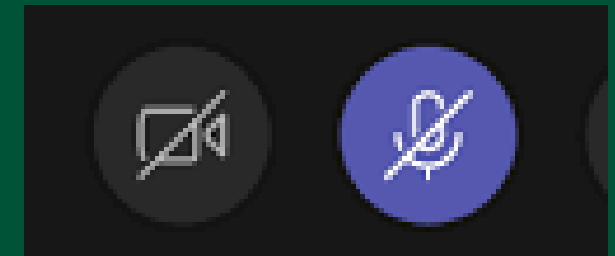




Linkedin - LIVE Online Session will start shortly

WELCOME - Notice for Call Participants:

- Please turn off your Video and mute your Microphone after you login
- If you have any questions during the session please make a note as there will be a Q&A at the end of this session



Thank you, Brendan Lally





LinkedIn

- Why use LinkedIn?
- 12 Top Tips
- Products & Functions

LinkedIn Introduction

Jeff Weiner
CEO since 2008

2003 – **17 Years Old** – 2020
First Month: 4,500 members
Today: 660 million members
13,000 employees in 30 cities

HQ in California
European HQ in Dublin

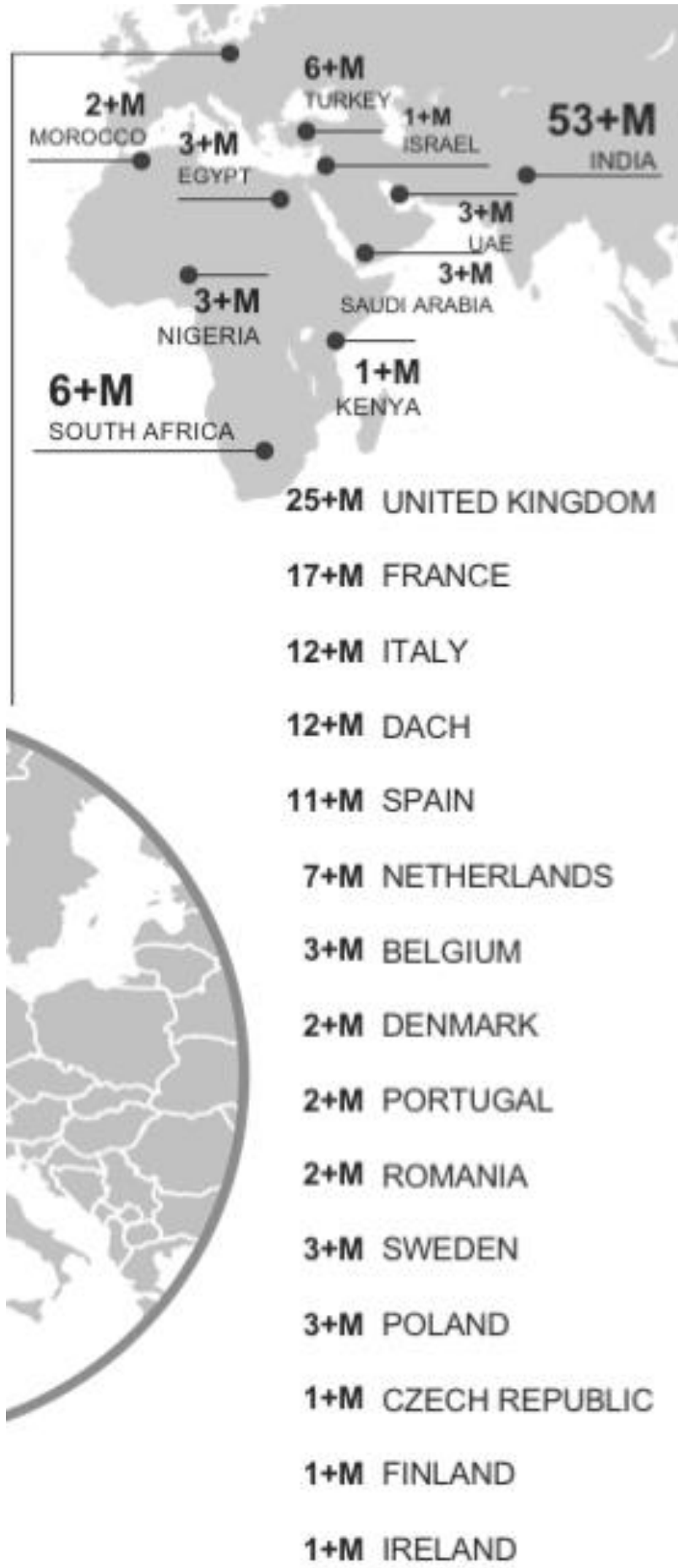
Revenue \$\$\$\$
2020 ☺ €6.4b *projected

2016 Microsoft paid \$26.2 billion to buy LinkedIn. →

2015 ☺ \$2.99b
2014 ☺ \$2.21b
2013 ☺ \$1.53b
2012 ☺ \$944m
2011 ☺ \$522m
2010 ☺ \$243m
2009 ☺ \$120m
2008 ☺ \$79m

Reid Hoffman
founder since 2003
(Billionaire x 4)

Bought by Microsoft



Ireland LinkedIn Users
 15th in EU out of the 26-27 EU countries

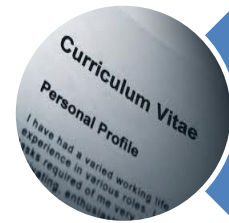
Five Routes to Finding Employment



Adverts



Recruitment Agencies



Speculative Applications



Social Media



Networking and Using contacts

TOP 10 Why use LinkedIn?

- It's where most people you meet professionally go to connect with you
- You need to have a large network so you can use it later
- Many Recruiters use it to vet and source candidates
- The engagement can be fantastic if you're active on the platform
- Great for alumni networking & to keep tabs on your friends and classmates
- It's a great place to look for a job and get automated job alerts
- Host your recommendations (positive references) online
- Opportunities come to you; recruiters look for passive candidates
- Excellent News Source
- Excellent research tool (especially before an interview)

HOW TO BUILD THE PERFECT **LinkedIn** PROFILE



**12 useful
tips**



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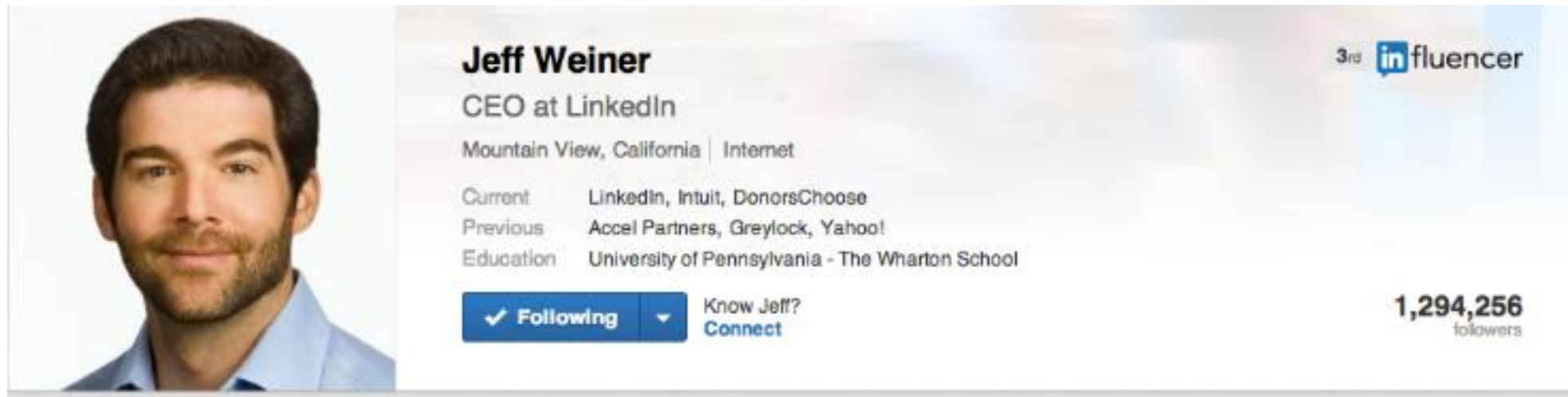
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Education and
Careers Division

Tip 1: Don't cut and paste your CV

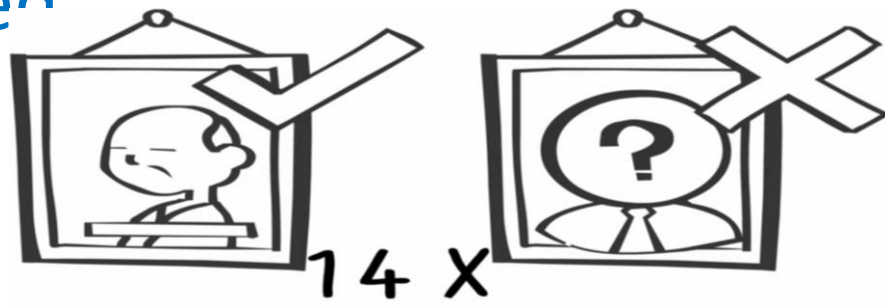
- Describe an overview of your experience and abilities as you would to someone you just met
- Write for the internet and screen, in short blocks of copy .. a couple of lines broken with some bullets

Tip 2: Upload a profile photo

- Add a photo - Help people remember you by adding a professional-looking photo to your profile.
 - ☐ It is harder for people to forget a face 😊

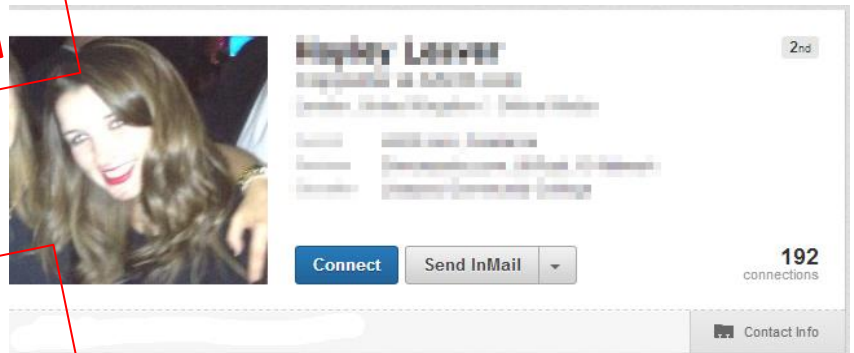


- By adding a photo to your profile your LinkedIn Profile is **14 x times more likely to be viewed**

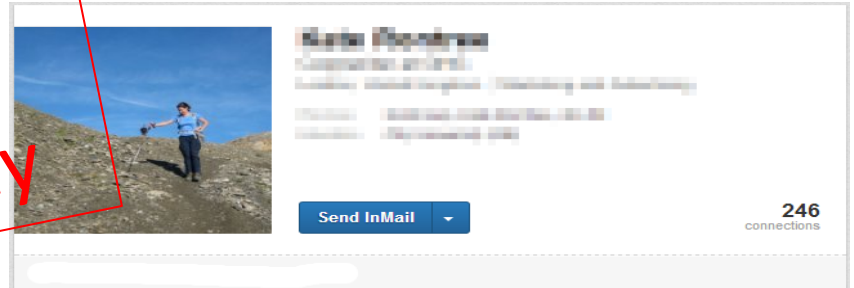


Examples of 'unsuitable' headshots ☹️

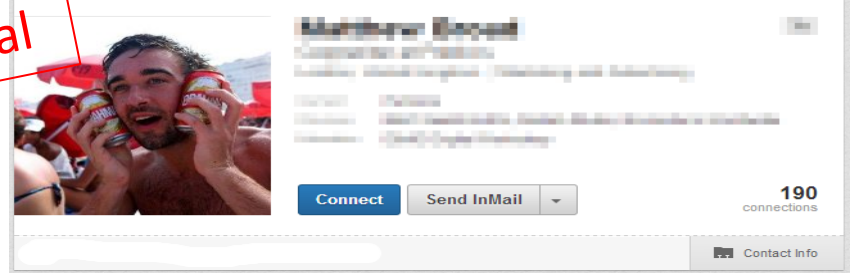
Blurred



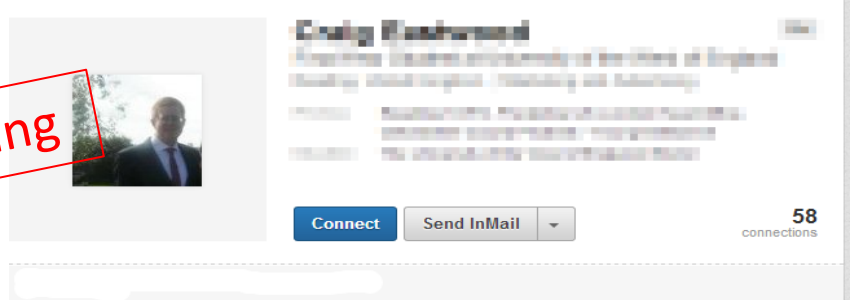
Too Far Away



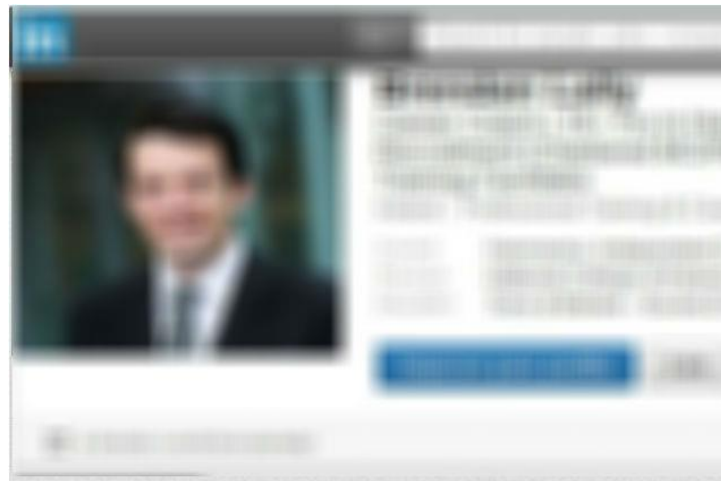
Unprofessional



Poor Lighting



Tip 3: Write a Summary



Write your story in the 1st person

- This should be the next best introduction to meeting you – a virtual introduction

- It is your story to date and where you want to go!

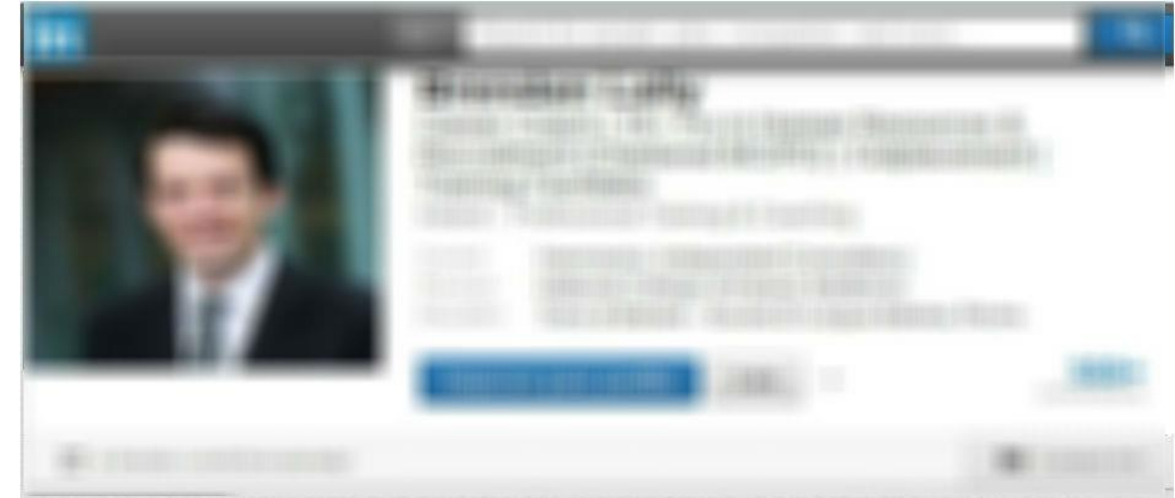
- Make it conversational and less formal than a cv

- You got 2,000 characters / 400 words (but remember it is a summary)

- Go ahead express a little personality 😊

- Insert some keyword tags – So search engines can find you !

Tip 4: Your professional headline



- That line of text under your name?
- ✓ It's the first thing people see in your profile. It follows your name in search hit lists. Be strategic and choose one or two themes that strengthen your value.
- ✓ As students, you may not have a company brand or job title therefore you will need to distil your professional personality into an eye-catching phrase, something that at a glance describes who you are.

Sample headlines

120 characters only

International Management MSc@ UL | 9 Mths Dell Internship | Avail
for Role August '18 **(86 characters)**

Masters HRM Grad 2020 @ UL | B.Comm Undergrad | Thesis on 'Big
Data & Recruitment' **(82 characters)**

Masters of Law @ UL | First Class Honours – Law Undergrad NUIG **(62
characters)**

Pursuing MSc HRM 2020 @ UL | 7 Years Multinational HR Exp | Site
Diversity Champion **(84 characters)**

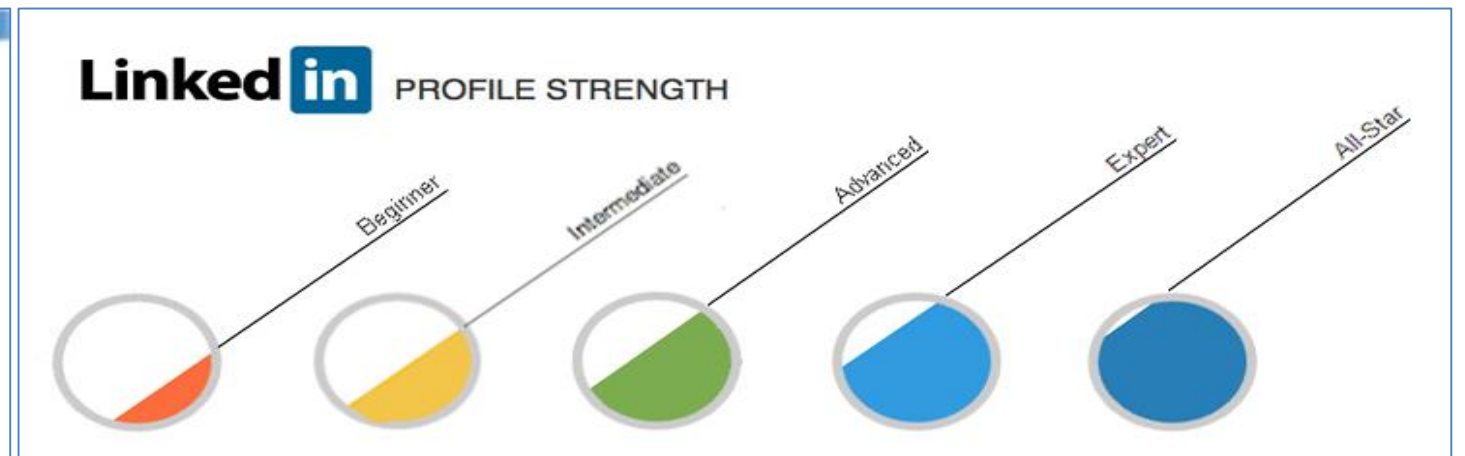
Hons. Intl Business Student @ UL | Deloitte Intern | Auditor of UL
Business Society 2019 **(94 characters)**



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
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Education and
Careers Division

Tip 5: Complete Your Profile



1. Add a profile photo
2. List a minimum of 2 past positions with descriptions
3. Have 5 or more skills on your profile
4. Write a summary about yourself
5. Fill out your Industry
6. Add education
7. Have 50 or more connections

To view the Profile Strength meter:

Click the Me icon at the top of your LinkedIn homepage. 
Select **View profile**.

Below your top card information, move your cursor over the meter to see which steps you've completed.

Click the Dropdown icon in the upper right corner of the meter to discover more information about the next profile strength completion step.

Follow the prompts to complete any of the steps listed.

Once the meter is full and all prompts are complete, you'll receive an All-Star profile rating.

Point out your skills & specialties

Think of the Specialties and Skills fields as your personal search engine optimiser, a way to refine the ways people find you.

This searchable section is where that list of industry buzzwords from your CV belong.

Do some research on what employers are looking for (job adverts) and add the skills and specialties that apply to you.

Skills & Endorsements

Top Skills



Tip 6: Be Found

- **SEO (Search Engine Optimisation)** is very important on LinkedIn so optimise your profile with keywords related to your skills and qualifications and the role you want
- Think like a recruiter and what they would search for
- Don't stuff keywords to get your profile high on search lists



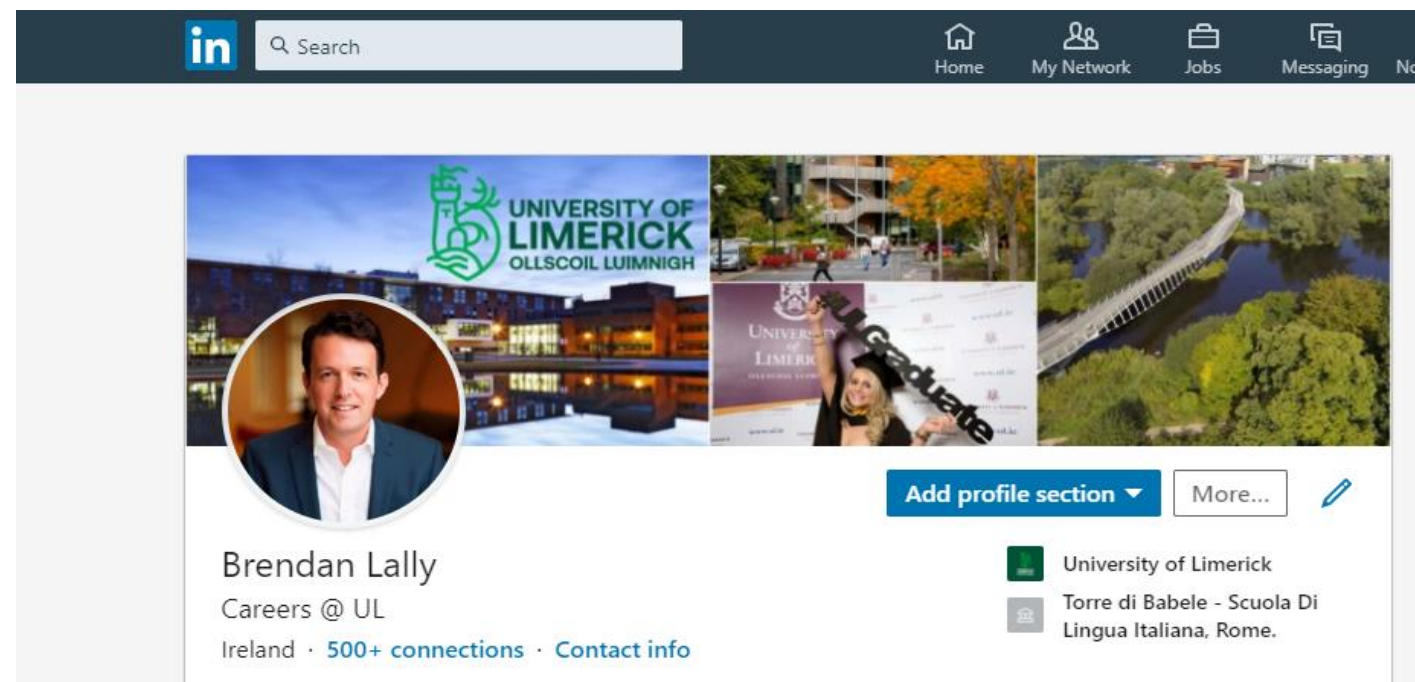
The **Digital** Recruiter



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Tip 7: Customise your Profile URL



[linkedin.com/in/myname/](https://www.linkedin.com/in/myname/)

Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/elainekiely

Save

Cancel

Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

[Learn more](#)

- Make my public profile visible to no one
- Make my public profile visible to everyone

Tip 8: Add in your relevant certifications & qualifications

Add Sections

Featured
Overview

Sections
Certifications
Courses
Honors and Awards
Organizations
Projects
Patents
Publications
Test Scores

Preview

Certifications

Certified Public Accountant
The American Institute of Certified Public Accountants (AICPA) | January 2004





Certified Financial Planner
Certified Financial Planner Board of Standards (CFP) | August 2005

Better Business Bureau Accredited
Better Business Bureau (BBB) | June 2011

[Add to Profile](#) [Close Window](#)



Tip 9: Add visual content

Add Media:  Document  Photo  Link  Video  Presentation



- Add relevant images, photos, screenshots, video and presentations using sites like [YouTube](#), [Pinterest](#), [SlideShare](#), [Spotify](#), [TED](#) and [Twitter](#)



Tip 10: Build a network

- Search and connect within LinkedIn for classmates, colleagues and professional contacts that you know
- Spend just 15 to 30 minutes each week connecting you will be surprised with your progress.
- Personalize your connections and message. Explain why you want to connect

Tip 11: Groups

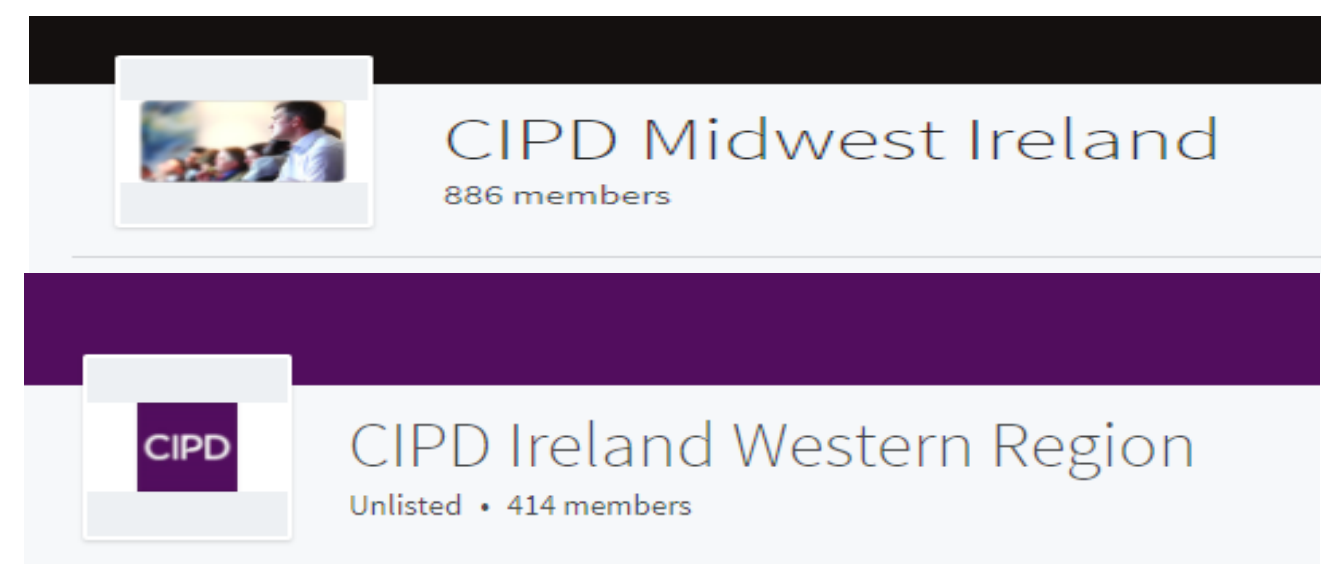
- Join relevant alumni or networking groups
- Regularly review and comment on posts that are of interest or even post your own content



What groups have other LinkedIn users with more mature accounts (in your specialism) joined?

Tip 11: Groups

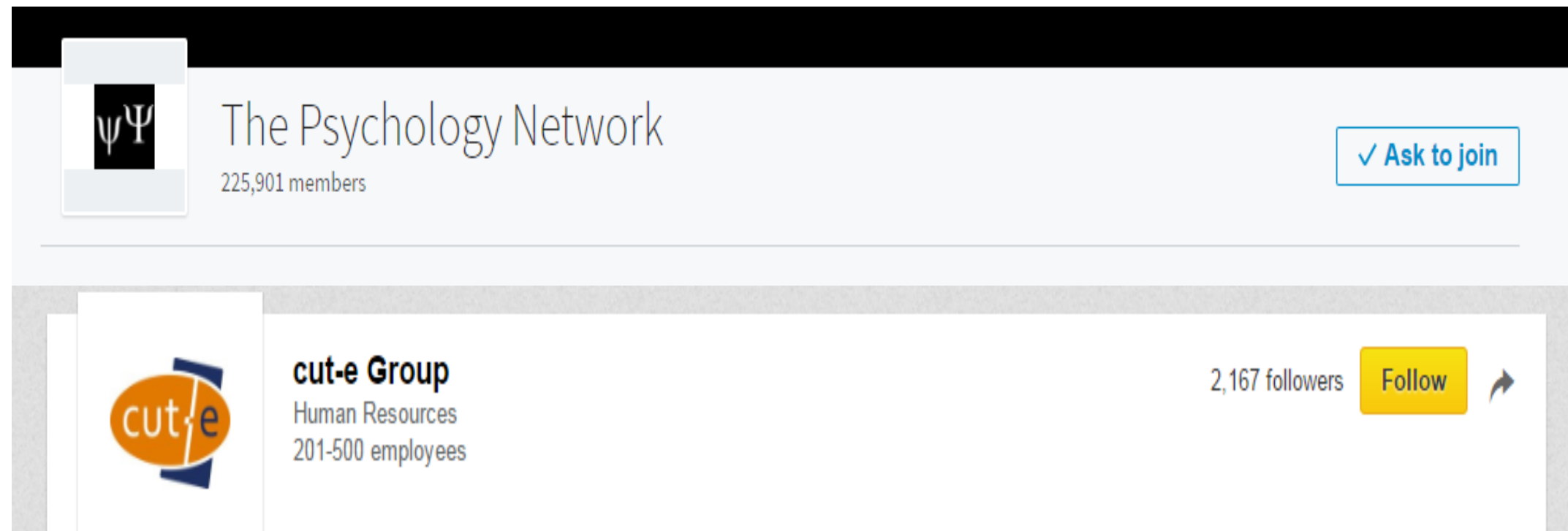
- Join relevant alumni or networking groups
- Regularly review and comment on posts that are of interest or even post your own content



What groups have other more advanced LinkedIn users in your field joined?

Tip 12: Companies & Organisations

- Follow prospective companies and others like them
- Also follow organisations or agencies that are responsible for promotion, training, research and development in the industry



The screenshot displays two LinkedIn profiles. The top profile is for 'The Psychology Network', which has a logo with the Greek letter psi (Ψ) and 225,901 members. A blue button labeled 'Ask to join' is visible. The bottom profile is for 'cut-e Group', which has a logo with the text 'cut-e' and is described as a Human Resources organization with 201-500 employees. It has 2,167 followers and a yellow 'Follow' button.



Spotlight on LinkedIn products & features

Job Search

in Search jobs Ireland Search Home My Network **Jobs** 1. Messaging Notifications Me Try Premium Free for 1 Month

All jobs filters Clear Cancel Apply

Date Posted

- Past 24 hours (2,731)
- Past Week (14,206)
- Past Month (31,579)
- Any Time (51,448)

LinkedIn Features

- Under 10 Applicants (44,045)
- Easy Apply (2,382)
- In Your Network (9,320)

Job Type

- Full-time (44,224)
- Contract (3,201)
- Part-time (2,430)
- Temporary (663)
- Volunteer (550)
- Internship (396)

Location

Add a location

- Dublin (28,734)
- Limerick (746)
- Killaloe (746)
- Newport (746)
- Cork (445)

Company

Add a company

- LinkedIn (143)
- Hays (556)
- LogMeIn (22)
- Prosperity Recruitment (57)

Industry

Add an industry

- Computer Software (7,708)
- Internet (3,422)
- Financial Services (18,150)
- Information Technology an (10,556)

Job Function

Add a job function

- Information Technology (14,433)
- Sales (7,832)
- Business Development (5,105)
- Other (4,505)

Experience Level

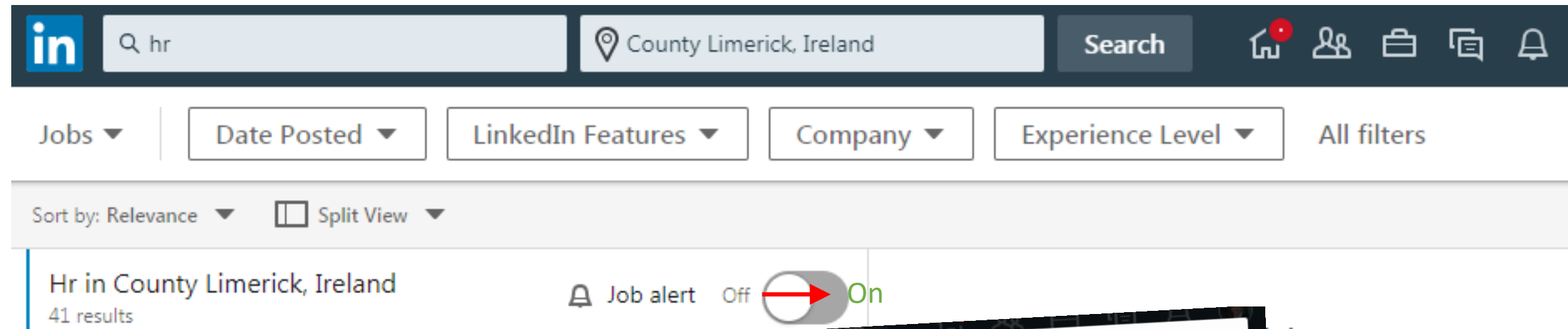
- Internship (407)
- Entry level (22,574)
- Associate (16,247)
- Mid-Senior level (5,244)
- Director (1,123)
- Executive (513)

in Home My Network **Jobs** Messaging Notifications Me Work Try Premium Free for 1 Month

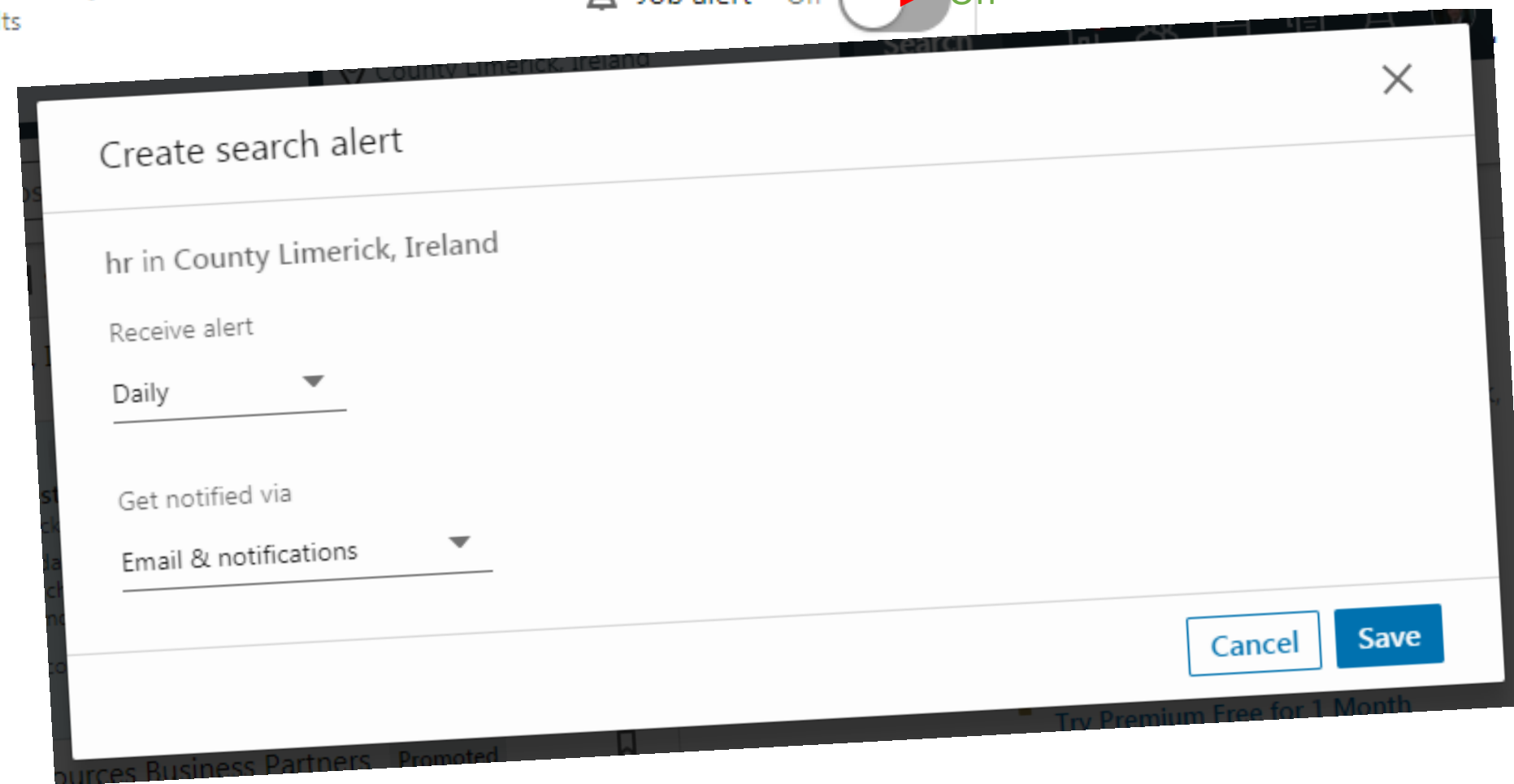
Search jobs Search location Search

Job search alerts: **Manage alerts**

Targeted Job Notifications



The screenshot shows the LinkedIn job search interface. At the top, there is a search bar with the text "hr" and a location filter set to "County Limerick, Ireland". Below the search bar, there are several filter buttons: "Jobs", "Date Posted", "LinkedIn Features", "Company", "Experience Level", and "All filters". Below the filters, there is a "Sort by: Relevance" dropdown and a "Split View" toggle. The main search results area shows "Hr in County Limerick, Ireland" with "41 results". To the right of the search results, there is a "Job alert" toggle switch, which is currently set to "On".



The screenshot shows the "Create search alert" dialog box. The search criteria are "hr in County Limerick, Ireland". The "Receive alert" frequency is set to "Daily". The "Get notified via" method is set to "Email & notifications". At the bottom right, there are "Cancel" and "Save" buttons.

Find Alumni

1.

The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'University of Limerick'. Below the search bar, navigation tabs include 'People', 'Jobs', 'Content', and 'More'. A dropdown menu is open under 'More', with 'Schools' selected and underlined. The main search results area shows 'Showing 78,951 results'. A secondary dropdown menu is open over the results, showing 'Showing 3 results' and listing three schools: 'University of Limerick' (58,000 students & alumni on LinkedIn), 'Limerick Institute of Technology' (18,000 students & alumni on LinkedIn), and 'Mary Immaculate College, Ireland' (4,000 students & alumni on LinkedIn). A hand cursor is pointing at the 'University of Limerick' result.





Search



Home



My Network



Jobs



Messaging



Notifications



Me



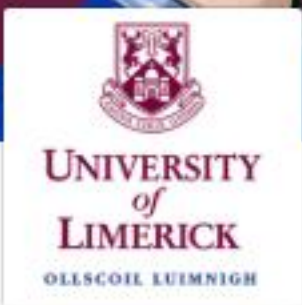
Work

Try Premium Free for 1 Month

[Leadership Psychology - Learn the Essentials of Influence and How to Manage Emotions. Apply Now!](#) Ad ...



#PostGradAtUL



University of Limerick

Limerick, munster · 58,119+ alumni · 68,666 followers

✓ Following ...



Gavin & 54 other connections work here

[See all 2,852 employees on LinkedIn](#) →

[Visit website](#)


Home

About

Jobs


Alumni

Updates

 **University of Limerick**
68,666 followers
6d

VIDEO: "She would have gotten a real kick out of this" - Noel Hogan, The Cranberries

[...see more](#)



Affiliated pages

-  **Kemmy Business School (KBS) Alumni**
Higher Education
1,171 followers
-  **Mary Immaculate College, Ireland**
Higher Education
5,474 followers



Share content



“ Share an update Upload a photo Publish a post

What's on your mind?

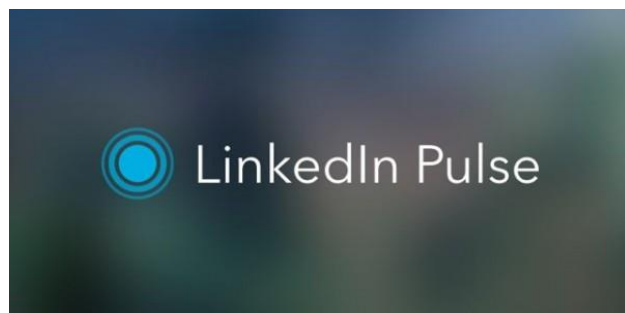
Share with: Public Share

SHARE AT THE RIGHT TIMES

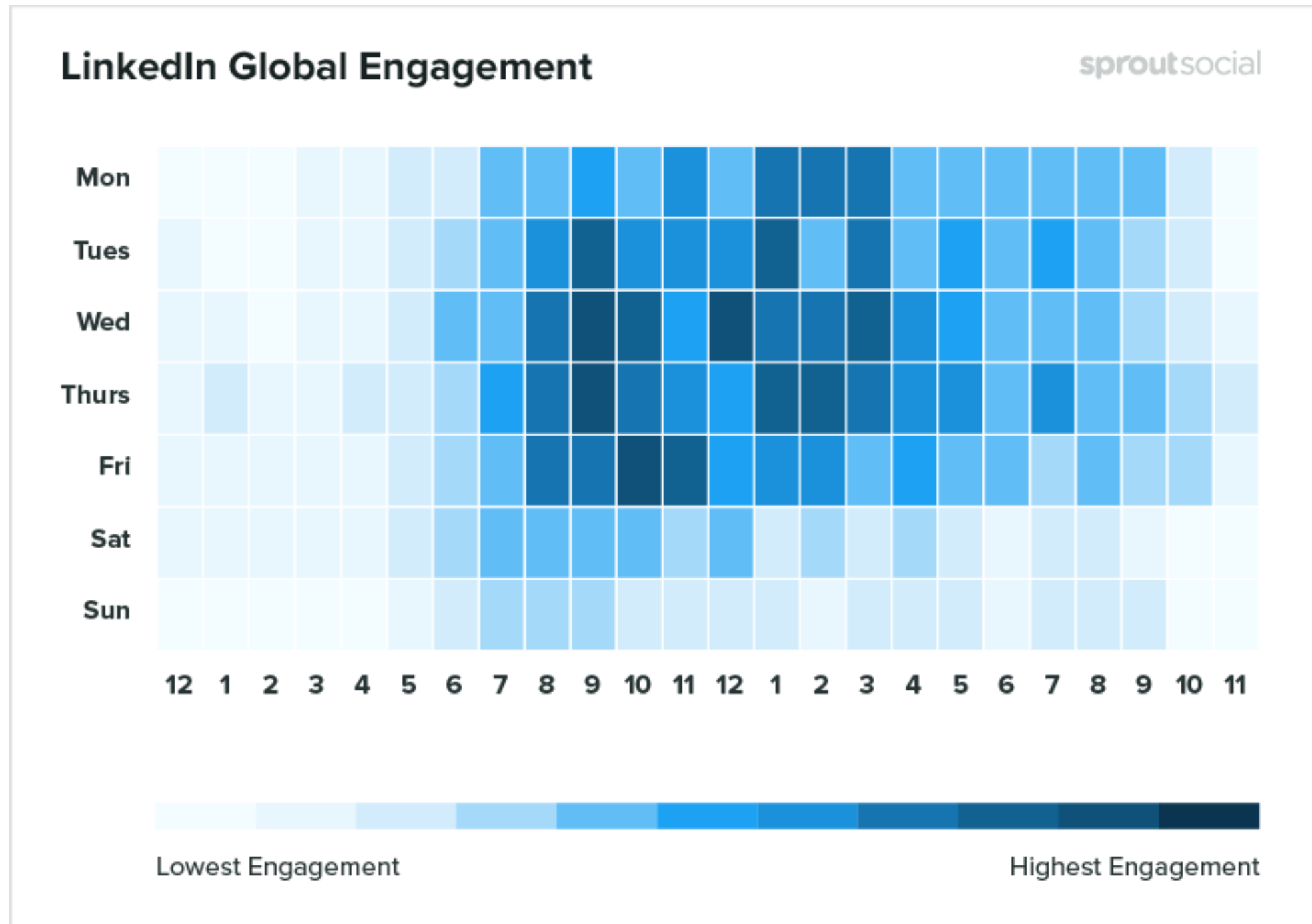
Different social networks have different peak times for posting. Take advantage!

Platform	Peak Time
Facebook (f)	1pm to 4pm
Twitter	1pm to 3pm
LinkedIn (in)	7am to 9am 5pm to 6pm

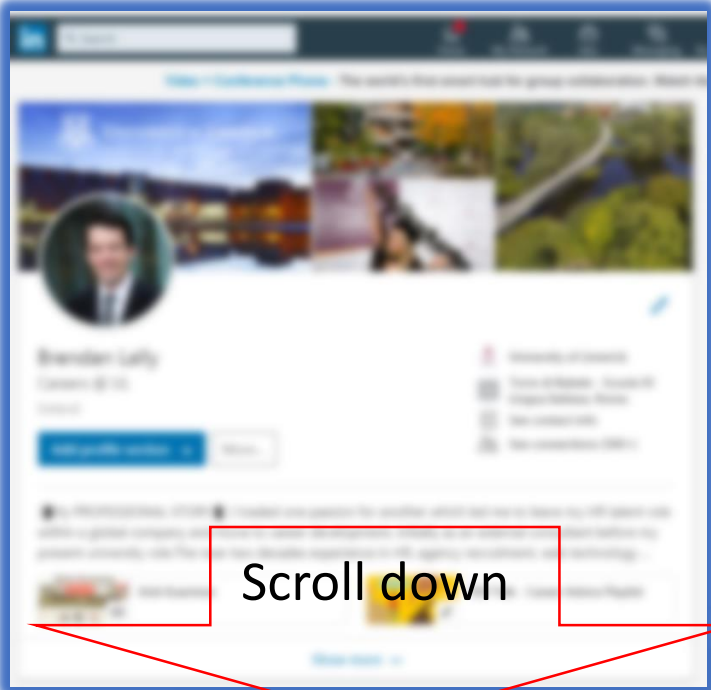
Source material from a variety of other channels...



Posting on LINKEDIN by day/time



Monitor your profile



Scroll down

Your Dashboard *Private to you*

All Star

79

Who viewed your profile

0

Article views

81

Search appearances



Career Advice

Participate in the career advice platform: **Off**

Get career advice by conversing with other LinkedIn users who are leaders in their fields



Career interests

Let recruiters know you're open: **On** Or **Off**

Choose the types of opportunities you'd like to be connected with



Salary insights

See how your salary compares to others in the community

Who viewed your profile

Turn off private mode



See who's viewed you. Stay private.
You're in private mode, so you can't see who's viewed you. Upgrade to Premium to see 90 days of views while staying anonymous.

Try Free for 1 Month

Keep track of your Settings

1.

The screenshot shows the LinkedIn interface for user Brendan Lally. The top navigation bar includes 'Back to Lin', 'Jobs', 'Messaging', 'Notifications', and a 'Me' dropdown menu. The 'Me' menu is open, displaying options: 'Settings & Privacy' (highlighted with a red underline), 'Language', 'NEED HELP?' (with sub-options 'Open Quick Help'), and 'MANAGE' (with sub-options 'Posts & Activity', 'Job postings', and 'Sign out'). A large blue arrow points from the 'Settings & Privacy' option in the dropdown to the main content area of the settings page. The main content area shows the 'Privacy' tab selected, with a heading 'How others see your profile and network information' and a sub-heading 'Edit your public profile'.

[How others see your profile and network information](#)

[How others see your LinkedIn activity](#)

[How LinkedIn uses your data](#)

[Job seeking preferences](#)

[Blocking and hiding](#)

Do not forget.....

To regularly review and update your profile

Share job changes, education changes, and work anniversaries from profile

Close

No

Choose whether your network is notified

Do you want your network to be notified of your work anniversaries and changes to your profile? [Learn more](#)

No

The screenshot shows a dialog box titled "Notify your network?". It contains two options, each with a toggle switch. The first option is "Yes, publish an update to my network about my profile changes." with a green toggle switch labeled "Yes". The second option is "No, do not publish an update to my network about my profile changes." with a white toggle switch labeled "No". A large teal arrow points from the "Yes" option to the "No" option.



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LinkedIn – Top to Bottom



<https://ulcareerservice.blogspot.com/2018/12/day-7-careermas.html>

Users favourite LinkedIn functions

Favorite LinkedIn functions



Quartz | qz.com

Data: Wayne Breitbarth via Forbes



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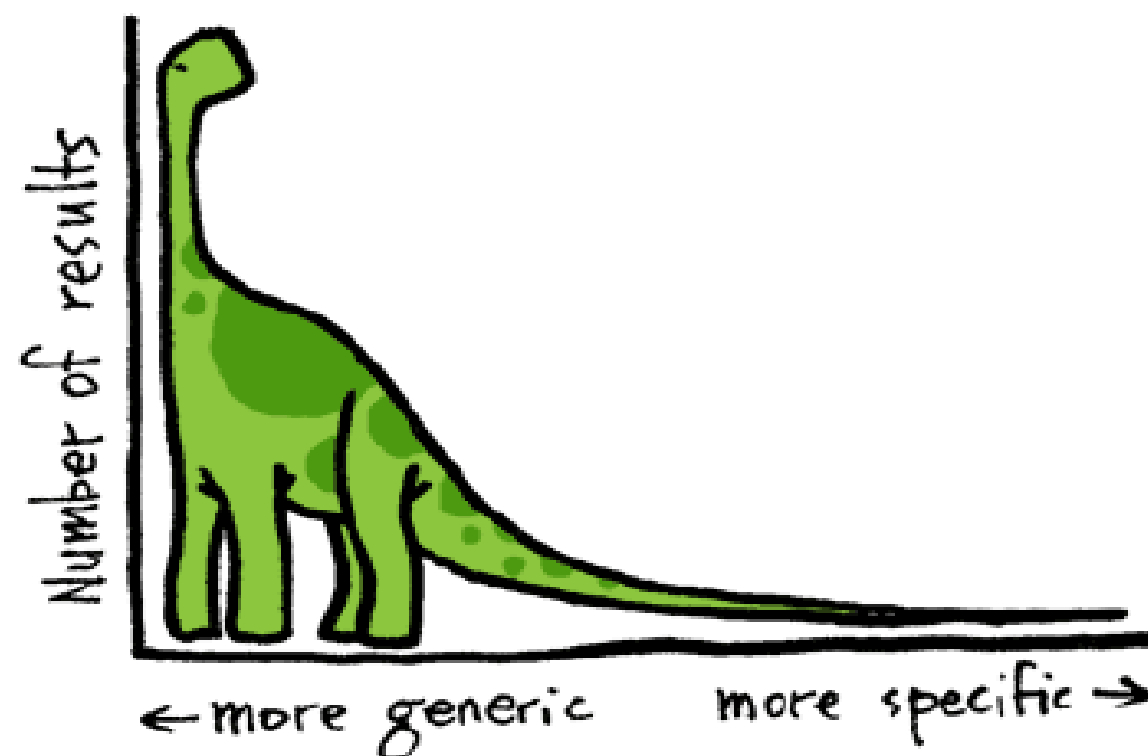
A Little Something Extra

Boolean Search

- An understanding of:
 - Boolean **Operators**
 - Boolean **Modifiers**
 - The construction of a **Boolean String**
- &
- A **LinkedIn** Account and/or **Google** Account

Three Boolean Operators

- ✓ **AND**
- ✓ **OR**
- ✓ **AND NOT**



- These must always be in CAPITALS
- Must always have a space at either side



Narrowing Your Search

Ireland Employment Trends

54,200,000

Ireland AND Employment AND Trends

45,800,000

Ireland OR Employment OR Trends

2,530,000,000

Ireland AND employment AND Trends –Dublin

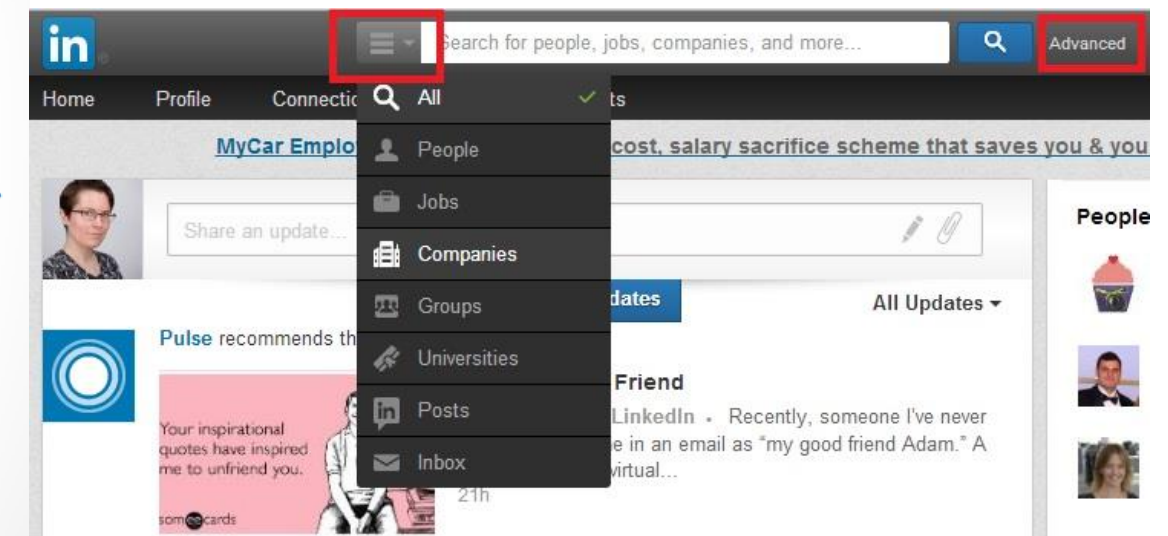
530,000

IT Information Technology ICT Tech Industry Technology Sector Big Data Analytics Sector Analysis Industry Analysis OR Trend OR Trends OR Trending Ireland Europe Employment Forecast Labour Market Labour Economics 2016.....2020

93,700

(IT OR "Information Technology" OR ICT OR "Tech Industry" OR "Technology Sector" AND "Big Data Analytics") AND ("Sector Analysis" OR "Industry Analysis" OR Trend OR Trends OR Trending) AND (Ireland AND Europe) AND (Employment AND Forecast AND "Labour Market" AND "Labour Economics") AND (2016.....2020)

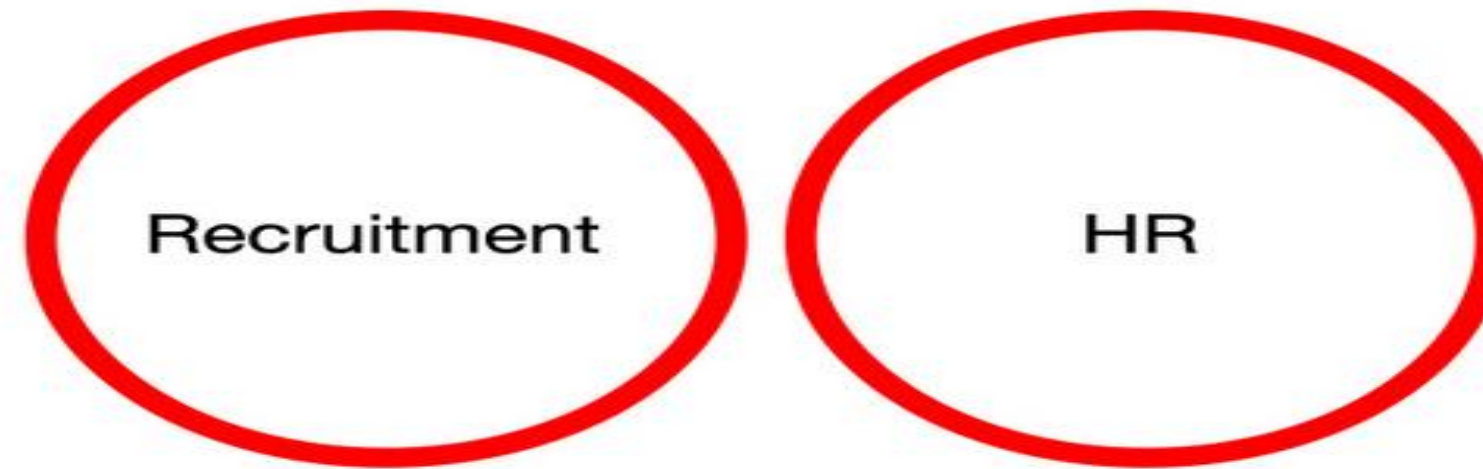
71



Operator	Uses & Rules
AND	Search for word AND word. Must be in CAPS, must have a space at either side (assumed by most search engines)
OR	Search for word OR word. Must be in CAPS, must have a space at either side (assumed by most search engines)
(Pipe)	Search for word word. Must have a space at either side. Works in Google Chrome
NOT	Used to remove word from search results, must be in CAPS, must have a space at either side (assumed by most search engines)
- (Hyphen)	Used to remove word from search, must not have a space between it and the word i.e.. -job -vacancy -jobs -employment
(Brackets)	Groups sets of OR terms together (finance OR accounting OR financial OR economics)
“Quotations”	Groups a phrase together, where words must appear side by side, in that order, in the result i.e. “Career Service” “Career Advice”
inurl:	Searches in the url of the page in Google. Must be in lowercase
intitle:	Searches for words in the title Google results. Must be in lowercase
site:	Searches results from specific site in Google. Must be in lowercase



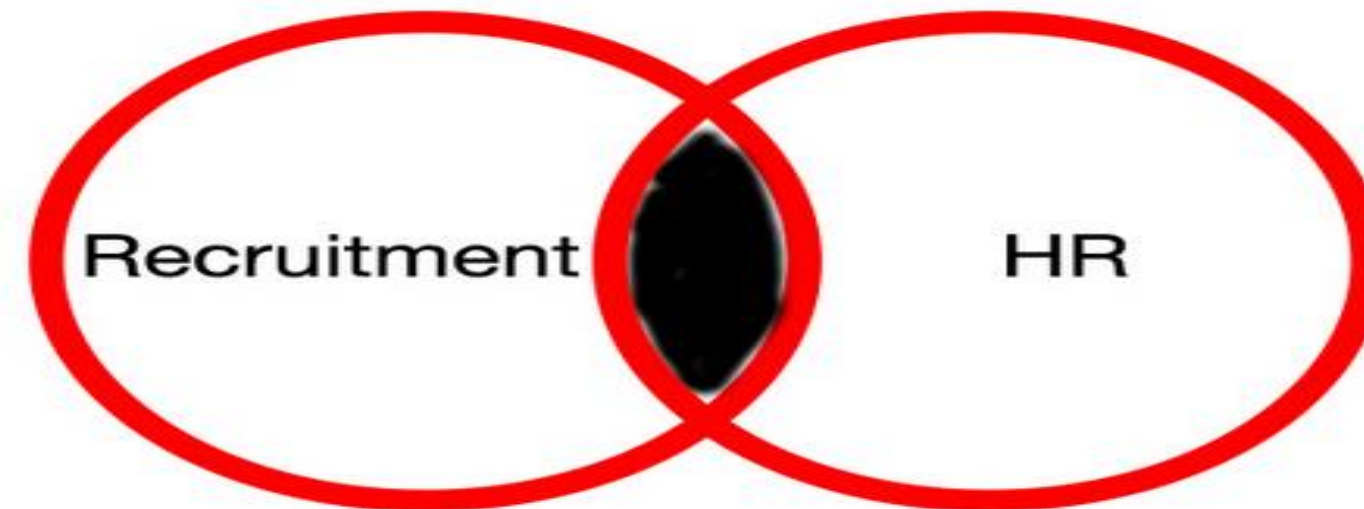
The AND Operator



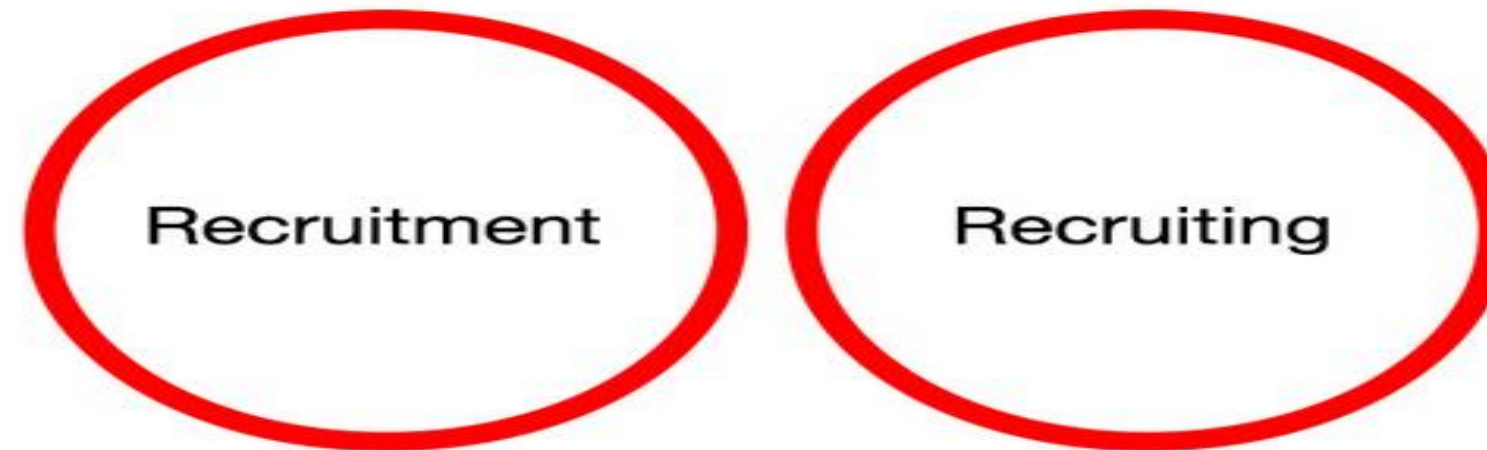
Take these 2 groups. In the first group are all the people who have the keyword "recruitment" somewhere in their LinkedIn profile. In the second, are all the people who have the keyword "HR" somewhere in their LinkedIn profile. When we use the Boolean string:

Recruitment AND HR

We are asking the LinkedIn database to search for all of the people who include both the word "recruitment" and the word "HR" on their LinkedIn profile. Meaning we are only looking to find candidates who fall in the cross section of the Venn diagram – candidates who have both keywords mentioned in their profile:



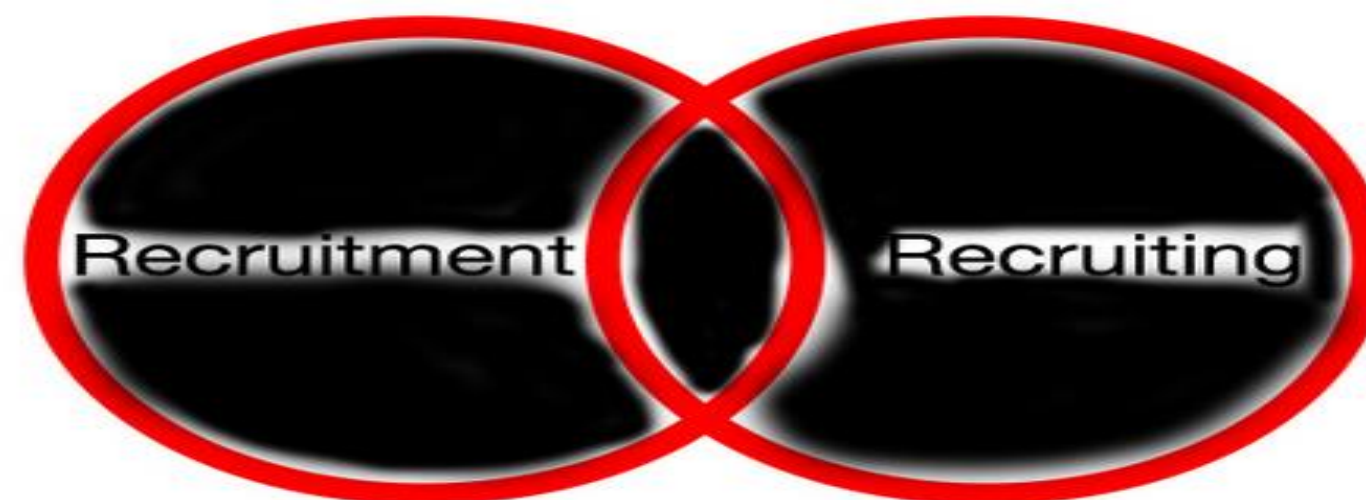
The OR Operator



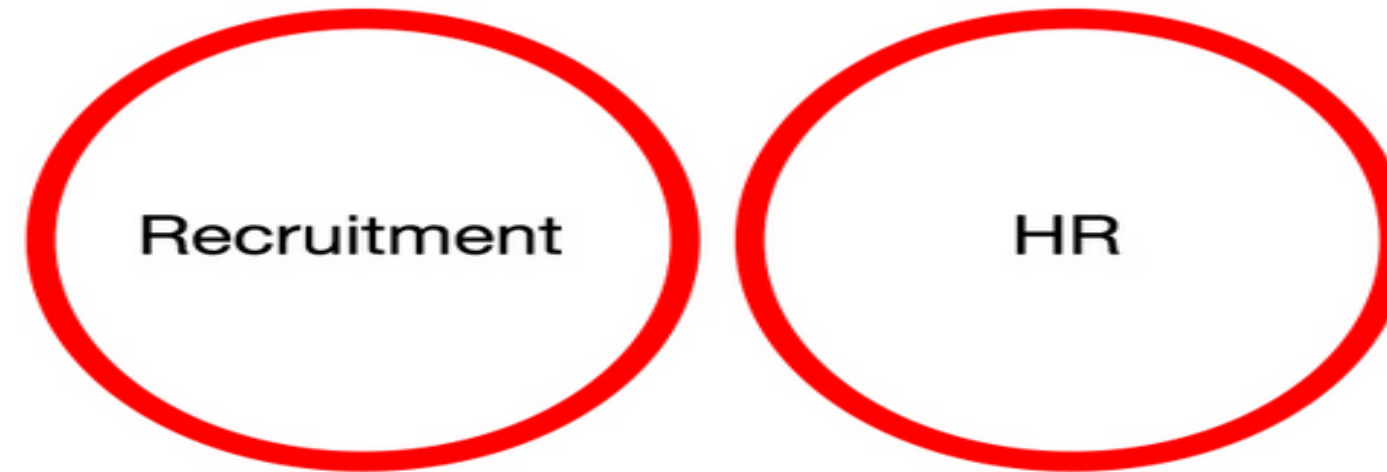
In this example, one group of people have the keyword "Recruitment" in their LinkedIn profile, while the other have the keyword "Recruiting". Both words mean exactly the same thing to you and I and anyone using either of the two terms to describe their job function or skillset on LinkedIn possessing exactly the same skillset, but to an electronic database they are totally separate terms. When we use the Boolean string:

Recruitment OR Recruiting

We are asking the database to search for candidates who include either of the two terms in their LinkedIn profile, or both terms simultaneously. Meaning we are looking to find candidates who fall in either side of the Venn diagram or indeed, the cross section:



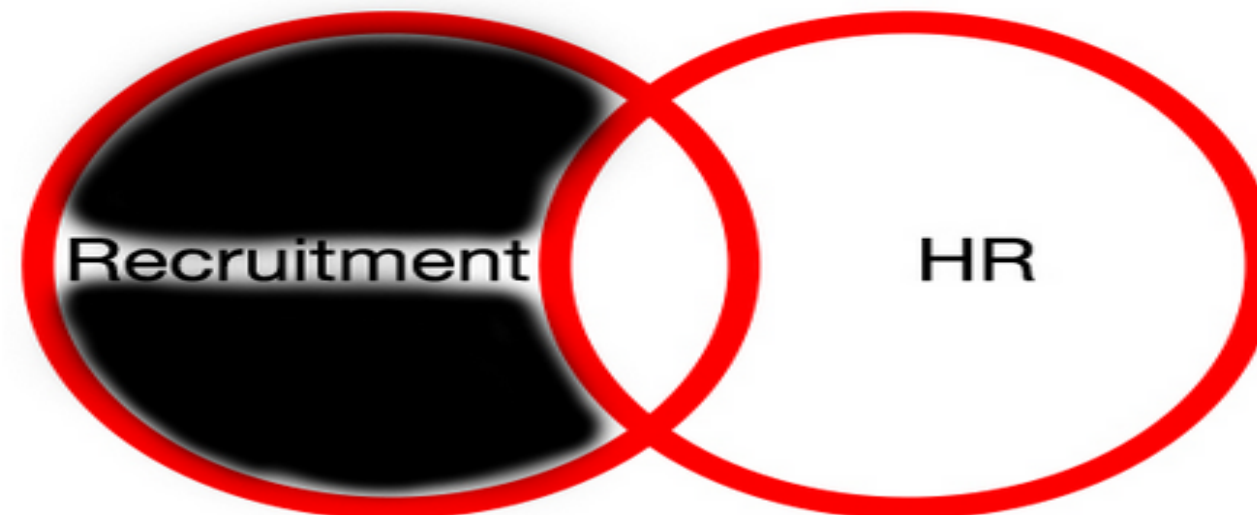
The NOT Operator



Like in the first example we used, one group of people have the keyword "Recruitment" in their LinkedIn profile, while the other have the keyword "HR". When we use the Boolean string:

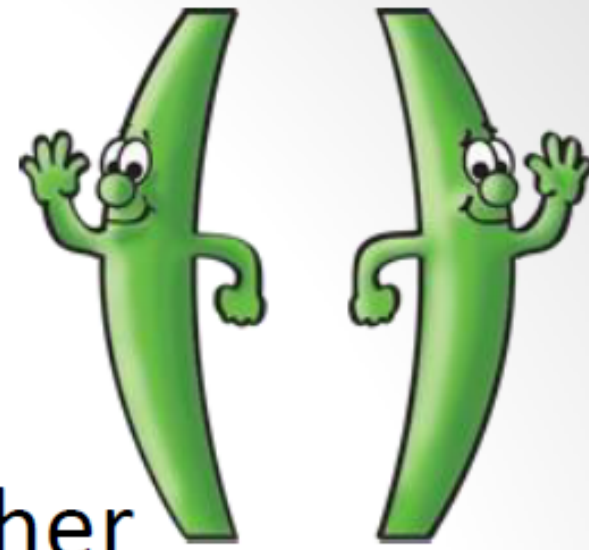
Recruitment NOT HR

We are asking the database to search for candidates who have the word "Recruitment" in their profile, but to exclude any candidates that also have the word "HR" in their profile and those who just have the word "HR" in their profile. Meaning we are looking to find candidates who fall just on the right-hand side of the Venn diagram:



Using NOT enables us to remove false positives from our candidate searches, as by using NOT we are filtering our search and removing irrelevant results:

Modifier: (Brackets)



These group our sets of synonyms together

- The search engine knows to produce a result from at least one of your synonyms per set:
- (IT OR ICT OR Information Technology OR Technology OR Telecommunications OR Computer Technology OR Electronic Technology)

Modifier: “Quotations”



- These group two or more words together that are intended to be a phrase, or purposefully found side by side.
- E.g. searching for ***Information Technology*** will find the word Information and Technology anywhere on a webpage
- However looking for ***“Information Technology”*** will find the two words side by side, in that order

Examples contd.

- ***Finding a HR manager with German links***

("Human Resource Manager" OR "Human Resources Manager" OR "HR Manager" OR "H.R Manager") (German OR deutsche OR dach OR Switzerland OR Austria OR Germany OR Luxembourg OR "Swiss German" OR swissgerman OR "0049" OR "+49" OR "00 49" OR Berlin OR Munich OR Hamburg OR Frankfurt OR Dusseldorf OR Cologne OR Dresden)

- ***Finding a HR manager with German links in a Big 4 Accountancy Firm***

("Human Resource Manager" OR "Human Resources Manager" OR "HR Manager" OR "H.R Manager") (German OR deutsche OR dach OR Switzerland OR Austria OR Germany OR Luxembourg OR "Swiss German" OR swissgerman OR "0049" OR "+49" OR "00 49" OR Berlin OR Munich OR Hamburg OR Frankfurt OR Dusseldorf OR Cologne OR Dresden) (KPMG OR PWC OR Deloitte OR "EY" OR "Ernst & Young" OR "PriceWaterhouseCoopers")

- **GOOGLE: Seeking Taxation Candidate with German**

site:ie.linkedin.com (inurl:in | inurl:pub) (tax OR vat OR taxation OR taxes OR audit OR finance OR financial) AND ("us gaap" OR "US GAAP") AND ("hfm") AND ("ireland") AND (German) -inurl:dir -inurl:jobs -inurl:skills -inurl:title