

# IUHPE Student and Early Career Network:

## Reviewing the benefits of LinkedIn for ISECN and its members



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# Outline



1. What is LinkedIn and what does it offer?
2. 12 steps to a perfect LinkedIn profile
3. Benefits of starting an ISECN group on LinkedIn
4. How to successfully run and administrate a group on LinkedIn
5. Conclusion and discussion



1. **What is LinkedIn and what does it offer?**
2. 12 steps to a perfect LinkedIn profile
3. Benefits of starting an ISECN group on LinkedIn
4. How to successfully run and administrate a group on LinkedIn
5. Conclusion and discussion

# 1. What is LinkedIn and what does it offer?



## Facts about LinkedIn <sup>(1,2)</sup>

- Business-related social network site
- Website: <http://www.linkedin.com/>
- World's largest professional network on the Internet
- More than 120 million members in over 200 countries and territories (Aug 2011)
- Nearly two billion people searches on LinkedIn in 2010
- Available in nine languages: English, French, German, Italian, Portuguese, Spanish, Russian, Turkish and Romanian

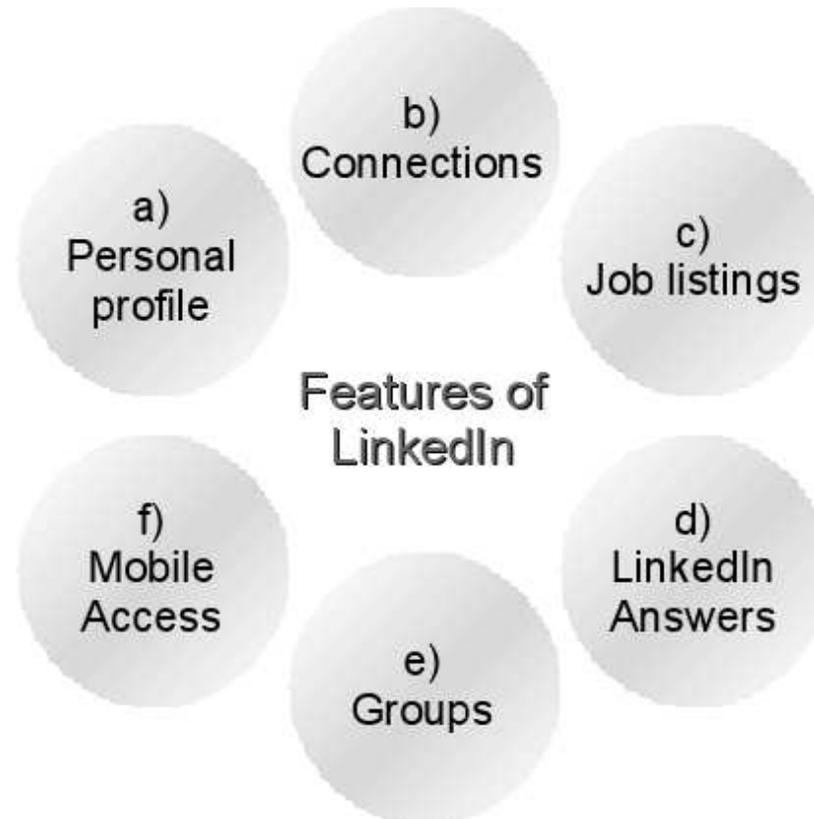
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(1) <http://press.linkedin.com/about>

(2) <http://learn.linkedin.com/what-is-linkedin/>

# 1. What is LinkedIn and what does it offer?

## Features of LinkedIn <sup>(2,3)</sup>



(2) <http://learn.linkedin.com/what-is-linkedin/>

(3) <http://learn.linkedin.com/>

# 1. What is LinkedIn and what does it offer?

## a) Features: Personal profile <sup>(4)</sup>



Represents one's career accomplishments

- Headline: photo, name and current position
- Past positions & experiences
- Education
- Recommendations
- Websites and blogs
- Specialities and skills
- Interests
- Groups and associations
- Honours and awards
- Contact data
- Applications

**Possible to create profile in several languages**

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(4) <http://learn.linkedin.com/profiles/overview/>

# 1. What is LinkedIn and what does it offer?

## a) Features: Personal profile

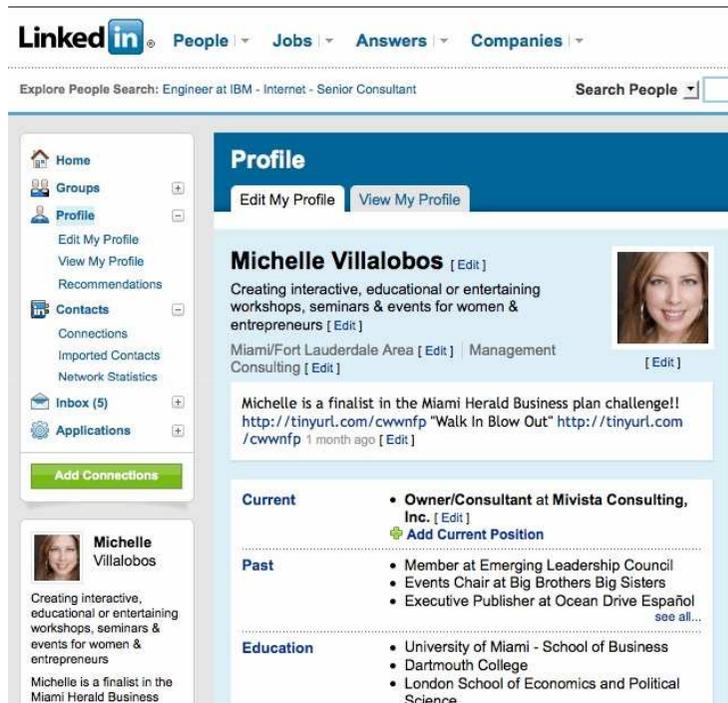


Fig. 1 Example of LinkedIn profile (5)



Fig. 2 Editing a profile in different languages (internal source)

# 1. What is LinkedIn and what does it offer?

## b) Features: Connections <sup>(5)</sup>



- Users can maintain a list of contact details of people with whom they have some level of relationship, called “connections”
- Connections can be used to:
  - Build up a contact network of direct, *second-degree and third-degree connections*
  - Find jobs, people and business opportunities recommended by someone in one's contact network
  - Employers can list jobs and search for potential candidates

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(5) <http://en.wikipedia.org/wiki/LinkedIn>

# 1. What is LinkedIn and what does it offer?

## b) Features: Connections



- Connections can be used to (cont):
  - Post own photos and view photos of others to aid in identification
  - Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them
  - Users can follow different companies and can get notification about the new joining and offers available

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(5) <http://en.wikipedia.org/wiki/LinkedIn>

# 1. What is LinkedIn and what does it offer?

## b) Features: Connections

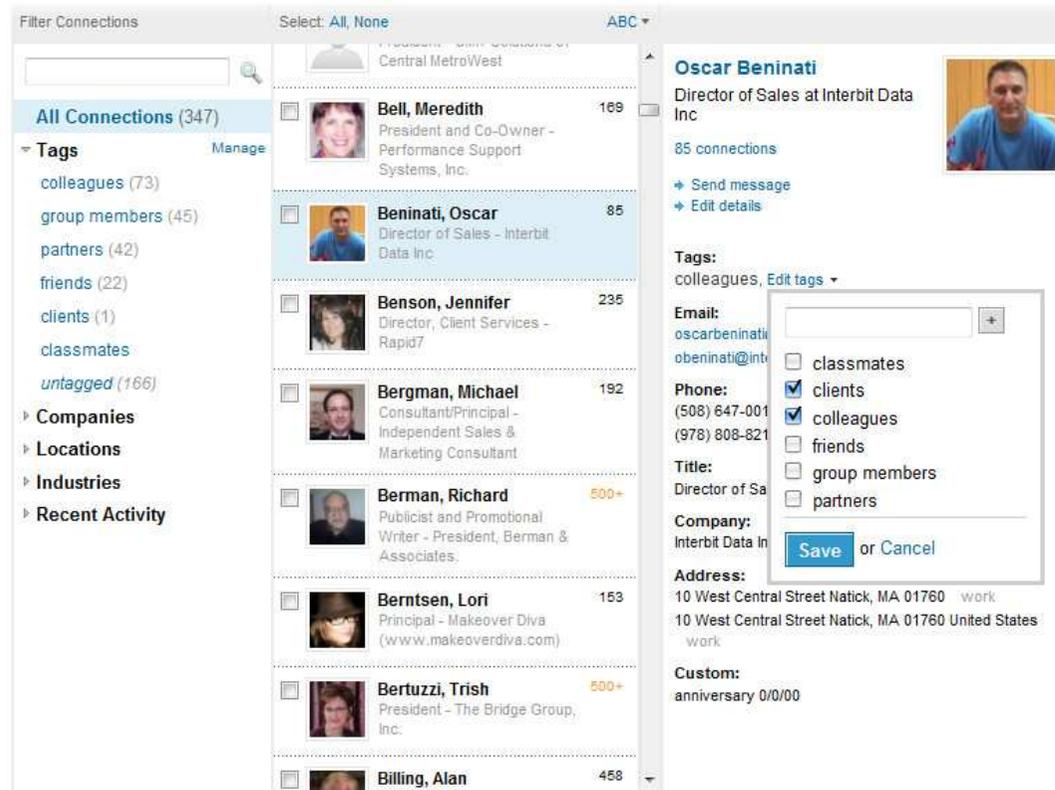


Fig. 3 Example of LinkedIn connections (6)

(6) <http://masterful-marketing.com/organizing-linkedin-connections-via-tags/>

# 1. What is LinkedIn and what does it offer?

## c) Features: Job listings <sup>(5,7)</sup>



- Users can search for companies with which they may be interested in working
- LinkedIn provides statistics about found companies, such as most common titles/positions held within the company, the location of headquarters etc.
- LinkedIn allows companies to include an "Apply with LinkedIn" button on job listing pages. This will allow potential employees to apply for positions using their LinkedIn profiles as resumes
- Such applications will be saved under a "Saved Jobs" tab

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(5) <http://en.wikipedia.org/wiki/LinkedIn>

(7) <http://learn.linkedin.com/jobs/overview2/>

# 1. What is LinkedIn and what does it offer?

## c) Features: Job listings

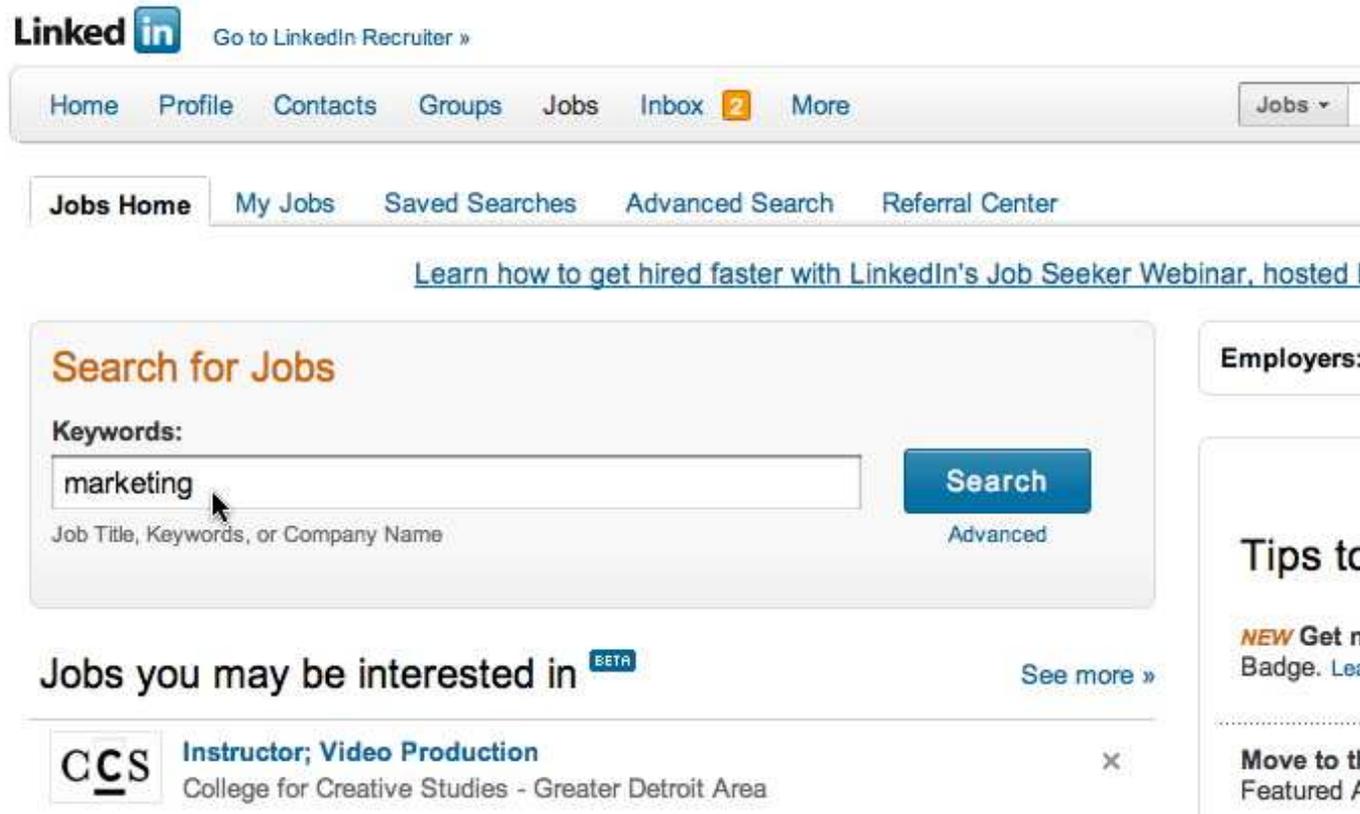


Fig. 4 Job search on LinkedIn (7)

- (5) <http://en.wikipedia.org/wiki/LinkedIn>
- (7) <http://learn.linkedin.com/jobs/overview2/>

# 1. What is LinkedIn and what does it offer?

## c) Features: Job listings



**Google** Find a company

Google, Inc. provides targeted advertising and Internet search solutions worldwide. It offers intranet solutions via an enterprise search appliance. The company's products and services include Google.com that offers Google Base, which lets content owners submit content that they want to share on Google Web sites; personalized homepage and search; and Google Video and YouTube... [see more](#)

[Flag inaccurate summary](#) [Capital IQ](#) [More Research](#)

### Google Employees

500+ people in Your Network

- 1st **Search Marketing search.marketers@gmail.com, Organic Search Engine Optimization**  
San Francisco Bay Area
- 2nd **Jatin Balavari, hr**  
Mysore Area, India
- 2nd **Anna Calciolari, Entertainment and Retail vertical Campaigns Optimizer**
- 2nd **Marc Schoenen, Finance Manager**  
Greater New York City Area
- 2nd **Seth Williams, Sourcing Manager**  
Greater Denver Area

[See more Google employees](#)

### New Hires

[What's this?](#)

- 3rd **Marjorie Lau, Consultant**  
was Vice President Marketing at Estee Lauder - 0 months ago
- 3rd **Anni Ronkainen, Industry Head**  
was CEO at McCann Helsinki - 0 months ago
- 3rd **Jen Smith, Technical Sourcer / Recruiter**  
was Managing Partner at JPS Recruitment, Inc. - 0 months ago
- Aarno Aukia, Intern**  
was CTO at Atrila GmbH - 0 months ago
- Dave Besbris, Director of Engineering**  
was Founder at Nearcircle, LLC - 2 months ago

### Recent Promotions and Changes

[What's this?](#)

### Related Companies

Career path for Google employees

before: **Microsoft** **IBM** **Sun...** **Oracle** **Yahoo!**

after: **Yahoo!** **Microsoft** **Facebook** **Cisco Systems** **Apple Computer**

Google employees are most connected to

- Yahoo!**
- Facebook**
- YouTube**
- Microsoft**

### Key Statistics

[What's this?](#)

Top Locations

- San Francisco Bay Area (500+)**
- Greater New York City Area (500+)**
- Greater Los Angeles Area (456)**

Headquarters Address

Industry	Internet
Type	Public Company
Status	Operating
Company Size	15,916
2006 Revenue	\$10,605 mill (73%)
Founded	1998
Website	www.google.com

[More Info](#)

Common Job Titles	Software Engineer	23%
	Account Manager	3%
	Product Manager	3%
	Manager	3%

Fig. 5 Example of company profile (7)

(7) <http://learn.linkedin.com/jobs/overview2/>

# 1. What is LinkedIn and what does it offer?

## d) Features: LinkedIn Answers <sup>(8)</sup>



- Users enter a question and select the members of their network who they believe may have the answer to this question
- Users can answer and receive answers from their connections and experts who use LinkedIn

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(8) <http://learn.linkedin.com/answers/>

# 1. What is LinkedIn and what does it offer?

## d) Features: LinkedIn Answers

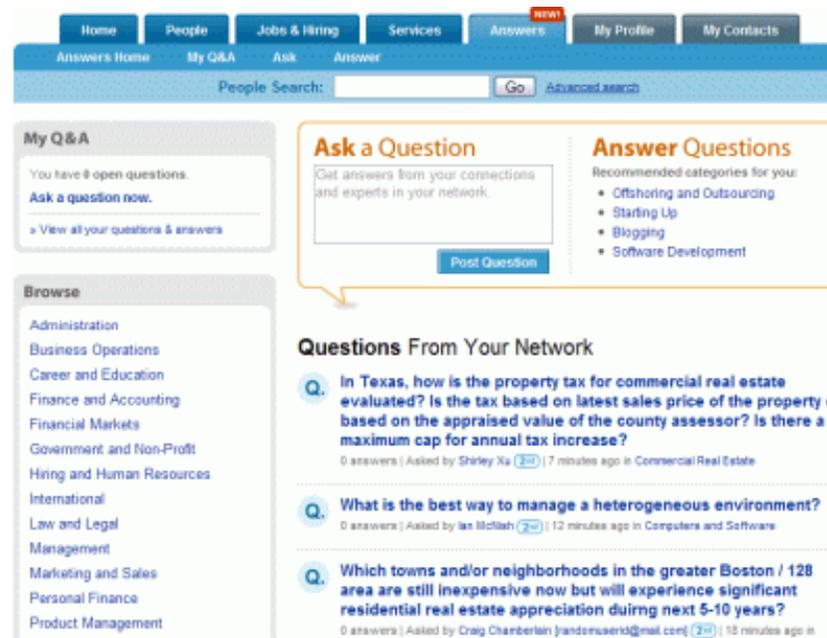


Fig. 6 Example of LinkedIn Answers (9)

(9) <http://linkedintelligence.com/linkedin-answers-now-live/>

# 1. What is LinkedIn and what does it offer?

## e) Features: Groups <sup>(10)</sup>



- LinkedIn supports the formation of interest groups
- Groups may be private, accessible to members only or may be open to Internet users in general (to read only)
- Groups can be a main arena for professional discussions and job offers / searches
- Groups can be used to build new relationships within a certain professional network

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(10) <http://learn.linkedin.com/groups/>

# 1. What is LinkedIn and what does it offer?

## e) Features: Groups



The screenshot shows the LinkedIn interface for a user named Marie Grimm. The top navigation bar includes links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is present with a dropdown menu set to 'People'. Below the navigation bar, the page is titled 'Groups You've Joined (7)'. The first group listed is 'Bergen University Alumni'. The second group is 'Global Public Health', which has a blue badge indicating it is a 'Subgroup'. Below it is 'Global Public Health - Infants, Children and Youth', also marked as a 'Subgroup'. The fourth group is 'Helsefremmende arbeidsplasser'. On the right side of the page, there is a section titled 'Groups You May Like' with three recommended groups: 'Workplace Health & Safety Professionals', 'Fellows at the NIH', and 'Association for Community Health Improvement'. Each of these groups has a 'Join' button. Below this section is an advertisement for 'Fax DM'.

Fig. 7 Example of groups (internal source)

# 1. What is LinkedIn and what does it offer?

## e) Features: Mobile Access (11)



- LinkedIn provides mobile applications for the use of the network
- More information and downloads are provided on <http://learn.linkedin.com/mobile/>

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(11) <http://learn.linkedin.com/mobile/>

# 1. What is LinkedIn and what does it offer?



More information and user guides can be found on:

<http://learn.linkedin.com/>



1. What is LinkedIn and what does it offer?
- 2. 12 steps to a perfect LinkedIn profile**
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## 2. 12 Steps to a perfect LinkedIn profile



### Step 1) Use existing material <sup>(12)</sup>

- Pull out your resume, your bio, and your marketing materials to help you with your profile
- It is important not to just cut and paste but let these materials guide you in your profile setup

### Step 2) Learn from others <sup>(12)</sup>

- Who are the top people in your area? Take a moment to find them on LinkedIn and “borrow” elements of their profile or look for things you might have missed

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(12) <http://www.squaremartinimedia.com/7-steps-creating-great-linkedin-profile/>

## 2. 12 Steps to a perfect LinkedIn profile



### Step 3) Be aware of key words <sup>(12)</sup>

- Make sure to use keywords multiple times within your profile. This will help potential customers find you within LinkedIn

### Step 4) Complete your profile <sup>(12)</sup>

- LinkedIn has a profile completion percentage. Completing your profile is essential in attracting business from LinkedIn
- Do not underestimate the value of adding your picture

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(12) <http://www.squaremartinimedia.com/7-steps-creating-great-linkedin-profile/>

## 2. 12 Steps to a perfect LinkedIn profile



### Step 5) Create a better URL for your public profile <sup>(12)</sup>

- LinkedIn assigns you a random URL. You want to change it so it is easy and has your full name in the profile

### Step 6) Optimise your headline <sup>(13)</sup>

- The headline shortly describes your current title and activities
- If possible, use important key words

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Greater Milwaukee Area [ [Edit](#) ] | Marketing and Advertising [ [Edit](#) ]

(12) <http://www.squaremartinimedia.com/7-steps-creating-great-linkedin-profile/>

(13) <http://www.seomoz.org/ugc/optimize-your-linkedin-profile-for-best-results-howto>

## 2. 12 Steps to a perfect LinkedIn profile



### Step 7) Write a good profile summary (13)

- A LinkedIn summary is a chance to describe who you are, what you want to accomplish, and what you aspire to be
- great opportunity to add important keywords, related terms, and longer, more descriptive strings

#### Summary [Edit]

I've always been passionate about interactive strategy and internet marketing. During my first post-graduate agency role as a project manager, I discovered the importance of managing multiple accounts, client relations, and the ability to create compelling copy that sells in the direct response industry.

At the end of 2009, I moved on to a full-service marketing agency forming interactive strategy for clients, managing projects, and optimizing new and existing websites for top results on search engines using SEO best practices.

I believe creating a great product or offering an amazing service is only half the battle- a successful business MUST have a presence on Google and other search engines. For this reason, I've tailored my study (both off hours and MBA) to the art of search engine optimization (SEO) and paid search campaign management (PPC). I began practicing SEO two years ago and have since managed campaigns and obtained results that actually make a difference in both b2b and b2c environments.

For more information, take a look at my blog at <http://anthonypiwarun.com> or follow me on Twitter @apiwarun.

(13) <http://www.seomoz.org/ugc/optimize-your-linkedin-profile-for-best-results-howto>

## 2. 12 Steps to a perfect LinkedIn profile



### Step 8) Group memberships and connections <sup>(13)</sup>

- Group memberships and the total number of 1st, 2nd, and 3rd degree connections play a part in determining your ranking in LinkedIn search results
- Groups reflect your interests and fields of commitment

### Step 9) Recommend websites and blogs <sup>(13)</sup>

- The profile allows three links for your website, blog, or Twitter
- These may include blogs and websites you like to follow

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(13) <http://www.seomoz.org/ugc/optimize-your-linkedin-profile-for-best-results-howto>

## 2. 12 Steps to a perfect LinkedIn profile



### Step 10) Write for the screen <sup>(14)</sup>

- Present your summary statement in short blocks of text with lots of white space
- Bullet points are helpful

### Step 11) Collect diverse recommendations <sup>(14)</sup>

- Impressive LinkedIn profiles have at least one recommendation associated with each job a person has held
- Recommendations may be given by professors, internship coordinators and colleagues, employers, classmates with whom you shared an extra curricular activity and professional mentors

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(14) <http://www.lindseypollak.com/archives/how-to-have-a-fantastic-linkedin-profile>

## 2. 12 Steps to a perfect LinkedIn profile



### Step 12) Share your news frequently <sup>(14)</sup>

- A good way to stay on other people's radar screens is to update your status on LinkedIn
- Possible contents: events you are attending, projects you have completed, professional books you are reading, successes you are celebrating, etc.

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(14) <http://www.lindseypollak.com/archives/how-to-have-a-fantastic-linkedin-profile>



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## 3. 5 Benefits of starting an ISECN LinkedIn Group



### 1. Community <sup>(15)</sup>

- The Group will connect like-minded, passionate people together under a common umbrella

### 2. Networking <sup>(15)</sup>

- Looking to drive traffic to your blog, page or website? Like-minded professionals will get to know you more through the ISECN LinkedIn Page

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15. <http://www.lewishowes.com/linkedin/top-10-reasons-to-start-a-linkedin-group/>

## 3. 5 Benefits of starting an ISECN LinkedIn Group



### 3. Advocacy and Marketing <sup>(15)</sup>

- Every time someone joins, you can send an automatic message that delivers to their email account (not their LinkedIn account, but their actual email provider)
- Through the email, new members will get to know about the group. Have them sign up for the ISECN newsletter, and connect with ISECN on other social networking sites

### 4. Creating Sub Groups <sup>(15)</sup>

- Want to target people in various locations around the world, or sub niches within a niche? LinkedIn allows you to create up to 10 subgroups. ISECN's Regional Coordinators can take advantage of this

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15. <http://www.lewishowes.com/linkedin/top-10-reasons-to-start-a-linkedin-group/>

## 3. 5 Benefits of starting an ISECN LinkedIn Group



### 5. Helping Others <sup>(15)</sup>

- Through LinkedIn, ISECN members will get to see how they are connected to one another, allowing them to build stronger, more meaningful relationships

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15. <http://www.lewishowes.com/linkedin/top-10-reasons-to-start-a-linkedin-group/>



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## 4. How to run and administrate a group on LinkedIn



### 1. Add discussions, news and jobs <sup>(16)</sup>

- The more opportunities for interaction you add to your group, the more valuable your group will be to the community.

### 2. Use featured discussions to highlight particular content or offers <sup>(16)</sup>

- Group discussions can quickly get overrun and it can be hard to get the discussion thread noticed. The group manager can mark a discussion as featured and this will pin the thread at the top of the discussion board.

## 4. How to run and administrate a group on LinkedIn



### 3. Send announcements <sup>(16)</sup>

- Announcements are emails sent through LinkedIn to the group members. The benefit of sending these announcements through LinkedIn is that the recipients - and their ISPs -- are more likely to recognize the email as trustworthy and the deliverability may be higher than if you had sent the email yourself

### 4. Import your blog RSS feed <sup>(16)</sup>

- If you write a blog that's relevant to the group, you can import your articles automatically to the News section. Go to News -> Manage news feeds and add the RSS feed for your blog

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16. <http://blog.hubspot.com/blog/tabid/6307/bid/4710/5-Tips-for-Creating-Promoting-and-Managing-a-LinkedIn-Group.aspx>

## 4. How to run and administrate a group on LinkedIn



### 5. Make your own LinkedIn analytics <sup>(16)</sup>

- If you want to track the success of your group, you'll need to make your own LinkedIn analytics. To track the growth of your group, check the number of members every week and keep track of the group size in a spreadsheet.



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## 5. Conclusion & Discussion

In which ways may ISECN members benefit from LinkedIn?



LinkedIn may form an arena for ISECN members to

- represent their career accomplishments in different languages
- recommend their website, blog, or Twitter to others
- become recommended by colleagues, bosses, etc.
- participate in professional discussions started in their interest groups
- find ways to become active / contribute to the ISECN development

## 5. Conclusion & Discussion



In which ways may ISECN members benefit from LinkedIn?

LinkedIn may form an arena for ISECN members to (cont)

- find new positions through group announcements, the search function, or recommendations by LinkedIn
- gather information about represented companies via company profiles
- be found by companies through using the right key words in the personal profile

## 5. Conclusion & Discussion



In which ways may ISECN benefit from LinkedIn?

LinkedIn may form a professional arena for ISECN to

- disseminate information
- advocate for certain interests
- establish a greater community of active, like-minded members
- promote both ISECN itself and the ISECN newsletter
- manage professional discussions, such as recently started on Facebook about the upcoming conference in 2012

## 5. Conclusion & Discussion

In which ways may ISECN benefit from LinkedIn?



LinkedIn may form a professional arena for ISECN to (cont)

- advertise new positions or find new volunteers for the newsletter Health Promotion Connection (through “job” section within groups)
- In addition to isecn.org, where the “comment” function is rarely used, LinkedIn may form a rather active platform that promotes individual participation and discourse
- For individuals who cannot attend regular Skype conferences, ongoing online discussions and information can help to catch up with recent developments

## 5. Conclusion & Discussion

### Outlook



- For successful individual profiles, it would help to establish an internal commitment to write recommendations for each other
- A new ISECN group on LinkedIn could be announced in the ISECN newsletter, inviting members to join
- Just as RSS Feeds from [isecn.org](http://isecn.org) can be forwarded to LinkedIn, the website could contain a news box pointing to recent discussions / events on LinkedIn
- LinkedIn activities as described above require a prior discussion of responsibilities for administrating and updating group information.



# LinkedIn

*Quick  
Tips*