



WESTERN MICHIGAN UNIVERSITY
Center for Fostering Success



How to use LinkedIn & Social Media to your career advantage

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Fostering Success Michigan Network Webinar Series

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Fostering Success Michigan

**How to Use LinkedIn
and Social Media
to Your
Career Advantage**

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You mean I
have to stand
up and say
something in
front of the
class?





Social Media...

- ☐ What is social media?
- ☐ Why do you want to use it?
- ☐ What can I use?
- ☐ For What?
- ☐ Who can this serve?

What is Social Media?

- *Websites and applications that enable users to create and share content or

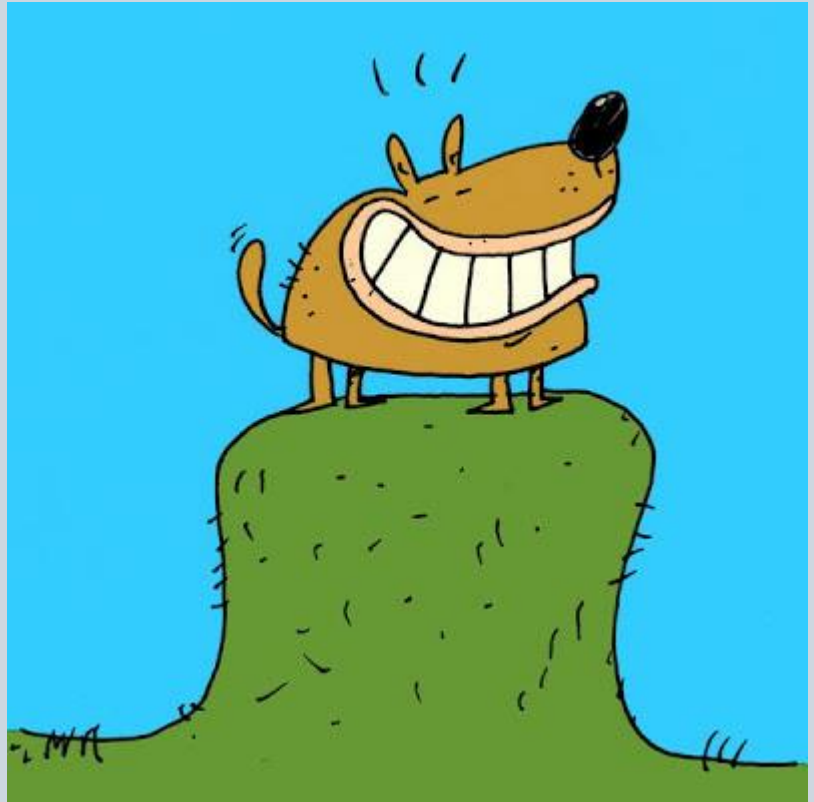
*To participate in social networking.



Why do you want to use it?

To develop a professional web presence.

To build a professional network.





**THINK
BEFORE
YOU
ACT**

What could I use?

Facebook*

- 1.393 bil. monthly active users
- 90% of online users
- 48% of 18-34 year olds check their page when they wake up
- 21 min. avg. time/day
- 8 billion In annual revenue
- Posting Amber Alerts since January

LinkedIn*

- 347 mil. users
- Developed for professional levels of “connections”
- 13% check it daily
- 36% are 35-54 years old
- 11x likely to be viewed with photo in profile
- 17 min. is avg. time/day
- Most overused word in 2014 “motivated”

Twitter*

- 288 mil monthly active users
- 39% of all social media users
- 46% tweet at least once per day
- 80% of top world leaders
- Top world leader; Barack Obama
- Avg. # of twitter followers for U.S. women; 163

**source: DMR; Digital marketing stats



How many people do you have (on average) in your network(s)?
What are some of the reasons to access this vast network(s) of people?
Guess, How many people do your clients have in their network?

Networking



Networking means;

Commonalities for web based networking



Build a professional image, communication

Decide what professional groups to join

Decide who to include in your network

What do you want from your groups and network

- Contacts, business/referrals, job leads, etc.

Get Started...

Facebook

First things first

- Separate your business/professional contacts
 - Click on friends
 - Click on “create a list”
 - Add contacts/businesses
- Go to “Privacy” settings
 - Customize what your professional network can see (pictures, posts, etc.)
- Find Groups that meet your interest, EMU alumni, professional groups or organizations



Twitter

- Sign up at [Twitter.com](https://twitter.com)
 - Use it as a marketing service for yourself
 - Combination of a blog(newspaper) and social networking
 - Use 140 characters to make a point, comment, promote a service
- Sign up to “Follow”;
 - companies to learn about their activity, press, comments made about them
 - People that can are related to a job/career of interest

LinkedIn

- Set up complete “Professional” profile
 - With a photo
- Search for contacts and friends
 - Ask for permission to connect
 - Build relationships with new connections
- **Groups**; key way to connect with people, organizations
- **Brand**; your profile, summary and image with “**keywords**” for your industry

Your LinkedIn Profile

- Use a professional headshot
- Your headline should be clear, original, and compelling
 - list one or two relevant, impressive achievements or a 5-10 word description of how you make other people/organizations better.
- The summary should be written to impress your target audience of employers or your colleagues and written in 3rd person, you can highlight leadership, volunteerism
- Join groups for networking and professional development;
- Get at least 3 recommendations
- Highlight past achievements, not necessarily your job duties
- Use your name in the LI URL
 - Easy to include in emails and on cover letters

LinkedIn In Depth...





Who can this serve?

- 18,000 youth will emancipate — or "age-out" each year
 - many unprepared for success in higher education, technical college or the workforce
- Foster parents
- Case Managers
- Judges
- Social Workers
- Transition programs
- Etc.

**If foster care could run until any age you wanted,
how long would you stay in?***

Get me out ASAP!	9% (112 votes)
Until 18	8% (97 votes)
20	3% (39 votes)
21	17% (222 votes)
24	16% (207 votes)
Until I am ready to be on my own	48% (613 votes)
Total votes: 1290	

*Foster Club survey

Social & Professional Networking

Lorraine McKnight:

- connect @<https://www.linkedin.com/in/lmcknight>
- *Twitter-easterncareers*

General:

- <https://www.fosterclub.com>
- <https://www.childwelfare.gov>





Do you have questions?

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