



**How LinkedIn is changing
the Jobs Game**

Job Seekers



- Your next job will come to you via LinkedIn
- Job seeking is all being done via online networks
- Targeted text alerts, app updates and email alerts are changing how people find jobs



Why do we care?

80% of companies use
social media for recruiting

95% use LinkedIn for recruiting





YOUR NEW RESUME


- Paper resumes are still effective, but...
- Recruiters also look
At your online portfolio
- They are using LinkedIn to track job leads





- Add a summary - and it can be so much more than a typical resume

Background

 Summary

*****WHAT DO I DO?**
I work with senior managers of B2B companies to increase profits faster by managing Strategic Accounts differently.

To keep and grow your business with your most important customers you need to become a strategic partners and add value that is measurable.

I am the customer relationship mentor, who helps those responsible for your company's stellar customers, to create joint value with your strategic accounts. We do this by identifying, building and maintaining these key relationships so you can protect and grow their business by using a simple and unique 6 Step Relationship Roadmap process.

*****HOW CAN I HELP YOU?**
I can show you how to better manage your most important B2B customer relationships to both keep them and grow them.

- Make it personable - have fun, but don't get too comfortable. Remember this is your professional network.



Summary

- Founder of Slow Hustle. A podcast focused on managing the massive roller coaster that is Entrepreneurship. Challenging what it means to be an entrepreneur, raising a family in the connected economy. Previous guests include Jason Felts (Co-Founder with Richard Branson of Virgin Produced), Brad Feld (1 of the top Venture Capitalists in the world), Derek Sivers (previous founder of CD Baby), Tucker Max, Rand Fishkin and Jordan Harbinger. Just to name a few. Peter has been mentioned on Forbes, Inc., Success.com, Business.com, Business Collective, Killer Startups, Huffington Post, Tech Crunch, TNW News, All Business, Hubspot, and more.

-Co-Founder of Mission Meats. A shelf stable snack food company based on a mission to make a difference by dedicating a portion of our profits to organizations we know and respect.

-Founder of Import Auto Performance reaching customers globally whom are interested in performance and suspension components to upgrade their vehicle.

Specialties: Content Marketing, inbound marketing, digital Marketing, ecommerce, social media, training, consulting, speaking and making people laugh when they least expect it.



- Add all the positions you've ever had - even small ones - and all core responsibilities

Adjunct Faculty - Social Media

Western Iowa Tech Community College

January 2010 – May 2011 (1 year 5 months) | Sioux City, Iowa Area

Helped create curriculum, course titles and specific course objectives for certificate of Associated of Applied Arts in Social Media. Teach courses within department, including Social Media Applied, Social Media Tools and Tactics and others.





- Ask partners, clients and former employers for recommendations - and be specific about skills you want them to speak to.

“ If hostile aliens were to attack our planet and humankind had to set up its base of operations in San Francisco, Tam would be among the first that I recruit for the resistance. She's that good.



Chris Chan

General Manager at Able Co.

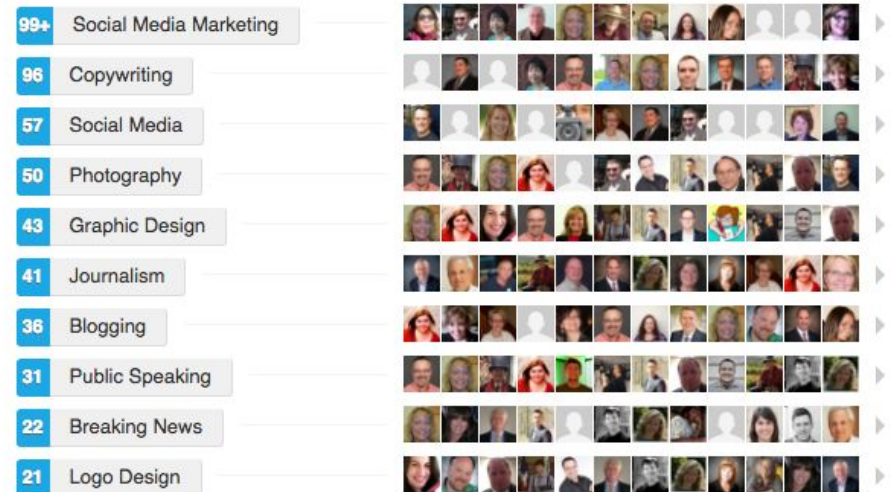
September 1, 2008, Chris was senior to Tam but didn't manage directly



- Add boards, volunteer and community work
- List basic training - online courses or certifications
- List your skills - you will get endorsed
- Endorse people if you know them and their work

Skills & Endorsements

Top Skills



Companies



For companies:
Be thorough with
Who you are

Include

- Company description
 - General info
 - Workplace logo
- And photos



Wells Enterprises

Food Production
1001-5000 employees

[Home](#) [Careers](#)



Headquartered in Le Mars, Iowa, Wells is the largest family-owned privately held ice cream processor in the United States, producing more than 900 ice cream and frozen novelties treats. Wells produces Blue Bunny® ice cream, frozen novelties and specialty frozen desserts along with the iconic Bomb Pop® brand. So much ice cream is produced in Le Mars by Wells that the city was designated as the Ice Cream Capital of the World® by the Iowa legislature!

Blue Bunny branded items are distributed across the nation. Ice cream enthusiasts can find their favorite Blue Bunny products in grocery, convenience and club stores, on mobile vending trucks and in foodservice settings (such as educational institutions, hospitals and restaurants). The company's corporate office and two ice cream plants are located in Le Mars.

Over 2,500 production, sales, office, and support personnel make up the Wells family. With its state-of-the-art production facilities the company is cited by many industry experts as one of the most technically advanced in the industry.

Specialties
Ice Cream and Frozen Novelties

Website
<http://www.wellsenterprisesinc.com>

Industry
Food Production

Type
Privately Held

Headquarters
1 Blue Bunny Drive Le Mars, Iowa
51031 United States

Company Size
1001-5000 employees


Founded
1913



What about content?

- Share news about your business knowledge, awards and community involvement
- Track the Results
- Sponsor An update

The Evangelical Lutheran Good Samaritan Society The Good Samaritan Society believes innovative thought and methodology play an integral role in transforming the aging experience. Learn how Society leaders are reshaping the discussion around aging well, including advanced tools, services and ideas. Click to learn more. <http://bit.ly/vivovid4> Delete



Innovation and transforming the aging experience
bit.ly As a leader in senior care and services, the Society has a unique capacity to impact culture, behavior and politics to transform the aging experience, and how we provide care to seniors and their families across the nation. Good Samaritan Society...

Organic ?
Targeted to: All Followers

733 impressions	6 clicks	7 interactions	1.77% engagement
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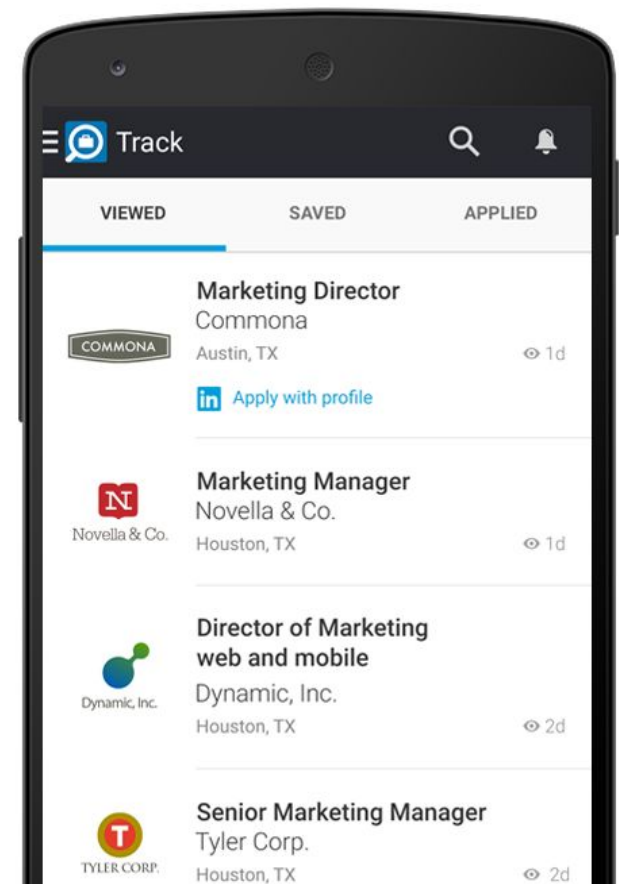
[Sponsor update](#)

Like (6) Comment Pin to top 1 day ago



List your job openings

- LinkedIn is changing the way we find jobs.
 - They have an app just for jobs.
 - Employees receive alerts about related jobs
 - Apply with their profile





Employers have legal responsibilities

- Should give you a head's up on social search
 - This gives employees time to check their own social media streams and make sure they are appropriate



- Treat potential employees equally - look at same time frame if you are looking
 - Make sure that if you view social profiles, you view them all at the same point in search process
 - Save screen shots if you have concerns
 - If using an outside company - you must adhere to the Fair Credit Reporting Act



- **Avoid judgments based on protected characteristics - gender, race, etc.**
 - This is biggest potential issue for employers.
 - Once you review a social media profile, a court assumes you are aware of these protected characteristics
 - Best practice: wait until after interviews to review social streams



What about other social channels?

- Treat delicately. Just because someone says something you may not agree with may not make them a bad employee.



- **What about social policies in workplace?**
 - Restrict posts about company and its leadership to positive shares
 - Create sanctions when policy is violated

 **Facebook** February 8

Yep yesterday was a f***ing rotten day! I like where I work and last week boss says I got you a fifty cent raise, tough to come by beings the big boss has spent a lot of money on things lately. I say well yeah fifty cents is good was happy with that. Then yesterday my co-worker who was hired about a month before me, we were talking and trying to figure out are hours and I see on his check stub he's getting a buck and half more than me.I go what the f*** going on here how come your getting more? Well I learning to do office stuff and whatever. I said I do more outside and about the same inside as he does and he goes yeah I know that, well thaan what the hell! The boss and co-worker were classmates years ago in school and I think that's more it than anything. Bunch of bullshit! I haven't decided yet if I am going to say something to the boss and stir up more trouble or just let it ride. really stirred up about this.

Thank you!

- Thomas@teamcreativefire.com