



## Up an Running with LinkedIn

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### Goals for the Session

- Understand the basics of a networking strategy
- Understand LinkedIn as a tool in this strategy
- Know how to log in to Lynda.com
- Make a start on your own LinkedIn profile
- Learn tips and tricks for getting the most out of LinkedIn

## Agenda

- Orientation to Networking
- Orientation to Lynda.com
- Up and Running With LinkedIn
- Tips and Tricks for LinkedIn

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- **Orientation to Networking**
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## Orientation to Networking

- Based on creating mutually beneficial relationships
  - Interactions that are authentic and deepen trust
  - Based not only on what you will get, but what you will give.

## Orientation to Networking (cont'd)

- Part of a strategy for helping you achieve your goals
  - Get clear on your career goals
  - Map your current network
  - Analyze your current network
  - Identify people you want to meet
  - What actions do you want your network to take?
  - What messages do you want to get across?

## How LinkedIn Can Help

- Public announcement about your professional value
- Venue for sharing professional insights
- Helps you to map your network
- Helps you discover who knows who
- Place to connect with others that are in your profession

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## Orientation to Lynda.com

- <http://oit.williams.edu/lynda/>

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## Up and Running With LinkedIn

- <http://www.lynda.com/LinkedIn-tutorials/Up-Running-LinkedIn/164460-2.html>

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- **Tips and Tricks for LinkedIn**

## Tips and Tricks for LinkedIn

1. At your informational interview, ask “Is there anyone else I should meet?”
2. Then ask “Would it be ok if I looked through your LinkedIn contacts, and let you know if there’s anyone else I’d like an introduction to?”
3. Back at home, research on LinkedIn
4. Send an email to the person you met with like Example 1.
5. After they respond, send an email they can forward to the person you’d like to meet like Example 2.

## Thank You!

- Program evaluation link will be emailed to you today.

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### **Example 1**

Dear NAME,

Thanks for meeting with me on date, and for connecting with me on LinkedIn. I notice on LinkedIn that you are connected with NAME1 at COMPANY1 and NAME2 at COMPANY2. Please don't feel obliged, but if you are willing to help pave the way for me to meet with them for a brief informational interview, I'd be very grateful. I can send you an email describing my interest in meeting each of them that you could forward on to them if that's agreeable to you.

Sincerely,

Kevin R. Thomas



## Example 2

Dear **NAME**,

As you know, I am in transition after 6 years working for Harvard Medical School HR in a role that focused on programs and special projects. I'm interested in finding out more about the training and development function at large organizations, especially universities, hospitals, and health maintenance organizations. I would love to have the opportunity to have a brief 20 minute discussion with **NAME** of **COMPANY**, to gather information that will assist me in my career explorations. My resume is attached if you would like to forward it along. If **HE/SHE** is willing, **HE/SHE** can email me directly to get something scheduled. Thank you in advance for helping me to expand my horizons.

Sincerely,

Kevin R. Thomas