

LinkedIn

for the Human Resources Professional

A Step-by-Step Guide

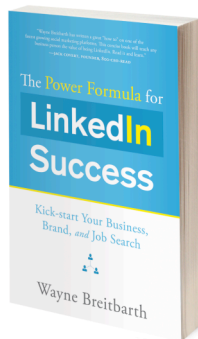
Presented by Wayne Breitbarth

- I. **LinkedIn Overview**
- II. **Discussion of LinkedIn Connection Continuum** [Handout]
- III. **Advanced Searching Examples** ["LinkedIn People Searching" handout]
- IV. **How to Use LinkedIn As Your Employee Finding Machine** [Handout]
 - A. Status Updates
 - B. Groups Jobs Tab
 - C. Advanced People Search
 - D. Saving Searches
 - E. Search Status Updates
 - F. LinkedIn Paid Job Postings
 - G. Departures in Competitors' Company Profiles
- V. **Review of Account Upgrades**
- VI. **Overall HR Issues**
 - A. Need for a company policy
 - B. Consistency of keywords and branding in individual profiles
 - C. Company profile – Who is responsible?
- VII. **The Power Formula for LinkedIn Success**
- VIII. **Additional Resources**
 - A. My book: *The Power Formula for LinkedIn Success: Kick-start Your Business, Brand & Job Search*
 - B. Free resources on my website: www.powerformula.net [Check often – always adding more!]
 - 1. Power Formula For LinkedIn Success sample chapter
 - 2. "How to Get the Most Out of LinkedIn in Just 15 Minutes Per Day"

3. "LinkedIn Business Development – The Top 10 'Gotta Do's'"
 4. "LinkedIn Groups – Ca\$h in on This Powerful Tool"
 5. "LinkedIn People Searching – Your Ticket to Improved ROI"
 6. "2011 LinkedIn User Survey Summary Results"
- C. LinkedIn.com Learning Center
- D. For daily tips, follow me on Twitter: @WayneBreitbarth
- E. DVDs – "LinkedIn Speed Training for Beginners" – Wayne Breitbarth
"Intermediate LinkedIn Power Formula Training" – Wayne Breitbarth
"LinkedIn for the Sales Professional" – Wayne Breitbarth
"LinkedIn for the CEO" – Wayne Breitbarth
"LinkedIn for Non-Profits" – Wayne Breitbarth
- F. Join Wayne's "Power Formula" LinkedIn group
- G. Read Wayne's blog at www.powerformula.net
- H. Sign up for Wayne's weekly LinkedIn tips at www.powerformula.net

IX. Other Services Wayne Provides

- A. Customized corporate training classes
- B. Keynote and workshop presentations for conventions and association meetings
- C. Corporate social media strategy consulting



Look for my book on
Amazon.com,
800ceoread.com, or in a
bookstore near you!

Download a FREE CHAPTER
at www.powerformula.net

CONTACT INFORMATION

Wayne Breitbarth – Power Formula LLC
10806 N. Wyngate Trace, Mequon, WI 53092
(414) 313-7785 wayne@powerformula.net
www.Linkedin.com/in/waynebreitbarth
www.twitter.com/WayneBreitbarth
www.powerformula.net