

The Professional Job Hunt: Practical Ideas Using LinkedIn and Other Tools

CoSponsored by PACE & CE

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Presenter:

John Swan

Panelists:

Katherine Yagel

Marianne Adoradio

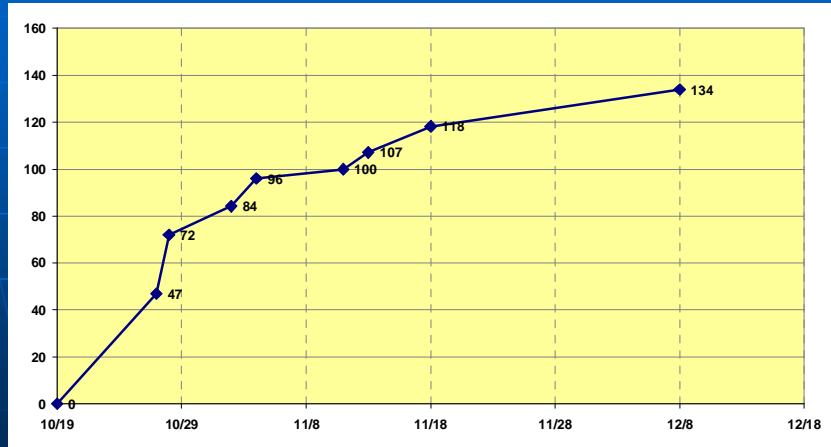
Jenny Kahn

Bette Young

Welcome

- Thanks to UCSC Extension
- Thanks to Aerotek
- Thanks to today's volunteers
- Thanks to our Panelists
- IEEE Job Task Force:
 - “IEEE-SFBAY Members in Transition”
 - News about ½ IEEE membership fee
 - Conference scholarships

LinkedIn Group growth



Nov. 2 ICCAD; 15 Scholarships



Welcome

- Thanks to UCSC Extension
- Thanks to Aerotek
- Thanks to today's volunteers
- Thanks to our Panelists
- IEEE Job Task Force:
"IEEE-SFBAY Members in Transition"
- Need for volunteers
 - org chart - request to follow at end

Interactive and Open Meeting

- Use of live examples
- Ask questions
- Complete survey at the end
And help us with planning
- About You
 - How long have you been looking?
 - How long have you been on LinkedIn?

Your Professional IEEE Setup

- Set up an IEEE email alias (inbound)
<http://eleccomm.ieee.org/>
 - You can use on your resume
 - Turn of UCE/spam filtering
- Setup sending email via IEEE address
 - From Gmail or Yahoo
 - From Outlook or Outlook Express
- Setup of Profile on IEEE -> LinkedIn
myIEEE / IEEE memberNet

Your Professional Self

- Presentation of yourself?
- Web site?
 - Domain + Hosting < \$100/yr
- Business Card?



Swan On Chips

John Swan

Available for:

- ✓ Product Marketing
- ✓ Business Development
- ✓ SoC/ESL Methodology
- ✓ New Product Strategy
- ✓ Strategic Partnerships

Silicon Valley
408-300-8085
John@SwanOnChips.com

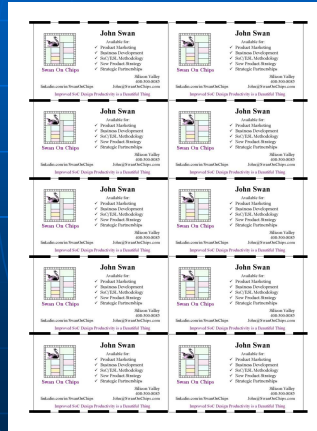
linkedin.com/in/SwanOnChips

Improved SoC Design Productivity is a Beautiful Thing

What I do for Cards

I use OfficeMax, 12 pt. gloss stock
They print from MS Publisher with crop marks


First cuts



Second cuts



Primary Aspects of LinkedIn

- Your Profile  (spell check!!)
 - Your highlights: main accomplishments
 - Work & education History
 - Recommendations
- Your Network
 - Growing
 - Outbound
 - What you push out to your network
 - Inbound
 - Your network or recruiters looking at you


Other Tools of LinkedIn

- Communication (inmail)
- Groups
 - News specific to your interests
 - An avenue to invite connections
- Job postings
- Company information
- Answers

Your Profile

- By way of example: [John's Profile](#)
 - Your “What are you doing” status
 - Your web site
 - Your public profile link (customize)
 - Brevity and Bullet points
 - Recommendations

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Growing your Network

- Finding people to invite
 - IEEE Meetings! (Attendees and presenters)
 - Conferences (Attendees and presenters)
 - Webinars (presenters)
 - Articles (authors)
- I send an introductory email first
 - Include common subject or question
 - Use your drafts folder to create templates
- Follow-up to acceptance
 - A brief "thank you"
- Use U.S. Mail for those unable to meet
 - Letter or custom postcard

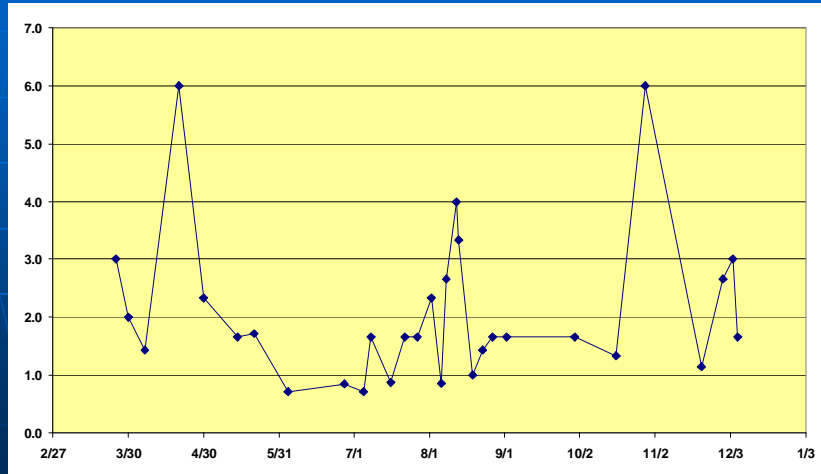
Your Network (cont.)

- Your Network
 - Growing
 - Outbound (expanded)
 - Your profile changes
 - “What are you doing now” or Status
 - Ask questions / polls
 - Inbound
 - Recruiter activity
 - “Who’s viewed my profile” ([example](#))

“Who’s viewed my profile”

- Track your networking effectiveness
 - Track viewing rate (#/day)
 - Keep track of who has viewed
 - Know what company they are from
- Can do soft touch of viewer
 - Usually U.S. mail?

Profile Viewings per Day



Start Panel Q&A

Panel Q & A (1)

- LinkedIn vs. other Web 2.0 tools
(Facebook, Twitter, blog, wiki, personal web site, etc.)
- How is LinkedIn used in hiring?
- How specific should your profile be?
- Will HR compare resume to profile?
- What to put for current position?
(consultant? no end date to last position? available?)

Panel Q & A (2)

- Best use of groups?
(show, hide, jobs postings, invites)
- Handling of age on LinkedIn?
- Activity with your LinkedIn contacts?
- Status: "What you are doing now"
- Recommendations

Panel Q & A (3)

- Photo, have one or not
- How many contacts are right?
 - how selective to be with contacts?
 - from whom do I accept invites?
- Privacy vs. visibility balance
- Other tools?
(polls, reading, asking questions, etc.)

Jobs Task Force Volunteerism

- A subcommittee under SCV-PACE
- Ram Sivaraman is Chairman
ramsivaraman@ieee.org
- Needs skilled IEEE members
- Drive program to success:
 - Organize similar meetings in the future
 - Acquire conference scholarships
 - Active in technical meeting jobs activity
 - Attract interest from top technology cos.

Volunteer Assignments

Sub-Committee Chair: _____

Vice-Chairs for:

Conference Scholarships: _____

Company Liaison: _____

_____ :

LinkedIn Supervisor: _____

LinkedIn Training: _____

LinkedIn Committee: _____

Editorial Creation: _____

Writers: _____

Volunteer Assignments

Meetings Program Chair: _____

On committee: _____

Networking Events/Skills Chair: _____

On committee: _____

Training Events Chair: _____

On committee: _____