Building Your Professional Network with LinkedIn

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What is LinkedIn?

“LinkedIn is the world’s largest professional network with over 175 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.”
No, really, What is LinkedIn?

- Professional social networking
  - Post your resume and expertise
  - Keep in touch with people you know
  - Follow companies
  - Join groups

- Job board
  - Jobs displayed based on your interests and profile
  - Use your network to get an “in”

- Industry news aggregator
How do I use LinkedIn?

1. Create your profile
2. Connect to your colleagues
3. ???
4. PROFIT!!!

Erik’s LinkedIn Profile

LinkedIn Learning Center
How do *You* use LinkedIn?

- Follow what’s going on
  - Which industries, areas are growing, shrinking?
  - Which colleagues are feeling pressure, thriving?
  - Who’s new to UCSF? Who’s leaving?
  - Who’s looking at, for me?

- Strengthen my network
  - Endorse
  - Recommend
  - Encourage
Frequently Asked Questions

- What should I post as an update?
- How do I use “Who’s Viewed Your Profile?”
- What are my LinkedIn Networks?
- How do I use LinkedIn to find business allies?
- What are all these settings?
- What should I include in my profile?
- How can I create a custom URL?
- How can I get some recommendations?
- Why should I follow companies?
- How can I use Search?
LinkedIn Networking tips

1. Keep your information up to date
2. Spend 30 minutes a week on LinkedIn
3. Only connect with people you really know
4. Use what you learn on LinkedIn in real life
5. Remember that LinkedIn is a professional social networking tool
Questions?