Are you LinkedIn?
Recruitment in a Social Media World

August 23, 2012
Presented by Connie Kim
Today we’ll discuss....

What are the Benefits of using LinkedIn for Recruiting?
Today we’ll discuss....

LinkedIn Statistics and Trends in Hiring
Today we’ll discuss....

Your LinkedIn Profile
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)
Today we’ll discuss....

Premium Account Options:

- Viewers of this profile also viewed
- Save Profile Organizer
**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  
   - Count: 549

2. **Two degrees away**  
   Friends of friends; each connected to one of your connections  
   - Count: 98,700+

3. **Three degrees away**  
   Reach these users through a friend and one of their friends  
   - Count: 5,573,300+

**Total users you can contact through an Introduction**  
- Count: 5,672,600+

63,964 new people in your network since September 18

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**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!  
- Count: 26,000,000+
“Traditional Methods” of Recruiting....

Newspaper Ads

Job Fairs

Job Boards
EQUALS =
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%).
The Importance of your Profile ("Brand")
It’s all about Connecting!

Connect

- Ask Barack For More Info
- Get introduced through a connection
- Search for references
- Save Barack’s Profile
Invite others to join your network

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
Compose your OpenLink Message

To: Chauncey Hill
From: Connie Kim

Include my contact information

Enter the contact information you would like to share

Email: connie.kim@exoticmetals.com

Phone:

Category: Choose...

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.
5 Testing Tips For QA - 5 Tips From Google Test Director To Improve QA. Get

Linked:Seattle

Start a: Discussion

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

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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