

Building Business, Relationships and Career Advancement using LinkedIn as a Tool

Ask Professor John



Professional Workshops

Corporate, Education, Non-Profit & Government

Ask Professor John



1 on 1 Sessions

Corporate, Education, Government and Non-Profit

LinkedIn Training for Business Professional Networking

John R. Fugazzie - Introduction



- 43 plus years business executive in food, publishing, in marketing leadership
- Founder of Neighbors-helping-Neighbors USA Jan 2011
- Founder of helping-Brands.com and helping-Brands.org
- Corporate Workforce Development for RWJBarnabas Health 38,500 employees since 2019
- 9 years as Adjunct Professor at Hispanic Center at Becton School of Arts & Sciences at Fairleigh Dickinson University, teaching master level business and leadership classes
- Founder of Ask Professor John workshops and Career Advisor John
- Nationally recognized subject matter expert in this area John is continuously sought after for input by the media and labor officials for articles and coverage about policy input about the national unemployment and jobs situation.
- Subject Matter Expert for USDOL
- Invited to meetings at White House and USDOL 2013-2018.
- [See recommendations for John R. Fugazzie](#)

John R. Fugazzie – Depth of experience



46 years and counting of Professional Experience

25 years in Food Industry

Garden State Farms
Universal Foods
Anco Fine Cheese
Schratter Imports
EPPA Association

17 years in Retailing Food

Shop Rite Supermarkets
Wakefern Food Corporation
Great Atlantic & Pacific Tea Co.
C&S Wholesalers Grocers

12 years in Community Work

Neighbors-*helping*-Neighbors
Bergen Dog / The Dog Park at Van Saun
helping-Brands.com | helping-brands.org

12 years Economic/Workforce

RWJBarnabas Health
Neighbors-*helping*-Neighbors
NJMEP
Hudson/Jersey City WDB
NJCCC Ready To Work Federal Grant
helping-Veterans
helping-Women
helping-Latinx

9 years College Adjunct

Fairleigh Dickinson University
Becton College Arts & Sciences
Hispanic Center
Puerta al Futuro
Master level leadership, non-profit
leadership, Management, Organizational
Change, Human Resource and Labor
Relations classes

10 years in Publishing

EVP Globe Communications
Ziff-Davis Inc.

4 years Health Care

RWJBarnabas Health

8 years in Manufacturing

NJMEP Manufacturing Extension Consulting
NJCCC Manufacturing Training
Universal Foods
Garden State Farms

LinkedIn.com

Connect with the best today.

A word cloud centered around the word "LinkedIn". The word "LinkedIn" is the largest and most prominent in the center. Other significant words include "networking", "business", "profile", "results", "working", "students", "training", "easy", "career", "social", "work", "help", "meeting", "knowledgeable", "insights", "audience", "objectives", "well", "great", "experience", "improve", "ability", "search", "recommend", "allowed", "time", "job", "new", "good", "brought", "make", "current", "changes", "clear", "two", "extremely", "expertise", "provided", "value", "level", "knowledge", "importantly", "recently", "best", "Networking", "services", "excellent", "network", "student", "consultant", "understand", "generous", "perspective", "approach", "hours", "consulting", "career", "hours", "consultant", "understand", "generous", "perspective", "approach". Other smaller words include "next", "development", "gave", "class", "better", "action", "suggested", "get", "thoughtful", "excels", "truly", "key", "expert", "impressive", "helped", "super", "profile", "impressive", "allowed", "time", "job", "new", "good", "brought", "make", "current", "changes", "clear", "two", "extremely", "expertise", "provided", "value", "level", "knowledge", "importantly", "recently", "best", "Networking", "services", "excellent", "network", "student", "consultant", "understand", "generous", "perspective", "approach", "hours", "consulting", "career", "hours", "consultant", "understand", "generous", "perspective", "approach".

Linked in



Use LinkedIn Professionally and - Promote it's use

- Needs to be part of your Personal/Professional Branding
- Being on LinkedIn and having proper profile says you understand the new tech driven social media business world.
- Demonstrates leadership in current new global/techno economy.
- To teach its use you need to understand it and use it yourself.
- Recommendations from key people are powerful for your brand.
- Share posts that your employer or organization posts on LinkedIn and other social media platforms.

Using LinkedIn is Important for Job Seekers and advancing your career internally and externally

- Important and effective networking tool and career advancement.
- 97 % of all recruiters use LinkedIn to find candidates
- Hiring managers use LinkedIn to source candidates
- Access to posted jobs and find “hidden jobs”
- Your profile needs to be complete and properly represent you
- Being on LinkedIn and having proper profile says you understand the new social media world.
- Helps establish and build upon job seekers Personal Branding

LinkedIn : Building Business Relationships

- Effective way to connect to your target business objectives
- Recommendations to show your previous success with business
- Follow companies on your target list
- Always expand your network
- Ongoing contact, relationships need to be built over time
- Transformational vs Transactional over time you build relationships
- Showcase your expertise and success stories via publishing on LI

LinkedIn :Professional Social Media Branding

- You need to be on LinkedIn and be active to show you get the future
- Employers wants to connect to customers, employees and shareholders though social media
- Technology impacts everything you do and how you are seen
- LinkedIn is a networking tool
- Use other social media platforms as professional outreach methods

Pinterest, facebook, Twitter, YouTube www.nhnusa.org/social-media.html

Top 16 Social Media Platforms

Now



Facebook



Instagram



Twitter



LinkedIn



YouTube



TikTok



Pinterest



Snapchat



Reddit



WhatsApp



Tumblr



Facebook Messenger



Google+



Nextdoor



Meta



Periscope



Top 10 Social Media Platforms

The top 10 social networking sites of 2023

1. Facebook — 3.03 billion MAUs

2. YouTube — 2.5 billion MAUs

3. WhatsApp — 2 billion MAUs

4. Instagram — 2 billion MAUs

5. WeChat — 1.3 billion MAUs

6. TikTok — 1.05 billion MAUs

7. Telegram — 700 million MAUs

8. Snapchat — 557 million MAUs

9. Kuaishou — 626 million MAUs

10. Qzone — 600 million MAUs

Facebook Group – NhN – 1556+ members



Neighbors-helping-Neighbors USA LinkedIn Group 4,736+

Ask Professor John



4,736 members
Including David Geyer and 1 other connections

[Invite connections](#)

Show all →

Analytics

Neighbors-helping-Neighbors USA -
www.nhnusa.org - www.helping-brands.com -
www.askprofessorjohn.com

Public group

<https://www.linkedin.com/groups/3892534/>

Getting started with LinkedIn.com

- Sign up for **Free** version is all we recommend paid versions are designed for recruiters and others who use this as a search tool for their business.
- Build a good profile complete all sections, If needed use professional resume writer to help many offer this as part of resume package.
- There are many ways you can participate on LinkedIn that increases your chances of getting noticed.



Your LinkedIn Profile

- Professional photo – must have current photo (job appropriate)
- Pay Attention to Your Professional Headline
- Consider Adding Keywords to Your Job Title
- Use Your Summary for Additional Keyword Content
- Add Projects and Other "Extra" Sections on LinkedIn
- Continue Collecting Endorsements
- Follow companies of field interest and on your target list
- Consistent with your Resume

Sections of Your Profile (order can be moved)

- Posts / Articles published on LI
- Summary
- Experience
- Honors and Awards
- Volunteer Experience
- Skills & Expertise
- Education
- Languages
- Projects
- Share articles of your area of expertise

LinkedIn Profile and your Resume

- LinkedIn Profile must be consistent with your resume information
- Recruiters and hiring managers look at both
- Many will first see you on your LinkedIn Profile
- LinkedIn profile should not have your resume
- Should not be a duplicate of your resume
- LinkedIn profile is part of your Personal Branding Package
- Get personalize URL

LinkedIn a Powerful Business Social Network

- Introductions to expand business connections and career possibilities
- New Jobs and business opportunities
- Employers and hiring managers can search for potential candidates
- Job seekers can review profiles of hiring managers and get introductions Companies post jobs sometimes only on LI
- When people see your photo they connect with you on a personal level.
- Follow companies for research and using 2nd connections.
- Connect to previous colleagues
- Receive updates on your connections
- Read, write, post articles and Publish your expertise
- Get endorsements

LinkedIn hits 930 million global members

Key LinkedIn Statistics 2023

LinkedIn was **founded in 2003**

- has **20,000 employees**
- is in **20 languages**
- is considered the most trusted social network
- has **930 million users**
- has more male members than female
- audience is mostly millennials
- Average person spends 7 minutes on LinkedIn
- Jobs are global
- Companies are global
- Technology enables global
- Builds your personal brand
- SEO puts your LinkedIn profile very high in searches

LinkedIn hits 930 million global members

Key LinkedIn Statistics 2023

According to a traffic analysis by Similarweb,

LinkedIn received a total of 5.1 billion visits from March 2023 to May 2023. This consisted of 1.8 billion visits in March, 1.6 billion visits in April, and 1.7 billion visits in June.

This works out to an average of about 1.7 billion views per month.

LinkedIn hits 930 million global members

Key LinkedIn Statistics 2023

1. There Are More Than 930 Million Members on LinkedIn
2. North America Accounts for Its Biggest Share of Users
3. LinkedIn Operates 36 Offices Worldwide
4. LinkedIn Has 20,000 Employees
5. Most Traffic Comes From the US
6. Bermuda Has the Highest Ad Reach Rate
7. Marketers Can Reach More Than 900 Million
8. Advertisers Can Reach More Men than Women on LinkedIn
9. LinkedIn Is a Great Place to Find Decision Makers
10. Decision Makers Use LinkedIn Content to Vet Organizations

LinkedIn is Trusted the Most

According to Business Insider's Digital Trust report, **LinkedIn is the most trusted social media platform**. LinkedIn is a professional social media platform with over 690 million members. It's considered a credible source of content and drives 46% of social traffic to B2B sites.

Here are some reasons why LinkedIn is considered a trusted social media platform:

- Professional audience: LinkedIn is the world's largest professional community.
- Credible content: LinkedIn is considered a credible source of content.
- Brand awareness: LinkedIn is a great way to reach potential customers who are already interested in what you have to offer.
- Networking: LinkedIn allows you to connect with professionals in your industry, grow your network, and highlight your skills and accomplishments for potential employers.
- As of 2023, LinkedIn has 900 million users globally. Three new members sign up on LinkedIn every second.

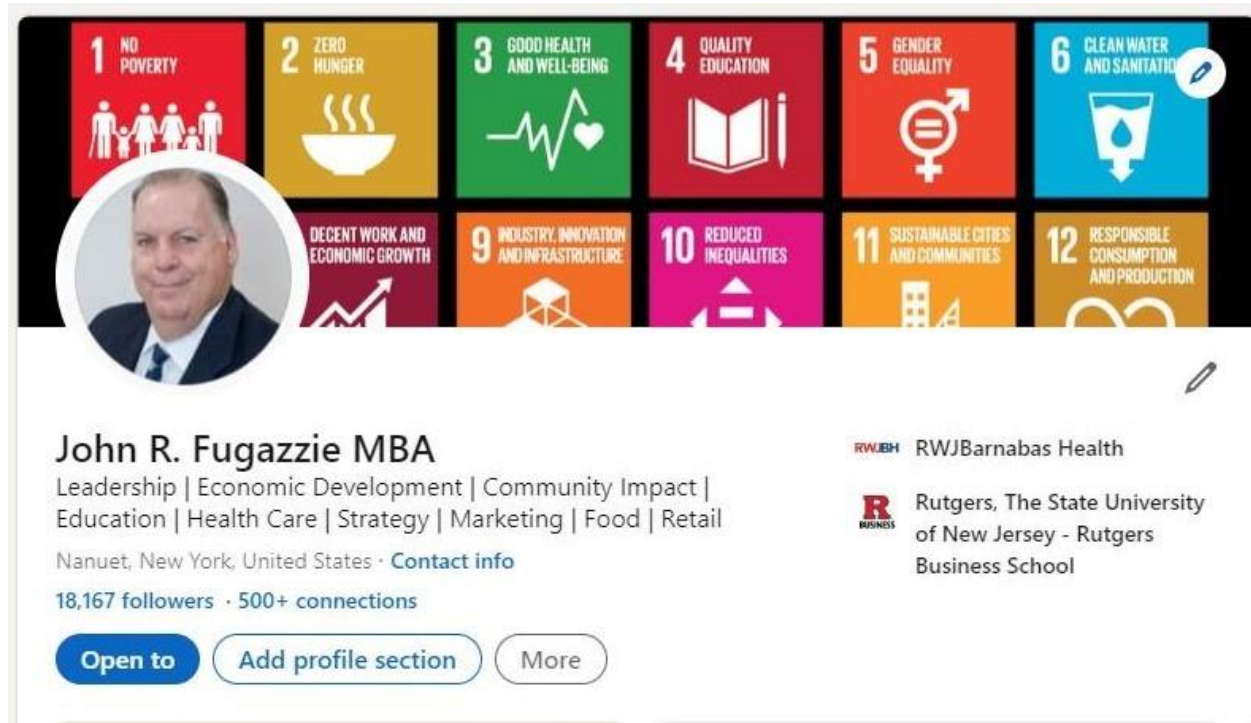
Expand your LinkedIn Network

- Networking is not just the person you are connected to but who they are connected to. Goal is to reach people who can help you connect to key employers.
- Get to 500+ quickly as that is first threshold. Connect with people with large numbers of LI connections.
- Once you reach 500+ continue to build your network, make it part of your every day process
- Join Groups of interest
- Follow companies you have on your target lists
- Become a publisher on LI and showcase your brand and your knowledge

Build your personal connections

- Make adding connections part of your daily routine
- When you make new connections send requests on LI
- Collect business cards at all your business meetings and networking events
- Research contacts in your network is connected to that person
- Request connections with people in your groups

John R. Fugazzie – 20,908+ followers/connections



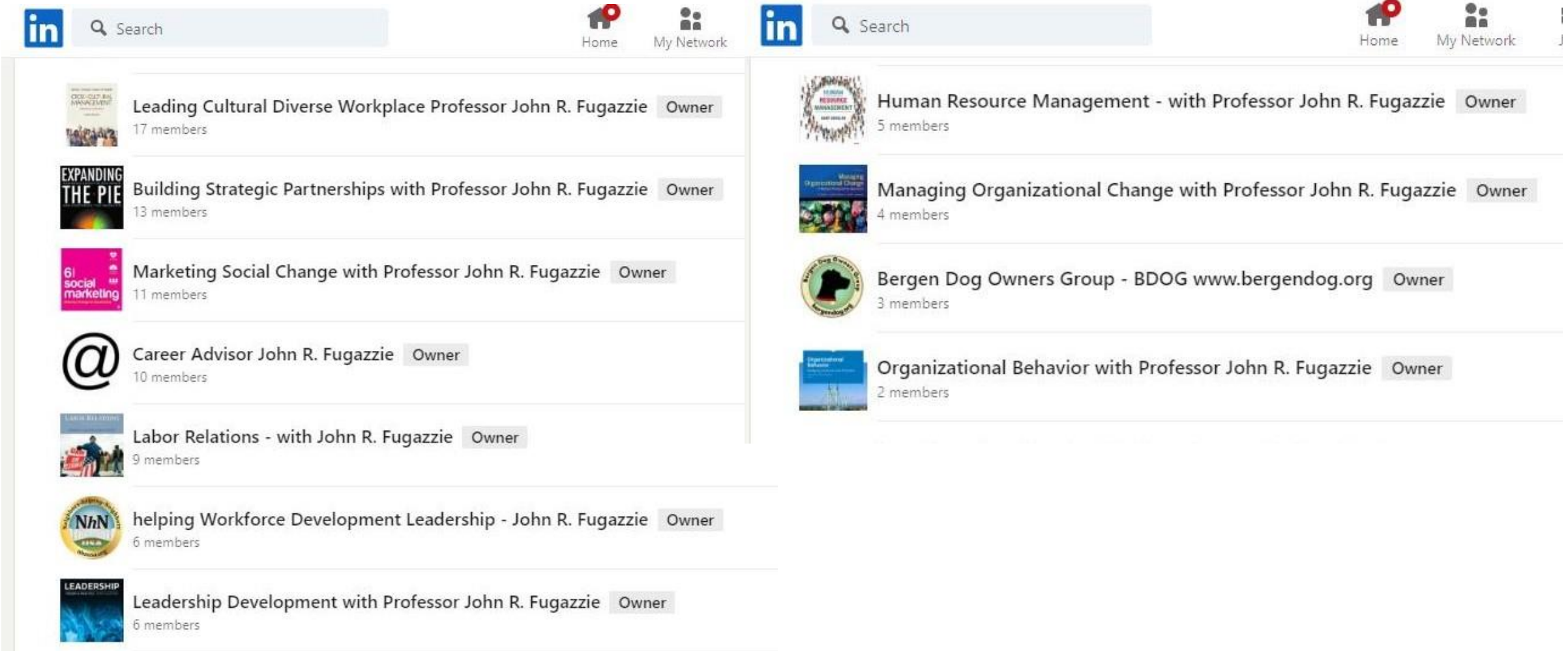
**Connect with me on LinkedIn.com www.linkedin.com/in/johnrfugazzie
use email johnrfugazzie@aol.com**

Each user is restricted to a maximum of 30,000 1st-degree connections, and while for most, the limit is a number they'll never have to worry about exceeding, for those who use LinkedIn for social selling, or who are working to establish their thought leadership, they may, at some point, exceed that number.

Join LI groups of interest

- Match with your employment goals
- Look for larger groups to expand your exposure
- Create your own groups
- Post articles and make intelligent comments about others
- Remember to always be positive
- Do not discuss Politics, Religion or Sports

I am owner of 21 LinkedIn Groups, and I follow 100



The screenshot displays a LinkedIn profile for John R. Fugazzie, showing a list of 21 groups he owns. The groups are arranged in two columns. Each group entry includes a cover image, the group name, the number of members, and the owner's name (John R. Fugazzie) with an 'Owner' badge.

Group Name	Members
Leading Cultural Diverse Workplace Professor John R. Fugazzie	17 members
Human Resource Management - with Professor John R. Fugazzie	5 members
Building Strategic Partnerships with Professor John R. Fugazzie	13 members
Managing Organizational Change with Professor John R. Fugazzie	4 members
Marketing Social Change with Professor John R. Fugazzie	11 members
Bergen Dog Owners Group - BDOG www.bergendog.org	3 members
Career Advisor John R. Fugazzie	10 members
Organizational Behavior with Professor John R. Fugazzie	2 members
Labor Relations - with John R. Fugazzie	9 members
helping Workforce Development Leadership - John R. Fugazzie	6 members
Leadership Development with Professor John R. Fugazzie	6 members

Use LinkedIn to Build on your Personal Brand

- Publish Articles
- Post Articles with comments
- Participate in Discussions in Groups
- Get Recommendations
- Add Slide share presentations
- Complete all sections on LinkedIn profiles
- Continuously build your connections
- Continuously expand your followed companies
- Cross Link other social media, web sites, blogs, articles about you

LinkedIn Publishing

- Articles should be about your knowledge and expertise
- Keep articles short 600-800 words
- Establish a frequency that is appropriate and maintain it
- Make articles informative with soft sell for your services
- Incorporate links to other information web site blogs you have

My LinkedIn Recent Activity

<https://www.linkedin.com/in/johnrfugazzie/detail/recent-activity/>

The screenshot shows the LinkedIn profile of John R. Fugazzie. The profile header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, and Messaging. The profile picture is a circular headshot of John R. Fugazzie. Below the picture is a grid of 12 icons representing various industries and skills. The profile name is "John R. Fugazzie MBA" with a list of skills: Leadership | Economic Development | Community Impact | Education | Health Care | Strategy | Marketing | Food | Retail. The number of followers is 18,167. The "John R.'s Activity" section shows a post from "John R. Fugazzie MBA • You" with a "now" indicator. The post content features a blue billboard with the text "Job openings surge to 5-month high" and "We're Hiring. Join Our Team." with a sub-headline "There were 1.9 openings for every job seeker in the U.S. in December — close to the all-time high and up from 1.7 opening...". A "View news story" button is visible at the bottom of the post.

Recommendations

see my profile @ www.linkedin.com/in/johnrfugazzie

Founder, President

Neighbors-helping-Neighbors USA. Inc.



Mark Renkert, MCsI

Economic Development Advisor - Board Chair at SMART Holdings USA - SMARTvt.com

“ As a Work Force Development Expert, Labor Force Economist, Worker Advocate, and Executive - Mr. Fugazzie is a peer in a League of Giants standing tall along with Paul Krugman, Barbara Ehrenreich, Nate Silver, Steven Greenhouse, Robert Reich, and Thomas Piketty -- all champions of common sense and as heralds of the value of middle-class and the common man.

Mr. Fugazzie... more ”

August 25, 2014, Mark was with another company when working with John R. at Neighbors-helping-Neighbors USA. Inc.



William F. Hill

Assistant Dean of Career Services at Monmouth University

“ John is one of the most amazing, dynamic guys I've met in a long time. His brain-child, Neighbors Helping Neighbors, has been an incredible success story and has helped thousands of job seekers in the relatively short time it has been in existence. He started this organization from nothing, no income, no seed money, no staff...just a simple and powerful idea. To see it... more ”

June 26, 2013, William F. was John R.'s client

[See all my Recommendations here](#)

Recommendations

Ask to be recommended

Manage

Adjunct Professor at Petrocelli College of Continuing Studies at Fairleigh Dickinson University

Fairleigh Dickinson University



Emir Liguori

Coordinator at Paterson BOE



“ Professor John Fugazzie is a highly effective in engaging his class, introducing the course goals and maintaining the group involved throughout. His knowledge in leadership, marketing, social media outlets and business management are outstanding. I truly enjoyed his class and I am better prepared to handle a leadership role. Professor Fugazzie is a community leader who encourages us to become involved with our communities as well in areas we feel passionate about. FDU is a better institution with Professor Fugazzie and I'm looking forward to his next class. less ”

July 5, 2016, Emir worked directly with John R. at Fairleigh Dickinson University



Alejandro Delgado

Founder at Smiles Without Limitations / Sonrisas Sin Limitaciones



“ Profesor Fugazzie is a magnificent instructor, not only does he take care of the academics but he truly cares for the students their learning and success in life. I highly recommend him as a professional and a human being. ”

December 16, 2015, Alejandro worked directly with John R. at Fairleigh Dickinson University



Shlomo Ickovitz

JD Candidate at Harvard Law School



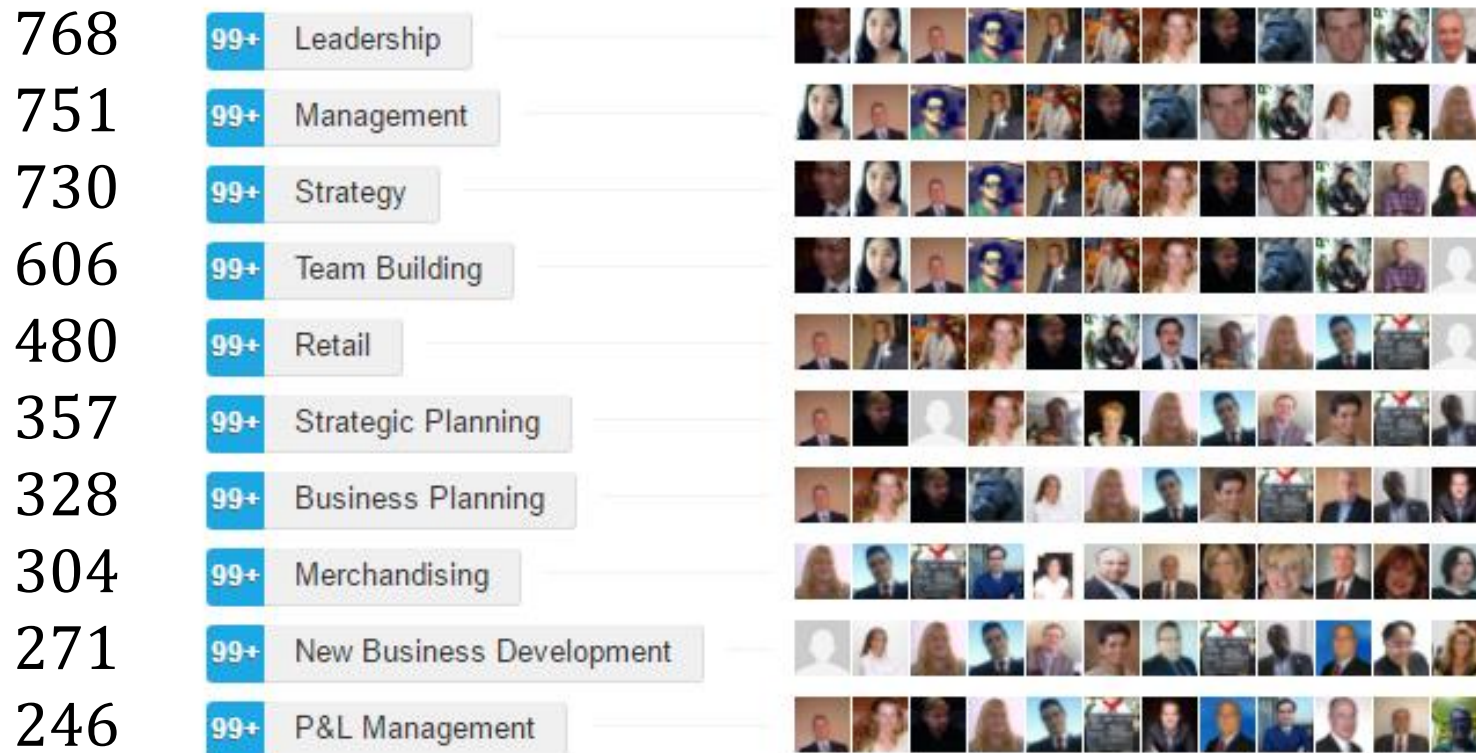
“ John was one of my favorite teachers at FDU. I had the pleasure of attending several of John's classes. They were invariably interesting and thought provoking. In addition to just teaching in the classroom, John would utilize social media to improve our studies and augment student interactions. John, with his extensive business

Skills Endorsements

John R. Fugazzie profile

Skills & Endorsements

Top Skills



RWJBarnabas Health LinkedIn Page

RWJBarnabas
HEALTH

et's be healthy together.

RWJBH

RWJBarnabas Health

RWJBarnabas Health is the largest, most comprehensive health system in N.J. and the state's largest private employer.

Hospitals and Health Care · West Orange, New Jersey · 48,697 followers · 10,001+ employees







Sharon B. & 704 other connections work here

✓ Following Invite More

Home My Company About Posts **Jobs** Life People







Jobs section on LinkedIn

- See jobs listed on any Company page

 Diversity, Equity & Inclusion Nurse Director - Somerset... RWJBarnabas Health Somerset, NJ  705 connections work here 3 days ago	 Community Health Specialist RWJBarnabas Health Trenton, NJ  705 connections work here 3 months ago	 Bed Board Associate - Per Diem, Day RWJBarnabas Health Belleville, NJ  705 connections work here 6 days ago
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Recently posted jobs

[Previous](#) [Next](#)

 Administrative Director, Cancer Institute of New... RWJBarnabas Health New Brunswick, NJ  705 connections work here	 Chief Operating Officer RWJBarnabas Health New Brunswick, NJ  26 school alumni work here	 Assistant Director RWJBarnabas Health Long Branch, NJ  26 school alumni work here
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FDU LinkedIn Page

FDU

Fairleigh Dickinson University

Personal. Global. Transformational.

Higher Education · Teaneck, NJ · 98,684 followers · 70,064+ alumni

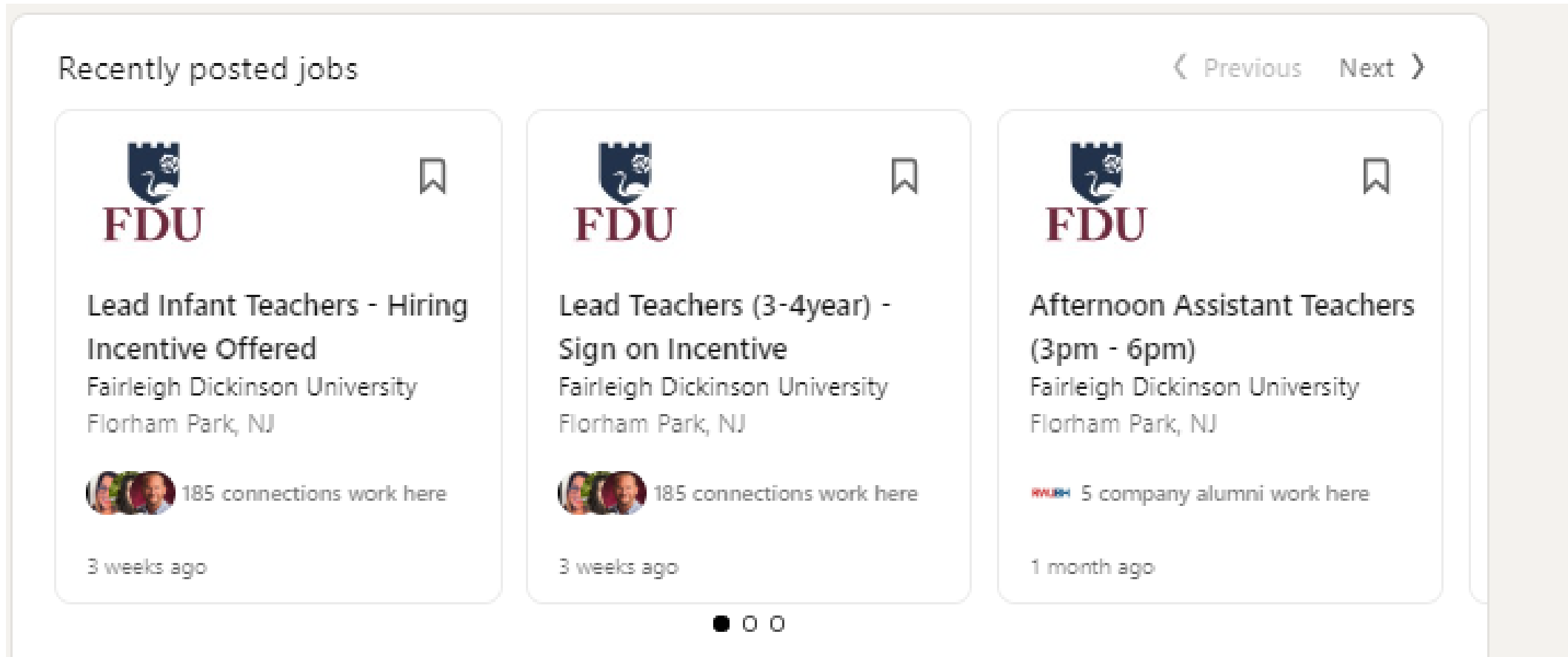
Jennifer & 184 other connections work here

✓ Following Invite More



Home **My Employer** About Posts Jobs Alumni

Jobs section on FDU LinkedIn Page


- Many See jobs listed on the Company page



Recently posted jobs < Previous Next >





Lead Infant Teachers - Hiring Incentive Offered
Fairleigh Dickinson University
Florham Park, NJ




185 connections work here

3 weeks ago





Lead Teachers (3-4year) - Sign on Incentive
Fairleigh Dickinson University
Florham Park, NJ




185 connections work here

3 weeks ago



Afternoon Assistant Teachers (3pm - 6pm)
Fairleigh Dickinson University
Florham Park, NJ



5 company alumni work here

1 month ago

● ○ ○

Wakefern Foods LinkedIn Page

- Click bell on page to get all notifications from this company

Wakefern
FOOD CORP.

Wakefern Food Corp.

Helping Small Businesses Succeed in a Big Business World

Retail · Keasbey, NJ · 54,442 followers · 10,001+ employees

Kati & 144 other connections work here

✓ Following Learn more More

Home About Posts Jobs **Life** People

Discover Wakefern Food Corp. < Previous Next >

Wakefern for Students Life at Wakefern Belonging at Wakefern

Jobs section on Wakefern LinkedIn Page

- Click see more jobs and get full listing of open positions

The screenshot displays the LinkedIn Jobs interface for Wakefern Food Corp. On the left, a sidebar lists three job openings:

- Warehouse Occupational Safety and Health Supervisor**: Wakefern Food Corp., Edison, NJ (On-site), 401(k), +5 benefits, 145 connections work here, posted 1 week ago. Includes an 'Easy Apply' button.
- Corporate Legal Counsel**: Wakefern Food Corp., Keasbey, NJ (On-site), \$130K/yr - \$160K/yr - 7 benefits, 145 connections work here, posted 3 weeks ago. Includes an 'Easy Apply' button.
- Occupational Safety & Health Specialist**: Wakefern Food Corp., Bloomfield, NJ (Hybrid), 401(k) benefit, 145 connections work here, posted 2 weeks ago. Includes an 'Easy Apply' button.

The main content area shows the detailed view for the 'Warehouse Occupational Safety and Health Supervisor' position:

- Warehouse Occupational Safety and Health Supervisor**: Wakefern Food Corp. · Edison, NJ · 1 week ago · 33 applicants
- On-site · Full-time · Associate
- 10,001+ employees · Retail
- 145 connections work here · 6 company alumni work here · 52 school alumni work here
- See how you compare to 31 applicants. [Reactivate Premium](#)
- Skills: Spanish, Customer Service, +2 more
- Buttons: [Easy Apply](#) and [Save](#)

Below the job details is the 'Meet the hiring team' section, featuring Cindy Duran, 1st HR Coordinator, Job poster, with 38 mutual connections and a [Message](#) button.

The 'About the job' section is partially visible at the bottom.

Following Companies on LinkedIn

- Follow all organizations on your target list
- Use second connections to connect through others
- Research information on companies
- See jobs companies are posting on LI
- Follow companies when they post and share articles and information

See Companies I follow – 20,811 companies



Time Warner Inc.
Entertainment
✓ Following



IBM
Information Technology &
Services
✓ Following



GE
Electrical & Electronic
Manufacturing
✓ Following



GE Healthcare
Hospital & Health Care
✓ Following



GE Power
Oil & Energy
✓ Following



GE Capital
Financial Services
✓ Following



HPE Software
Computer Software
✓ Following



Hewlett Packard Enterprise
Information Technology &
Services
✓ Following

Interactive Exercises

- Visit profiles of participants in workshop
- Show instructor's profile
- Connect with instructor's LI account
- Connect with John R. Fugazzie www.linkedin.com/in/johnrfugazzie
- Have participants search target companies and follow them
- Search groups to join
- Join Neighbors-helping-Neighbors USA LinkedIn Group

www.linkedin.com/groups/3892534

Let's Go Live on LinkedIn



LinkedIn.com - A Networking Tool

Additional information on web site page:

<http://nhnusa.org/linkedincom.html>
www.linkedin.com/in/johnrfugazzie





??? Questions about LinkedIn ???

Ask Professor John



helping-Brands.com 

1 on 1 Sessions

Ask Professor John



helping-Brands.com 

Career Advisor

<http://nhnusa.org/1-on-1.html>

Become an Anchor Institution

" Expansion and having real community impact "

Building Strategic Partnerships

" Public Private Solution Creation "

Creating and Expanding Social Impact

" Community Investment and Engagement "

Economic/Workforce Development

" Navigating and having successful programs "

Grant and Funding Strategy Development

" Competing for shrinking resources while needs increase "

Ask Professor John



helping-Brands.com 

Professional Workshops

Corporate, Non-Profit, Government & NGO

<http://nhnusa.org/ask-professor-john-workshops.html>

Labor Relations in 2024

"Managing employee relations"

Leadership Development

" What is your leadership style "

LinkedIn as a Corporate/Organization tool for growth

"Building Business, Engagement and relationships with customers and employees"

Managing Organizational Change

"Breaking down the silo's and being prepared to be ready for the future"

Nonprofit Mentoring and Partnering

"You cannot do it alone"

helping-Brands.com 

John R. Fugazzie

Founder

www.johnrfugazzie.com



helping-Brands.org 



helping-women.org | helping-latinos.org | helping-veterans.org



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Founder

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Strategic Advisor

helping-Brands.com 

Food Marketing Partners

helping-Brands.com 

Workforce Partners

helping-Brands.com 

Education Partners

helping-Brands.com 

johnrfugazzie@aol.com | 551-204-5667

www.linkedin.com/in/johnrfugazzie

SUSTAINABLE DEVELOPMENT GOALS



Legal : Intellectual Property Statement

Course Developer: John R. Fugazzie

*helping-Brands, Neighbors-helping-Neighbors USA,
helping-Women, helping-Veterans, helping-Latinos, RealWorld-U and
The Institute of Career Education, Employment and Career
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*The brand, name, graphics, images, logos, web site support and
related materials are the intellectual property of John R. Fugazzie
and can be licensed by partners under a written agreement..*