



101 - for students

*jennifer mcclure - president, unbridled talent llc*



@JenniferMcClure



unbridledtalent.com

*brought to you by the*

**NUMBER 4**



*who am i?*

5,852,039



UnbridledTalent

Innovative People Strategies



# what we'll **TALK** about

**1**

**WHAT & WHY**

**2**

**BUILD YOUR BRAND**

**3**

**FIND & RESEARCH**

**4**

**COOL STUFF**



WHAT



WHY

1

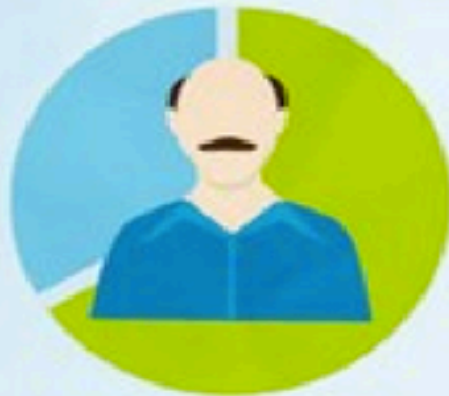
# who's using LINKEDIN?



69% of all users  
make at least \$60 K.



39% make  
over \$100 K



68% of users are  
over the age of 35.



74% of all users have a college  
degree or better, with 26%  
having a graduate degree.



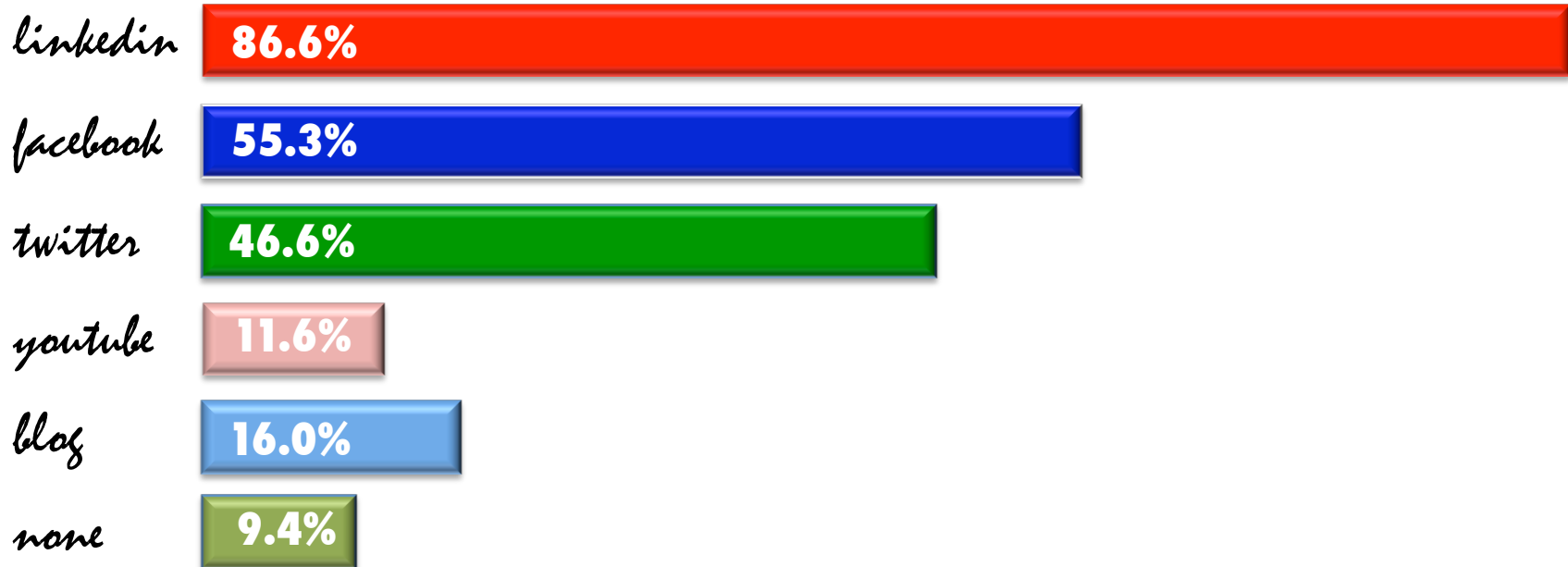
76% of LinkedIn have  
no kids (between the  
ages of 0 and 17)

# why join LINKEDIN?

- 1) #1 "Professional Network" online
- 2) Increase your Visibility & Google rank
- 3) Build your professional Network
- 4) Obtain professional and industry insights

# get **FOUND** for jobs

*which social media do you use for recruiting?*





# FIND *jobs*

The screenshot shows the LinkedIn Jobs interface. At the top, the user is logged in as Jennifer McClure with a Business account type. The navigation bar includes Home, Profile, Contacts, Groups, Jobs (highlighted with an orange box), Inbox (13), Companies, News, and More. Below the navigation bar, there are tabs for Jobs Home, Saved Jobs, Saved Searches, and Advanced Search. A banner for a webinar "Job Seeking on LinkedIn" is visible. The main search area is titled "Search for Jobs" and contains a search box with the text "cincinnati AND marketing" and a "Search" button. Below the search box, there are fields for "Job Title, Keywords, or Company Name".

An orange arrow points from the search box to a "Job Search" filter panel. This panel includes the following fields:

- Keywords: cincinnati AND marketing
- Job Title: (empty)
- Company: (empty)
- Location: Located in or near: (dropdown)
- Country: United States (dropdown)
- Postal Code: (empty) with a "Lookup" button
- Within: 10 mi (15km) (dropdown)
- Keep refine selections
- Search** button and "Show less..." link

The job search results are sorted by Relevance and show 176 jobs. The first job listing is:

- Marketing Associate** at Jewish Federation of Cincinnati - Cincinnati Area - Mar 2, 2012. Posted by Simcha Kackley (1st).

The second job listing is:

- Director/Vice President of Marketing** at eLynx - Cincinnati Area - Feb 25, 2012. 11 connections can refer you to the job poster, Michelle Patton (2nd). Referrers include Rock Hicks (Professional Services Executive at Cincinnati Bell Technology Solutions, 1st), Tricia Nenni (Recruiter, 1st), and Christy DiVenere (Sourcing Manager at Perficient, Inc., 1st).

The third job listing is:

- Director of Sales & Marketing** at Corporate Resources, LLC - Cincinnati Area - Mar 12, 2012. 42 connections can refer you to the job poster, Tom Heeny (2nd).

**BUILD**

*your*

**BRAND**

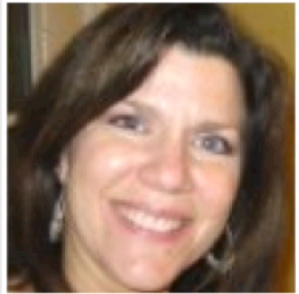
**2**

# 100% COMPLETE *profile*

- 1) Add a profile photo
- 2) List current position + at least 2 prior jobs
- 3) 5 or more skills on your profile
- 4) Write a summary about yourself
- 5) Fill out your industry and zip code
- 6) Add where you went to school
- 7) Have 50 or more connections

**FRESHNESS** counts

# KEYWORD *rich*



## Jennifer McClure



Professional Speaker | Social Recruiting | Employment Branding | Talent Strategist | Relationship Builder

Cincinnati Area | Management Consulting

### Summary




Jennifer McClure is President of Unbridled Talent LLC a **speaking, training & consulting** company providing services to clients in the areas of **recruiting/social recruiting, employment branding & leadership/career development**. She is also a popular speaker who is regularly engaged to present at conferences, associations and to **HR, recruiting and leadership** teams at a variety of organizations – including Fortune 100 clients.

Prior to launching Unbridled Talent, Jennifer worked as a **Human Resources executive** in privately held and Fortune 500 companies and as an **Executive Recruiter & Executive Coach** partnering with C-level leaders to find, attract, **recruit and develop key leadership talent**. A regular user of a variety of social networks and social media to share, learn and understand best practices, Jennifer was recently listed on both the Top 25 Influential Online **Recruiters & Top 25 HR Digital Influencers** lists compiled by HRExaminer. Her Unbridled Talent blog has been named a Top 10 Business & **HR Blogs Worth Reading** by the **Society for Human Resource Management** and a Top 10 **Employment Blogger** to Follow by Monster.com. She also writes frequently about a variety of **recruiting & talent management** topics for **Talent Management Magazine** and other industry leading publications such as Monster Thinking, Voice of **HR & Fistful of Talent**.

# connecting STRATEGY

## Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 16,175,500+ professionals — here's how your network breaks down:

<b>1</b>  <b>Your Connections</b> Your trusted friends and colleagues	<b>4,826</b>
<b>2</b>  <b>Two degrees away</b> Friends of friends; each connected to one of your connections	<b>1,612,300+</b>
<b>3</b>  <b>Three degrees away</b> Reach these users through a friend and one of their friends	<b>14,558,400+</b>
<b>Total users you can contact through an Introduction</b>	<b>16,175,500+</b>

21,838 new people in your network since October 10

## The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can [contact directly](#) — [try a search now!](#) **120,000,000+**

*size matters...*

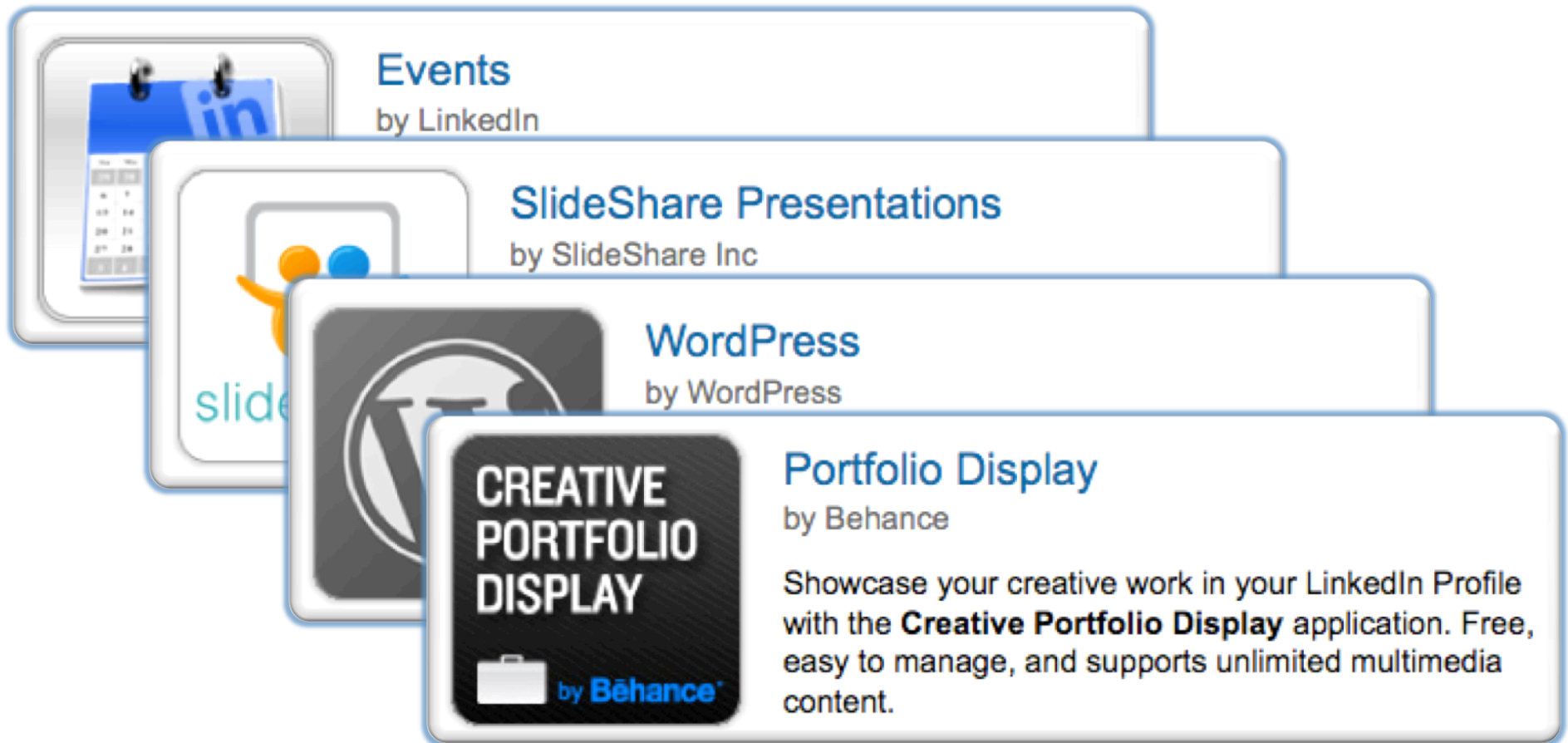
**SORTA**



Members who grow their networks are

**30%** MORE LIKELY TO FIND JOBS

# LINKEDIN *applications*



**Events**  
by LinkedIn

**SlideShare Presentations**  
by SlideShare Inc

**WordPress**  
by WordPress

**CREATIVE PORTFOLIO DISPLAY**  
by **Behance**

**Portfolio Display**  
by Behance

Showcase your creative work in your LinkedIn Profile with the **Creative Portfolio Display** application. Free, easy to manage, and supports unlimited multimedia content.

FIND



3

RESEARCH

# find PEOPLE

LinkedIn Account Type: Business Jennifer McClure Add Connections

Home Profile Contacts Groups Jobs Inbox 14 Companies News More

People Search... **Advanced**

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

**Keywords:**

**Title:** Vice President Marketing

**First Name:**

**Current or past**

**Last Name:**

**Company:**

**Location:** Located in or near:

**Current or past**

**Country:** United States

**School:**

**Postal Code:** 45236 [Lookup](#)

**Search**

**Within:** 50 mi (80 km)

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**Industries:**

- Computer Software
- Construction
- Consumer Electronics
- Consumer Goods
- Consumer Services

**Seniority Level:**

- All Seniority Levels
- Manager
- Owner
- Partner
- CXO
- VP



# find COMPANIES

The image shows a LinkedIn interface with a search for companies. The search query is "Marketing AND Cincinnati". The search results are filtered by "All Locations" and "All Industries". The results list two companies: Northlich and Eric Mower + Associates. The "Job Opportunities" filter is highlighted with an orange box, and an orange arrow points from the search results area to the "Job Opportunities" filter.

**LinkedIn** Account Type: Business

Home Profile Contacts Groups Jobs Inbox 14 **Companies** News More

Companies Home Search Companies Following (8)

### Search for Companies

Marketing AND Cincinnati

No matching results

Companies Home Search Companies Following (8)

Marketing AND Cincinnati

Sort By: Relevance 197 Results

#### Northlich

Marketing and Advertising  
51-200 employees | 446 followers  
69 people in your network

Heather Smith VP/Director of Human Resources (1st)  
Tammy Monroe Vice President, Director of Public Relations & Word of Mouth (2nd)  
Brian Nelson Senior Art Director (2nd)

View all 69 people.

#### Eric Mower + Associates

Marketing and Advertising  
Syracuse, New York Area | 201-500 employees | 1,186 followers  
29 people in your network

Rob Foster Senior Account Executive - PR (1st)  
Michael Slade Partner, HR Director (2nd)  
Kelly Staruck Senior Research Strategist, EMA Insight (2nd)

View all 29 people.

**Refine By** Reset

**Location**

- Headquarters Only
- All Locations
- United States (154)
- Cincinnati Area (126)
- Dayton, Ohio Area (7)
- Greater New York City Area (7)
- Greater Chicago Area (6)

Show more...

Enter location name

**Job Opportunities**

- Hiring on LinkedIn (4)

**Industry**

- All Industries
- Marketing and Advertising (73)

# follow COMPANIES

## Companies > Hobsons

Overview

Careers

Products

**Hobsons** Naviance Ties Reading Assessment to College and Career Readiness with Total Reader™ <http://goo.gl/boVcC> ""Through Naviance, Total Reader will personalize reading instruction to the level of individual students, offering supplemental reading at a level that is challenging,... more  
Naviance Ties Reading Assessment to College and Career Readiness with...  
naviance.com

Like · Comment · Share · 1 day ago



Hobsons is a premier provider of innovative technology and integrated marketing solutions that empower education professionals to manage the entire student lifecycle including recruitment, enrollment, and retention. With end-to-end, enterprise-class products built from over thirty years of ... more

Your Network (155)

Employees (392)



Implementation Specialist / Project Manager  
John Temperato, Cincinnati Area

1st

Hobsons has 1,099 followers

Follow Company

Share

### How you're connected to Hobsons

2 First degree connections

153 Second degree connections

392 Employees on LinkedIn



Check out insightful statistics about Hobsons employees »

100% Online  
Executive Certificates in:



# join TARGETED groups

The image shows a screenshot of the LinkedIn interface. At the top, the navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups' (highlighted with an orange box), 'Jobs', 'Inbox' (with a '14' notification badge), 'Companies', 'News', and 'More'. A search bar on the right contains the text 'Groups' and a search icon. Below the navigation bar, the 'Search Groups' sidebar on the left shows a search input with 'CPG AND Marketing', a dropdown for 'All categories', and a 'Search' button. The main content area displays 'Search Results (44)'. The first result is the 'CPG Supergroup!', described as 'LinkedIn's largest group of worldwide FMCG professionals'. Below this, a second group 'Shopper Insights' is partially visible. An orange arrow points from the 'Search' button in the sidebar to the 'Jobs' tab on the 'CPG Supergroup!' page. This page shows navigation tabs for 'Discussions', 'Promotions', and 'Jobs' (highlighted with an orange box), along with a 'Join Group' button. A discussion post is visible with the text 'As an English speaking Team Leader or Supervisor, do you think the inability to speak Spanish has an effect in the way you lead the...'. Below it, another discussion titled 'I'M LOOKING FOR A JOB!' is shown, posted by Darryl Simmons.

*cool*

STUFF

4

# LINKEDIN *student center*

JOBS FOR STUDENTS AND RECENT GRADUATES

All superstars start somewhere.

You know where you're going. Find a job where you can make an impact.

Search thousands of student internships and jobs for graduates on LinkedIn.

What kind of job are you looking for?

Any Job Function

Search Jobs

RECENT OPPORTUNITIES

COMPANIES LOOKING TO HIRE

[linkedin.com/studentjobs](https://www.linkedin.com/studentjobs)

# LINKEDIN *resume builder*

## LinkedIn: meet the resume.

Turn your LinkedIn Profile into a beautiful resume in seconds. No more messing around with multiple Word and PDF documents scattered all over the computer. Pick a resume template, customize the content, and print and share the result to your heart's content.



**Sign in with LinkedIn**

to get started!



[linkedinlabs.com](https://linkedinlabs.com)

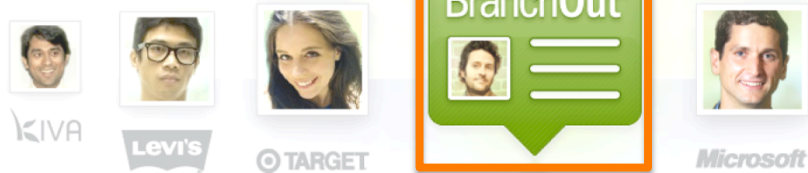
# LINKEDIN *learning center*

The screenshot shows the LinkedIn Learning Center interface for students. At the top left is the LinkedIn logo and the text "Learning Center". At the top right is a link "Join Today | Go to LinkedIn.com". The main heading is "Students » Step 1: Get Started with LinkedIn". Below this is a navigation bar with links: "Get Started", "Go Pro", "Be Passionate", "Grow Your Network", "Find Opportunities", and "Nail the Interview". The "Get Started with LinkedIn" section includes the text "What is LinkedIn and why should you join?" and a "Join LinkedIn" button. A video player is shown with the title "LinkedIn Grad Guide: Video 1". The video thumbnail features a large blue number "1", a play button icon, and the text "What is LinkedIn?". To the right of the play button, a person's hands are holding a whiteboard with the handwritten text "...and why should I join?". On the left side of the page, there is a "Resources" sidebar with sections: "Follow Us" (with LinkedIn, Twitter, Facebook, and YouTube icons), "Overview" (with links for "What is LinkedIn?", "Training Resources", "Customer Service", "New on LinkedIn!", and "Blog"), "Site Features" (with links for "Homepage", "Profiles", "Jobs", "Groups", "LinkedIn Today & Signal", "Twitter", "Company Pages", "Answers", "Mobile", and "Settings/Personalization"), and "User Guides" (with links for "Small Business", "New Users", "Students", and ".Job Seekers").

[learn.linkedin.com/students](https://learn.linkedin.com/students)

# LINKEDINish on FACEBOOK

Leverage your inside connections through Facebook to find



 Continue »

**Talent.me**  
Professional Networking App on Facebook

**Talent.me**  
Facebook App for Professional Networking

[Go to App](#) [Cancel](#)

**ABOUT THIS APP**  
Connect with your Facebook friends to find jobs, endorsements & referrals.


**Who can see posts this app makes for you on Facebook:** [?]

**THIS APP WILL RECEIVE:**

- Your basic info [?]
- Your e-mail address (cincyrecruiter@gmail.com)
- Your profile info: education history, location and work history
- Friends' profile info: education histories, locations and work histories

By proceeding, you agree to Talent.me's [Terms of Service](#) and [Privacy Policy](#) · [Report App](#)

 **Land Your Dream Job**  
Browse over 3 million jobs and 20,000 internships

 **Get Introduced**  
Connect with the people who can get you results

**connect.me**

Get your social business card. Get discovered.

**Your Name** [social icons]  
500+ connections [location icon] Your Location

Your short one-line biography...

Your skill [+24] Your interest [input]  
Your passion [+9] [input]

Quick links to all your other online profiles  
[Be my portfolio](#) [t my blog](#) [m about me](#)

**BeKnown.** Messages 2 Profile Network Jobs Post a Job

People Search

**Jennifer McClure**  
Edit My Profile

**The Hive**

**What's New on BeKnown**

- View our guided tours
- Claim your personalized BeKnown URL
- Invite Facebook & Twitter connections

People You May Know [Invite Facebook Friends](#)

Connect with more professionals - and more opportunities

**Debbie Thompson** [Connect](#)

**Mike Sipple Jr.**  
Vice president at Centennial, Inc.  
[Connect](#)

**Professional Network Stats**

- 143 Connections
- 500+ People You May Know
- 9480 2nd Degree Connections
- 0 Followed Companies
- 122 Companies

**Schools You Follow**  
Middle Tennessee State U...



# QUESTIONS?



*Thank you!*



<http://unbridledtalent.com>



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



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



<http://twitter.com/JenniferMcClure>