

Careers Service



Using Social Media in your Jobsearch

Maynooth University



Sinéad English

@hiltcareers

www.wearhilt.com



Your online reputation is a valuable asset. Don't damage it.

Linked



What is it?

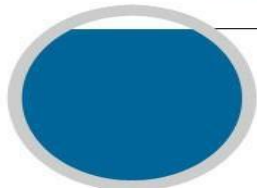
- Networking Website...for PROFESSIONALS !
- All industries
- A far reaching resource tool for connecting, researching, gaining knowledge and advice.
- 450 million members worldwide, 19,4975 = Maynooth University

Writing your LinkedIn profile

- ✓ Headline & Industry
- ✓ Photo
- ✓ Summary
- ✓ Experience
- ✓ Skills
- ✓ Education
- ✓ Check for keywords
- ✓ Connections
- ✓ Groups –
- ✓ Keep it current – be seen

LinkedIn PROFILE STRENGTH

All-Star



Sinead English & Associates



The Basics

The image shows a LinkedIn profile for Sinead English. The profile includes a profile picture (callout 5), a name (callout 1), a headline (callout 2), and a location/industry (callout 4). The current position is at the University of Limerick, with previous roles at JP Morgan & Co and Chase Manhattan Bank, and education at Trinity College, Dublin (callout 3). A 'View profile as' button is visible. The profile has 500+ connections. At the bottom, the URL 'ie.linkedin.com/in/sineadenglishassociates/' is highlighted with a red box.

5

1 **Sinead English**

2 Helping You Achieve Career Success

4 Ireland | Professional Training & Coaching

3

Current University of Limerick, Sinead English & Associates

Previous JP Morgan & Co, Chase Manhattan Bank, London

Education Trinity College, Dublin

View profile as

500+ connections

ie.linkedin.com/in/sineadenglishassociates/

Contact Info

Sinead English & Associates



SKILLS & EXPERTISE



Be FOUND in Skills searches

Most endorsed for...



Sinead also knows about...



Work Experience

- Start with most recent and work back
- Give 5-6 bullet point description of each job
- Be selective – no need to include every part-time or casual job.
- Make sure it corresponds to your CV
- Add Media if relevant – links to websites etc.
- Get Recommendations

Education

- Start with current course and work back.
- Give the FULL name of your college course and third level institution.
- List Final Year modules and include grades if 2.1 or better
- Include Project details – either in this Education section **OR** you can use LinkedIn's separate **Projects** section to detail the projects .
- Use Media if relevant

Now What?

- ① **Make Connections**
- ② Join Groups
 - i. Industry Groups
 - ii. Alumni Groups
 - iii. Job/Career Advice Groups
- ③ Find Warm Leads
- ④ Research Companies



Invite Anne to connect on LinkedIn

How do you know Anne?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Anne

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Sinead English



Important: Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)

Extremely Important !
Insert your own personal message here.

Maximise your chances of them accepting your invitation

How your network “works”



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LinkedIn Groups

Each Group has:

- Members – i.e. potential contacts for you
 - Discussion Board
 - Promotions
 - Job Vacancies
-
- Contribute to Discussions – be SEEN as engaged in the topic by other group members
 - Ask for advice
 - Mention Events or Achievements
 - Reach out to Alumni



Search for people, jobs, companies, and more...



Advanced



Home Profile My Network Learning **Jobs** Interests

Business Services Try Premium for free



My Groups Discover



Maynooth Alumni

2,799 members

✓ Ask to join

ADMINS



Maynooth University Alumni Office

Maynooth University Alumni Officer

OWNER



Gerard Kiely

CEO at MentorPitch



Jennifer Keane

Product Owner at SAP

YOUR CONNECTIONS



Sarah Dallaghan

Driving revenue and engagement thro...



Grace Lavery

Organisational Effectiveness Consulta...



Louise Blake

PL Analyst at UCA - Health Informatics



Marjorie Olatunji

Ecommerce MAA

ABOUT THIS GROUP

The official LinkedIn group for alumni of Maynooth University and St Patrick's College, Maynooth.

When applying for membership, please make sure that your Maynooth education information is included in your profile.

This group is for Maynooth Alumni only.



Now What?

- ① Make Connections
- ② Join Groups
 - i. Industry Groups
 - ii. Alumni Groups
 - iii. Job/Career Advice Groups
- ③ Find “Warm” Connections
- ④ Research a way into Companies

Search

1,909,749 results

Save search

Advanced

1st Connections

2nd Connections

Group Members

People

Jobs

Reset Close

Advanced People Search

Keywords

First Name

Last Name

Title

Company

School

Location

Anywhere

Search

Reset

Relationship

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Location

Current Company

Industry

Past Company

School

- Maynooth University

Profile Language

Nonprofit Interests

Upgrade to access multiple



Groups



Trinity Business Alumni



Ireland Business and Professional Network



Trinity College Dublin - Alumni and Friends



MentorPitch



Chase Alumni Association



Years of Experience



Function



Seniority Level



Interested In



Company Size



When Joined

Search

19,497 results

Save search

Advanced >

1st Connections x 2nd Connections x Group Members x

3rd + Everyone Else x School: Maynooth University x Reset

All

People

More...

Keywords

First Name

Last Name

Title

Company

School

Location

Anywhere

Search

Relationship

- All
- 1st Connections (46)
- 2nd Connections (4308)
- Group Members (1274)

**Caroline Matthews** 1st

HR Manager | Experienced Hire Recruitment at PricewaterhouseCoopers | [pwc/careers](#)
Ireland • Staffing and Recruiting
▶ 58 shared connections • Similar

Message

**Breda Hegarty** 1st

Business in the Community Ireland (EPIC) <http://www.bitc...> Pre-employment Trainer / Jobs Coach / www.thejobmotivator.com
Ireland • Nonprofit Organization Management
▶ 52 shared connections • Similar • [▲ 500+](#)

Message

Posts by Breda Hegarty

We need your votes.

November 4, 2016 • 171 Views

What Google wants – An insider view on their recruitment and selection proc...

July 14, 2016 • 502 Views

**Sarah Dallaghan** 1st

Driving revenue and engagement through traditional and digital channels
Ireland • Education Management
▶ 19 shared connections • Similar

Message

**Doireann Holland** 1st

Human Resource Operations Partner PAREXEL
Ireland • Human Resources
▶ 8 shared connections • Similar • [▲ 500+](#)

Message

**Michael A.** 1st

Fixed Income & ETF Trading Analyst at Susquehanna International Group, LLP (SIG) | MSc. in Computational Finance
Ireland • Investment Banking
▶ 74 shared connections • Similar

Message

**David Casey** 1st

Director, Careers Service, University of Cape Town

Message

Ads By LinkedIn Members

[Are You a Trainer/Coach?](#)

Become an Authorised Partner for The Five Behaviors of a Cohesive Team™!

[Are You a Trainer/Coach?](#)

Become an Everything DiSC® Authorised Partner. Discover more by enquiring!

[Invitation from LinkedIn](#)

Place ads on LinkedIn

Lists results by relationship to you



Salesforce

Internet • 10,001+ employees • San Francisco, CA



2 connections work here

[See all 21,663 employees →](#)

[See jobs](#)

[Follow](#)

711,281 followers

Overview



Jobs



Sinead English

Lecturer in Finance and Professional Development

7 jobs match your skills

Life



About us

Salesforce is the Customer Success Platform. Our social and mobile cloud technologies—including our flagship sales and CRM applications—

<https://www.linkedin.com/company-beta/3185/jobs>

Recent update



Our employees support

62% · Education

How your network “works”



Search

Advanced >

All

People

More...

Relationship

- All
- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Location

- All
- United States (13481)
- San Francisco Bay Ar... (6261)
- Canada (1214)
- Indianapolis, Indiana ... (1123)
- United Kingdom (1067)
- + Add

Current Company

- All
- IBM (391470)
- Oracle (135989)

20,970 results

Save search

Current Company: Salesforce **Fiona Counihan** 1stAccount Executive - Emerging & Small Business at **Salesforce**

Greater New York City Area • Internet

9 shared connections • Similar

Current: Account Executive - Emerging & Small Business, NYC at **Salesforce****Katie Kelleher** 1stSenior Account Executive at **Salesforce**

Ireland • Information Technology and Services

10 shared connections • Similar

Current: Senior Account Executive - Media Telco at **Salesforce****Shikha Arora** 2ndSenior Recruiter at **Salesforce** (Ranked #1 on the Great Place To Work list for Singapore)

Singapore • Staffing and Recruiting

1 shared connection • Similar

Current: Senior Recruiter, Asia Pacific at **Salesforce**

Past: Senior Recruiter, APJ at SAP

Senior Recruiter, APAC at Oracle Corporation

Senior Recruiter, APAC at Oracle Corporation



Only show people in your group

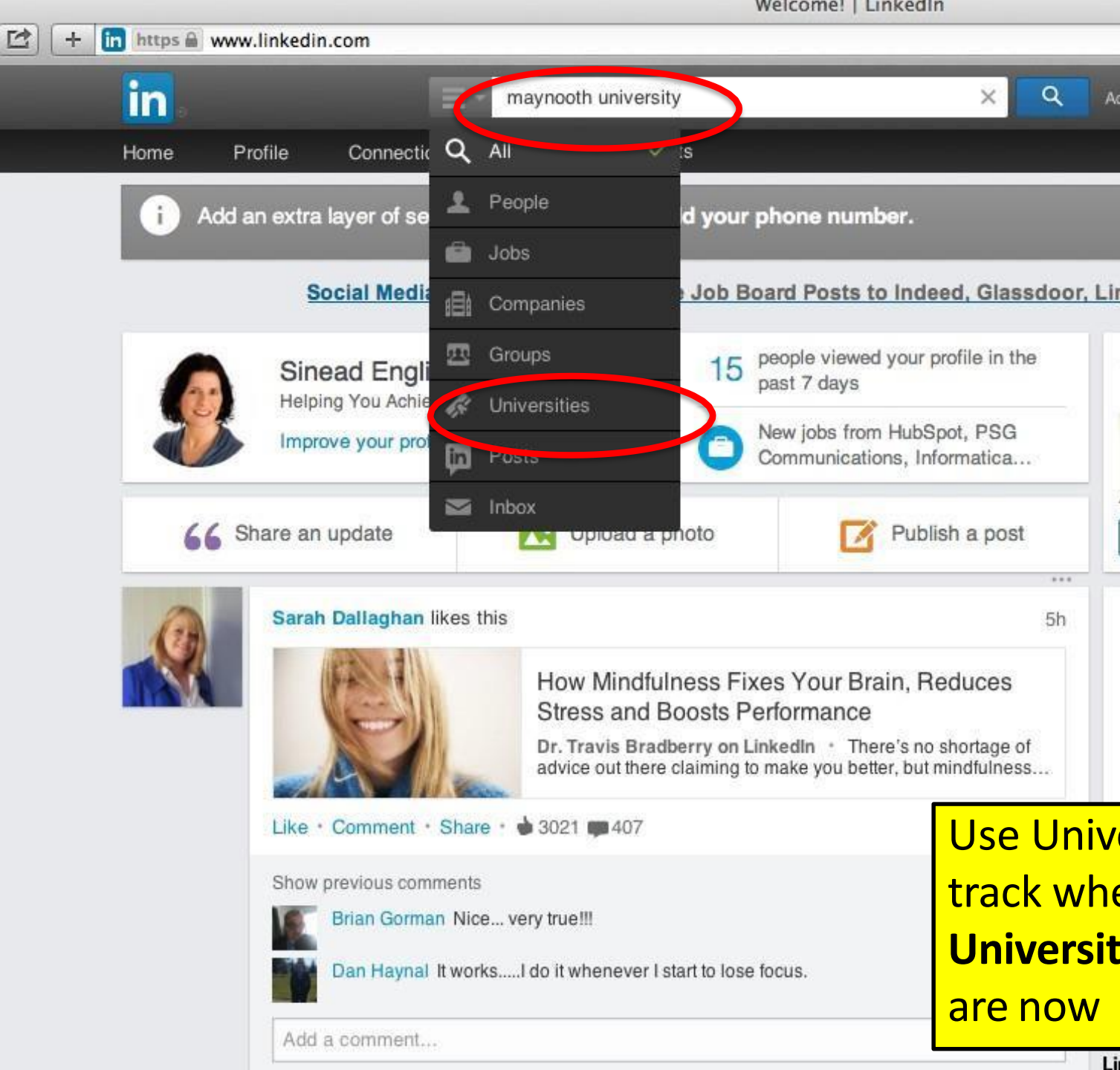
Ads By LinkedIn Members

Sort your expense bills

Who's paying for the staff Christmas party? Get your software demo today!

Student Attendance

Ask your connections for introductions to THEIR connections



maynooth university

People

Jobs

Companies

Groups

Universities

Posts

Inbox

Add an extra layer of security

Add your phone number.

Social Media

Job Board Posts to Indeed, Glassdoor, LinkedIn



Sinead English

Helping You Achieve Your Goals

Improve your professional skills

15

people viewed your profile in the past 7 days



New jobs from HubSpot, PSG Communications, Informatica...

Share an update

Upload a photo

Publish a post



Sarah Dallaghan likes this

5h



How Mindfulness Fixes Your Brain, Reduces Stress and Boosts Performance

Dr. Travis Bradberry on LinkedIn · There's no shortage of advice out there claiming to make you better, but mindfulness...

Like · Comment · Share · 3021 407

Show previous comments



Brian Gorman Nice... very true!!!



Dan Haynal It works.....I do it whenever I start to lose focus.

Add a comment...

Use University pages to track where **Maynooth University** graduates are now

19,493 results

Attended



1900

to

2016

Where they live

Where they work

What they do

Ireland	14,338	Maynooth University	454	Education	2,546
United States	1,244	AIB	158	Business Development	1,528
United Kingdom	1,033	Department of Education and Skills - Ir...	110	Operations	1,485
London, United Kingdom	376	Bank of Ireland	106	Information Technology	1,430
Australia	302	Trinity College Dublin	89	Sales	1,245
France	264	Pfizer	87	Engineering	1,161
India	250	University College Dublin (UCD)	83	Community and Social Services	1,152
Canada	221	Intel Corporation	74	Research	1,110
Spain	197	IBM	73	Finance	940
Greater New York City Area	181	Health Service Executive	72	Media and Communication	846
Germany	161	Irish Defence Forces	62	Human Resources	808
Sydney, Australia	117	State Street	60	Arts and Design	694
Netherlands	112	EY	57	Entrepreneurship	652
County Dublin, Ireland	109	Accenture	56	Program and Project Management	642
China	107	SAP	54	Administrative	622

1,486 results

engineering

Attended

2010

to 2016

Change university

Include people with no data

Where they live

Ireland	1,179
United States	66
United Kingdom	64
China	19
India	19
Canada	17
London, United Kingdom	16
County Kildare, Ireland	16
Germany	15
Spain	12
County Dublin, Ireland	12
United Arab Emirates	10
Greater New York City Area	10
Brazil	8
Madrid Area, Spain	8
France	8

Where they work

Maynooth University	67
IBM	27
Intel Corporation	27
Ericsson	19
SAP	14
Accenture	11
Amazon	10
Guidewire Software	10
Pfizer	9
SQS Group	9
University College Dublin (UCD)	
FDM Group	
Mercury Engineering	
Dept. of Electronic Engineering, Nation...	
Analog Devices	
Deloitte Ireland	

What they do

Engineering	345
Information Technology	181
Education	162
Operations	120
Research	117
Business Development	78
Sales	72
Arts and Design	67
Quality Assurance	56
Human Resources	50

Narrow search on University pages:
Re-define list by

- Course Name
- Year



The Others?



- Viewed as personal not professional
- Some use for information gathering
- Lock up security settings
- Remember photo tags!
- Would you like your employer to see it?

- Make it another channel of information
- Follow leaders & decision makers in your industry
- Excellent source of information gathering
- Tweet to add value or raise your **professional** profile



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@hiltcareers

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