

Reinvent Your Career[®]
EXPO
The Careers Event for Adults

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LEARNING

LinkedIn Hacks for Expert Career Seekers

Reinvent Your Career Expo
Melbourne Convention and Exhibition Centre
1 Convention Centre Place, South Wharf, Melbourne, Australia

Saturday 30 and Sunday 31 May 2015

<http://reinventyourcareer.com.au>

History of LinkedIn

- Started 5 May 2003 - Sue Ellson joined 21 December 2003
- 7 million members in Australia
- 365 million members worldwide
- Google your name - usually first link in search results
- 95% of hiring managers will Google your name
- 90% of jobs are NOT advertised
- Pull Strategy rather than Push Strategy

Hangups with LinkedIn

- **No privacy** - past history, need to have a digital footprint
- **Don't know who to connect to** - depends on purpose
- **Too much time** - do a cost benefit analysis
- **Too costly** - I use the free account
- **Can't write** - dot point keywords
- **Scared of computers** - need to show digital literacy
- **Need help** - ask a friend or expert

How to Start

- **Collect statistics** - views last 90 days (100+), connections (60+), Recommendations (6+), Endorsements (20+ per skill)
- **Save your profile to PDF** - view profile, drop down arrow, date back to front in file name ie 150530SueEllson.pdf
- **Export Connections** - Connections, Cog, Export LinkedIn Connections, Microsoft Outlook CSV (Mac or PC), date in file name
- **Do this every 90 days**

Hacks for Planning

- **Start with Your Purpose** - use primary and secondary keywords these people will be using to find you (usability, user design, user experience, UX, customer experience, CX)
- **Computer Experience** - keywords, frequency of key words and activity (BE ACTIVE if you want to come up in search results)
- **User Experience** - photo, headline, summary (main message), easy to read, consistent, call to action, contact details, bling, not try too hard
- **Pay for Premium** - AFTER you have done the above

Hacks for Search Engine Optimisation (SEO)

Priority Keyword Locations

- Headline
- Current Job Title
- Past Job Title
- Education
- Summary
- Experience

Hacks for SEO

- **Headline** - 120 characters underneath name ***Most Important - not Seeking Opportunities***
- **Current Job Title** - UX Manager - Usability, User Design, User Experience, UX, Customer Experience, CX
- **Past Job Title** - UX Coordinator - Usability, User Design, User Experience, UX, Customer Experience, CX
- **Summary** - Professional Skills (dot points) Usability, User Design, User Experience, UX, Customer Experience, CX)
- **Education** - List all subjects in your qualification
- **Experience** - List in each job details area (I have been training since 1987, job started 1982 - recruitment applicant tracking systems measure by date)

Hacks for Activity Rewards

- **You Endorse People** - LinkedIn puts your name in front of your connections
- **You Publish a Post** - LinkedIn notifies your connections and gives you more screen real estate in search results
- **You Recommend** - You are on the other person's profile
- **You View Others** - 30% of them view you
- **You Follow a Company** - LinkedIn Recruiter can target you

Hacks for Premium Members

- **Inmails** - contact people directly
- **Search Results** - appear higher
- **Research** - search beyond level 1 and 2 connections
- **Analytics** - more comprehensive - how you were found
- **Preferred Candidate** - when applying for jobs
- **Prestige** - can afford premium
- **Remember** - Purpose, Computer & User Experience and Activity must be done **FIRST BEFORE PAYING FOR PREMIUM**

Hacks for You to Do

- Complete your profile
- Explain transferable skills (Grip Test Engineer)
- Stay on purpose (can change later)
- Tell whole story (two dimensional - don't tell, can't sell)
- Ask for information or referrals (not just a job)
- Seek a mentor or accountability partner to stay focused
- Keep up your LinkedIn activity levels whilst job seeking



Goodie Bag

SMS Text **0402 243 271**

First Name, Email Address, RYCM

1. Free copy of these slides and link to video and audio
2. Free copy of LinkedIn Profile Guide (value \$5.95)
3. Free attendance at LinkedIn Questions Webinar Wednesday 3 June 2015 8:00pm <http://bit.ly/linkedinquestionsmelbourne>
4. Free notification when *120 Ways to Maximise LinkedIn* Book Released
5. Free ticket in draw to win two hour personal session with me \$280