Harness the Power of LinkedIn in your Job [re]Search

Dr. Joseph Barber
Associate Director, Career Services
barberjo@upenn.edu

Networking..., it’s just talking
50% of networking is gathering information you can use to achieve your career goals.

PERSONAL BRANDING

50% is sharing information about yourself with others to achieve your career goals.

Hopefully not one of these people.
500 million profiles = OVERWHELMING!

- Don't think of LinkedIn as a "all or nothing" tool – think about the different approaches you can take:
  - Branding yourself and your abilities
  - Researching employers/organizations
  - Researching topics and career fields by joining in conversations and sharing your perspective
  - Finding the right people to answer your questions
  - Finding the right people to help you identify what your questions should be (people who have similar backgrounds)
  - Developing a manageable networking strategy that helps you to achieve your pre-determined goals

Networking..., it’s just talking

- Talking with a clear goal in mind
  - what do I want to share; what do I want to learn

- Talking as part of a broader strategy to connect with people
  - Who do I want to talk to

- Talking to help people help you
  - People can help if they know how

Before you begin: settings
Before you begin: profile

Joseph Barber
Associate Director at University of Pennsylvania
Grazier, Philadelphia Area - Research

Current: University of Pennsylvania, Haury College
Previous: Journal of Applied Science & Environment, Independent Consultant,模式大学
Education: University of Stirling

What are your 3 main takeaways?

What should someone remember about you a week from now?
Before you begin: **editing your profile**

Before you begin: **profile settings**

Before you begin: **public profile URL**

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**University of Pennsylvania Career Services**

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NOW YOU CAN START...

...thinking about the different questions that you have

Research starts with good questions

• The career development process can seem overwhelming
  – Finding out a certain piece of information about a certain position at a certain type of employer is manageable

• Networking in general terms can seem terrifying
  – Making a specific connection with a person who can answer some of your questions is easier
Turn the general into the specific

That foul miasma of worry that you should be doing more..., but what?

Specific questions relating to the individual stages of job searching and networking

Questions you can answer on LinkedIn

• What career fields have people from my institution pursued?
• What career fields have people with my academic background (degree type or discipline) pursued?
• What other types of positions might be a good fit for someone with my specific skills?
• What type of people work in a particular type of position, or at a particular type of organization?
• Who might I know at X organization, or who might the people I know know...

Examples of career exploration questions

• What does a certain industry do?
• Which employers are big players in an industry?
• What are people talking about?
• What types of articles, publications, and websites are they referring to and reading?
• Where can you be looking to find more information?
• What language/jargon is used to describe what employers do in a certain industry?
Keep learning about popular topics through online courses and workshops.

Consider attending webinars and networking events to stay up-to-date on industry trends.

Join professional organizations and contribute to their services or resources.

Seek mentorship or guidance from experienced professionals in your field.

Stay informed about job opportunities by following companies and industries on social media.

Utilize professional development tools and resources available through your employer or educational institution.

Regularly update your resume and LinkedIn profile to reflect your recent experiences and accomplishments.

Keep your skills and knowledge current by taking advantage of continuous learning resources.

Find mentors or a professional networking group to connect with others in your field.

Seek out opportunities to volunteer or contribute to projects outside of your regular work responsibilities.

Stay curious and open to new experiences to expand your professional growth.

Consider shadowing or interning with organizations to gain hands-on experience.

Engage with your community by volunteering for local events or initiatives.
In your Pulse “feed”

Opportunity to be “active” on LinkedIn – bring traffic to your profile

Outcomes of general career exploration

- You will find plenty of articles to read (industry specific and general)
- You can identify broad career fields to follow and keep up to date on trending topics
- You can take the opportunity to post comments or questions
  - This definitely increases the likelihood of people stumbling across your profile
- By looking at who is posting, you will find more names/titles/companies of other posters to explore further
  - Add these to your networking database

Who said that?
New position titles and employers to add to your database

Goals for researching companies/employers
- What does this company do?
  - Their website will be more informative
- Who are similar employers in the field?
- What types of specific position titles do employers at this organization have?
- How many people have similar types of positions?
- What skills seem to be common in employees within a certain type of position?
- What other organizations do people search for before/after viewing the organization you are looking at?

Search by company name to gain background understanding

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Company #1 can lead you to more.

Liking gets you a mention.

Sharing can help you be active without needing to have original questions or information.

Outcomes of company-specific research

- Employer-related resources/article/updates
- Companies to follow
- Opportunity to post comments/questions, share, and like
- A list of job opportunities
- Companies similar to company A that “people also viewed”
  - Companies you may never have heard of, and that would NOT be listed on Company A’s website!
  - = more relevant keywords, more background knowledge, and even more questions
    - Is company a good fit for you?
    - What types of people are they looking for?
    - What types of people do well?
Data to answer your questions

All the information in the world available on the web

Information on web that answers your unique questions

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Turning online into in-person

Goals:

• Grow your network to allow you to answer your specific questions
• Grow your network to allow you to broaden your knowledge of the industry or career field
• Grow your network to allow you to demonstrate your interest and experience
• Grow your network to allow you to grow your network more effectively/efficiently
• Grow your network to allow you to identify specific job opportunities
• Grow your network to allow you to find advocates for you in different career fields or organizations

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Goals for people networking research

Questions:
• Who do I know?
• Who do the people I know know?

• Where are the well-trodden paths I can follow?
• Who can tell me about the undiscovered paths?
• Where should I start???

Lowest hanging fruit

• 1st degree contacts you already have on LinkedIn
  – You may be surprised by who the people you know know
  – They may not be aware you are interested in people they know if you have not articulated your networking goals
Use the relationship information to keep track of when you met, where, who introduced you, and then set yourself reminders if you want to follow-up.
Click on “get introduced”

Free LinkedIn account comes with 5 introductions

Outcomes of direct contact networking

• You now know who you are connected with
  — Your 1st degree contacts

• You have searched through the contact lists of your direct, 1st degree contacts by keyword
  — Keyword = position title, organization, skill, experience (all from your background research)

• You have identified some people you would like to be introduced to
  — Your contact might be able to introduce you without going through LinkedIn!!

Penn Alumni LinkedIn group

• ~37,000 members from all Penn backgrounds and degrees who have actively decided to join this group
  — You school/department/group may have its own LinkedIn groups for you to join
  — Join it...

Main goals:

• Search group by keywords
• See if there is additional information about members of this group on QuakerNet — and vice versa
  — QuakerNet and LinkedIn can be good companion tools, as each contains information that the other may lack
The main Groups page

A specific group page

Researching members in a group - hedgehog
Outcomes of Alumni group networking

- You have used your keywords to identify real people in the group associated with these keywords
  - Use “quotation marks” to limit search
  - Keywords may be identified from within the profile page (not just from current job description)

- You have sent messages to group members directly
  - They don’t have to reply — some will
  - Craft your message very carefully
  - Make the right “ask” to ensure that contacts can help you
Goals for “find alumni” tool

- Contains ~112,000 contacts with term “University of Pennsylvania” in “education” section of profile
  - Members have not actively joined, they have been loosely grouped by LinkedIn

- Use interactive tool to search for oh-so-many different types of information
  - Career path and industry by discipline
  - Contacts by company
  - Job type by skills
  - Alumni by location
“Find alumni” tool

Search within table

Scroll down to see all 15 people
Who works/worked at ???

<table>
<thead>
<tr>
<th>What they did</th>
<th>What they're skilled at</th>
</tr>
</thead>
<tbody>
<tr>
<td>AECOM</td>
<td>Architecture and Related Services</td>
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<tr>
<td></td>
<td>Urban Planning</td>
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<td></td>
<td>Architecture</td>
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<td>Landscape Architecture</td>
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<td>City/Urban, Community and Regional</td>
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<td>AutoCAD</td>
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<td>Sustainability</td>
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Scroll down to see all 57 people.

We do..., we work at AECOM

One connection in common
What do people with my skills do?

We have transferable skills

Outcomes from “find alumni” tool

- You know what people in your program go on to do
- You can refine your search by keyword/degree type (e.g., PhD, MA, MFA)
- You can see who works at different employers
- You can see how people apply the different skills they say they have
- You can add actual employer names, position titles, and the names of potential contacts to your database
  - Cross-check names on QuakerNet and you might get easy access to contact information too!
Goals for profile-specific research

- Who is “Charles M.”?
  - The more contacts you have in common, the more information you see
  - The more you pay LinkedIn, the more you see

- What can I learn from a profile I look at?
  - How can I adapt my profile based on what I see?

- How do I make contact?

We have transferable skills

After clicking on “view profile”
My secret loophole...

1. Copy job description/company name and paste it in "quotation marks" along with first name

2. Take full name and paste it into people search bar in LinkedIn

3. Click on profile...
The result...

Vani Henderson
SMB Customer Research and Insights, Google
San Francisco Bay Area · Market Research
Contact:
Phone: Google, Stanford Prevention Research Center, FTE
LinkedIn: Vani Henderson
www.linkedin.com/in/vanhenderson

Industry relevant groups for you to explore. Opportunities for you to message Vani directly if you are part of same group.

Other personal profile research

Keywords for database. Terms you should know.

Vani’s groups

Industry relevant groups for you to explore. Opportunities for you to message Vani directly if you are part of same group.
Who is everyone else looking at?

- Natalie Bogowsky
  - Market Insights at Google
- Evan Yaffe
  - Customer Research and Insights Analyst at Google
- Lauren Weinberg
  - VP Strategic Insights and Mkt Research at Yaho”
- Hans Kim
  - Consumer Insights - Google+...
And similar jobs listed & looked at

New opportunities, new company names, new job titles = new keywords for your database

Don’t worry about the competition

This doesn’t really help

You can apply using LinkedIn profile...
...but it is not always the best idea

Your profile won’t be tailored to this one specific opportunity

Outcomes of job [re]search

• You can perform advanced searching
• You can reach out to HR or recruiter staff at employers with questions or to follow-up
• You can find similar jobs, and see what others have been looking at
• You can ignore the competition
  – There’s not much you can do about them anyway
• You can demonstrate interest in employers by “following” them – they may see this on your profile

Some key takeaways

• Make sure your profile is updated and complete before starting your LinkedIn research
• Ask specific questions to get clear answers
  – Questions will arise naturally from your background research
• Know your networking goals
  – Finding information, people, common career paths, connections, recruiters, alumni, general exploration, etc.
• Demonstrate interest by following employers (share/like) and participating in groups relevant to employers
• See what groups professionals are members of; see what skills other professionals are being endorsed for
  – These skills may be important to illustrate in your application
LinkedIn etiquette

• Don’t “connect” with people you don’t know, or who don’t know you
  — Perhaps wait until you have had >2 significant interactions

• You can ask people if it is OK to connect with them
  — This can be another excuse to get in contact – networking is about building professional relationships over time

• Think about who you are connecting with – where are they in the work hierarchy
  — More junior staff members will likely be more helpful and more willing to connect

• Respect people’s time, expertise, and contacts