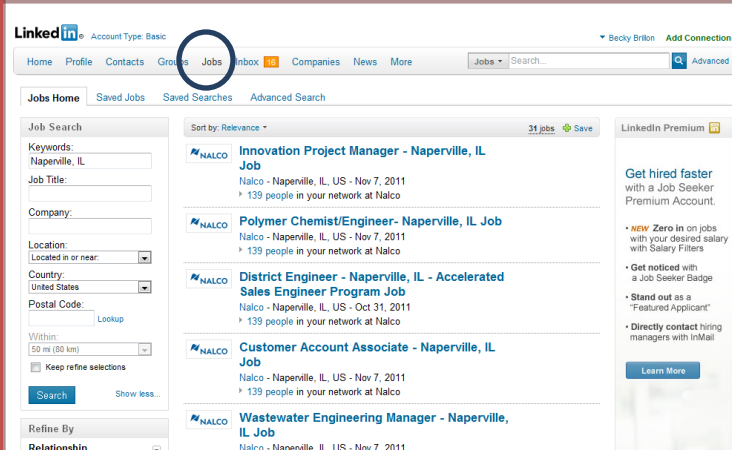


HOW TO MAXIMIZE YOUR NETWORKING EFFORT THROUGH DIGITAL AND SOCIAL MEDIA MARKETING

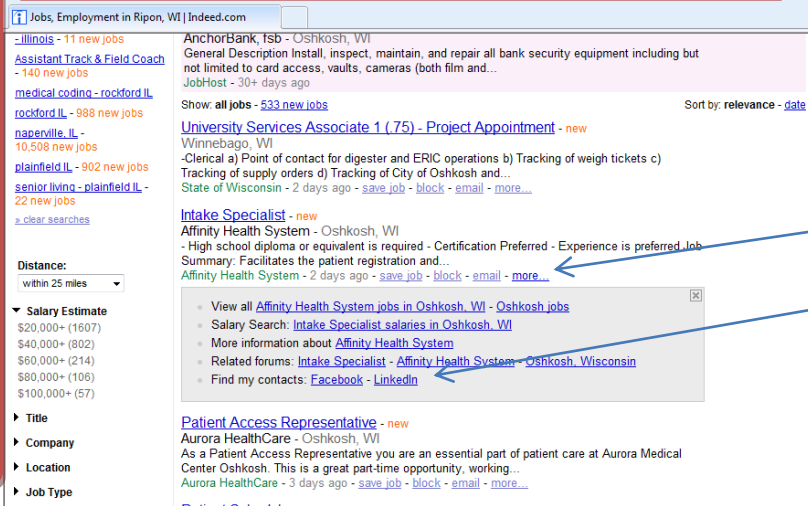
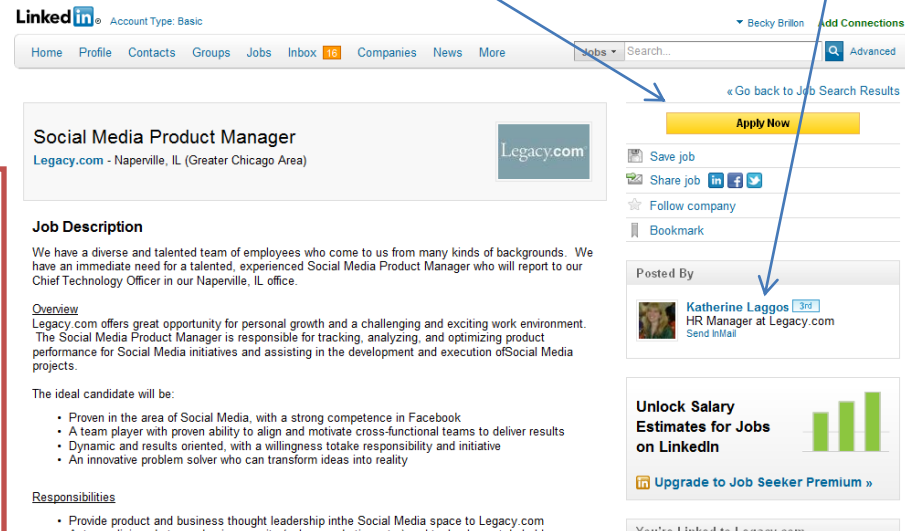
LINKEDIN: JUST THE BASICS



Finding a Job On LinkedIn
 Get the word out. Tell your network what you're looking for. Get LI recommendations from your colleagues. Show you were a valued employee. Find out where people at a company came from. Company profiles who the career path of professionals. One target company can lead to many others. Get to the hiring manager. Pay attention to jobs that you are only one or two degrees of knowing through connections. Build your network before you need it. No matter how strong the economy or your career is doing, having a strong network is the best form of job security.

Find Jobs On LinkedIn

LinkedIn has its own jobs board. Search for a location and then narrow the search results by title, company, postal code, etc. Jobs posted may allow you to apply exclusively through LI, or direct you to the company's website. Some postings will also allow you to see who posted the open position and how you are connected to them.



How Indeed.com and Simplyhired.com Work With LinkedIn to Find Jobs

Use www.indeed.com and www.simplyhired.com to find who you know is connected to any job on the job sites. Click the "more" link on any job post and then click on "LinkedIn" to see a list of who you know associated with the company. www.simplyhired.com works similarly by showing you the names of your connections next to the job postings.

