

Using Effectively in Your Job Search

WEBINAR Part I and II : Questions and Answers

CONNECTIONS

GENERAL

GROUPS

INVITES

JOB SEARCH

PROFILES

RECOMMENDATIONS

CONNECTIONS

◆ *Is there a “right” number of contacts to have?*

LinkedIn stresses Quality contacts over Quantity, except for people who need to connect with lots of potential clients, like recruiters. There is not a “right” number written in stone, but you want to have enough so that you have a good number of contacts, but not too many so it’s not manageable.

Look at your Network Statistics tab in the Contacts area to see who your contacts are, and if you have enough in each area of your life. Often inviting people who are in affinity groups is a good idea because they have the same interests and often will be quality contacts. I would recommend having between 50 and 200 direct contacts.

◆ *What happens if someone sends an invite to you and you do not want to be connected to that person or do not know that person?*

If you do not want to be connected to that person, and you don’t think that the request is a spam request, you can either not respond and archive the request, or politely respond that you are not interested to be added to someone’s network. If you think that you are being spammed, there is an “I don’t know this person” response that you can send. However, this “black lists” the person who sent the invitation and from then on they have to justify every invitation that they send (by using the person’s email address), which can be hard for them.

So my recommendation is to either ignore the request if you don’t want to link to that person and archive the request, or reply politely as mentioned above.

www.peoplethink.biz



LinkedIn Webinar

Part I & II: Questions & Answers

◆ **Any thoughts about 1st person vs. 3rd person language in Summary and Specialties section? I've heard pros and cons for both approaches.**

Since people who read LinkedIn profiles do so with a business cap on, and they are used to resumes in 3rd person language, I would recommend writing in 3rd person language. Remember, this is a business social networking site, and not as informal as Facebook or Twitter, for example. When I read very informal copy on LinkedIn (and it happens, especially in the “*What are you doing now?*” section), I sometimes find it jarring and out of place. As an employer I would recommend being more reserved and formal. That said, if informality is your style, go for it!

◆ **Is it possible to rank my contacts in categories such as; A List, B List, C List?**

You can filter your contacts by alphabetical order, by industry and by location.

◆ **Does LinkedIn have special privileges for having 500+ connections?**

Not to my knowledge. I have heard from the president of the company that they actually consider Quality over Quantity so would not give special privileges for that. However, there are special privileges if you have a paid account.

◆ **Would I use Introductions for 3rd Level contacts?**

Yes, you can use either ‘[Introductions](#)’ or ‘[Send inMails](#)’ if you have a paid account (see previous question).

◆ **Also when you send out an email like that, does it send to just level 1 connection or your entire network? (their connections as well)**

Only to your own Level 1 connections, max. 50 at a time. Otherwise you need to use [Introductions](#)’ or ‘[inMails](#)’, and there are specific conditions to be allowed to send those.

◆ **Can you delete your direct Connection level 1? If so, will it function as if it was never added to your network? Will they still see me in their list and can they contact me?**

To remove one or more people from your list of connections take the following steps below:

1. Click ‘[Contacts](#)’ in the left navigation bar of the homepage.
2. Click on the ‘[Remove Connections](#)’ link in the upper right hand corner of the ‘[Connections](#)’ view.
3. Select the people you'd like to remove from your ‘[Connections](#)’ list by clicking on the box next to their names.
4. Click on the ‘[Remove Connections](#)’ button.

‘[Connections](#)’ will not be notified that they have been removed from your connections list. They will be added to your list of *Imported Contacts* just in case you want to re-invite them at a later date. Only the member that breaks the connection can re-initiate that connection.

www.peoplethink.biz



LinkedIn Webinar

Part I & II: Questions & Answers

◆ **How do you send an email to everyone on your contact list? (level 1 connection)**

You can only send to 50 connections at a time.

To send a LinkedIn message follow the steps listed below:

1. Click on '**Compose Message**' listed in the left navigation area of your home page. If you don't see this link, click on the '+' sign next to 'Inbox' to reveal other sub tabs.
2. Type the first or last name of your connection in the 'To' field. You can also click on the '**Address book**' icon to the right of this field and then click on the boxes next to the names of the people you want to receive the message.
3. Click on the '**Finish**' button. This will take you back to the message page.
4. Enter your '**Subject**'.
5. Type your message in the large text box.
6. Default settings allow members to see each other's names and email addresses. If you do not want this to be the case, click to uncheck the box next to '**Allow recipients to see each other's names and email addresses**'.
7. If desired, click on the box next to '**Send me a copy**'.
8. Click on the '**Send**' button. The message will be sent to the member's LinkedIn Inbox. Depending on a member's email notification settings, the message may also be sent to their email address.

A message can be sent to 50 connections or fewer at one time. A message prompt in the upper right area of the message page will count down how many connections you can still add.

GENERAL

◆ **Can I have more than one profile on LinkedIn - a professional one and work I do for nonprofits?**

I could not find any guidelines from LinkedIn about how many profiles are okay and though I believe that it's confusing if people have more than one profile, and therefore don't recommend it, I think it's probably okay. I would recommend putting the information about work with non-profits (even if it's volunteer) in the experience area, as well as the interests area.

◆ **I'm starting a business, but will still be looking for work. Two profiles?**

If you have two profiles in LinkedIn it can be confusing for your reader. I do not recommend it.

www.peopletthink.biz



LinkedIn Webinar

Part I & II: Questions & Answers

GROUPS

◆ **What is the advantage of creating your “own” group in regards to a job search?**

The advantage of creating your own group lies in that you can create a group that is specific to your exact needs. You become the moderator and can direct the information flow, invite or reject the members, create the parameters of the group, etc.

If your group is one centering around a passion of yours, it says something interesting about you. It also shows initiative on your part, which in a job search situation can be seen as a positive by a prospective employer. You can brand the group as you wish and use the group to disseminate information about yourself that might be of interest to employers.

◆ **Can you delete a group that you are no longer interested in?**

You are free to withdraw from a group at anytime. Follow these steps to remove yourself from any of your groups:

1. Click the '**Groups**' or '**User Groups**' link on the left hand side of the home page to get to the '**My Groups**' page.
2. Click the '**Leave Group**' link under the group you wish to leave.

INVITES

◆ **What happens if someone is not in LinkedIn after I do a search?**

You can invite them anyway, by sending an email to them if you know their email address, and they can then join for free. Send them the www.linkedin.com URL and urge them to sign up.

◆ **If someone is not responding to an introduction request, can you withdraw it so it is not used as part of your 5?**

'**Introductions**' expire after 6 months if they are not responded to by the receiver. The exact number of Introductions available for your subscription level can be found by clicking on the '**Compare account types**' link on the '**Account & Settings**' page.

If a response is still in the receiver's **Action Items**, then the status of the '**Introduction**' may be listed as '*in progress*'. If you see that an '**Introduction**' is listed as '*in progress*' you may want to open it up and see where it is in the forwarding process. If the item has been pending for a while the member may have chosen not to respond.

You may have to withdraw an '**Introduction**' listed as '*in progress*' before you will be allowed to send another. You can withdraw an '**Introduction**' by taking the following steps:

1. Click '**Inbox**' in the left navigation area of the home page.
2. Click on the '**Sent**' tab.

www.peoplethink.biz



LinkedIn Webinar

Part I & II: Questions & Answers

3. Hover over the gray triangle located next to **'Sent'** in the header. This will help you sort your sent messages by various message types (e.g., *Messages*, *InMails*, *Introductions*, and *Invitations*).
4. Click on **'Introductions'** from the drop down that appears.
5. Click on the subject line of the Introduction you wish to withdraw from the list of messages shown.
6. Click on the **'Withdraw'** button located at the bottom of the Introduction. If the **'Withdraw'** button does not appear, the Introduction has already expired or responded to and you will not be able to withdraw it.

If you wish to take a more direct avenue, you can contact any LinkedIn user directly via **'InMail'**. InMails can be purchased individually or as part of a premium account and expire after 7 days if no response is received.

◆ **You can only ask 10 questions per month - is there a limit to how many you can answer?**

No – you can answer as many as you want.

◆ **How could I send personal e-mail to my contacts to update them on what I've been up to?**

To contact people individually you can use your **Inbox**, and **Compose Message** (see above for details). LinkedIn does not provide a way to email all of your contacts at once. However, if you use the *"What Are You Working On?"* function, it will go out to your network and update them on what you are doing.

JOB SEARCH

◆ **If you are currently unemployed, what do you put as your current position?**

LinkedIn suggests that you not include your latest position in your "Current" employment section, but put "Unemployed" with your industry directly below your name in your Profile., e.g., "Unemployed/Real Estate".

The Current Employment area of the Profile does not support an unemployed option, so remember to keep your Profile current and update your last position with an employment end date and to uncheck the box indicating 'I currently work here' if you become unemployed.

You could also include "Unemployed" in the Summary and the Status Update areas of your profile. Based on your settings, the 'Status Update' will also broadcast the message to your connections.

This makes it more likely that more people are aware of your situation.

However, statuses do expire after 5 days so putting it in the Summary is a better long-term solution. Both of these items appear at the top of the Profile. The experience section should be reserved for past/current work and volunteer experiences.

www.peopletthink.biz



LinkedIn Webinar

Part I & II: Questions & Answers

PROFILES

◆ **On a profile, what is the “People You May Want to Know” in the top corner about?**

The right column in LinkedIn is where they do some of their promotions. ‘People You May Know’ includes people that LinkedIn thinks might be good contacts for you based on some information that you both included in your profiles.

Usually I find that one of the 3 people highlighted on the page is someone that is a 2nd degree connection to me (and, often, that I may know). It’s also a way for LinkedIn to promote their paid accounts, as inviting someone from this list usually involves an Introduction by a direct connection or using an ‘inMail’ which is only available to members with paid accounts.

◆ **What does it take to get a 100% complete profile?** To get 100% completeness you need to include:

- Your current position
- Two past positions
- Your education
- Your profile summary
- A profile photo
- Your specialties
- At least three recommendations

◆ **Is it bad not to have a 100% complete profile?**

Since the purpose of LinkedIn is to provide information to people about you, the more complete your profile, the better. People who have their profile completed also seem more serious about using LinkedIn and may receive more opportunities.

◆ **Where do I put professional certifications?**

You could put them in one of the ‘Additional Information’ categories in your profile, or if you want the information to be very prominent, you can include them in your Specialties. There is no mandatory place for them, so wherever you think they will best be noticed is where they need to go.

◆ **When you post a message about your updated status, will that message be sent to your contacts as an email message or only posted on their home space under network update when they log into LinkedIn?**

The message will be sent via e-mail and posted on their home page unless you have adjusted your settings (in *Account and Settings*) to prevent it from doing so.

www.peopletthink.biz



LinkedIn Webinar

Part I & II: Questions & Answers

RECOMMENDATIONS

◆ **Why are recommendations so important?**

Recommendations recognize work that someone has done for someone else. They also provide a snapshot of you to an employer before they take the first step in contacting you, which can be a real advantage for them. Even if you are not looking for a job, but have a great profile and fabulous recommendations, there is a chance that an employer might be interested in you. It's important to both give and receive recommendations: It shows that you are a team player, and can give as well as receive, which is what networking is all about.

◆ **Can someone give a recommendation without being a member of LinkedIn?**

No, but it's easy and free to join, and then they can.

◆ **Can you choose which recommendations you want to show? Can you then "unhide" recommendations to keep refreshing the recommendations?**

Yes, A '[Recommendation](#)' can be hidden but not deleted. To change the visibility of a '[Recommendation](#)' follow the steps below:

1. Click on the '[Recommendations](#)' link found in the '[Profile](#)' section of the left navigation area on your home page.
2. Find and click on the job position associated with your '[Recommendation](#)'.
3. Click the '[Manage](#)' link.
4. Check or Uncheck the box labeled '[Show](#)' to change the visibility of your '[Recommendation](#)'. This box is located to the left of the '[Recommendation](#)' writer's name.
5. Click '[Save Changes](#)' button.

This action will hide the '[Recommendation](#)' from being viewed on your profile. However, it will not prevent the '[Recommendation](#)' from being viewed on the right side of the '[Recommendation](#)' writer's profile in the '(insert name) Recommends' module.

◆ **Could you please address cross recommending, i.e. you recommend someone and that person recommends you. Good or bad?**

Fine, if the '[Recommendation](#)' is relevant to each person's needs.

◆ **Is the future employer going to check my linked-in profile recommendations or is it helpful to include the site in the resume?**

Not every employer uses LinkedIn, so they will not necessarily check LinkedIn for recommendations (unless the job has only been posted on LinkedIn, in which case I would assume that they would look at your recommendations).

www.peopletthink.biz

LinkedIn Webinar

Part I & II: Questions & Answers

However if you advertise that you are on LinkedIn, there is a good chance that they will be interested in your recommendations, and read them even before taking the first step with you.

Remember that recommendations say something important about you, and may carry quite a bit of weight for a prospective employer who doesn't yet know you and has nothing else to go on to evaluate you. It probably can't hurt to include the LinkedIn site on a resume, though some people say that it's better not to offer recommendations or referrals until asked for them by the employer.

◆ **Do you think that LinkedIn will always be a free service?**

I think there will always be a free portion to LinkedIn based on an interview with Reid Hoffman, CEO of LinkedIn that I read, but I can't guarantee it, of course. The company makes money through its paid accounts which are very useful to certain businesses and as of February 2009 it had \$80 million dollars in the bank. Reid Hoffman says that LinkedIn has been profitable for the last two years so "*when we want to IPO we can do that.*"

◆ **How does LinkedIn make money and stay up and running?**

LinkedIn makes money through its paid accounts. To see the value and price of an upgrade, go to the *Accounts & Settings* link on your home page, log in, and then click Upgrade.

◆ **When adding a master's thesis to profile, should I just add the title and advisor?**

Yes, though you could also add a link to the thesis if you wanted the reader to have access to it.

◆ **How much time a day should I spend on LinkedIn relative to other sources for jobs?**

LinkedIn is probably one of the better sites to spend your time on because it is more targeted to networking than many sites. The employers who advertise on LinkedIn usually do have jobs to fill, whereas that is not always the case on other public lists. Since 85% of jobs are found through networking, finding people to network with on LinkedIn is a good use of your time, but once you have found them on LinkedIn, you must take action and get in contact with them.

◆ **Can you select which recommendations you want to show on your profile?**

Yes, you can hide '[Recommendations](#)' if you want, but you cannot change them.

www.peoplethink.biz

