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# *IN SIGHT* for Oregon Lawyers and Judges

IMPROVING THE QUALITY OF YOUR PERSONAL AND PROFESSIONAL LIFE

## TEN STEPS TO USING LINKEDIN IN YOUR JOB SEARCH

If you are a job seeker, are you using social media to your fullest advantage? Whether you are a frequent LinkedIn user or have never visited the Web site, this article will show you how to make the most of its tools and features in your job search.

### 1. Get ready

- Get a good head shot/photo for your profile.
- Polish your résumé language so you can use it in designing your profile.

### 2. Decide whether to pay for a premium account

- The basic free account is an excellent resource. You don't need a premium account to take advantage of most of what LinkedIn offers.

### 3. Create your profile

- Go to [www.linkedin.com](http://www.linkedin.com) and register.
- Fill in the blanks and upload your photo.
- Your profile will include sections for:
  - ▶ Professional Summary
  - ▶ Employment Experience
  - ▶ Education
  - ▶ Additional Information (link to your Web site, if you have one; list of your interests, groups, and associations; etc.)
  - ▶ Personal Information
  - ▶ Contact Settings (whether you are interested in career opportunities, business deals, consulting offers, etc.)

- Arrange the sections as you'd like them to appear to viewers (under the Edit Profile tab).

- Reach out for advice on content for your profile:

- ▶ Your law school's career services;
- ▶ Business acquaintances with marketing savvy;
- ▶ OAAP attorney counselors;
- ▶ People who are already working in the area you are targeting.

- Get feedback!

- Proofread for spelling, grammar, punctuation, and consistency.

### 4. Choose your profile settings

- Select your name in the upper right corner of the LinkedIn window. (It's tiny; you have to look for it.) From the drop-down window, select Settings. Under Privacy Controls a series of links permit you to control what others see when they view your profile, who can see your activity feed and connections, and other aspects of your profile. Since you're looking for a job, you will probably want fairly open access to your information.

### 5. Use the Public Profile function

- From the same Settings page that you used to set your privacy controls, under Helpful Links, select the Edit your public profile link. This page allows you to control what viewers who are not LinkedIn members can see when they view your profile. The panel on the right-hand side of the Public Profile editing page is labeled Customize Your Public Profile. Under this

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heading a series of checkboxes permit you to control what sections of your profile non-LinkedIn users see. Again, assuming you are looking for a job, your settings should be fairly open.

- Personalize your Public Profile URL. Near the Customize Your Public Profile panel, you should see a panel labeled, Your public profile URL. The default URL (or Web address) that LinkedIn assigns to your public profile will start with: <http://www.linkedin.com/in>.

- LinkedIn randomly assigns a string of letters and numbers at the end: for example, <http://www.linkedin.com/in/xlt56n4z>. Change this to something more personal. Use your name instead of the random tag: for example, <http://www.linkedin.com/in/janedoe>. If you don't have a Web site, use this URL in your e-mail signature to publicize.

## 6. Make connections

- At the top of your LinkedIn page, follow the Contacts link to Add Connections. The Add Connections page has several tabs to locate connections for you using several methods:

- ▶ E-mail addresses: Upload your e-mail address from a Web mail account, Outlook, or another contacts program (go to that account and explore the “export” options), and LinkedIn will tell you who in your contacts is already on LinkedIn.
- ▶ Colleagues: With the employment information you've entered in your profile, LinkedIn will look for and identify other LinkedIn users who have or have had common employers.
- ▶ Classmates: With the education information you've entered in your profile, LinkedIn will identify other LinkedIn users who have attended your alma mater.
- ▶ People You May Know: LinkedIn will randomly suggest names of people who are second-degree contacts, that is, people who are linked to your connections. If you happen to know one of them, you can invite them to link with you. Caution: Use this function responsibly; only invite people you actually know to link with you.

- You can also search for e-mail addresses or names in the search boxes.

## 7. Use third-party applications

- To get to third-party applications, return to the Edit Profile page (select the Profile button on the menu bar at the top of the LinkedIn page and select Edit Profile from the drop-down menu). Then scroll down until you see the Applications section. Follow the Add an Application link and check out the list of applications you can use with your LinkedIn profile, such as Blog Link, Box.net Files, Google Presentation, SlideShare, Tweets, and others.

- The Box.net application allows you to make PDF versions of your résumé and other written materials – such as articles – available to other LinkedIn users.

## 8. Request recommendations

- Requesting recommendations on LinkedIn is similar to asking for a letter of recommendation from a former employer. It can be nerve-racking if you aren't sure what they really think of your abilities, but it is well worth it. Most of us have former employers (or even internship, clerkship, or faculty supervisors) who would be willing to write a recommendation for us. If you have LinkedIn connections who have done work for you or with whom you've collaborated on a project, go ahead and write them a recommendation without being asked. Note: When someone writes a recommendation for you, it must be approved by you before it is published to your profile.

- When you receive recommendations, they appear in your LinkedIn profile. The recommendations are visible only to other LinkedIn users. Non-users will see only how many recommendations you have.

## 9. Join groups

- Tens of thousands of groups exist on LinkedIn. Some are sleepy with little activity, but many have active discussions, and some have job boards. Seek out groups that fit your interests or practice area. Join the group, follow it, and think of ways to provide value to the discussion. Check out who else is in the group and research whether he or she would be a good person with whom to have an informational interview.

- Don't underestimate the power of this tool. The author is aware of at least one lawyer who was recruited to start a Portland firm because of user group contributions.

### 10. Actively use LinkedIn in your job search

- Research potential employers and sources for informational interviews and referrals: If you identify a potential employer, use the search function on LinkedIn to find out whether he or she is a member. If so, review the profile to find out the person's background and interests and, most importantly, whether you have any connections in common. If so, approach your connection to make an introduction for you.

- Ask for introductions from your LinkedIn network: This is one of the most useful functions of LinkedIn. In the local business or legal community, the chances are good that you can link to most other people in two or three steps. As you build your online network, you will be able to connect with people who are resources for your job search.

- Publicize your Public Profile: Use your Public Profile URL in your e-mail signature. Put the URL on your business card. (You can get business cards free from Vista Print.)

- Keep an eye on your connections: Who are they linking with? Do you know their new links enough to invite them to link with you? What groups are they joining? Are they of interest to you? If your connections are potential employers or know potential employers, can you provide value to them in a way that enhances their impression of you (e.g., through group discussions)?

- Keep an eye on your groups: Follow the discussions. Contribute to a discussion if you have something valuable to say. Start a discussion that would be of interest to the group.

- Update your status if you are involved in something interesting: But don't let the status go stale. If it's been up for a few days without change, it's better to clear out the status and have it say nothing than to allow it to sit unchanged.

- If you have a Web site, add a LinkedIn widget: This allows people who visit your Web site to know that you're on LinkedIn and to easily move to your LinkedIn profile. Many people use LinkedIn as a research tool, and this will help them to know who you may know in common and what your interests are.

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## Social Media Online Resources

- "The Ultimate Guide To LinkedIn" (A compilation of tips and how-tos, including a video guide to setting up a LinkedIn profile): <http://www.simplyzesty.com/social-media/ultimate-guide-linkedin/>
- The LinkedIn blog (Includes many guides and tips for using LinkedIn, including those directed specifically to the job search): <http://blog.linkedin.com/>
- Free Webinar by LinkedIn to learn strategies for leveraging LinkedIn in your job search: <http://learn.linkedin.com/jobseeker/>
- The LinkedIn privacy policy: [http://www.linkedin.com/static?key=privacy\\_policy&trk=hb\\_ft\\_priv](http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv)
- Mashable, the Social Media Guide (Includes several articles geared toward job search, such as, "How Recruiters Are Using Social Media for Real Results"): <http://mashable.com/2010/04/19/social-media-recruiters/>
- Alltop's LinkedIn page (Aggregates many links to current LinkedIn resources and news): <http://linkedin.alltop.com/>
- "4 Common LinkedIn Job Search Mistakes," Phil Rosenberg, Recareered, <http://www.recareered.com/blog/2011/04/29/4-common-linkedin-job-search-mistakes/>