



Using Online Networks to Open Career Opportunity Doors

Chicago-Kent College of Law
October 14, 2009

Presented by
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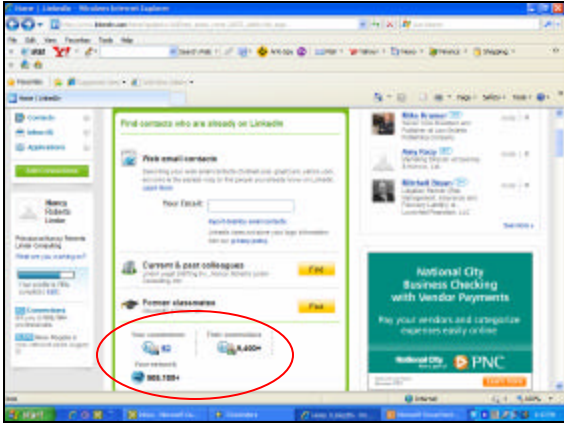


The Finer Points of Using LinkedIn



LinkedIn

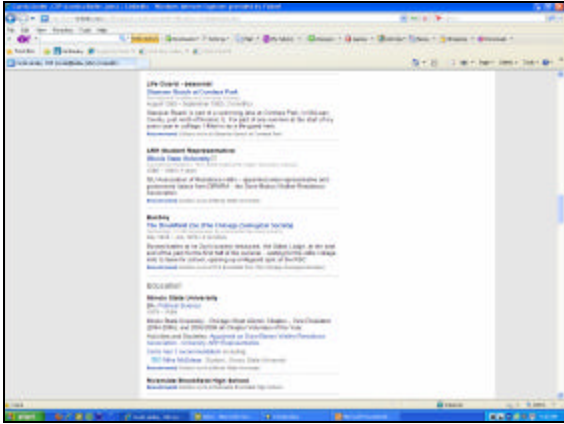
- **Pluses**
 - Social network is professional-based (limited personal life info).
 - Useful as a competitive intelligence and contact development tool.
 - Adds to your Internet visibility (something comes up when you are "Googled").
 - Enhances your credibility (based on how detailed your profile is).
- **Minuses**
 - Doesn't take the place of face-to-face contact.
 - Your connections can be used by others in your network for their own gain.

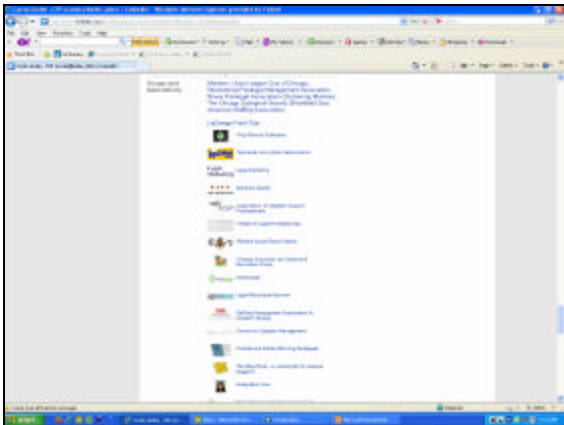


Setting Up Your Profile – Your Bio

- Use Summary section to be your “selling” vehicle
 - Accomplishments/internships/externships
 - What type of opportunities you are seeking
- Listing all jobs and education (college and high school) can provide affinity benefits
- Your LinkedIn profile is indexed by Google (so you will have some Internet visibility)
- Try to get to 100% completeness, helps elevate your profile in LinkedIn search results

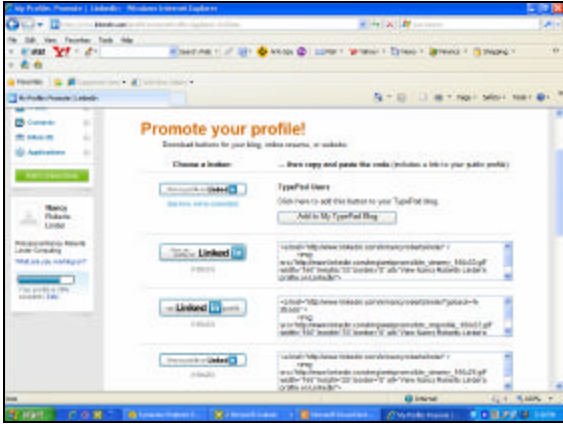






● ● ● **Setting Up Your Profile – Your Bio**

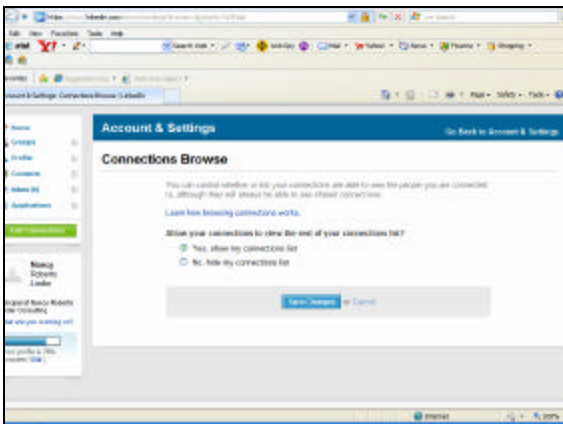
- Don't make your bio invisible! Watch those visibility settings
- Familiarize yourself with the "Accounts & Settings" options



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Setting Up Your Profile - Privacy

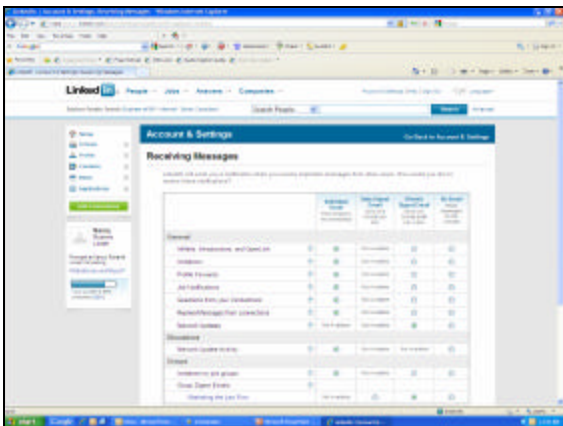
- Use Account & Settings to control Privacy Settings:
 - Connections Browse – allows you to make your connections private, but still reveals you are connected via a name/company search
 - Profile Views – allows you to see who has viewed your profile and how you are identified when you view profiles (see LinkedIn home page)
 - Profile and Status Updates – allows you to control when your connections are notified each time you update your profile



Setting Up Your Profile – E-mail Notification

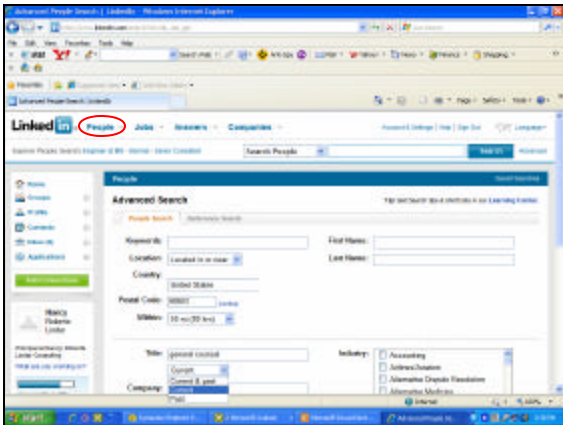
- Use Account & Settings to control E-mail Notifications:
 - Contact Settings – allows you to control what type of invitations you are seeking (or not seeking)
 - Receiving Messages – allows you to control how people contact you and what types of messages you want to receive

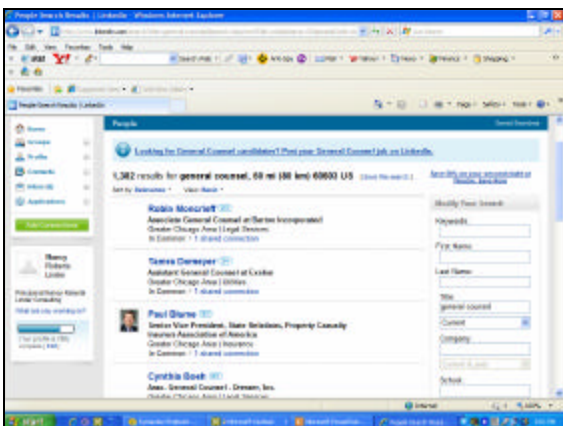


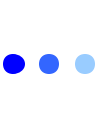


Typical Uses


- “Who knows who”
 - You are looking for an “in” with a particular person or company
 - You are preparing for an interview and want to find out if you are connected to anyone at the company/firm
- Background/Research
 - You are looking for individuals in a particular firm/company (and this information is not available on the company/firm website)
 - You want to know more about a particular person's background/experience








Key Issues Associated with Using LinkedIn



Issue #1 – Who You Want In Your Network

- People with whom you have a real relationship, most notably, colleagues and individuals with whom you have worked (pro bono project, organization/fundraising event, etc.)
- Ideally, the people in your network know you and can say great things about you



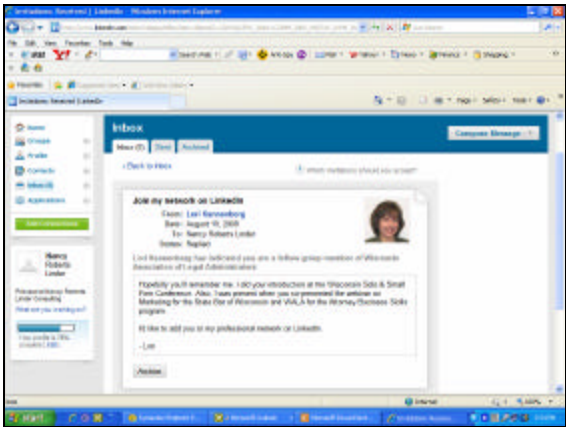
Issue #2 – Who You Probably Don't Want in Your Network

- Anyone you don't know very well
- Competitors

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Issue #3 – Inviting People Into Your Network


- Be careful when setting up the contacts section of your LinkedIn profile
 - Do not select the feature that allows LinkedIn to send invitations to all your contacts to join your network
 - Do not import your Outlook Contacts into LinkedIn
 - Personal, one-on-one invitations is the best option
- Customize your e-invitation – don't just use the standard "I'd like to add you to my professional network"
 - Explain why your connection could be beneficial, mutual interest(s) shared, common connection
- Getting too many "I don't know this user" responses will temporarily suspend your account, so best to ask to link during a conversation/meeting




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Issue #4 – Recommendation Requests


- Recommendations enhance your credibility and credentialing
- Pick those who you recommend and who you want to recommend you very carefully – they should be people you know and trust
- You can withdraw recommendations you have made and the person won't be notified by LinkedIn

 Issue #5 – Joining LinkedIn Groups

- LinkedIn groups are designed as discussion forums for people who have similar interests
 - Very useful for getting perspective on an industry, issue, identifying someone who has a particular expertise, etc.
 - Remember this is a public forum –your professionalism/knowledge will be judged
 - Reporters can also be group members and be lurking in the background for news story ideas or source material
 - Bottom line, be careful with the questions you post and the responses you give

 Issue #5a – Start a LinkedIn Group – be the moderator

- LinkedIn groups are designed as discussion forums for people who have similar interests
 - If you search for a Group on a relevant (read: business) topic – that is your cue to start that group on LinkedIn
 - As “group owner” you moderat the discussions (posts) and are gate-keeper for those wishing to join
 - Make sure to select an idea for the group you think will attract others on LinkedIn and engender meaningful discource.

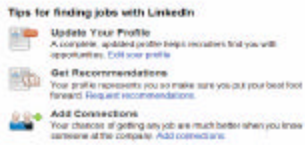
 Using LinkedIn for Job Searches

Using LinkedIn for Job Searches

- LinkedIn has built in job search function:

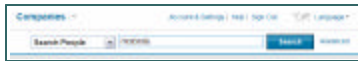


- LinkedIn also suggests:



LinkedIn's "Search People" for a law firm or company


You have identified a law firm or corporation where you would like to work. Then use LinkedIn's "Search People" function. But type in a law firm or company name (rather than a person's name) to see who you know who works there.




Join a LinkedIn Group and be automatically linked to others



● ● ● | Change your current status to let people know you are seeking employment



Mehlika Lozins 

Searching for employment
Washington D.C. Metro Area · Performing Arts


Past


- Paralegal Recruiting Director at lawyerlik LLC
- Director of Operations and Personnel at LawyerLick LLC
- Development Analyst at AmeriUSA/DFPP

● ● ● | An even better example

This is a great example of how to set your profile when in job search mode:

- Uses Status – Seeking out a new career opportunity in tax, accounting, and/or finance
- Email address shown
- Professional photo
- Has recommendations



Christina Wilkerson 

Seeking out a new opportunity in tax, accounting, and/or finance. Contacting: wilkersonc@me.com

Current: Tax/Professional Candidate at R&B Bank

Past

- Tax Technoconsultant
- Financial Administrator at Liberty Mutual Group
- Recruitment/Client Agent at Chicago Association of Realtors

Education

- Bachelor's Degree in Business Administration

Recommendations

- 1 person has recommended Christina

Contact Info

- Email: wilkersonc@me.com

Public Profile

- Help: [View and control your public profile](#)

● ● ● | Example of a job posting within a group



Hiring an Executive Technology Account Manager and a Technical Recruiter - Indianapolis!

Growing the business and hiring an executive account manager and technical recruiter. Please send resume to: tsamoyroff@ihfinc.com

Posted 21 hours ago | Closing in 18 days | [Apply Now](#)

Share with group members who you are and what you are looking for



Job Search Functionality



Facebook

Facebook

- Facebook is being used by recruiters, but there really isn't any job posting function
- Keep in mind that employers and recruiters are using Facebook to "check you out"
- Postings can be potentially harmful, so be careful what's on your "wall" and photo deck
- Use the privacy settings provided by Facebook to keep your personal/social network private!

Facebook for law-related jobs

- not so great...

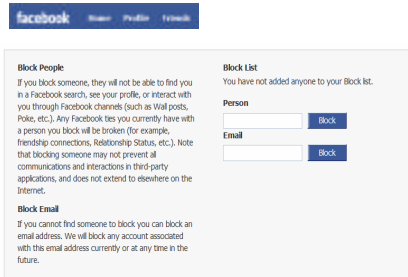


Facebook Privacy Settings





Facebook Privacy Settings





Facebook is not a private forum – it's still the Internet

- What to post
 - Community/civic activity photos.
 - Travel photos.
 - Pro bono activity photos.
 - Status updates on your job search, law school activity, sports activity, hobbies.
- Post at your own peril
 - Party photos.
 - Offensive language (in posts, e-mail or photo captions).
 - Offensive jokes (racist, religious, sexist).



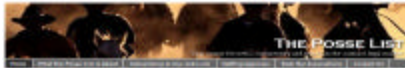
Twitter

• • • | Twitter

- Jury is still out on this one, but it's hot right now
- Best utilized when targeting a specific niche, particularly age demographics
- Make sure your posts are professional and newsworthy, no rants and personal stories – remember, this is still the Internet



• • • | A final idea . . .



- The Posse List (www.posselist.com) distributes regional emails via listserv format to job-seeking lawyers. They provide a guide to the lawyer work sector known as litigation document review:
 - Subscribe with just your name and email address.
 - Document review projects may be a way to gain experience while you are still looking to land a direct-hire position with a law firm.
 - Staffing firms use The Posse List to let attorneys know about forthcoming assignments.
 - Employers no longer place a stigma (or taint) upon the contract lawyer for taking these types of work assignments.



Questions?



About the Presenter

Curtis Linder is the President of Linder Legal Staffing Inc. which provides contract assignments for lawyers and paralegals in many areas, including: large-scale litigation document review; commercial real estate lease abstracting; outside legal fee audit and review teams for corporate legal departments; law firm marketing department staff for writing, event, and CRM support work; and other general law-related work assignments. Curtis also fills many direct-hire positions. Curtis began his career in legal staffing in 1984, as a contract paralegal on the *MC/ v. AT&T* (damages portion) federal antitrust case in Chicago. He was on assignment through a large, locally-owned Chicago staffing company. Curtis quickly found his passion – temporary staffing – and was hired by the staffing company. He managed the legal divisions of two staffing companies before founding Linder Legal Staffing in 2003. Curtis can be reached at curtis@linderjobs.com or 312.236.6400.



About the Presenter

Nancy Roberts Linder is the Principal of Nancy Roberts Linder Consulting, a marketing consulting practice focusing primarily on law firms. Nancy has 20 years of experience working with lawyers and other service industry professionals, which includes serving as the first marketing director for Hinshaw & Culbertson. Nancy served on the board of the Legal Marketing Association Chicago Chapter for eleven years, twice as the chapter's president. In conjunction with LMA/Chicago, Nancy teaches a marketing course for law students, which has been taught at Chicago-Kent College of Law for eight years and is a program that she developed. In 2003, Chicago-Kent College of Law bestowed Nancy with a Professional Achievement Award for the innovative curriculum she created. She has published more than 100 articles and speaks on a variety of law firm marketing topics. Nancy is also the CFO of Linder Legal Staffing Inc., a company which she runs with her husband and business partner, Curtis Linder. She can be reached at nrl@nrlinder.com or 708.482.0760.
