



Employment Services

Networking Online with Linked

April Webinar Series 2021

2

In This Presentation

Topics to be discussed:

Career Link Online 2021
Announcement

Making Connections on LinkedIn

Growing Your Network

Personalizing Your URL

Where to Register



EMPLOYMENT SERVICES

CAREER LINK 2021 ONLINE

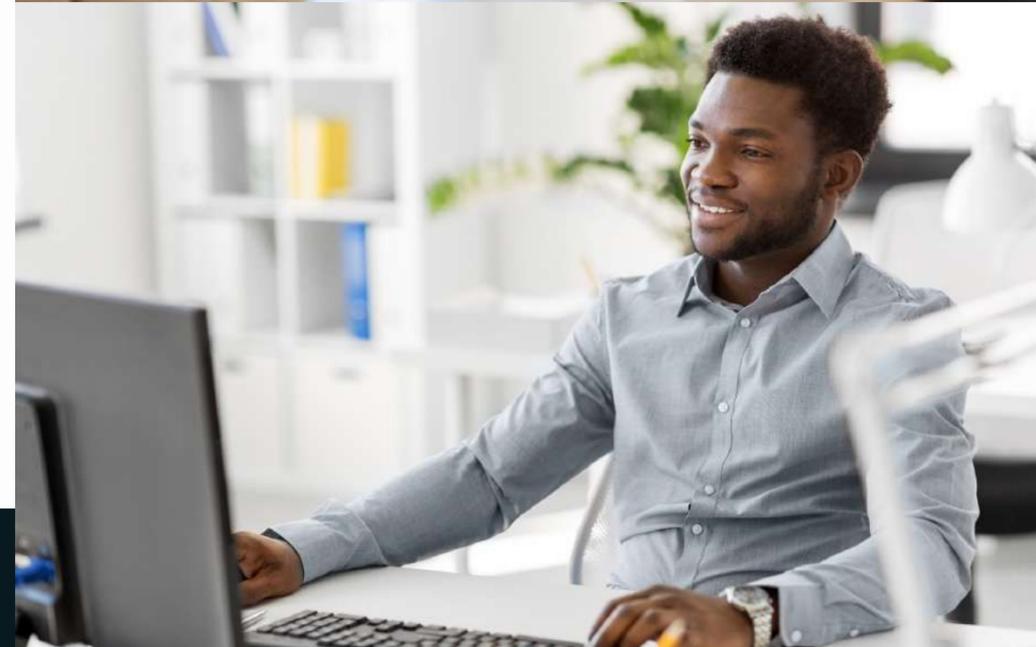
**MAY 6, 2021
10:00 AM - 3:00 PM CST**

 REGISTER ONLINE AT
WWW.RODSCAREERLINK.VFAIRS.COM

POWERED BY:



RBC Future Launch



Making Connections

A few tips and tricks

Look up some of the decision makers in your industry and local area, see if you have any mutual connections who might be able to introduce you.

In order to tap into already established professional and social networks, you need to engage with others in your desired field. There are different types of connections you will have on Linked In:

1st Connection - someone who is directly connected to you after inviting you or accepting your request.

2nd Connection - someone who is connected to you THROUGH one of your other direct connections

3rd Connection - no connection yet

Profile Setup

Areas of Focus...

Profile Picture

Your profile picture - would you add someone who does not have a photo uploaded? Be sure to use a professional looking snapshot. Leave the selfies and group photos for Facebook.

Headline

Your headline - what are the keywords you use to display the job or industry you are focused on? We will look at how to build a headline that optimizes your visibility in search results.

Summary & Cover Photo

Your summary and your cover photo - after you have transferred the information from your resume to the relevant areas on your profile, take time to market yourself!

Profile Setup

Even More Areas of focus...

Work History

Add your work history. Be precise and list specific duties that are relevant to your current goals. You can also highlight achievements here that make you stand out.

Skills, Certifications, Etc.

Add skills, certifications, tools you are familiar with, systems you are proficient in, etc. to help your profile appear on the search results you want.

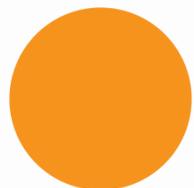
Check Yourself Out

Ask a friend or colleague who is not connected to you to search in your location for someone with your skills and see if you come up in the results.



Your Profile Picture & Cover Photo

Recruiters are 11 times more likely to click on your profile if you have a photo. Make sure it is professional! Your cover photo is also free real estate on LinkedIn, use it or at least update it to a different pattern than the default to show that you have taken steps to stand out.



Drafting the Perfect Headline

For a strong presence

If you plan on using LinkedIn to increase your visibility with employers at events like a Career Fair, consider using a temporary headline that speaks directly to the needs they are looking to address.

120 Characters

Use your GOALS instead of your current unemployment status. Identify goals that are in-line with the employers you plan on targeting at the event.

Use a job title that matches your goals and include the fact that you are pursuing other opportunities

Research the employers and identify the kind of language and keywords they are using in their job postings, advertisements, and promotional materials.

Regina, saskatchewan in Worldwide
7 results

Job Alert Off

1 week ago • 3 applicants

 **Insurance Advisor, Life & Wealth - Saskatoon/Regina, Saskatchewan**
RBC Insurance
Saskatoon, SK
Actively recruiting

3 weeks ago • 0 applicants

 **Mortgage Specialist-- Regina, SK**
RBC
Regina, SK
2 connections work here

2 months ago • 1 applicant

 **Banking Advisor**
RBC
Regina, SK
Actively recruiting

 **Financial Advisor**

2 connections work here

1 week ago • 1 applicant



Client Advisor

RBC · Regina, SK
Posted 1 week ago · 10 views

[Apply](#) [Save](#)

Retry Premium Free

Job	Company	Connections
<ul style="list-style-type: none"> 3 applicants Other 	<ul style="list-style-type: none"> 10001+ employees Banking 	 2 connections

What is the opportunity?

Successful candidates must be available for interviews on April 20th, 2021.

As an RBC Ambassador inside our branches, you will put clients first and find solutions to their individual needs. You will champion the RBC brand and drive business by supporting new client acquisition and deepening existing relationships. If you have the self-motivation to deliver exceptional customer service and are excited to help clients embrace our digital capabilities,, you can build a great career with us as a future Account Manager/Banking Advisor.

What will you do?

- Proactively engage with clients in the branch and deliver an outstanding s

 Messaging

Job Title

Your previous job titles can include keywords if you are seeking to continue work in the same field. Transfer your resume to your experience section and include keywords in your description of the roles.

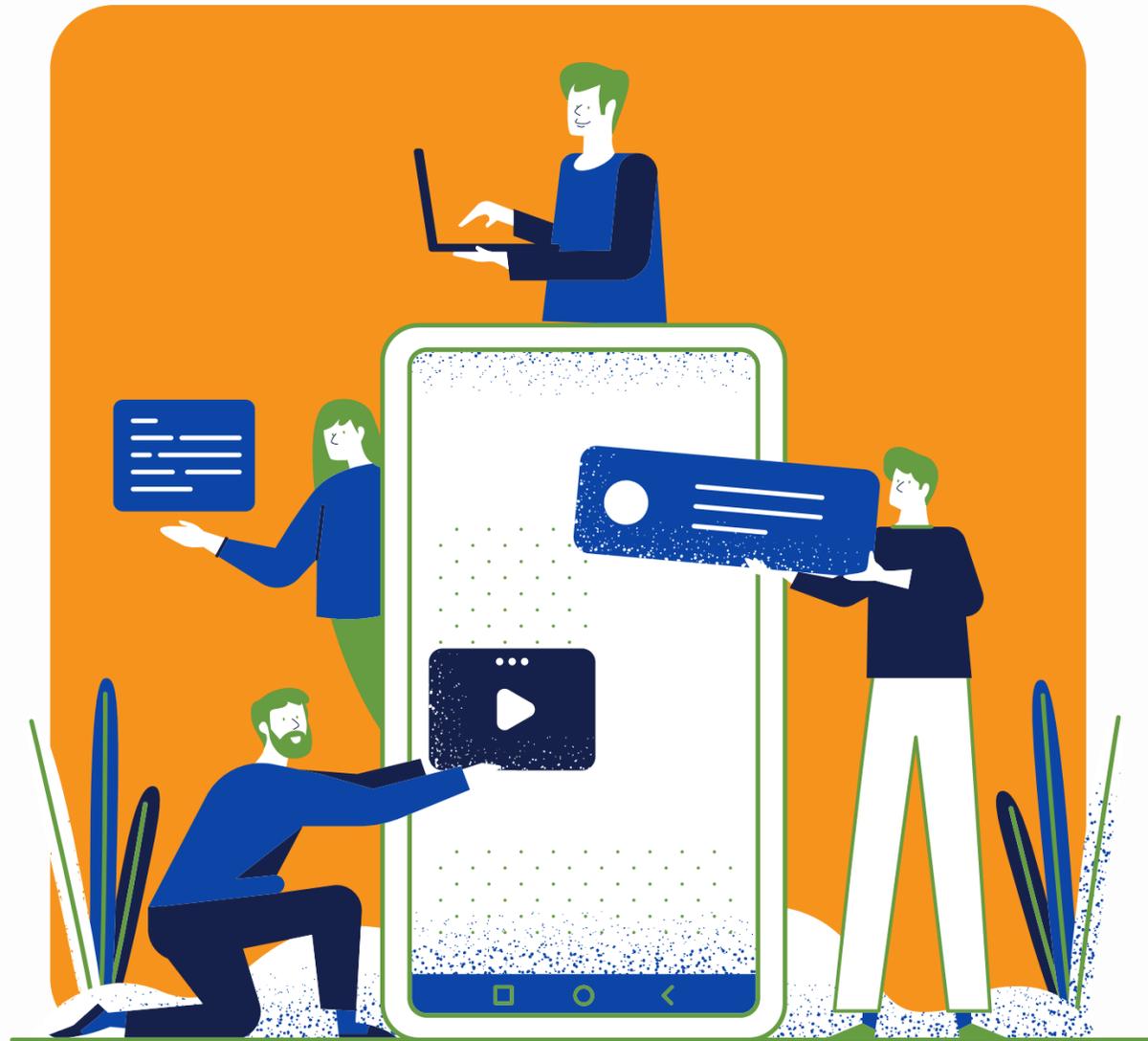
Accomplishments

List your accomplishments to make yourself stand out. It's great if you list your duties as an administrative assistant, but what makes you better than the rest? Did you contribute to any special projects or improvements?

Listing Your Work History.

Rich Media

Include rich media where possible. If you have powerpoints or links to articles from your previous roles be sure to add them! This will give employers more to interact with on your profile.



Get Noticed

What Should I Do?

Follow the companies you are targeting. Research the organization and identify common connections and shared values.

Engage with posts, join groups, and post rich media to stand out!

Take the opportunity seriously and be prepared.

At the Career Fair

Now What?



Be Prepared



Visit virtual booths



Engage w/ employers & job seekers



Have your Personal Pitch and URL ready and available



Note names and connections for follow-up

Engagement Checklist

Swag Bag

Don't forget to fill your virtual swag bag with resources!

Live Q&A and Webinars

Be sure to post in the Live Q&A of webinars so you can engage with the guest speakers. Then you can mention their presentation when you go to connect online!

Live Chat in the Exhibit Hall

Each virtual booth in the Exhibit Hall will have a Live Chat where you can connect with others interested in the same booth. You could post your personalized URL here too!

Private Chat and Reservations

You can click on the name of a representative in the Live Chat to request a private chat and send a message. Some reps will also have time slots available for reservation!

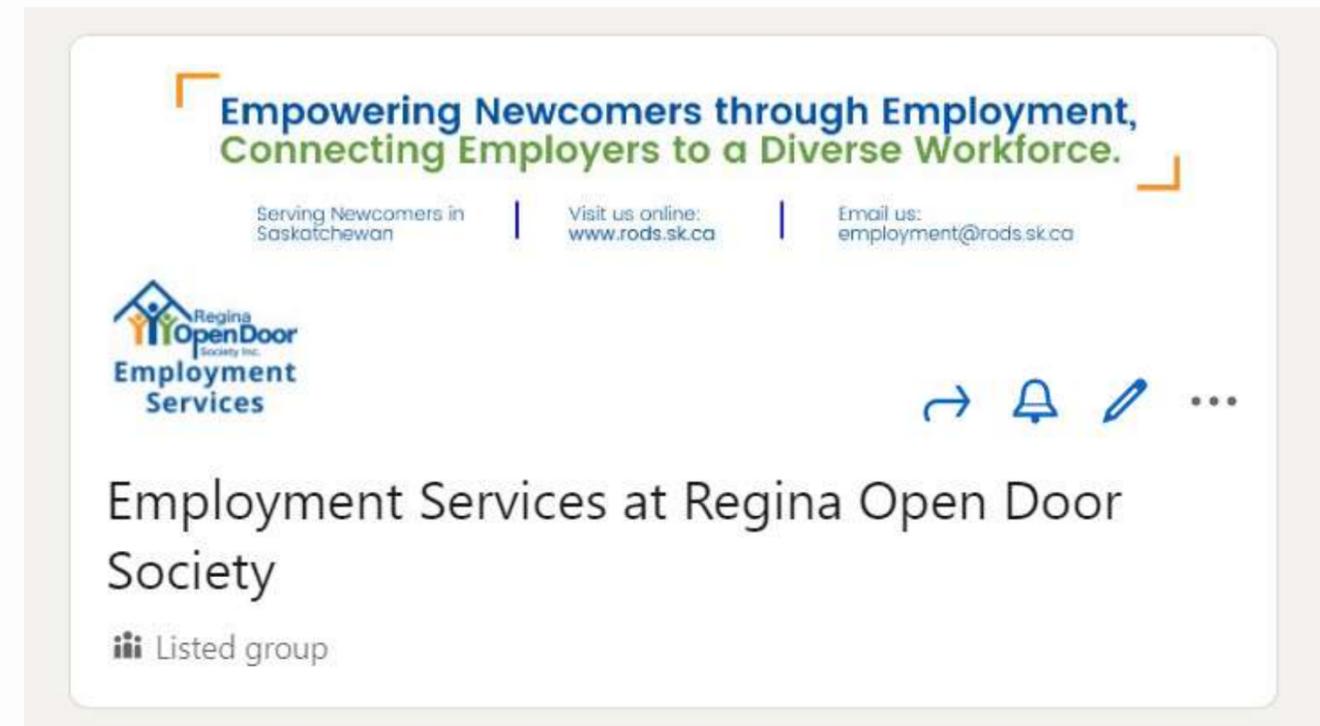
Research and Invitations

Take a look at the employer booths and do some research by going through the tabs they have before joining the chat. Send invitations to all of the representatives you'd like to stay connected with!

Join the Employment Services LinkedIn Group

Learn about Career Link, identify the employers who will be attending. Get updates when new employers are added to the event and new opportunities become available. Connect with other job seekers and gain access to insider information related to Career Link 2021.

<https://www.linkedin.com/groups/13950002/>



Build Your Network

Identify

Identify the companies, employers, and people you want to connect with.

Introduce

Visit virtual booths prepared with a personal pitch and responses to common interview questions. Let them know that you intend to follow-up and ask if they have a preference.

Follow-Up

Keep your promise. Follow-up with new network connections through LinkedIn. Thank them for the experience and ask engaging questions.

Personalize

Don't copy and paste the same message over and over. Add details and show them you remember them and appreciate their time.



Build the Connection

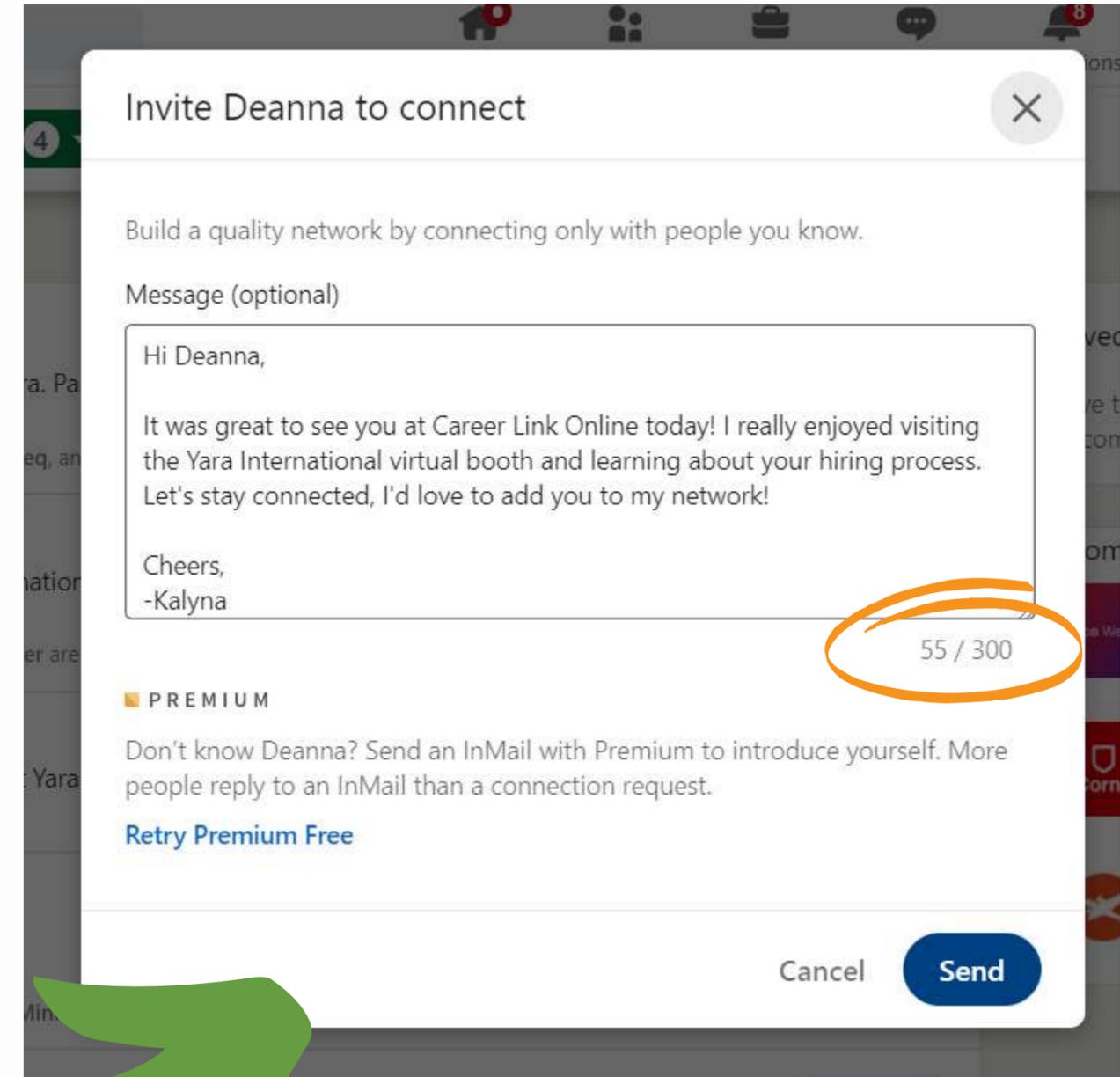
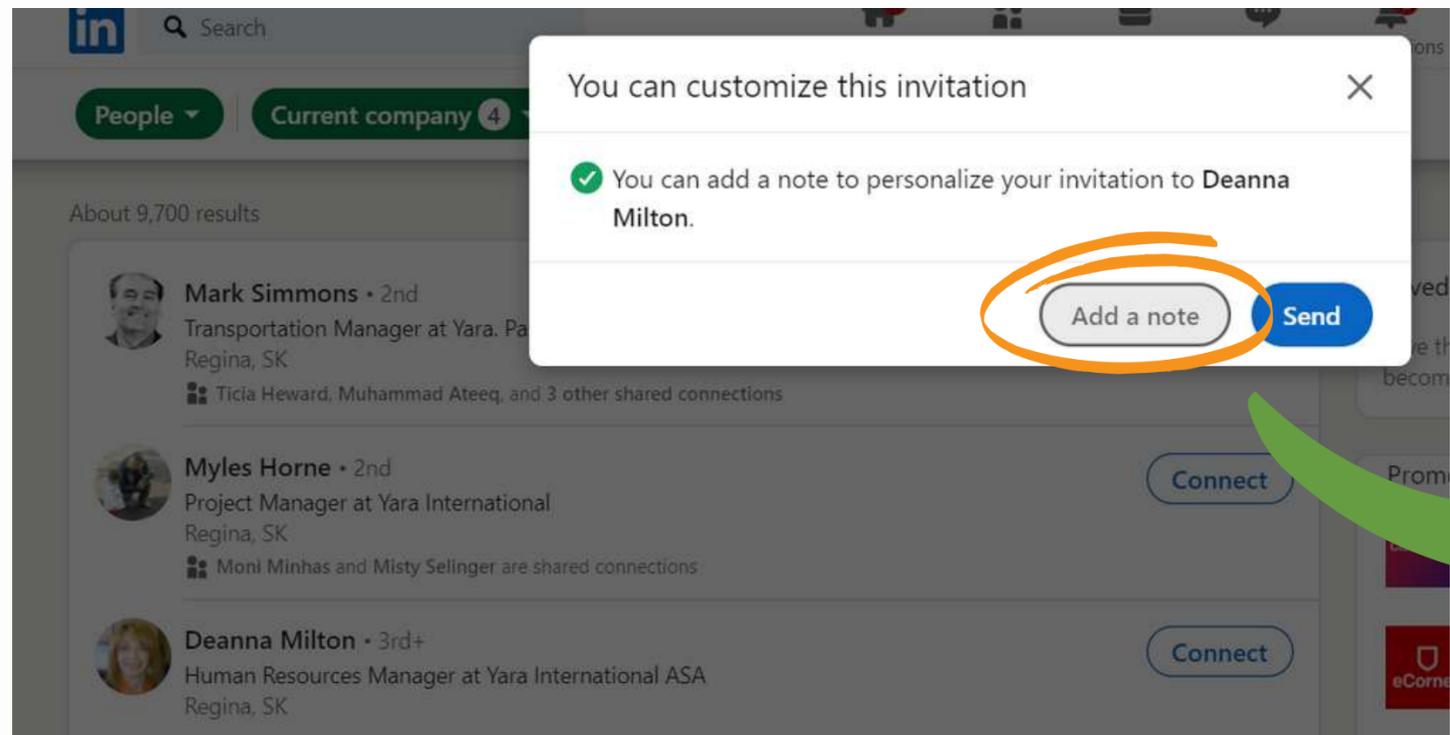
Personalize

When you follow-up, help them remember the experience they had with you.

1. Re-introduce yourself
 2. Say thank you/create context
 3. Share a memorable detail
 4. Have a purpose/ask a question
 5. Be authentic
-

Example:

Add a Note



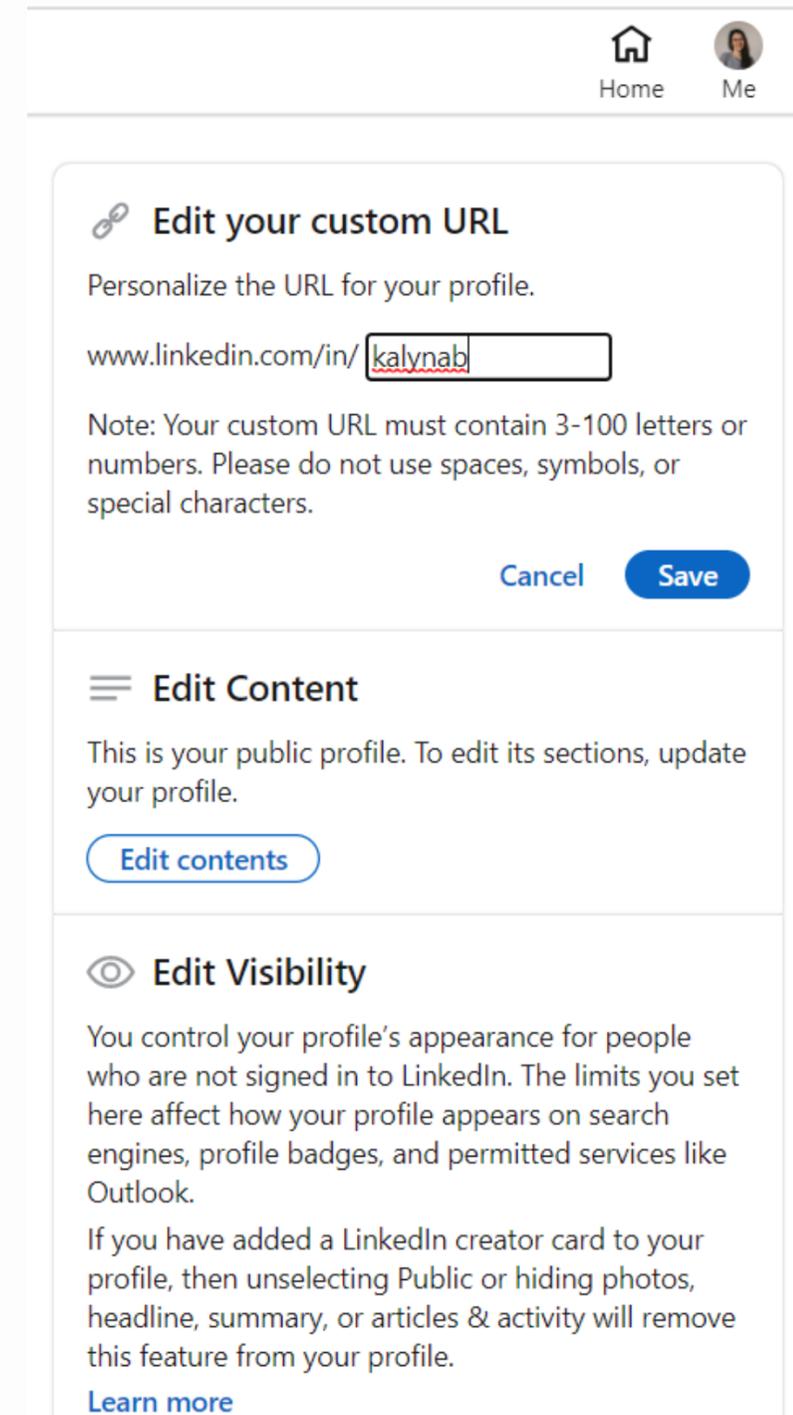
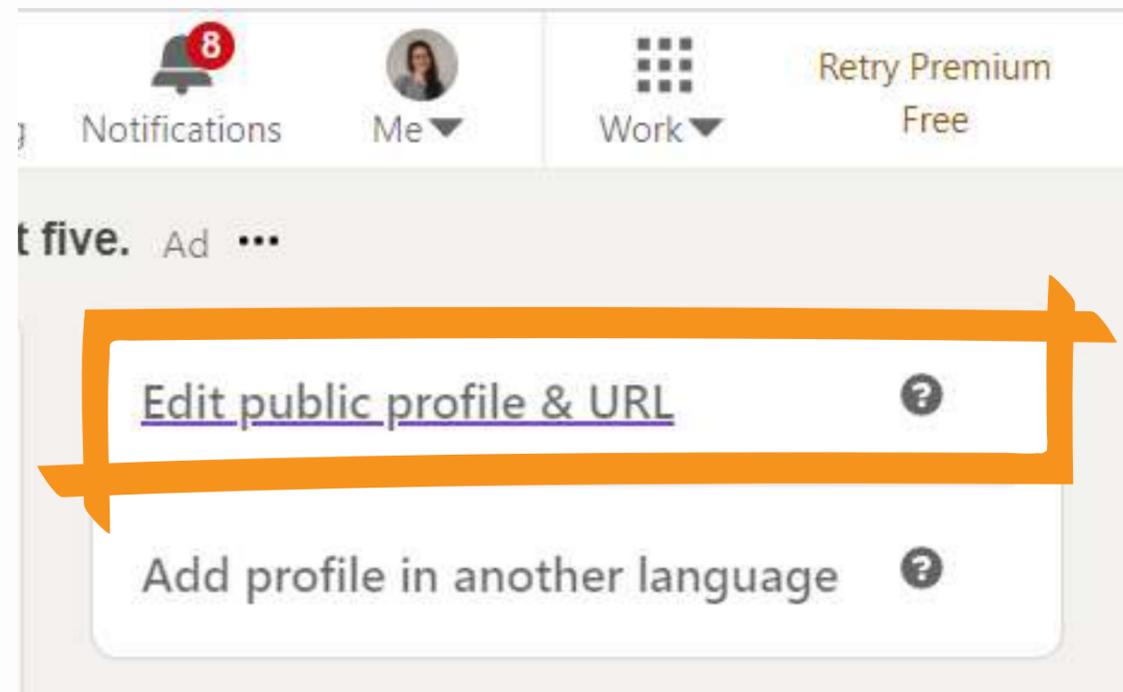
Customize Your URL

To change your public profile URL:

- 1. Click the picture icon at the top of your LinkedIn homepage.*
- 2. Click view profile.*
- 3. Click Edit public profile & URL on the right side.*
 - You'll be redirected to the public profile settings page.*
- 4. Under edit your custom URL on the right side, click the edit icon next to your public profile URL.*
 - It'll be an address that looks like www.linkedin.com/in/yourname.*
- 5. Type the last part of your new custom URL in the text box.*
- 6. Click Save.*

Build recognition and drive engagement

Example:



Edit your custom URL and Visibility

See What They See

...and take control of your professional identity

Your Linked In profile is like an extended version of your online resume, a kind of portfolio. It tells a story of your professional experience, all of it!

Be sure to check out what it looks like when the employer clicks your personalized URL. You may also want to do some defensive Googling.

What comes up when you search your name? What doesn't come up?



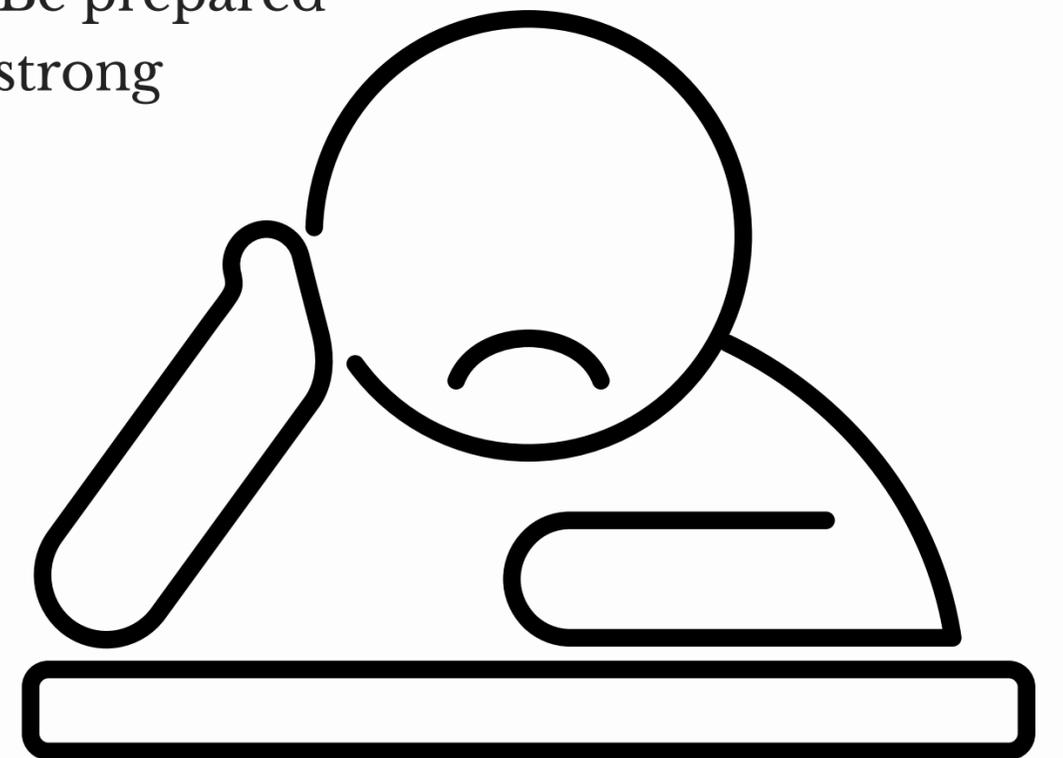
Don't Take It Personally.

Not everyone you engage with will become a LinkedIn connection

People use LinkedIn differently. Some people are active users, some are not. Some people are more comfortable or have more experience with the platform. Be prepared to be ignored at times and don't feel frustrated if you thought you made a strong connection but it doesn't go anywhere.

Like many aspects of the job search, perseverance is key.

Be ready for any opportunity



Join Our LinkedIn Group

For Career Link Updates

Keep up with the latest announcements about employers who will be joining us and more!



Group Name:

Employment Services
at Regina Open Door
Society

Where to Register?

CAREER LINK 2021
O N L I N E J O B F A I R



Website:

www.rodscareerlink.vfairs.com



Questions? Call us at:

306-352-3521



Email us at:

employment@rods.sk.ca

Thank You!

Don't forget to join us for Part 3 and 4 every Wednesday this month!

Sign up for the April Webinar Series (Links in the Chat)

