

Using LinkedIn for Job Search



Linked in®

Using LinkedIn for Job Search

LinkedIn is probably the most professional looking of the social media networking sites. It is a simple but powerful tool to use for job search, online networking, and employer research. LinkedIn is a free online site that anyone with an internet connection can access. The free version will suffice for most job seekers, but upgradable levels can be purchased for a monthly fee. LinkedIn allows a person to promote themselves for job search, marketing of services, or business development. It is your online resume and portfolio.

There are many tools that can be used on LinkedIn. These are explained on the website in the learning center (<http://learn.linkedin.com/>). We will cover some of the main topics to get you started:

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Please note: Due to the dynamic nature of the internet, websites viewed may vary from the screen shots included in this presentation. However, the general content and concept should be similar, if not the same.

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Creating a Profile

Go to the LinkedIn web site www.linkedin.com

Below is the Home Page. Enter your name and email, create a password and then click on “Join Now” to sign up and register your new account.

The screenshot shows the LinkedIn homepage with a registration form. The form is titled "Get started – it's free." and includes fields for "First Name", "Last Name", "Email", and "Password (6 or more characters)". A yellow "Join Now" button is located below the password field. A red box highlights the registration form, and a red arrow points from a text box on the right to the password field.

Do NOT use your e-mail password!! This is your password for LinkedIn and should be different than your e-mail for security.

Fill out the profile information on the next page. All of the * items are required. If you choose “Employed” from the radio buttons, this is what will appear:

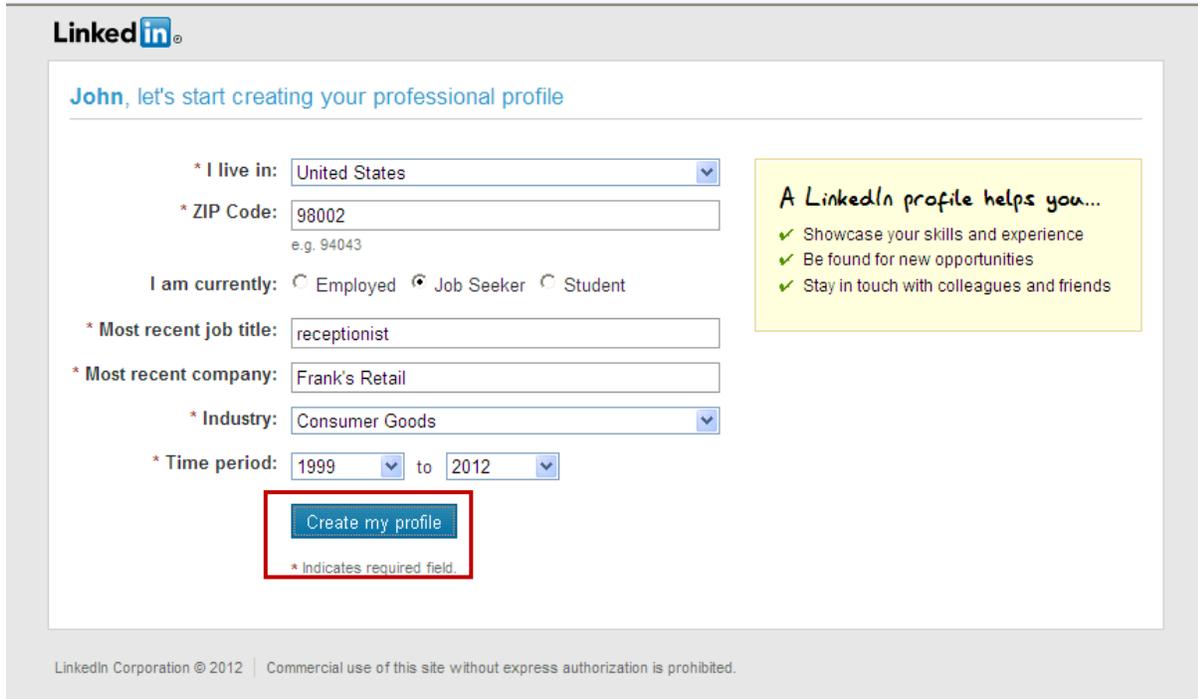
The screenshot shows the LinkedIn profile creation page. The page is titled "John, let's start creating your professional profile". It includes fields for "I live in:" (United States), "ZIP Code:" (e.g. 94043), "I am currently:" (Employed, Job Seeker, Student), "Job title:", "Company:", and "I am self-employed". A blue "Create my profile" button is located below the "Company:" field. A yellow box highlights the "Job title:" field, and a red arrow points from a text box on the right to this field.

Use your “working” job title, not necessarily the title that your employer uses. For example, instead of WSS3 use Employment Specialist.

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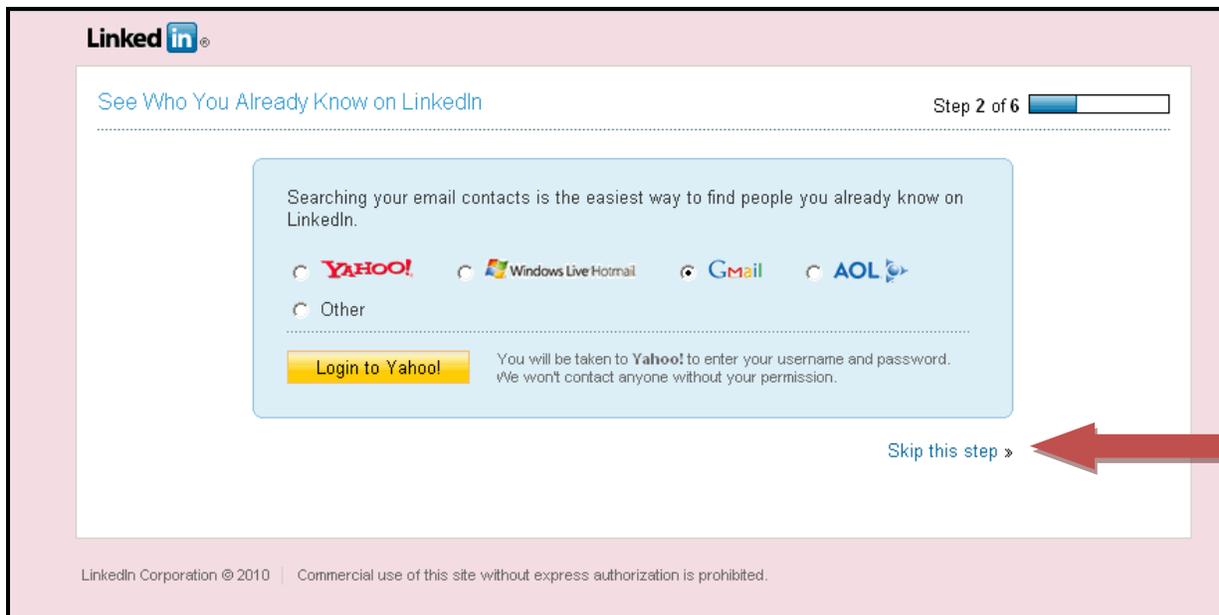
If you change the “I am currently:” radio button to “Job Seeker” it will change the required fields.

Click “Create my profile”



The screenshot shows the LinkedIn profile creation interface for a user named John. The form includes several required fields marked with an asterisk: "I live in:" (set to United States), "ZIP Code:" (98002), "Most recent job title:" (receptionist), "Most recent company:" (Frank's Retail), "Industry:" (Consumer Goods), and "Time period:" (1999 to 2012). The "I am currently:" section has radio buttons for "Employed", "Job Seeker" (which is selected), and "Student". A blue "Create my profile" button is highlighted with a red box. A yellow callout box on the right lists benefits of a LinkedIn profile. The footer contains copyright information for LinkedIn Corporation © 2012.

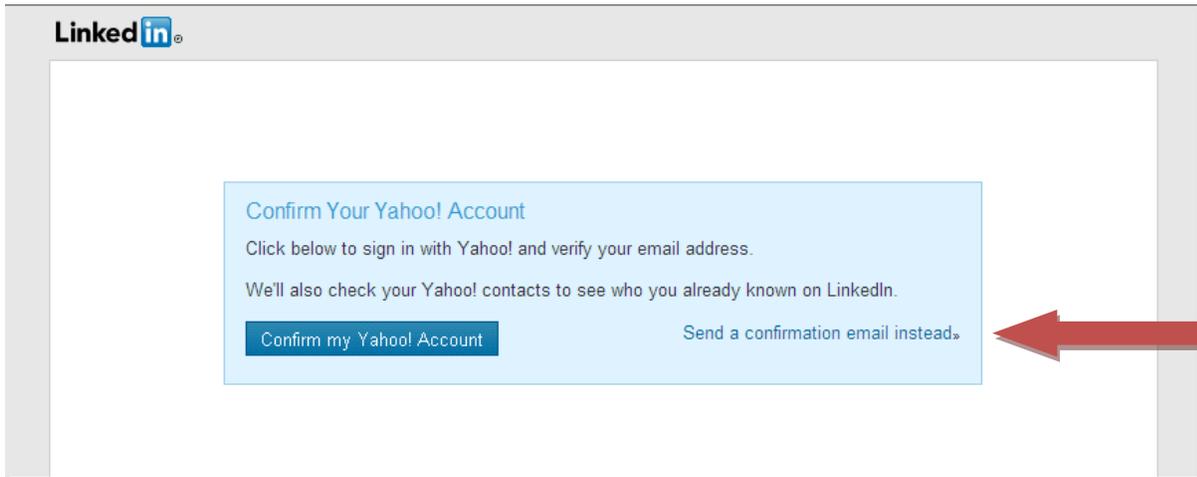
LinkedIn will ask you to pick your web e-mail to search for contacts that you may know who are already on LinkedIn. It is best to skip this step and search for contacts later. More information on connections will be covered later.



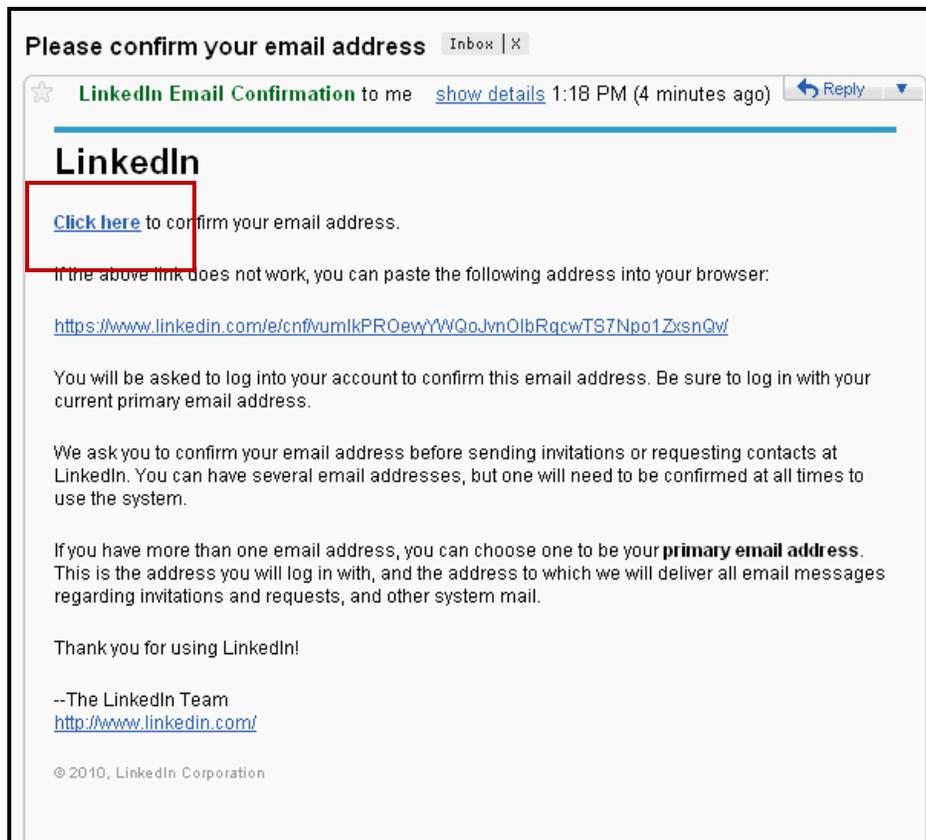
The screenshot shows the "See Who You Already Know on LinkedIn" step (Step 2 of 6) in the profile creation process. It prompts the user to search their email contacts. Options include "YAHOO!", "Windows Live Hotmail", "Gmail", "AOL", and "Other". A "Login to Yahoo!" button is present, with a note: "You will be taken to Yahoo! to enter your username and password. We won't contact anyone without your permission." A red arrow points to the "Skip this step >" link. The footer contains copyright information for LinkedIn Corporation © 2010.

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You must confirm your e-mail address. Click on the link to Send a confirmation email instead. It will take you to your e-mail.

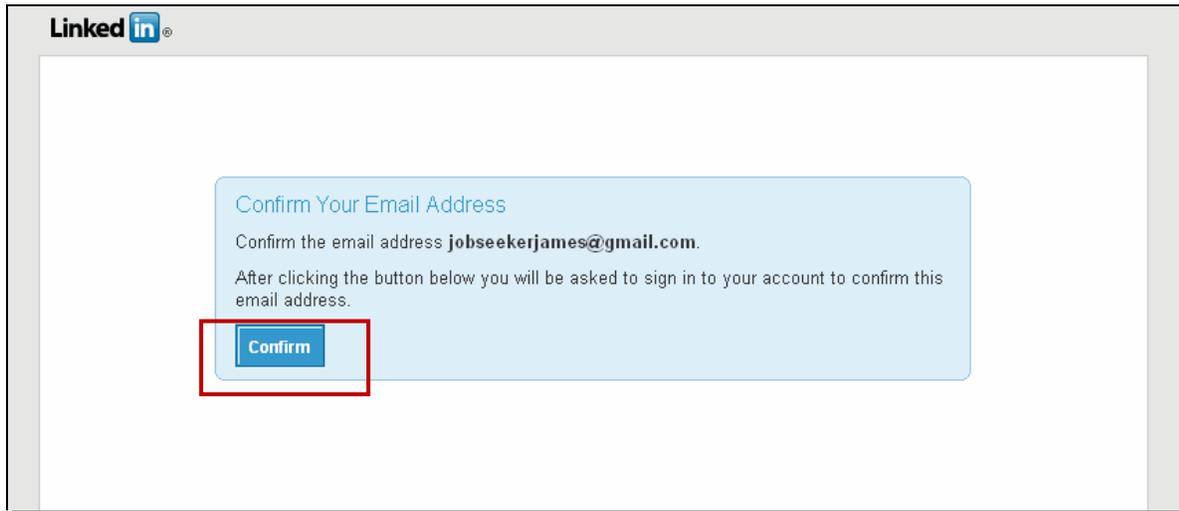


Below is the e-mail that you should receive. Click on the link to confirm your e-mail address.

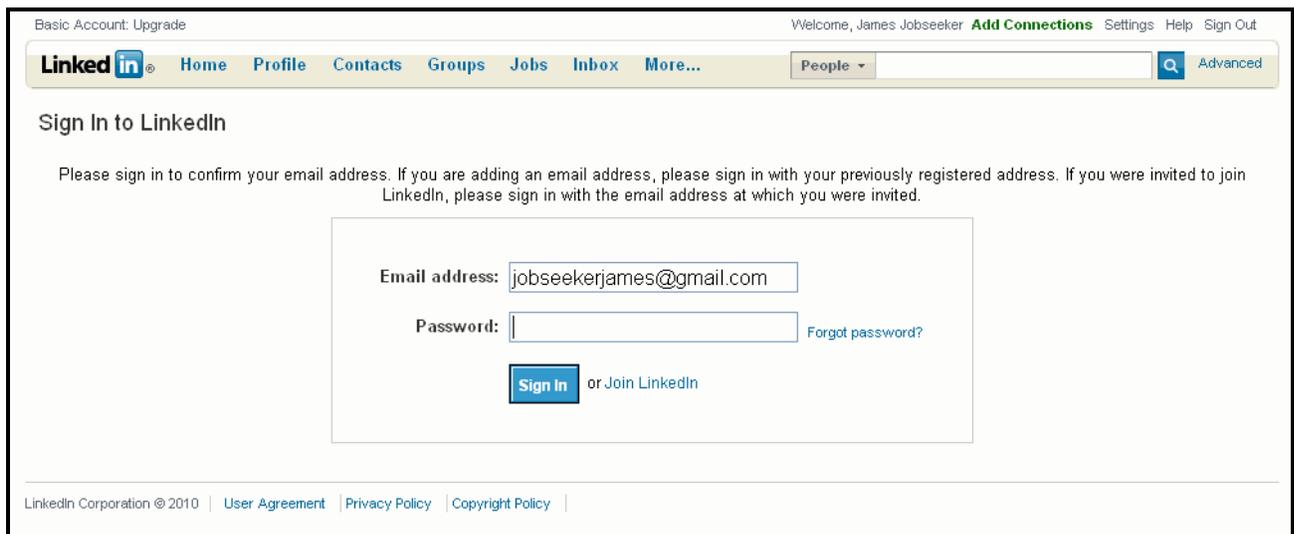


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It will take you back to LinkedIn and you will be asked to sign in again. Click on the “Confirm” button:



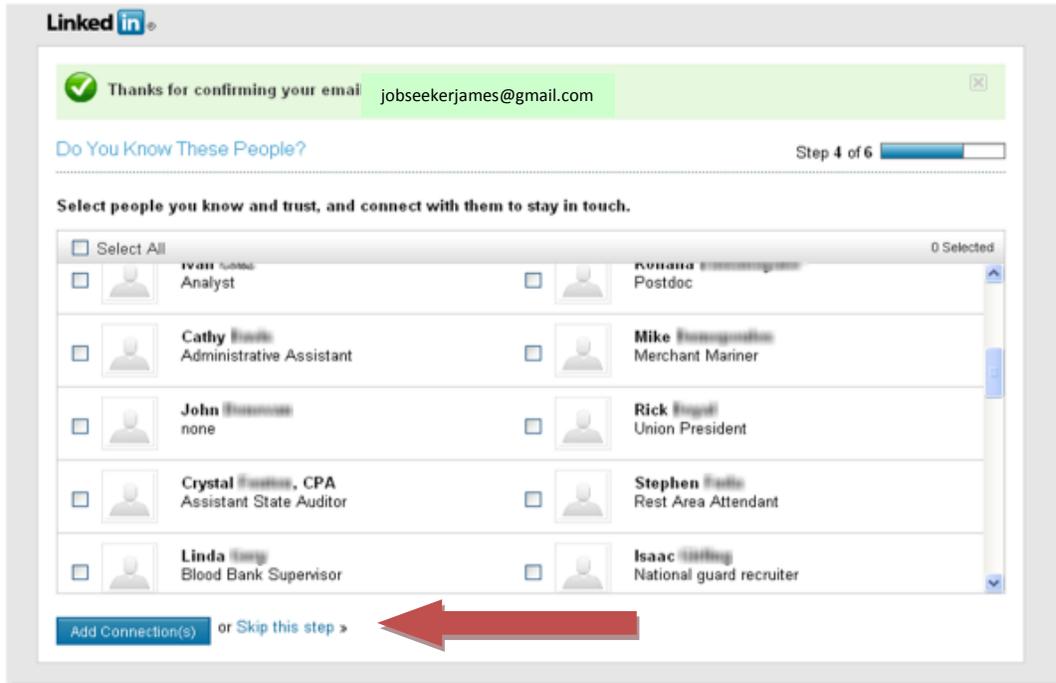
Sign in with your e-mail address and LinkedIn password:



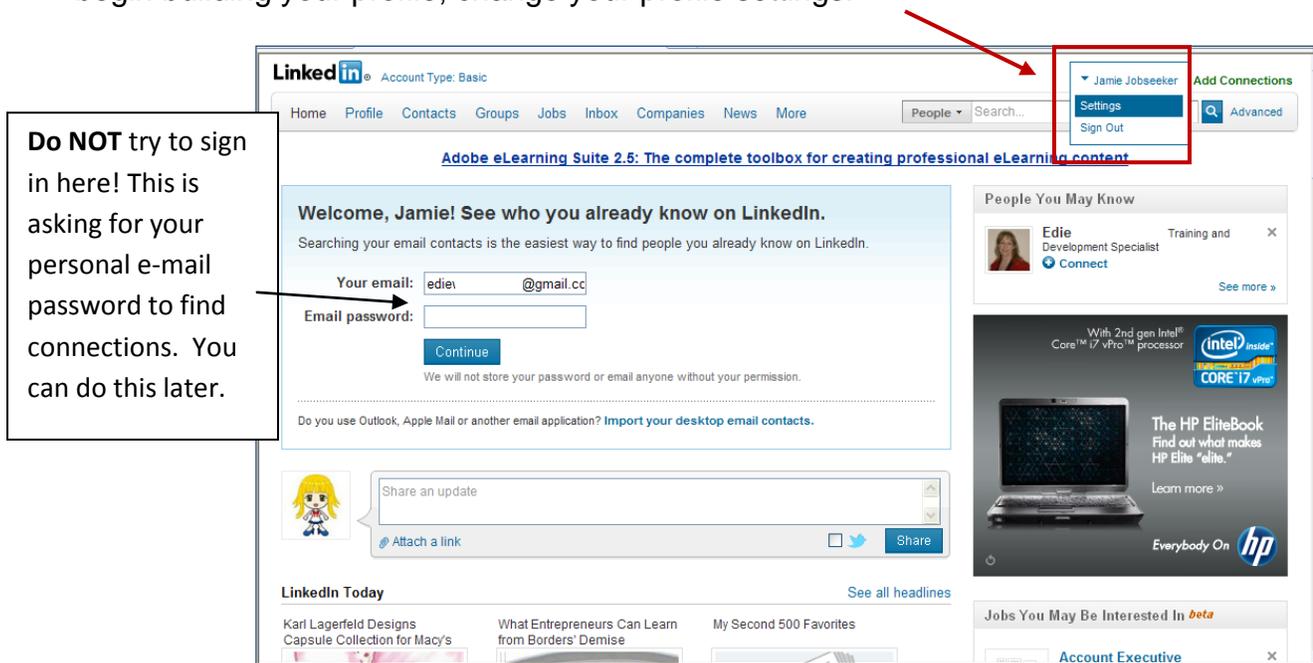
Note: While on LinkedIn, if you choose to make a change to your profile it may return to this screen and ask you to re-enter your password. This is a security feature that prevents someone else from making changes to your profile.

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When you log in you may be taken to a page with a list of people that you may know based on who you identified as your employer. Choose “Skip this step” and do it at a later time. It is important to **build your profile before you send invitations** to connect with people as that may be the only time your connections actually look at your profile. You can then select people you know and have an invitation to connect sent to them.

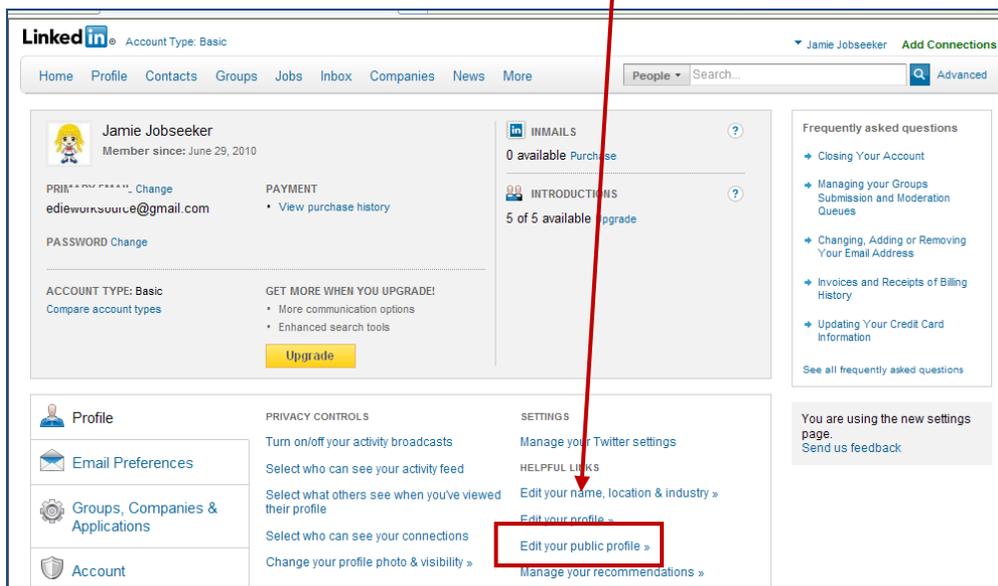


You will then be logged in to LinkedIn and taken to the Welcome page. Before you begin building your profile, change your profile settings.

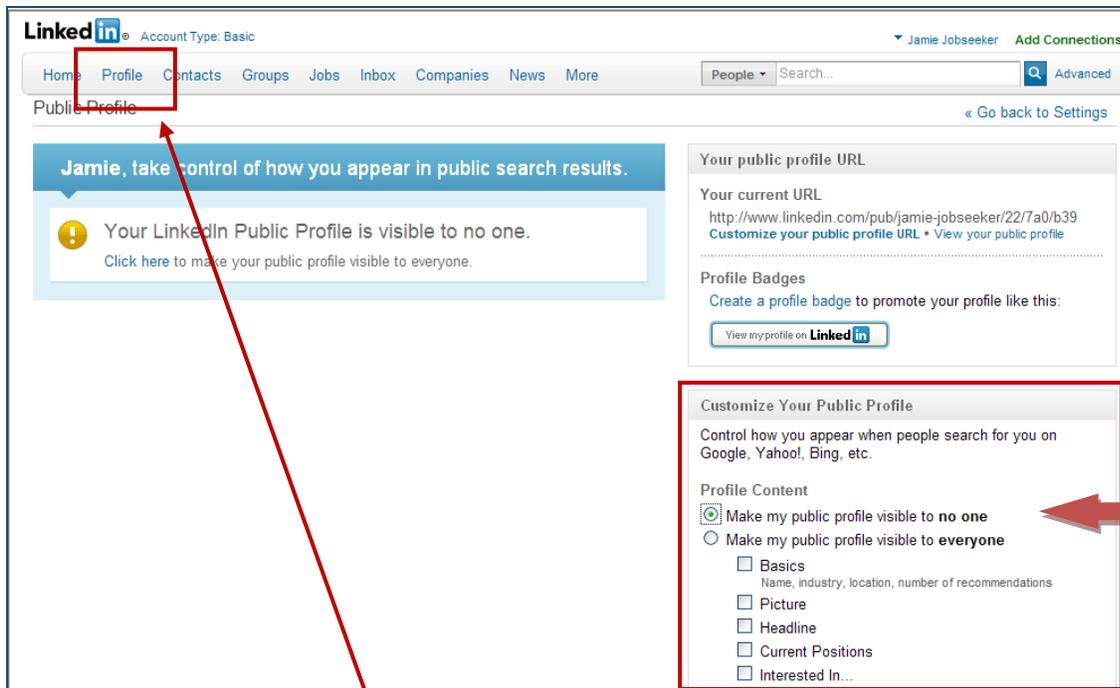


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From the settings page select **Edit your public profile**



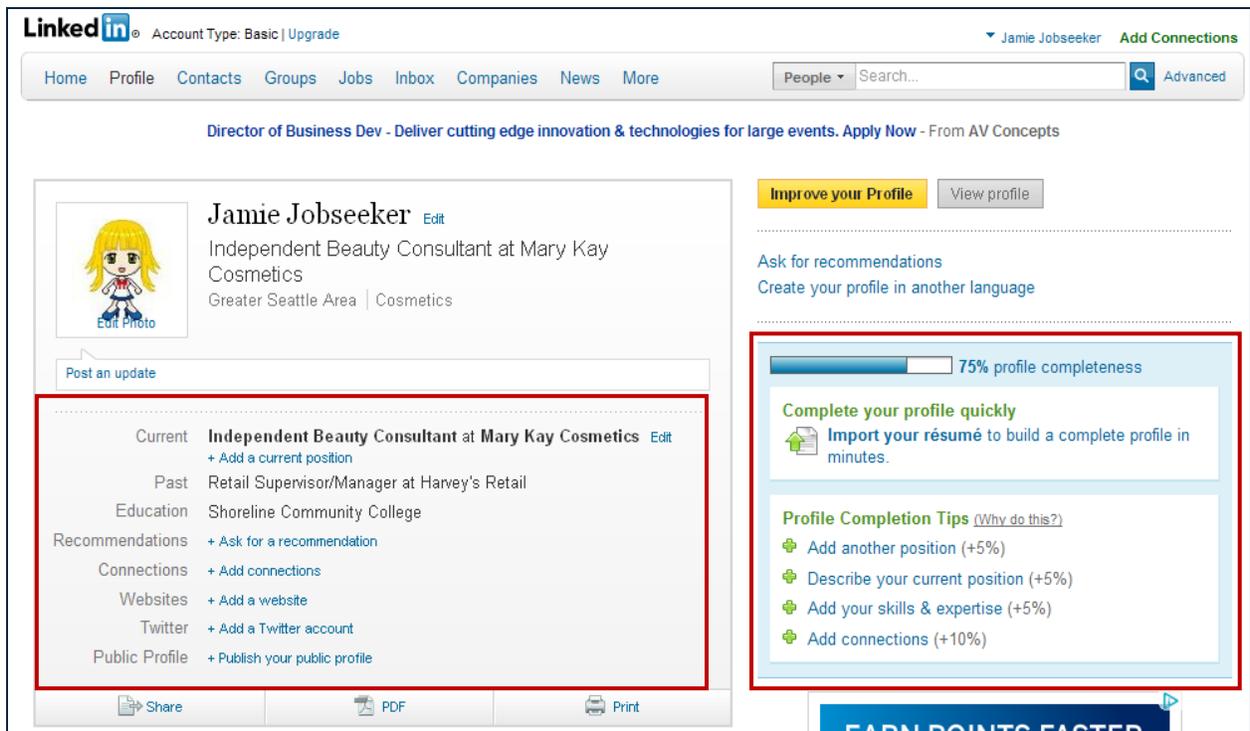
On the next screen that opens change your **Profile Content** to **Make my public profile visible to no one** by selecting the radio button. This will prevent your LinkedIn profile from showing up in online searches outside of LinkedIn, such as through Google. Once your profile is set up you can go back and change it to visible.



Now you can select the **Profile** link to set up your profile.

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That will take you to the “Edit My Profile” screen where you can start adding your information by clicking on the blue edit links. On the right side of the screen it will tell you how complete your profile is by percentage.



The screenshot shows a LinkedIn profile for Jamie Jobseeker. The profile is 75% complete. The current position is 'Independent Beauty Consultant at Mary Kay Cosmetics'. The page shows a list of profile completion tips, including adding another position, describing the current position, adding skills and expertise, and adding connections.

Category	Item	Action
Current	Independent Beauty Consultant at Mary Kay Cosmetics	Edit
		+ Add a current position
Past	Retail Supervisor/Manager at Harvey's Retail	
Education	Shoreline Community College	
Recommendations		+ Ask for a recommendation
Connections		+ Add connections
Websites		+ Add a website
Twitter		+ Add a Twitter account
Public Profile		+ Publish your public profile

Profile Completion Tips (Why do this?)

- + Add another position (+5%)
- + Describe your current position (+5%)
- + Add your skills & expertise (+5%)
- + Add connections (+10%)

Build your profile before you send invitations to connect with people as that may be the only time your connections actually look at your profile. A “blank” one doesn’t do anything for you and actually may work against you. You wouldn’t want to send out your resume with just your name and job title on it. According to LinkedIn, complete profiles are 40 times more likely to receive opportunities through their site. Set up your profile as completely as possible to get the most out of it, but don’t let “perfectionism” get the best of you either and keep you from starting to connect.

A 100% “complete” profile includes:

- Your industry and location by zip code.
- Your current position with a description – Don’t just copy and paste from your resume. Briefly describe your company and your position. Use clear, succinct phrases.
- Two past positions – Listing past employers not only gives a clear picture of your experience, it also enables you to find additional connections
- Education – List all education and achievements to give a complete history and to increase connections.

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- Your skills and expertise; minimum of three – These are searchable, so use keywords from your industry for search engine optimization.
- Your picture – Photos help personalize and bring recognition. It is optional, however, and there are personal reasons not to have a picture. Some people have preferred to put a graphic or avatar, which will then give you a “complete” profile. You may also choose who can view your picture; connections, network, or public.
- At least 50 connections – This is what networking is all about.

There are other items that you may include in your profile to make it stronger.

- Profile summary – Think of this as your “elevator pitch” or “30-second commercial”. Use it to engage readers and capture attention. The more meaningful it is, the more time readers will spend.
- Recommendations from connections - These are vitally important as they are your online references. Some recruiters suggest having at least 15. Recommending other people is also a great way to get your name out to their connections. However, be careful not to just have the same number of recommendations as the number of people that you recommend. It will appear that it was only done to return a favor. Also, have recommendations from a variety of sources; e.g., co-workers from current and past jobs, customers, etc.
- Status message – Share professional updates. It catches attention and shows that you are active.
- Public profile – What is seen by users not signed in to LinkedIn. Make sure that you change the URL to a personalized one with your name, not just the default. For example, <http://www.linkedin.com/in/jamiejobseeker>, instead of <http://www.linkedin.com/pub/jamie-jobseeker/22/7a0/b39>.
- Additional information –
 - Websites – Link to personal blog, company website. You can use LinkedIn applications such as WordPress to show your blog posts.
 - Interests – What you enjoy doing, learning.
 - Groups and Associations – Professional organizations or LinkedIn groups you are part of. A great way to build connections.
 - Honors and Awards
- Contact settings – What type of messages you will accept, opportunity preferences, and advice to users considering contacting you.

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LinkedIn Skills & Expertise

A relatively new feature that LinkedIn has added to profile set up is **Skills**. This allows you to add specific skills to your profile that become keywords and improve search options.

From the LinkedIn Help Center:

What is LinkedIn Skills?

Last Updated: 02/28/2011

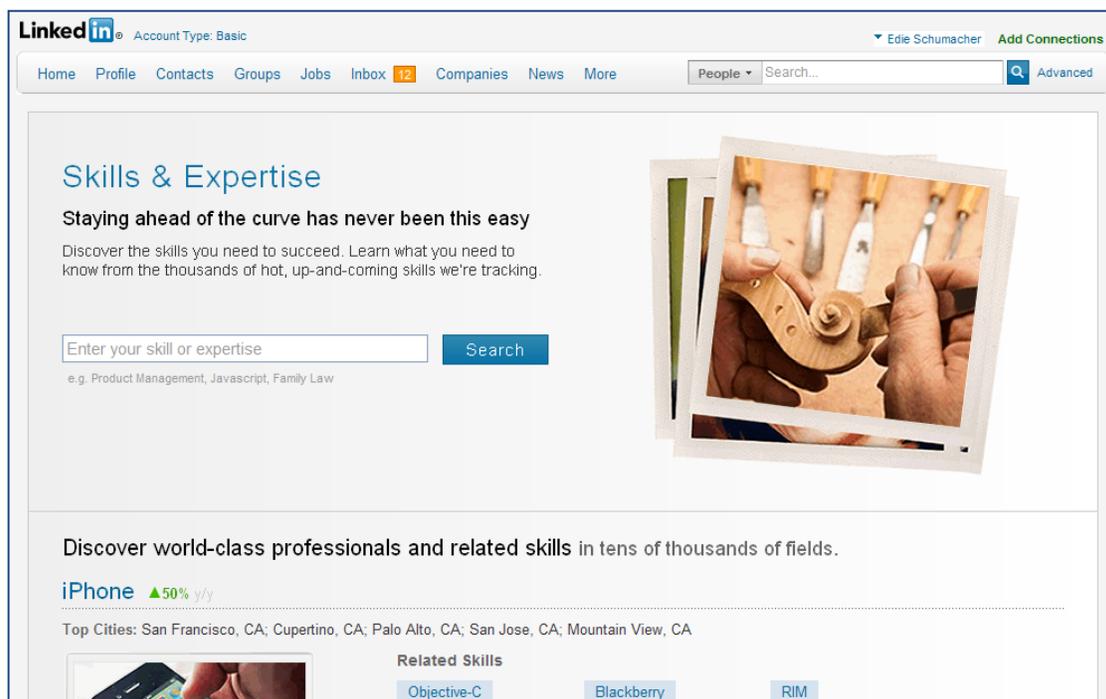
The [Skills](#) page is found under the **More** menu at the top of your home page.

LinkedIn Skills helps you discover the expertise that other professionals have and see how the demand for these skills is changing over time. The information we show is based on data LinkedIn members enter on their profiles.

Search for a skill or expertise on the Skills page to see:

- Related skills.
- Professionals with that skill.
- Groups that focus on that skill.
- Relative growth and size.
- Related companies where that skill is common.
- Current jobs posted for that skill.
- Related locations.
- An option to [add that skill to your profile](#).

You can also add a skill to the Skills section of your profile from the **Edit Profile** page.



LinkedIn Account Type: Basic Edie Schumacher Add Connections

Home Profile Contacts Groups Jobs Inbox 12 Companies News More People Search... Advanced

Skills & Expertise

Staying ahead of the curve has never been this easy

Discover the skills you need to succeed. Learn what you need to know from the thousands of hot, up-and-coming skills we're tracking.

Enter your skill or expertise Search

e.g. Product Management, Javascript, Family Law

Discover world-class professionals and related skills in tens of thousands of fields.

iPhone ▲50% v/y

Top Cities: San Francisco, CA; Cupertino, CA; Palo Alto, CA; San Jose, CA; Mountain View, CA

Related Skills

Objective-C Blackberry RIM

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Type in the skill that you have and click on **Search**. When you type the system will start giving you suggestions of skills. If you see the skill that you are looking for, you can select it from the list and the search will start immediately. If there is a match it will display a screen like the one below for Resume Writing.

The screenshot shows the LinkedIn 'Skills & Expertise' page for 'Resume Writing'. The page includes a navigation bar at the top with links like Home, Profile, Contacts, Groups, Jobs, and a search bar. Below the navigation, the page title is 'Skills & Expertise beta > Resume Writing'. On the left, there is a 'Search Skills & Expertise' search box and a 'Related Skills' list with items like 'Cover Letters', 'Interview Preparation', and 'Job Search Strategies'. The main content area features the skill name 'Resume Writing' with a green upward arrow and '7% y/y' growth indicator. Below this, it lists the 'Primary Industry: Staffing and Recruiting' and provides a short description of a résumé. There is a blue 'Add Skill' button and a grey 'Edit Your Skills' button. To the right, a 'Relative Growth' bar chart shows 'Resume Writing' at approximately 7% growth, compared to other skills like 'Job Search Strategies' at 24%. Below the chart is a 'Related Companies' section listing 'Right Management', 'Bernhart Associates Executive Search, LLC', and 'Lee Hecht Harrison'. A vertical 'Send Feedback' button is on the far right.

Information about the skill will display including the primary industry that the skill is from, a short description of the skill, a link to Wikipedia for more information, professionals on LinkedIn with the skill, relative growth chart, and related companies. There is also a list of related skills on the left side that you can click into to display a screen with the details about that skill.

Select **Add Skill** (the blue box) to add the skill to your profile. There is a Skills section on your profile page where the skill will be displayed (see example below).

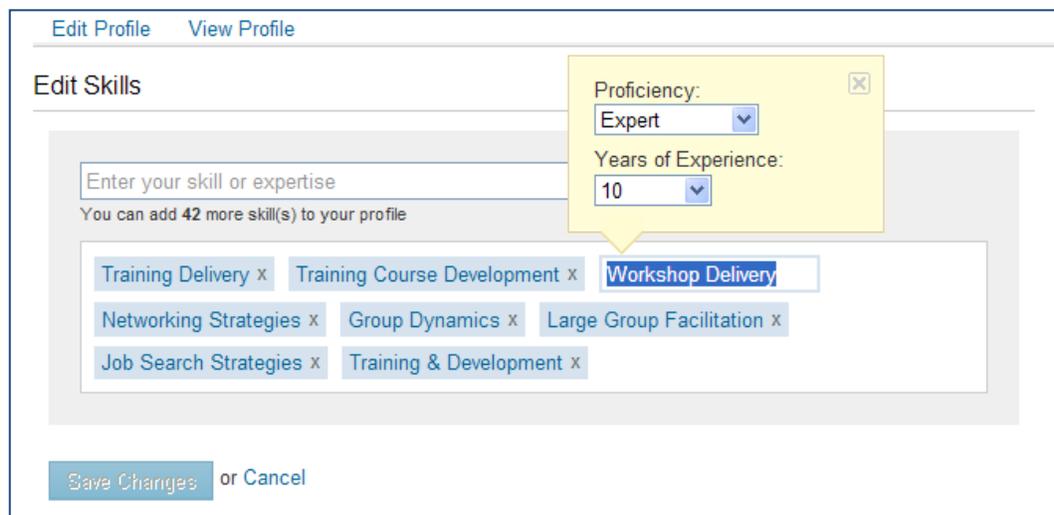
The screenshot shows a section of a LinkedIn profile titled 'Skills'. It displays a grid of skill tags: 'Training Delivery', 'Training Course Development', 'Workshop Delivery', 'Networking Strategies', 'Group Dynamics', 'Large Group Facilitation', 'Job Search Strategies', 'Training & Development', and 'Resume Writing'. Below the skills section, the 'Education' section is partially visible.

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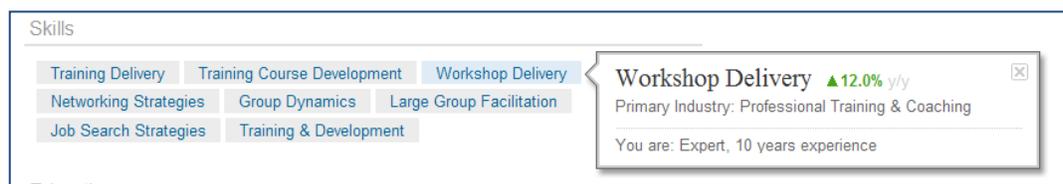
You can also add skills from the **Edit Profile** view. After selecting **Edit Profile** from the **Profile** drop down menu, go to the Skills section. On the right side is **+Add a skill** which you may select. You may also select **Edit** to take you to the same screen.



Below is an example of the screen that will display. You can add a new skill directly from this page. It will give you suggestions like the Skills & Expertise page but it will not take you to the screen with more information. It will immediately add it to your profile. You can add skills exactly as you type them, unlike the Skills & Expertise page which looks for a match in the system. You also have the option on this screen to add your **Proficiency** level and **Years of Experience**. Click on the skill that you have added and a pop up box will display with drop down options as in the example below. Proficiency levels are Beginner, Intermediate, Advanced and Expert. Years of experience has options of < 1 to 20+.



Viewers of your profile can see this if they roll the mouse cursor over your skill and a pop up box displays.



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Adding Connections

To increase your visibility and optimize the use of LinkedIn, you need to add connections. The more connections that you have the more you will gain, and this will increase the likelihood that you will be found by others. You can do this several ways.

- Webmail import – Allows you to connect to your web based email account, such as Windows Live Hotmail, Yahoo!, Gmail, and AOL.
- Upload from your contacts file – Outlook, Act!, Lotus, Palm, or Mac Address.
- Find past or present colleagues and classmates

Simply click on the **Add Connections** link on the upper right corner of any page on LinkedIn to find these options.

Once you have added connections, LinkedIn will start making suggestions of other people who you may know. You can also look at their connections to see if you know anyone, or ask to be introduced if it is someone who would be a positive connection.

LinkedIn shows three levels, or degrees, of connections.

 Your Connections Your trusted friends and colleagues	178
 Two degrees away Friends of friends; each connected to one of your connections	34,300+
 Three degrees away Reach these users through a friend and one of their friends	2,370,700+
Total users you can contact through an Introduction	2,405,200+

The more people that you have as first connections the more people who will be in your network and allow for more connections.

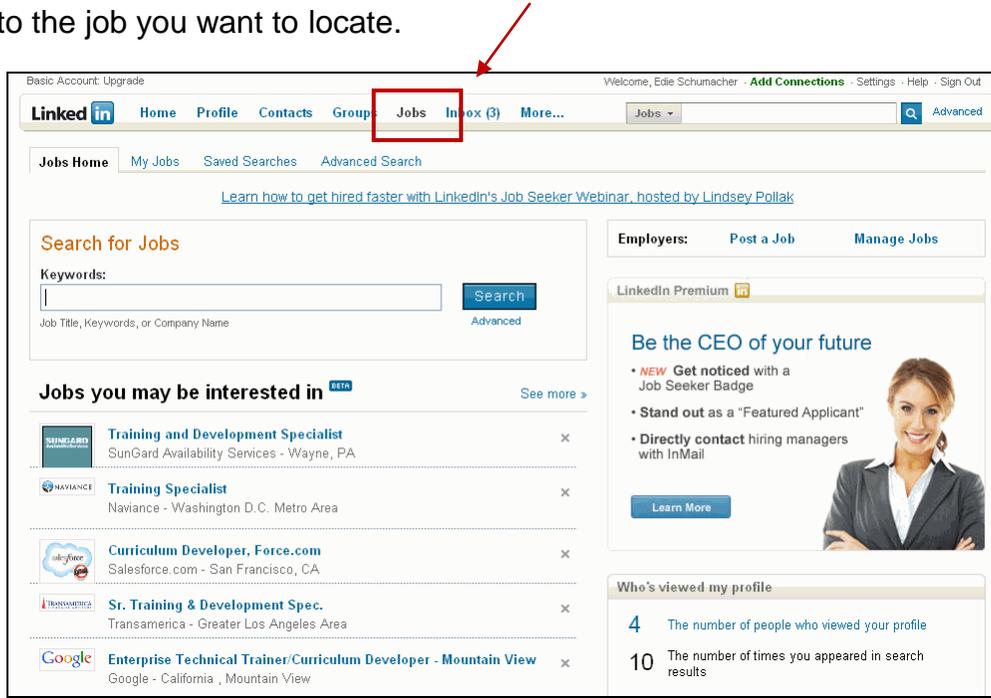
 Your Connections Your trusted friends and colleagues	553
 Two degrees away Friends of friends; each connected to one of your connections	143,500+
 Three degrees away Reach these users through a friend and one of their friends	6,084,000+
Total users you can contact through an Introduction	6,228,100+

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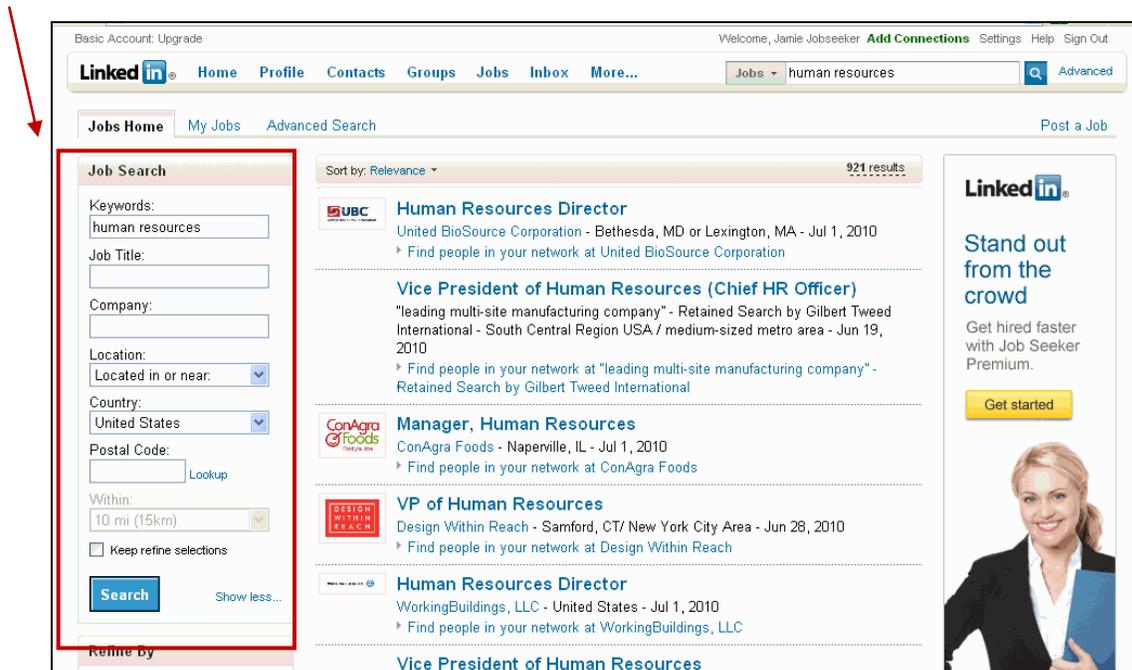
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Job Search

LinkedIn lets you to do job search directly from the site. You can start by using the basic job search. After signing in you can go to “Jobs” from any page. Type in a keyword relating to the job you want to locate.



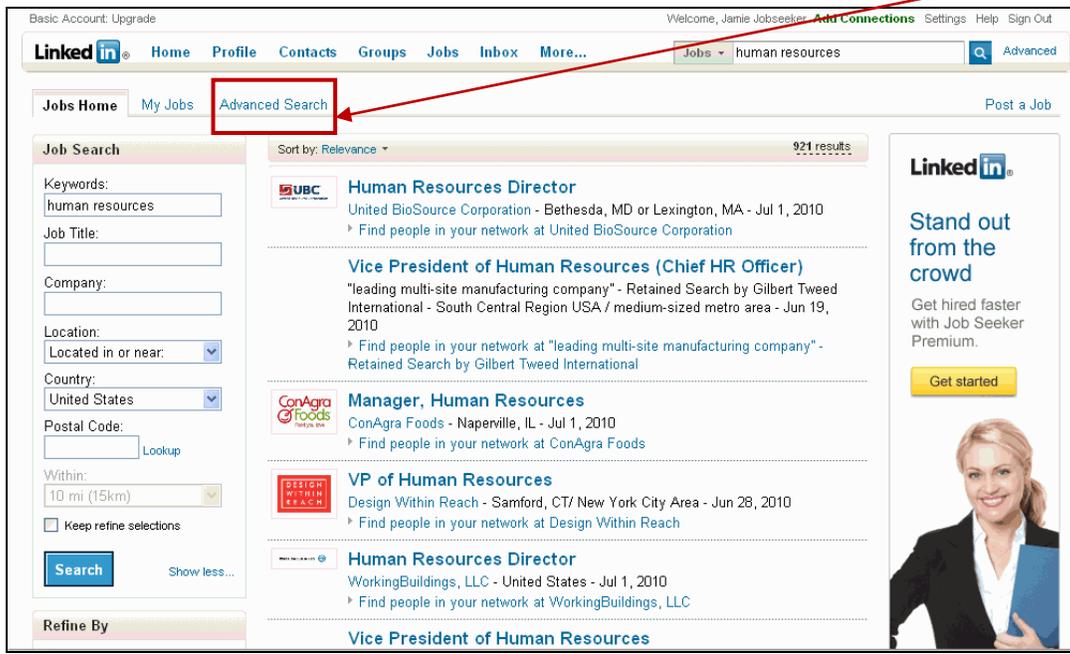
It will take you to a list of jobs nationwide. You can refine your search by filling in fields on the left, particularly the Location and Postal Code, within a certain distance.



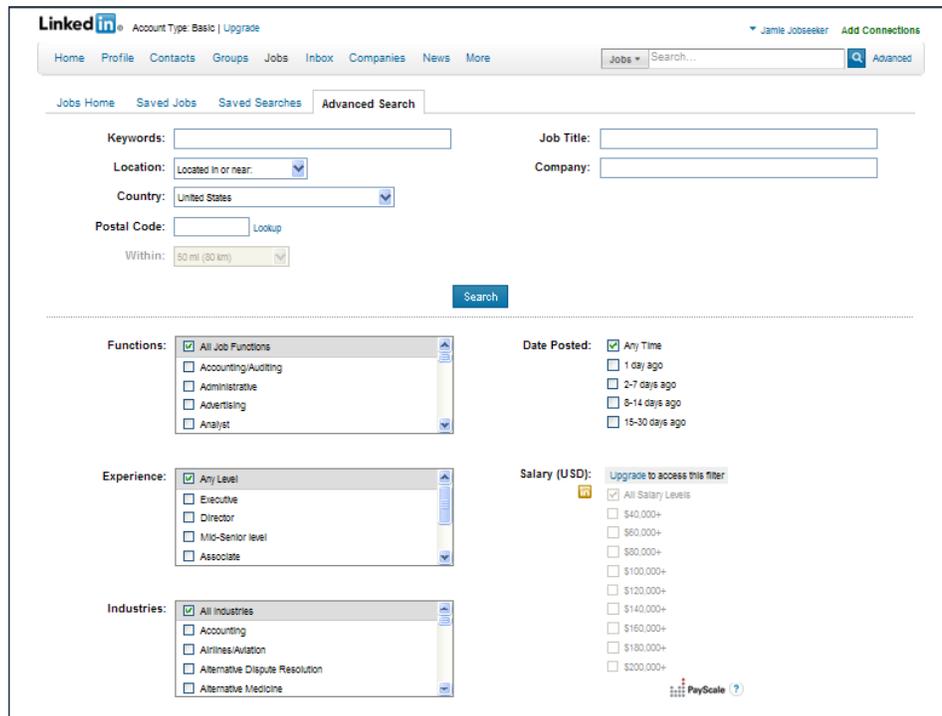
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A powerful tool that LinkedIn offers is the ability to Advance Search the database for information.

Below is a list of jobs that came up when I searched for “human resources” jobs. If you want to get more specific and refine your search results, click on the “Advanced” link.



Now you can enter any information you want to help narrow down your search results. You can choose from Functions, Experience, Industries and Date Posted.



Using LinkedIn for Job Search

If there are no jobs listed on LinkedIn which fit your criteria your search may show results from the Simply Hired website:

The screenshot shows the LinkedIn job search interface. On the left is a search filter sidebar with fields for Keywords (filled with 'human resources'), Job Title, Company, Location (set to 'United States'), and Postal Code (98155). A 'Search' button is at the bottom of the sidebar. A red arrow points from the search filter area down to a red-bordered box containing the text 'Jobs by simplyhired'. The main content area displays a list of job results, each with a blue job title and company information. A red-bordered box highlights the job title 'Aerospace Engineer-Flight Test (Project Manager)' from the Federal Aviation Administration. A red arrow points from this box to the right side of the page. On the right side, there is a promotional banner for LinkedIn with the text 'Stand out from the crowd' and a 'Get started' button, along with a photo of a woman in a business suit.

To see more information about any job, including how to apply, click on the blue lettered job title listed.

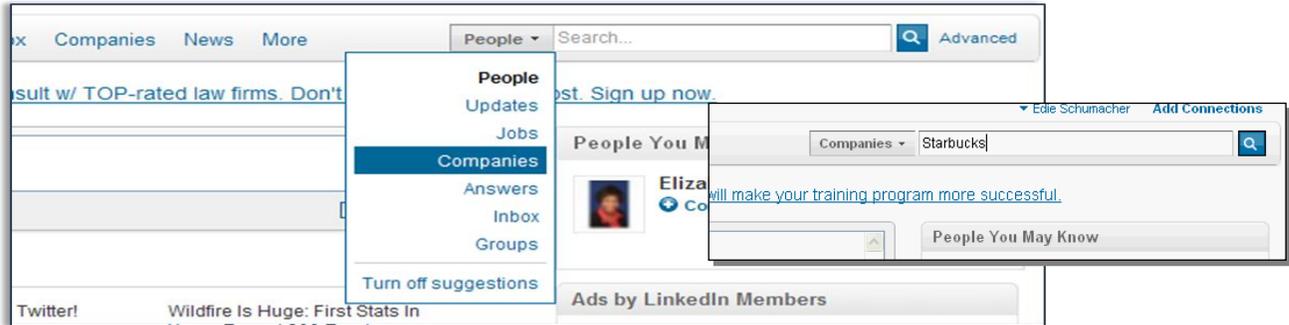
If you know someone who is connected to that company you will want to contact them first. In the next section, Company Research, we will cover how to ask for introductions to someone who works at the company which listed the job through LinkedIn.

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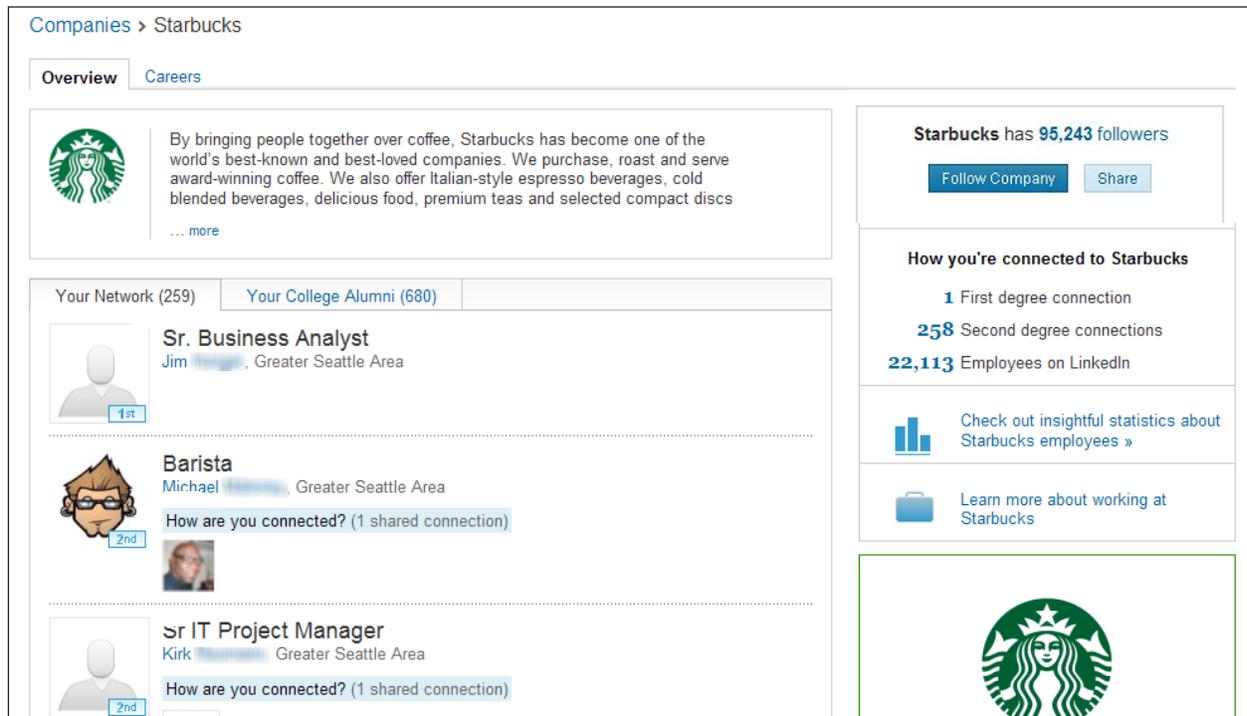
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Company Research

Before applying for any position you should research the company. To search LinkedIn for companies go to the upper right corner of the page drop down menu next to the advanced box, change the drop down to **Companies**, and type in the name of the company that you want to research.



When you find the company you're looking for, you will get a page that gives you information about the company. There will also be a list of any first and second connections you have, as well as all other employees that have LinkedIn accounts.



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If you have a first degree connection, you may want to contact that person to inquire about possible positions and let them know more about yourself and your goals. Tailor your contact with that person depending on your relationship. If you know them well and feel comfortable, it may be appropriate to be fairly upfront. If they are more of an acquaintance, use discretion on how you approach them. Don't go about it as asking for a favor, but give more about what you can offer to their company. Use this same approach when requesting an introduction to a second or third degree connection by one of your first degree connections.

For example:

Hi John!

As you know I have been in the software industry for four years now and find it a challenging and rewarding occupation. I am always on the lookout for new opportunities, however, and recently came across a position at New Egg for a software developer.

I see that you are connected to Joe Smith at New Egg. I would like to talk to Mr. Smith about the company to see if it would be a good fit for me, and me for the company. Could you please forward this request to Mr. Smith for me? I know that you are busy but I would be greatly appreciative of your assistance and willing to return the favor if ever needed.

Thank you for your consideration. Let's get together for coffee soon, my treat!

Be aware! Whatever you write will be forwarded to the second (and third if applicable) connection so make sure that it is appropriate!

You can look at recently posted jobs for that company by selecting the Careers tab. Select the job to get a detailed description and a link to apply on the company website.

The screenshot shows the LinkedIn interface for the Starbucks Coffee Company page. The user is logged in as 'Ede Schunacher'. The page is viewed through the 'Companies' tab, and the 'Careers' sub-tab is selected. The main content area displays 'Recently posted jobs at Starbucks Coffee Company' with a list of 10 job postings, each including the job title, location, and date. On the right side, there is a summary box for Starbucks Coffee Company, indicating it has 31,683 followers and 14,034 employees on LinkedIn. A 'Follow Company' button is visible.

Job Title	Location	Date
distribution supervisor - York Roasting Plant, Starbucks Coffee Company	York, US-PA	Jan 3, 2011
category manager, strategic pricing, Starbucks Coffee Company	Seattle, US-WA	Jan 2, 2011
business development manager, CPG & Foodservice Finance, Starbucks Coffee Company	Seattle, US-WA	Jan 2, 2011
director, Renovation and Construction Standards, Starbucks Coffee Company	Seattle, US-WA	Dec 29, 2010
Executive Recruiter, Researcher Short Term Assignment (February - June), Starbucks Coffee Company	Seattle, US-WA	Dec 28, 2010
maintenance supervisor-Carson Valley Roasting Plant, Starbucks Coffee Company	Reno, US-NV	Dec 24, 2010
store manager - Glendale Heights Bloomingdale, IL area, Starbucks Coffee Company	Chicago, US-IL	Dec 22, 2010
District Manager - Northern Virginia, Starbucks Coffee Company	Fairfax, US-VA	Dec 21, 2010
sr financial analyst, corporate development, Starbucks Coffee Company	Seattle, US-WA	Dec 21, 2010
district manager - Long Island, NY (Nassau & Suffolk County), Starbucks Coffee Company	Smehtown, US-NY	Dec 20, 2010

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Going into the company profile gives you the opportunity to check the “references” of the company, current and former employees. You can look at employee’s profiles for information that they provide about their own position, how long they have held the position, what kind of turnover there is at the company, former employees, and who may have had the position that you are applying for, or currently holds a similar position.

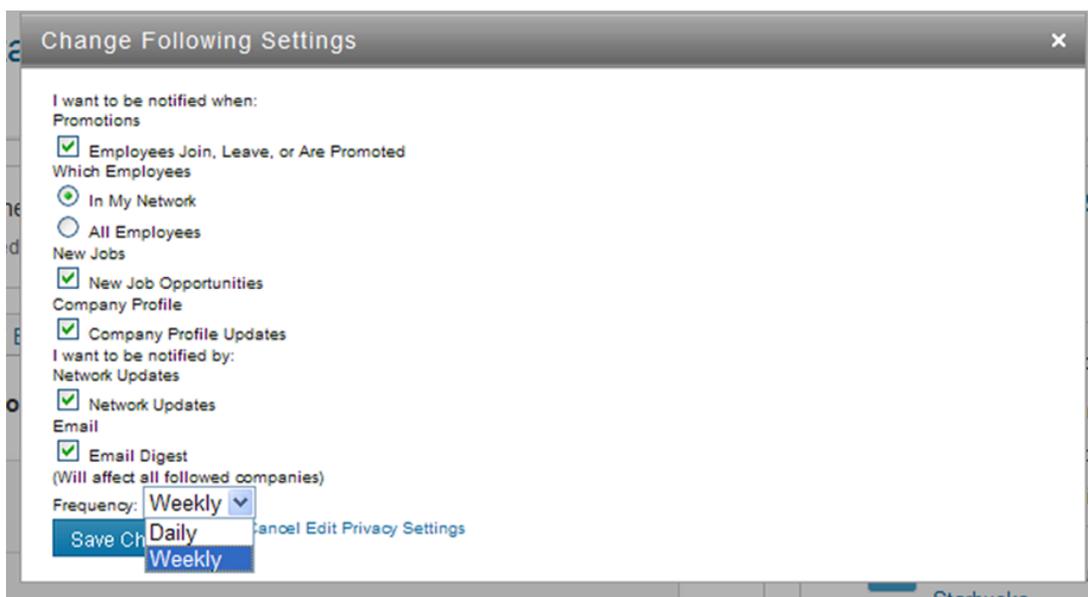
You may “follow” any companies that you are interested knowing about on a regular basis. While on the company profile page choose **Follow Company** on the right side.



Select **Settings** from the drop down



Then select from the options shown:



This will keep you up to date about job postings and movement within the company.

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Groups

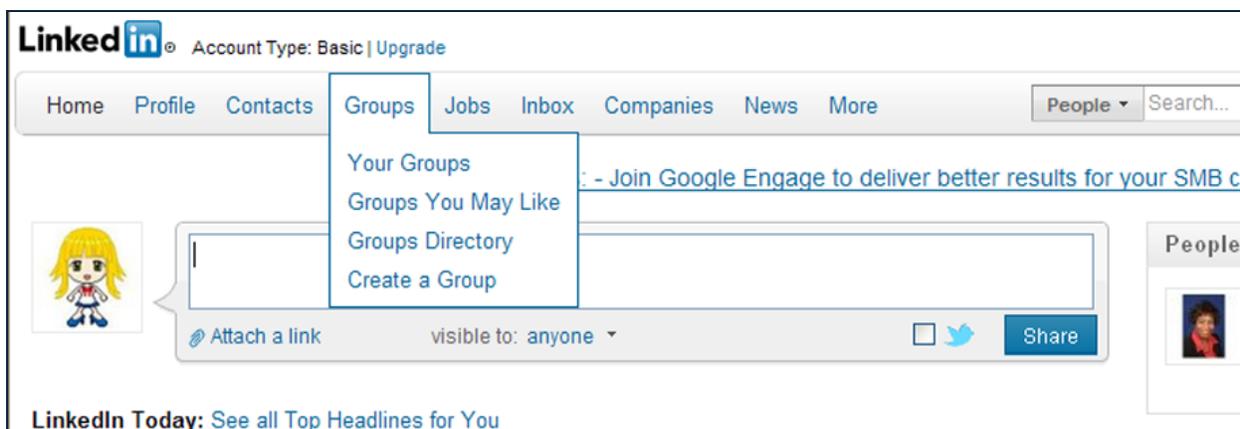
Joining groups on LinkedIn allows you to connect and share with people who have a common occupation, industry, interest or hobby. You gain tips and ideas from each other through discussions. This can help expand your network from the people who are already in your immediate circle, such as colleagues and former classmates, as you form new relationships.

From LinkedIn:

LinkedIn Groups allow you to:

- Quickly discover the most popular discussions in your professional groups.
- Have an active part in determining the top discussions by liking and commenting.
- Follow the most influential people in your groups by checking the Top Influencers board or clicking their profile image to see all their group activity.
- See both member-generated discussions and news in one setting.
- Easily browse previews of the last three comments in a discussion.
- Find interesting discussions by seeing who liked a discussion and how many people commented.

From the **Groups** drop down menu you have four options: **Your Groups**, **Groups You May Like**, **Groups Directory**, and **Create a Group**.



Your Groups will take to a list of groups that you belong to, if any.

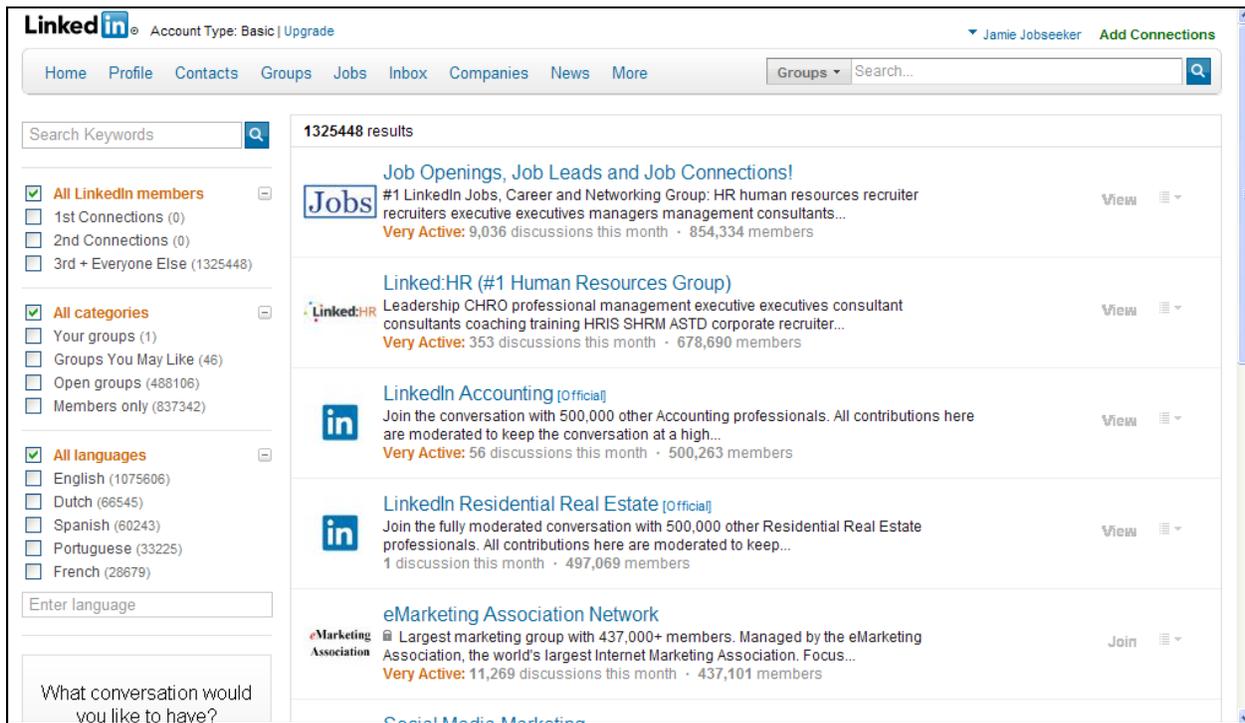
Groups You May Like will get a list of groups based on past positions, skills, other groups that you have already joined, etc.

Groups Directory will take you a list of featured groups.

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To narrow your search, use the search box on the left of your screen. Enter a keyword such as your occupation or job title. You may also choose connection level, category and language.

When you find a group that interests you, you may either select the **View** or **Join** button on the right or click on the blue group title to find out more about it.



The screenshot shows the LinkedIn search interface. At the top, the user's name 'Jamie Jobseeker' and 'Add Connections' are visible. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A search bar is located on the right. On the left, there are filters for 'Search Keywords', 'All LinkedIn members' (with sub-options for connection levels), 'All categories', and 'All languages'. The main content area displays 1325448 results. The first result is 'Job Openings, Job Leads and Job Connections!' with a 'Jobs' icon and 'View' button. The second is 'Linked:HR (#1 Human Resources Group)' with a 'View' button. The third is 'LinkedIn Accounting [official]' with a 'View' button. The fourth is 'LinkedIn Residential Real Estate [official]' with a 'View' button. The fifth is 'eMarketing Association Network' with a 'Join' button. At the bottom left, there is a text box asking 'What conversation would you like to have?'.

Once you join a group what do you do next? Get active! Participate in group discussions. That is the main power of groups. Find a discussion that you are interested in and make comments. If you are a little unsure at first, or don't know what to say, you may simply "Like" a comment or discussion. Doing so will show activity on your profile (if you have that allowed on your settings) as well as in the group. Participating in the discussion gets your name in front of other group members, especially if it is insightful or controversial. However, be wary of being too controversial! You want to be someone whom others know, like, and trust, not someone to dislike and avoid!

You can also look at other activities from the group such as Promotions, Jobs, Search and More by selecting the tabs at the top of the group page. Some groups have networking events that you can participate in to actually meet people in person. If available, it is usually beneficial. Just because you can network online don't stop networking in person as well!

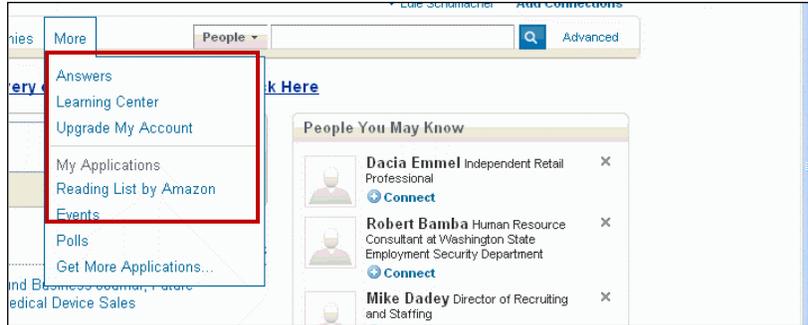
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Using LinkedIn for Job Search

Additional Learning Topics and Help

LinkedIn has a learning center that can help you with using your account. You can go directly to the Learning Center with the following address: <http://learn.linkedin.com/>

You can access it from any page on LinkedIn from the drop down menu by selecting “More” at the top of the page and then “Learning Center”. This is an excellent resource to learn more about LinkedIn and how to use it.

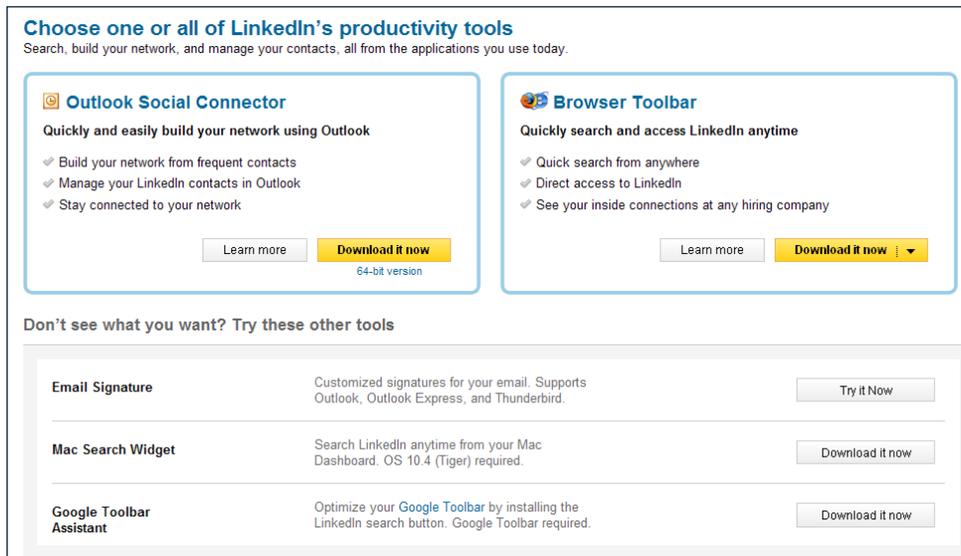


There are step by step directions for several topics in the Resources list, as well as links to specific topics. Customer Service will take you to a question and answer help page.

You can access Tools from the bottom of any page.



This takes you to a page where you can choose to add several tools to your own Outlook email and computer browser.



Using LinkedIn for Job Search

Additional websites for help and information:

- www.linkedinlabs.com Not accessible directly from LinkedIn, this site shows projects and experimental features developed by LinkedIn employees that you can use with LinkedIn. One of the most valuable items for job seekers is Resume Builder which allows you to create a printable resume from your LinkedIn profile with several formats to choose from.
- www.how-to-really-use-linkedin.com A great website full of information and help for using LinkedIn hosted by Jan Vermeiren and Bert Verdonck. You can download a free digital copy of their book, *How to Really Use LinkedIn*, view free webinars and more.
- www.careerenlightenment.com Website hosted by Joshua Waldman all about using social media to get jobs.

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