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IET Victoria

Winning LinkedIn Techniques

To Seize your Dream Job

Monday, 8 October 2018

6 – 7 pm

RMIT City Campus, Building 8, Level 4, Room 13 (Megaflex 3), Melbourne Victoria 3000

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WELCOME!

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Inspire, **inform** and **influence** the global engineering community, supporting technology innovation to meet the needs of society

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HIGHLIGHT

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IET Victoria Young Professionals Section (YPS)

Presentation around the world

–

PATW 2018

Thank you for your participation

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TODAY's PRESENTATION

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More tips at:

LudovicGrosjean.com/mentoring/

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AGENDA

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PART 1 – How to navigate the LinkedIn job market?

PART 2 – How to build your LinkedIn profile?

PART 3 – How to use LinkedIn as a research tool?

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PART 1

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How to navigate the LinkedIn job market?

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PART 1 - How to navigate LinkedIn job market?

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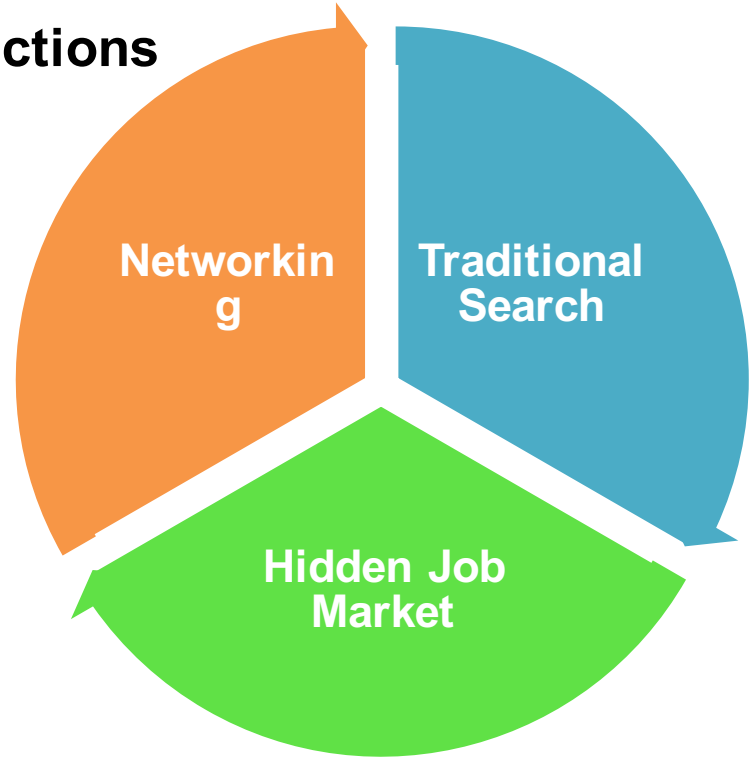
Most efficient: 2nd connections

- Family
- Friends
- Colleagues
- Meet ups
- Networking clubs (IET)



Most competition:

- Company websites
- Seek.com
- CareerOne
- Indeed.com
- Newspaper
- HeadHunters
- LinkedIn/Twitter jobs

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ADVERTISED JOBS
HIDDEN JOB MARKET

PART 1 - How to navigate LinkedIn job market?

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Approach the hidden job Market:

- Identify someone who works for each of the companies requiring your job
- Conduct informal interviews (ask them for a coffee, advice)
- Send a letter of inquiry
- Ask the name of people you might talk to who could advise you

80-90% of jobs are hidden!

PART 1 - How to navigate LinkedIn job market?

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Reality:

- You do not know where your job is hidden yet!
- You should equally focus on each part of the circle
- LinkedIn may be used at every step of your research

PART 2

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How to build your LinkedIn profile ?

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PART 2 - How to build your LinkedIn profile ?

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Find aspiration:

Who do you want to look like in the future?

PART 2 - How to build your LinkedIn profile ?

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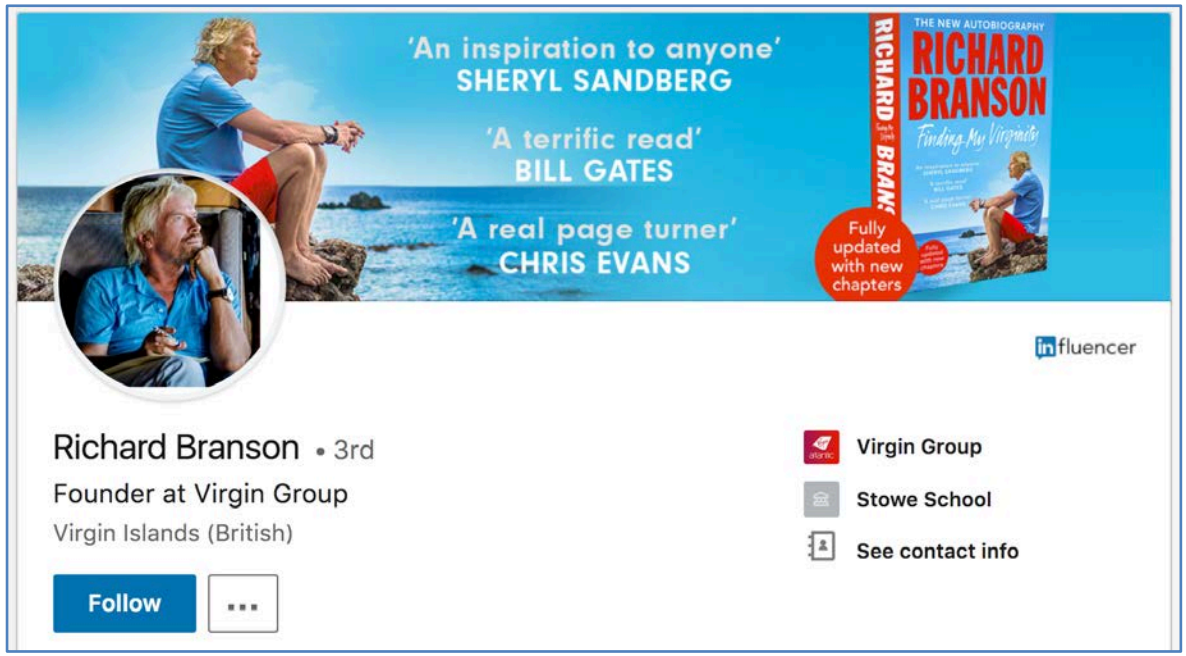

https://www.linkedin.com/in/rbranson/

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PART 2 - How to build your LinkedIn profile ?

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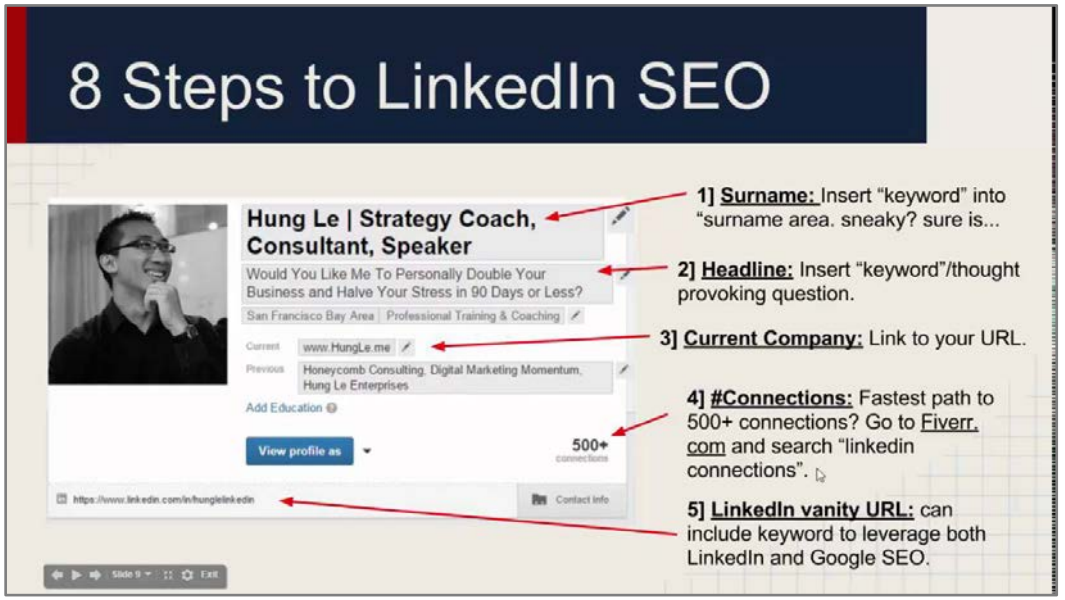
Search Engine Optimization:

- Keywords
- Trial/errors
- Check your weekly ranking
- Add links
- Add blog posts/articles
- Participate in groups



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PART 2 - How to build your LinkedIn profile ?

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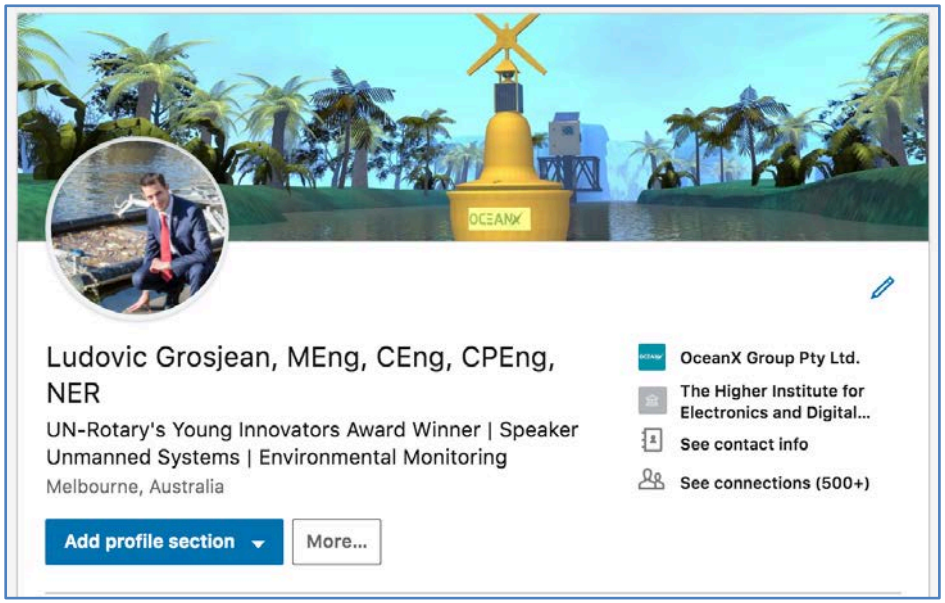
Complete your Profile!

- Image
- References (Professors, Internships)
- Awards
- Course subjects
- Update your profile privacy
- Write a good introduction

https://www.linkedin.com/in/ludovicgrosjean/



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PART 3

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How to use LinkedIn as a research tool?

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PART 3 - How to use LinkedIn as a research tool?

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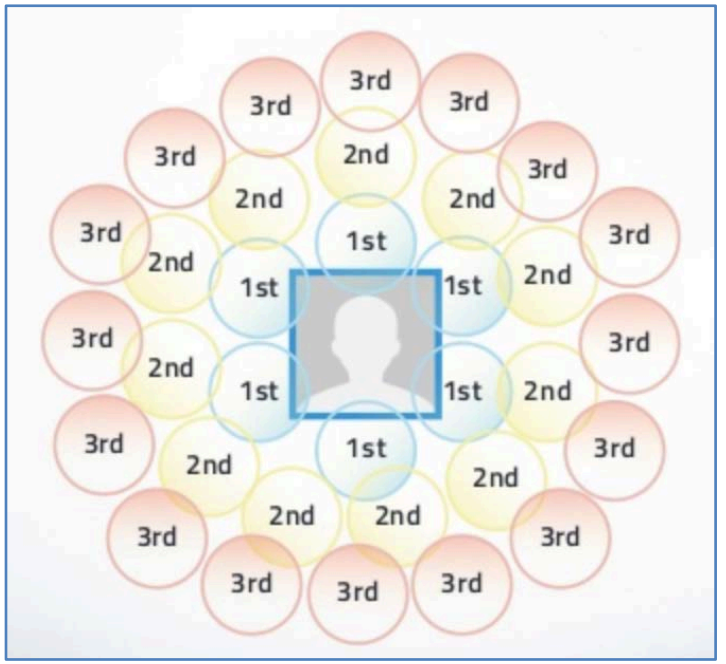
Build your network!

And be patient…



PART 3 - How to use LinkedIn as a research tool?

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Build your network!

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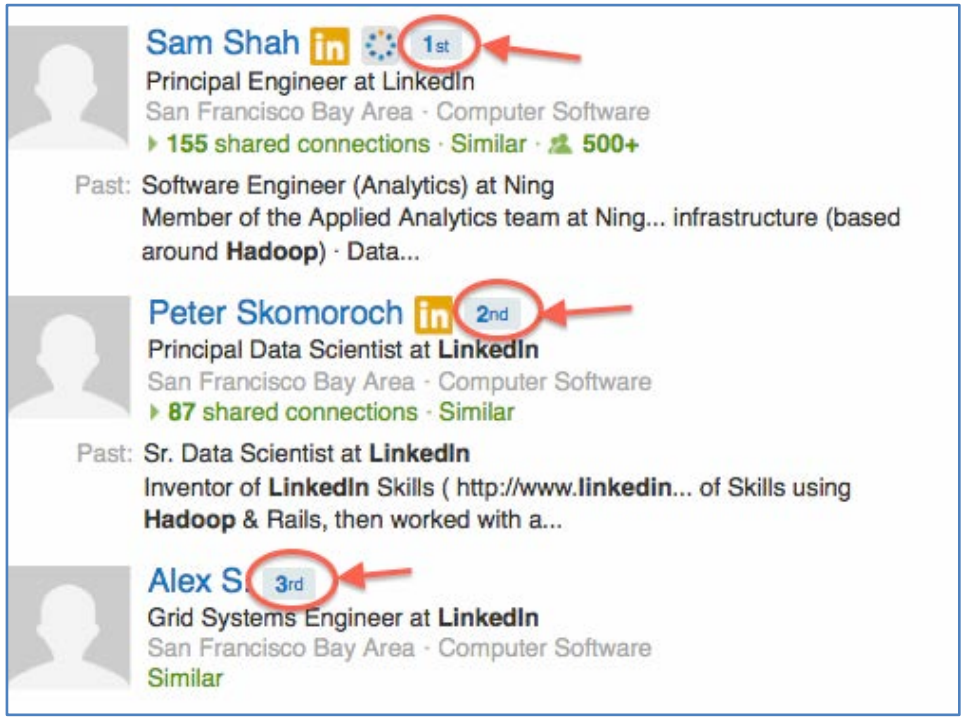

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PART 3 - How to use LinkedIn as a research tool?

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Build your network!

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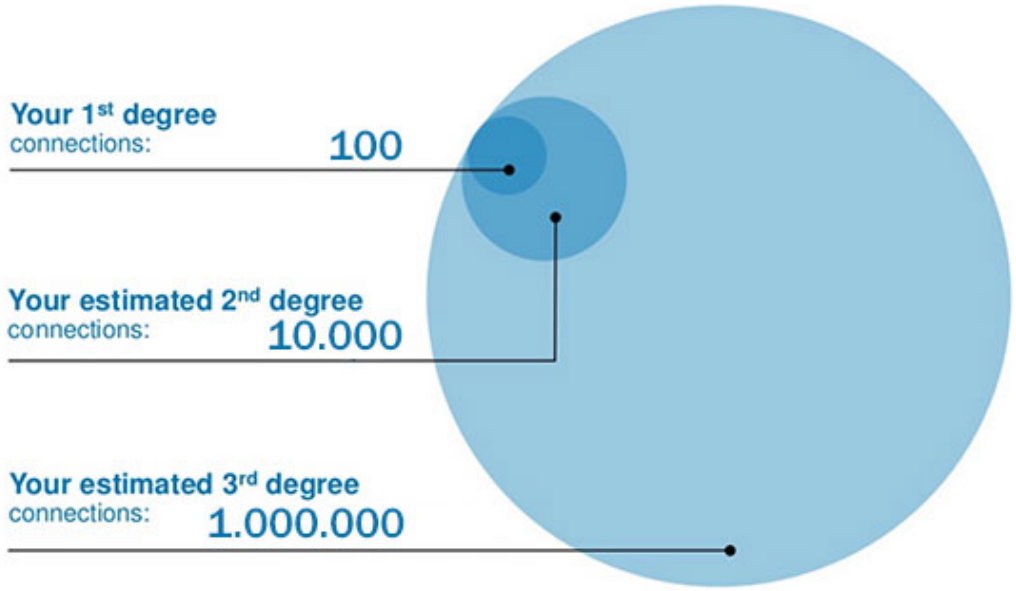

PART 3 - How to use LinkedIn as a research tool?

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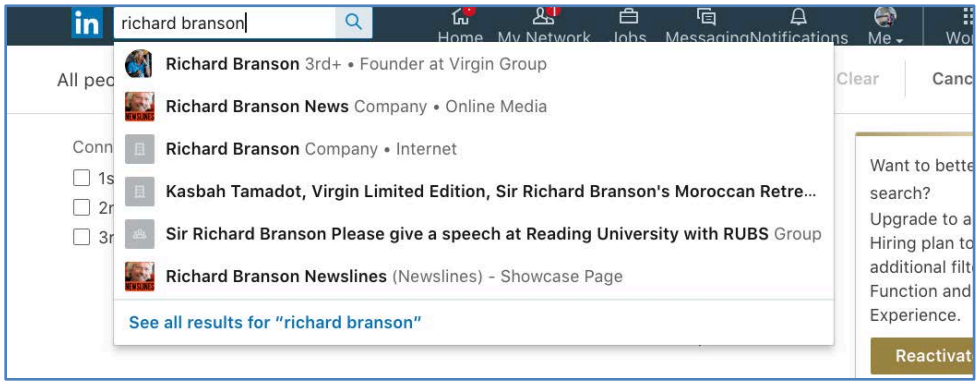
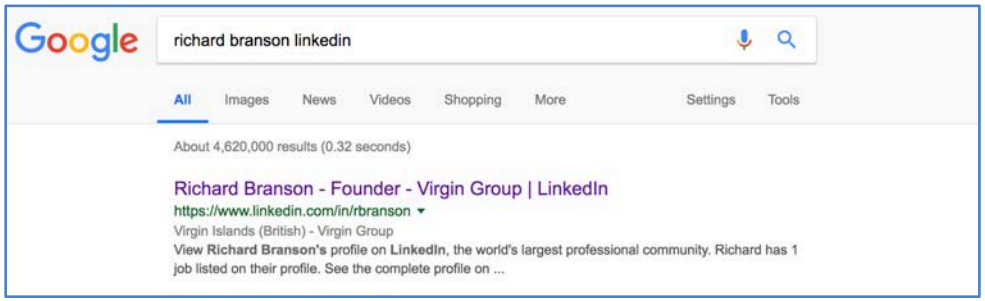
Google vs LinkedIn - Search Engine!

- Name
- Job
- Location
- Keywords
- Search limitations





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PART 3 - How to use LinkedIn as a research tool?

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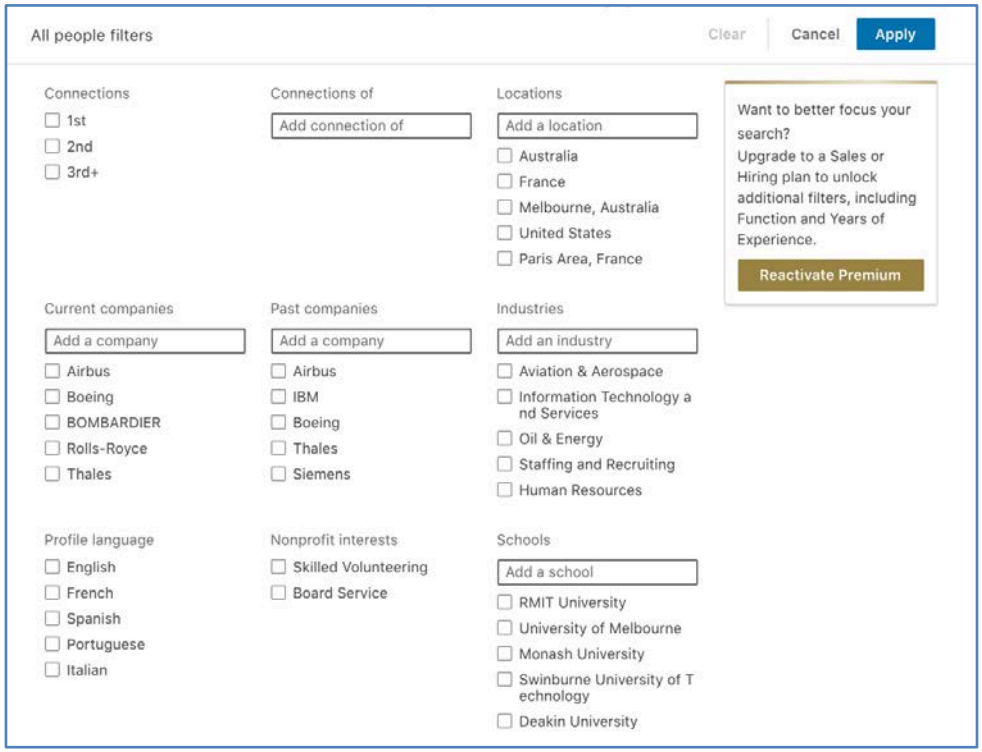
Discover LinkedIn advanced search functions:

https://www.linkedin.com/search/results/people/v2/?origin=DISCOVER_FROM_SEARCH_HOME



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