

Are you LinkedIn?

Recruitment in a Social Media World

August 23, 2012

Presented by Connie Kim

A man in a yellow shirt is holding a laptop. The laptop screen displays the LinkedIn logo, which consists of the word "Linked" in black and "in" in white inside a blue square, followed by a period. The background is a blurred city street.

LinkedIn.

Introduction



Connie Kim



Corporate Recruiter - Human Resources (Contract) at
Exotic Metals Forming Company LLC
Bellevue, Washington | Aviation & Aerospace

Current **Corporate Recruiter - Human Resources (Contract) at
EXOTIC METALS FORMING COMPANY LLC**

Past Stay-at-home parent at N/A
Senior Regional Recruiter - Human Resources at
COMCAST CABLE
Corporate Human Resources Recruiter/Trainer at CHILDREN'S
HEART CENTER
[see all](#) ^

Recommendations **9** people have recommended Connie

Connections **500+** connections

Websites [Company Website](#)

Public Profile <http://www.linkedin.com/in/conniekimrecruiter>



Today we'll discuss....



What are the Benefits of using LinkedIn for Recruiting?



ALTERNATIVE RECRUITING STRATEGIES



Today we'll discuss....



LinkedIn Statistics and Trends in Hiring



ALIBORHLLALALICERITLHUSGOSALPDM



Today we'll discuss....



**How to find People
(advanced search option)**

**How to find Companies
(and follow them)**

**How to Join Groups
(Post Job Discussions for Free)**



Today we'll discuss....



**What do the
Icons mean?
(Group, Premium
Account, OpenLink,
InMail)**

3 Degrees of Separation



Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 5,672,600+ professionals — here's how your network breaks down:

1  Your Connections Your trusted friends and colleagues	549
2  Two degrees away Friends of friends; each connected to one of your connections	98,700+
3  Three degrees away Reach these users through a friend and one of their friends	5,573,300+
Total users you can contact through an Introduction	5,672,600+

63,964 new people in your network since September 18

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through [InMail](#).

Total users you can contact directly — [try a search now!](#) **26,000,000+**



“Traditional Methods” of Recruiting....



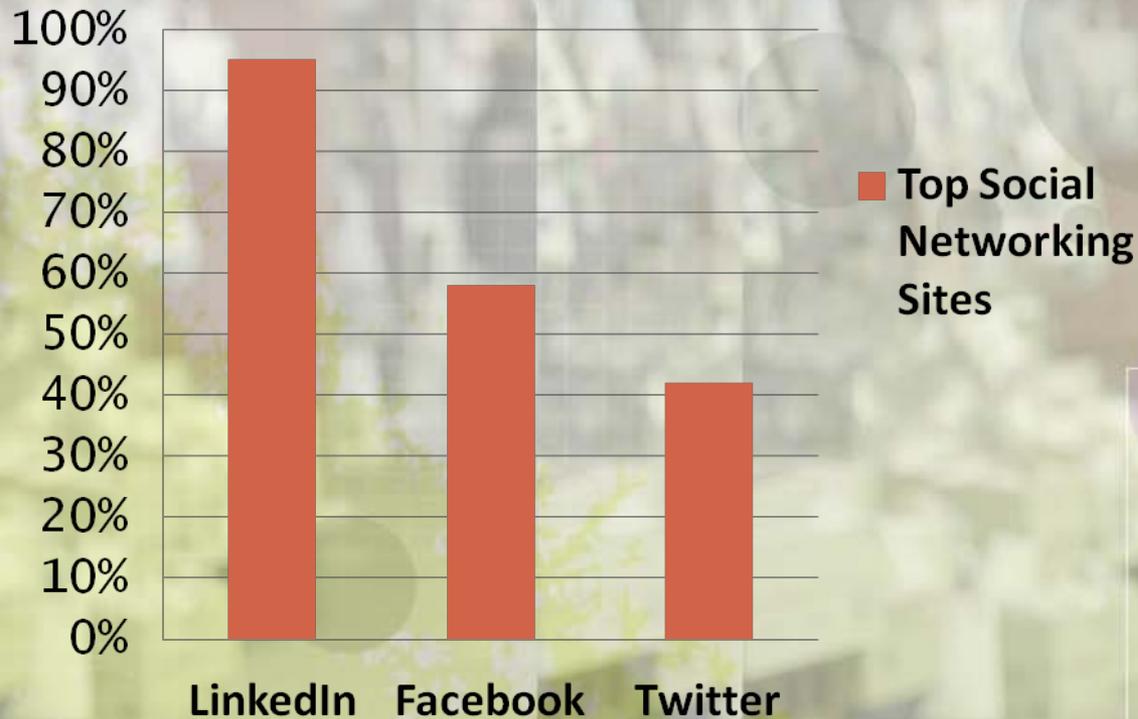
EQUALS =



Social Networking Statistics



Top Social Networking Sites



According to a recent SHRM Social Networking poll, more than one-half (56%) of organizations use social media websites when recruiting for jobs. The most utilized site is LinkedIn (95%) followed by Facebook (58%) and Twitter (42%).

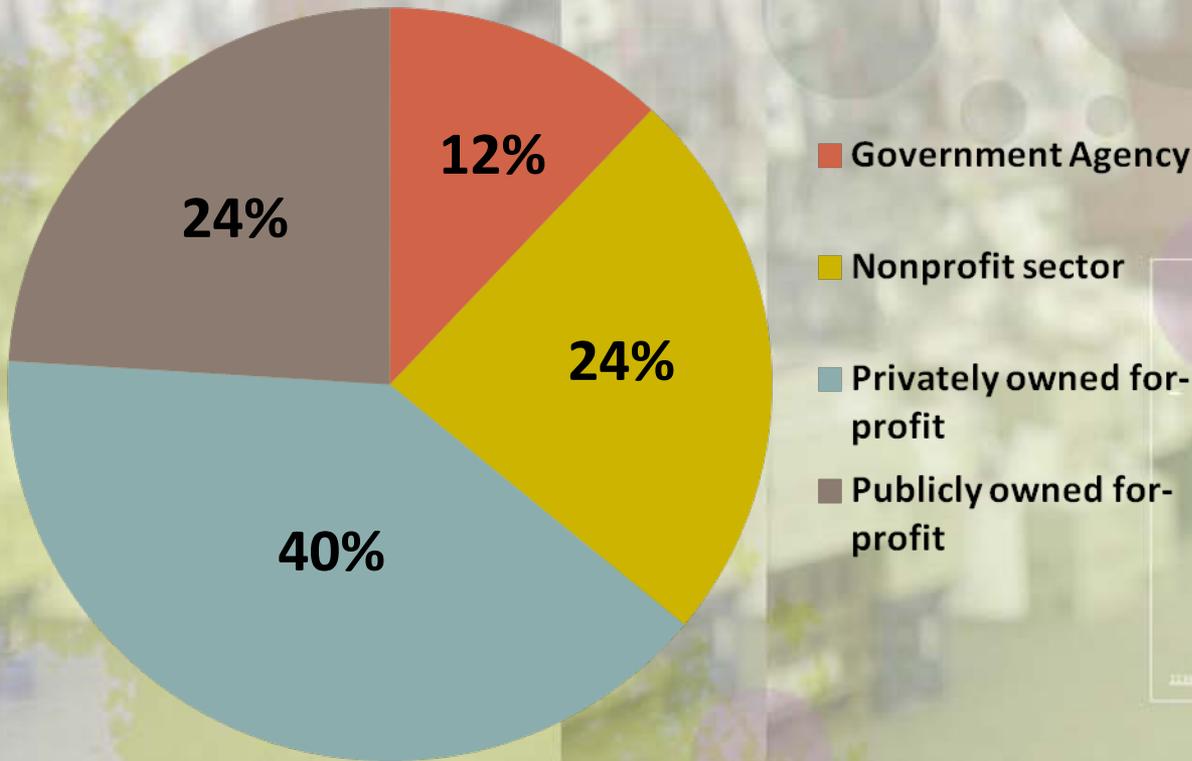
ALIBOR&LL&LA&L12&ER&L&BS&G&S&L&M&M



Organizational Demographics



Where do you fit in?



The Importance of your Profile (“Brand”)



ALIBR@L18LALQ1L76R11618560814P0M

LinkedIn People Search



LinkedIn Account Type: Talent Finder Connie Kim

Home Profile Contacts Groups Jobs Inbox Companies News More People Search...

[Find People](#) **Advanced People Search** [Reference Search](#) [Saved Searches](#)

Keywords:

First Name:

Last Name:

Location: Located in or near:

Country:

Postal Code: [Lookup](#)

Within:

Title:

Company:

School:

Industries:

- All Industries
- Accounting
- Airlines/Aviation
- Alternative Dispute Resolution
- Alternative Medicine

Groups:

- All LinkedIn Members
- Linked:Seattle
- Indeed.com
- The Recruiter Network - #1 Group for Recruiters
- Aviation Professionals (60,000+ Members)

Relationship: All LinkedIn Members

Seniority Level:

BETA

- All Seniority Levels
- Manager
- Owner
- Partner
- CXO
- VP
- Director
- Senior
- Entry
- Students & Interns
- Volunteer

Interested In: All LinkedIn Members



Invite others to join your network



Add Connections Colleagues Alumni People You May Know



Invite Chauncey to connect on LinkedIn

How do you know Chauncey?

- Colleague
- Classmate
- We've done business together
- Friend
- Groups
- Other
- I don't know Chauncey

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Connie Kim

Important: Only invite people you know well and who know you. Find out why.

[Send Invitation](#) or [Cancel](#)



OpenLink



Compose your OpenLink Message

To: Chauncey Hill

From: Connie Kim

Include my contact information

Enter the contact information you would like to share

Email:

Phone:

Category:

Subject:

Your message to Chauncey:

Chauncey is interested in:

career opportunities,
job inquiries, expertise
requests, reference
requests, getting back
in touch

Chauncey's contact advice:

Note: You have no Introductions en route. You can send 35 out at a time with your current account.



Companies



Home Profile Contacts Groups Jobs Inbox 1 Companies News More Companies Search...

Companies Home Search Companies Following (1)

Search Companies

Sort By: Relevance

2,563,494 Results

Refine By Reset

Location

- Headquarters Only
- All Locations
- United States (673437)
- United Kingdom (157896)
- Netherlands (99817)
- Canada (71037)
- Greater New York City Area (62124)

Show more...

Enter location name

Job Opportunities

- Hiring on LinkedIn (25533)

Industry

- All Industries
- Information Technology and Services (186629)
- Marketing and Advertising (133194)
- Internet (90811)
- Management Consulting (83895)
- Computer Software (78233)



IBM

Information Technology and Services

Greater New York City Area | 10,001+ employees | 687,684 followers

▶ 487 people in your network ▶ 258 job postings



Microsoft

Computer Software

Greater Seattle Area | 10,001+ employees | 516,678 followers

▼ 4,252 people in your network ▶ 4,683 job postings



Jenna Volpone (Pierce)

Staffing Consultant - Sales a...



Scott MacIntire

Recruiter



David Neal

Staffing Consultant



JOHN C Varghese

Software Development Engineer

View all 4,252 people.



Hewlett-Packard

Information Technology and Services

San Francisco Bay Area | 10,001+ employees | 795,204 followers

▼ 397 people in your network ▶ 447 job postings



Dean Da Costa SP, CIR, ...

Sr. Sourcing Lead



Allan Scott

Director Strategic Channels - ...



John Slattery

Senior Sales Executive (Indu...



Mikko Leino

Global Account Business Ma...

View all 397 people.



Oracle

Information Technology and Services

San Francisco Bay Area | 10,001+ employees | 356,472 followers

▶ 385 people in your network ▶ 301 job postings

Groups



LinkedIn Account Type: Talent Finder

Home Profile Contacts Groups Jobs Inbox 1 Companies News More Groups

[5 Testing Tips For QA - 5 Tips From Google Test Director To Improve QA. Get](#)



LinkedIn:Seattle

Discussions Members Promotions Jobs Search More...



Start a Discussion

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

Your Activity

Choose Your View **NEW**



I'm looking for advice or lack thereof. • 2 days

I have been working over training program. I have

Like

Groups you share with Jamie:



Lake Washington Human Resource Association



NorthWest Recruiters Association (NWRA)



Seattle SHRM

Note: Groups shared with the viewer are shown here. Other groups, if visible, are shown under "Additional Information".



Questions?

Contact Information

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Exotic Metals Forming Company

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ALTERNATIVE CONTACT INFORMATION

