From Walden university career services center, welcome to today's webinar, engaging with LinkedIn and I will be your presenter today. This is a webinar session about a 45 minute session aimed at those who are already have built a profile and branded themselves but are looking to enhance their reputation by growing their network. And after all, that is what networking is all about. And for those of you not familiar with the career services center, here is the slide of our team members. We have a small team. I am bottom left. Our mission is to education, coach, and advise our
learners to proactively manage their careers.
And I just wanted to reach out to you all and ask you all a question: What are some of the ways that you like to engage with your LinkedIn network? And if you can use the question box and let me know.
Hi, Pauline, welcome.
Take your time.
We'll give it a second.
There are some ways that you are already -- okay.
Posting articles.
I have an account but never have used it yet.
I'm glad you came to the session.
I understand, obviously.
I don't expect you to be advanced users, that's why you're in this webinar.
Some of you have never posted.
Some of you have posted.
Expand my knowledge.
Okay.
Excellent.
Excellent.
You came to the right place.
Great.
We're going to be talking about a lot of different ways that you can engage with your network on LinkedIn beyond posting articles.
Just so you can really, you know, provide value to your network.
And the most value you provide, the more opportunities that will be available to you.
Not just job opportunities, to present at a conference, collaborate on a project, do research, whatever your goals are.
We have many success stories of students who have developed that network and gotten consulting gigs from the Walden network.
So today's objectives are to grow your network, add new individuals to your network, learn ways to engage your network, leveraging features to track trends.
This will lead to opportunities.
They have a global presence.
They're up to 370 million members in over 200 countries.
So that is pretty impressive.
75% live outside the U.S., so that fits really into the Walden population, too.
And students and recent college grades make up
LinkedIn's fastest growing demographic. Another reason you want to engage, because over 94% of recruiters actively search for job candidates. Active candidates, not just passive -- those who are not actively seeking a job. Wouldn't you be flattered if a recruiter reached out to you who thought you would be a good fit for this position, would you like to chat? Okay.

So the importance of LinkedIn for you. I just shared some information about what it is and some astonishing numbers about LinkedIn's members. So some things that you can be doing on LinkedIn, for those of who haven't developed your profile, this is your professional brand. We tell students, it's as important as having a résumé, being on LinkedIn. Almost, if not more, important. It's a way to stay in touch and you should be developing LinkedIn relationships with those in your cohort and classroom. Connect and share your expertise with other professionals. Identify thought leaders, new ideas and trends. So know your qualification and stay up-to-date in the field. And also, you can track competitors.

So there we are. It's a great way to have a sort of an online profile. Okay.

Five steps to engaging your network. So, now, getting into the engaging piece, we're going to go over how to engage in different ways by tapping into your alumni network and that is beyond Walden as well. It can be where you got your master's or bachelor's. You can tap into that network.

Join groups and giving strategies for engaging in group communication. Also, just acknowledging others in your network by providing status updates. If you're acknowledging promotions or events, you know, also if you see an event on LinkedIn in your area, then engaging with people face to face as well. Take it off line and build those relationships. Okay.
So starting out with the first one, tapping into your alumni network.
And I can actually go into LinkedIn and -- when we get to the G and A.
But here, I gave instructions.
So if you guys have your LinkedIn profile open, or you can just take note.
And again, we're recording this.
So it will be archived, so no need to worry about taking notes either.
It will be archived within a week or so.
Go to the dropdown and click on universities below the dropdown.
You click universities, and then in the is much box, you type in the name of the university November this example, it's Walden university.
And then the picture on the right comes up.
So Walden university, 61,500 people.
If you look down below, it'll show where they work, what they do.
Click more, it shows what geographical location, what cities.
It's pretty impressive.
And you can share updates right there in this box.
You can post articles and events.
So many people are not aware of these university pages, but it's a great way you can do that for your master's and undergrad, of course, or wherever you're an alum from and it's a great way to connect with those all over the country and all over the world.
Alums are all over.
That's how to tap into that network.
Join groups.
So these are some different professional groups you can join.
I'm also a member of the national degree development association.
And I'm a member of their LinkedIn group.
So if you're in a professional organization or association in real life, we also -- I mean, in real life -- in the face-to-face world, I highly recommend -- most of them will have a group.
So if you make sure you're a member, make sure you engage as well, and we recommend that you join a state or a local chapter of your association.
That way, you can engage locally as well.
There's industry groups.
So like IT groups, healthcare administration groups, public health groups.
There's geographical groups.
I know the Minnesota group is one of the largest where they put events and meet face to face.
That's what the optimal way is if you can join local groups or professional associations.
Chat online, connect with people online, and also, meet face to face.
And then skills-based, like software skills or E learning groups or public speaking groups and alumni groups.
So all types of groups that you can join and we're going to give some examples of those.
And again, you know, it's one thing to join the group, but what are some benefits of joining the group?
Then how you can engage in groups.
You can join up to 50 groups.
That's a lot of groups, but LinkedIn will let you join up to that many.
You can engage with your audience and show what you know.
So beyond posting articles, maybe you wrote an article or maybe you're hosting an event or maybe you're attending a precedency and you want to share that.
Maybe you have a resource you found and you want to share it.
You can showcase logos and help support your professional brands.
Many times, you have specific access to things that others post in the group.
And you're connecting, of course, with other like-minded professionals.
So it's a win/win situation there.
Okay.
So here's an example.
This is different from the university pages.
Again, this is groups.
There are pages for alums.
If I do a group is much for Walden university, this is what I come up with.
so you'll see there are a number of Walden university groups.
And there's a huge alumni group.
That's 30 groups.
We have a career services center group that we
encourage you to join. And I’ll show you a little bit later how to do that and here’s an example of professional groups, like human resources professionals, which is a huge one. And we’re going through. There’s more professional groups. I tried to come up with a variety. Here’s some specific to the Atlanta area, so tons of geographical type groups. State, local, Atlanta young professionals, metro Atlanta job seekers, interactive market association, accounting and finance group. I mean, it’s really infinite. Here’s another industry-related group, higher ed. IT professional groups, look at some of them. It’s amazing. 62,000 members. 33,000 members. So you can see really the group potential. And here’s an example of some skills based groups. I tried to pick the skills relevant to everyone. Everyone can work on public speaking. So public speaking, presentation skills for professional speakers, seminar leaders, public speaking network, public speaking blogger. Okay. So I think you guys get the idea for groups. There’s infinite groups. Now, this is a group. It has over a million members. It’s Harvard business review. So a way to stay in the know also is to follow thought leaders and groups that are thought leaders in the field just to stay up-to-date in your field. And then ways to communicate and engage with your groups. Okay. So you can see, like joining groups has many benefits. It’s a great way to connect with like-minded professionals. And before going into the many -- you know, the many groups you can join, here’s a highlight of what you can do. Pose a question, suggest a book, ask for feedback from odds in the group. You can then announce an event, introduce yourself, share a resource, any type of resource.
So many ways.
You can answer other people's questions and show your advise as well.
There's what's called a linkedin pulse which is for people who post -- like, I follow some of these people.
This guy is a career GURU and best-selling author of what color is your parachute.
So you can follow thought leaders in the pulse and stay up to date below.
I put the link down below.
My talk news, I can configure that based on the topics that I'm interested in and then there's the top posts for the days.
And here's where you can discover.
Okay.
And then of course you want to engage, engage, and engage.
And I circled different ways to engage.
I can share activity, upload a photo.
If you click on this, anyone can publish.
It's like in a word DOC format and share it with the linkedin world.
You can follow people here.
So like, comment, share, acknowledge, congratulate.
I can say she works at Walden here and comment on her work anniversary.
So lots of ways to engage.
Okay.
Dr. Wanda corner.
She's participated in some of our webinars.
one of the best ways to establish relationships is to show you are listening to them.
So I showed the important aspects of that.
Under your profile, there's a little dropdown arrow.
It shows when you connected.
Add a reminder, get in touch with Wanda.
You can put a note in how you met.
It'll have her contact information.
It's like a little customer CRM feature.
A customer management system right at your fingertips.
It works a as a reminder.
And as always, pay it forward.
The technology just makes it easier, but you want to personalize your communication, be thoughtful and relevant.
Every time you
interact with your network, show you are sincere. They will be more responsive and you will build more meaningful relationships. I am going to open it up for questions. Okay. It looks like we have a few questions. Okay. It looks like a few of you in the questions box, if you see my cursor moving around it's because I have to navigate my screen here. Some of you say you've never used linked in at all. So if you feel like she really brushed over linked in, it's because this is the third webinar of a three-part series. And if you'd like, I will show you where that is. Okay. As many as, Robert, says, I congratulate people on length of employment, birthday, you can congratulate, you can comment. Okay. Satisfying for opportunities. Okay. Okay. So Joseph, given what I talked about today, you would want to inject some verbage on marketing, where are you interested? Are you a writer, are you a designer, are you good at social media? And then you would want to put up here that are a marketing professional and in your summary, then you would want to inject those key words into your summary and then put examples of your work. If you click here, you can upload a file. It can be a video time. I uploaded some PowerPoints. So really add some keywords to your summary. Because when you do a is much, your summary and your tagline come up first. And then, you know, you can click here and look for jobs. So if I click here, it will post jobs that are relevant to what's in your profile. So someone says, I like the logo, where did you find that?
I don't know which logo you're talking about. If you could specify.
I have a lot of logos on my side.
Okay.
So I'm going to show some of you where the first -- if you go to the career services website, it's a public site.
I'll give everyone a second if they want to go there.
Careercenter -- here.
If you type in, there, careercenter.WaldenU.EDU.
And then, if you go to here where it says archive webinars, we have all of our webinar archives here.
Over 80 webinar recordings and then what you want to do is go down the list and click on social media.
And then you'll see linked in series.
In fact, we have a lot of good webinars here, maximizing social media, building your professional brand.
So if you go to the linkedin series, you'll see part one and part two, and today I'm doing part three.
So launching and branding.
Launching if you're really a newbie to linkedin. It goes step by step on how to build a profile.
Okay.
So we have tons of questions coming in.
So we just bear with me.
Oh, okay.
Good question.
Are these just linkedin groups found via Walden connection or can I go to any linked in and find the same categories?
This is not just Walden.
So -- I'm going to go back to my profile here.
Oh, okay.
Derek, it looks like you figured it out.
But maybe for someone who doesn't know, here's my profile.
It's like an online résumé, but it's better because it's visual.
If I go to the top here and then dropdown, you can is much for people, jobs, companies, groups.
I go to groups, and let's say I type in E learning.
There's a whole bunch of groups related to E learning.
I can look at how many members, a description of it, you know, pick some that I might be interested in.
So that's how you find groups.
And again, the PowerPoints will be on our website. And some of you say: Should you get the upgraded or premium account? No, I've never gotten a premium account. So it's not necessary. Okay. I answered the question about marketing jobs. And that's pretty specific. You might want to schedule an appointment. Any benefits in paying for a premium account? Yes, there are some benefits. So, for example, if I go here: Who's viewed my profile? It'll kind of show me who viewed my profile. It'll give me a little graph. If you get the premium account, it will -- it shows how it's been going up and down. It will expand that research. So -- and that data. It will not just show you who but more people who viewed your profile. If you find that beneficial, then that's an example of some features. I think you get more in-depth views of people's profiles. Oh, the logo of Walden? Oh, maybe you're talking about here? Okay. I see. The Walden logo. These -- these -- these are actual videos that I've created here as a part of my job, so I've uploaded them to my profile. And the first slide happens to have this Walden logo on it. So if you have a PowerPoint and you upload it and these -- I didn't add these logos here. It just shows I'm a career services advisor with Walden university. And it -- LinkedIn will automatically put the logos. Someone can click on them and view the PowerPoint video and so it's kind of like an e-portfolio and that's how LinkedIn shows it. It's just for my PowerPoint. Okay. Sarah asked: Would you recommend adding job summaries from each previous job? Not an extensive summary, but a shorten one.
And you always want to ask yourself if it's timely and relevant. Timely in the last five years, and relevant as in future goal, what's my program? And is that summary that I'm going to write relevant to my future goal? If it's not so so relevant keep it short. No need to write long paragraphs.

Oh, Paulinea, that's an interesting question. Can she use linked in posts for her discussion questions? You know, that's a question for your professor. That's more like referencing, APA. I think if you do reference it, it would work, but I would recommend asking your professor.

Okay.
Some of you need to go back --ous, they were commenting that you know to go back and look at the first one because you don't remember your password. You can probably reset it. Oh, good.
Some of you are thanking me so much for the webinar and you can't wait to add these tips to your first one.
Especially if you're a new user, the first one tells you step by step on creating a tagline under your name. So the tagline or headline is what's here, where I have bilingual career services at Walden university. And actually, I need to tweak that because really, experts recommend not using a job title. And I -- when I change my job title -- because I got a promotion this year, I swear that that automatically changed in my tagline, because I did not have that tagline before. It's better to put more of like your skills. Ideally, business communications professional, webinar expert, and career advisor or something like that. You can put the different hats that you wear as well.
Okay.
Let me open the questions back up.
So for those of you who need to start again, go to www.linkedin.com and try to go to the log on and get -- reset your password if you forgot it. Oh, this is a really good question. Okay.
I am in the Walden Ph.D. program now, do I wait until I graduate to post on linked in?
Now, I'm not sure what you mean to post?
You mean your degrees?
Although I'm another working on a degree right now, okay.
Here is my education.
So let's say I was working on -- again, linked in will walk you through this.
It will say name of the university, name of your degree.
So if you want to edit this, it says dates attended.
So I put start and then hopefully you could just put the start date -- oh, it says or expected graduation year.
So that's what you can put.
And that shows that you are working on it, so that's fine.
I hope that answers your question.
Yes, your graduate degree.
Okay.
No problem.
Oh, yeah.
Thank you, guys, for your comments.
You rock.
See you on linkedin forrure.
Actually, we have plenty of times for questions.
I got through the content really quickly.
Okay.
Working on master's and information systems.
How can I find -- I'm not sure what that means.
In my hometown.
Is that available to is much?
I mean, you can't search that specific.
I mean, you maybe could.
You can do an advance is much and click on jobs.
Whoops.
Jobs.
And then go to advanced search.
Right here.
In advanced search, it allows you to put in keywords.
Let's say marketing internship and then I would leave out company and title, and then located in or near.
And then you put in your zip code.
So I'm just going to put in my local zip code within a 50-mile range.
And then you can click and look how many come up.
Woah.
This is actually awesome.
Look at all these marketing internships.
See?
That's amazing.
So put in key words.
Do an advanced search.
And then what you want to do is -- okay.
So let's look at assistant account executive.
Okay.
Marketing intern.
This one is, too.
Okay.
Let's click on this one.
And then it also shows the company.
If you have a premium account, it would show more.
And then, you know, it shows the job descriptions.
The desired skills and experience.
It shows about the company, and then guess what?
Similar jobs.
It will show a whole bunch of similar jobs.
You can save it.
You can click on the company and then learn more
about that.
And look, they're hiring.
An accountant, a marketing coordinator, an office
GURUs' bookkeeper.
Tons of jobs they actually have on here.
A support professional.
And then it will show how you're connected to
people.
I have one first degree connection and there's 18
employees there on linked in.
So you can just reach out to someone.
And by that, contact the job poster.
This is the person who posted the job.
And you can send them -- you have her name now, CEO,
president, now you see why it's so important.
You can reach out to the person who posted the job.
And -- yeah.
So hopefully that's helpful.
I mean, go to events.
I'm actually shocked how many internships came up.
Like holy moley, that's a lot.
Oh, you're very welcome.
Well, this is a great question: Can you connect
with friends on linkedin?
And granted, if some of you feel like it's time for you to leave, if you want to stay on, I'll answer questions for the next few minutes.
Can you connect with friends -- you're very welcome -- on linked in, or is it just professional? That is a very good question.
So I don't think I can show you all this now because I'm not a new user, but when you are a new user of linkedin, you can -- it'll walk you through the steps of building your profile and it'll ask you if you want to go into your personal email contacts.
So like I'm on linkedin here, but I have a hotmail or Gmail account or a yahoo account.
So it will show you -- excuse me.
I lost my train of thought.
It will ask you, you know, Nicole, do you want to access your personal email?
And if you do, contacts, then it will prompt you to put in your personal email.
You know, you'll have to log in.
So it will prompt you to put in your username and password and all your email contacts will come up.
And literally next to each name -- this is your personal email -- it will show if that person is already on linked in.
And if they are, they'll have a little linked in logo next to their name like this guy to the top of my photo here at the top.
There's a linkedin logo there.
And it will show that next to your name.
And it doesn't mean you're going to import all your contacts.
You can pick in and choose.
I might not want to link in with my grandma or great aunt Lucy.
I am linked in with my cousins.
Ones in Boston, LA.
Yeah, family members.
Go for it.
Just as long as you're linking in with them for that professional relationship.
And pretty much, if you notice, it just allows a headshot.
You can use Facebook for the other things.
So yes, that's an excellent question.
Yeah.
Good luck with the internship.
You see how many came up, at least for Minneapolis.
So put in your zip code and then check it out. And then, you know, this is just a general job search and networking tip. Don't limit yourself to the jobs that are posted. There's a hidden job market. And the hidden job market are those jobs that are not advertised and I mean not advertised on linked in or online. I mean, that's where you take linked in to the next level.

And you see, she posted a job. Maybe you're not looking for a marketing position, but none of the jobs were really for you, and you really like their mission, what you do, reach out to that person, introduce yourself, because something might come down the pipeline in the future. Or ask for an informational interview.

Okay.

So Bryan says -- and I'll try to answer this question, and then we'll start to wrap it up. I saw a post that says I'd like to connect with you in five minutes, another post making a sales pitch in the message. That's exactly right.

So I mean, we might get people reaching up to you to connect, but I don't connect with everyone. There is no rule on right or wrong on correcting. It's your own personal philosophy or values. Like, if you notice on mine, I mean, I've been on since 2009, I've been at Walden for six years, and I'm only up to 437.

So I'm not an open connector. I mean, I'm open to meeting people, but I don't let everyone in my network. I want to meet the person face to face, but since I work in an online university, it's not always possible. If I made a strong connection with a student, I need to have communication with you to connect with you and feel like I could provide value to your professional career, and vice versa, that you could provide value to my professional career, and that's when I will connect with you. If that makes sense.

Some people are open connector and connect with everyone, so.

Okay. I'm getting lots of thank yous.
You guys are awesome.
I hope you enjoyed it.
Let’s see.
Oh, this is a really good question.
Are all of the jobs offered to you legit or do we need to be careful of scams?
I have had jobs popped up from linked in -- really?
I have not had jobs just pop up.
I have gotten emails on a daily basis -- I don't have my email open.
But it will say linked in identified these jobs for you and most of the jobs are these jobs.
They're literally these ones.
And linked in, as far as I can see, from my experience, they're -- you know, these are legit organizations.
And there's a lot of volunteer opportunities.
So if you're looking to make a transition, look at that, an ESL teacher right in the step.
One hour a week makes a difference.
Become a mentor.
Volunteer to teach English.
I mean, if you're looking to volunteer and build your résumé to make a career change.
Look, someone was looking.
Consultant for a foundation.
If they were looking to gain experience, this would be awesome.
So these come up based on the keywords that I have in my profile.
So as far as I can tell, I've never had scams unless they're email scams.
They're actually really not linked in.
Okay.
You all are very welcome.
We're going to wrap it up.
But actually, before we wrap it up totally, I want you all -- you've been so engaging.
Before you sign off, make sure you join our linked in group.
And actually, I'm going to show you how to do that, if you Google it, you will no longer be able to to find it.
You want to go to our degree services center again.
Click on this linked in logo, it will take you to our group and click join.
Put some comments on there.
I'm already a member.
There's a little sign.
New linked in group strategies and it looks like they have a new interface.
I'm a member.
It tells about this group.
The members are really growing.
Feel free -- we post jobs on this group as well.
So that's a great incentive for you to join.
So right to our home page, click on the linked in logo, and I invite all of you to join our group.
It's specifically for Walden students and alum.
Oh, this is a great question by Barbara, I'll answer a few more questions and wrap up.
Yes, and the answer is yes, yes, yes.
So going back to our website at the top, it says schedule an appointment.
Career services offers one-on-one appointments, one-on-one career advising appointments, and with one of our team members here, you can schedule an appointment by clicking here.
It will show you the instructions.
Schedule your appointment.
You go to your portal, click on the tab, and so that career services appointment, and -- yeah.
Then during -- you can put networking or résumé review.
And during the the appointment, we can pull up your linked in profile like I am right now on my computer and we can review it and give you tips based on your goals.
Okay.
Someone says I remain want to be connected to linked in for me, but I don't know how to go about it.
I'm not sure what your question or comment is.
If you're a new user, I would kicked viewing these webinars.
Okay.
So again, go to the website, click on the webinars, go to social media and communication, and then we have our linked in series.
If that's so complicated, because I went so fast, right here on our home page, there's click answers, and you can type what you're looking for.
Linked in.
Webinars.
And then you click is much.
Where can I view upcoming webinars?
Where confidence career webinars?
And then it will take you -- tell you where to go. 
Archived webinars. 
So if you at least get to the archived webinars page, then you can go to social media and click on linked in. 
Yes, you're very welcome. 
Okay. 
And with that, we'll wrap it up. 
Thanks for being such an amazing and engaging audience, you all. 
We had a nice turnout this evening. 
And again, this is not the end of your linked in questions. 
Don't think like, oh, this is my last chance. 
Of course, you can continue to look at our resources, join our group, post questions on our group. 
And then, of course, connect with us on our group, titter, opinion Facebook, again, here's the career center. 
This PowerPoint will be archived on our website, and we'd like to leave you with some quotes from reed hofman who was the founder of linked in. 
Definitely invest your time in linkedin, it's free. 
If you can get better at your job, you should be an active member because it should be connecting you to people to be more effective. 
So thank you again for participating and have a wonderful evening and we do appreciate -- when you log off, you will get a survey, and we appreciate your comments and feedback. 
And we hope you join us for future webinars and connect with us in our linked in group. 
Have a wonderful evening. 

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