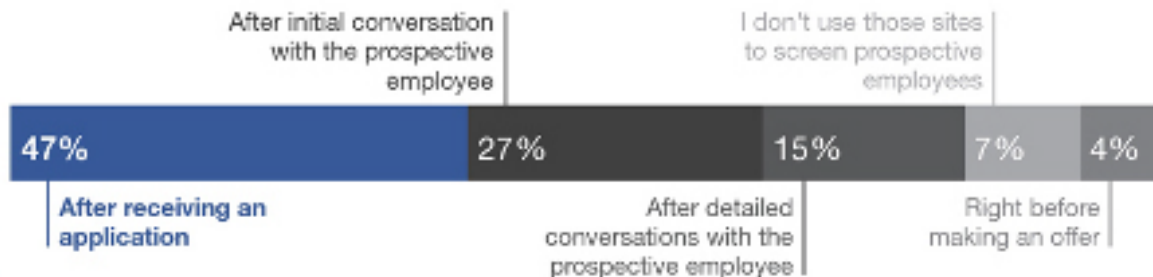
Do you use social networking sites to screen prospective employees?



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

First visit to LinkedIn.com

LinkedIn 

Email Password [Forgot your password?](#)

Be great at what you do.



"I haven't made a cold call since 2005 thanks to LinkedIn."
Kendra Ramirez – Social Media Strategist at ABR

Get started – it's free.
Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (6 or more characters)

By clicking "Join Now" or using LinkedIn, you agree to our [User Agreement](#) and [Privacy Policy](#).

Find a colleague: First Name Last Name

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](#)

Basic
Info

Personal
Email *

Read


Click

LinkedIn Today

LinkedIn Account Type: Executive ▼ Karl Hakkarainen Add Connections

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


OppenheimerFunds. Opportunities no longer have borders.




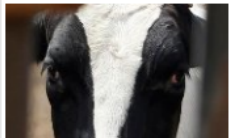
Share an update
Attach a link ✓ ✕ Share

When we worked at Rational, we had an official Group C... • Like • Comment • More » • 1 hour ago

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The Perfect Milk Machine: How Big Data Transformed the Dairy


»


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Chris Loiselle, EdM. joined the group Information Architecture Institute (IAI)
Like • Comment • Send a message • Join Group • 40 seconds ago




Claudia Snell is now connected to **Julieane K. Frost**, Manager of Communications and Marketing at EcoTarium
Send a message • 1 minute ago




Victor Infante is now connected to **Lorna Cyr**, Retired -Broadcast/Newsprint Media. NBC WRCH CABLE Producer ESPN Today: Volunteer Publicist -Successful Artist & Poet
Send a message • 3 minutes ago


People You May Know



Bruce Macisaac, RUP Technical Lead at IBM
[Connect](#)




Stephanie Trunzo, Rational Integrations Gearbox, Senior
[Connect](#)




Don Fowley, VP/Executive Publisher at John Wiley and Sons
[Connect](#)

[See more »](#)




Career power to do more arrives in Nashua.
Discover your potential.

Invent the future with Dell > 

Who's Viewed Your Profile?

7 Your profile has been viewed by 7 people in the past 7 days.

10 You have shown up in search results

 CC BY SA

LinkedIn 101

5/2/2012

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
 - Presentations such as this one

LinkedIn for Businesses

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

The screenshot shows the LinkedIn homepage for an executive account. At the top, the LinkedIn logo is followed by 'Account Type: Executive' and the user's name 'Karl Hakkarainen' with a link to 'Add Connections'. Below this is a navigation bar with links: Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is on the right. The main content area is divided into several sections: 'Companies Home' with a search bar and a 'Search' button; 'Followed Company Updates' featuring job postings from EMC and UBM TechWeb; 'News currently trending on LinkedIn Today' with a post from TechCrunch about Socialtext; and 'Companies You May Want to Follow' with logos for various companies like ept, info PROS, Local Concept, WritePoint, critec, CDG, instinctools, P3, and POLICOMP. At the bottom right, there is a Dell advertisement with the text 'Career power to do more arrives in Nashua. Discover your potential. Invented the future with Dell'.

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 job?

You're building a personal network

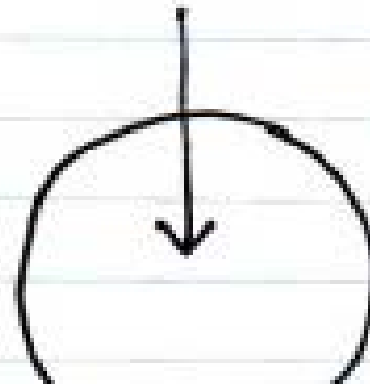
- ▶ to help you get your current job done
- ▶ to see your work from new perspectives
- ▶ to find interesting people
- ▶ to make the next steps possible



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



your comfort
zone



Questions?