Oakland County MICHIGAN WORKS!®

The Language of LinkedIn

Using the Popular Career Tool the Right Way

OAKLAND COUNTY MICHIGAN

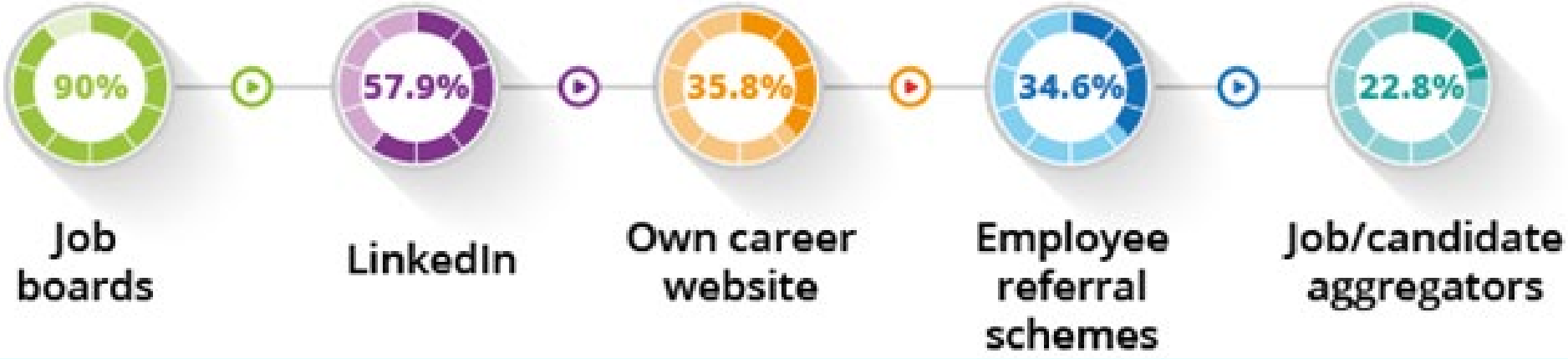
DAVID COULTER
OAKLAND COUNTY EXECUTIVE

Workshop Guidelines

- Please be courteous and respectful to the host and other participants
- This is an interactive session - we welcome you to ask questions at any time (unmute your microphone or send questions via chat)
- The workshop presentation and other materials will be sent to all participants who provided an email address
- Follow up with your nearest Oakland County Michigan Works! service center for additional assistance

Agenda

- General navigation of the platform
- Job searching and professional branding
- Optimizing your profile to the algorithm



Where are companies hiring from?

Racking up Points for Recruitment

The other primary reason LinkedIn users are active on the platforms is for job recruitment efforts. With more than 20 million companies listed on the site and 14 million open jobs, it's no surprise to find out that 90% of recruiters regularly use LinkedIn.

In fact, a study found that 122 million people received an interview through LinkedIn, with 35.5 million having been hired by a person they connected with on the site.

LinkedIn - In a Nutshell

- 75 percent of America's top companies have a presence on LinkedIn
- Recruiters prefer to search LinkedIn profiles because there is less "information clutter" from personal pictures, chit-chat, etc. on this site than on other social sites
- Good source for you to conduct employer research
- Has the capability of polling large numbers of people on professional issues and helps to support your case to be a key source of information
- Allows for integration of other sites: SlideShare, Twitter, Prezi, etc.

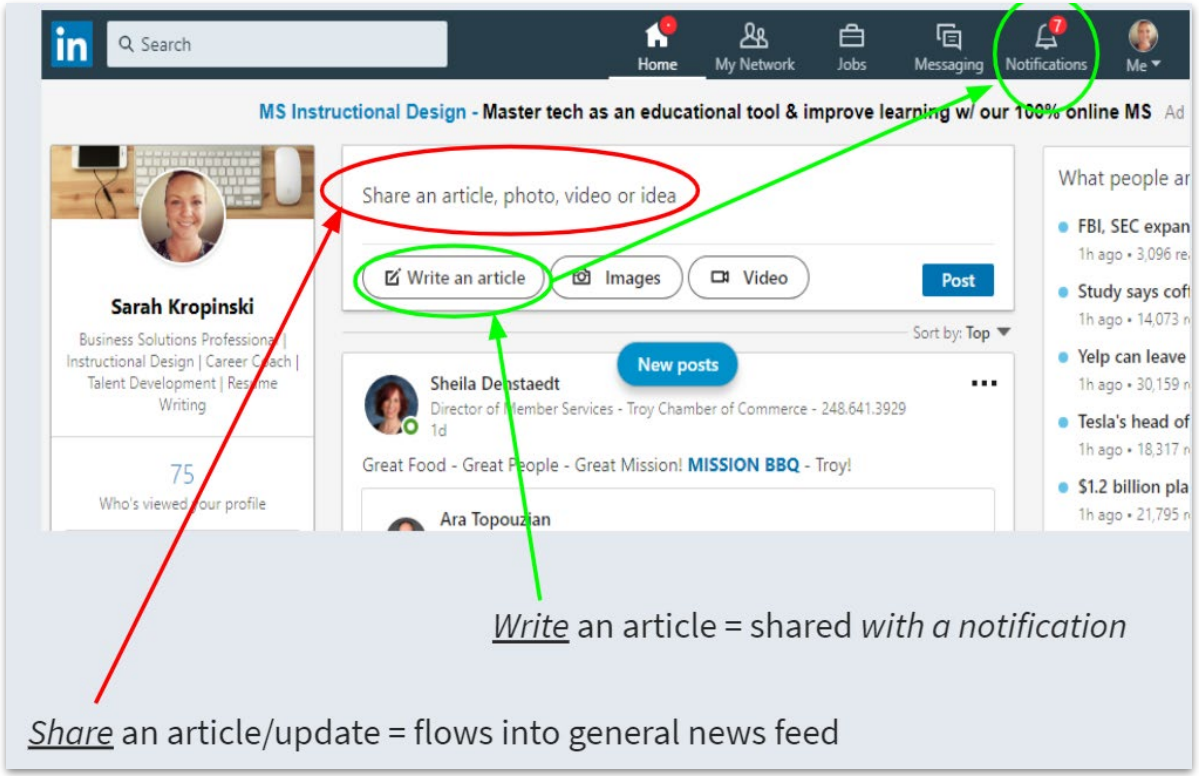
Ways to Use the System

- Jobs tab – you can save full job searches, specific job postings, and have a chance to see which of your connections have openings in their companies
- Search for headhunters and recruiters - since you are technically potential “business” for them, they should be eager to connect
- Update often – regularly post updates so your name becomes synonymous with “industry expert” in the minds of your connections
- Your profile needs to be 100% complete, with plenty of keywords and phrases, so that your profile lands high in a search

Sharing an Update Vs. Writing an Article

Stay active – update your status often, share and comment on articles, participate in groups & discussions, etc.

If you have something really critical to say that you don't want people to miss, write it as an **article** instead of sharing as a standard update



Use the System as a Call-to-Action

Dear friends and colleagues,

I hope this message finds you well! I wanted to reach out quickly regarding my career transition. I've been in the finance industry for the last 15 years and absolutely have a passion for what I do. I'm looking for a position in the same field, preferably as a Teller, Bank Manager, or Finance Specialist in the Metro Detroit or surrounding areas. If you know of any opportunities I could be connected into, feel free to send them my way. Here's a link to my resume for your reference, which can also be openly shared within your network....new connections are always welcome.

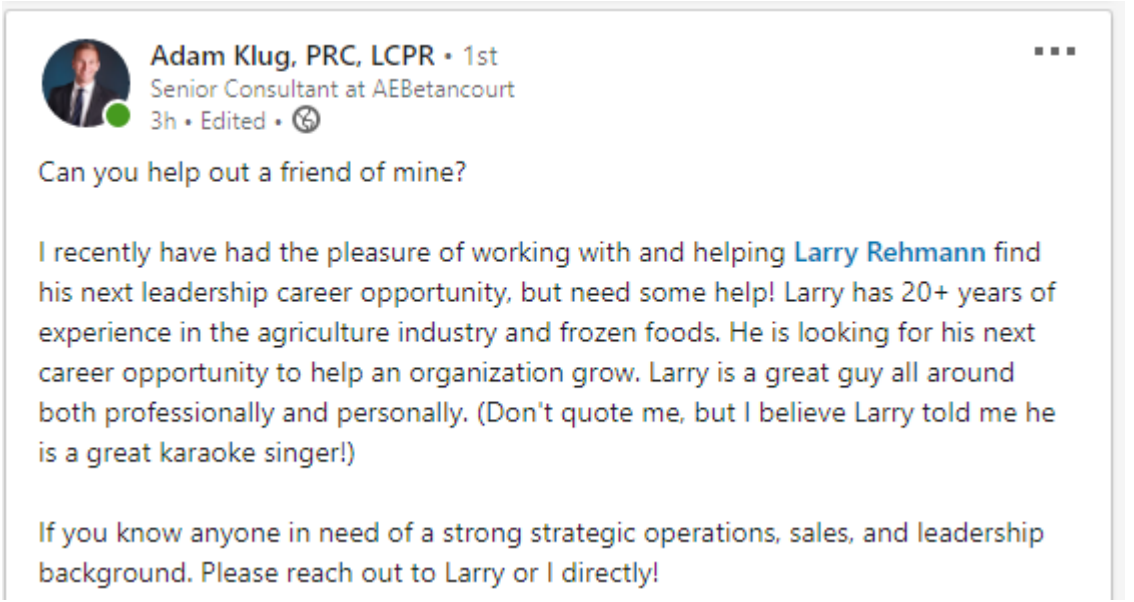
Of course if there's any way I can reciprocate the offer to help, feel free to reach out.

Kind regards,

Joe

Write an article

Ask a friend/close colleague to send a "shout out" to their network on your behalf



Adam Klug, PRC, LCPR • 1st
Senior Consultant at AEBetancourt
3h • Edited •

Can you help out a friend of mine?

I recently have had the pleasure of working with and helping **Larry Rehmann** find his next leadership career opportunity, but need some help! Larry has 20+ years of experience in the agriculture industry and frozen foods. He is looking for his next career opportunity to help an organization grow. Larry is a great guy all around both professionally and personally. (Don't quote me, but I believe Larry told me he is a great karaoke singer!)

If you know anyone in need of a strong strategic operations, sales, and leadership background. Please reach out to Larry or I directly!

Connections

- *"The 500 Rule"* - LinkedIn's algorithm scores you partially on how connected you are. You will max out the number of points you can obtain in the algorithm if you have 500 or more connections
- Personalize! -- Write a personal message when connecting with someone instead of the boring default suggestion
- Degrees of connectivity:
  - 1st Degree – your direct connections
  - 2nd Degree – connections that require you to go through a 1st degree connection to reach
  - 3rd Degree – two middlemen connections are needed to contact user

Headline

- Headline is your FIRST IMPRESSION, so differentiate yourself with a little personality
- 200-character limit
- Every time you send an invitation to connect or comment in a group, your headline appears below your name
- Use the "|" to divide your text and create visual breaks

Project Manager specializing in Business Research and Analysis for major corporations

vs.

Project Manager | Research & Analysis Specialist | Fortune 1000 Business Experience

Headline

- Clearly state your job title as it is described by your ***target organization***
- Think about your target organization and the keywords they would use to find someone in a search – try and state how you can solve an employer's problems with your skills
- Don't use the word "Searching" because it's your problem, not their solution – build your profile around the company's needs and how you can provide the best return on investment if hired
- Fill with keywords since your headline and photo are the first components of your profile an employer will see = first impression!

About *(Summary)*

- Have your About statement explain why someone would want to tap into your expertise for business
- Let people know right away what differentiates you from your competition
- Allowed to have 2,000 characters – try and keep it short and sweet though . . . more relevant keywords = better potential for being found
- Don't recite your resume! – it's poor branding and critically important to create a "wow factor" and showcase what you have to offer
- State your accomplishments because this is an effective way of grabbing attention . . . this section could be similar to your elevator pitch

Experience

- You can take cues from your resume for this section, but don't reiterate the entire thing . . . make them WANT to view your full resume if they like what they see (you can even post your full resume)
- Keep it brief and list 3-4 accomplishments for each position in your background and describe them with quantifiable results
- Optimize your descriptions with keywords and phrases

Skills & Endorsements

- Allowed to add 50 phrases – these are your keywords and phrases that describe you all in one place
- Ask people to endorse you for the skills you provide to gain credibility
- Remove any skills that don't help define you in your target industry
  - Companies are not looking for a jack of all trades, they are looking for industry experts . . . so the more words you leave up there that don't actually help qualify you for the job you're seeking, the more diluted that messaging will be

Education

- Pretty self-explanatory 😊
- You can cut and paste right from your resume

Additional Information

- Interests, personal details, advice for contacting you . . .

Organizations

- Include organizations you're a member of . . . as long as they are helpful to painting you as an industry expert

Recommendations

- System shows recommendations you've given and received
- Having *3 or more recommendations* boosts your relevancy in a keyword search by an employer and maximizes your scoring to the algorithm

Note: Recommendations from managers or supervisors are more valuable than from coworkers or peers.

Connections

- Will show all your 1st degree connections in this section

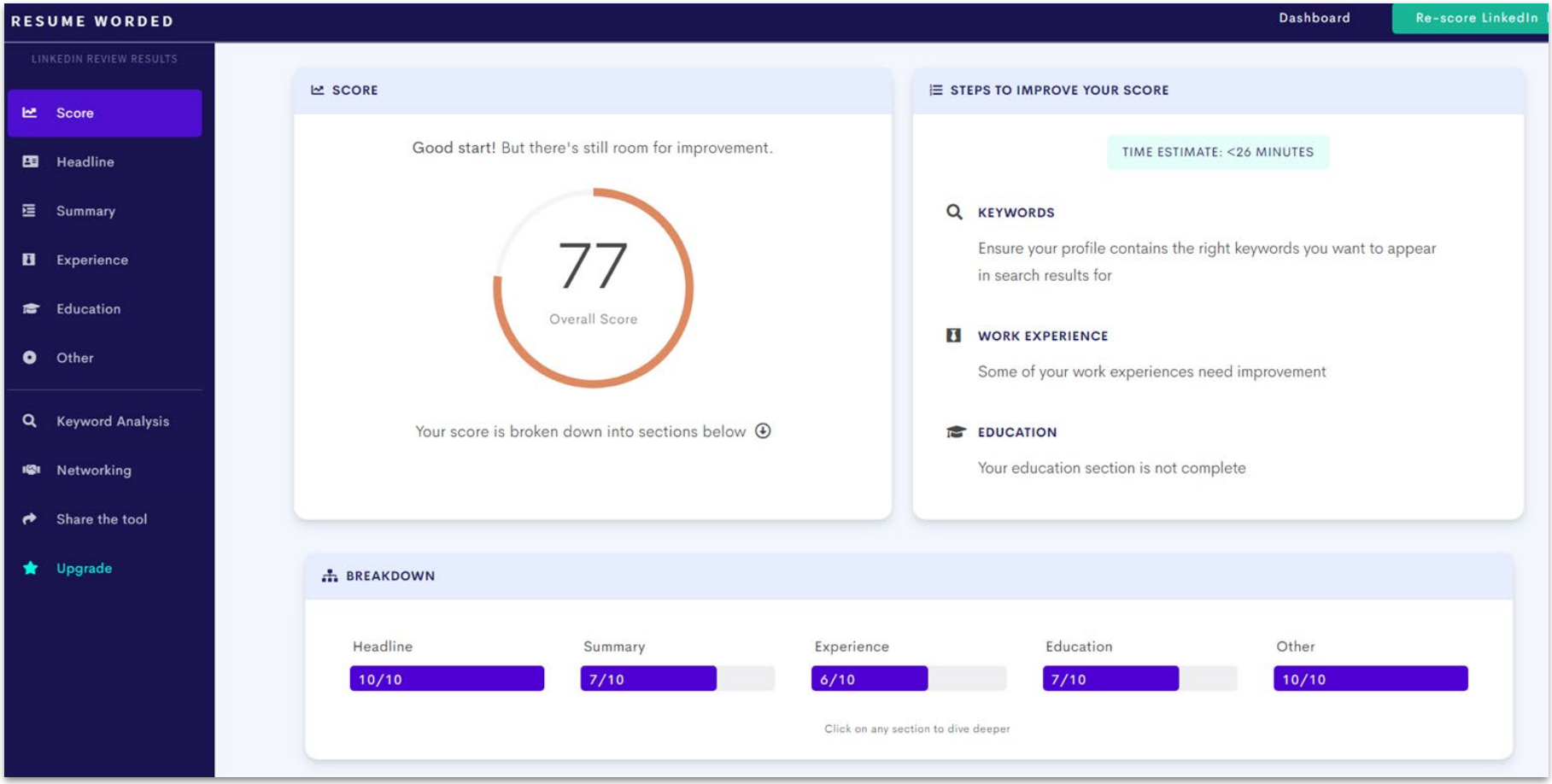
Groups

- This section is critical – be sure to be associated with strong groups specific to your industry/occupation, job searching, recruiters, trending technology, etc.

Following

- Again, a HUGE place to shine – show them you are positioned to get the latest news from the field on trending topics, hot new technologies, info from competitors, etc.
  - News / Trade magazines, companies, schools

To check the health of your profile, visit ResumeWorded.com and get a free analysis



KEYWORDS ARE EVERYTHING TO YOUR SEARCHABILITY!

LinkedIn scans 4 categories for keywords

- Professional Headline
- About (Summary)
- Work Experience
- Education

Profiles are rated based on scans of these categories for frequency of the searched keywords

How do I identify which keywords to use?

indeed.com/jobtrends

tagcrowd.com

wordle.net

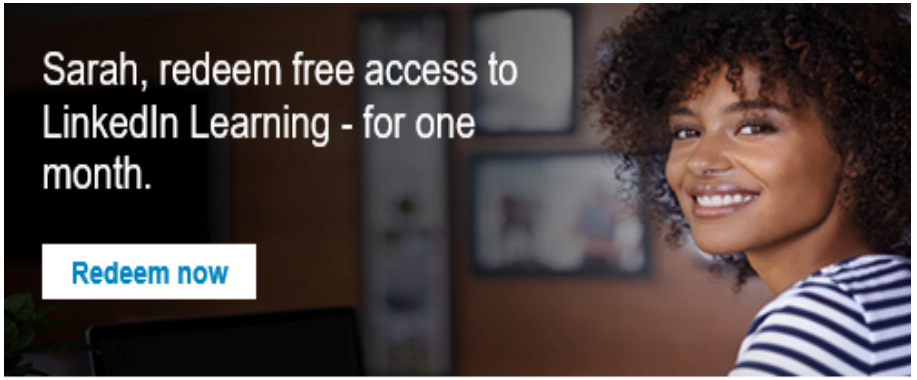
Conduct a Profile Search

Do a profile search to see where you land…

- Go to the search bar and go to the advanced search
- Enter a keyword or keywords that a recruiter would search for that's associated with your targeted position (i.e. Customer Service Manager)
- Enter a zip code and distance
- Select an industry or multiple industries that apply to you
- Hit search . . . can you find yourself in the first few pages of results?
- Look at the top names and profiles that appear in the search . . . open their profiles and look at the highlighted words so you can see the criteria that is used to filter

LinkedIn's Learning Certificates

Only for Premium Users



4.2x

Members with LinkedIn Learning certificates on their profiles received 4.2x more messages from recruiters than members without.

LinkedIn Learning membership includes:

- Unlimited access to 13,000+ courses taught by industry experts
- On-demand courses available anytime, even offline
- Bite sized content and in-depth courses, designed for your working style
- Exercises and quizzes so you can practice while you learn

Extra Tips

- Make sure your settings are fully open regarding the type of messages you're willing to receive
- Share news, articles, and insights that are relevant to your connections and industry
- Follow companies

Where Can I Find Job Postings on LinkedIn?

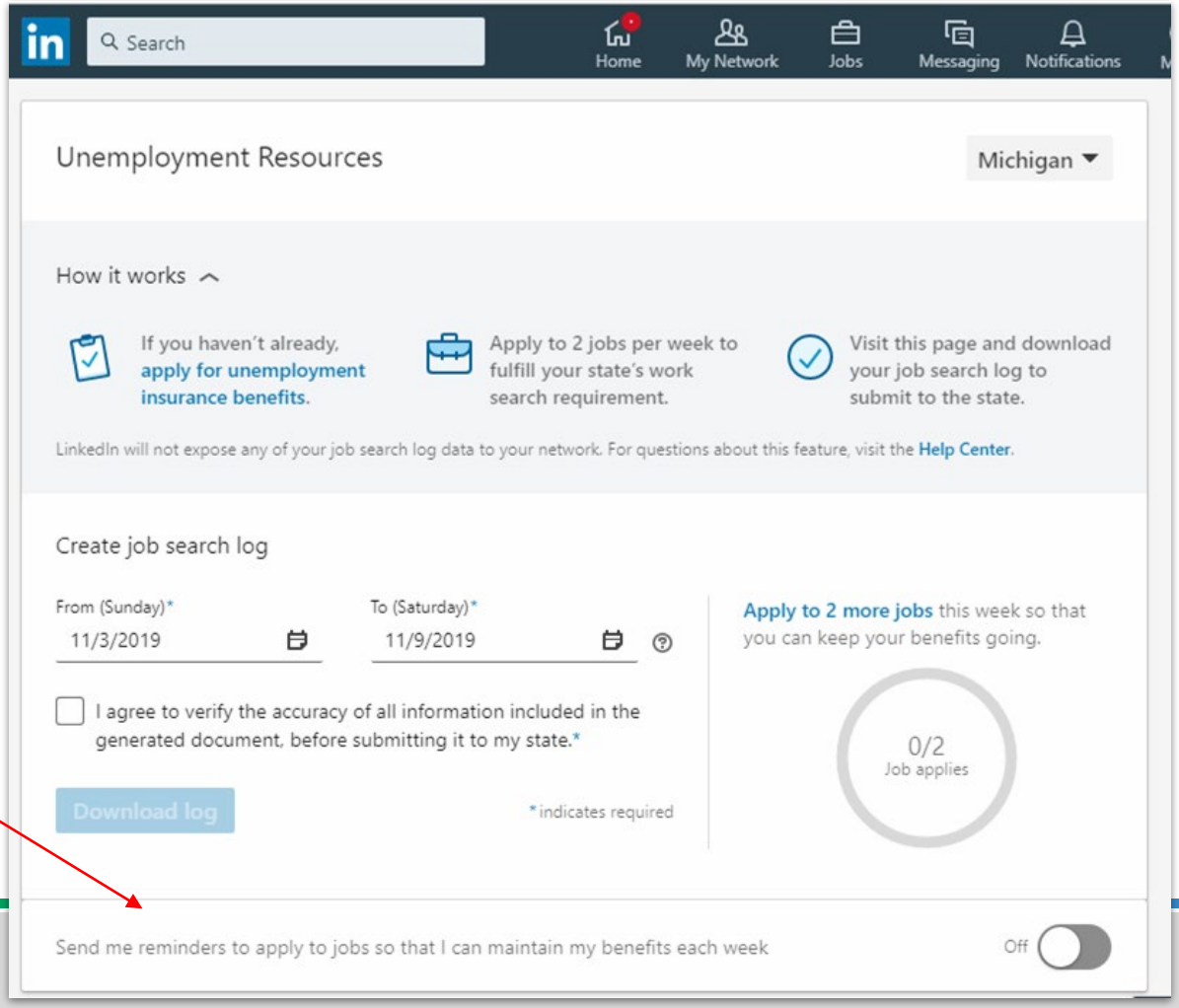
- LinkedIn's job board
- Company pages
- News feed (connections)

Unemployment and LinkedIn

LinkedIn.com/Unemployment

Apply to jobs and create a job search log right through the system!

Set notifications to apply for jobs so you don't forget.



At Your Service

Monday-Friday, except state holidays

Telephone and Virtual Appointments Only

NOVI
31186 Beck Road
Novi, MI 48377

(248) 926-1820

OAK PARK
22180 Parklawn Street
Oak Park, MI 48237

(248) 691-8437

PONTIAC
1850 N. Perry Street
Pontiac, MI 48340

(248) 276-1777

SOUTHFIELD
21415 Civic Center Drive, Suite 116
Southfield, MI 48076

(248) 796-4580

TROY
550 Stephenson Highway, Suite 400
Troy, MI 48083

(248) 823-5101

WATERFORD
7500 Highland Road
Waterford, MI 48327

(248) 617-3600

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Equal Opportunity Employer: Program auxiliary aids and services are available upon request to individuals with disabilities | Michigan Relay Center or 711

Funded by: David Coulter, Oakland County Executive, Oakland County Workforce Development Board, Michigan Department of Labor and Economic Opportunity

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