



Leveraging LinkedIn for more effective job search

Presented by: Jeff Coltman

House Keeping



LINKEDIN IS NOT PERFECT
AND IN A STATE OF
CONSTANT CHANGE!



WE WILL COVER THE
DESKTOP VERSION OF THE
APPLICATION, NOT MOBILE.



EVERYTHING WE COVER
TODAY WILL BE UTILIZING
THE FREE LINKEDIN
ACCOUNT



Risk

60th ANNIVERSARY
Deluxe Edition

AMERICA	5	ASIA	7
S. AMERICA	2	EUROPE	5
AFRICA	3	AUSTRALIA	2

4		40
6	20	45
8	25	50
10	30	55
15	35	60



**LinkedIn is a
Game!**

Key Terms



Connections: Your 'Connections' are a list of 1st tier connections – these are people you are directly connected to, like Facebook Friends.



Keywords: words that are relevant to your target industry and job role. These can appear ANYWHERE on your profile.



Skills: keywords that you can add to your profile that are searchable.



Visibility: LinkedIn has rules. By leveraging those rules with key words, skills, connections, and activity, your profile will be seen by more people in the community and your target industry.

LinkedIn

By the numbers

- Founded in 2003
- 3 millions jobs posted monthly
- 57% of LinkedIn use is on mobile
- More than 90% recruiters use LinkedIn regularly
- Microsoft paid \$26.2 BILLION for LinkedIn
- The average user is on LinkedIn 17 minutes/month.
- “Motivated” is the most over used word on LinkedIn in 2014, and 2015

*Stats provided by omnicoreagency.com



Where to start



Your personal brand is
what people say about
you when you're not in the
room.

JEFF BEZOS

CEO of Amazon

Profile Photo

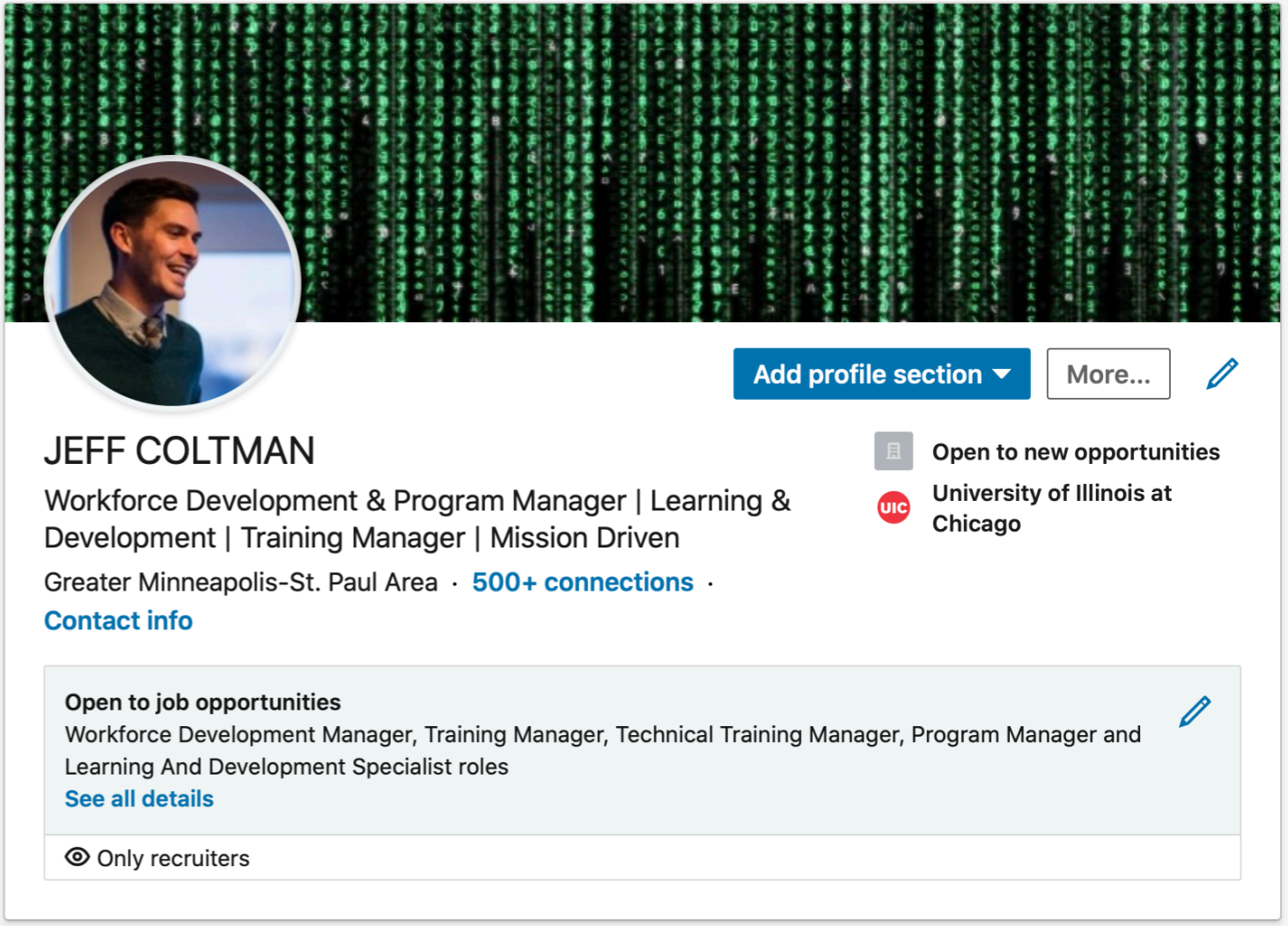


- You **MUST HAVE** a good photo if you are looking for work on LinkedIn.
- According to LinkedIn, a profile with a photo is upwards to 21x **MORE** likely to be viewed than a profile without a photo.
- Your photo is part of your brand. You don't need a 3-piece suit, but you **MUST** look presentable.

Background image

- This coincides with your profile photo and is key to a complete profile.
- Some tips:
 - Keep these photos relevant to the work you do or your passion. No family reunion selfies.
 - Keep them high resolution. No one likes looking at a blurry photo.
 - Again, this is a key area to brand yourself. Think about imagery associated with the work you do

**Your image should be 1,584 by 396 pixels for the best results.*




JEFF COLTMAN

Workforce Development & Program Manager | Learning & Development | Training Manager | Mission Driven

Greater Minneapolis-St. Paul Area · **500+ connections** · [Contact info](#)

[Add profile section](#) [More...](#)


[Open to new opportunities](#)

 University of Illinois at Chicago

[Open to job opportunities](#)

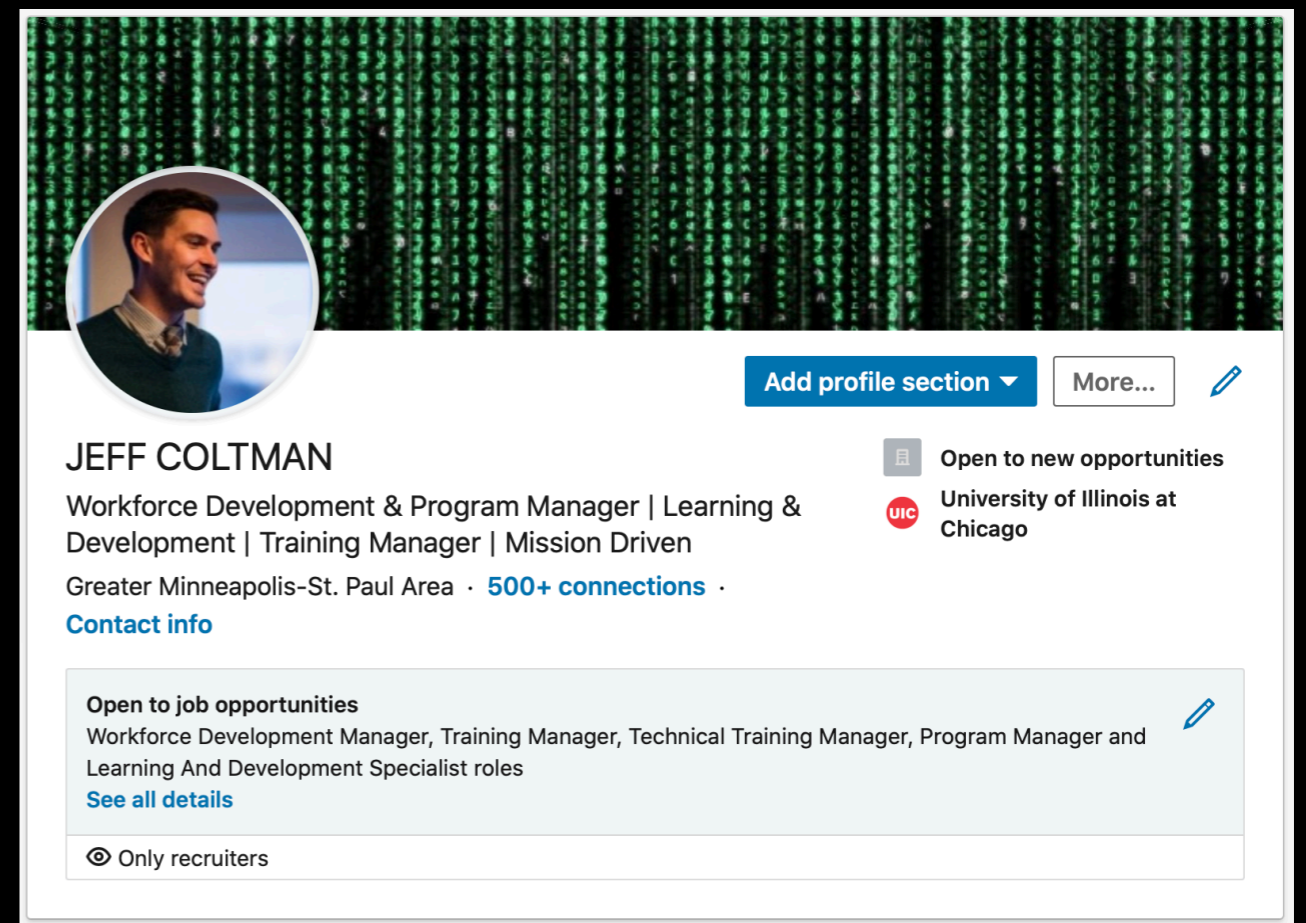
Workforce Development Manager, Training Manager, Technical Training Manager, Program Manager and Learning And Development Specialist roles

[See all details](#)

 Only recruiters

Contact information

- Include additional contact information including websites.
- customize how you would like people to contact you: i.e., mobile/home phone, work/personal email.
- access your contact information by clicking the “See Contact Info” button on your profile page.



The screenshot shows a LinkedIn profile for Jeff Coltman. The profile header includes a circular profile picture of a man in a dark sweater, a blue 'Add profile section' button, and a 'More...' button with an edit icon. Below the header, the name 'JEFF COLTMAN' is displayed, followed by his current role: 'Workforce Development & Program Manager | Learning & Development | Training Manager | Mission Driven'. His location is 'Greater Minneapolis-St. Paul Area' and he has '500+ connections'. A 'Contact info' link is visible. To the right, there are two status indicators: 'Open to new opportunities' with a calendar icon and 'University of Illinois at Chicago' with the UIC logo. Below this, a section titled 'Open to job opportunities' lists roles: 'Workforce Development Manager, Training Manager, Technical Training Manager, Program Manager and Learning And Development Specialist roles', with a 'See all details' link and an edit icon. At the bottom, a privacy setting shows 'Only recruiters' with an eye icon.

Customize your
LinkedIn URL

www.linkedin.com/in/jeffreycoltman

Is a lot nicer looking than

www.linkedin.com/in/jeffreycoltman%input/out7wpa/*&adn4?sligh#_0and/outsource-basss456 [input/out7wpa/*&adn4?sligh#_0and/outsource-basss456](http://www.linkedin.com/in/jeffreycoltman%input/out7wpa/*&adn4?sligh#_0and/outsource-basss456) [input/out7wpa/*&adn4?sligh#_0and/outsource-basss456](http://www.linkedin.com/in/jeffreycoltman%input/out7wpa/*&adn4?sligh#_0and/outsource-basss456)

Customize your LinkedIn URL



[Back to LinkedIn.com](#)



Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



JEFF COLTMAN

500+
connections

► Mission Driven ► Strategic Workforce
Development Manager ► Career and Technical
Training ► "We have the technology!"

Greater Minneapolis-St. Paul Area
| Nonprofit Organization Management

Current	New Horizons Computer Learning Centers Minnesota
Previous	National Able Network
Education	University of Illinois at Chicago

Edit URL

Personalize the URL for your profile.

www.linkedin.com/in/jeffreycoltman

Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

Edit Visibility

You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

LinkedIn Headline

Headlines | YOUR BRAND

JEFF COLTMAN

Career Services Manager | Workforce Development & Program
Manager | Career & Technical Training

Greater Minneapolis-St. Paul Area · **500+ connections** ·

[Contact info](#)

- This section allows for 120 characters. Don't be afraid to use them.
- Headlines like "Seeking Employment" are not effective as they could be. Utilize this space to brand yourself
- You're positioning yourself for a future potential job

Headline | Title

Approach one:

Make yours simple and value driven

Customer Support Representative | Helping software start-ups manage and grow their social media to drive more sales

I help coaches and consultants generate an additional \$10,000-20,000 per month via video ads



Headline | Title

- Use titles that are highly likely to be searched.
- Use multiple variations of job titles.
- Ex:
 - Systems Administrator | Network Engineer | Microsoft Administrator | IT Security
 - Office Manager | Executive Assistance | Administrative Assistant | Chief of Staff

LinkedIn 'About' section

LinkedIn 'About' Section

- A good LinkedIn 'About' is a business card, an elevator pitch, and an 'about me' all wrapped up in a nice package.
- LinkedIn allows for 2000 characters in this section. Use them.
- LinkedIn Changes: By Default, LinkedIn will only show the first 3 lines of this section unless someone clicks "Show More."

Basics

- Who are you? What do you do? What are you looking for?
- Mention special project or accomplishments. Tell your story.
- Utilize the white space
- Add contact details (yes, in addition to the dedicated contact page)

About



Let's Talk!
jeffcoltman2@gmail.com
815.601.6615

I'm an innovative and resourceful non-profit and private sector manager. I provide training consultation and job development resources for non-profit, community, individual, and corporate partners. I provide an unflinching focus on project management and networking practices that lead to net positive economic impact. I build and develop programs that take full advantage of agency resources while producing top-notch outcomes.

→ That was a lot of words ←

Here's the deal:

My first 'job' was detasseling corn; I can't say I miss that. My worst job was walking dogs through the bitter Chicago cold; I can't say I miss that either. Now I spend time efficiently operating technical training and job readiness programs.

In short, I enjoy providing a valued service to the community.

I also present a variety of unique workforce development seminars to local agency participants and Minnesota Workforce (CareerForce) Centers. I am always expanding my offerings and would love to chat about your agency needs.

Past topics include:
WIOA policy
LinkedIn for Jobs Search
Personal Branding

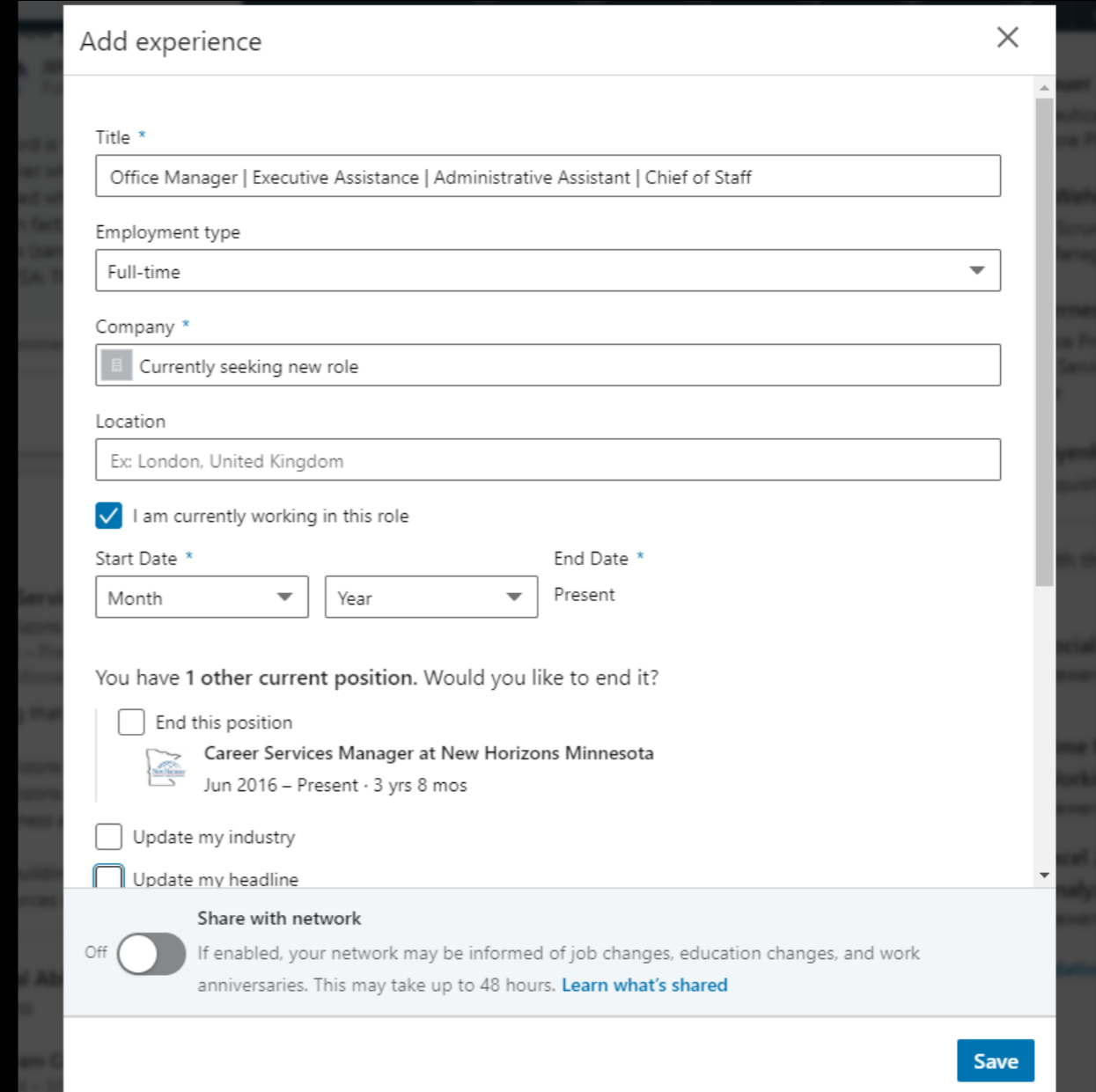
Let's Talk!
815.601.6615
jeffcoltman2@gmail.com

Workforce Development & Program Manager | Career Services Manager | Career & Technical Training | Public Speaking

Other components of LinkedIn

Current Position

- Make sure, even if you are not currently working, that you have a ‘current position!’
- This will trigger most recruiter search parameters.
- You can change the “Company Name” to ANYTHING. Including “Currently seeking new opportunities” or “studying at New Horizons”



The screenshot shows the LinkedIn 'Add experience' form. The title field contains 'Office Manager | Executive Assistance | Administrative Assistant | Chief of Staff'. The employment type is set to 'Full-time'. The company field is set to 'Currently seeking new role'. The location is 'Ex: London, United Kingdom'. The checkbox 'I am currently working in this role' is checked. The start date is set to 'Month' and 'Year', and the end date is 'Present'. Below the form, there is a section for 'You have 1 other current position. Would you like to end it?' with a checkbox 'End this position' and a list item 'Career Services Manager at New Horizons Minnesota Jun 2016 – Present · 3 yrs 8 mos'. There are also checkboxes for 'Update my industry' and 'Update my headline'. At the bottom, there is a 'Share with network' toggle switch set to 'Off' and a 'Save' button.

Add experience

Title *
Office Manager | Executive Assistance | Administrative Assistant | Chief of Staff

Employment type
Full-time

Company *
Currently seeking new role

Location
Ex: London, United Kingdom

I am currently working in this role

Start Date *
Month Year

End Date *
Present

You have 1 other current position. Would you like to end it?

End this position
Career Services Manager at New Horizons Minnesota
Jun 2016 – Present · 3 yrs 8 mos

Update my industry

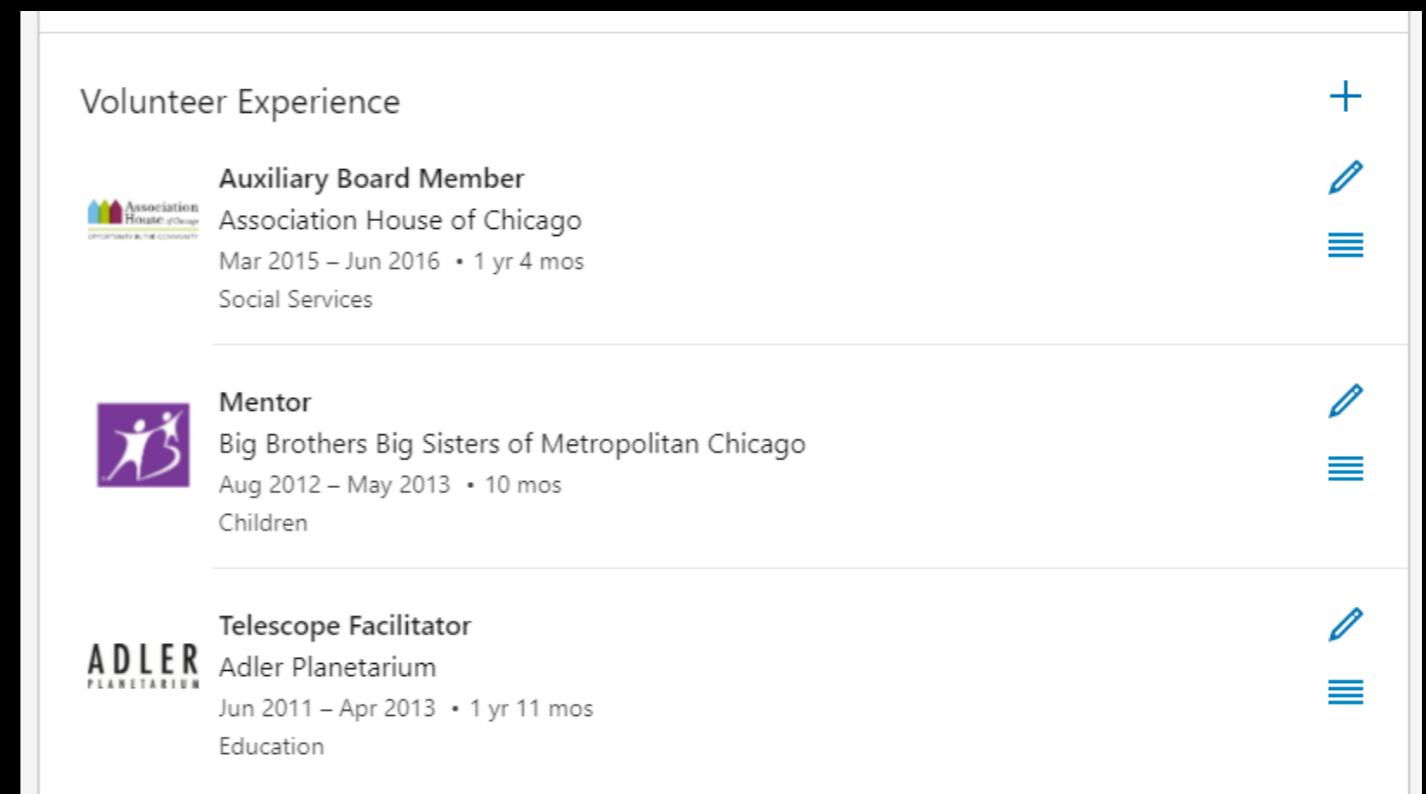
Update my headline

Share with network
Off If enabled, your network may be informed of job changes, education changes, and work anniversaries. This may take up to 48 hours. [Learn what's shared](#)




Save

- Unlike a resume, you can get a little more detailed with experience and education in your LinkedIn profile.
- Your “Experience” section showcases your work history and past duties. This is an essential part of your profile.
- Your “Education” section is essential as well. This can include formal or informal education in addition to degrees, certifications, etc.
- You can also add “Volunteer Experience,” as I have. This can be a great way to fill any employment gaps.

Experience and education



The screenshot displays the 'Volunteer Experience' section of a LinkedIn profile. It features three entries, each with a logo, title, organization name, dates, and a category. Each entry has a plus sign, a pencil icon, and a menu icon to its right.

Logo	Title	Organization	Dates	Category	Actions
	Auxiliary Board Member	Association House of Chicago	Mar 2015 – Jun 2016 • 1 yr 4 mos	Social Services	+ ✎ ☰
	Mentor	Big Brothers Big Sisters of Metropolitan Chicago	Aug 2012 – May 2013 • 10 mos	Children	✎ ☰
	Telescope Facilitator	Adler Planetarium	Jun 2011 – Apr 2013 • 1 yr 11 mos	Education	✎ ☰

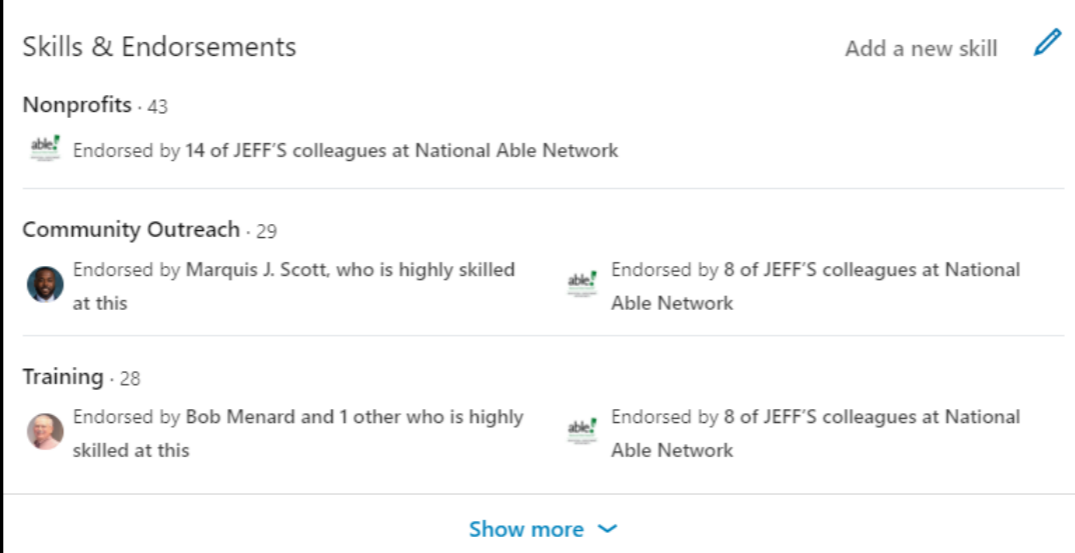
Skills, Endorsements, recommendations, oh my!

- A Skill is something that you are good at and can 'tag' on your LinkedIn profile.
- A skill endorsement is a one-click way for your connections to endorse the skills listed on your profile.
- A recommendation is a written statement of endorsement received from a connection. You can request recommendations from your connections, as well as proactively recommend your connections.

Featured Skills


- Skills are a great way to quickly show people what you know.
- LinkedIn allows you to list a few dozen skills. It is important that you include skills relevant to your professional goals.
- Note: LinkedIn will only make your 3 highest ranked skills visible without clicking “Show more.”

Add skills here






The screenshot shows the LinkedIn 'Skills & Endorsements' section. At the top right, there is a link 'Add a new skill' with a pencil icon. Below this, the section is divided into three categories: 'Nonprofits' (43 skills), 'Community Outreach' (29 skills), and 'Training' (28 skills). Each category has a small 'able' logo and text indicating endorsements. For 'Nonprofits', it says 'Endorsed by 14 of JEFF'S colleagues at National Able Network'. For 'Community Outreach', it shows two endorsement snippets: 'Endorsed by Marquis J. Scott, who is highly skilled at this' and 'Endorsed by 8 of JEFF'S colleagues at National Able Network'. For 'Training', it shows 'Endorsed by Bob Menard and 1 other who is highly skilled at this' and 'Endorsed by 8 of JEFF'S colleagues at National Able Network'. At the bottom of the section, there is a 'Show more' link with a downward arrow.


Skills and Endorsements


Skills & Endorsements Add a new skill 

Nonprofits · 43


 Endorsed by 14 of JEFF'S colleagues at National Able Network


Community Outreach · 29  


 Endorsed by Marquis J. Scott, who is highly skilled at this

 Endorsed by 8 of JEFF'S colleagues at National Able Network

Training · 28

 Endorsed by Bob Menard and 1 other who is highly skilled at this

 Endorsed by 8 of JEFF'S colleagues at National Able Network

[Show more](#) 

Final note on skills

- If someone searches LinkedIn for “interactive design” and one person has 36 endorsements for that term and someone else has 99+, which person will LinkedIn show higher in the search results, all other things being equal?
- LinkedIn says people who list at least 5 skills get up to 17x more profile views
- When listing your skills, list skills we wouldn't assume you already have.

Recommendations


- “A recommendation is a statement that is written by a LinkedIn member to recognize or commend a connection, such as a colleague, business partner, or student. People who view your profile will often read the recommendations you've received from your connections to see what others have to say about your work.”
 - LinkedIn Direct
- **You can request recommendations** from your 1st-degree connections who value your work, services, or products, such as managers, colleagues, co-workers, customers, and clients.

Recommendations




Sean and Jessica both wrote these recommendations after working with a colleague of mine.

Received (4) Given (2)




Sean Gomez
Associate at Sandler Training
by The Roger Wentworth
Group
June 5, 2015, Chip was senior to
Sean but didn't manage directly

Chip Nelson was one of the most inspiring managers I have ever worked for. I would gladly work for him again. The vision that he brought to our department, took us out of working independently in our own markets, to a centralized model that leveraged focused expertise to support each market with uniformity. Chip has grown and matured the services we offer beyond what most had expected. I wish him well in his new endeavors.



Jessica Bell
Sr. Career Consultant YOUR
BEST BET, SUPPORT OUR
VETS!
May 20, 2015, Jessica reported
directly to Chip

Chip is more than a talented business developer and motivator. I saw first hand the results of his unstoppable attitude and ability to transfer his confidence to his team.
I've have had the privilege of working with Mr. Nelson for little more than 18 months and in that time I have known him to be a well-grounded and down to earth business partner and colleague. As the Senior Vice President of New Horizons Consumer Department Chip is a calculated risk taker, a pragmatic leader and a realist who seems to grasp ideas holistically while still taking note to the more acute details. I found this to be incredibly valuable in working with him, as it allows me the ability to explore and understand nearly all possible perspectives to an idea and has increased process improvements and the support for me to the successful.
He continually delivers results, goes above and beyond in providing exceptional leadership and support. Chip is result driven and knows how to apply different techniques to get the proper results. Honestly I can say he has changed New Horizons forever and I am looking for another great year.

[Show more](#) 

Recommendations

Asking for Recommendations:

- Explain exactly WHY you need the recommendation, WHAT it is for, and provide some examples of what you would like to see included.
- Be willing to provide recommendations in return.

Example

“Hi John-

Hopefully, you have been doing well since we last spoke! I am reaching out because, as my job search continues, I would appreciate a LinkedIn recommendation for the work I did when I was on your team

I know you are busy, so I’d be happy to send you a draft recommendation you can edit (or of course, just ignore).

Thanks in advance for your support.”

Document your training!

- Training, coursework, and certification courses that augment your professional skill set must be cited in multiple areas of your profile.
- This will help with profile completeness & keyword searches from recruiters
- Plus, you worked hard for those! Don't be afraid to show it off.

A note on #hashtags

What Are Hashtags?

- Words and phrases with a ‘#’ before them, making them searchable links.
- Generally, these are words and phrases that your industry uses and are great ways to see what is going on in your industry based on key words.
- Examples: #B2Bsales, #marketing, #accounting, #finance, etc.

Keywords

You should utilize key words in multiple areas:

- Headline
- Summary
- Work Experience
- Skills and Expertise

LinkedIn algorithms use these areas of your profile when searching the platform. Proper usage will make your profile more accessible.

Keywords – What to use

- Wordle – Word clouds!
- JobScan – Compare your profile/resume to the jobs you are applying for.
 - allows for several free ‘scans’ before requiring a paid subscription
 - detailed metrics and advice on improving your resume/profile

LET'S GET STARTED

Paste the text of your resume in the left box below. Then, paste the text of the job description in the right box. Don't have a resume and job description on hand?

[TRY SAMPLE RESUME AND JOB](#)

STEP 1: PASTE OR [UPLOAD RESUME](#)

An accomplished Product Management professional with extensive and diversified experience in defining and delivering successful consumer and enterprise software products to meet market needs. In-depth knowledge of product-life-cycle management, business development and leading cross-functional teams. Excellent domain knowledge in Mobile and Web applications, Navigation and Location Based services, Software as a Service (SaaS), and Enterprise Security products. A self-starter with proven ability to manage multiple products and projects. Work Experience Product Manager Good Technology April 2011 to November 2013 Responsible for roadmap strategy and delivery of Good's flagship product, Good for Enterprise, which provides security and management to application data and devices. It has allowed enterprises and government sectors to manage and deploy a secure collaboration solution to millions of mobile devices. • Drive requirements definition, development and platform support of user-valued features on iOS, Android and Windows devices. • Delivered successful products requiring close internal and external partnership collaborations, including with mobile OEMs, ISV, and online services. • Led the development teams based in US, Sunnyvale and Poland as the Product Owner in an agile environment to consistently deliver high quality products for the Android and Windows platforms. • Increased the number of Android user base by a factor of 5X • Conceived and led the creation of Good for Enterprise on Windows Phone 7.5, Windows Phone 8 and Windows 8 tablets Product Manager FileMaker, Inc February 2010 to October 2010 Successfully launched FileMaker Go 1.0 for iPhone and iPad and becoming the #1 Paid Business app and #1 Business Grossing app in the first week. It received 4 out of 5 mice from MacWorld. • Coordinate and facilitate a cross functional team through two cycles of product launches. • Provide features recommendation and product roadmap to senior executives base on customer feedback, competitive analysis, and market research. • Conduct usability study on existing products to identify areas of improvement. • Manage a group of external beta testers to help find bugs and issues. • Collaborate with Product Marketing to create product messaging and web content to promote FileMaker Go. • Conduct product usage survey and provide summary and recommendations related to the next version of products to senior executives. • Participate in web seminars with existing and new customers to present and answer questions on FileMaker Go. • Develop a product demo that was delivered to over one thousand attendees at FileMaker Developer's Conference. Product Manager TeleNav Inc September 2007 to February 2010 In charge of creating MRD and UI flow documents based on internal and external

[Clear resume](#)

STEP 2: PASTE JOB DESCRIPTION

Mobile Shopping is one of Amazon's fastest growing new businesses. The Mobile team builds world-class customer experiences in all Amazon countries. Focused on mobile commerce, the team supports mobile browser experiences across platforms and shopping applications (apps) on Smartphones and tablets including BlackBerry, Android phones, iPhone, Windows Phone 7, Kindle Fire, Android tablets, and iPad. Amazon's experience in retail, technology, digital content, and mobile services provides a strong foundation for future development in this arena, and we're moving aggressively to build new and innovative solutions for our customers. Role Summary: We're looking for a senior product leader to manage a team of product managers focused on engagement across all mobile platforms and the phone application platforms (e.g. iPhone, Android, and Windows Phone). This team's charter is to identify opportunities to innovate on behalf of customers, define the customer experience of new features, manage and grow our existing mobile business, and drive marketing and traffic initiatives for phone apps. As the senior manager leading the product team, you will have primary accountability for measuring and driving the success of the phone app platforms worldwide. You and your team will work with design and dedicated technical teams to ensure requirements are implemented efficiently and appropriately, as well as partner with business development to ensure the necessary external relationships are in place for delivery. Although the primary execution focus of this role is on the phone applications, the mobile team is a multi-platform, global organization and the senior manager of product management will be expected to lead strategic thinking, innovation, and initiatives that extend across the entire organization. Professional traits that are not unique to this position, but necessary for Amazon leaders: • Exhibits excellent judgment • Hires and develops great people • Has relentlessly high standards (is never satisfied with the status quo) • Dives deep and is never out of touch with the details of the business • Expects and requires innovation of her/his team • Has passion and convictions and the innate ability to inspire passion in others • Strong bias for action and delivery of results • Thinks big Role Responsibilities: As the Senior Manager, Product Management, you and your team's key responsibilities will include: • Understanding the worldwide mobile market segment including the size of the global opportunities and the competitive landscape • Building forecasts that set aggressive goals for the worldwide platform and managing the platform to results in line with those goals • Defining a world-class customer experience that bridges the online and mobile channels • Creating buy-in for the product vision both internally and with key external partners •

[Clear job description](#)

[SCAN](#)

Make my resume searchable to recruiters



Director of Development

Breakthrough Twin Cities • Greater Minneapolis-St. Paul Area

Posted 1 week ago • Be among the first 25 applicants



Save

Apply

Organization Description

Breakthrough Twin Cities (BTC) is an independent 501(c)(3) non-profit with a dual mission: 1) prepare under-resourced students for college success and 2) cultivate the next generation of educators. BTC operates from two sites in the Twin Cities: Mounds Park Academy) and St. Paul Central High School. Students in our middle school program participate in three consecutive summers of rigorous academic enrichment as they prepare for their six-year path to college. Students are taught by a diverse faculty of college and high school-aged Teaching Fellows who are exploring the field of education as a career path with training and support from BTC. Breakthrough students attend monthly Saturday programming throughout the school year to continue building their skills, study habits, and resume. Students complete the program by working one-to-one with a college counselor in 11th and 12th grades. 99.5% of our students graduate high school and are accepted into college. 70% of our Teaching Fellow alumni have impactful careers in education.

Position Description – Director of Development

The Director of Development (DOD) will lead strategic efforts to build awareness, steward impactful relationships, and enhance philanthropic support (individual, corporate, and foundation donors) for Breakthrough Twin Cities during a period of organizational growth and expansion. The Director of Development will work closely with the Executive Director (ED), the Board of Directors (BOD), Support Team, staff, and volunteers to design and execute an ambitious, multi-year fundraising strategy. This effort will secure the organizational resources needed to serve more students and aspiring educators in the Twin Cities.

How you match



Criteria provided by job poster

Skills

- Fundraising
- Management
- Analytical Skills
- Annual Giving
- Donor Engagement
- Philanthropy
- Grant Writing
- Major Donors
- Presentation Skills
- Development Strategy

Contact the job poster



Josh Reimnitz 2nd
Executive Director at Breakth...

PREMIUM
[Send InMail](#)

Job Details

Let Recruiters know you looking!

JEFF COLTMAN

Career Services Manager | Workforce Development & Program
Manager | Career & Technical Training

Greater Minneapolis-St. Paul Area · [500+ connections](#) ·

[Contact info](#)



Open to new opportunities



University of Illinois at
Chicago

Open to job opportunities

Workforce Development Manager, Training Manager, Technical Training Manager, Program Manager and
Workforce Development Supervisor roles

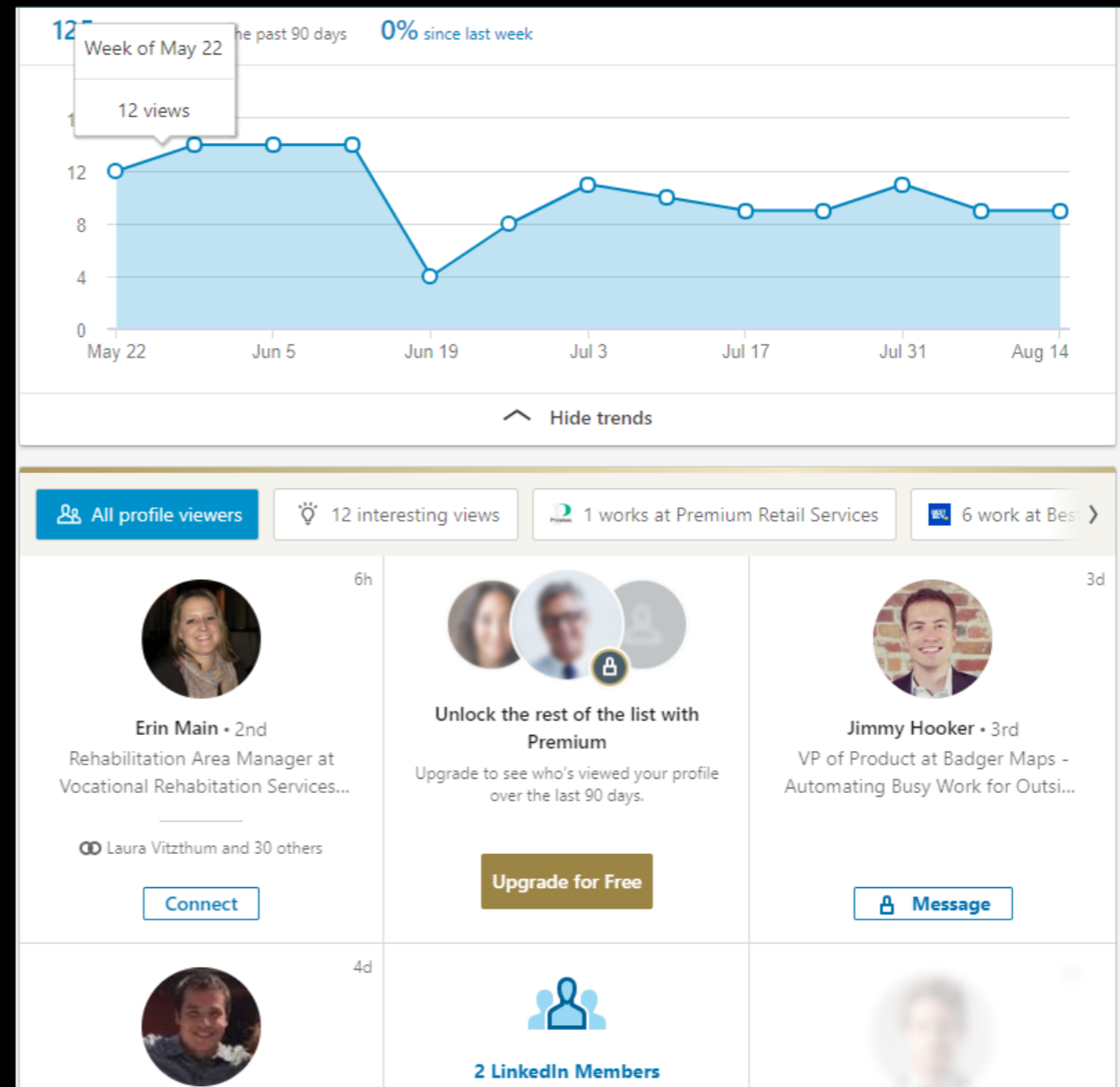
[See all details](#)



Only recruiters

Profile Views

- LinkedIn allows you to see (to an extent) who has viewed your profile. You can use this to help drive your networking!
- Not connected to someone that viewed your profile? Don't be afraid to send a request with a **PERSONALIZED NOTE**.
 - Ex: *"Hi (Insert Name)- I saw you viewed my profile and we share similar career goals. Are you available for a phone call or coffee sometime? I'd love to learn more about what you do."*



People Hire people!

- They don't hire your keywords or phrases
- Be sure you leave enough room in your profile for personality to show. You are not a robot!
- Keywords and phrases are important to be found but, ultimately, people want to hire people that are good to work with.

If you take away anything...



**FIX YOUR PROFILE
PHOTO (THIS INCLUDES
YOUR BANNER PHOTO)**



**OPTIMIZE YOUR
HEADLINE AND
CURRENT TITLE TO
REFLECT HIGHLY
SEARCHABLE TERMS/
KEYWORDS IN YOUR
INDUSTRY**



**USE YOUR SUMMARY TO
TELL YOUR STORY**



BE ACTIVE!

Thank you!