

## PAPEN South

### Thoughts about if / how to use LinkedIn

#### Scope of LinkedIn - HUGE

- 230 million users worldwide
- 140 million people login at least monthly
- 40% in US, 60% International

#### How is it used in a job search?

- Often used by potential employers to check you out
- Often used by recruiters to locate possible job candidates
- You can find people you know who work at targeted employers
- You can find people you know with similar background, see what they are doing
- You can check out your interviewers
- Reconnect with folks you knew from college or previous jobs, neighbors, clubs, etc.

#### Levels of Engagement

- None
- View only - Lurker
- Minimal Info
- Short Page of Data
- Complete
- Complete & updated occasionally
- Very Detailed & Updated Frequently

#### Maintenance Activities

- Update your profile for job changes, new skills, etc
- Add your recommendations for others
- Solicit recommendations from others about you
- Accept link requests only if requested is well known to you
- Accept all link requests
- Request links only from people you know
- Request links from new people you meet
- Request links from LinkedIn's "suggested links"
- Request links from people you would like to meet
- Review your posting and edit as needed – daily, weekly, monthly, or yearly?

#### Privacy and Security Issues – Don't Post:

- Your house address or land line phone number
- Housing arrangements – do you live alone? Have kids?
- Hobbies – do you collect valuable items

#### Also, Remember:

- LinkedIn makes it easier for everyone to find you – ex, bill collectors, old "friends", etc.
- Folks you are linked with can see all your other links
- Recruiters, potential employers, and colleagues can learn lots about you from your profile
- Should you post a photo? Formal?
- If you post on LinkedIn, you must be looking for a new job . . .
- Privacy settings are available but they limit access to your info