Using LinkedIn to Enhance Your Networking Efforts

Presented by Elayne Chou, Ph.D.

Brought to you by the Caltech Alumni Association
Meet Elayne

Elayne Chou
Organizational Consultant, Career Counselor
San Francisco Bay Area | Professional Training & Coaching

Current
Leadership Alliance, Inc., Elayne Chou Career Counseling and Consulting Services, Alumni Association of the University of Michigan

Previous
UC Berkeley, Asian American Psychological Association, Asian Pacific Psychological Services

Education
The Ohio State University

www.linkedin.com/in/elaynechou/
Networking v. Marketing

- Networking is building relationships
- Bring in elements of marketing
- Focus on the fundamentals of effective networking
Your Networking Strategy
The Importance of Keywords

- Include keywords in your:
  - Headline
  - Summary
  - Specialties
  - Experience: Job Titles (extra weighting in search algorithm)
  - Experience: Description of Jobs
  - Recommendations
  - Skills (extra weighting in search algorithm)
Optimizing Your Headline

Examples:
- Client-focused, Big Idea Salesperson
- Recent Ohio State Honors Grad and Publishing Intern
- IT Project Manager Seeking New Opportunity
- Senior Public Relations and Internal Communications Executive
- Experienced Urban Planner seeking Community Planning & Development Opportunities
- Data Scientist and International Speaker & Author
LinkedIn Recommendations

Preferred Partner of Career Coaching for the Alumni Association of the University of Michigan
Alumni Association of the University of Michigan

Louise E. Jackson
Career Services Coordinator: Alumni Association of the University of Michigan

“I had the pleasure of working with Elayne as a consultant and speaker for the Alumni Association Career Teleseminar and Webinar series. Not only did Elayne meet deadlines without any prompting, but she was always available and flexible to review, redraft and adjust based on our changing alumni needs and interests. She was timely, organized and an engaging speaker on career... more

November 19, 2013, Louise E. was Elayne's client
Using LI Groups to Connect

Group Profile

Private group. To request membership, click Join and your request will be reviewed by the group manager.

Connect and share news and insights from your experience in science policy.

This group is for Caltech alumni, current students and post-docs who are members of the Caltech Alumni Association.

About this Subgroup

Created: June 4, 2013
Type: Alumni Group
Members: 13
Subgroups: 11
Owner: Alexx Tobeck
Managers: Bon Tomlin and Andrea Rulo,

Other Subgroups
- Caltech Alumni in Asia
  8 members | Share | Join
- Caltech Alumni Finance Professionals
  309 members | Share | Join
- Caltech Alumni in Europe
  51 members | Share | Join
- Career Help - Ask a Teacher (CHAT) Network
  86 members | Share | Join
- Caltech Alumni Entrepreneurs
  16 members | Share | Join
- Caltech Alumni CleanTech Professionals
  68 members | Share | Join
- Caltech Alumni Law Professionals
  176 members | Share | Join
- Caltech Alumni Medical Professionals
  5 members | Share | Join
- Caltech Alumni MBA Professionals

People Also Explored

- Caltech Alumni Association
  + Join
- Caltech Alumni Entrepreneurs
  + Join
- Caltech Alumni in Asia
  + Join
- Caltech Alumni Medical Professionals
  + Join
- Career Help - Ask a Teacher (CHAT) Network
  + Join
- Caltech Alumni Finance Professionals
  + Join
- Caltech Alumni Law Professionals
  + Join
- Caltech Alumni in Europe
  + Join
Job Hunting on LinkedIn

- 70% of jobs are found through networking
- 85% of employers say that a positive online reputation influences their hiring decisions
- 94% of recruiters use social media as part of their recruiting strategy

- Get your profile 100% complete
- Get connected to over 250 1st level people
- Join up to 50 LinkedIn groups
Top 10 Tips for Networking Success on LinkedIn

1. Create a complete profile
2. Present yourself well!
3. Include media that displays your work
4. Ask for recommendations
5. Increase visibility
6. Improve connectability
7. Join groups like CHAT Network
8. Update your profile quarterly
9. Save searches to save time
10. Behave professionally at all times
Questions & Answers

Thank you!

Connect with me on LinkedIn:
http://www.linkedin.com/in/elaynechou/

Caltech Alumni Association LinkedIn Tutorials
http://connect.caltech.edu/career-help-and-how-to