

Welcome to GGU's LinkedIn Group!

What is LinkedIn?

LinkedIn is an online network of more than 11 million experienced professionals from around the world, representing 150 industries.

When you join, you create a profile that summarizes your professional accomplishments. Your profile helps you find and be found by former colleagues, clients, and partners. You can add more connections by inviting trusted contacts to join LinkedIn and connect to you.

When your profile is complete with your professional experience and dates of employment, LinkedIn will automatically display on your page people that are currently on LinkedIn that you might know based on this information. This will quickly enable you to reconnect with former colleagues. Here is the LinkedIn page that describes the feature:

http://www.linkedin.com/static?key=pop/pop_more_reconnect

What is the GGU LinkedIn Group?

Golden Gate University established the GGU LinkedIn Group to promote networking of students, alumni, faculty and staff. GGU's LinkedIn group is free to join.

Prior to joining the GGU LinkedIn Group, make sure your personal LinkedIn profile is complete and clearly states your relationship to GGU so that you gain access to the group and inform new connections of your common affiliation.

What exactly is social networking?

social networking n. Using a Web site to connect with people who share similar personal or professional interests, particularly where the people in the site's database are connected to each other as friends, friends of friends, and so on. While social networking takes many forms, LinkedIn is a widely-used service primarily focused on social networking for professional purposes.

Your LinkedIn Network

Your network consists of your connections, your connections' connections, and the people they know, linking you to thousands of other qualified professionals. By leveraging your LinkedIn network you can:

- Find potential clients, service providers, subject experts, and partners who come recommended
- Be found for business opportunities
- Search for great jobs
- Discover inside connections that can help you land jobs and close deals
- Post and distribute job listings
- Find high-quality passive candidates
- Get introduced to other professionals through the people you know

Getting Started:

Once you have spent time using LinkedIn you will discover that there are a number of ways to use this tool to make connections. To get started, we have outlined a few simple methods for using the GGU LinkedIn Group to build your professional network. In most of the examples you will use the 'People' tab at the top of the LinkedIn screen and enter specific criteria in the "Advanced Search" fields to address a specific purpose and target your search to members of the GGU LinkedIn Group.

Make a connection in a new city:

For example, you just moved to New York City and want to connect with GGU members who might also work or live in New York. The results will yield fellow GGU contacts in the New York area.

1. Click the "People" tab at the top of the page
2. In the advanced search section, go to the drop down menu and select "located in or near" and enter or look up a zip code
3. Click the button "search within my groups"
4. Check off the GGU group
5. Click Search

Find qualified job candidates using your network:

You have a job posting at your company and want to send it out to fellow GGU members on LinkedIn and to all members in your network.

1. Click the 'Jobs and Hiring' tab at the top of the page
2. Click the 'Hiring and Recruiting' tab
3. Click on 'Post a Job'
4. Fill out the required information (note: that there is a fee to post a job)

For more in-depth information on using LinkedIn for hiring go to the LinkedIn FAQ's page for posting a job: http://www.linkedin.com/static?key=customer_service_hiring

Connect with GGU hiring managers in your field:

You want to connect with decision makers in your profession or network with GGU members for current or future career opportunities.

1. Click the "People" tab at the top of the page
2. Under 'Advanced search', enter "Golden Gate University" (in quotes) in the 'keyword' field.
3. Target your search by selecting your specific field (i.e. "accounting") using the 'Industry' list.
4. Select 'hiring managers' in the 'Interested in' drop down menu.
5. Click 'Search'
6. Click the name of a LinkedIn member identified in the search results to view the member's profile - and if applicable, see a list of any shared connections.
7. Use the 'Get introduced through a connection' feature on the profile page to request an introduction by a shared connection.

Reconnect with GGU members who work in your industry:

You want to cultivate professional relationships with GGU classmates, faculty or alumni who work in your field.

1. Click the "People" tab at the top of the page
2. Under 'Advance search' indicate your field (i.e. "accounting") by using the 'Industry' list.
3. Click "search within my group"
4. Check off GGU group
5. Click 'Search'
6. Search will limit results to GGU LinkedIn Group members in your area of interest

The Importance of Personal Branding

With the rapid growth of sites like LinkedIn, MySpace, and FaceBook online networking is becoming widely accepted as an important vehicle for professional relationship building. As a result, how you present yourself in online forums requires special attention. The web has now replaced traditional research methods and is often the first place people go for information on individuals. It is now common practice for employers to conduct an internet search on potential candidates for additional information. Therefore, how you present yourself on the web can make or break your efforts to communicate your brand, express your value and achieve your career goals.

For more on personal branding and networking:

Career Distinction "Stand Out" by Building your Brand, by William Arruda and Kristen Dixon
Keys to improving your network: The Virtual Handshake, by David Teten and Scott Allen

Happy About Online Networking, by Liz Ryan (the virtual-ly simple way to build professional relationships")

We hope these tips and resources will help you get a quick start in using LinkedIn and effectively engage in social networking.

GGU Career and Internship Services
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