



Networking

with

Linked 

Mike Buhmann
Reference Librarian



Networking

Networking facts:

- Lets you tap into the “hidden network”—the many jobs that are never advertised (some estimates say 60% are never listed)
- Helpful for ongoing professional and personal development
- Not the same as asking for a job. Usually your networking contacts will not be potential employers
- Helps you learn inside information about jobs that are being created
- An employer who is not hiring today may be looking for someone like you tomorrow





Networking



youtu.be/hFwvj_vAq9c



LinkedIn – What Is It

- A social networking site for businesses, professionals & job seekers
- Launched in May 2003, purchased by Microsoft in December 2016
- As of October 2018, LinkedIn had 590 million members in 200 countries, out of which more than 250 million members are active
- Estimated to be the 25th most popular website
- "LinkedIn is, far and away, the most advantageous social networking tool available to job seekers and business professionals today," according to Forbes





LinkedIn – What Can It Do For You

- Set up and store an online profile (similar to a resume) to easily share with employers & colleagues
- Find, connect and interact with personal & professional contacts, many of whom you couldn't find through face-to-face networking
- Receive News on Industries & Companies & Updates on connections/colleagues
- Share information & news to highlight your knowledge & skills





Networking with LinkedIn(Steps)

Develop a Strong Profile

- *Enhance your personal brand*

Expand Your Connections

- *Develop a connection philosophy*
- *Search for colleagues, friends, and influencers to connect with*

Be an Active Poster

- *Follow Influencers, Companies & Channels*
- *Review and Respond to postings in your News Feed*
- *Post Content (articles found and original posts)*
- *Join & Participate in Groups*





Personal Branding

- An old idea first introduced in 1937 in the book “Think and Grow Rich” but has taken on new life with the advent of the internet and social media
- Thinking of yourself as a brand and using ideas based on business marketing & advertising to best display your assets to potential employers





Personal Branding



youtu.be/0a0Vm0zHFh0



Networking (Steps)

Develop a Strong Profile

- *Explains who you are and what you can offer professionally*
- *Allows recruiters and relevant professionals to find you*
- *Helps to control what information can be found out about you on the Internet*
- *Enhances your personal brand*





Develop a Strong Profile

A *Profile* is the foundation of LinkedIn, your calling card which provides a snapshot of your professional skills and experience

- Review other profiles for ideas
- Keep it professional
- Include keywords that relate to your experience, education, certifications, profession & industry
- Check for spelling & grammar errors





Develop a Strong Profile

Optimize the *Three Areas* that are most prominent in your Profile



- *Your Profile Photo*

People with a photo receive far more views than people without

- *Your Professional Headline*

- *Your Profile Summary*



Profile Photo - Tips



A Pleasant Expression

Dress Professionally

An Interesting Angle & a Pleasing Background

Don't make it a mug shot

Close Crop the Picture

Make your face clearly visible

Select a Current Photo

Use a current picture so people aren't surprised when they meet you in person

Be Consistent

When developing your professional online brand, consistency is key. Therefore, it is a good idea to use the same photo for all your professional and social networking profile pictures. This will make you more easily recognizable



Headline

The headline is possibly the most important part of your LinkedIn profile. It is your 120 character hook to people finding you in a LinkedIn search.



Michael Buhmann

Experienced Librarian - Career Development Specialist

Skokie, Illinois | Libraries

Current	Skokie Public Library
Previous	Mount Prospect Public Library, French American Options/Shatkin
Education	University of Colorado at Boulder
Recommendations	2 people have recommended Michael Buhmann
Websites	SkokieNet ChicagoJobTalk

465
connections

It should be memorable and enticing enough for someone to click on your profile and not your competitors.

Examples:

Fundraising consultant who helps major non-profits raise more money. Clients include the Red Cross and YMCA

Personal Trainer who helps high school athletes get stronger and faster. Certified by the American Council on Exercise.



Summary

LinkedIn gives you 2,000 characters (including spaces) to summarize your background and, after your headline, this is the first thing people see.

Think about:

- Who Are You
- What Do You Do
- Why Do You Do That
- How Do You Provide Value




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465
connections



Summary

Mike is a detail oriented reference librarian with an emphasis on small business and career development. With strong research skills Mike has been instrumental on creating an interactive presence for public libraries within their communities.

Specialties:

- Developing programs and resources to teach technical skills to the public.
- Webpage development specializing in the use of the content management software, Drupal.
- Researcher with a specialty in business and career applications



Profile

Add other sections to the profile:

- *Work Experience*
- *Education*
- *Recommendations*
- *Accomplishments*
- *Interests*
- *Skills*
- *Awards*
- *Volunteer Experience*




Similar to a resume but more general. Ideally a resume should be tailored to each targeted position, a LinkedIn Profile must cover every position




Enhancing Your Profile - Skills


Beef up your profile by adding skills & expertise


Featured Skills & Endorsements [Add a new skill](#) 

[View 2 pending endorsements](#)

Information Literacy · 19  Endorsed by 2 of Michael's colleagues at Skokie Public Library

Library · 51 Jordan Buhmann and 50 connections have given endorsements for this skill

Library Instruction · 41  Endorsed by Mikael Jacobsen, who is highly skilled at this

 Endorsed by 6 of Michael's colleagues at Skokie Public Library

Michael is also good at...

Virtual Reference · 30 **Library Research** · 29 **Public Libraries** · 27

Library Science · 46 **Electronic Resour...** · 21 **Collection Develo...** · 17

Books · 15 **Library Program...** · 10 **Research** · 26

Move most relevant skills higher

Keep your skills updated as you transition between careers, develop new skills or take on new responsibilities

Drop outdated skills and add ones you want to be known for. When connections land on your page, they'll only see the most relevant skills.



Enhancing Your Profile – URL

Create a Personal URL

There is an option of making your public profile have your name in the URL

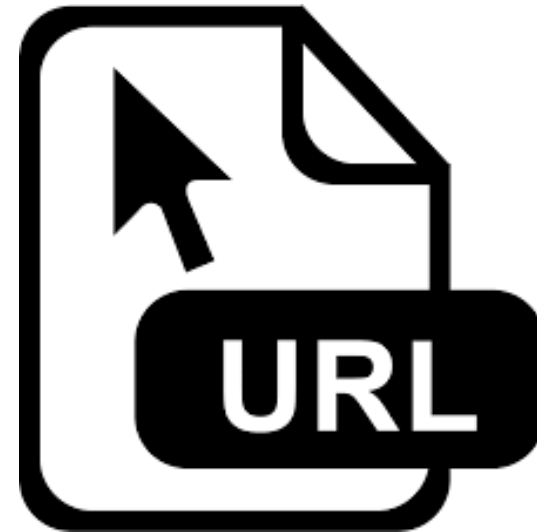
For instance, instead of:

www.linkedin.com/67w84rj32we

change to

www.linkedin.com/in/johnsmith

Place URL on your resume, a business card, and as part of your Email signature





Enhancing Your Profile - Recommendations

Recommendations

- Try to get 2 to 3 recommendations for each job
- Make them “Strategic” & use ones that showcase your strengths
- Make it easy on someone by providing them with possible bullet points
- Hide recommendations that don't hit the mark





Expand Your Connections

Find People to Connect With

- LinkedIn can import contacts from your Email Address Book
- Use Search bar to search for friends and colleagues
- LinkedIn will recommend people on *My Network* page





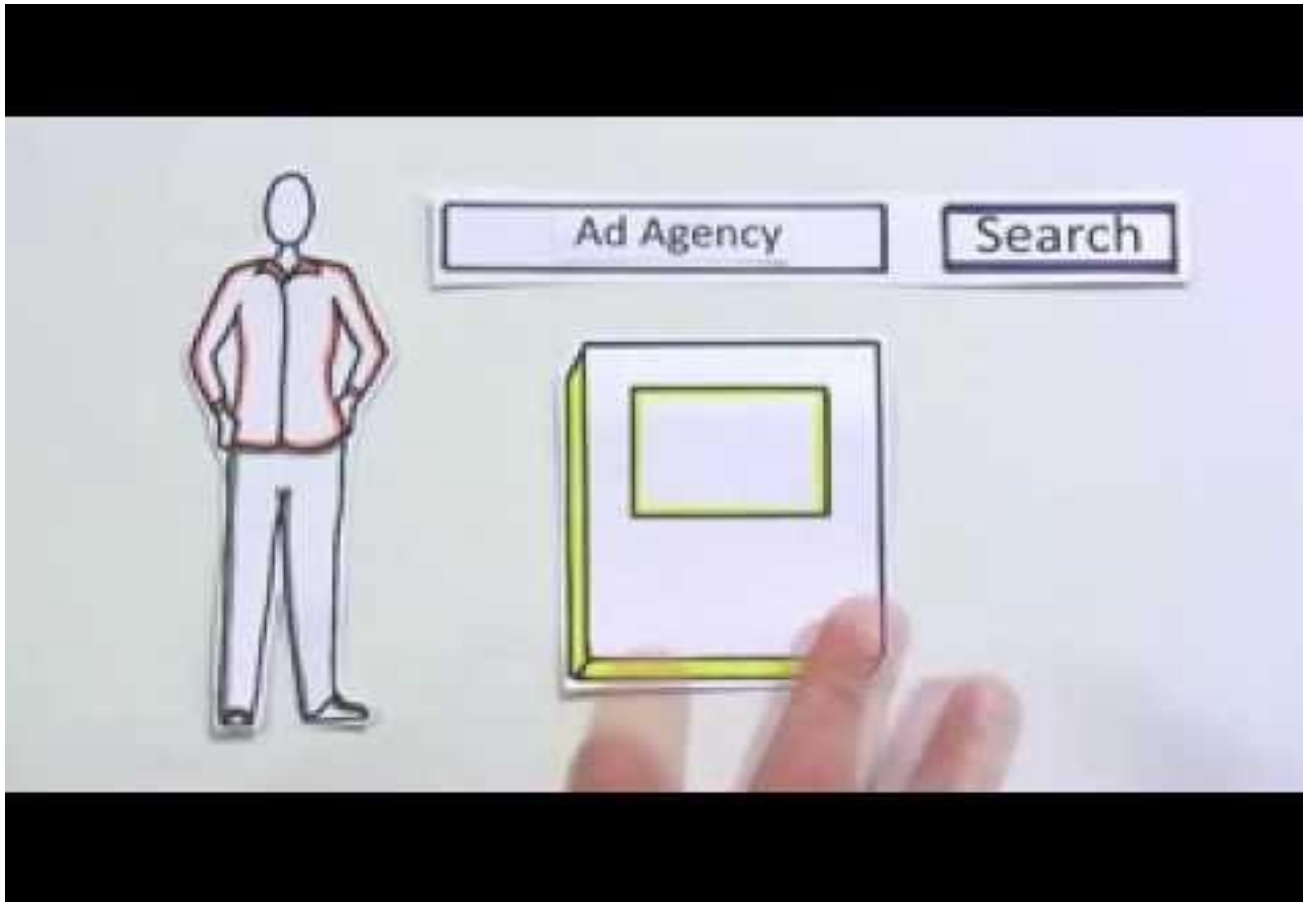
Connection Strategies

1. *LION (LinkedIn Open Networker)* Connect with anyone and everyone. Large networks lead to more opportunity
2. *The Turtle* Connect only with those you know well. Value in a tight network made up of those you completely trust. Makes existing networks a little more connected
3. *The Hound Dog* Connect with those you know & those you want to know. Accept invitations from those that would be beneficial for your career or business
4. *The Alley Cat* Send invitations only to people you know, but accept all invitation requests. Provides value to others

From Sean Nelson's Social media blog
<http://socialmediasonar.com>



Connections



youtu.be/pXy8hj3SvVY



Connections

Tips for Expanding Network

- Search for past employers to find previous coworkers
- Put your LinkedIn address on your emails, business cards & resume
- Personalize Invitations to connect to help ensure acceptance
- Find interesting 2nd degree connections and request an introduction from your 1st degree connection
- Participate in groups to meet people with similar interests





Groups

Join a group and participate in discussions

- Alumni Groups
- Corporate
- Conference
- Networking
- Nonprofit
- Professional
- Geographic

If you're ambitious,
start your own group

The screenshot shows the LinkedIn interface for the 'Drupal' group. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications (10), Me, and Work. Below this is a search bar and a navigation menu. The main content area features a group header for 'Drupal' with 39,211 members and an 'Invite members' button. A post by Praveen Paliya, Sr. Technical Architect at Xelium Technologies, is visible, discussing Drupal 8 permissions. The right sidebar lists group owners and managers, including Dries Buytaert, Colin Alsheimer, Dag Wieers, and Kieran Lal. At the bottom, there are promoted ads for 'M.S. in Data Science' and 'A Certificate for Business Analytics'.



Groups



<https://youtu.be/p1LAoIR-hG0>



Groups

- Groups allow you to interact with people you're not connected to build relationships
- Find Groups that interest you and that you're likely to participate in
- Find Groups that will enhance your brand & show your membership on your Profile
- Check each Group's rules. Groups can have different etiquette & rules, such as introducing yourself when first joining
- You should create value as well as receive value as part of your membership. Helping others makes you stand out



News Feed

[Online EdD from Baylor - Now accepting applications for Baylor's online Doctor of Education program.](#) Ad ...



Michael Buhmann
Experienced Librarian - Career Development Specialist


15
Who's viewed your profile

465
Connections
Grow your network

Access exclusive tools & insights
Free Upgrade to Premium

Share an article, photo, video or idea

Sort by: Top




 **Richard Branson** Founder at Virgin Group
1d

"We need to keep hope alive and strive to do better." Remembering Kofi Annan's message of hope <https://virg.in/3Qp>




9,698 Likes · 178 Comments

Like Comment Share

 **Capital Group | American Funds**  


89,172 followers
Promoted




Quick quiz: What can a 529 be used for? <https://lnkd.in/gNTjki8>

- What people are talking about now 
- Identity thieves are targeting kids**
2h ago · 2,967 readers
 - Dunkin' dropping donuts — for now**
2h ago · 61,242 readers
 - Big earners want bigger paychecks**
1h ago · 6,784 readers
 - Whole Foods is luring shoppers away**
9h ago · 67,470 readers
 - Air pollution is dumbing us down**
16h ago · 8,514 readers
- [Show more](#)

**ALL THE ELECTROLYTES.
ZERO SUGAR.**

[CLICK TO EXPAND](#)



- Add to your feed 
-  **Loida Garcia-Febo**
ALA President, Librarian. Enhancing the... [+ Follow](#)
 -  **Emotional Intellig...** [+ Follow](#)
- OCLC



Your News Feed

- Your News Feed is automatically customized based on your profile, your connections and your activity
- LinkedIn recognizes the content you read the most and makes that content display more often
- Your News Feed becomes more relevant to your interests with time as you like, comment and repost items.

UPDATE



Customize News Feed

Follow:

- Companies to get their latest news
- Thought Leaders/Influencers
- Channels or Hashtags
- Individuals to get their updates without connecting to them

UPDATE





Customize News Feed - Companies

- Most major companies & organizations have their own page on LinkedIn
- See how your connections are linked to a Company
- Find statistics on employees who work at the company
- Follow companies to get updates on company news & career postings
- Search for a company to get a list of currently work or ex employees



Companies





Nike
Sporting Goods · Beaverton, OR · 1,790,423 followers

We use the power of sport to move the world.

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✓ Following

#35 LinkedIn Top Companies
97 people from your school were hired here
[See all 86,634 employees on LinkedIn](#)

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Nike
1,790,423 followers
5h

Nike is Working Not Working's top company where creatives want to work next: "Nike has long been a haven for unrivaled creativity with a global reach, and our members especially appreciated the brand's willingness to get involved i ...see more





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- ### Affiliated pages
-  **Converse**
Apparel & Fashion
120 followers
[Messaging](#)
 -  **Hurley**
Apparel & Fashion
58,653 followers



Customize News Feed / Influencers & Channels

LinkedIn navigation bar: Home, My Network, Jobs, Messaging

Search:

Follow fresh perspectives | 626 Following | 465 Followers

 Executives and Management 358.7K followers + Follow	 Colin Dube Lovejoy Branch Managing Librarian at Clayton County... 2.1K followers + Follow	 Anythink Libraries Libraries 2.1K followers + Follow	 Herica Silva Biblioteca de Referência Mediadora de Leitura I... 736 followers + Follow	 Information Science 66.9K followers + Follow
 Bill Gates Co-chair, Bill & Melinda Gates Foundation Followed by PATRICK DEMBSKI and 17.7M others + Follow	 Daymond John CEO of FUBU and The Shark Group, TV Personality on AB... Followed by Jeffrey Ullman MBA, CA-AM and 1.1M others + Follow	 Shaantee Burns-Simpson Manager, School Support at The New York Public Library... 1.2K followers + Follow	 Culture 3.3M followers + Follow	 LIS Portal LIS Portal at LISPortal 3.6K followers + Follow
 Social Psychology	 Mental Health	 Tatiana Lima Evangelista Biblioteca / Consultora de Normalização/ Gestão da... + Follow	 ProQuest Libraries Followed by Beth Schubert and 12.8K	 Management Consulting

Check left & right hand column of Update page to find recommendations



News Feed

Browse through Updates every time you visit LinkedIn

Think strategically and “Like,” “Comment,” or “Share” posts that interest you and promote your brand

UPDATE



News Feed – Adding Your Own Content

- When browsing the Internet think of articles photos, news, videos that you can share
- Often there is a sharing link on articles that will post items directly to LinkedIn





News Feed – Adding Your Own Content

- Publish your own articles or blog
- LinkedIn makes it easy to write articles and to make them look professional.
- Click “Write an Article” on top of News Feed Page to open editor. Add images to bring page to life





News Feed – Adding Your Own Content

Guidelines for Content

- Keep content professional appropriate
- Post at a reliable cadence, to show consistency
- Posts should be relevant to your personal brand





Premium Accounts



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Get hired and get ahead

- Stand out and get in touch with hiring managers
- See how you compare to other applicants
- Learn new skills to advance your career

Select plan

Business

Grow and nurture your network

- Find and contact the right people
- Promote and grow your business
- Learn new skills to enhance your professional brand

Select plan

Sales

Unlock sales opportunities

- Find leads and accounts in your target market
- Get real-time insights for warm outreach
- Build trusted relationships with customers and prospects

Select plan

Hiring

Find and hire talent

- Find great candidates, faster
- Contact top talent directly
- Build relationships with prospective hires

Select plan

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Get competitive intelligence about applicants, how do you match up versus other applicants



Privacy

in Back to LinkedIn.com 

Michael, you're the boss of your account.



Michael Buhmann
Experienced Librarian - Career Development Specialist
Member since February 7, 2008

471 connections

AccountPrivacyAdsCommunications

Go to Profile
Picture on menu
& click Settings &
Privacy

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

How others see your profile and network information

Edit your public profile Change

Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address Change

Choose who can see your email address on your profile

Who can see your connections Change

Choose who can see your list of connections Connections

Viewers of this profile also viewed Change

Choose whether or not this feature appears when people view your profile Yes

Who can see your last name Change

Choose how you want your name to appear Full

Representing your organization and interests Change

..



Learning

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These classes are available free through the library

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You have no saved content

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5h 59m

SQL for Exploratory Data Analysis Essential Training
44m 7s

Tableau Essential Training (2018)
4h 18m

Learning Data Science: Tell Stories With Data
1h 17m

Data Visualization

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Learning



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Networking with

Linked 

Thank You

Mike Buhmann
Reference Librarian

