



## **A DEGREE IS NOT ENOUGH**

### **INTRODUCTION**

#### **Social Media and Your Job Search: Taking a Look at Your Digital Dirt**

**Overview:**

Social media can provide jobseekers with opportunities for networking, but creating the wrong impression on these sites can turn off potential employers. This workshop will teach students how to take advantage of the connections social media offers, as well as how to use these tools wisely. Students will learn to create a profile on Linked-In, search, join groups, and create connections. They will also find out how to avoid social media pitfalls. Equipped with this knowledge, students will be ready to do some serious networking.

**The folder includes:**

- Invitation letters for students and parents
- Flyer
- Agenda
- Social media faux pas
- PowerPoint presentations: LinkedIn Part 1 and LinkedIn Part 2

# *Sample letter for parents*

[Today's date]

Dear SCSU Parent,

Social media is here to stay. Linked-In, Twitter, Facebook, and YouTube can provide jobseekers with unparalleled opportunities for networking. At the same time, creating the wrong impression on these public sites can turn off potential employers. Your son or daughter will learn how to use these tools wisely at the next session of A Degree Is Not Enough, entitled "***Social Media & Your Job Search: Taking a look at your digital dirt.***" The session has been scheduled for [date].

This workshop will help your student take advantage of the professional opportunities social media offers. With over 100 million users worldwide, Linked-In brings people together for career advancement. Your son or daughter will learn how to create a profile, get recommendations, search, join groups, and create connections. He or she will also find out about social media pitfalls, such as posting unflattering photos, discussing questionable activities, and making negative remarks about former employers. Equipped with this knowledge, your student will be ready to do some serious networking.

We hope you will join us for this exciting and informative evening!

The SCSU Disability Resource Center has partnered with the SCSU Career Center, the SCSU Center for Adaptive Technology, the Connecticut Tech Act Project, the city of New Haven, Enterprise, Inc., the Bureau of Rehabilitation Services, the Board of Education and Services for the Blind, the Connecticut Business Leadership Network, and the Founders Insurance Group, Inc. to bring you this workshop.

**Your student's Bureau of Rehabilitation Services counselor will expect him or her to participate in this workshop.** As we work together to help students move toward employment after graduation, we know that the information they receive in this series will be important in reaching their goals.

Please look at the enclosed flyer and consider joining your son or daughter for this workshop on [date, time, and location]. Dessert and beverages will be provided.

We look forward to seeing you there.

Sincerely,

# *Sample letter for students*

[Today's date]

Dear \_\_\_\_\_,

Social media is here to stay. Linked-In, Twitter, Facebook, and YouTube can provide jobseekers with unparalleled opportunities for networking. At the same time, creating the wrong impression on these public sites can turn off potential employers. You will learn how to use these tools wisely at the next session of A Degree Is Not Enough, entitled "***Social Media & Your Job Search: Taking a look at your digital dirt.***" The session has been scheduled for [date].

This workshop will help you take advantage of the professional opportunities social media offers. With over 100 million users worldwide, Linked-In brings people together for career advancement. You will learn how to create a profile, get recommendations, search, join groups, and create connections. You will also find out about social media pitfalls, such as posting unflattering photos, discussing questionable activities, and making negative remarks about former employers. Equipped with this knowledge, you will be ready to do some serious networking.

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**Your Bureau of Rehabilitation Services counselor will expect you to participate in this workshop.**

As we work together to help you move toward employment after graduation, we know that the information you receive in this series will be important in reaching your goals.

Please look at the enclosed flyer and consider joining us on [date, time, and location]. Dessert and beverages will be provided.

***These workshops have been developed to help you increase your success after graduation.*** We look forward to seeing you there.

Sincerely,

# Social Media & Your Job Search

Taking a look at your *digital dirt*



SCSU DRC

Update Info View Activity

The mission of the Disability Resource Center (DRC) is to ensure education equity for students with disabilities. We provide assistance and information on issues of access to ensure the full participation of students with disabilities at Southern.

About



Friends 770

Recent Activity



We'll cover them all!  
What are **YOU** saying to your *future* employer?

Please contact Deb Fairchild to **RSVP** by **April 2<sup>nd</sup>**!

Contact: (203) 392- 6828 or [fairchildd1@southernct.edu](mailto:fairchildd1@southernct.edu)



SCSU DRC

17 seconds ago

**Join Us!** Friday, April 5<sup>th</sup>, in Engleman Hall room B 121.  
Light beverages and snacks provided

Like · Comment · Share



## What's happening?

140

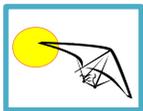
### Social Media & Your Job Search workshop is going on now!

#SocialMedia #SCSU #DRC #JobReady #College #Career #AGENDA #aDegreelsNotEnough

**Latest:** Come join us at **Engleman Hall Room B121** @SCSU! Today!  
Friday, April 5<sup>th</sup>, 2013! #DRC #SCSU about 6 hours ago

Update

## Agenda



**SCSU\_DRC** Before we begin our workshop, lets fill up on some food!  
Stop on in between **5-5:30PM!** #training # Hungry # Pizza #SocialMedia

2 minutes ago via web



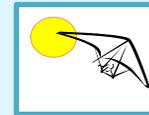
**CindyDonaldson** I'm at @SCSU tonight **starting at 5:30PM** with  
@SCSU\_DRC to talk about social media awareness! The good and  
the bad! Let's talk dirt, #DigitalDirt that is! #FB #LinkedIn #YouTube  
We'll cover them all! Go #Owls !

9 minutes ago via iPhone



**C\_Siuda\_MSW** I'm SUPER excited to be presenting our Social Media  
Awareness exercise! ☺ ☺ ☺ What's your profile telling your potential  
boss?? #Work #Interview #MyBad #SocialMedia #Awareness  
#CleanUp #SCSU #DRC

12 minutes ago via web



**SCSU\_DRC**  
147 tweets

52 following 26 followers 4 listed

The mission of the Disability Resource Center (DRC) is to ensure education equity for students with disabilities. We provide assistance and information on issues of access to ensure the full participation of students with disabilities at Southern.

## Home

@SCSU\_DRC

Direct Messages 5

Favorites 2

Retweets

Search



## Social Media: Nobody Sees It but My Friends, Right?

WRONG.

Facebook is a public record. Any words or photos you post there can be used against you. It doesn't even require a subpoena.

What you say on Facebook can keep you from getting hired. It can also get you reprimanded or even fired.

Here are some examples of unwise Facebook use:

- Employers often look up job applicants on Facebook to see what kind of people they are. It is like a character reference. Yes, what you do in your free time is your business, but only to a point. If an employer sees someone surrounded by beer bottles with a joint hanging out of his/her mouth, another candidate will most likely get the job.
- Two employees at a preschool were chatting on Facebook about a whiney kid. They thought it was okay because neither of them was a Facebook friend of the kid's parents... until the boss jumped in and reminded them that all the parents they had friended could see what they were talking about. Their question would be, "If they are talking this way about THAT kid, what are they saying about MY kid?"
- Many schools have a policy that the faculty is not allowed to "friend" students. Otherwise, the students can and will use what they see on Facebook to undermine the authority of the teachers.
- An employee called out sick, and on the same day gave her friends a Facebook shout out from the beach. She no longer has that job.
- A Connecticut school superintendent wrote on Facebook that he had counseled an administrator to retire or face termination. He went on to say, "If every day is like this, it'll be the best job ever." He was fired for his remarks.<sup>1</sup>

<sup>1</sup> "Facebook Posts Cost Windsor Locks Superintendent His Job," by Ben Sosenko, NBC Connecticut, September 15, 2010. Link: <http://www.nbcconnecticut.com/news/local/Facebook-Posts-Cost-Windsor-Locks-Superintendent-His-Job-103014819.html>



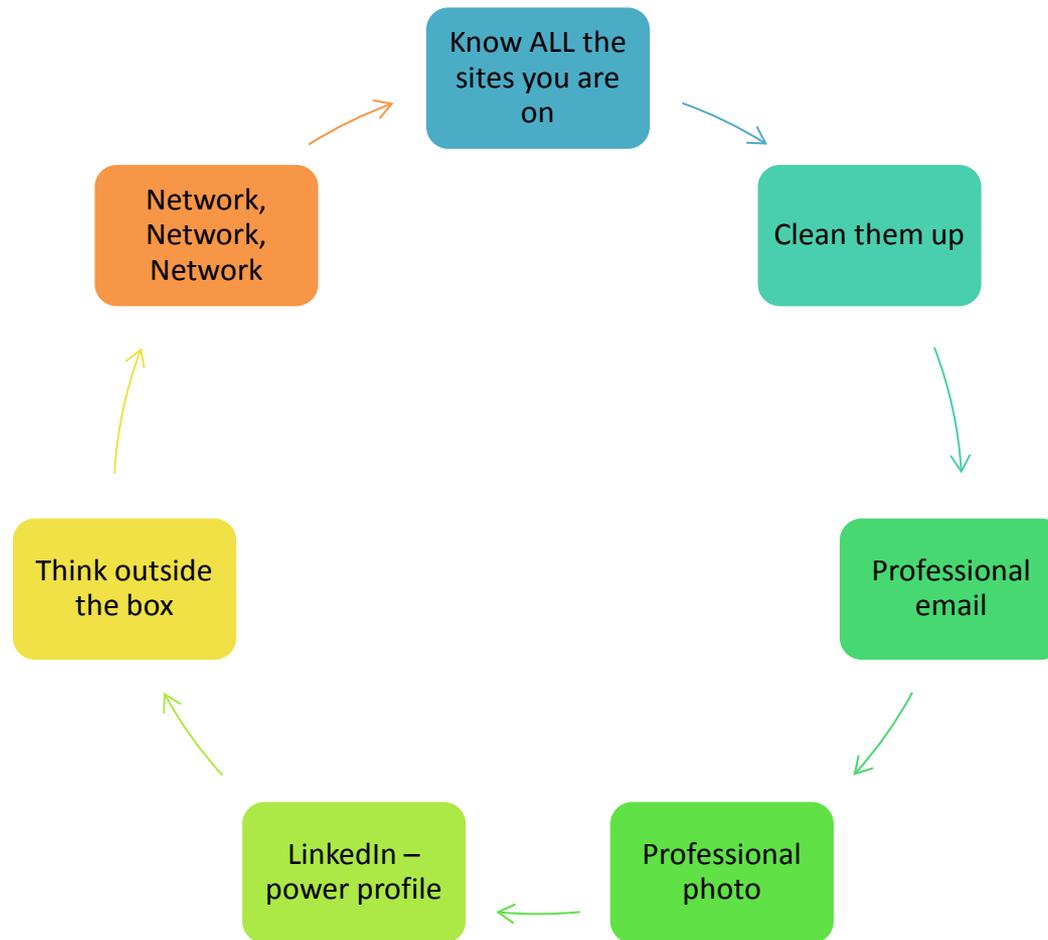
# Can it really help me find a job?

- Social media is the networking trend of the future - jobs can be won or LOST.
- Top head hunters use LinkedIn for recruiting.
- Prospective employers will research your social media accounts to “learn about you”.
- LinkedIn is your online resume+
- <http://www.youtube.com/watch?v=Z4gt62uAasE>
  - Understand the true power of social media!
- Google your name – see what you find?

# The Good 😊...and the Bad ☹️

- Social media allows a company & people to be **transparent**.
- Your “**digital dirt**” can be the reason you are having trouble finding a job
- The lack of a good **LinkedIn** page will hurt you
- **Twitter, Facebook, LinkedIn & YouTube** are great places to network, do research and find your dream job
- Employers **no longer rely** on written recommendations alone anymore

# “Social Media 101” – What you need to have in place before you send out your resume!



# Linked

## My LinkedIn Account

<http://www.linkedin.com/in/cindydonaldson>

- The most important social media site a job hunter should have
- Create a **power profile!**
  - Don't just list jobs you've had
  - What makes you different than the competition
  - Professional headshot and email a MUST
  - List awards, certifications, anything that makes you shine
  - List non-profit affiliations
- Ask for **recommendations**
- Recommend others
- Have **twitter/blog feed**
- Link to those that will help you reach your goal
- **Update often**

Advertise With Us! - As an owner, promote your company by reaching more than 261

[Edit Profile](#) [View Profile](#)



Cindy Donaldson [Edit](#)  
Director of Marketing & Personal Lines Sales  
Hartford, Connecticut Area | Insurance

[Edit](#)

Cindy Donaldson Since the Gov told everyone to look into Flood insurance - we did the homework for you. Here are the details! <http://conta.cc/htDTqQ>

4 days ago • Like • Comment • See all activity • Post an update

Current

- Director of Marketing & Personal Lines Sales at Founders Insurance Group [Edit](#)
- Owner at Brookhollow Marketing (Sole Proprietorship) [Edit](#)

+ Add a current position

Past

- Sales Person at Sir Speedy Printing
- sales person at Sir Speedy Printing

Education

- The University of Connecticut

Recommendations [18 recommendations](#) [Edit](#)

Connections [412 connections](#)

# About



- Founded in May 2003 when five company founders including Reid Hoffman invited 300 of their closest business contacts to join, by the end of the first year, LinkedIn had reached 81,000 members.
- Over 100 Million users
- 44 Million users in the U.S.
- Average age of global users is 25-45 and it's almost 60% males on there globally (compare this to Twitter which has more females). The US has the most females with 45% and the Middle East the least with 33%.
- Most users are working for companies with over 1,000 employees, this is especially true in Asia. The biggest proportion of companies are active in High-Tech (16%), Finance (13%) and Manufacturing.
- LinkedIn is used by 69 of the Fortune 100 companies

# LinkedIn terms



- **Introduction** – provides a way to reach out to people who are connected to your connections.
- **Connection** - Connections are people you invite, or people who have invited you. They in turn are connected to other people, and those people to still more.
- **My network?** Your network is the group of users you can contact through your connections, and those users who are more than four degrees away from you but are willing to be contacted without referral. You can only contact people who are linked to you through a short chain of users (up to four degrees away from you), or users accepting contact without referral.
- **What is a request?** A request is a request for contact sent by one user to another, describing a possible project or opportunity.
- **What is a profile** Your profile is your “public face” — it's what other users see when they find you through a search.
- **InMail** – private message from a LinkedIn member who is NOT your connection – you can get them free, but you must have a paid account to send them.
- **What is an endorsement?** An endorsement is a short comment, written by one connection for another, about work the two shared in a particular position. The endorsement is visible to all users who can see the endorsee’s profile.

# Getting LinkedIn – Building your network!

**.inked in** Account Type: Basic Cindy Donaldson [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox Companies More People

[Add Connections](#) [Colleagues](#) [Classmates](#) [People You May Know](#) [View Sent Invitations](#)

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

### See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people you already know on LinkedIn. [Learn More](#)

Your email:

Email password:

We will not store your password or email anyone without your permission.

---

Do you use Outlook, Apple Mail or another email application?  
[Import your desktop email contacts >](#)

### Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

- Connect with people you already know
- Look to connect with people that will help you with your goal
  - Finding a new job
  - Increasing your sales
  - Branding your company
- Open Networkers – LION
  - These LinkedIn people will connect with anyone and have an Open Network vision
- Go to Contacts: Add Connections
  - Have LinkedIn search your web based email accounts such as gmail, hotmail etc
  - Import your Outlook contacts
  - Enter email addresses of people you know
  - Search for people



# The power of LinkedIn – Connections

LinkedIn®



- Peruse your connections connections
  - who do you want to meet
    - Who can help your career
    - Ask for the introduction!
- Connect with previous co-workers, classmates
- Search specific companies
- Specify HOW you know a target connection before sending the invitation
  - Colleague – select a company from drop down box
  - Classmate – choose the school
  - We've done business together – select company
  - Friend
  - Groups & Associations – choose the group you share
  - Other – you must enter the person's email address
  - I Don't Know -

# Communicating with other LinkedIn Members – the 1,2,3



- **1<sup>st</sup> Degree Connections** – Your Network!
  - You can send an email to anyone in this degree
- **2<sup>nd</sup> Degree Connections** – LinkedIn members who connect directly to your 1<sup>st</sup> Degree
  - You will need to get an introduction, make them a first degree in order to send email
  - Send InMail if you have a premium account
- **3<sup>rd</sup> Degree Connections** – LinkedIn members who connect directly with your 2<sup>nd</sup> Degree.
  - Connect as above with the 2<sup>nd</sup> Degree.

## **TIPS for Connecting outside of your First Degree**

- 1. Speak to your 1<sup>st</sup> degree connection prior to trying to connect with 2<sup>nd</sup> or 3<sup>rd</sup> degree – ask for an introduction**
- 2. You will have better luck connecting with 2<sup>nd</sup> degree vs. 3<sup>rd</sup>**
- 3. Be specific in your “I would like an introduction” – are you looking for a job, looking to network etc. The more precise the better luck you will have!**

# Recommendations – don't be shy!



- Request recommendations and provide them within your network – they are a powerful networking tool!
- **Four types:**
  - Colleague – worked directly with this person at the same company as a manager, peer or employee
  - Business Partner – worked with this person not as a client or a colleague
  - Student – you were a teacher, advisor or fellow student at the same school
  - Service Provider – You hired this person to perform a service

### Ask the people who know you best to endorse you on LinkedIn

- 1 Choose what you want to be recommended for

Choose... [ Add a job or school ]

- 2 Decide who you'll ask

Your connections: [ ] You can add 200 more recipients

- 3 Create your message

From: Cindy Donaldson [cdonaldson@foundersgrp.com]
Subject: Can you endorse me?
I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.
Thanks in advance for helping me out.
-Cindy Donaldson
Note: Each recipient will receive an individual email. This will not be sent as a group email.

Send or Cancel



Ask for a recommendation = Will you endorse me?

Customize the Subject or the letter. Send them out in bulk or one at a time.

# Groups



- Join an existing group of people with like interests OR create a group of your own
- Group icons will appear on your profile page
- Open Group vs. Members Only

The screenshot shows the LinkedIn Groups page for a user named Cindy Donaldson. The page is divided into several sections:

- Header:** LinkedIn logo, Account Type: Basic, and user name Cindy Donaldson with an Add Connection button.
- Navigation:** Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, More, and a search bar for Groups.
- Groups You've Joined (41):** A list of groups with a 'Reorder' link and a 'Create a group' button.
  - Litchfield Area Business Association - LABA:** Includes the LABA logo.
  - Northwest Connecticut's Chamber of Commerce:** Includes the chamber logo.
  - Torrington Development Corporation:** Includes the corporation logo.
  - Social Media 4 Insurance:** Includes the logo and a status message: "Your membership is pending approval. Send message · Withdraw request".
  - ACT (Insurance Agents Council for Technology):** Includes the ACT logo.
- Groups You May Like:** A list of suggested groups with 'Join' buttons.
  - Risk Management & Insurance Professionals:** Includes a 'Join' button.
  - Affinity Group Marketers:** Includes a 'Join' button.
  - Solano County Business Networking Group:** Includes a 'Join' button.
- Advertisement:** A Vistage advertisement featuring a man's face and the text: "As Chief Executive of your company... What keeps you awake at night? Find better results with a trusted group of advisors. Learn How".

independent insurance

Refine By Reset

**Location**

Headquarters Only

All Locations

United States (2412)

United Kingdom (440)

Greater New York City Area (186)

Canada (127)

Greater Chicago Area (115)

Show more...

Enter location name

**Job Opportunities**

Hiring on LinkedIn (48)

**Industry**

All Industries

Insurance (2314)

Financial Services (659)

Investment Management (70)

Real Estate (66)

Information Technology and Services (62)

Show more...

Enter industry name

**Relationship**

**Company Size**

NEW Take a tour of the new Company Search. Watch a short video >>

Sort By: Relevance 3,890 Results

**TRAVELERS Insurance**

Greater New York City Area | 10,001+ employees | 14,318 followers

688 people in your network

|  |  |  |
|--|--|--|
|  <b>Jeffrey Graham</b><br>Sales and Marketing Director<br><a href="#">1st</a> |  <b>Kim Hull</b><br>Vice President, Strategic Marketing and Communications, Business Insurance<br><a href="#">1st</a> |  <b>Sarah Bathrick</b><br>Director, Claim Marketing & Communications<br><a href="#">1st</a> |
|--|--|--|

[View all 688 people.](#)

**The Hartford Financial Services**

Hartford, Connecticut Area | 10,001+ employees | 10,259 followers

355 people in your network | 1 job posting

|  |   |  |
|--|---|--|
|  <b>Bruce Shuman</b><br>E-Commerce<br><a href="#">1st</a> |  <b>Christi Miller</b><br>Marketing Coordinator<br><a href="#">1st</a> |  <b>Danielle Blais</b><br>Small Commercial Sales<br><a href="#">1st</a> |
|--|---|--|

[View all 355 people.](#)

**GMAC Insurance Insurance**

1001-5000 employees | 1,082 followers

23 people in your network | 2 job postings

**APPLIED SYSTEMS Computer Software**

United States | 501-1000 employees | 559 followers

78 people in your network

# Companies – follow them!

- Search and follow companies that interest you, you would like to work for, or have worked for!
- See their employees – new hires & recent departures
- Look for job openings!





# Become an expert in your field – comment, answer and advise!

- Join key groups that will help you in your career
- Comment on discussion boards
- **LinkedIn answers** is for Professional discussion not self promotion
  - Go to Other...click on Answers

Answers Home | Advanced Answers Search | My Q&A | Ask a Question | Answer Questions

**Ask a Question**

Get answers from your connections and experts in your network.

[Next](#)

**Answer Questions**

Recommended categories for you:

- Business Insurance
- Advertising
- Public Relations

**Featured Category**

**Business Travel**

Sponsored by:

**My Q&A**

You have 0 open questions.

[Ask a question now.](#)

[» View all your questions & answers](#)

**Browse**

- Administration
- Business Operations
- Business Travel
- Career and Education
- Conferences and Event Planning
- Finance and Accounting
- Financial Markets
- Government and Nonprofit
- Health
- Hiring and Human Resources
- International
- Law and Legal
- Management
- Marketing and Sales
- Nonprofit
- Personal Finance
- Product Management
- Professional Development
- Startups and Small Businesses
- Sustainability
- Technology
- Using LinkedIn

**More questions in other languages**

- Fragen auf Deutsch
- Questions in English

**New Questions From Your Network**

**?** [What are the answers you have read on linked that has caused you to think differently, caused an aha moment or have motivated you or inspired you?](#)  
1 answer | Asked by Karen Schultz [2nd](#) | 1 hour ago in Using LinkedIn, Manufacturing

**?** [How do you view profiles anonymously on linked in?](#)  
2 answers | Asked by Karen Schultz [2nd](#) | 1 hour ago in Using LinkedIn

**?** [Muddy Sentence Department--Rewrite](#)  
8 answers | Asked by Irene Davis [2nd](#) | 7 hours ago in Communication and Public Speaking, Writing and Editing

**?** [How can social media be used in recruiting patients for clinical trials? Is it legal?](#)  
4 answers | Asked by Amit Srivastava [2nd](#) | 11 hours ago in Health Care, Viral Marketing

**?** [I have a question: Is it the role of government to fund broadband adoption programs which seem to be in effect marketing programs for broadband service providers?](#)  
4 answers | Asked by Bill Price [2nd](#) | 21 hours ago in Government Policy, Telecommunications

[more open questions »](#)

**This Week's Top Experts**

| Experts   | Answers (This Week) |
|---|---------------------|
| 1. <b>Cristina Falcão</b> <a href="#">GROUP</a> - see all my answers<br>Creative Problem Solver- I DO IT-Pharmaceutical Manager /Chief Science Officer-Lawyer- Change Manager<br>★ Best Answers in: Using LinkedIn (84), Organizational Development (6), Work-life Balance (5), ...           | 393                 |
| 2. <b>Christine Hueber</b> <a href="#">2nd</a> - see all my answers<br>Need Results? My engaging Social Media & effective Search Engine Marketing get them! Christine at Christine Hueber.com<br>★ Best Answers in: Using LinkedIn (144), Business Development (8), Customer Service (7), ... | 362                 |

# Search Job Postings

**LinkedIn** Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies More

Vice President Marketing  
WealthVest Marketing - San Francisco Bay Area

**Job Description**

**Vice President of Marketing**

WealthVest Marketing is a rapidly growing company that specializes in marketing fixed and fixed index annuities nationally through independent financial advisors and broker dealers. We represent the top insurance companies in the industry. In our first year we raised over \$100 million and we see significant growth this year and into the future. The founders, both past CEOs of annuity companies, each have over twenty years of success designing and marketing annuities. WealthVest has over 40 field wholesalers distributing through various channels. The VP of Marketing will own the entire marketing effort and will be responsible for conceiving and executing marketing plans for the company. As a start-up, the tasks and projects will vary over time and change significantly as we grow and build our capability and capacity.

**Main Job Tasks and Responsibilities**

- Plan and administer Marketing budget. You will be expected to run the marketing department as a P&L with revenue derived from company sales and revenue and to develop an understanding of the company pricing.
- Develop marketing materials and sales ideas as a value added service for advisors
- Support the launch of new wholesalers and marketing consultants in their territories
- Own the CRM system including new and existing advisor and BD relationships to drive our marketing communications.
- Develop and implement the ability to execute multiple marketing campaigns simultaneously including success metrics.
- Develop and manage the website to be a critical resource for our customers, the hub of the WealthVest network.
- Develop and manage the website including acting as "Editor" of our industry blogs
- Develop our consumer lead generation website
- Develop our Digital Marketing Platform as an key marketing product for our Advisors, including social marketing and SEO
- Design, implement, and facilitate marketing plans to leverage marketing partners
- Establish Marketing services for our advisors
- Manage the development of product collateral marketing materials and sales ideas
- Event and reward trip management and marketing
- Establish and manage the marketing processes
- External and internal communications
- Public relations efforts
- Supervise Marketing team of three staff
- Develop cost and success metrics and adjust plans accordingly

**Qualifications Required**

- 7-10 years experience marketing annuities or mutual funds to financial advisors
- Bachelor's Degree required, MBA preferred
- Industry certification such as CFP, ChFC or similar is preferred
- Strong written and verbal communication skills
- Analytically oriented
- Excellent PC skills are required, including experience with Excel, Word, PowerPoint and Outlook.

Apply Now  
Request Introduction

Save job  
Share job  
Follow company  
Bookmark

Posted By

Wade Dekken [2nd]  
Annuities Executive, Thought-Leader, New Product Visionary, Founder - WealthVest Marketing & Owner - PureWest Properties (Hiring Manager)  
Send InMail

2 of your connections can refer you to Wade:

Jacqueline Vergne [1st]  
Sales & Marketing Manager Officer at Chubb  
Request Introduction

Gerald "Solutionman" Haman  
President & Innovation Expert at SolutionPeople.com Innovation, Innovation TrainingWorkshops.com & InnovatorsDigest.com  
Request Introduction

Unlock Salary Estimates for Jobs on LinkedIn

Upgrade to Job Seeker Premium »

You're Linked to WealthVest Marketing

1 person in your network works at WealthVest Marketing

Wade Dekken [2nd]  
Annuities Executive, Thought-

1. Put in key word or company name
2. View lists of jobs
3. Click on job that interests you
4. Apply
5. Request an introduction by people in your network!
6. Share the job with your friends
7. Follow the company
8. Get hired!





# Blogging

My work blog:

[www.foundersgrp.wordpress.com](http://www.foundersgrp.wordpress.com)

- Blog=Web Log.
- If you have one make sure it will not conflict with the job you are hunting for
- Can be a powerful tool to add to your resume!
- Links to other sites
- Subscribe to others and post comments!

The screenshot shows a blog post on the Founders Forum website. The header includes the site logo, navigation links for 'Home' and 'About', and a 'Trusted Choice' badge. The post title is 'Damn those Ice Dams!' dated February 3, 2011, by Cindy Donaldson. It features a profile picture of the author and text discussing ice dam issues in the northeast. A sidebar on the right contains an 'EMAIL SUBSCRIPTION' section with a 'Sign me up!' button, a 'FOLLOW US ON TWITTER' section with a link to the Twitter page, and a 'RECENT POSTS' section listing two other articles.



follow us on  
twitter

# Tweet On!



- Micro Blogging
- Great place to connect with like minds
- Very **viral** – watch what you say!
- Great way to get people to your website, Facebook, blog et al
- Follow people that you want to work for or with.
- Let your talents be known.
- Use tools such as Twellow.com to find people in a certain geographic area.

My work Twitter

[www.twitter.com/foundersgroup](http://www.twitter.com/foundersgroup)

The screenshot shows a Twitter homepage with a search bar at the top. Below the search bar is a 'Timeline' section with several tweets. The first tweet is from @jxpaton, announcing the election of Betsy Morgan to the Board of Directors of the Journal Register Company. The second tweet is from @bligh, mentioning a Super Bowl XLV Top 10 Best-Liked and Most-Recalled Ads list. The third tweet is from @CTCarLot, advertising a car. The fourth tweet is from @Home\_Recipes, sharing a recipe for Fugu Salad. The fifth tweet is from @SteveCase, mentioning AOL's attempt to remake itself. The sixth tweet is from @talkofct, mentioning a court decision on malpractice. The seventh tweet is from @GMA, mentioning a photo coverage from a performance. On the right side, there are sections for 'Your Tweets' (2,005), 'Following' (1,999), 'Followers' (1,352), 'Favorites' (1), and 'Listed' (541). There are also sections for 'Trends' and 'Who to follow'. At the bottom, there is a 'Twitter Tweet Button' and a footer with links for 'About', 'Help', 'Blog', 'Status', 'Jobs', 'Terms', 'Privacy', 'Shortcuts', 'Advertisers', 'Businesses', 'Media', 'Developers', 'Resources', and '© 2011 Twitter'.

# Twitterspeak



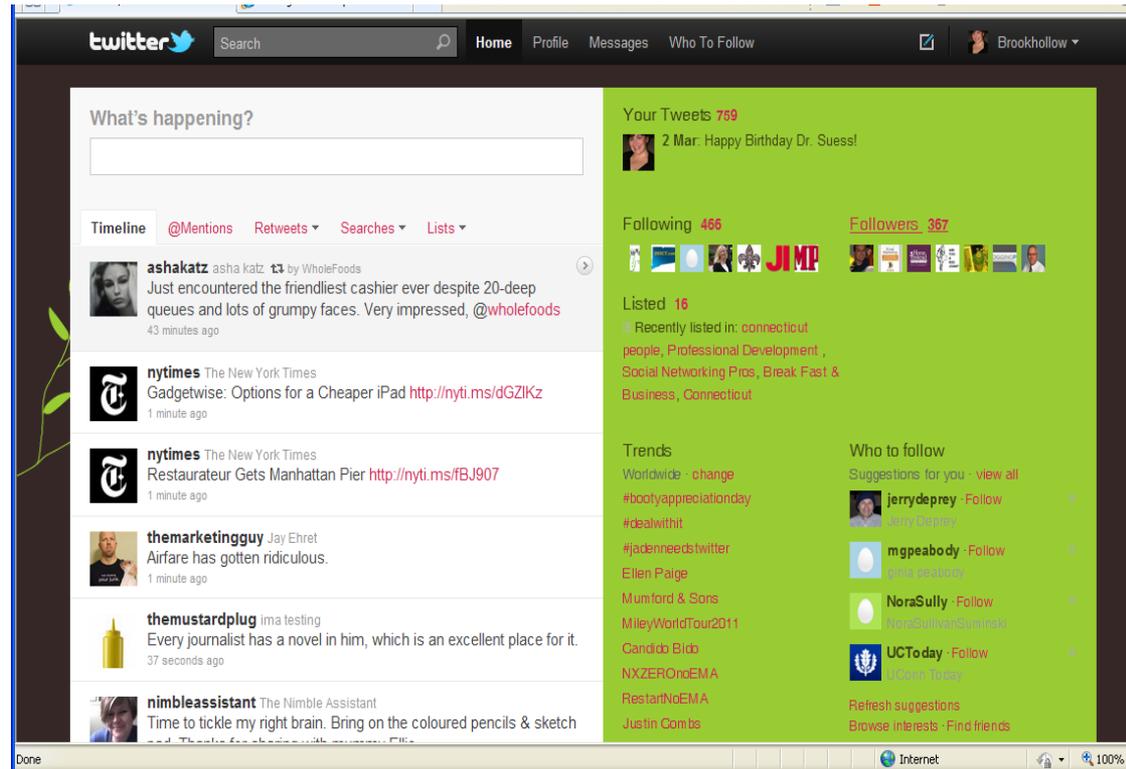
- **@Username** – your name on Twitter
- **Tweet** – the 140 character update you post
- **Tweeple** – people who use Twitter
- **RT** – Retweet
- **DM** – Direct Message
- **#** - Hashtag to track topics ie #topic
- **Twitterverse** - the world of Tweeple!
- **Tweet-up** – a real live human to human meeting of Tweeple
- **Favorite** – Star Icon –these will save certain tweets
- **Lists** – are groups of Tweeple
- **Mention** – this is when someone “mentions” your @username in their tweet(s)

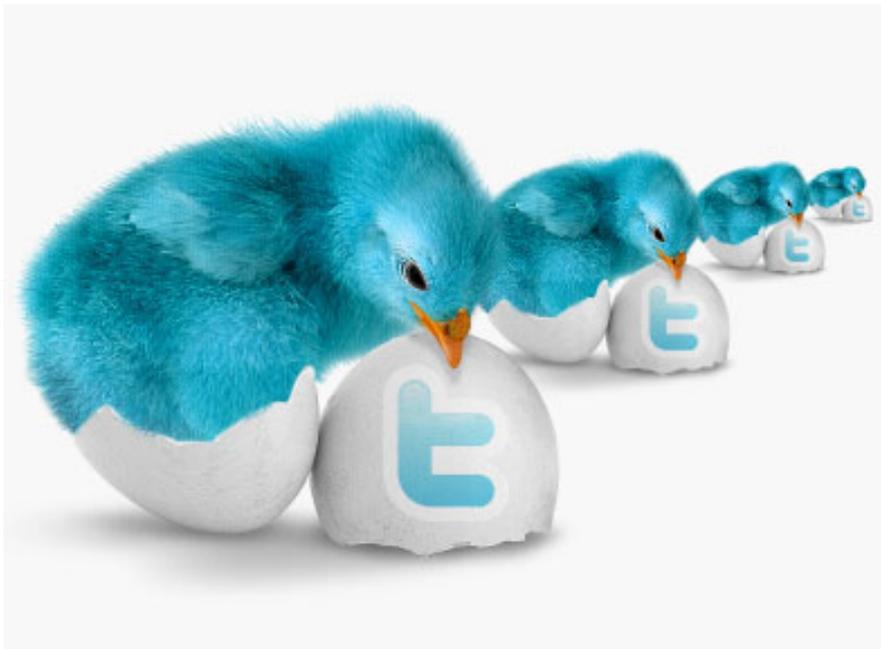
# Why you should join the Twitterverse...

www.twitter.com

- **A few Twitter facts as of 09/2010**
- Twitter has 175 million registered users.
- 95M tweets are written per day.
- They have 300 employees & are hiring
  
- **Cool things you can do with Twitter**
- Follow current news trends
- Send a Twitter Business Card #twtBizCard
- Support charities – and raise money!
- Be political – make things happen
- Find a job
- Brand your company
- Increase your personal and business network
- Connect with like minded individuals
- Become a Twitterer!

My personal Twitter **@brookhollow**





To follow or not to follow...that is the question!

- How to follow people
  - Search key words, names, locations.
  - Find someone who has a lot of followers that you think might interest you and click on their follow and followers lists
  - Go to a “list” and see people following that list
  - Geo-location tools [www.twellow.com](http://www.twellow.com)

# How to get followers



- You need to follow in order to be followed – unless you are famous.
- Have something useful to say!
- Be creative
- Be a master at **retweeting**
- Tweet links from high profile bloggers and sites
- Put “Share this” links on blogs, websites etc

<http://sharethis.com/publishers/get-sharing-button>

# facebook

## Friend me...Fan me!

Founders Facebook page

<http://www.facebook.com/foundersinsurancegroup>

- Personal & Business do they mix? Sure!
- Never ever say anything bad about a previous and/or current employer
- Why I have both
- Digital dirt can kill you
- Remove any pictures that can harm you
- Professional headshot and email
- Be “a fan” of key industry pages

The screenshot shows the Facebook interface for the 'Founders Insurance Group' page. At the top, there's a navigation bar with the Facebook logo and a search bar. Below that, a notification says 'We think this may belong to you. Click on the link and take a look: Founders Insurance Group'. The main content area features the group's profile picture (a building with 'EXXVILLE.COM' on the sign), a cover photo, and navigation tabs: 'Wall', 'Info', 'Photos', 'Join My List', 'Discussions', 'Reviews', and a plus sign. Below the tabs are sharing options (Status, Photo, Link, Video) and a text input field for a post. The main feed shows several posts, including one by Patricia Alexander with a profile picture and a comment input field. The left sidebar contains 'Information' (Location: 1300 Winsted Road, Torrington, CT, 06790; About: Check out our blog! http://foundersgrp.wordpress.com/), 'Insights' (131 Monthly Active Users, 0 Daily New Likes, 16 Daily Post Views, 0 Daily Post Feedback), and a footer note 'Insights are visible to page admins only.'

# flickr™

Founders flickr Page

<http://www.flickr.com/photos/foundersgroup/>

- Beware of digital dirt
- Have permission to use any pictures from a previous job
- Powerful tool if you are looking in certain fields
  - Photography
  - Digital work
  - Graphic design
  - Non profit development
- Keep it professional

The screenshot shows a Flickr photostream page for the user 'foundersgrp'. The page header includes the Flickr logo, navigation links (Home, You, Organize & Create, Contacts, Groups, Explore), and a search bar. The main content area is titled 'Your photostream' and displays a grid of photos. The first two photos are identical and titled 'Team Founders at Leadership NW Graduation'. The third photo is titled 'Leadership NW Advisory Board' and the fourth is 'Doug Grieco getting award from JoAnn Ryan'. A sidebar on the right shows a preview of another photo titled 'NW CT Chamber of Commerce...'. Each photo entry includes a thumbnail, a caption, a privacy setting (e.g., 'Anyone can see this photo'), an upload date (Jun 17, 2010), and view/comment counts.



## Broadcast Yourself

- Again – beware of digital dirt
- Using work from a past job? Have permission!
- Same as Flickr – can be used as a powerful tool to promote yourself and your work
- Check out your competition
- Resume in video form

Founders on YouTube

<http://www.youtube.com/user/foundersgrp>

A screenshot of a YouTube video player. The video is titled "Why Founders?" and features Herb Prem, who is smiling and wearing a suit and tie. The video player shows a progress bar at 0:00 / 2:21. Below the video, there are options for "Info", "Favorite", "Share", "Playlists", and "Flag". The video description reads: "Personal insurance is just that - personal Herb Prem tells us why." and includes a "Like" button. The video is from the channel "Founders Insurance Group" and was uploaded on November 05, 2010, with 154 views. On the right side of the player, there is a sidebar with "Uploads (7)" and "Favorites (0)". The "Uploads" section lists three videos: "Personal insurance is just that - personal He" (54 views - 3 months ago), "Why Founders Insurance Group? Ask" (55 views - 3 months ago), and "Founders Insurance and the CTMA" (42 views - 3 months ago).

# Just do it!

- The key to **success** is implementation and consistency
- Blog what you tweet, and tweet what you blog
- Connect all the dots, connect all your friends, fans and followers = **Viral Marketing**
- Social media is all about **Networking and Connecting**
- Very important to keep everything current and of course – watch that digital dirt!
- Use **Google Alerts** (need a Google account – its free!) to track what is being said about you on the web.

# About me

## Cindy Donaldson

Director of Marketing & Personal Lines Sales  
Founders Insurance Group

E: [cdonaldson@foundersgrp.com](mailto:cdonaldson@foundersgrp.com) (work)

[cdonaldson62@gmail.com](mailto:cdonaldson62@gmail.com) (personal)



<http://www.linkedin.com/in/cindydonaldson>

The Facebook logo, consisting of the word "facebook" in white text on a blue rectangular background.

**facebook**

<http://www.facebook.com/cindydonaldson62>  
<http://www.facebook.com/foundersinsurancegroup>

The Twitter logo, consisting of the word "twitter" in a light blue, lowercase, sans-serif font.

twitter



<http://www.twitter.com/brookhollow>  
<http://www.twitter.com/FoundersGroup>



<http://www.foundersgrp.wordpress.com>



Get  
Connected  
on

**Linked** 

Part II

Cindy Donaldson

<http://www.linkedin.com/in/cindydonaldson>

# Why LinkedIn is so vital to your business



- Over 100 Million users
- 44 Million users in the U.S.
- Average age of global users is 25-45 and it's almost 60% males on there globally (compare this to Twitter which has more females). The US has the most females with 45% and the Middle East the least with 33%.
- Most users are working for companies with over 1,000 employees, this is especially true in Asia. The biggest proportion of companies are active in High-Tech (16%), Finance (13%) and Manufacturing.
- LinkedIn is used by 69 of the Fortune 100 companies

# LinkedIn- the online version of you

- Your online version of a resume – but better!
- Connect with people you wouldn't normally meet
- Great recruiting tool
- Show case your strengths
- Reconnect with former colleagues & classmates
- Find job opportunities
- Request & give professional recommendations
- Find & give answers to business questions
- Establish yourself as an expert in your field
- Conduct marketing research
- Advertise your business and/or services

[Attn: Female Directors - Apply to the Worldwide Who's Who network for Succ](#)



## Cindy Donaldson

Outside the box thinker changing the way the world views the independent insurance industry

Hartford, Connecticut Area | Insurance

**Cindy Donaldson** RT @CHRISVOSS : People who say it cannot be done should not interrupt those who are doing it. - Anonymous AMEN!!

Like (1) • Comment • See all activity • 21 hours ago

|                 |  |
|-----------------|--|
| Current         | <b>Director of Marketing &amp; Sales at Founders Insurance Group</b>   |
| Past            | Owner at Brookhollow Marketing<br>Sales Person at Sir Speedy Printing<br>Sales Coordinator & Outside Sales Person at Sir Speedy Printing |
| Education       | The University of Connecticut  |
| Recommendations | 21 people have recommended Cindy   |
| Connections     | 500+ connections   |
| Websites        | <a href="#">Founders Website</a><br><a href="#">Founders Blog</a><br><a href="#">Torrington EDC Blog</a>                                 |
| Twitter         | <a href="#">FoundersGroup</a><br><a href="#">Brookhollow</a>   |
| Public Profile  | <a href="http://www.linkedin.com/in/cindydonaldson">http://www.linkedin.com/in/cindydonaldson</a>  |



Share



PDF



Print

# Create your profile #1

Your profile should always be current – update your job, your position and your extra curricular activities.

Your profile a strategic summary of your accomplishments. Don't make it a direct copy of your resume.

Blurb under your name – DON'T just put your title! What makes you different? Put it here.

Make sure you fill in your geographical information and your current demographic information – job, industry etc.

Summary: 1 paragraph that lets people know who you are

**Privacy Info:** LinkedIn will only show your geographic AREA not your actual city.

# Power Profile tips

- Tip** - This is not Facebook – use a professional picture.
- Tip** - Pat yourself on the back – this is the spot to list your accomplishments.
- Tip** - List your community involvement – Volunteer Experience & Causes
- Tip** - List the organizations of which you are a member – i.e. chambers of commerce
- Tip** - Skills & Expertise – These are searchable terms Add them!!
- Tip** - Education & Certifications
- Tip** - Personal Information – Put what you feel comfortable with!
  - Don't put home address – security reasons
  - Don't use a non-professional email address!

# The power of LinkedIn – Connections



- Peruse your connections connections
  - who do you want to meet
    - Who can help your career
    - Ask for the introduction!
- Connect with previous co-workers, classmates
- Search specific companies
- Specify HOW you know a target connection before sending the invitation
  - Colleague – select a company from drop down box
  - Classmate – choose the school
  - We've done business together – select company
  - Friend
  - Groups & Associations – choose the group you share
  - Other – you must enter the person's email address
  - I Don't Know -

# Communicating with other LinkedIn Members – the 1,2,3

- **1<sup>st</sup> Degree Connections** – Your Network!
  - You can send an email to anyone in this degree
- **2<sup>nd</sup> Degree Connections** – LinkedIn members who connect directly to your 1<sup>st</sup> Degree
  - You will need to get an introduction, make them a first degree in order to send email
  - Send InMail if you have a premium account
- **3<sup>rd</sup> Degree Connections** – LinkedIn members who connect directly with your 2<sup>nd</sup> Degree.
  - Connect as above with the 2<sup>nd</sup> Degree.

## **TIPS for Connecting outside of your First Degree**

- 1. Speak to your 1<sup>st</sup> degree connection prior to trying to connect with 2<sup>nd</sup> or 3<sup>rd</sup> degree – ask for an introduction**
- 2. You will have better luck connecting with 2<sup>nd</sup> degree vs. 3<sup>rd</sup>**
- 3. Be specific in your “I would like an introduction” – are you looking for a job, looking to network etc. The more precise the better luck you will have!**

# Recommendations – don't be shy!

- Request recommendations and provide them within your network – they are a powerful networking tool!
- **Four types:**
  - Colleague – worked directly with this person at the same company as a manager, peer or employee
  - Business Partner – worked with this person not as a client or a colleague
  - Student – you were a teacher, advisor or fellow student at the same school
  - Service Provider – You hired this person to perform a service

### Ask the people who know you best to endorse you on LinkedIn

- 1 Choose what you want to be recommended for

Choose... [ Add a job or school ]

- 2 Decide who you'll ask

Your connections: [ ] You can add 200 more recipients

- 3 Create your message

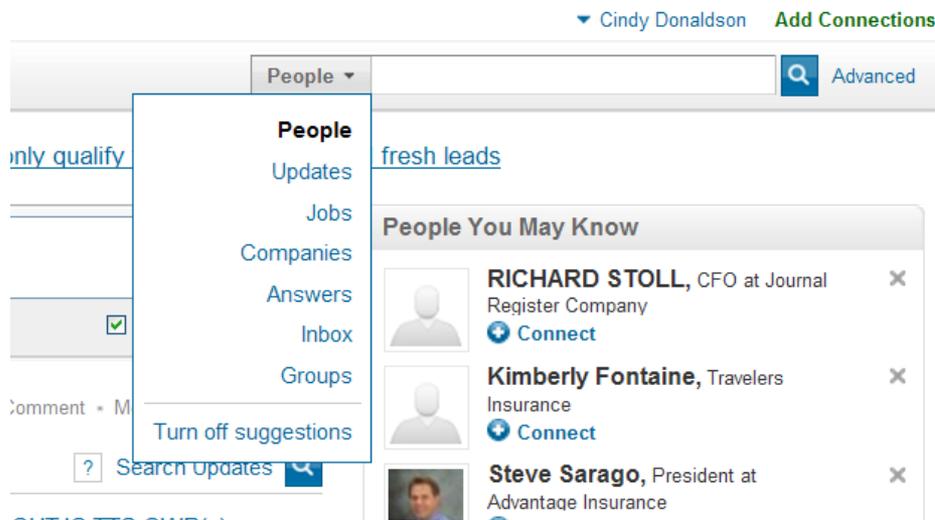
From: Cindy Donaldson [cdonaldson@foundersgrp.com]
Subject: Can you endorse me?
I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.
Thanks in advance for helping me out.
-Cindy Donaldson
Note: Each recipient will receive an individual email. This will not be sent as a group email.

Send or Cancel

Ask for a recommendation = Will you endorse me?

Customize the Subject or the letter. Send them out in bulk or one at a time.

# Searching - take a peek!



People

Search for a specific name

Updates

Type in a key word, or a name

Jobs

Type in a field, job description or a company name

Companies

Type in company name to see updates, employees, jobs & more

Answers

Type in key words, people, companies

Inbox

Search your inbox for names, key words etc

Groups

Search group names, key words

# Groups

- Join an existing group of people with like interests OR create a group of your own
- Group icons will appear on your profile page
- Open Group vs. Members Only

The screenshot shows the LinkedIn Groups page for a user named Cindy Donaldson. The page is divided into several sections:

- Header:** LinkedIn logo, Account Type: Basic, user name Cindy Donaldson, and Add Connection button.
- Navigation:** Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, More. A search bar for Groups is also present.
- Groups You've Joined (41):** A list of groups with a 'Reorder' link and a 'Create a group' button.
  - Litchfield Area Business Association - LABA:** Includes the LABA logo.
  - Northwest Connecticut's Chamber of Commerce:** Includes the chamber's logo.
  - Torrington Development Corporation:** Includes the corporation's logo.
  - Social Media 4 Insurance:** Includes the logo and a status message: "Your membership is pending approval. Send message · Withdraw request".
  - ACT (Insurance Agents Council for Technology):** Includes the ACT logo.
- Groups You May Like:** A list of suggested groups with 'Join' buttons.
  - Risk Management & Insurance Professionals:** Includes a 'Join' button.
  - Affinity Group Marketers:** Includes a 'Join' button.
  - Solano County Business Networking Group:** Includes a 'Join' button.
- Advertisement:** A Vistage advertisement featuring a man's face and the text: "As Chief Executive of your company... What keeps you awake at night? Find better results with a trusted group of advisors. Learn How".

**Logo:** Your logo will appear in the Groups Directory and on your group pages.  
   
Note: PNG, JPEG, or GIF only; max size 100 KB



\* I acknowledge and agree that the logo/image I am uploading does not infringe upon any third party copyrights, trademarks, or other proprietary rights or otherwise violate the User Agreement.

**\* Group Name:**   
Note: "LinkedIn" is not allowed to be used in your group name.

**\* Group Type:**  ▼

**\* Summary:** Enter a brief description about your group and its purpose. Your summary about this group will appear in the Groups Directory.

**\* Description:** Your full description of this group will appear on your group pages.

**Website:**

**\* Group Owner Email:**

**\* Access:**  Auto-Join: Any LinkedIn member may join this group without requiring approval from a manager.  
 Request to Join: Users must request to join this group and be approved by a manager.

Display this group in the Groups Directory.

Allow members to display the logo on their profiles. Also, send my connections a Network Update that I have created this group.

Allow members to invite others to join this group.

Pre-approve members with the following email domain(s):

**Language:**  ▼

**Location:**  My group is based in a single geographic location.

**Twitter Announcement:**   ▼

**\* Agreement:**  Check to confirm you have read and accept the [Terms of Service](#).

Discussions in LinkedIn groups can either be open to the world to see and share, or restricted to members only.

or

\* indicated a required field

# Creating a Group

- Logo
- Group Name
- Type
  - Alumni
  - Corporate
  - Networking
- Summary – a description
- Website
- Owner email (yours)
- Access: auto vs. permission
- Language
- Twitter announcement
- Open vs. Members only

# Manage your group



Home Profile Contacts Groups Jobs Inbox Companies More

LABA Litchfield Area Business Association - LABA

Discussions Members Promotions Jobs Search **Manage** More... Invite others

**Manage Group**

- Submission Queue
- Moderation Queue
- Requests to Join
- Send an Announcement
- Send Invitations**
- Pre-approve People
- Participants
  - Invited
  - Pre-approved
- Group Settings
  - Group Information
  - Group Rules
  - News Feeds
  - Templates
  - Subgroups
- Change Owner
- Delete Group
- Create a Subgroup

**Send Invitations**

Send invitations to your connections on LinkedIn or even other contacts who are not on LinkedIn. Recipients who accept your invitations will automatically become members of your group.

Allow your members to invite people to the group to help it grow faster. Recipients who accept their invitations will become members of the group.

Member invitations are off. [Turn on](#)

**\* Connections:**

Start typing the name of a connection  
Add other email addresses... or Upload a file

**\* Subject:**  
Cindy Donaldson invites you to join Litchfield Area Business Association - LAB

**\* Welcome Message:**  
I would like to invite you to join my group on LinkedIn.  
-Cindy

[Send Invitations](#) or [Cancel](#)

\* Indicates required fields

**Group Join Link**

Link:  
<http://www.linkedin.com/groupReg>



- Invite people to join!
- Send invites to people inside and outside of LinkedIn
- Use the Group Join Link that is at the bottom of the screen and post it on Twitter, Facebook or your website!

independent insurance

Refine By Reset

**Location**

Headquarters Only

All Locations

United States (2412)

United Kingdom (440)

Greater New York City Area (186)

Canada (127)

Greater Chicago Area (115)

Show more...

Enter location name

**Job Opportunities**

Hiring on LinkedIn (48)

**Industry**

All Industries

Insurance (2314)

Financial Services (659)

Investment Management (70)

Real Estate (66)

Information Technology and Services (62)

Show more...

Enter industry name

**Relationship**

**Company Size**

NEW Take a tour of the new Company Search. Watch a short video >>

Sort By: Relevance 3,890 Results

**TRAVELERS Insurance**

Greater New York City Area | 10,001+ employees | 14,318 followers

688 people in your network

|  |  |  |
|--|--|--|
|  <b>Jeffrey Graham</b><br>Sales and Marketing Director<br><a href="#">1st</a> |  <b>Kim Hull</b><br>Vice President, Strategic Marketing and Communications, Business Insurance<br><a href="#">1st</a> |  <b>Sarah Bathrick</b><br>Director, Claim Marketing & Communications<br><a href="#">1st</a> |
|--|--|--|

[View all 688 people.](#)

**The Hartford Financial Services**

Hartford, Connecticut Area | 10,001+ employees | 10,259 followers

355 people in your network | 1 job posting

|  |   |  |
|--|---|--|
|  <b>Bruce Shuman</b><br>E-Commerce<br><a href="#">1st</a> |  <b>Christi Miller</b><br>Marketing Coordinator<br><a href="#">1st</a> |  <b>Danielle Blais</b><br>Small Commercial Sales<br><a href="#">1st</a> |
|--|---|--|

[View all 355 people.](#)

**GMAC Insurance**

1001-5000 employees | 1,082 followers

23 people in your network | 2 job postings

**APPLIED SYSTEMS Computer Software**

United States | 501-1000 employees | 559 followers

78 people in your network

# Companies – follow them!

- Search and follow companies that interest you, you would like to work for, or have worked for!
- See their employees – new hires & recent departures
- Look for job openings!

LinkedIn AccountType Basic Cindy Donaldson Add Connections

Home Profile Contacts Groups Jobs Inbox Companies More People

Find People **Advanced People Search** Reference Search Saved Searches

Keywords:  Title:

First Name:  Company:

Last Name:  School:

Location:  Located in or near:

Country:  United States School:

Postal Code:  Lookup

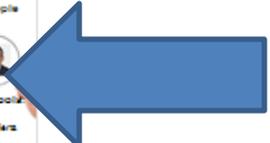
Within:  20 mi (30 km)

**Premium Search**  
Find the right people in half the time

Premium Search Tools

- Premium filters
- Automatic search alerts
- Full profile access

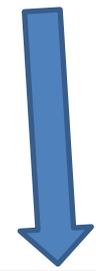
[or Learn more](#)



# Advanced People Searches

Do the same searches all the time? Save them!

After you click "Search" Click on "Save" in upper right hand corner. With a Basic Account you can save up to 3 searches.



**Industries:**  All Industries

- Accounting
- Airlines Aviation
- Alternative Dispute Resolution
- Alternative Medicine

**Groups:**  All Your Groups

- Executive Suite
- Connector/Business Hall of Fame
- Sales Lab
- Obama for America

**Relationships:**  All LinkedIn Members

- 1st Connections
- 2nd Connections
- Group Members
- 2nd - Everyone Else

**Language:**  All Languages

- English
- Spanish
- German
- French

**Functions:**  All Functions

- Academic
- Accounting
- Administrative
- Business Development

**Company Size:**  All Company Sizes

- 1-10
- 11-50
- 51-100
- 101-500
- 501-1,000
- 1,001-5,000
- 5,001-10,000
- 10,000+

**Seniority Level:**  All Seniority Levels

- Manager
- Owner
- Partner
- CMO
- VP
- Director
- Senior
- Entry
- Students & Interns
- Volunteer

**Interested In:**  All LinkedIn Members

- Former employees
- Consultants/contractors
- Entrepreneurs
- Hiring managers
- Industry experts
- Deal-making contacts
- Reference check
- Reconnect

**Years of Experience:**  All Durations

- Less than 1 year
- 1 to 2 years
- 3 to 5 years
- 6 to 10 years
- More than 10 years

**Recently Joined:**  Any Time

- 1 day ago
- 3-7 days ago
- 8-14 days ago
- 15-30 days ago
- 1-3 months ago

**Fortune 1000:**  All Companies

- Fortune 50
- Fortune 51-100
- Fortune 101-500
- Fortune 501-1,000
- Fortune 1001-1,000

Sort By:  Relevance

View:  Expanded

Find People **Advanced People Search** Reference Search Saved Searches

Search

Keep filter selections  [Show more...](#)

Sort by: Relevance View: Expanded 57 results

**Cindy Donaldson** [\[YOU\]](#)  
**Director of Marketing & Personal Lines Sales**  
 Hartford, Connecticut Area | Insurance  
 Current: Director of Marketing & Personal Lines Sales at more...  
 Past: Sales Person at Sir Speedy Printing, sales person at Sir more...

---

**Cynthia R.** [\[GROUP\]](#)  
**President and CEO, Rejuvene, Inc.**  
 Greater Los Angeles Area | Health, Wellness and Fitness  
 Current: CEO at Rejuvene, Inc.  
 In Common: [1 shared group](#)

---

**Cindy Donaldson** Out of your network

# Become an expert in your field – comment, answer and advise!

- Join key groups that will help you in your career
- Comment on discussion boards
- **LinkedIn answers** is for Professional discussion not self promotion
  - Go to Other...click on Answers

The screenshot shows the LinkedIn Answers page layout. At the top, there are navigation links: Answers Home, Advanced Answers Search, My Q&A, Ask a Question, and Answer Questions. Below this is a main content area with two columns. The left column has an 'Ask a Question' section with a text input field containing the placeholder text 'Get answers from your connections and experts in your network.' and a 'Next' button. The right column has an 'Answer Questions' section with the heading 'Recommended categories for you:' and a list of categories: Business Insurance, Advertising, and Public Relations. Below these sections is a 'New Questions From Your Network' section listing five questions with their respective details (number of answers, asker, time ago, and tags). At the bottom of this section is a link for 'more open questions'. Below that is a 'This Week's Top Experts' section with a table listing two experts: Cristina Falcão and Christine Hueber, along with their answer counts for the week.

Answers Home | Advanced Answers Search | My Q&A | Ask a Question | Answer Questions

**Ask a Question**  
Get answers from your connections and experts in your network.  
Next

**Answer Questions**  
Recommended categories for you:  
• Business Insurance  
• Advertising  
• Public Relations

**Featured Category**  
**Business Travel**  
Sponsored by:

**My Q&A**  
You have 0 open questions.  
[Ask a question now.](#)  
» View all your questions & answers

**Browse**  
Administration  
Business Operations  
Business Travel  
Career and Education  
Conferences and Event Planning  
Finance and Accounting  
Financial Markets  
Government and Nonprofit  
Health  
Hiring and Human Resources  
International  
Law and Legal  
Management  
Marketing and Sales  
Nonprofit  
Personal Finance  
Product Management  
Professional Development  
Startups and Small Businesses  
Sustainability  
Technology  
Using LinkedIn

**More questions in other languages**  
• Fragen auf Deutsch  
• Questions in English

**New Questions From Your Network**

- ? **What are the answers you have read on linked that has caused you to think differently, caused an aha moment or have motivated you or inspired you?**  
1 answer | Asked by Karen Schultz [2nd](#) | 1 hour ago in Using LinkedIn, Manufacturing
- ? **How do you view profiles anonymously on linked in?**  
2 answers | Asked by Karen Schultz [2nd](#) | 1 hour ago in Using LinkedIn
- ? **Muddy Sentence Department--Rewrite**  
8 answers | Asked by Irene Davis [2nd](#) | 7 hours ago in Communication and Public Speaking, Writing and Editing
- ? **How can social media be used in recruiting patients for clinical trials? Is it legal?**  
4 answers | Asked by Amit Srivastava [2nd](#) | 11 hours ago in Health Care, Viral Marketing
- ? **I have a question: Is it the role of government to fund broadband adoption programs which seem to be in effect marketing programs for broadband service providers?**  
4 answers | Asked by Bill Price [2nd](#) | 21 hours ago in Government Policy, Telecommunications

[more open questions »](#)

**This Week's Top Experts**

| Experts   | Answers (This Week) |
|---|---------------------|
| 1. <b>Cristina Falcão</b> <a href="#">GROUP</a> - see all my answers<br>Creative Problem Solver- I DO IT-Pharmaceutical Manager /Chief Science Officer-Lawyer- Change Manager<br>★ Best Answers in: Using LinkedIn (84), Organizational Development (6), Work-life Balance (5), ...           | 393                 |
| 2. <b>Christine Hueber</b> <a href="#">2nd</a> - see all my answers<br>Need Results? My engaging Social Media & effective Search Engine Marketing get them! Christine at Christine Hueber.com<br>★ Best Answers in: Using LinkedIn (144), Business Development (8), Customer Service (7), ... | 362                 |

# Finding a Job – First things First



- Have a complete profile
- Develop a solid network of connections
- Get recommendations
- Include Keywords that are relevant to your job search in your profile
- Focus on results not your duties in your job descriptions
- Post your resume using the application **Box.net files** which will let you attach PDF's
- Indicate in your profile that you are looking for employment – don't sound desperate!

**TIP Clean up your Digital “Dirt” – make sure there aren't any incriminating pictures, comments etc on Facebook, MySpace, Twitter etc.**

# Job search part 2 – your network

- Search your groups & companies for job openings
- Actively search out connections within your network
- Search job postings – via JOBS PAGE
- Upgrade your account to Job Seeker Premium

The screenshot displays a LinkedIn Jobs page with the following elements:

- Navigation Bar:** Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, More. A search bar with 'Jobs' and an 'Advanced' button.
- Sub-navigation:** Jobs Home, Saved Jobs, Saved Searches, Advanced Search.
- Refine By Filters:**
  - Company:** All Companies (checked), Hub International (9), Manpower Inc. (1), Trimble Navigation (1), William Gallagher Associates (1), Prenova (1). Includes a search box for company names.
  - Date Posted:** Any Time (checked), 1 day ago (2), 2-7 days ago (11), 8-14 days ago (6), 15-30 days ago (30).
  - Location:** All Locations (checked), United States (49), Greater New York City Area (9), Greater Atlanta Area (3), San Francisco Bay Area (3), Dallas/Fort Worth Area (2). Includes a search box for location names.
  - Job Function:** (Dropdown menu)
  - Industry:** (Dropdown menu)
  - Experience Level:** (Dropdown menu)
  - Salary:** (Dropdown menu)
- Job Listings:**
  - Inside Sales Person:** Fordela - San Francisco - Feb 25, 2011
  - Personal Lines Producer with Mortgage Banker / Broker Experience:** Smith Allen Insurance - Dallas/Fort Worth Area - Mar 23, 2011. Note: 2 connections can refer you to the job poster.
  - HVAC Sales person:** R&S HVAC - Greater Minneapolis-St. Paul Area - Mar 24, 2011
  - Technical Sales Person:** Rex Heat Treat - Anniston, Alabama Area - Mar 10, 2011
  - Sales:** Crofutt & Smith Moving and Storage - Continental US - Mar 6, 2011
  - Outside Sales Consultant:** Post Oak CRM, LLC - Houston (+150 miles) or Dallas - Mar 7, 2011
  - Regional Sales Person - Aerospace Division:** Mueller Die Cut Solutions - PA, DE, NJ, NY, CT, MA - Mar 11, 2011
  - Sales Executive-SharedHealth:** BlueCross BlueShield of Tennessee - Chattanooga, TN - Mar 18, 2011. Note: 2 people in your network at BlueCross BlueShield of Tennessee.
  - Client Service Manager - Personal Lines (insurance):** William Gallagher Associates - Boston, 02210 - Mar 22, 2011. Note: 7 people in your network at William Gallagher Associates.
  - Executive Staffing Sales Person:** Sunland Distribution/Sunstaffing - Greenville, South Carolina Area - Mar 3, 2011
- LinkedIn Premium Sidebar:** Get hired faster with a Job Seeker Premium Account. Features: NEW! Get noticed with a Job Seeker Badge, Stand out as a "Featured Applicant", Directly contact hiring managers with InMail. Includes a 'Learn More' button and a photo of a woman.

# Search Job Postings

The screenshot shows a LinkedIn job posting page. At the top, the LinkedIn logo and user information 'Cindy Donatson' are visible. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', and 'More'. The job title is 'Vice President Marketing' at 'WealthVest Marketing - San Francisco Bay Area'. The job description includes a 'Job Description' section and a 'Main Job Tasks and Responsibilities' section with a bulleted list of tasks. Below the description is a 'Qualifications Required' section with another bulleted list. On the right side, there are buttons for 'Apply Now', 'Request Introduction', 'Save job', 'Share job', 'Follow company', and 'Bookmark'. A 'Posted By' section lists three individuals: Wade Dekken, Jacqueline Vergne, and Gerald 'Solutionman' Haman. At the bottom, there is a 'Unlock Salary Estimates for Jobs on LinkedIn' section and a 'You're Linked to WealthVest Marketing' section showing one person in the network.

**Vice President Marketing**  
WealthVest Marketing - San Francisco Bay Area

**Job Description**  
Vice President of Marketing  
WealthVest Marketing is a rapidly growing company that specializes in marketing fixed and fixed index annuities nationally through independent financial advisors and broker dealers. We represent the top insurance companies in the industry. In our first year we raised over \$100 million and we see significant growth this year and into the future. The founders, both past CEOs of annuity companies, each have over twenty years of success designing and marketing annuities. WealthVest has over 40 field wholesalers distributing through various channels. The VP of Marketing will own the entire marketing effort and will be responsible for conceiving and executing marketing plans for the company. As a start-up, the tasks and projects will vary over time and change significantly as we grow and build our capability and capacity.

**Main Job Tasks and Responsibilities**

- Plan and administer Marketing budget. You will be expected to run the marketing department as a P&L with revenue derived from company sales and revenue and to develop an understanding of the company pricing.
- Develop marketing materials and sales ideas as a value added service for advisors
- Support the launch of new wholesalers and marketing consultants in their territories
- Own the CRM system including new and existing advisor and BD relationships to drive our marketing communications.
- Develop and implement the ability to execute multiple marketing campaigns simultaneously including success metrics.
- Develop and manage the website to be a critical resource for our customers, the hub of the WealthVest network.
- Develop and manage the website including acting as "Editor" of our industry blogs
- Develop our consumer lead generation website
- Develop our Digital Marketing Platform as an key marketing product for our Advisors, including social marketing and SEO
- Design, implement, and facilitate marketing plans to leverage marketing partners
- Establish Marketing services for our advisors
- Manage the development of product collateral marketing materials and sales ideas
- Event and reward trip management and marketing
- Establish and manage the marketing processes
  - External and internal communications
  - Public relations efforts
  - Supervise Marketing team of three staff
  - Develop cost and success metrics and adjust plans accordingly

**Qualifications Required**

- 7-10 years experience marketing annuities or mutual funds to financial advisors
- Bachelor's Degree required, MBA preferred
- Industry certification such as CFP, ChFC or similar is preferred
- Strong written and verbal communication skills
- Analytically oriented
- Excellent PC skills are required, including experience with Excel, Word, PowerPoint and Outlook.

**Posted By**

- Wade Dekken** [2nd] Annuities Executive, Thought-Leader, New Product Visionary, Founder - WealthVest Marketing & Owner - PureWest Properties (Hiring Manager) Send InMail
- Jacqueline Vergne** [1st] Sales & Marketing Manager Officer at Chubb Request Introduction
- Gerald "Solutionman" Haman** President & Innovation Expert at SolutionPeople.com Innovation, Innovation TrainingWorkshops.com & InnovatorsDigest.com Request Introduction

**Unlock Salary Estimates for Jobs on LinkedIn**

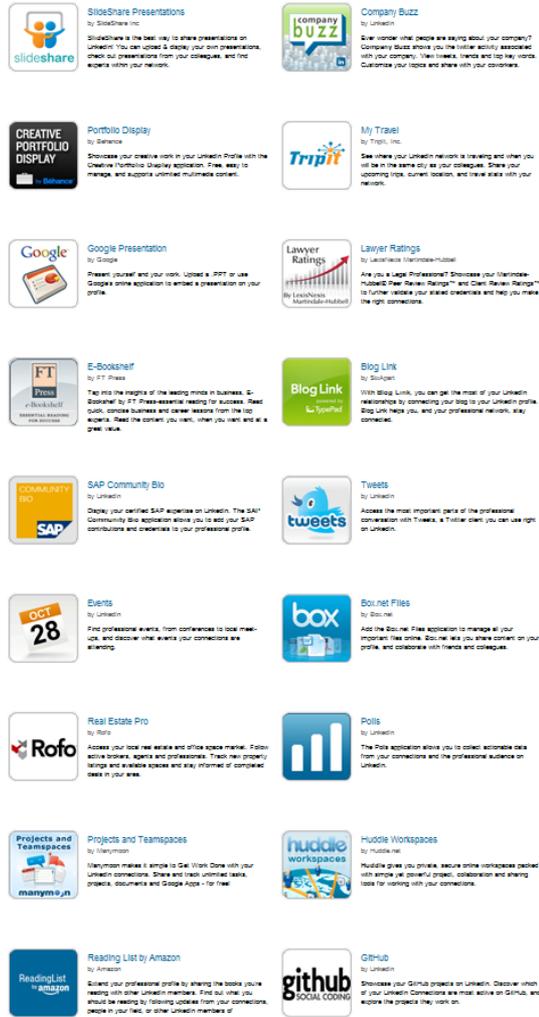
**You're Linked to WealthVest Marketing**

1 person in your network works at WealthVest Marketing

- Wade Dekken** [2nd] Annuities Executive, Thought-

1. Put in key word or company name
2. View lists of jobs
3. Click on job that interests you
4. Apply
5. Request an introduction by people in your network!
6. Share the job with your friends
7. Follow the company
8. Get hired!

# Adding applications – increase the power of your LinkedIn profile page!



## Must haves:

Twitter

Blog link or Wordpress – use only blogs that are work related

Box.net files – allows you to upload resumes & other files

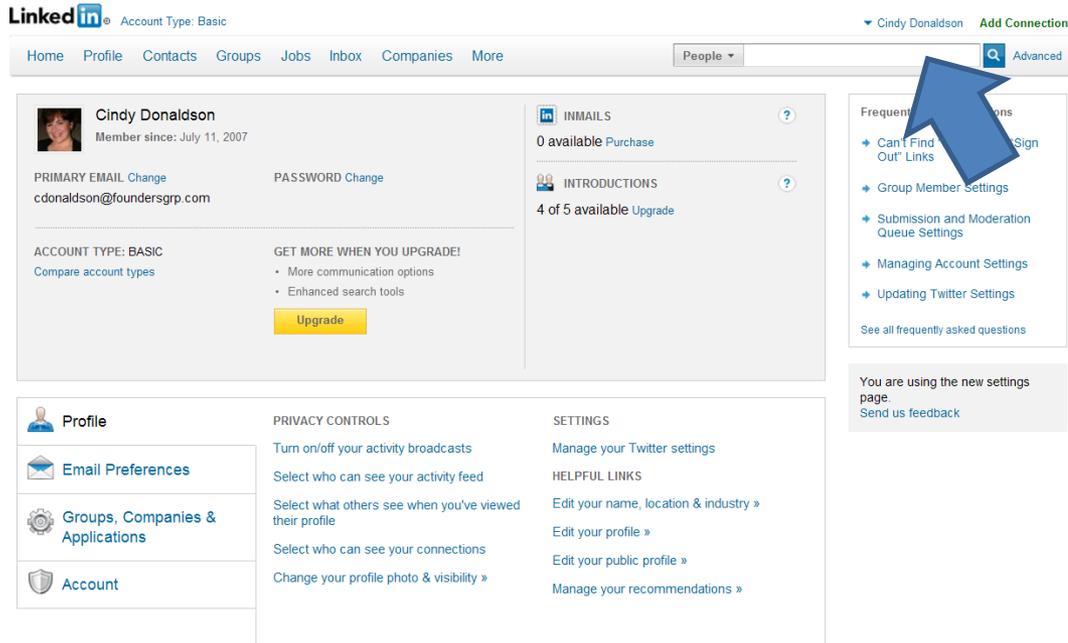
## Fun stuff:

Trip it

Events

Company buzz

# Manage your Account – Privacy, Email, Upgrade and more!



LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies More

People  Advanced

**Cindy Donaldson**  
Member since: July 11, 2007

PRIMARY EMAIL [Change](#) [PASSWORD Change](#)  
cdonaldson@foundersgrp.com

ACCOUNT TYPE: BASIC  
[Compare account types](#)

GET MORE WHEN YOU UPGRADE!  
• More communication options  
• Enhanced search tools  
[Upgrade](#)

INMAILS  
0 available [Purchase](#)

INTRODUCTIONS  
4 of 5 available [Upgrade](#)

Frequently Asked Questions  
[Can't Find "Out" Links](#) [Sign](#)  
[Group Member Settings](#)  
[Submission and Moderation Queue Settings](#)  
[Managing Account Settings](#)  
[Updating Twitter Settings](#)  
[See all frequently asked questions](#)

You are using the new settings page.  
[Send us feedback](#)

**Profile**

**Email Preferences**

**Groups, Companies & Applications**

**Account**

**PRIVACY CONTROLS**

- [Turn on/off your activity broadcasts](#)
- [Select who can see your activity feed](#)
- [Select what others see when you've viewed their profile](#)
- [Select who can see your connections](#)
- [Change your profile photo & visibility »](#)

**SETTINGS**

- [Manage your Twitter settings](#)

**HELPFUL LINKS**

- [Edit your name, location & industry »](#)
- [Edit your profile »](#)
- [Edit your public profile »](#)
- [Manage your recommendations »](#)

Click on your name and go to Settings Manage:

## •Profile

- Activity Broadcasts
- Who sees your activity
- What people see
- Who can see your connections
- Change your picture
- Twitter settings
- Edit your profile

## •Email

- Types of emails you get
- Frequency of group updates

## •Groups, Companies & Apps

- Manage activity

## •Account

- Privacy Controls

# Cindy Donaldson



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