



LinkedIn - Finding Opportunities -

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Why?

- ▶ Why have you come?
- ▶ What are you hoping to learn?
- ▶ Finish the following sentence in the chat:
Today's workshop would be a success for me if...





AGENDA

- ▶ What is LinkedIn?
- ▶ What is a relevant company/contact for you?
- ▶ Search strategies and tools on LinkedIn
- ▶ Finding your keywords
- ▶ Optimizing your profile for what you seek

- ▶ Learning outcomes:
 - ▶ Understand what LinkedIn is and how it works
 - ▶ Knowledge about relevant search tools and strategies for LinkedIn
 - ▶ Understand how you find your own keywords
 - ▶ Knowledge about how you can use the above to improve your profile



What is LinkedIn?

New! Events

Profiles

Mentor
(career advice)

ProFinder (US)

Jobs

Groups



Messaging

Alumni

Company pages

Slideshare

LinkedIn Blogs &
Annual reports

CV builder (US)
(word 365 integration)

LinkedIn
Publishing

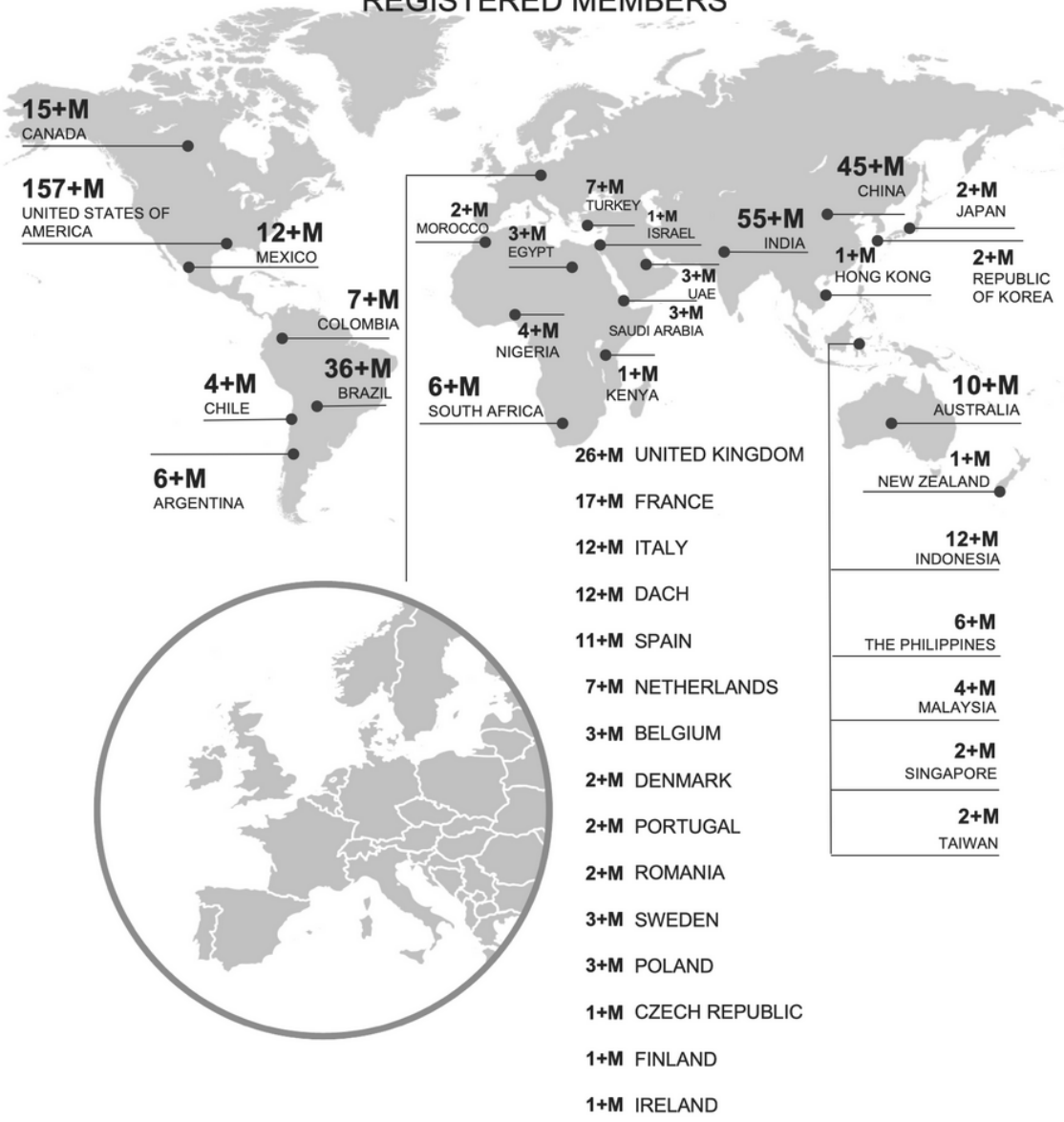
Campaign
manager \$

Recruiter \$

Learning \$

Sales Navigator \$

610,000,000+ REGISTERED MEMBERS



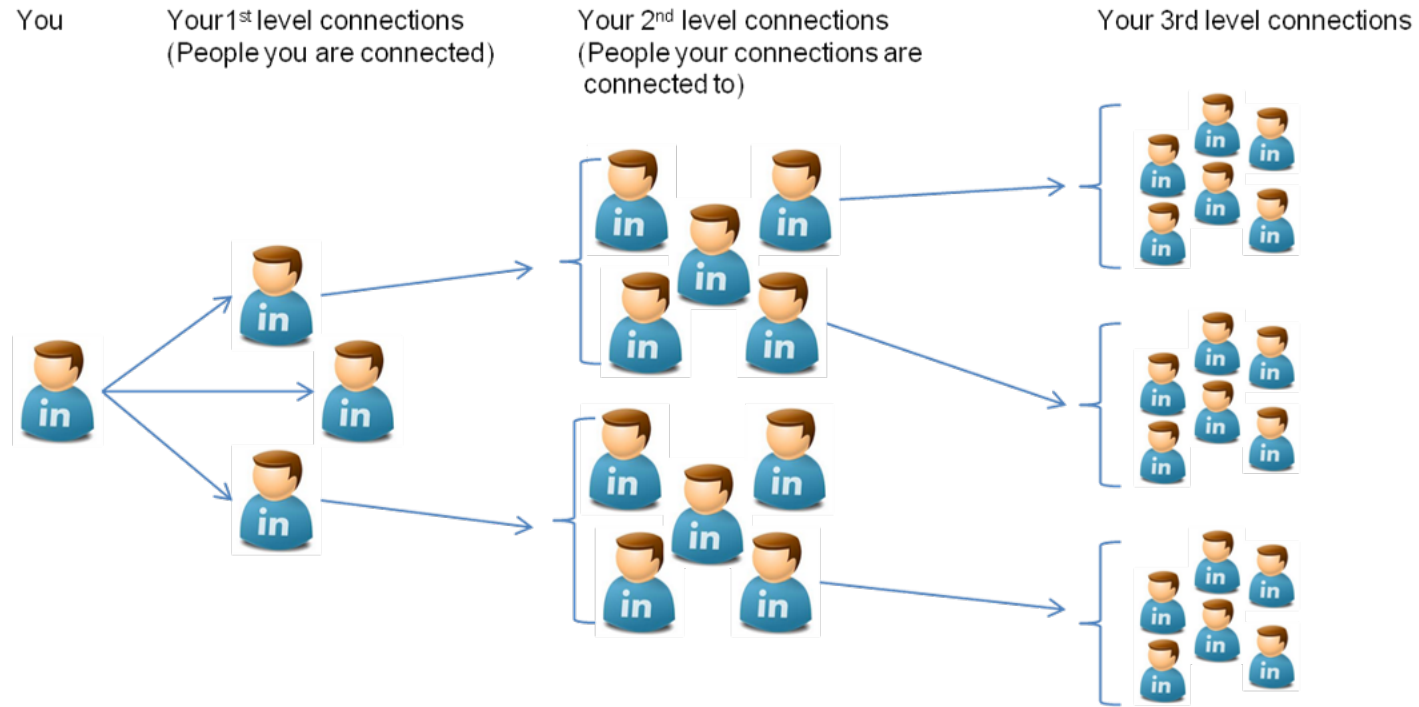
- ▶ Denmark: 2.600.000+
- ▶ Copenhagen: 870.000+
- ▶ Central region: 430.000+
- ▶ Northern region: 160.000+
- ▶ Funen: 150.000+
- ▶ Southern region: 220.000+

- ▶ Europe: 140.000.000+
- ▶ United States: 160.000.000+

**numbers from LinkedIn Campaign Manager
13.09.2019*

Width and depth of your network

Connections vs. relations





3 reasons to have a profile on LinkedIn

51 % of Danish employers uses LinkedIn as a channel for recruitment (2019)

54 % of Danish employers use their company page on LinkedIn to share new jobs (2018)

67 % of Danish employers is researching a future employee via LinkedIn during the recruitment process (2016)

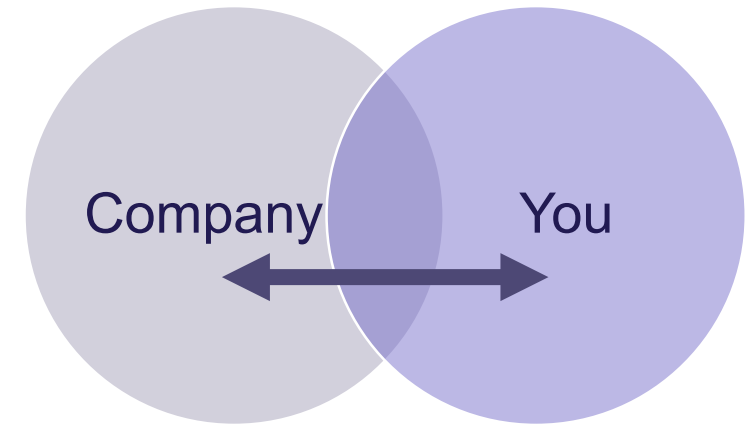
RELEVANCE

- ▶ For you (what's in it for me?)
- ▶ For what you can offer?
- ▶ For what you're trying to accomplish?

- ▶ For the company (what's in it for them?)
- ▶ For what they are trying to achieve
- ▶ For their strategy and goals
- ▶ For their current problems

Reflections for you:

- ▶ What is it you are trying to find?
- ▶ Why is this relevant for you and your profile?
- ▶ Why is your profile relevant to the company/contact?



relevance noun

rel-e-vance | \ 're-lə-vən(t)s \

Definition of *relevance*

- a** : relation to the matter at hand
b : practical and especially social applicability : [PERTINENCE](#)
// giving *relevance* to college courses
- : the ability (as of an information retrieval system) to retrieve material that satisfies the needs of the user

3.2 Fallacies of Relevance

- **Appeal to the People (bandwagon)** occurs when the person who commits the fallacy appeals to the popularity of something (a point of view a product, etc.) in order to support a conclusion.
- Example: “You should buy the latest Toshiba laptop. Everyone is buying it.”





Methods and search-tools

- ▶ Open search
 - ▶ People
 - ▶ Companies
 - ▶ Content
 - ▶ (Groups)
- ▶ LinkedIn Alumni
- ▶ LinkedIn Jobs

- ▶ Filtering
- ▶ "try searching for"
- ▶ Advanced searching with boolean parameters



Photo by Thomas Aeschleman on Unsplash



SEARCH STRATEGIES

- ▶ Education **title** – cand.scient.soc
- ▶ Education **name** – sociology
- ▶ **Profession** – sociologist
- ▶ **Skills**, Subjects from the study – Evaluation, data processing, surveys, social inheritance etc.

- ▶ Tips and tricks
 - ▶ It can be beneficial to do searches in multiple languages
 - ▶ The trick is to find the "right" keywords in regards to what you are looking for
 - ▶ How are people "talking" about what interests you?





Live Demo

- ▶ Open search
- ▶ Alumni
- ▶ Jobs



A long-exposure photograph of a graffiti-covered hallway. The walls are covered in colorful graffiti, and the floor is dark. A glowing light trail, composed of red, orange, and white lines, forms a question mark shape in the center of the hallway. A white rectangular box is overlaid on the center of the image, containing the text "QUESTIONS?".

QUESTIONS?

Find and follow relevant companies

- Which companies are market leading within your profession / field of interest?



Find and follow/connect to relevant profiles

- ▶ Which profiles are influential and a significant voice in your profession?
 - ▶ Researchers
 - ▶ Professionals / specialists / experts



Find your keywords

- ▶ Curriculum
 - ▶ <https://studieordninger.aau.dk/>
- ▶ Course description on Moodle
- ▶ AAU Program webpage
- ▶ AAU Project library
 - ▶ <https://projekter.aau.dk/projekter/en/>
- ▶ AAU LinkedIn Alumni
 - ▶ <https://www.linkedin.com/school/aalborg-universitet/people/>



FIND YOUR KEYWORDS - CASEEXAMPLE:

Culture, communication and globalization (CCG)

Keywords from curriculum

- ① The overall objectives of the acquisition of knowledge and understanding are that students will be able to:
 - ① acquire theoretical knowledge of **cultural and social aspects** of **globalization** processes
 - ① build theoretical knowledge of **communication between cultures** as well as **social identity formation** processes in the global world
- ① The overall objectives for the acquisition of skills are that students will be able to:
 - ① master scientific methods and tools and master general skills related to occupation within **culture, communication** and **globalization**
 - ① **analyze communication situations** and **communicate between and across cultures** in the global reality

Streams (specializations)

- ① **Consumption and Market Communication: consumer studies** and **market communication**, with a special focus on **intercultural communication** and **culture studies**
- ① **Organization and Leadership: organizational culture** and **management**, with a special focus on **intercultural understanding** and **multi-cultural management**
- ① **International Relations and the Global Order**: international issues, with a special focus on **global political, financial, social** and **cultural relations** and processes
- ① **International Migration and Ethnic Relations: International migration**, with a special focus on issues relating to **migration movements, integration policies** and **ethnic relations**.

Moodle: Applied methods, Market&Consumption (CCG):

- ① Research designs, Ethnography, Netnography, Narrative analysis, etc...

General

CCG

CURRICULUM

SPECIALISATION

SKILLS/TOPICS

Specific





Your keywords?

- ▶ In the chat: give examples of keywords from your education:
 - ▶ General:
 - ▶ Specific:



BOOLEAN SEARCHING

- ▶ Boolean searching on LinkedIn

- ▶ OR, AND, NOT, ""
- ▶ Has to be in CAPITAL letters!!

- ▶ Example. Search for a Java engineer not working at LinkedIn:

▶ (Java **OR** J2EE **OR** JSP) **AND** (Engineer **OR** Architect **OR** Lead) **NOT** LinkedIn

- ▶ Sorting your results with filters

- ▶ From CCG example:

- ▶ cultural and social aspects of globalization processes
- ▶ Culture OR "social aspect" AND globalisation





LINKEDIN JOBS

- ▶ Fill out Career interests
- ▶ Open to opportunities
 - ▶ Only share with recruiters
 - ▶ Share with all members of LinkedIn

Career interests Privacy settings

Showing recruiters you're open is now on your profile
At the top of your profile you can choose the titles, locations, and job types you're open to. You can control who sees you're open to opportunities.

[Go to profile](#)

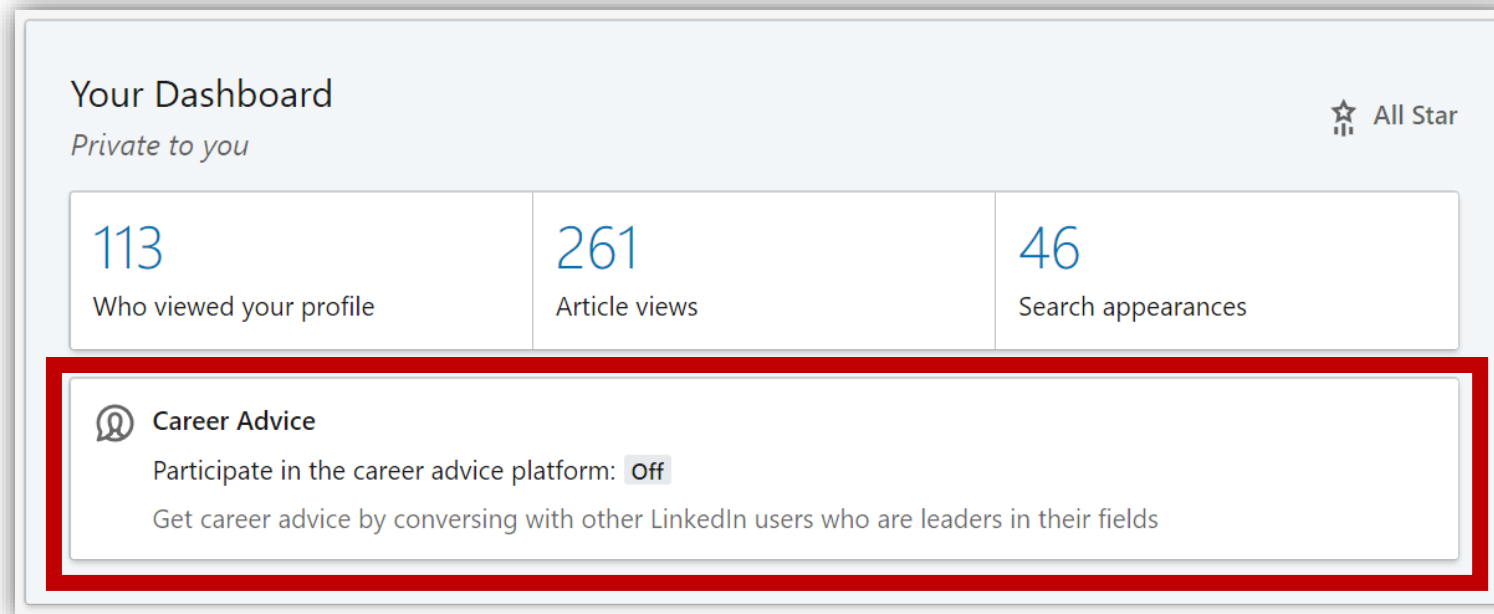
Commute preferences
This is only used for your job recommendations and commute times.

45 minute drive from home Change ▾
Okapivej 9 Randers



CAREER ADVICE

▶ <https://www.linkedin.com/opportunities/career-advice/>




The screenshot shows a LinkedIn dashboard titled "Your Dashboard" with the status "Private to you" and an "All Star" icon. It features three summary cards: "Who viewed your profile" (113), "Article views" (261), and "Search appearances" (46). A red rectangular box highlights the "Career Advice" section, which includes a toggle switch for "Participate in the career advice platform" set to "Off" and a descriptive sentence: "Get career advice by conversing with other LinkedIn users who are leaders in their fields".

Your Dashboard ☆ All Star

Private to you

113 Who viewed your profile	261 Article views	46 Search appearances
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 **Career Advice**
Participate in the career advice platform: Off
Get career advice by conversing with other LinkedIn users who are leaders in their fields





QUESTIONS?



Evaluating your search strategy and profile

- ▶ Make sure to write down/save your best searches
 - ▶ What works and what doesn't?
- ▶ Based on the keywords that you find is working for you - you now have a clue to how you can adjust your profile to better signal what you are looking for.



THANKS FOR JOINING THE WEBINAR



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