

# How to Use LinkedIn in Your Job Search

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# Good Morning

Partner with the Montgomery County Public Library

Hands on, small group LinkedIn training

Jobseekers, career transitioners, nonprofit leaders,  
and small business owners 45 and older

Respects online privacy & security concerns and our  
unique perspective on social media

Also, the facilitator for the JCA's Career Gateway  
Program for 50+ Jobseekers and LinkedIn instructor for  
the CareerTech program

# LinkedIn is an Essential Tool for 50 and better Jobseekers

SHOWS YOU ARE TECH SAVVY & WILLING TO LEARN SOMETHING NEW. LINKEDIN ONLY 18 YEARS OLD.

LINKEDIN ENABLES YOU TO EXPONENTIALLY EXPAND YOUR NETWORK AT A TIME WHEN IT'S CONTRACTING WITHOUT LEAVING HOME

ENABLES YOU TO GET THE INFORMATION YOU NEED TO KNOW THAT'S NEVER IN THE JOB ANNOUNCEMENT.

94% OF RECRUITERS USE LINKEDIN TO FIND CANDIDATES. MANY ARE UNDER 40 AND THEY DO EVERYTHING ONLINE.

IT ALLOWS YOU TO CONTROL & TELL YOUR PROFESSIONAL "STORY" BEYOND YOUR RESUME, ESPECIALLY IF YOU ARE TRANSITIONING TO A NEW CAREER OR INDUSTRY.

# LinkedIn Success Story #1: Karla's Career Pivot

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Karla in  
Commercial  
Interior Design  
Program after 30  
years in banking.

Reduced banking  
experience to  
one-sentence on  
her LI profile.

Rest of LI profile  
about commercial  
interior design:  
Headline, About  
section, Skills &  
Endorsements, Posts,  
Connections,  
Interests,  
Recommendations,  
Accomplishments.

Had her first job  
with Interior  
Design firm  
before she  
graduated.

# What LinkedIn Is and What it Is Not

## It Is Not

- Your Resume & a Photo
- Something You Can Set & Forget
- Only About Employers/Recruiters Finding/Connecting with You
- Only for Jobseekers
- Just Another Job Board, Facebook, Twitter, Instagram, Pinterest, or TikTok

## It Is



Your Online Professional Value Proposition & Professional Biography



Your Digital First Impression



Your Forward-looking Online Sales Pitch to Your Next Employer



Your Opportunity to Distinguish Yourself from Others that Do What You Do

# LinkedIn Success Story #2: Annette's Expanded Network

Annette's Message: Dr. Barnes, Thank you so much for reaching out. I want to let you know that you gave me lots to think about, reconsider, and modify on my page and how to utilize LinkedIn. I already used one of your tips and I said congratulations to a former colleague (for his job anniversary) and he replied right away. At 3 pm we had a Zoom call. We've not seen each other in about 3 years and it was wonderful to catch up. Not only that, but he offered to connect me to a few of his friends. Would this be the fastest results from one of your webinars? :)

My Response: Annette, Thanks for endorsing me and, most of all, for that incredible story. It made my day! Yes, you get the prize for the fastest results. I'm going to use your story in my next webinar! And good on you for acting so quickly. I wish more people would. Keep up the good work. It pays off.

1:05pm Annette's Note to her Colleague: Hey Craig! Congrats on your work anniversary! How are things? I hope you and your family are doing well and staying safe!

1:10pm Craig's Note to Annette: Hey, Annette! That's so funny. I was literally just thinking of you as we were heating up some Indian food, remembering our lunches. Doing well on this end, all things considered. How are you? Where are you now? My email is xxx. Same cell as before. Let's catch up! Craig

## Everybody Says If You are a Job Seeker LinkedIn is Essential, but Nobody Explains Why

Find & Recruit job search allies & stay on their radar screen

Employers hire colleagues, co-workers, not resumes. LinkedIn allows you to become someone a potential employer knows, likes, and trusts because you are connected to someone they know, like, and trust.

A successful job search is all about networking because if the only person looking for a job for you is you, you're never going to find it.



LinkedIn  
Success  
Story #3:  
Andy Goes  
from 40  
Applications  
a Week to  
Hired in Two  
Months

- Andy was a 50+ jobseeker in Investor Relations.
- He'd been unemployed for over a year.
- He was responding to 40 job announcements per week.
- He got no responses.
- He attended our March Career Gateway program where we urged him to focus on networking.
- He focused on growing his roughly 200 LinkedIn connections to over 1500.
- He was a finalist for two jobs in April.
- He accepted a job offer two weeks ago.



## Everybody Says If You are a Job Seeker LinkedIn is Essential, but Nobody Explains Why

Empowers you to actively research the public face of potential employers to mimic their language & priorities when you communicate with them.

Empowers you to target, research, and connect with potential employers to bypass HR and the ATS

Finally, It empowers you to tap into the hidden job market.

# Benefits of Tapping into the Hidden Job Market

Estimated that 80% of jobs are filled here and are never published.

By the time a job is posted on Monster/Indeed, it could already be weeks old, and the company may have been interviewing candidates already.

Networking is much more effective than sending off hundreds of resumes only to enter the applicant tracking system with 500 others.

The best time to find out about a job opening is before it hits the street; when you are competing with a much smaller pool of applicants.

# Why the Power of LinkedIn is in Who You Find Not Who Finds You

Best Way to find a job is for your Immediate Supervisor to walk your resume down to HR and say I want to hire Terry  
How do you find a way to connect with them?

2<sup>nd</sup> Best Way: A former colleague or classmate walks your resume down to HR and says I know we're looking for a marketing director and I went to school with or worked with Allison and she was great.  
How do you find the colleague or classmate?

We hire & do business with people we know, like and trust  
How do you become of those people?

The friend of my friend is my friend  
How do you find someone to introduce you as a friend?

LinkedIn enables you to find those people and connect with them either directly or through a mutual connection so that you become a person, not just a resume.

# LinkedIn Driving Instructor's Four Rules of the Road for Success on LinkedIn

- Focus on the Top Third



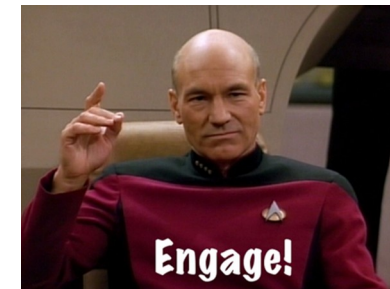
- Plant Your Flag



- Cast A Broad Net



- Engage



## Focus on the Top Third



If you don't capture your viewers attention here, the rest doesn't matter. Separate yourself from your peers and make the viewer want to know more.

# Maximizing the Top Third

## Banner

Human Beings are Visual Creatures.  
Use images to reinforce your message.  
Images have as much impact as words.

## Headshot

Yes, You need one.  
Friendly, industry congruent, could find you in a dimly-lit, crowded Starbucks.  
Less than 5 years old. Don't start with a lie.

## Headline

Who I Am, What I Do, Combo. Titles are not universal.  
Focus your headline and About section on what you offer, not what you want.  
Focus your headline and About section on Skills/Value/Services. Market What You Can Do.

## About

Wordsmith in Word, then cut and paste into Profile. Character Limits and Typos.  
Add context to the skills in your headline. Make the viewer want to know more.  
Frontload your skills. Can't Assume Your Viewer Will Click "See More."

# Top Third Take- Aways

- Use Your Banner, Headline, and About section to Reinforce your Skill-based Message.
- Make Sure Your Top Third Highlights the Unique Skills You Bring to Any Employer no Matter What the Title Is.
- Make The Viewer Want to See the Rest of Your Profile.
- Emphasize Skills/Expertise over Experience. Employers want to hire the BEST, not the OLDEST.
- Focus on your Headline and About Section.
  - Your headline follows you all over LinkedIn. It is the most important thing to get right.
- Top Third Priorities in order of importance: Headline, headshot, About section, connections, location, banner.
  - Most profiles do not make use of the banner. So having one is icing on the cake. The headline IS the cake.



# Plant Your Flag



Present a CONSISTENT, PERSISTENT message about the no more than 2-4 skills/services/value you offer to your clients. AND BE SPECIFIC. Every section of your profile should reinforce your consistent persistent message about the skills/services/value you offer to your clients.

# Plant Your Flag Main Take- Aways

Focus on No More than 2-4 Skills in Your Profile. A Diffuse Message is a Weak, Ineffective Message.

Focus on the 2-3 skills you offer to any employer, no matter what the industry or job title is.

We all could do and have done many things, but potential employer is not interested in a laundry list of everything you've ever done professionally.

Focus on the Skills/Expertise you offer to your next employer, not just what you did for your last.

Focus is on the 2-3 skills you offer, not what you want or that you are unemployed.

# Keep It Simple & Consistent

Use About Section to Validate and Add Context to the Skills in Your Headline

Get Endorsements for the Same Skills in Your Headline and About Section

Have Recommenders Validate the Skills in Your Headline and About Section

Join Groups, Follow Influencers and Companies that Validate the Skills in Your Headline

# Cast a Broad Net



We underestimate who can and will help us. You may not want to be a LION (LinkedIn Open Networker) but don't be a Turtle.<sup>20</sup>

# Define your Connection Strategy: Which Will You Be?

## LION

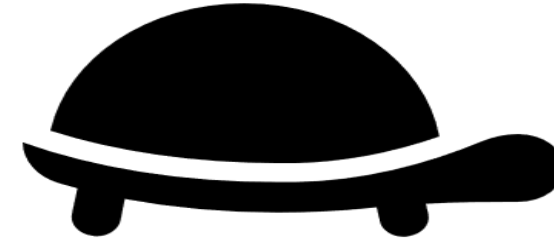


LinkedIn Open Networker

Says Yes to Any Invitation

Counterintuitive to most: Don't  
talk to strangers.

## TURTLE



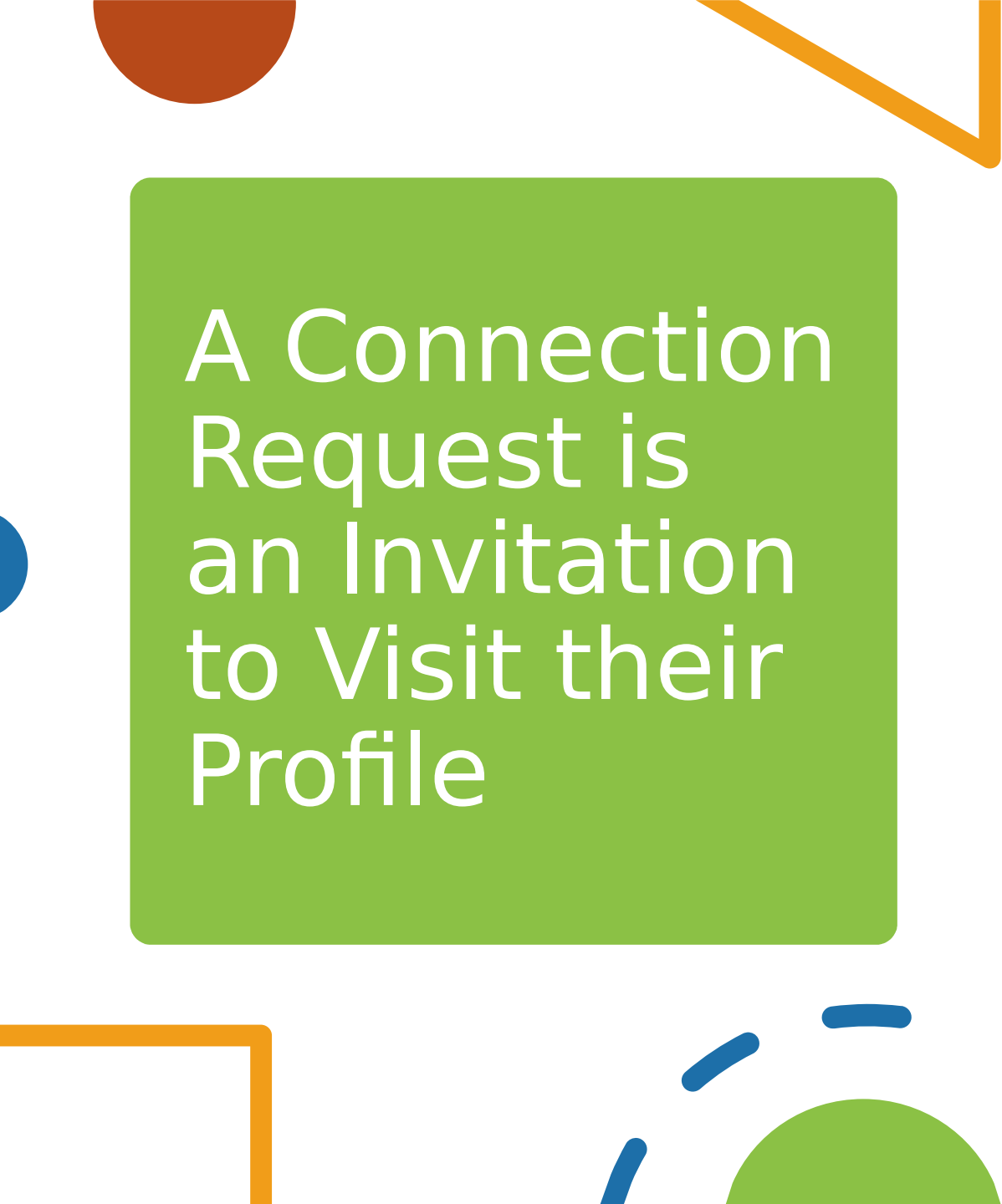
Only People I Could Write a  
Recommendation For:

Colleagues/Industry Peers

Former co-workers & supervisors

Friends & Family, Classmates

Say “yes” unless there’s a reason to say “no.” Go for the Magic 501



A Connection Request is an Invitation to Visit their Profile

Things to Look for:

- Do You have lots of Mutual Connections?
- Can they provide Useful Information?
- Do you have Common Interests or Goals?
- Are there Ways you can Help Each Other?

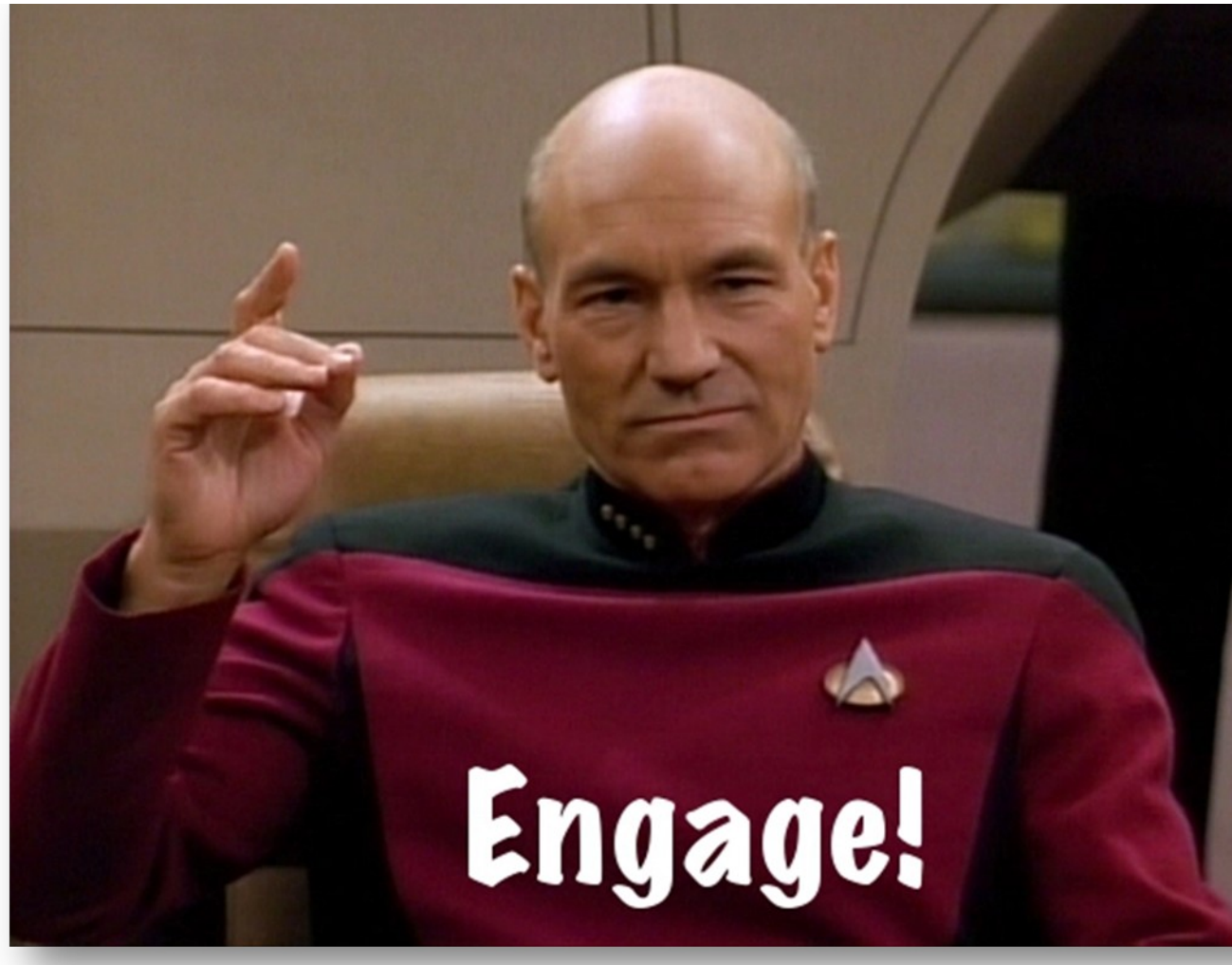
# LinkedIn Invitation Best Practices

When you invite someone to connect ALWAYS include a note. Do not use the generic invitation. You'll get a quicker response.

Be aware that to include a note using your cell phone, you will have to go to their profile to connect, otherwise the generic invitation will go out.

Your invitation note should not ask for anything other than to connect and provide a memory prompt explaining how you know each other or your interest in connecting with them.

## Engage



Focus on building professional relationships and providing value to your connections. Build your brand by Sharing Great Content. Generously Like, Comment, Endorse, and Recommend and they will do the same for you. Respond to invitations and comments with value, not a request.



# Even Unemployed, You Still Have Something to Offer on LinkedIn

Your Skills &  
Expertise (posts)

Your Networks  
(invitations &  
introductions)

Value to your  
LinkedIn Connections  
(likes, comments,  
shares)

Support to Your  
LinkedIn Connections  
(endorsements &  
recommendations)

A Smile to Your  
LinkedIn Connections  
(milestone  
recognitions)


Remember Givers,  
Get!

# Your Final Road Ready Checklist

- Create a headline that intrigues, tells what you do or who you help & that distinguishes you from others that do what you do.
- Know what your profile looks like on a phone.
- Make sure the Skills in your Headline & About section match the top three skills in your Skills & Endorsements.
- Include live logos where possible to look professional & grow your network.
- Use every section to reinforce your consistent, persistent skill-based message.



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**Elisse (Wright) Barnes JD, PhD**  
LinkedIn Trainer Empowering Baby Boomer Job Seekers,  
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Your LinkedN Driving Instructor--Because When Y...  
Yale University  
See contact info

Feel free to email me at: [elisse@vintageworkforce.com](mailto:elisse@vintageworkforce.com)

Schedule a 20- or 30-minute phone chat at:  
<https://calendly.com/elisse-wright>

**Thank  
You!!!**