LinkedIn
- Finding Opportunities -

André Bjørn Nielsen – AAU Career
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?

Profiles
Groups
Alumni
Slideshare
LinkedIn Blogs & Annual reports
CV builder (US) (word 365 integration)
LinkedIn Publishing
Recruiter $
Learning $
Sales Navigator $
Mentor (career advice)
ProFinder (US)
Jobs
Messaging
Company pages
New! Events
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)

See more at www.ballisager.com
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

**Definition of relevance**

1. a : relation to the matter at hand
   b : practical and especially social applicability : PERTINENCE // giving relevance to college courses

2. : 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
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
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/](https://studieordninger.aau.dk/)
- Course description on Moodle
- AAU Program webpage
- AAU Project library
  - [https://projekter.aau.dk/projekter/en/](https://projekter.aau.dk/projekter/en/)
- AAU Linkedin Alumni
  - [https://www.linkedin.com/school/aalborg-universitet/people/](https://www.linkedin.com/school/aalborg-universitet/people/)
The overall objectives of the acquisition of knowledge and understanding are that students will be able to:

- acquire theoretical knowledge of **cultural and social aspects of globalization** processes
- build theoretical knowledge of **communication between cultures** as well as **social identity formation** processes in the global world

The overall objectives for the acquisition of skills are that students will be able to:

- master scientific methods and tools and master general skills related to occupation within **culture, communication and globalization**
- analyze communication situations and communicate between and across cultures in the global reality

**Streams (specializations)**

- **Consumption and Market Communication**: consumer studies and market communication, with a special focus on intercultural communication and culture studies
- **Organization and Leadership**: organizational culture and management, with a special focus on intercultural understanding and multi-cultural management
- **International Relations and the Global Order**: international issues, with a special focus on global political, financial, social and cultural relations and processes
- **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):**

- Research designs, Ethnography, Netnography, Narrative analysis, etc…
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 ADVICE

https://www.linkedin.com/opportunities/career-advice/

Your Dashboard
Private to you

113
Who viewed your profile

261
Article views

46
Search appearances

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

WWW.KARRIERE.AAU.DK