

## **LinkedIn Webinar Agenda**

### **Intro**

- Subjectivity of LinkedIn
- “Why should I use LinkedIn?”

### **LinkedIn Tips Specifically Important for IT Job Seekers:**

- Keywords
  - Tagging companies and certifications
- Endorsements
- Transferrable skills
- Certifications

### **LinkedIn Tips for Any Job Seeker:**

- Complete profile:
  - Picture
  - 50+ connections
  - 3+ Endorsements
  - 2+ past positions
- “What do I put in my headline if I’m unemployed?”
- “What do I list as my current job title?”
- “Should LinkedIn be the same info as my resume?”
- Documenting projects
- Notification settings
- Being professional
- Recommendations

### **LinkedIn Tips Outside of the Profile**

- Being proactive and “social listening”
  - Liking and commenting
  - Researching companies
  - “Who’s viewed your profile”
- Connections
- Customizing the URL
- LinkedIn Premium

### **New LinkedIn Features for Job Seekers**

- Pulse articles
  - Writing blogs
- Media button
- Stats page

### **Closing**

- Please email ([jefflareau@gmail.com](mailto:jefflareau@gmail.com)) or call (630-678-8480) with any LinkedIn questions
- Please visit [www.illinoisworknet.com/jobdriveneg](http://www.illinoisworknet.com/jobdriveneg) for all our updates and information