Research using LinkedIn

Michelle Lake & Rajiv Johal
Presentation Outline

* Introduction
* Overview & Job Searching
* Groups & Applications
* Company Research
* Competition
* Best Practices
LinkedIn: brief company history

* Online as of 2003
* Reached profitability in 2006
* 2011: 90 million user profiles and growing
  * What is LinkedIn? Video
Where adult SNS users have profiles, by age group

- **Facebook**
  - Young adults 18-29: 71%
  - Adults 30 and older: 75%
  - All adults 18 and older: 73%

- **MySpace**
  - Young adults 18-29: 66%
  - Adults 30 and older: 36%
  - All adults 18 and older: 48%

- **LinkedIn**
  - Young adults 18-29: 7%
  - Adults 30 and older: 19%
  - All adults 18 and older: 14%

Percentages are for adults with profiles on social networking sites. September 2009 data.
* Geared towards working professionals
* “Men (18%) are more likely than women (10%) to maintain a profile on LinkedIn, while women (78%) are more likely than men (68%) to have a profile on Facebook”

Facebook and MySpace are used mainly for personal purposes while LinkedIn tends toward the professional

<table>
<thead>
<tr>
<th>Do you use your online profile for?</th>
<th>MySpace users</th>
<th>Facebook users</th>
<th>LinkedIn users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay in touch with friends</td>
<td>97%</td>
<td>97%</td>
<td>65%</td>
</tr>
<tr>
<td>Make plans with friends</td>
<td>66</td>
<td>62</td>
<td>9</td>
</tr>
<tr>
<td>Make new friends</td>
<td>52</td>
<td>52</td>
<td>10</td>
</tr>
<tr>
<td>Organize with others for an event, issue or cause</td>
<td>43</td>
<td>56</td>
<td>13</td>
</tr>
<tr>
<td>Promote yourself or your work</td>
<td>27</td>
<td>22</td>
<td>47</td>
</tr>
<tr>
<td>Make new business or professional contacts</td>
<td>26</td>
<td>20</td>
<td>67</td>
</tr>
<tr>
<td>Flirt</td>
<td>20</td>
<td>22</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Pew Internet & American Life Project May 2008 Survey. n=2,251 and the n for social network users is 328. Margin of error is ±3% for results based on internet users and ±6% for results based on social network users.

Note: The sample sizes for the individual networks is quite small (n=128 for MySpace, n= 79 for Facebook and n=20 for LinkedIn) so care should be taken when interpreting this chart.
What do you use LinkedIn for?

By Stephen Davis Interim Executive Management: Business Development, Business Improvement, Sales Consultant, Speaker and Trainer • 106 votes • 6 comments • 14 days left

- Networking: 53 (50%)
- Building Your Personal Brand: 13 (12%)
- Prospecting for Customers or Alliances: 24 (23%)
- Developing Strategic Alliances: 7 (7%)
- Job Search or Fill Job Opening: 8 (8%)

<table>
<thead>
<tr>
<th>Answer</th>
<th>Age</th>
<th>Seniority</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall demographics</td>
<td></td>
<td></td>
<td>57 male 23 female</td>
</tr>
</tbody>
</table>

Show demographics for: [✓] Overall [ ] Answer 1 [ ] Answer 2 [ ] Answer 3 [ ] Answer 4 [ ] Answer 5
<table>
<thead>
<tr>
<th>Social Media Sites Used by US SMBs, by Sales Type, May 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of respondents</td>
</tr>
<tr>
<td><strong>LinkedIn</strong></td>
</tr>
<tr>
<td><img src="https://example.com/active.png" alt="Active*" /> <img src="https://example.com/passive.png" alt="Passive**" /> 30% 41%</td>
</tr>
<tr>
<td><strong>Facebook</strong></td>
</tr>
<tr>
<td><img src="https://example.com/active.png" alt="Active*" /> <img src="https://example.com/passive.png" alt="Passive**" /> 30% 39%</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
</tr>
<tr>
<td><img src="https://example.com/active.png" alt="Active*" /> <img src="https://example.com/passive.png" alt="Passive**" /> 21% 31%</td>
</tr>
<tr>
<td><strong>WordPress</strong></td>
</tr>
<tr>
<td><img src="https://example.com/active.png" alt="Active*" /> <img src="https://example.com/passive.png" alt="Passive**" /> 16% 23%</td>
</tr>
</tbody>
</table>

*Note: *company seeks out potential new customers/clients; **customers/clients generally come from repeat business, referrals or walk-ins

Source: Doremus and Forbes Insight, "Engine of Growth: Understanding SMB Decision-Makers," provided to eMarketer, Jan 5, 2011

Overview

Over 90 million professionals use LinkedIn to exchange information, ideas and opportunities

Stay informed about your contacts and industry
Find the people & knowledge you need to achieve your goals
Control your professional identity online

Who's In?

Search for someone by name: [First Name] [Last Name] Go

LinkedIn member directory: a b c d e f g h i j k l m n o p q r s t u v w x y z more | Browse members by country

* By clicking Join Now or using LinkedIn, you are indicating that you have read, understood, and agree to LinkedIn’s User Agreement and Privacy Policy.

Tools

LinkedIn Answers
LinkedIn Jobs
Jobs Directory
Company Directory
Groups Directory
Service Provider Directory
Database of Professionals

“...LinkedIn, the social network that doesn’t want to be known as a social network—the one that’s about having, getting and keeping a job.” (Slutsky 2)

“Virtual” CV

Connections/Links
Virtual CV

LinkedIn

Jeff Weiner
CEO at LinkedIn
San Francisco Bay Area | Internet

Current
- CEO at LinkedIn
- Member, Board of Directors at DonorsChoose
- Member, Board of Directors at Malaria No More

Past
- Executive in Residence at Accel Partners
- Executive in Residence at Greylock
- Executive Vice President Network Division at Yahoo!

Connections
500+ connections

Websites
- Company Website

Jeff Weiner's Summary

Internet executive with over 15 years of experience, including general management of mid to large size organizations, corporate development, product development, business operations, and strategy.

Currently CEO at LinkedIn, the web's largest and most powerful network of professionals.

Public profile link:
http://www.linkedin.com/in/jeffweiner08
These options give you control of how & when you will show up in searches.
Overview

* Your Network and types of connections

* Colleagues, classmates, clients
  * Common connections
Get Introduced Through a Connection…

Category: Choose…
Subject: 

Your message to Scott:

Scott is interested in:
career opportunities, consulting offers, new ventures, expertise requests, reference requests, getting back in touch

Include a brief note for Rajiv Johal:

Note: You have no introductions at route. You can send 5 out at a time with your current account.

Send or Cancel
Overview

* Snapshot of your current place of work

* Social connections in your network
Job Searching Tools

* Profile views (pro vs. basic)

* Search results

* Recommendations
Job Searching Tools

* Your Companies

* Job Search – Simply Hired

* See Who Can Help You…
Simply Hired

You’re linked in to Librarian
• 4 in your network or groups work at Librarian and can help you get this job

Teacher-Librarian
Teacher-Librarian - Victoria, BC - Feb 6, 2011
See who at Teacher-Librarian can help you get this job.

Part-Time Librarian
Part-Time Librarian - Vancouver, BC - Feb 6, 2011
See who at Part-Time Librarian can help you get this job.

Librarian
Librarian - Ottawa, ON - Feb 6, 2011
See who at Librarian can help you get this job.

Librarian
Ottawa, ON - Feb 5, 2011

assistant librarian
Groups

- Professional interest
- Discussions
- Access to members/resources
Jobs: Recent Activity

Megan Alpaugh Dean of Library Services, Savannah College of Art and Design
The Savannah College of Art and Design seeks qualified candidates for the position of Dean of Library Services in Savannah. The Dean is responsible for the administration, direction, scheduling and planning of library services for the college. The Dean will work in close...

3 days ago • Like • Comment • Flag
Applications

* **Workspace Apps**
  * Projects & Teamspaces
  * Huddle workspaces

* **Social Apps**
  * Twitter
  * Wordpress
  * Amazon Reading List
  * My Travel
  * Events
  * Polls
  * Bloglink
Applications

* Presentation Apps
  * Google Presentation
  * Slideshare
  * Creative Portfolio Display
  * Box.net files

* Specialized Apps
  * Lawyer Ratings
  * FT Press
  * SAP Community Bio
  * Real Estate Pro
  * Legal Updates
Who is talking about your organization?
- As an employer
- As an employee
- As a job hunter
Company Buzz

* Buzz Words

* Trends

* Uses
Why do company research on LinkedIn?

- Access to management and employee profiles
- Shows skills and certification needed to attain a certain position
- Source of data on private firms, non-profits
- Limit companies to a specific location
  - Further limit to your connections
Companies Page

LinkedIn Account Type: Basic

Companies Home  Following (12)

Companies: McGill University, Concordia University, York University, Industry Canada, Autodesk, Library and Archives Canada, SLA

Followed Company Updates

LinkedIn has 17 new job opportunities
13 minutes ago
## 101 results found. Industry: Graphic Design; Location: Montreal, Canada Area

1st – You know someone at company  
2nd – Your connection(s) know someone at company

<table>
<thead>
<tr>
<th>Company</th>
<th>Headquarters</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2nd</strong> IDÉSIF</td>
<td>Montreal, Canada Area</td>
<td>2</td>
</tr>
<tr>
<td>Transworld Signs</td>
<td>Montreal, Canada Area</td>
<td>51-200</td>
</tr>
<tr>
<td>Pénega</td>
<td>Montreal, Canada Area</td>
<td>25</td>
</tr>
<tr>
<td>Gauthier designers</td>
<td>Montreal, Canada Area</td>
<td>11</td>
</tr>
<tr>
<td>tmdesign</td>
<td>Montreal, Canada Area</td>
<td>30</td>
</tr>
<tr>
<td>WhatBox</td>
<td>Montreal, Canada Area</td>
<td>1-10</td>
</tr>
<tr>
<td>Magma design</td>
<td>Montreal, Canada Area</td>
<td>1-10</td>
</tr>
<tr>
<td>Agence Mixartmedia</td>
<td>Montreal, Canada Area</td>
<td>1-10</td>
</tr>
<tr>
<td>Origami</td>
<td>Montreal, Canada Area</td>
<td>8</td>
</tr>
<tr>
<td>Pearl White Media</td>
<td>Montreal, Canada Area</td>
<td>4</td>
</tr>
<tr>
<td>Hekka Design Multimédia</td>
<td>Montreal, Canada Area</td>
<td>1</td>
</tr>
<tr>
<td>KAI Design &amp; Communication</td>
<td>Montreal, Canada Area</td>
<td>2</td>
</tr>
<tr>
<td>ROUGE CERISE communication</td>
<td>Montreal, Canada Area</td>
<td>7</td>
</tr>
<tr>
<td>Baillat Cardell &amp; fils</td>
<td>Montreal, Canada Area</td>
<td>5</td>
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Recent news

McGill University has 4,229 followers

How you're connected to McGill University

11 Connections
127 Employees in your network
4,036 Employees on LinkedIn

Check out insightful statistics about McGill University employees »

Ads by LinkedIn Members

Nutrition, diet and aging
From: American Society for Nutrition

Free Whitepaper Download
Industry Best Practices for Building a Winning Environmental Mgmt System
From: J.P. Nadeau

McGill University mentioned in the News

Heart Scan Radiation Linked to Small Rise in Cancer Risk
Fox News, Feb 8, 2011

Scans boost cancer risk for heart-attack survivors, study finds
The Globe and Mail, Feb 7, 2011

Radiation in heart procedures tied to cancer risk
Reuters, Feb 7, 2011

Type
Educational Institution

Company Size
10,001+ employees

Website
http://www.mcgill.ca/

Industry
Higher Education

Link to Businessweek company profile
Business Research

- Directory tool to find public and private firms
- List of service providers
  - Ex. Graphics designer in Montreal
- Advanced people search
  - Find information on a particular company function/position in job description details
  - Ex. What does a corporate librarian do?
Experience

Corporate Librarian/AVP

Citigroup
Public Company; C; Financial Services industry
January 1986 – Present (25 years 2 months)

Involved in actively searching for information on a variety of subjects, depending on which business unit is requesting it. Information requests range from basic biographical information on potential clients, their source of wealth to industries and how the macro and micro economic situation may be affecting the capital markets. Searches are done utilizing a wide range of databases, including news, statistical, economic, company intelligence, and public records databases.

* EDD - Enhanced Due Diligence searches on individuals and companies, searching news, biographical and company intelligence databases, as well as public records.

* Investigate the economic conditions surrounding business activity such as industry trends and competition. This includes micro and macro economic conditions.

* Conduct extensive market research on a variety of industry sectors in the US and Latin America.

* Evaluate different databases to determine which ones contain the best information and are the most cost effective in providing the data requested by internal clients.

* Regularly attend seminars, workshops, and other continuing education services provided by the SLA (Special Libraries Assoc.) and other information scientists' associations. This helps me keep abreast and up-to-date with the information/knowledge sector.
Information Reliability

Qualified users only allowed to enter company details:

- Current company email address
- Current position within company posted on your profile
- **Company administrator** assigned to manage a company page
LinkedIn Q&A

- Ask questions and respond to queries
- Free service
- Professional expertise vs. community-based responses
  - Focus on business and technology
  - No fake aliases
- Archival knowledge base
trends AND pharmaceuticals
Good Answers (4)

To start off, I think the top challenges are purely financial. It costs a lot for Big Pharma to do proper R&D, develop a pipeline of blockbuster drugs that can hurdle regulatory obstacles and avoid constant litigation and copycat generics competition from the likes of India. That leads me neatly into item 2 ... opportunities lie in the field of Diagnostic Tech for the ‘worried well’ eg diabetes, cholesterol, cancer and even genetic diseases... as well as the lifestyle drugs for ED, weight loss, energy-boots etc.

The internet has created an ‘expert patient’ phenomenon and once developed countries move away from the ‘social’ provision of healthcare to a hybrid government/personal insurance model of funding, things my see an improvement.

posted October 28, 2008 | Report answer as...

I think the top challenge for the healthcare and pharma industries is envisioning the long-term trends itself. That being said, strategic management would be more important than any one technical challenge. I would recommend developing scenarios related to government regulation and future technology. I can guarantee that the existing model of medical treatment and medical service will not remain constant in the next decade. This uncertainty can lead to certain advantages to. The biggest opportunity is that developing the next new way to deliver medical treatment will give a huge competitive advantage. Developing the technology is one thing, but the service to go along with it is something else that needs to be addressed. The skyrocketing costs are in part due to the existing structure of the health system. If you change how the system fundamentally operates, you can change the cost structure. When health centers become integrated in Wal-Marts, how is this going to effect consumer orientation? These situations need to be analyzed. So:

Opportunities:
- new medical delivery services
- new strategic direction for industry
- stay ahead of consumer lifestyle

Challenges:
- evolving regulatory environment
- forecasting long-term trends
- changes in consumer spending and consumer lifestyle

posted October 28, 2008 | Report answer as...
Competitors

* Xing
* https://www.xing.com/

THE PROFESSIONAL BUSINESS NETWORK WITH MORE THAN 10 MILLION MEMBERS WORLDWIDE
Networking
Retrouvez vos collègues et camarades d'études
Enrichissez votre carnet d'adresses
Echangez, Annoncez, Communiqué

Business
Rendez visible votre offre, vos produits
Trouvez prospects et clients
Identifiez les experts de votre secteur

Carrière
Vos contacts connaissent votre futur employeur
Affichez votre expertise : faites-vous chasser
Trouvez vos futurs collaborateurs

Inscrivez-vous rapidement

<table>
<thead>
<tr>
<th>Prénom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nom</td>
</tr>
<tr>
<td>Email</td>
</tr>
<tr>
<td>Mot de passe</td>
</tr>
</tbody>
</table>

Je m'inscris

35 millions de professionnels
Votre réseau est plus puissant que vous ne l'imaginez

Vous pouvez exercer à tout moment vos droits d'accès, de rectification et de suppression relativement à ces données,
en cliquant sur l'onglet "Modifier" de votre profil ou en écrivant à l'adresse contact@viadeo.com.
L'information complète sur la politique de protection de vos données par Viadeo est accessible ici.
Questions

**Professeur documentaliste certifiée, comment devenir bibliothécaire ou archiviste ?**
Volane Haloue | 31 juillet 2008
Carrières et Études
Pas de réponse

**MÉTIERS DU LIVRE ?**
SYLVIE R. | 23 février 2009
Carrière et Évolution professionnelle | Gestion de carrière
3 réponses
More business networking sites
Best Practices

* Businessweek – 10 Ways to Use LinkedIn in Your Job Search: [http://www.businessweek.com/managing/content/jun2010/ca2010067_197297.htm](http://www.businessweek.com/managing/content/jun2010/ca2010067_197297.htm)

* 100+ Smart Ways to Use LinkedIn: [http://linkedintelligence.com/smart-ways-to-use-linkedin/](http://linkedintelligence.com/smart-ways-to-use-linkedin/)


Conclusion

* Build a network...make connections
* Participate in asking and answering
* Additional tool for corporate research
Thank you

* Rajiv.Johal@concordia.ca
* Michelle.Lake@concordia.ca


Further readings


