LINKEDIN 101

Christina Contreras, December 13, 2022

AGENDA

○ Why LinkedIn?

○ LinkedIn Recruiter

○ Learning LinkedIn

○ Next Steps

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WHY LINKEDIN?

LINKEDIN RECRUITER

OCEAN DISCOVERY USES LINKEDIN

We use a paid contract with LinkedIn Talent Solutions.

- Company page

- Targeted recruitment

- Head hunting

ADVANCED SEARCH

Key Filters to identify candidates that will be more likely to engage

Spotlights in

Past applicants (51)
Open to new opportunities (53K+)
Have company connections (517)
Engaged with talent brand (303)
Are more likely to respond (75K+)

Network relationships

1st Connections (0)
2nd Connections (24)
Group Members (140)
3rd + Everyone Else (99K+)

Keywords

+ Profile keywords or boolean

Filter to use if you want to be very specific. Can type anything in this box.
Ex. Mentor, underserved youth

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PIPELINE

PROFILE

LEARNING LINKEDIN

ONE BREATH

GETTING STARTED ON LINKEDIN

Use Learning LinkedIn for Students for a complete guide on setting up an effective LinkedIn profile.

- Fill out profile as much as possible.

- The more you are active on LinkedIn, the more visible you become.

- Join professional groups on LinkedIn (free).

- Learn about the companies you want to work at, and connect with the people who are employed there.

- Talk to folks who have found jobs through LinkedIn for more tips!

- Use keywords!

- Connect with Ocean Discovery.

NEXT STEPS

- Challenge-of-the-Month:
  - Connect to Ocean Discovery staff on LinkedIn (starting with me!)
  - Request recommendations and endorsements
- Next PD: Informational Interviews, date TBD

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THANK YOU.