LinkedIn or Left Out

Presented by Jenny DeVaughn
Bernard HODES Group
Director, Social Strategy
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Meet Jenny DeVaughn

- Director, Social Strategy
- Active on LinkedIn since 2005
- LinkedIn Open Networker (LION)
- Top 10 most connected woman in the world
- 28+ recommendations
- Generated relationships and placements

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The University of Tennessee Career Services

The University of Tennessee Career Services provides a wide array of career development and placement services to the students, faculty, and alumni of The University of Tennessee.

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About this Group

Created: November 30, 2009
Type: Networking Group
Members: 129

Owner: Neeley Polka
Managers: Mara Naylor, Ashley Ishler, Lauren Irby, Robert Hibbard, Elizabeth Pallardy and Kaitlyn Moriaity
Website: http://career.utk.edu

http://www.linkedin.com/groups?home=&gid=2539531
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about 2 hours ago via Facebook

In case you were wondering: http://www.quintcareers.com/campus_career_centers.html http://fb.me/S0KfRls

6:14 PM Feb 20th via Facebook

There are 118 companies/organizations registered for the Spring Job Fair 2011... check ‘em out:... http://fb.me/QAQSU0BP

6:12 PM Feb 20th via Facebook

http://twitter.com/volcareers
http://www.youtube.com/user/VolCareer
http://www.facebook.com/UT.Knoxville.CareerServices
You Are What Google Says You Are

http://www.google.com/profiles
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The most comprehensive people search on the web

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Search

Clear

What's so different about pipl?

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Personal vs. Professional

Brand Sacrifice
85 million+ ~50% outside U.S.

600 million+ users
50% of active users log on 55 mins daily

600 million+ search queries a day

Social Networks
In 2010, there were almost 2 Billion people searches in LinkedIn. How will an employer find you?
Optimize Your LinkedIn Profile
Create a Positive First Impression

- Proofread
- Use a professional headshot
- Show your accomplishments and goals
- Include niche keywords and specialties
- Highlight associations to build credibility
- Add current contact information
- Update skills and expertise
- Make your profile public, not private
Start Connecting with You Who Know
Invite Individuals to Join Your Network

- Family
- Friends/neighbors
- Mentors
- Executives
- Thought leaders
- Professional associations, including alumni
- Local groups
- Non-profit organizations
Avoid Creating Spam
Personalize All Communication

• Don’t send out a mass or blast email
• Be concise and polite
• Include why you want to connect
• Write a genuine and professional compliment
• Leverage similarities and connections
• Ask to join their network
• Mention that you do not spam your network
Do Your Research
Be Prepared for the Opportunity

• Company pages
• Groups
• Hiring managers
• Current and former employees
• Jobs
• Events
• Company lingo and employer brand
More LinkedIn Tools
http://www.linkedin.com/careerexplorer/dashboard
Corporate Finance

Primary Industry: Investment Banking
Corporate finance is an area of finance dealing with financial decisions business enterprises make and the tools and analysis used to make these decisions. The primary goal of corporate finance is to maximize corporate value while managing the firm's financial risks. Although it is in principle different from managerial finance which studies the financial decisions of all firms, rather...

More on 'Corporate Finance' at Wikipedia

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Corporate Finance Professionals

Andy Foskey
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Alternative investment and corporate finance professional with 20 years of experience in alternative assets...

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Follow

http://www.linkedin.com/skills
http://www.linkedin.com/addContacts
Network Offline Using Online Data

• Research target audience
• Connect in person at events
• Earn referrals or introductions
• Build your expertise
• Volunteer
• Ask for advice, not for a job
Boost Your Professional Brand

• Daily
  – Update your individual status
  – Comment and add value in specific groups

• Weekly
  – Schedule a specific time/date to add new connections

• Monthly
  – Connect with mentors in person/over the phone
    • Ask for LinkedIn references
  – Utilize the career services’ resources
  – Update your profile
  – Attend networking opportunities and ask to connect via LinkedIn
Thank you!

Connect
http://www.linkedin.com/in/jennydevaughn

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