

### **LINKEDIN 101**

Christina Contreras, December 13, 2022



### **AGENDA**

- LinkedIn Recruiter
- Learning LinkedIn
- Next Steps

# 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**

Volunteer: STEM Mentor Ocean Discovery Institute - San Diego, California, United	d States Job closed March 25, 2020	A Private + Manage ▼ Show me stats
Talent pool Pipeline Project settings		
11 Recruiter search 16 Applicants	Recommended matches + Add a candidate	Hidden from results (32)
in Recruiter Advanced Search 1	1 total candidates	Cancel Search
Spotlights in Clear	↑ Candidate details	
Open to new opportunities  Engaged with talent brand	Spoken languages is in the left column	+ First names
Have company connections +	+ Postal code / Zip code	+ Last names
+Are more likely to respond (13),	+ Profile languages	+ Network relationships
Job titles + Job titles or boolean	People who recently joined	
Locations Clear	↑ Education & experience	
San Diego County, California, United States	+ Years of experience	+ Fields of study
+	+ Years in current company	+ Degrees
Include: Current /	+ Years in current position	+ Seniority
Skills and Assessments + Skill keywords anywhere on profile	+ Military veterans	
Companies	↑ Company	
+ Companies or boolean	+ Current companies	+ Company sizes
Schools	+ Past companies	+ Company followers
+ Schools attended	+ Company types	+ Job functions
Year of graduation  + Add graduation year range	^ Recruiting & candidate activity	
Industries	+ Recruiting activity	+ Tags
+ Candidate industries	+ All groups	+ Projects
Keywords Clear	+ Candidate sources	+ Notes
kelp forest 🕖	Hide previously viewed	

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

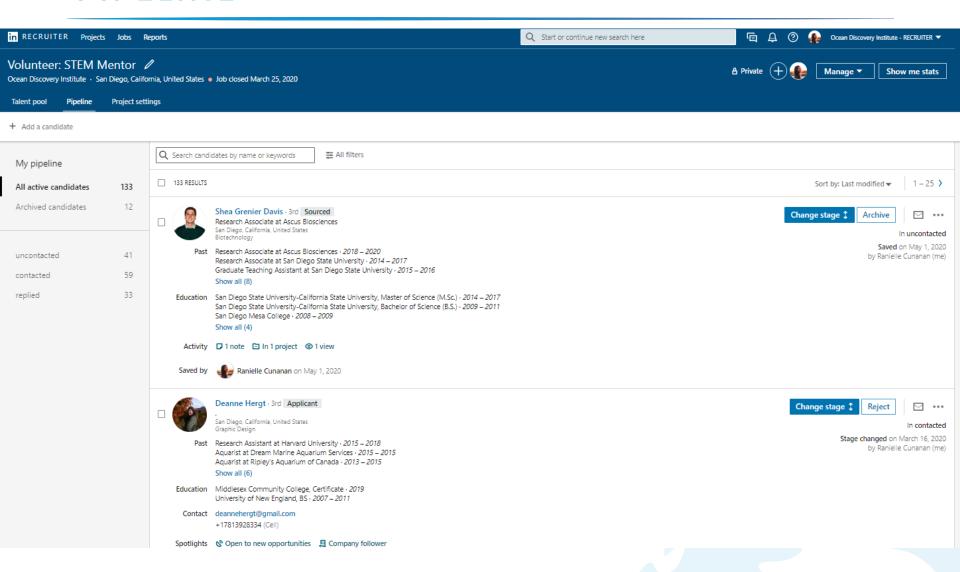
+ Profile keywords or boolean

Filter to use if you want to be very specific. Can type anything in this box.

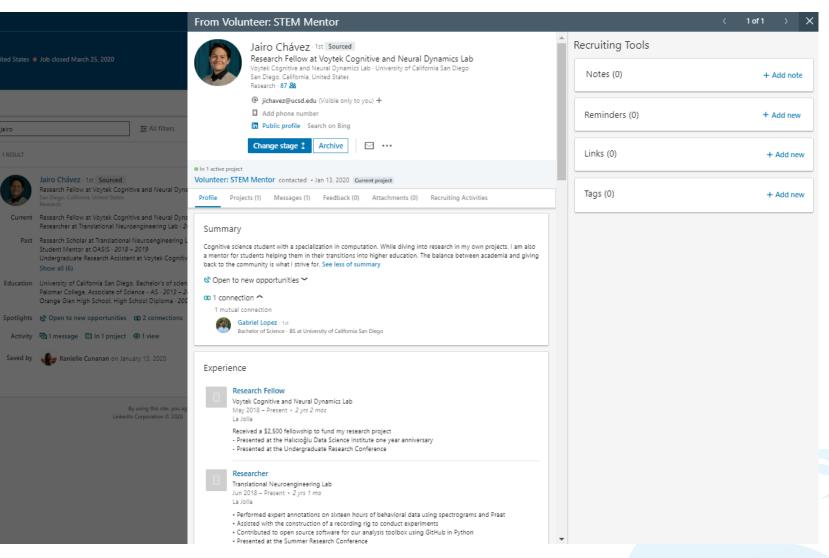
Ex. Mentor, underserved youth



#### **PIPELINE**



#### **PROFILE**



# **LEARNING LINKEDIN**

# **ONE BREATH**

#### GETTING STARTED ON LINKEDIN

Use <u>Learning LinkedIn for Students</u> 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



# THANK YOU.

