

PM 597: Advanced LinkedIn Week Nine

Hi, my name is Julie Tieu. I'm a career counselor at the USC Career Center, and this is advanced LinkedIn. In today's presentation, we'll cover how to use LinkedIn to establish new connections. You already have a profile set up and you've already connected with people that you know, so how do you use it to bring in new connections as well as how do you reach out to USC alumni, and then finally, how do you use LinkedIn to help supplement your job search?

Here's my LinkedIn profile, and there's various features that you can utilize to help you reach out to and find new connections within the industry that you're interested in advancing your career. The first thing I want to point out is here in the network tab, there's several options for you. This first contacts link actually takes you to your current connections and you can manage people that you've added. If you wanted to pare down your list of contacts you can, or just edit information, or see your history of communication with your contacts, so that's what you would do with this link here.

In the add connections link you can reach out to ... Log into your email account and let it run through your contacts and identify other potential people that you might want to contact that have an account on LinkedIn. Beyond that, if you already have an idea of who you want to find, or the type of people that you want to find you can actually use an advanced search feature, and here you'll be able to search through your connections and also their connections. Those are your secondary connections. You'd also be able to search through your group members as well.

Let's say that you were looking for someone in Health and Wellness or anyone who works in a hospital around the Los Angeles area near USC. Let's say specifically that they're working with mental health. That would do a keyword search for their profile. We'll hit search here and it will search through all your connections and it will identify people who have somewhere in their profile all the criteria that we've set here. It will also ... Not only when you see the results list here, you can see who you're connected with. One you have this information you could always choose to go through your friend and ask them how do they know this person, and if they would be someone that they could introduce you to, or you could always take a moment and look at their profile and review their profile, and see if this is someone you're interested in contacting, and then you could always reach out to connect with them here.

I prefer that you try to reach out after reviewing their profile. That way you have something personal to say when you invite them to connect with you. It doesn't offer you many characters to write here so it would be a short note but at least it could be something more personal, like Hi, Brooke. You could write, I am a current USC student and I am interested in mental health. I'd like to connect with you. It could be something more creative than that but you kind of get an

idea that you could write in a more personal note here and the reason why you're interested in connecting with them especially if you haven't had many or any previous contact with this person.

That's one way that you could identify and reach out to people using the advanced search feature here. Beyond that if you want to look for specific alumni then you go back to the network tab and go to find alumni, and it will default for you at USC. I'm actually not an alum from here so I could type it in. If you ever wanted to find alumni elsewhere you have the option of looking at other schools as well but here this is the actual USC University page where you can see there are over 180,000 alumni and current student LinkedIn profiles. What it will do is it will allow you to filter by these different categories; geographic area, the employers that they work at, what do they do. You could also scroll to the side and see what did they major in, what are they skilled at, how are you connected. You could always choose any of these filters.

If I wanted to find specifically alumni in the Los Angeles area who are entrepreneurs, I could scroll down and see what type of employers that they've worked at, or have previous experience in, and then I could scroll down here and see the actual list of results and you can see their pictures, and you can click on to see their profile. You may be tempted here ... This is an invite button here to connect. You may be tempted to click on it, and what it will do is it will send an automatic invitation but it will send the default message. If you actually want to take the time to customize it, I would recommend again to click on the link to view their profile, find a little bit more about their information, and then from there you can request a connect and write in a more personalized note, and not how do you know this person.

Beyond that you can go to the interest tab and then join groups. Groups are a really great way to learn more about a particular industry whether it's a professional association group or if you join a USC alumni group. I'll go ahead and show you the USC career center group to show you what a group page looks like. You'll see here that there are articles related that may be of interest to members, and people might like them or comment on them. Anyone can post. Any member can post an article or a conversation topic here. You'll see this person commented on this article. It's a great way to connect with people and start conversations with people. You can ask questions to members through the group. You'll see that you can actually look through the members directory, and what's really nice about this is that the difference between doing an advanced search and finding individual people that you want to connect to, this group connects you to all the members and you can actually send a direct message to any of them members in this group. Write a short subject and a short message and reach out to them there, and if it turns into a more personal connection, that could always lead to other opportunities and other kinds of conversations.

You can always do a specific keyword search so if you're looking for someone, or a particular industry, or area in particular ... If I wanted to find someone doing marketing it will do a keyword profile search and then it will limit it to people who have done some sort of marketing in the past. It will limit down the results out of all the members in this group. Do take the time to explore groups. You could always search for groups in the search bar here, so if I wanted to

find start-ups and do a search, then you'll see here on the side ... I wanted to look for groups that are related to start-ups. It will show all of the results here. Then you can choose to join or not join some of these groups.

Beyond that, the last thing that I want to focus on is going back to the interest tab you can check out companies, and what's really nice is these are all the companies that I've already decided to follow. I can see a feed of their recent updates. If there is a particular employer that you're interested in such as ... Let's look for Children's Hospital, Los Angeles ... This is their company page. It has a brief description about them as well as their recent updates, but then you'll see here off to the right hand side, how are you connected to this company? I don't know anyone personally who works at Children's Hospital but people that I know have connections there. I could view all of the people who work there that I have some sort of connection to. Again, I could reach out to my shared connections and ask for an introduction, or I could look on the profile and individually send an invitation to connect on LinkedIn. Those are a couple options of expanding my network here.

This could be really useful, too, if you are looking for a job and you ... Let's say you're really interested in a particular company and you're targeting them, you can use LinkedIn to identify people that you're connected to in some way, do an informational interview or see if they'd be willing to share their insights on what it's like to work there. That could be helpful for you in helping you determine if it's a good fit for you, or if you're preparing for an interview could give you some additional contacts or insight that you may want to mention as you interview for that opportunity. These are just some tools to help you expand your network, reach out to new people, identify people in your industry, even potential collaborators for projects or things like that. A lot of recruiters are on LinkedIn as well and so you can also use this as a way to find recruiters if you'd like, or potential employers. Again, before you do that you just want to make sure that your profile is filled out and professional, and that they are able to see all the information that you'd like for them to know about you before you reach out to them.

If you've already decided to target certain companies or if you know what kind of individuals you want to contact, those are some things that can help you as you prepare for your job search. If you're actually looking ... You can also use LinkedIn to find and identify specific jobs. There is a jobs tab here, and when you click on it you'll see based on your industry and also geographic location. It will identify some current opportunities that may be of interest for you, and so since I'm a career counselor at USC there's a lot of higher education related opportunities that are recommended for me here. Something that's really nice, too, is if you scroll down you can discover jobs that are in your network. Here are different employers that my connections are ... I've connected to through my various contacts, and then what it will do is it will bring me back to the company page. It will show me what are the current openings or links to their HR, and find out their current news and other job postings here. Again, I can use it as a way to see also who of my contacts work there or know somebody who worked there, and that could be really advantageous in collecting information or helping me prepare for a particular interview or something like that.



That's how you can use LinkedIn to identify new people, identify job opportunities. There's also ... If I go back to groups for a second here ... You can even see within a particular group that there may be even a jobs tab here where members can share particular job openings with each other, so you could always use groups as a way to identify jobs. Just as you would outside of LinkedIn, you naturally would talk to people about your job search whether it's people you know, your professors, your mentors, and so you could use LinkedIn to keep in touch with people and manage your communication so that they can see where you're going next with your career.

If you'd like additional information on how you can use LinkedIn for your job search you can visit students.linkedin.com and you'll find that there are various videos and tips for you on how you can use LinkedIn and help you get started with your internship and job search. As well you can always go to the LinkedIn YouTube channel and find that there's a variety of tutorials to help you in terms of using the other features of LinkedIn, how you can expand your network, and also just managing your account and your connections.

The career center also offers a variety of social media related resources. If you go to [connectsc](#) in the resources tab, we have archived LinkedIn webinars on personal branding and advanced networking which delves deeper into some of the topics that we talked about today. We also have social media workshops. Just go ahead and check our career center calendar for upcoming dates. For additional information please feel free to come to the USC career center. We are located on the University Park Campus in the student union building. You could call, email us, and also visit our website where we have a lot of resources ... Additional resources for career exploration as well as our upcoming events just by visiting careers.usc.edu. Thank you so much for listening to advanced LinkedIn. Fight on.