



LinkedIn for Job Search & Beyond

Answering the BIG questions about the #1 social media professional networking and career management tool

(and a few pointers about how to teach with it)

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Getting LinkedIn

What the heck is it? (Really)

Who is using it? (Who cares?)

Where is it?

When is a person ready to use it?

Why should I care? Why is it important for students ?

(Hint: Everyone is looking for a job or knows someone who is...)

How to craft your profile and be effectively LinkedIn.

How to use it in the classroom.

What:

The fastest growing career management and recruiting tool

Passive and active job search

A fabulously useful research & teaching tool

Not just a resume - Not Facebook

Professional development and networking powerhouse

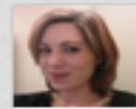
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[Kajeet SmartSpot - A Portable Wifi Hotspot Providing Safe Educational Internet Access.](#)



Share an update...

All Updates -



Pulse recommends this news for you



Your bank will pay Microsoft to keep running its ATMs
 engadget.com - Believe it or not, roughly 95 percent of ATMs in the world are still running Windows XP -- and that's about to become...
 1d



Russian sanctions eyed as referendum approaches
 cnbc.com - 15h



5 Can't-Miss Apps: Stop Motion Animation and More
 mashable.com - 3h



6 Secrets That Make Successful People Insanely Productive
 By Thomas Oppong - 4d

[See your news](#)



John Rose CPC, MIRP

Are you a mechanical engineer with strong business acumen? This might just be for you



Product Engineer looking to move into Sales in Guelph, ON Canada
 bullhornreach.com - Exclusive and Confidentially, I am seeking to engage and converse with interested individuals who are motivated and keen to join a company that is ...

Like · Comment · Share · 25m ago

10 people have new connections.



People You May Know



Anita Samuels, Centre of Education & Training
 Connect



Dana Ly, Career Coach | Recruiter | Settlement
 Connect



Veronica Cuzenza, Instructor at The Multicultural Council
 Connect

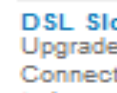


[See more](#)

Ads You May Be Interested In



Kajeet SmartSpot
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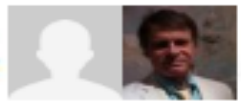
DSL Slowing you Down?
 Upgrade your Internet Connection Easily. Visit TeraGo today.



We put the sexy in ESXi
 At Cogeco Data Services, we speak IT, so speak to us for your ICT needs.



You Recently Visited



Discussions in TESL Ontario:
 ESL Teachers are making a difference ·
 Welcome to 27 new members on this...

Who's Viewed Your Profile

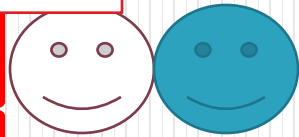
10 Your profile has been viewed by 10 people in the past 7 days.



1st Degree Connection

**Direct
Connection**

**YOUR
NETWORK**



2nd Degree Connection

**Connected
via 1st
Degree**



3rd Degree Connection

**Connected
via 2nd
Degree**



Connections

A healthy professional life starts with healthy relationships



Keep in Touch

Your Network



JIYA AHMED BBA (HONS), MBA
finance has a new job.

Now Administrative Assistant and Receptionist at Alstate Insurance.

Say congrats



Kesavan Jeganathan has a new job.

Now Co President & Founder at Pleasure To Meet You.

Say congrats



Celebrate Ben Unsworth's birthday.

Today, March 15.

Say happy birthday



Nancy C. has a new job.

Now Senior Web & Mobile Developer at TVOntario.

Say congrats



Sunny Kapoor, Member - CSTD has a new job.

Now Business Analyst - Measurement and Reporting at CIBC.

Say congrats



Freddy Velez has a new job.

Now CEO at FVI - Freddy Velez Ideas.

Say congrats



Sandra C. Waldron has a new job.



Grace Pereira has a new job.



Agnieszka (Aga) Palalas, Ed.D. has a new job.



Jessica K. Webster

✍ Outreach & Relationship-Building Specialist | Speaker & Trainer | English Language Teacher |

✍ Toronto, Ontario, Canada | Civic & Social Organization

[Edit experience](#)

[Edit education](#)

Save and Exit

500+
connections

ca.linkedin.com/in/jessicakwebster/ [Edit](#)

[Edit Contact Info](#)

Posts

Background



Skills & Endorsements

[✍ Edit](#) | [↑](#)

Top Skills

70 Training

64 Community Outreach

47 Teaching

43 Resume Writing

38 Public Speaking

35 Workshop Facilitation

29 Job Coaching

20 Social Media



Who:

Recruiters

Employers/Hiring Managers/HR

Students/Colleagues

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Let you see who has looked at your resume and provide other analytics (depending on the network)

Social resumes are growing in popularity

...with employers

Percentage of employers who reported using social media for recruiting



...and job seekers

of social networking profiles created by job seekers in 2012



A growing percentage of recruiters are using these social networking sites to find job candidates



...and a growing percentage of job seekers are using social media to help find work



Why do employers LOVE social media?

Fear! (Of this guy)



It's also cheap & easy.

You are a hiring manager, potential client/student or business partner. There are so many good candidates or businesses. Which one is the best choice? Which one is the worst choice? There's an easy way to help make the right decision. Almost 80% of companies will check you out online. Google is the tool of choice to find out about you online.

Job Screening with Social Networks

— How Are Employers Screening Job Applicants? —

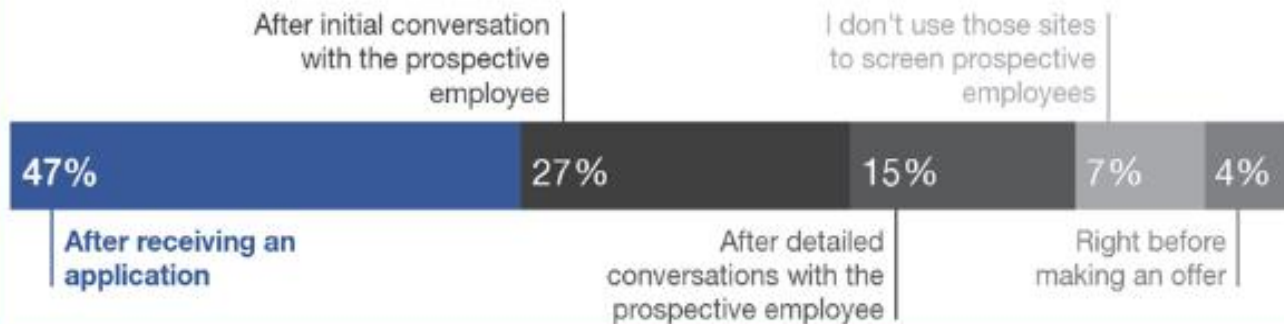
Do you use social networking sites to screen prospective employees?



During the hiring process, which social networks do you use to screen candidates?



During which phase of the hiring process do you look at social networking sites to screen prospective employees?



Have you ever rejected a candidate because of what you saw about them on a social networking site?

69%

Yes

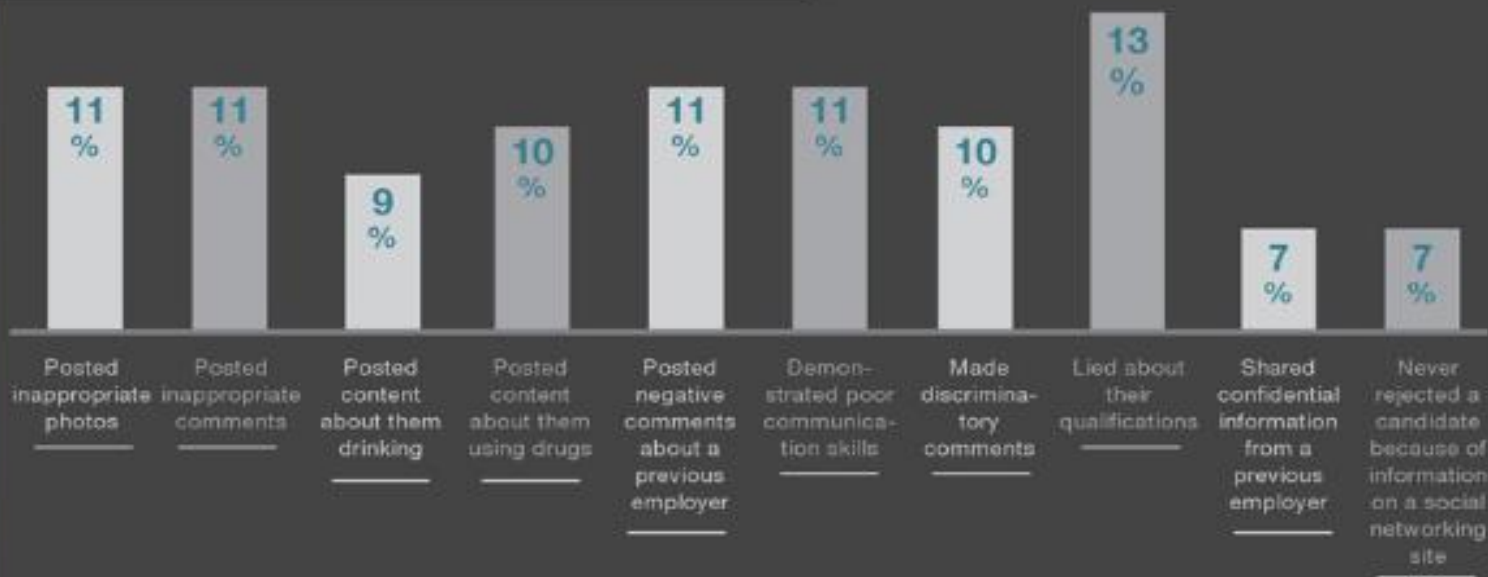
26%

No

5%

I don't use those sites to screen prospective employees

Why have you rejected those candidates?



Have you ever hired a candidate because of what you saw about them on a social networking site?

68%

Yes

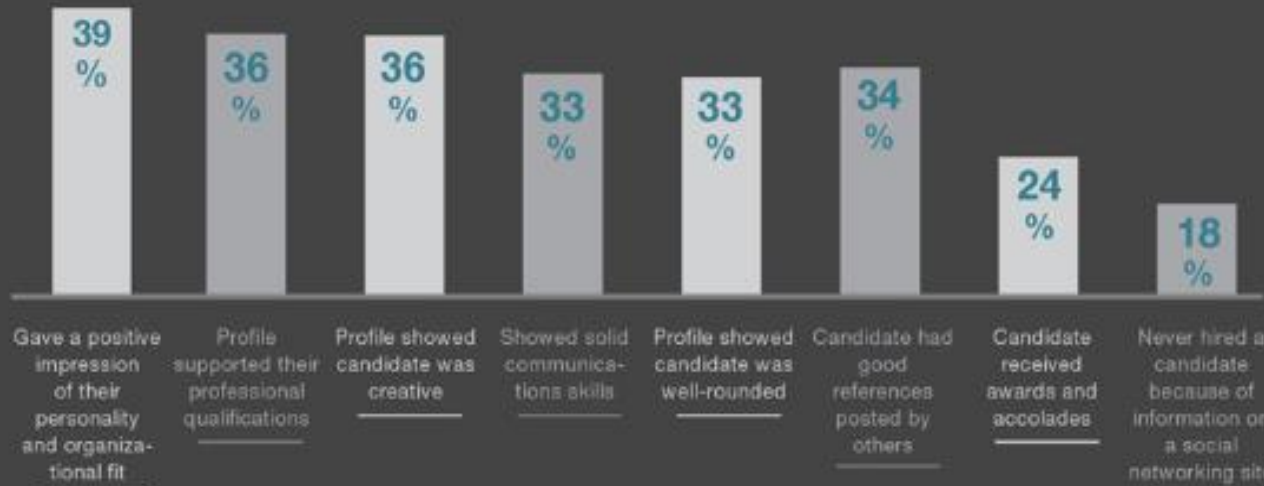
27%

No

5%

I don't use those sites to screen prospective employees

Why have you hired those candidates?



reppler

Reppler conducted a study with Lab42 among a random sample of 300 individuals involved in the hiring process at their company. To learn more about Reppler, go to www.reppler.com.

Who:

Job Seekers

Students

Professionals/Employees

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Your Online Reputation

Your reputation is all about the “...beliefs or opinions that are generally held about...” YOU. It is important to remember that reputation is often not based on fact but opinion. It is also equally important that your reputation is what OTHER people think about YOU. It has nothing to do with your own opinion. You want people to see a good news story about you. You want to show that you are engaged. Your online reputation should provide positive information as incentive and interest to meet with you in person. You want them to like you. And in reality, the “them” that we are really talking about is the business person (hiring manager, client, partner, etc) who is spending a few minutes to check you out. You want to control exactly what they find.

Dig your well before you need a drink.

Where:

Simply put... www.linkedin.com
... and almost everywhere else on the Web.
(Not to mention - resumes, email signatures, sharing applications etc.)

When:

When are you ready to use LinkedIn?

Moderately comfortable using computers and the Internet.

Have a resume and are job ready.

Able to articulate criteria used for accepting or ignoring connection invitations.

When:

Aware of distinction between professional and personal.

"Never do, say, engage in Social Media (or in real life) differently than you want people to hear, see or perceive who you are."

~ Teddy Burriss, Social Media Coach | Networking Strategist |
Outplacement Coach

Understand privacy settings.

Where are the settings?

Settings are hiding up here. In fact, hover your mouse over almost any item to discover hidden menus.

Home Profile Network Jobs Interests Business Services **Profile**

Civil Engineer? - Earn your MS in Civil Engineering Online - from Top Ranked Ohio University! | [Read More »](#)

+ Add a photo

[Improve your profile](#) [Edit Profile](#) 0 connections

[Contact Info](#)

Activity

Share an update...

People You May Know

Jessica K. Webster
Marketing and Outreach Specialist, Employm...
Connect

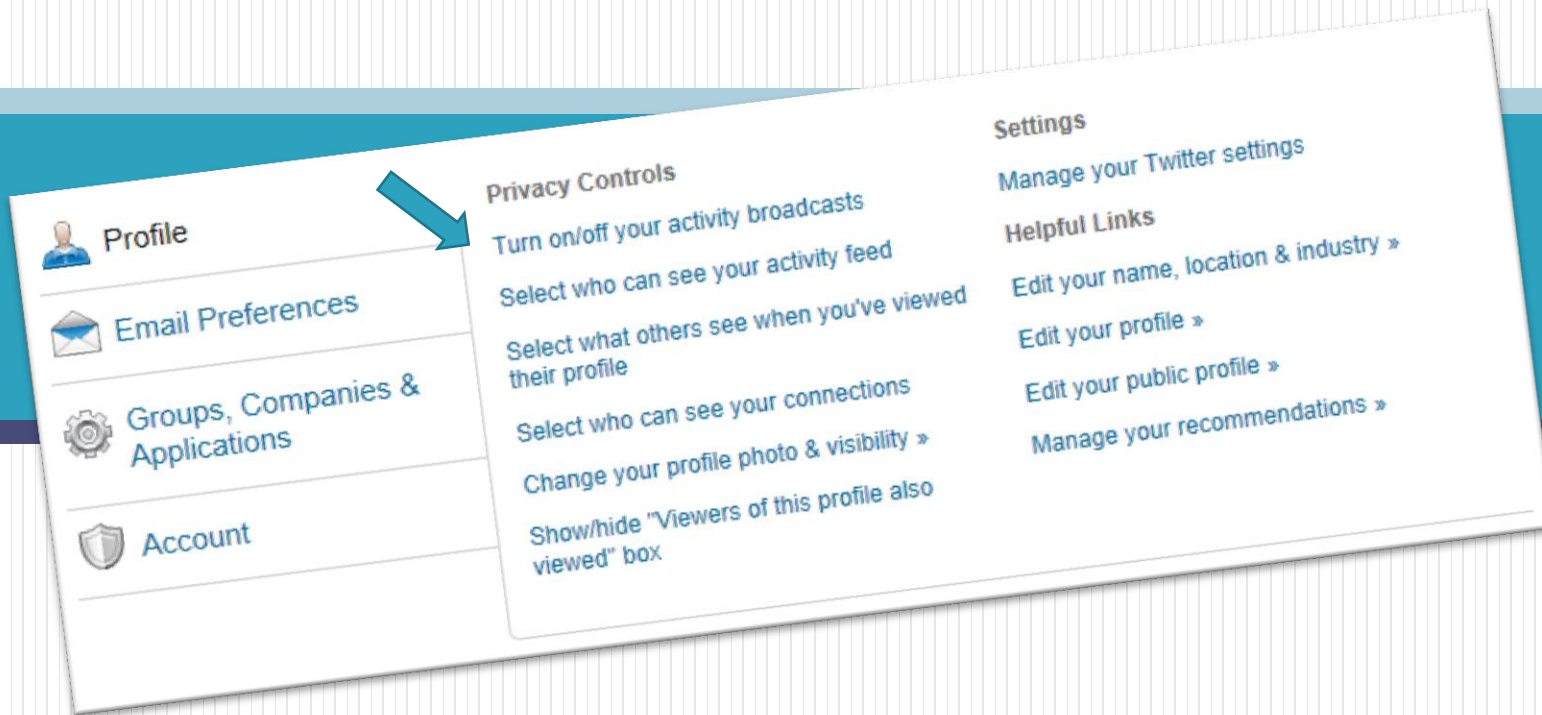
ADS YOU MAY BE INTERESTED IN

CMHI **Building Communities 2013**
Explore manufactured building solutions with manufactured building experts.

Not getting interviews?
Resumes that get results!
Personalized service - live phone consult today!

Life Coach Training

Privacy/Security Settings



Tip: Remember to turn off your broadcast while updating your profile!

Why?

Opportunities / Employment

Get ahead of the competition

Research

Credibility & Networking

Professional development

Brand ~ Big Picture You

Awesome authentic text

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HOW: STOP... THINK ... ACT

Your profile is like a frame – decide what art you want to fill it with.


How can you show professional engagement? How can you share ideas and meet other teachers?

The tone and style are semi-formal to formal with a hint of your personality.

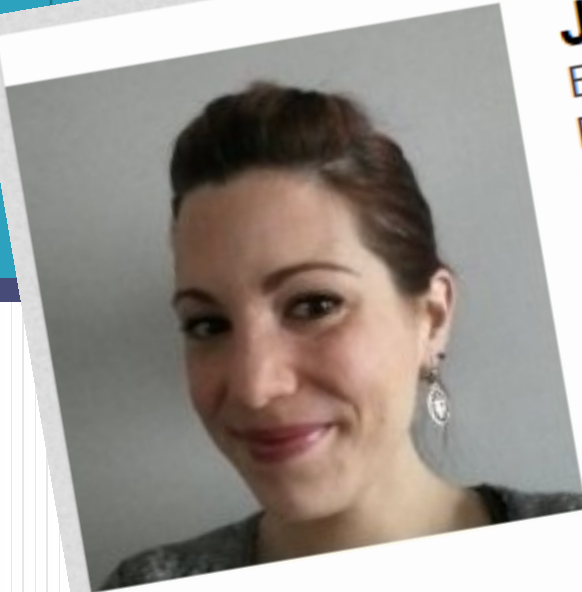
This is not Twitter and this is not Facebook!

The 30-Second Review

You can expect a hiring manager to perhaps spend 30 seconds quickly glancing over your LinkedIn profile. Take a look at the profile for me, Jessica K Webster. While it is not one designed for a job seeker, it does exemplify what you want to see.

1. **PHOTO.** Clear head shot. People want to see you. SMILE! 
2. **NAME** which matches the name you use in all your other online profiles
3. **HEADLINE** under the name. Indicate the type of work you want and if possible, how you are different with adjectives. It defaults to your current position. Change it.
4. **RECOMMENDATIONS** – just like references but better. Get them!
5. **CONNECTIONS** – grow your network. A magic number of 100+ if you can
6. **WEBSITES** – this is where you link to Twitter, Google Profile, Sites, VisualCV, About.me
7. **SUMMARY** – Critical part of your profile. In 3 or 4 succinct paragraphs, talk about why you are different, why you are special. Well written summaries will be read.
8. **EXPERIENCE** – Take time to fill this in with detail. Need to write for both a person to read and computer to scan.

Add a Photo!!



Jessica K. Webster

Employment Services Professional / Relationship-Building Specialist / Job Search Triage and Instructor/ "Edu-tainment"

Toronto, Canada Area | Civic & Social Organization

Current

Centre for Education and Training

Previous

Centre for Education and Training, Business Language Skills (BLS), Centre for Employment and Training

Education

Canadian Centre for Language and Cultural Studies



409
connections

Improve your profile

Edit

Contact Info

ca.linkedin.com/in/jessicakwebster/

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Summary: This section should explain your “big career picture”. Highlight key skills and accomplishments. Market Yourself!



Summary

With overlapping skills in two industries, I work best when given license to think outside the box. I am both a Marketing Manager and ESL Instructor with experience and education in both fields. Daily exposure to various technologies help me generate ideas in both industries, copy writing and content development, along with strategic planning and assessment is mandatory in both as well. Managing social media channels, developing campaigns, and building relationships utilize my skills to communicate, plan and think creatively.

I learn very quickly and excel in positions with steep learning curves. The ability to see both the big picture as well as implementation details means I can plan and follow through. This helps with not only brainstorming the ideas, but also predicting the best path to success - and implementing it.

Focused skills include: Facebook marketing, blog writing/content, Infusionsoft sequence building & campaigns, web content development, SEO, marketing campaigns, Google AdWord campaigns, webinars, tradeshow/conferences.

Experience: resume style (copy and paste)

Marketing and Media Relations Coordinator

Partnership; 10,001+ employees; [redacted] industry
May 2010 – April 2011 (1 year) | [redacted] Area

- Conducted research for key projects, clients and senior management
- Executed marketing initiatives and promoted thought leadership pieces
- Drafted press releases, media advisories and key messages as required
- Compiled and updated target media lists using media database (Marketwire)
- Worked in teams to coordinate marketing plans for [redacted]
- Created and maintained relationships with internal and external stakeholders of the firm
- Assisted the team in event management and other related support as needed

Recommend [redacted]

Marketing and Communications Consultant

Partnership; 10,001+ employees; [redacted] industry
June 2008 – August 2009 (1 year 3 months) | [redacted] Area

- Participated and provided market support to monthly marketing meetings
- Drafted and edited written materials for marketing department
- Administered media coverage, coordinated meetings and conference calls
- Interacted and collaborated with various internal firm services

Recommend [redacted]

Associate Consultant

Partnership; 10,001+ employees; [redacted] industry
May 2007 – September 2007 (5 months) | [redacted] Canada Area

- Worked with client service teams to manage client relationships
- Measured marketing related activities against predetermined objectives
- Coordinated market research as required

Recommend [redacted]

Tip:

Highlight key achievements of your position

Advantages of using this style?

Snapshot of your resume

Practice resumes, -ed endings, etc. for students -> then convert to paragraphs

Experience: Paragraph style

This part can be done by copying and pasting your resume and tweaking as you have time.

Experience

Outreach & Marketing Specialist Centre for Education and Training

Educational Institution; 501-1000 employees; Education Management industry
September 2011 – Present (9 months)

The Centre for Education & Training is funded by Employment Ontario and its mandate is to help connect job-seekers with employers along with supporting individuals in their job search.

In my current role, I am responsible for promoting Employment Services to community of job seekers, employers and agencies in relevance to the job market. Furthermore, I coordinate info-sessions, community job fairs, and networking events to develop business prospects.

Events & Marketing Specialist Centre for Education and Training

Educational Institution; 501-1000 employees; Education Management industry
June 2011 – August 2011 (3 months)

In this role I was responsible for generating leads and contacts for our Mobile Office called "Career Coach," wherein strategic placement of the mobile bus at specific places was planned well in advance.

Resource & Information Specialist Centre for Education and Training

Educational Institution; 501-1000 employees; Education Management industry
May 2011 – May 2011 (1 month)

For a brief period, I contributed to the Employment Services department in my role as an Information Specialist by understanding the labour market, interacting with diverse clients, and preparing & scheduling events.

Tip:

Briefly describe the company.

State what you do in your role within the company and your accomplishments.

Advantages of using this style?

Crisp and clear

Storytelling

Explaining gaps & potential issues

Branding

Add Connections



Tip:

- Start with trusted friends with a professional network
- Consider past colleagues
- Send personalized messages
- Join groups (like TESL Ontario)
- Think strategically!
- Contribute and engage



Check colleagues, alumni, people you may know

Browse for Jobs

(Tip –Be a Detective. Use this to find information about jobs that aren't posted on LinkedIn as well. You can see who you know at a company, or if you are connected by degree)

Home Profile Network Jobs Interests Business Services Upgrade

ESL Instructor, Ryerson University Foundational Program (RUFF)

Ryerson University - Toronto, Canada Area
Posted 4 days ago

Apply now Save

Other Details

About this job

Job description

The Ryerson University Foundation Program (RUFF) is a new program that will enable international students to gain the English language proficiency skills required to be accepted into a degree program at Ryerson University. This innovative, accredited program combines intensive English language and academic skills training with credit courses while engaging students in campus life. For more information on the program, please see: <http://www.ryerson.ca/ce/RUFF>

We invite applications from qualified individuals for two (2) two-semester appointments as ESL Instructors, from **January 6, 2014 to July 18, 2014**. The appointments are for workshops of 15 hours a week (approximately 10 hours teaching and 5 hours preparation, marking, and administration) for a total of 28 weeks.

The position involves daily lesson planning and course delivery in accordance with the RUFF curriculum, diagnostic evaluation and testing, and ongoing formative and summative assessments.

The successful candidates will demonstrate solid expertise in teaching English for Academic Purposes (EAP) at the post-secondary level. This expertise includes innovative learner-centered

Get ahead with Job Seeker Premium

- Stand out as a featured applicant
- Get salary range for this job
- See who's viewing your profile

Go Premium

People you know at Ryerson University

Reach out to your connections for a referral.

- You
- Cheryl Ficker, ABC

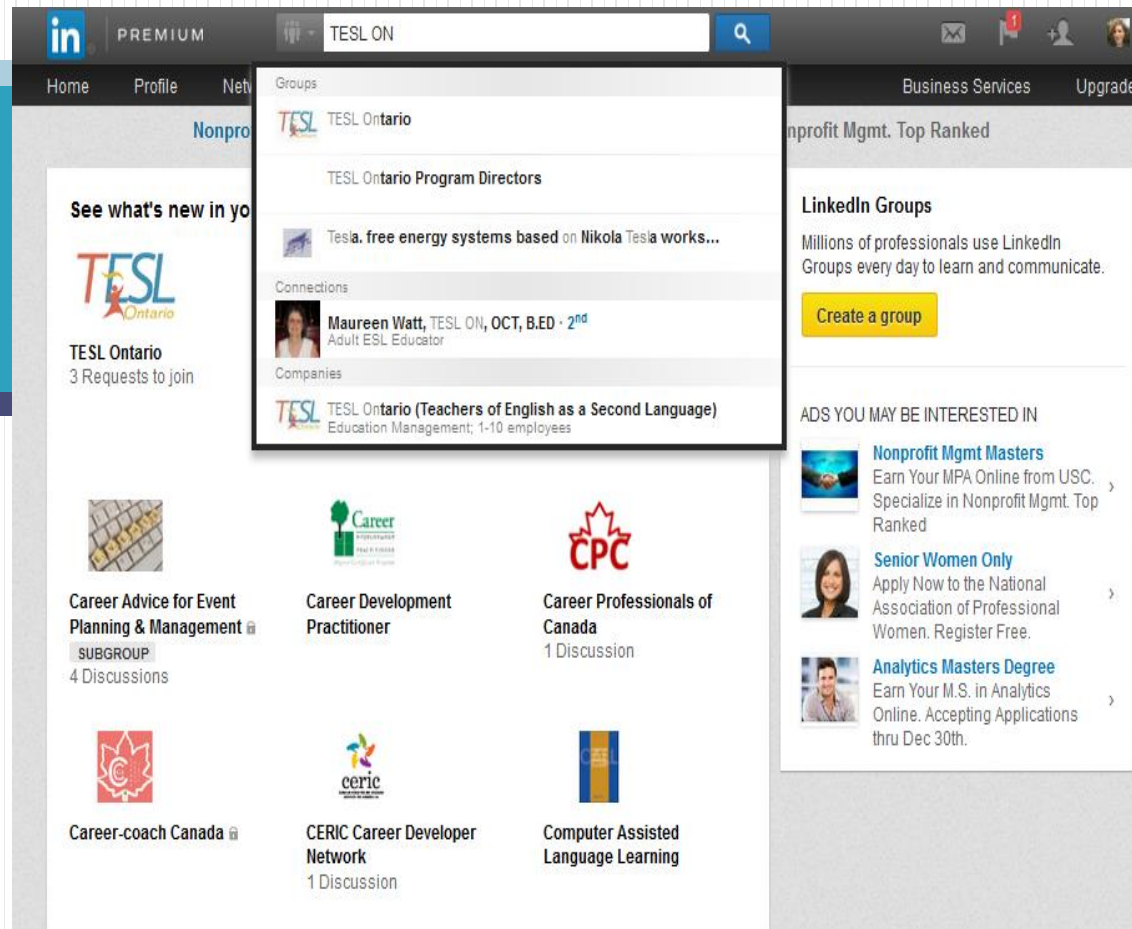
Ryerson University

People also viewed

Chair English and English as

Join groups

Go to “Interests” tab and choose “Groups” from the drop down menu.



Tip:

Search for relevant groups where you can learn, exchange ideas and network!

Great way to find niche jobs, events and new contacts.



Vote for your Favourite ESL Week Poster Concept

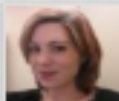
Manager's Choice

[Allison Keown](#)

Help TESL Ontario choose the best poster concept to promote ESL Week...

ESL Week October 20 - 26, 2013

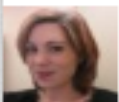
Like (1) - Follow - 11 months ago



Start a discussion or share something with the group...

Your Activity

Popular Recent



Happy weekend and welcome to Maria, Ashraf, Charo, Ghazala, and Liliana!

[Jessica K. Webster](#)

Outreach & Relationship-Building Specialist | Speaker & Trainer | English LanguageTeacher|

Top Contributor

Like - Comment - Unfollow - 6 hours ago



JALT publications

[Svetlana Lupasco](#)

ESL Literacy Instructor at TNO / TESL Toronto Executive Board Member at Large

Publications of the Japan Association for Language Teaching jalt-publications.org
Home » Publications of the Japan Association for Language Teaching This site is home to JALT's two main publications; The Language Teacher (TLT) and JALT Journal, as well as the annual Conference Proceedings. More information on JALT's publications...

Unlike - Comment (4) - Unfollow - 2 days ago

You like this

Top Contributors in this Group



[Jessica K. Webster](#)

Outreach & Relationship-Building Specialist | Speaker & Trainer | English LanguageTeacher|

[See all members](#)

Your group contribution level

Congrats! Regularly add great discussions and comments to stay a Top Contributor.



Top Contributor

Ads You May Be Interested In



High Speed Internet Offer

Contact us today and receive 25% Off all High Speed Internet services.

We put the sexy in ESXi

At Cogeco Data Services, we speak IT, so speak to us for your ICT needs.



Are You Hiring This Year?

Improve Your Hiring Process with Intuitive Recruitment Software. Learn How

Latest Activity



[Jack Massalski](#) commented on a discussion in [TESL Ontario](#)

Add companies


Go to “Interests” tab and choose “Companies” drop down.

Companies Home Search Companies Following (4)

Search for Companies Search

Company Name, Keywords, or Industry

Companies You May Want to Follow



AL KHALEEJ
LONDON TRAINING CENTRE
dx agency
HERC
THE PIE
MATCH
IQ MARKETING
Careers Australia
Feedback | See more »

Tip:

Search for relevant companies that match your professional background!

Great way to keep on top of Industry related news, employment opportunities, etc.!

Asking for recommendations

www.linkedin.com/recommendations

Received Recommendations Sent Recommendations Request Recommendations

Ask the people who know you best to endorse you on LinkedIn

- 1 Choose what you want to be recommended for
Choose...
[Add a job or school]
- 2 Decide who you'll ask
Your connections:
You can add 200 more recipients
- 3 Create your message
From: Simran Chauhan
simchauhan@gmail.com
Subject: Can you endorse me?
I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.
Thanks in advance for helping me out.
-Simran Chauhan
Note: Each recipient will receive an individual email. This will not be sent as a group email.
Send or Cancel

Tip: Personalize your message.

Why – The reason you have chosen the person to recommend you.

How – Mention how would you reciprocate that favor or send a snapshot of how you would like to be recommended for a certain position.

What – Be clear about anything you would like included...

Teaching applications: We teach resumes, cover letters & interviews. Why not LinkedIn?

Tip: LinkedIn helps to establish a portable network and credibility.

What can I do with this in the classroom?

- Examples of headlines - > rate which are most effective as a hook
- Match headlines & summaries.
- Brainstorm which skills someone is likely to have in a particular role.
- Look up vocabulary and task descriptions on www.linkedin.com/recommendations or <http://www.esportfolio.com/> etc (also great for planning and self-assessment)
- Headline writing activities. Write each others' headlines.
- Discussion of labels. How do we define ourselves?

Example from ESPortfolio – (Retail Management)

Desired Skill Level Range: 2-4

5. Oral Communication

Note: This is an important skill

Retail First Level Managers:

- Listen to staff members and customers to identify problems. (1), (daily)
- Communicate trends and requests to upper management, making the case for the introduction of new product lines and persuading management of modifications in sales strategies. (2)
- Instruct sales associates in sales techniques and in day-to-day responsibilities, reinforcing key messages and providing staff with feedback in response to their concerns. (2), (daily)
- Communicate with all staff under their direction to convey information about safety procedures and to provide information and receive feedback about on-going changes to business plans and the company's directions. (2)
- Counsel and advise sales associates to resolve conflicts between staff members, being assertive while displaying empathy and fairness. (3)
- Coach sales associates concerning performance and attitudes. (3)
- Interact with customers who are speakers of other languages, expressing ideas as concisely and simply as possible and making effective use of gestures. (3)
- Lead informal meetings at the beginning of the work shift to discuss problems, motivate staff and share success stories. (3), (daily)
- Orient new employees according to policies set by the store, providing them with information and responding to questions. (3)
- Facilitate formal meetings with sales associates and assistant managers to deal with long range issues and to discuss sales trends. (monthly and quarterly) (4)
- Negotiate with vendors to resolve issues relating to the quality and price of products. (4)

Word Cloud and Key Words (Wordle.net)

Search for job ads, job descriptions and create word cloud



- Have students categorize soft versus hard skills. Skills assessments.
- Paper passing, write the word that comes to mind about a classmate/
What skills would I endorse my classmates for? (Passing papers, adding)
- Evaluation and discussion of photos – Is it appropriate? What makes a good photo? What happens if no photo? Assumptions based on photos
- Discussions of barriers to employment, possible solutions.
- Find similar profiles. Compare and contrast. Critique.
- Find companies, groups. Start a conversation in a group. Start a group!
- Find people who might make good connections / information interviews/
mentors
- Skim and Scan – find keywords (to match a job) – or what impression do you get? What can you remember in 30 seconds? Do you want to read more?

- Status updates. Prompts can include “What are you doing?” “What are you working on?” etc.
- Summary/experience writing practice.
- Practice asking for and writing recommendations
- Opinions about profiles: Could be...must be... Might...
- Employers: Job ads ->find good candidates and evaluate which to contact
- Register - >connection requests (friends versus new contacts, etc.)
- Thinking of questions for information interviews.
- Find an article. Share. Write 1-2 line introductions, comments or questions.
- Discussion of brands - > what they mean? Look at product brands, famous people brands. What words pop to mind when I see Lady Gaga? Obama? How do I want to be perceived? How am I perceived?

Questions & Contact

Jessica Webster

TESL Ontario Social Content Committee
TESL Toronto Affiliate Chapter Board

jesskweb@gmail.com

<http://ca.linkedin.com/in/jessicakwebster>



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