Disability:IN

NextGen LinkedIn Webinar

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>> Hello. his is Teresa from Disability:IN. I wanted to check if the captioning is working and it looks like it is. Those who asked about that, we are still captioning at the link available in the calendar invite.

>> How do you turn on captioning?

>> It's not a way to turn on. It's a link for CaptionAccess captioning. We will get started.

>> This is Teresa from Disability:IN. We are having the pleasure of having a session on LinkedIn for this monthly webinar. We are going to talk about how you can enhance and build your brand through your LinkedIn profile and how to get your profile ready for recruiters and the job search process.

To do that we have the pleasure of someone from LinkedIn to talk about this topic. We have today Mike Tabilio-Fogarty who is the cochair of the disability business resource group at LinkedIn called Enable ERG. Mike will led today's presentation but before I proceed is everyone on mute? If you can check quickly to see if they are placed on mute and we will get started. Without further ado, I will let Mike take it away.

>> Thank you, Teresa, and thank you team for joining depending on what time of the day it is for you. I hope you are staying safe and healthy right now during this time. As Teresa mentioned my name is Mike. I am the cochair of the Enable Employee Resource Group at LinkedIn, specifically, around disabilities and mental health. Alongside that, my role at LinkedIn day job is also be the customer manager for ourselves a solution business.

I work with people within LinkedIn to help -- I work with salespeople, specifically, to help them to sell on LinkedIn. The reason I mention that because I feel a lot of what you are trying to do in your career search and using LinkedIn for jobs is trying to sell yourself on LinkedIn. You are selling yourself for a job opportunity.

Today I will talk through how you can respectively tell your story and sell yourself on LinkedIn. A quick reminder today if you are not muting yourselves if you could. I'm hearing a little bit of echo.

I am on slide 2 and want to talk through how your LinkedIn is going to empower you throughout the recruiting or job search process. First it's about telling your professional story and being found by others. We will talk a build out your LinkedIn profile so you can most effectively tell your story and make it so your LinkedIn profile is engaging and more than a way to recognize.

We will talk about that in recruiting and building and maintaining your professional support network. I am hearing a little bit of background noise. Okay. Next will be about recruiting and building and maintaining your network. How do we help you develop connections on LinkedIn? Find people help you get a job or find valuable intelligence on the industry you're looking to get into or specific companies you are interested in?

It is about understanding the way to enter those career opportunities. Once we help you build a network, how do we help you leverage that network for ways into the jobs? [background noise] If you are not mine muting the line.

And long term after we help you get the job are opportunity are creating the conversations is happening to develop skills necessary or maybe the current job or for future opportunities as well. On slide three of what we are highlighting is telling your professional story and being found by others. How do you build an effective LinkedIn profile?

On slide 4 is about choosing visuals intentionally on your LinkedIn profile and we call it the split-second judgment. We see examples of three profiles on LinkedIn. The reason we show it on the mobile app is to show you what people are seeing when they look at your profile. We see continued increase engagement on LinkedIn through mobile rather than through desktop.

When thinking about choosing visuals intentionally, the average time someone spends on the LinkedIn profile is 8 seconds and the majority time they spent on your profile is on your profile picture and the banner on the top goes alongside your LinkedIn profile.

First and foremost, you have a good LinkedIn profile set up that is engaging and warm and not too professional but functional enough for career networking. And secondly, it's about having that engaging profile banner. In middle we have Joe Peppers. He has a great profile picture. He is in a suit and very professional and he is smiling and engaging and it is a warm photo and behind him in the profile banner photo is a picture of Wrigley Field where the Chicago Cubs play baseball and that's to show that he's a fan and that's important showing he is a fan.

But when I look at his profile or with Beau and his smiling face and Amazon logo, these are engaging profiles that make be realized there is a human behind the LinkedIn page rather than say a robot that updated the profile once and never touch it again. It's important to get this first upright so we can help you to bring people into the media profile. Talk about your experience and capabilities and skills.

After we get your profile picture and that profile banner photo on slide 5, it is all about your headline. Underneath your name on your LinkedIn profile by default when you have your LinkedIn profile set up, it will talk about your title as the company you are at. If you are a student, it might say student from Florida which is an attendee on the line.

What you can do with your headline is really customize that to be more than just a description of who you are or what you do. And about the value you provide and/or the work you want to do. With a lot of you, it is important with recruiters right now that when people are looking at your page they're getting a quick understanding of what is important to you and what value you will provide to them as an organization.

Within your headline, start by asking with my profile too, what am I using it for? In your case using it to get a job. Your headline is a good way of allowing and showing that. Think of your identity professionally. What you are versus what you want to do. And when a recruiter is looking at your profile how can they help you put in the app? If you're interested in a job opportunity or working in industry, it don't be afraid to make it clear. These are examples of how people use their headlines on their profiles.

On slide six is how it all comes together. If you do this right, what we see on the screen in the middle is an example of a really fantastic LinkedIn profile page. Just the top section. Tracy West Bay is a creative director out of California and mentions in her headline that she is passionate about web design. Interested in opportunities in web design and me as a recruiter or connection to Tracy, I immediately know she is interested in web design positions. If I want to help her with her position, I know exactly what she's interested in.

To go along with fantastic profile photo and fantastic background which is rocks in the water and warm and inviting. Putting that altogether is making it really clear and making people to the next up which is moving forward and learning more about you and your creative experience.

On slide seven is about articulating your career experience. A lot of people go right to this section and see LinkedIn is your electronic resume or electronic version of your paper resume. That is fine. What we can do with LinkedIn is turn this into your personalized webpage with your experience, your portfolio and talking to the value you offer and given companies and roles. Within this what we see on the screen is the person was a senior director of accessibility online privacy at Microsoft.

In their job description, people make the mistake of the having quick bullet points on I have achieved X goals. I do certain business jargon like I am results oriented and things we say a lot. And not getting to the meat of here is what I did during my time at that organization. It could be a full-time role or jobs while you’re studying. It is important to make sure we talk, specifically, to what she did and how it tied to the organizations goals.

Within this description there is talk to the hand an example or a link to the different projects that Jenny happened to work on while she was at Microsoft. You can add your experience and value and insert areas of product portfolio which is important. And also selling yourself is important and we will talk about building out the network and a little bit. We have connections on LinkedIn with people you've gone to school with the work with at jobs while a student or in some of the early career opportunities are where you are in your career.

It is important to get recommendations from those people on your LinkedIn profile so they can also talk about the value you offer. It said Jenny was a professional and really important to make sure people are helping you to enhance what you are selling with your own words.

Now on slide eight we are talk about skills. To go along with I talked about my experience and certain roles are my time as a student and now I want to make sure I am clearly conveying the skills I already have. The competencies I have that can attach to certain job opportunities.

On the screen, we have featured skills and endorsements. Further down in your LinkedIn profile, you will see skills and endorsements and you can add in your top three skills. We have leadership, policy analysis and strategy which are the three skills this specific individual wanted to highlight first and foremost.

Beneath that you can add in other skills and those can be soft skills like communication, executive presence, a lot of different personal skills and you can focus on hard skills. If you're interested in programming, I have worked on C++ and HTML web development. Those are some things you can put in from a hard skill perspective as well.

This will highlight those skills and opportunities in the ways you can add to a job and we get it people the ability endorse your skills so you put other people's recommendation beyond the skills you identified.

What that is going to do when you go to slide nine is when recruiters are looking for you on LinkedIn all of the time and you have received a few recruiter messages. If not, you will certainly soon. What recruiters are doing is looking for specific types of people. Where are you located? The jobs you're interested in. The skills that you have.

What recruiters are is seeing, and if you have those skills in your profile, they will find you if they type in. The more recommendations you have, the more likely you show up at the top of their list of potential candidates. Make sure you have a properly filled out profile so recruiters as they’re searching into the LinkedIn network and for perspective of you were about 690 million people on the LinkedIn network. There are a lot of people that are looking for and how do we make it more likely when the list gets down to 617 on the screen or 100 or 50 or one dozen, how to make it more likely you show up in those results?

We want to make sure we get the LinkedIn profile right. On slide 10, how to land in a recruiters net. How will the recruiter find you? We bring the first recommendations together and you build out your portfolio and build up your brand so people do the searching on LinkedIn, it is more likely they find you and want to talk to you.

Members of the photo profile receive more 20 times more requests than those who do not and the obvious reason if I see a profile picture behind it, I'm more likely to believe there's a human behind the profile. Members with more than five skills are 27 times more likely to be discovered in searches by recruiters.

Including the city you reside in and -- the question came up earlier -- the city you want to be, it makes you stand out up to 23 times more in searches. Recruiters look for where you are based and take the jobs that are in specific parts of the country.

That is how we help you land in a recruiters search feed. I will stop for a second. Any questions on what I have talked about from LinkedIn profile and branding? I would love to take a question or two.

>> My name is Candace. I received a profile and it said I should have 50 skills are more and is currently what I have. Does it help me more be viewed by employers?

>> That is helpful, yes. 50 skills is a lot. I see people who have a lot of skills and that is fine. I would say it’s more of quality over quantity. If you have all the skills, great. But what is going to matter is I showed you the search the look for people with those skills and you will show up on the list but make sure you have your top three skills highlighted. The ones you want most focused on.

When people go to your LinkedIn profile, they see your primary skills and it is important you get people to endorse you for those skills. If you see the names on slide eight you see was endorsed by 10 other people for leadership, as an example.

>> I did have people endorse me on my skills and I have maybe 5-10 endorsements right now. But that is all I have currently.

>> That is a good starting point. Having those skills, the LinkedIn algorithm will try to recommend you more for the skills you have endorsements for. That is why it is important to get that. That is a great starting point and will get you into searches.

>> Thank you.

>> The gentleman who was going to ask a question?

>> I will be graduating in May with my bachelor degree. I have a question. What if you have a part-time job right now or you're the president of an organization on campus? Should you mentioned that in your headline or should you rather mention you are interested in seeking full-time roles in software engineering for example? What would be the better headline?

>> For everybody following I will explain. I will share my LinkedIn profile. I am waiting for it to load. I recommend with your part-time job that I would recommend it. It is taking a while to load. I will give you a screen example what I have. My headline -- if you can see it or if you cannot -- it is helping you build relationships that turn into sales and I may disability mental health advocate I do in the work outside of that.

What you are trying to get at with your headline is that part-time job is relevant to the value you offer currently as a student or you want to do in your future role, absolutely put it in your headline. You can mix it up. My first part of the headline is my job in sales of helping people in the second part is the work I do around disabilities and mental health. One that is specific to my current role and one is an extra piece of me I want people to know about.

Or you, you can put the part-time role in and within your headline mentioned that you're interested in opportunities in computer science or whatever it needs to be. Play around with it. Try to fit it into two sentences at the most within your headline. See what you come up with.

>> Thank you.

>> I will keep going and I'll make sure to pause again. Was there a question?

>> Is everything else we do with LinkedIn because I have updated mine completely compared to what it used to be. But I'm trying to make sure I had everything I need for a LinkedIn account.

>> I think these are the core ones. The next aspect that people miss sometimes is getting somebody to your LinkedIn profile is increasingly difficult -- I mentioned increased amount of people on LinkedIn now. And if you're early in a career, it is hard to get people to come to your profile because you don't have as big of a network.

Focus on core networks and now we will talk about how you can build up your network and leverage other people to find you. On slide 11, I highlighted we built out our LinkedIn profile and start to tell the story. If you tell your story without anyone going to your LinkedIn profile, it means nothing.

We want to help you build out your network. Start making connections with people you go to school with and people you worked with. Building out advocates for you that will help you to find a career opportunity.

On slide 12 and what the slide said is ask for help. It highlights a New York Times article that mentions how to ask for help and actually get it. People want to help you. You just have to ask. That is something people forget a lot with LinkedIn and people are uncomfortable with asking for help. And that is what LinkedIn is meant for is leveraging your network to get a job opportunity and find business opportunities.

I will not go through all of the text on the slide but I will give you an example. I support salespeople. In my job supporting salespeople, I help them to sell the company to complete strangers that are in the bulk of business. And talking with young salespeople all of the time and they're incredibly comfortable sending messages on LinkedIn and calling of people who they do not know at all.

They had been given a list they have the call. The moment I tell them they can leverage their network of people to create business opportunities, they get incredibly uncomfortable with it. They think it is in our DNA and hard ask for help. It is really important to do so to promote your network and especially at this point in your career.

On slide 13, we talk about how to expand your network strategically. If you're early in your career, you probably do not have a lot of connections on LinkedIn. How do we help you find the right people connect with and give them a reason to connect with you?

For people who shared similar backgrounds with you and people great companies you are interested in an industry's you are interested in and roles you are interested in. Then you send them personalized request messages. If you do not have a really broad set of people you can connect with on LinkedIn or you want to connect with more senior people in their companies or organizations, you can do so. Make sure you're looking for the right people.

People that help you are give you guidance. When you do that make sure you done that connection request on LinkedIn and here's an example of what a connection request looks like on the LinkedIn mobile app. But then personalize the invite. Add a note to the person, especially, if you do not know them. Tell them how you found them on LinkedIn or if you met them in real life. And why you're interested.

A lot of times do not be afraid to ask somebody who is in a director position like a tech company or financial services, do not be afraid to send them a connection request and ask them if they're willing to help you out as you're looking to get into a certain field. People are more willing to do it then you would think.

It is all about expanding the network strategically. And go along with finding people in the roles and companies and industries and always leverage people you go to school with and if you're in the part-time jobs with and people who are your faculty if there on LinkedIn and comfortable, send them a connection request. Build up the network with people who know you so they can vouch for you and endorse you.

On slide 14 is focusing your search. How do we help you find those people? The senior level individuals within the industries or companies are rolls? Here on the screen on LinkedIn.com you have the ability to force individual search. I go to the search bar at the top of the screen and type in a name or company and go to that page.

What you can do with LinkedIn to make it easier for you if you do not know where to start is look for a lot of different advanced filters to hone in on that. On slide 15 we show you some examples from that advanced search. Within the people filters you see on slide 15 is people you may be interested in. Microsoft, Google, Amazon and Facebook.

You can look at people work to previous companies who used to work at Google or Facebook or LinkedIn. People you can reach out to ask them why did they leave that company? What is their opinion of that company? And look at people in the Bay Area or New York or wherever you are located in specific industries.

You put in filters and it will show you result you can go through a list of people that you can send the connection requests to and start to build up that portfolio for yourself.

On slide 16 alongside that, your biggest key to success right now especially being in school is your alumni network. On slide 16, connecting with your college and university. On the screen we have UCLA in Los Angeles. We can see there's 343,000 alumni and 600,000 people that follow UCLA on LinkedIn. When you go into your alumni page whether as big as UCLA or a smaller school, you can find statistics.

You can find where the alumni live and work and get an understanding of where UCLA has maybe relationships with certain companies that you could leverage. Or people you can reach out to who are also alumni. Number 1 most valuable insight or valuable experience is your alumni relationship.

I say this all the time and speak with salespeople which is the most responded to message on LinkedIn when you reach out to an alumni invention you are in alumni connection because it has, usually, a personal connection and there are proud of where they went to school.

On slide 17 we want to be finding a mentor. We can do that through the career advice hub. Somebody mentioned on the last call is this may not be working for you right now and it should be. Within your LinkedIn profile, you can see we go to your LinkedIn profile your dashboard and there it shows you who has viewed your profile recently. If you showed up in searches and within the dashboard, you can click into the career advice hub and find mentors and people you can reach out to who can give you advice on getting into a certain role or certain industry.

You can choose the function you are interested in and the industry you're interested in and get advice from people on LinkedIn who opened themselves up to be a mentor for people looking either coming out of school or changing careers. Career advice is a great way to find that mentorship relationship.

On slide 18 is about informational interviews. Finding people at the companies you want to work at or in the industries you work at who might be willing to give you information on that company or on that role. Do not be afraid to reach out to people and ask for advice on LinkedIn. It is one of the stronger tools you have in your toolbox and finding a job right now.

What we have on the screen is [background noise] . We have somebody in that position at Amazon. In this case is an example of someone coming from active duty in the military who is interested of getting a job at Amazon.

We talked to this person and ask her for some time to talk about life at Amazon and life after her time in the military. It's a good way to be vulnerable and ask people for advice and more often than not they are working and people love to give advice when there's no obligation attached to it. Always leverage these.

And on slide 19 we talk about mastering the art of informational interviews. We will send you some of the posts afterwards. These are examples of posts that help you do informational interview correctly. I work with a lot of folks in the San Francisco bay Area who are younger and looking to get into the workforce and willing to put themselves out there which is great but they do not know the questions to ask when they get into an informational interview and they can take it more casually than they should because they're not in a formal interview with me and I'm not a hiring manager or determine when to get a job at a company or not.

They were talking to me like a friend in some cases. Make sure you make a good impression in that informational interview. You know the questions to ask and not ask. As an example and a lot of young folks out of college will ask me questions that are fine but they're not valuable use of their time. Do I like working at LinkedIn? They're not interested in working at LinkedIn or where do I live in San Francisco in the Bay Area?

Those are fine questions but we want to ask the right ones that make a good impression. If that person thinks you are a good role, would they want to refer you for a role from that organization? We will show you how to do informational interviews correctly.

On slide 20 outside of reaching out to these individuals when you make connections with people on LinkedIn, it is important to make sure you're coming back to LinkedIn on a regular basis and engaging with the content they are posting on LinkedIn. Staying in touch with what they are interested in and what they care about.

What is on the screen is a few examples of posts people have made. We have a learning developing meeting and information on Global Accessibility Awareness Day that has been happening around that. We have career leadership program for young professionals.

This is a good way to find out what the people in your network care about that you can personalize your messages are probably or engage with them and find opportunity for yourself as well as open area if they were hiring or if you're going into computer science or graduating with a science degree, where can I find a job at some tech companies or other places?

Stay up to date and check your LinkedIn feed even if it's only once a week to see what the new posts are and find opportunities. Now slide 21 and before I go into understanding your way into opportunities how you can find opportunities, any questions on building out your network and making those connections or covering opportunities through people on the LinkedIn platform?

>> This is Candace again. I was told I should maybe reach out to some of the past employers I had for somebody to endorse my skills or endorse my LinkedIn. The problem I'm having is a lot of people I used to have do not have LinkedIn. What can I do to make my LinkedIn stand out more?

>> If they do not have a LinkedIn profile, that makes it challenging. Unfortunately, those solutions don't have LinkedIn profile but I would say do those searches and try to find people that are at the company were at previously.

If you cannot find that, try to find customers.

>> Thank you.

>> Any other questions?

>> I was wondering how do you approach asking a professor for LinkedIn?

>> Great question. If they're on LinkedIn, reach out to them. You can do it through LinkedIn reach out to them directly in person. Make sure to have a LinkedIn profile. If they do not, that is fine. Since you know them and see them in person, I applied the law school many years ago. I got accepted to the schools but I did not go to law school.

I had to get recommendation letters from some of my professors when I was at West Virginia University. Reach out to them. Have them do hand written recommendations or typed up recommendations and ask for their permission to post those documents as files on your LinkedIn profile.

>> Thanks.

>> How do we know that people that contact you through LinkedIn is [indiscernible].

>> For the most part there always and check with a recruiter in the company on their LinkedIn profile but check -- some things I have been telling you around skills and endorsements, make sure they have the skills and endorsements and legitimate activity.

One thing you can do for everybody who can see it, when you go to somebody's page on LinkedIn, this is my page, you can scroll down to underneath your dashboard. You can also go to activity. Most people on LinkedIn have this public. Some people have a private and that is there choice but most people have it public.

Recruiters almost always have public. With activity, you can see what they have done. If there posted recently on LinkedIn or commented on posts. How they are engaging with other people on LinkedIn. If it doesn't look at their posting spam messages are engaging with others and do a little research. To make sure if it looks completely legitimate and if they do not look legitimate, please report it to LinkedIn.

>> Thank you.

>> I have a question. One of the things we talked about building connections with people and that is really important. Some other features I have seen on the profiles on LinkedIn is you can also take the skills quiz or at a certificate. Does that really help?

>> Yes. The quiz does 100%. I have not done it and think it is more for technical skills. Since I'm in sales, a lot of the skills I am going for things like communication and leadership which do not really require a lot. Not hard technical skills.

With more technical skills, they can be helpful to do the quizzes if you do have qualification so do not put yourself in that position if you apply for a job you may not be qualified for. That is what you can use that for.

>> Thank you.

>> Thank you for your questions. I will answer more questions at the end. I appreciate it and I will go through these last two sections and give you tips on how to understand the way into your opportunity. And a quick touch on making sure you are continuously [indiscernible].

Understanding your way into career opportunities on slide 21. In slide 22, what we help you do is start your search early and explore company pages. Similar to how I showed alumni pages and look for people that went to UCLA or any other school and see what they're doing and where they live or working. Company pages you can type in any company you're interested in and you see LinkedIn and look at Google, Amazon and are interested working in the banking industry or whatever it is.

You can find the company page and there are something like 30-50 million company pages on LinkedIn and see what their posting. You can see who works there and we have it highlighted on the slide is the light at the company. Good understanding of the culture that we will talk about in a minute.

Slide 23 is making sure when you go to page at a company you are interested in that you follow that company. Whenever you're in LinkedIn page here or Google or those companies, there is a follow button and you click it and that will make sure similar to when we showed you get updates from posts of people are connected to on LinkedIn you will get updates from those companies on LinkedIn.

You can stay up-to-date what they care about and are posting about. On slide 24, you want to dig deeper into the company and understand what their culture looks like and what they are doing. What is important to the company? When you get the opportunity and having those informational interviews with people that can help get you in the door of that organization, here you know what their priorities are.

At LinkedIn as an example, if you talk to me about our company culture, what LinkedIn's mission is create economic opportunities for every member of the global workforce whether looking for a job or sales opportunities, etc. Reading up on a company's page and to understand what their culture is and what their priorities are will help you be informed and ask those right questions.

On slide 25 is about making sure that we you don't just have to do it it at the individual company level. We can give you recommendations based on what interest you. What is highlighted at the top of the screen of the LinkedIn page is a briefcase that says jobs underneath it. Click that button. That gives you a portal of all of these different types of jobs we have posted on LinkedIn from these organizations.

I can search for jobs by the title I'm interested in, keyword or by company and where it is located. I found every job I have ever had except my first job I found on LinkedIn. On slide 26 to guide you further is outside of you telling LinkedIn here's the role I am interested in are the company, we will try to give you proactive [indiscernible] in your be discovered jobs that may be relevant to you.

That is based off your profile. It is important to have a complete profile with your future job interest in current job responsibilities. And your career interests. When you're in LinkedIn I will show you in a minute that you can identify jobs you're interested in and types of employment you're interested in and where you want to have that job located.

Job recommendation will help you find that right opportunity. We have a job post from Facebook for a program manager opportunity that Facebook has. It is important you never stop brainstorming and search for the jobs even if you're not looking we want to get more Intel into what hiring managers may be looking for on Facebook.

Good to stay on top of what these companies care about and what their posting about especially given when you all find a job, your average tenure in a job will be around two or three years and maybe more or less depending on the industry you're in. You will change jobs a lot and a lot of other people are leaving their jobs.

There will be great in interesting openings you can take advantage at other companies. On slide 28 gets into career interests. Letting recruiters know you're open to opportunities. If I want to raise my hand like you probably do to make sure my LinkedIn profile shows up in searches, within your career interest section of your dashboard, your dashboard is on your LinkedIn page showing you the career advice hub.

It will give the ability to select a career interests. Highlighted at the top is a function that says the recruiters know you are open. It is off by default but you can turn it on. What you do when you turn that option on its make it so when somebody is going through the recruiters search like we showed earlier, they go through the list of profiles and if you have it on, it will save on your LinkedIn profile you're open to new opportunities.

There are filters in recruiting that people can filter for people interested in opportunities. If you want to stand out when recruiters look for you first, this is a good way to make sure they do so. Within your career interest you can focus when you want the new job. Where you are in your search and what types of jobs do you want? It is a good way to help recruiters find you alongside all the great work you've done on your LinkedIn profile.

On slide 29 is maintaining your professional life as a lifelong learning. So when you find the job are looking for the job is important to make sure you're continuously learning and LinkedIn can help you do that. Slide 30 is path to success is lifelong learning and this is an example from article I read by another member of our company.

It was a great article and title How To Be a CEO From Decade’s Worth and this was a New York Times article that says people when you get to the top and Chief Executive Officer, every single CEO has learned and it learned and constantly done the research to get to where they are and are constantly learning to get better at what they are doing.

It is really important to continuously learn. On slide 31 that you make the most with LinkedIn Learning which is part of LinkedIn. If you have a premium license for LinkedIn, you have access to LinkedIn Learning if you do not there is free courses you can leverage through the LinkedIn Learning as well. You can see on the screen we’re showing project manager courses and you can view courses that are as high as six hours long and sometimes more and can also do courses that are one hour long or 20 minutes long or maybe even less than that.

We will help you get updates and insight from experts on a field you are interested in or a skill you are working to develop. On slide 32 is how to access LinkedIn. You see work on the top right and it's a box that says work and there'll be a drop-down arrow and you click work and you will find the LinkedIn Learning icon and it will say learning underneath the icon. That will get you directly into the LinkedIn.

What that allows you to do on slide 33 is bridge those skill gaps. Identify new opportunities. A lot of areas I see people really use LinkedIn Learning or any learning tool for is identify skills they don't have within a job they want and you can match those skills with courses we have on LinkedIn Learning to help you develop those skills. Test them out.

There was a question about skills quiz. This is a deeper version of a skills quiz and lets you understand how much do you know about a topic. How can you make sure you know as much as you can about that topic? LinkedIn Learning is really good for that.

And to bring it home and back to slide 34 comes back to the beginning. LinkedIn will empower you to tell your story and build out your LinkedIn profile. But that is only one piece of the bigger puzzle finding a job opportunity on LinkedIn or off LinkedIn.

It is about making sure you building out that network. Building it out with people you currently go to school with and people you work with in a part time or full-time job. And also to connect with faculty, teachers, family friends or anyone who might be able to help you and vouch for you. So they help you get that job or get the way into a career opportunity and connect with the right people.

They will recommend you to a hiring manager.

And finally if you want to get the job, it is all about continuously learning. Continuously updating your skills and making sure you are continuing to keep an eye out for new opportunities and new relationships that can be big. That is how you succeed and it's not easy and especially come out of school is leverage your alumni connections and leverage you're existing network to get there.

With that slide 35 [background noise] I will take any questions right now.

Thank you all for taking an hour of your time especially towards the end of the day now be happy to answer any questions anyone has. Please feel free to chime in.

>> Hello. My name is Bree. I have a question regarding the sections on LinkedIn. I am asking because this is regarding the volunteer experience section. I do various things in my Canvas. I volunteer with some of the local agencies like to tutor children but I also hold leadership positions on my campus.

Is there a way to add a section to LinkedIn so I can keep those separate? I can see the presence of the organization as something different from tutoring K-12-year-olds in math?

>> The same organization but your tutors [indiscernible]?

>> They are different organizations. I mean regarding the section? On LinkedIn, it now has a section for work experience. And volunteer experience but me being the president of an organization, it is not my job, if you get what I mean?

>> Thank you for the clarification. I would recommend -- it does not have to be perfect -- is for the thing your president I would recommend putting in that experience. The reason is because that is more of a leadership role. That's a little more than -- this is my own personal opinion -- that is more than I classify as a volunteer expense because you're taking on a full-time role in managing priorities and responsibilities.

Tutor I would put volunteer experience. And if you delineate this in an evolving experience, I think LinkedIn try to build it out more.

I am interested in the American Heart Association and I volunteer to give blood at the Red Cross and things like that. That is kind of how I have seen volunteer experience.

>> Okay. Would say I should add the position as being the president to work experience even though is not actual job?

>> Yes. 100%. What you see early on in your career and for those you can see my screen, I'm showing early experiences I had. I was an intern back in Massachusetts as a candidate and I was a student manager at my school. The second one is a job and I was paid for but that's a good way to delineate to show a real job like responsibilities I did, especially when someone is trying to envision you within your organization.

You have to show experience even if it is not your traditional full-time job.

>> Thank you.

>> Any other questions?

>> Hello. I have this question. I have seen a lot of students from high school in particular and when they get internship, they post I have an internship at this place and a paragraph about how accomplished they got it. Do you feel that is a way to make your LinkedIn more likely and getting more of a brand or is that more like cliche?

What are your thoughts?

>> People do it all of the time. On my screen is an example of the guy Christian used to be a client of mine and he left for the sales force. Not internship at a new job. What he is doing is talking about his next role and he decided to be in the sales force.

I recommend -- and I know it can feel a little cheesy or corny to do it and maybe unnecessary in some cases -- I would always recommend posting, especially ,but a new intern opportunity or something interesting you are doing or change in your job on LinkedIn. The reason I say that because on the screen you can see Christian got 270 engagements and comments and is a great way for people to be attracted to your profile and recruiters see you and potential new opportunities and expand your brand on LinkedIn.

100% always recommend posting it.

>> Thank you.

>> I have a question. My name is Saren and I have a quick question. If you get hired into a position as an internship, is a continuous or is it just six months? Is it a time span 3-6 months? Does anyone know?

>> If you’re hired for an internship like the typical internship of how long will it last or how you put in your LinkedIn profile? Do you mind clarifying?

>> Like in LinkedIn, if you get hired for LinkedIn to become internship. How long do they allow you to intern with them?

>> With LinkedIn? For LinkedIn as a company, I don't know they do internships but they do rotational programs if that is what you are asking.

>> Yes.

>> We can talk off-line afterwards on that to provide more information.

>> Okay. Thank you.

>> We have two minutes left and one final question if anybody has it? Does anyone have any final questions?

>> I have a question. The LinkedIn premium. What would your recommendation be regarding using in mail credits? How to best utilize that?

>> It is very similar to what I was showing around when you trying to find somebody to connect with or someone you want to get information from for a specific role or company, identify that person and send that message to them and the way it is personalized. That is always number 1 and people make mistakes that put the same message out over and over again to multiple people no personalization or unique reason for why they want that conversation.

That is where you will not see responses come from people. You will simply get an archive. Always about personalization when messaging somebody on LinkedIn.

>> Thank you.

>> We are at time. If anybody else has other questions, pass them to Teresa and she can get them to me and I'll make sure I answer every single one for you. Teresa, with that in mind, I will pass it back to you.

>> Thank you Mike and thank you for presenting on this topic. I know it has been helpful to go over the different aspects of LinkedIn. We are grateful to have you showcase that for our NextGen Leaders. And NextGen Leaders I will get the information in and you go and spend time updating your LinkedIn profile this week with information you have learned here.

If you have any further questions, please send them to me. It will be at Teresa at Disability:IN.org to make sure I get the questions answered from Mike as need be. With that we will stop the recording and conclude the meeting. Thank you everyone for joining.

[End]