

White Paper: How Engineering Students (or anybody) can find a job using LinkedIn®

Written by:

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About the Author:

Michael Tingle has been working in the sales and market industry for over 22 years and in the energy industry for 8 years. Currently, working for ORTECH Consulting, Michael leads the sales and marketing division, concentrating on Renewable Energy, Air Quality and Extreme Weather consulting services.

Michael has been on the leading edge of both social media and LinkedIn® for over 8 years. Considering himself an advanced power user but not a Guru, it's still too early for anyone to be calling themselves that. Michael took over Linked Energy, a LinkedIn® group, as a group manager, about 4 years ago. The group has grown to be the largest energy based group on LinkedIn® with over 177,000 members across the globe.

Disclaimer:

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Introduction:

It's very hard to find jobs in today's market. Using LinkedIn[®] is a great way to set yourself apart. This practical whitepaper will provide you with tips on how to get yourself noticed and hopefully land a good job. While nothing is guaranteed, it will help you in a world of information flow which is akin to "drinking from a fire hose".

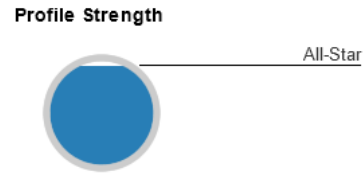
Now, this whitepaper will breakdown the process into three sections.

- First, **your profile**; this is not FACEBOOK, so this section will outline how to make your profile as professional as possible.
- Second, **contacting recruiters**; recruiters are the life blood of any job market and this guide will assist you in connecting with them.
- Third, and finally, **networking**. This guide will show you how to network with someone 20 years ahead of you, without being annoying.

Finally, your job search begins with you. You need to know what you want to do, if you are still looking or finding yourself, this paper is not for you (yet). There are 1000s of people just like you. You need to separate yourself from the pack, get noticed and get those job interviews that are not advertised.

Section 1: Profile

First step, since I am going to assume you have created a profile, is to ensure you have a complete profile. If you are not an all-star, that is your goal. LinkedIn® has added a ton of new ways to describe your career. LinkedIn® provides the user with the necessary steps to complete their profile or to improve it to an all-star level. . It's easy to use and intuitive, plus you can make your profile 100% complete within a few hours.



NOTE: Don't exaggerate your qualifications.

Photo:

This is not FACEBOOK, only professional pictures. Also, having **no picture** will only flag you. A good profile picture will help you make a good first impression. Try a black and white photo or a good close up. Be creative with your picture, it will help you get noticed.

Headline

A headline is not a job title but generally what you do. "Engineering Professional with Renewable Energy experience" "Air Quality Specialist". Do not put "Looking for next Opportunity", I believe that makes you look less than professional.

Personal URL:

Make sure that your public profile URL is shortened to contain just your name, i.e. <http://www.linkedin.com/in/michaeltingle>. If you leave the one assigned by LinkedIn®, your URL will be hard to remember. If your name is taken, get creative, add in a skill or description of what you do like "MichaelTingleEngineer". Engineer says a lot more about me than MichaelTingle1.

Do: ca.linkedin.com/in/michaeltingle/

Don't: ca.linkedin.com/pub/michael_tingle5432/18/391/7b2

You can customize your public profile URL when you edit your public profile. Custom public profile URLs are available on a first come, first served basis.

1. Move your cursor over *Profile* at the top of your homepage and select *Edit Profile*.
2. Click *Edit* next to the URL under your profile photo.
3. In the *Your public profile URL* box in the bottom right, click "Customize your public profile URL".
4. Type the last part of your new custom URL in the text box.
5. Click *Set Custom URL*.

What's new?

Embedding video, presentations, whitepapers all over your profile; this is a great way to show recruiters or potential employers your writing or presentation skills and it gives you a great first impression. Showcase your talents, experience and enthusiasm. Also, show them you know how to “Think”, “Learn” and “Take Direction”. This is what employees want from ‘entry level’ employees.



Experience

Director, Corporate Business Development



Ortech Consulting Inc.

September 2009 – Present (4 years 1 month)

ORTECH Environmental and ORTECH Power are divisions of ORTECH Consulting Inc. ORTECH serves clients in the industrial, manufacturing, municipal, and renewable energy sectors throughout North America and beyond.

ORTECH Power provides solutions to investors, developers and debt providers with services including wind/solar resource assessments, plans and permits (REA/EAs), economic analysis and due diligence services for equity investors or debt providers. ORTECH also provides consulting in the emerging Energy Storage marketplace. ORTECH is an engineering firm that understands project finance.

ORTECH Environmental provides 5 areas of expertise: Compliance and Permitting (Environmental Compliance Approvals, Certificate of Approvals, ESDM, GHG, NPRI, Toxic Reduction Act, O.REG 419 and environmental assessments), Odour/Odor Assessments, Ambient Air Monitoring, Natural Gas/Biogas Testing Services, and Emissions services (Stack Testing).

▸ 2 projects



Michael has been greatly valued for consistently connecting our organization with high value opportunities in the renewable energy space. His quick and accurate action has provided us with a very effective method to understand and quickly seize the... [View ↓](#)




ORTECH Power



ORTECH Environmental

Volunteering: Our professional identities are no longer just about what we do from 9-5, but what we are passionate about outside of work. Fill this out or at least express an interest in volunteering. Personally, on the causes section, I would stay away from politics and religion.

 Volunteer Experience & Causes

Webmaster

Air and Waste Management Association Ontario Sector
January 2012 | Environment

Working with a team, I help to manage the content and strategy of the sections website.

Opportunities you are looking for:

- Joining a nonprofit board

Causes you care about:

- Animal Welfare
- Children
- Environment

Projects: This will allow you to “focus” on work that showcases your talents. There is a move towards simulations in the interview process. Employers want to see past work, and they do not want it to be a difficult process. LinkedIn® allows you to do this. Pick 5, if you have that many.

 Projects

Re-develop AWMA OS Website →

January 2013 – Present

Tasked with the redesign, development and ongoing management of the Association of Air and Waste Management Association Ontario Section website including social media interconnect with twitter and linkedin.com

3 team members



Michael Tingle
Renewable Energy/Air Quality/Extreme ...
don cudmore



Sarah (Lock) McQuaig



Development of the Canadian Association for Surface Finishing (CASF) Website →

January 2013 – Present

Design and implement the launch of CASF website.

4 team members



Michael Tingle
Renewable Energy/Air Quality/Extreme ...
Stephanie McCallum



Michael Kuntz



Danielle Mioussé

Ask for Recommendations:

This is sometimes tough to do, just as you should give recommendations, ask for recommendations from co-workers, colleagues, and former employers. I spend 20 mins a week recommending clients or colleagues, some will recommend you back.

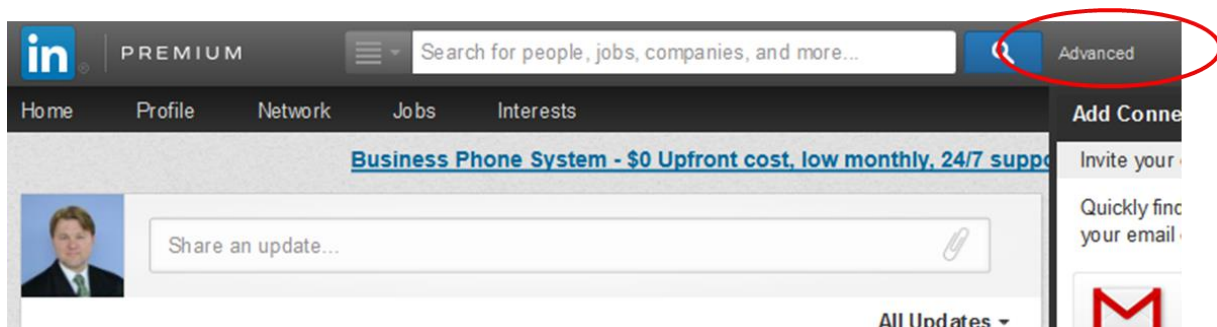
Section 2: Recruiters

This section is going to provide you with some practical advice on how to find and contact recruiters. Recruiters can be a tough bunch to deal with, often not around when you need them, and around when you are not looking. So, you have to think like them. Make it easy for them to consider your C.V.

- Be direct
- Clearly define what you are looking for,
- Provide all the information they ask for,
- Always write a customized cover letter,
- Look at your ideal job and make sure your resume has all those major components included,
- Provide resume in MS Word format. They will scan it for key words, PDFs requires them to convert it if you don't create the PDF correctly for text scanning.

This is what I usually send to people looking for jobs on LinkedIn®. It has worked for me in the past and it's easy to do. You have to have a certain amount of clarity in what you are looking for. I will use an example of "Air Quality". I am going to search for recruiters with that key word. See the image.

Step 1: Click on your LinkedIn® home page, and then click on advanced search, the red circle in the image.



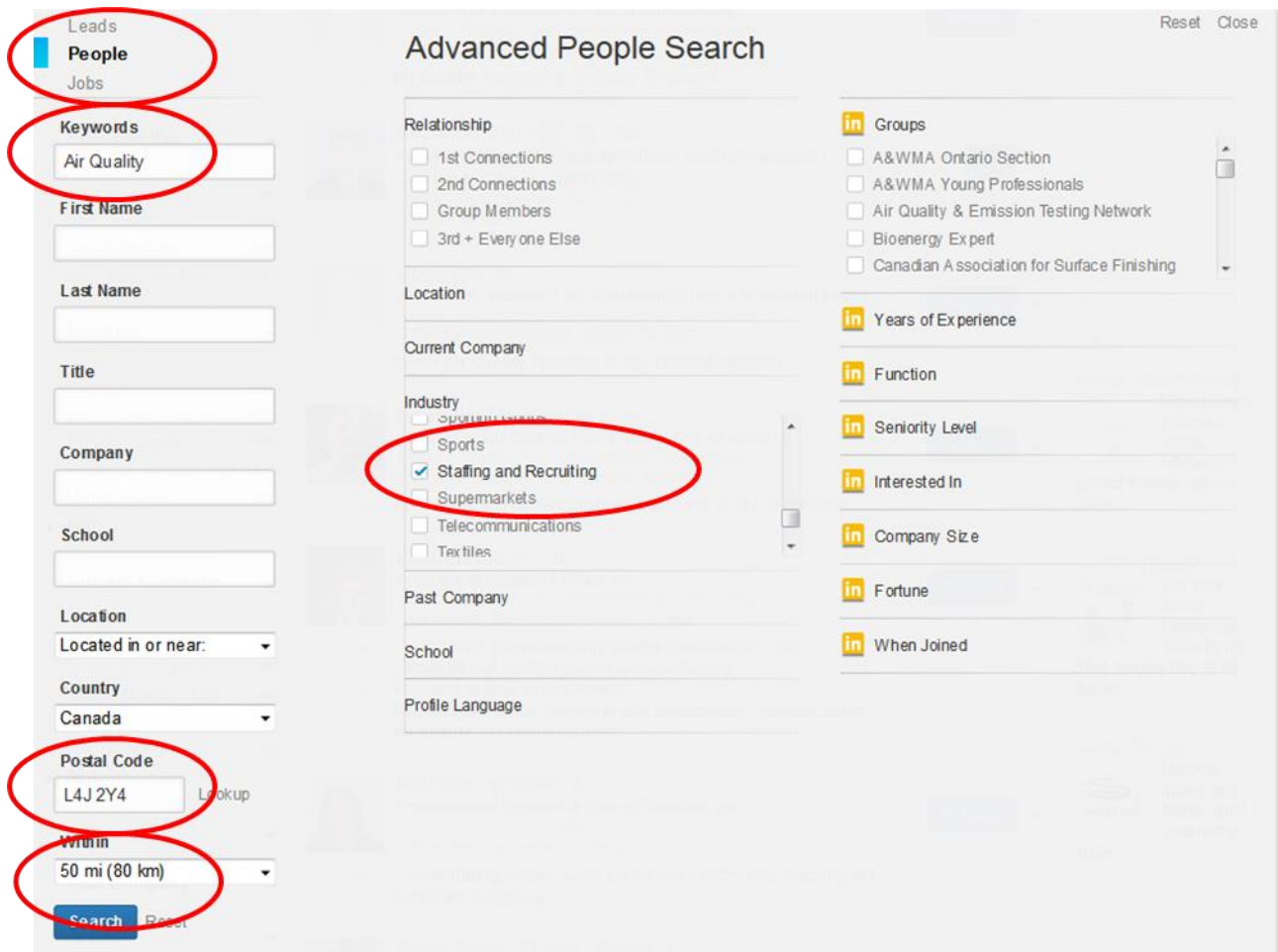
First question: Do you want to engage a recruiter or not?

Advantages: Connected to potential employers and access to jobs that are not posted.

Disadvantages: Fee to ultimate employers may be prohibitive; you also might not be the recruiter's first choice.

Step 2: Find the “RIGHT” recruiters. This is how:

1. Click on People,
2. Enter your Keywords,
3. Location set to: “located in or near”,
4. Enter your Postal Code , and
5. Within: Set your distance: 80km is the farthest I would set it.
6. Industry: click the box of “Staffing and Recruiting”
7. Click Search.



The screenshot shows the LinkedIn 'Advanced People Search' interface. Several search criteria are highlighted with red circles:

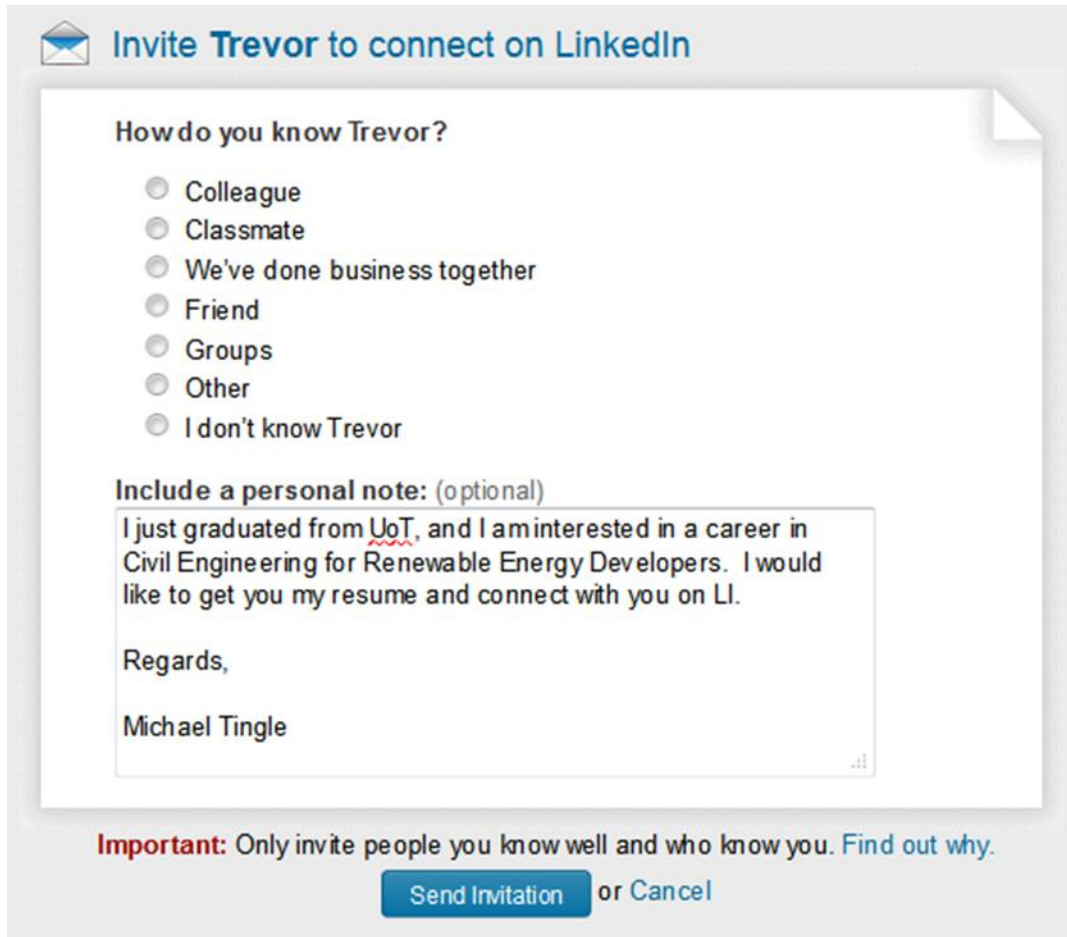
- The 'People' tab in the top left navigation menu.
- The 'Keywords' field containing 'Air Quality'.
- The 'Postal Code' field containing 'L4J 2Y4'.
- The 'Within' dropdown menu set to '50 mi (80 km)'.
- The 'Industry' dropdown menu with 'Staffing and Recruiting' selected.


The search criteria on the right side of the interface include:

- Relationship: 1st Connections, 2nd Connections, Group Members, 3rd + Every one Else
- Location: [Empty field]
- Current Company: [Empty field]
- Industry: Staffing and Recruiting, Sports, Supermarkets, Telecommunications, Textiles
- Past Company: [Empty field]
- School: [Empty field]
- Profile Language: [Empty field]
- Groups: A&WMA Ontario Section, A&WMA Young Professionals, Air Quality & Emission Testing Network, Bioenergy Expert, Canadian Association for Surface Finishing
- Years of Experience: [Empty field]
- Function: [Empty field]
- Seniority Level: [Empty field]
- Interested In: [Empty field]
- Company Size: [Empty field]
- Fortune: [Empty field]
- When Joined: [Empty field]

Step 3: Review recruiters; the result for this search provided me with 21 recruiters. It’s a specialized area. Similar results for Environmental (145), Renewable Energy (40), Engineer (160). I think you get the point.

Step 4: Engaging the recruiter: This is the point where you connect with the recruiter.



 Invite Trevor to connect on LinkedIn

How do you know Trevor?

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

Include a personal note: (optional)

I just graduated from UoT, and I am interested in a career in Civil Engineering for Renewable Energy Developers. I would like to get you my resume and connect with you on LI.

Regards,

Michael Tingle

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

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

Step 5: Follow up with a resume. You should be able to find their email address on their profile, they might send it to you, or check their website. If that fails, type their name in a google search with +the word “email” + “their company name” and you might get lucky with the search results.

For example: Michael-Tingle-email-ORTECH

Note the “**Important**”. Please use your judgment; recruiters need you, just as much as you need them. Most of them will accept your request, as having a long list of candidates is their goal. For other contacts, take the “**Important**” comment to heart and only connect with people you have had communication with, at the very least.

Section 3: Networking

”Sending Messages instead of Emails EQUALS: 300% more responses”

This is the only reason you are networking on LinkedIn®. People respond. But, you need to be smart and efficient about it. .

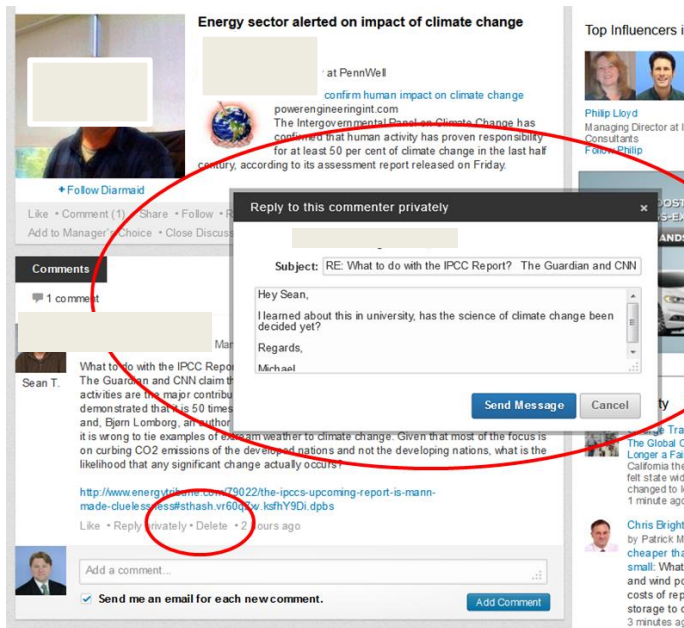
Your Target Lead: Someone in your field 20 years ahead of you.

What Groups? Go to the Groups search window at the top right and type in your home city and/or home province to find groups in your area. Review the industries and join those groups. This is where you might find that special person that is going to help you. You can join 50 groups and 50 subgroups. If one is not working, just leave it and join another one.

The good thing about LinkedIn® groups is you can privately message or privately reply to any member that is in the group. You should use restraint with this tool and not abuse it. Pick your spot, add value and be genuine. Most members will want to help you if you are humble, show intelligence, and act like you have a willingness to learn.

This picture illustrates the process.

Due to LinkedIn® rules, I have to block out all names and pictures.



Once in a group, three Strategies to get noticed:

1. **Start a discussion:** I really like this idea but be careful (think first impressions). Try to show them you are thinking. Don't be controversial or outrageous. Try to link it to your education and ask for comments from experienced members. For example; I learned this in university, is this happening in industry? Or Does this apply to our industry, still?
2. **Ask questions that are relevant and intelligence, be positive and politically neutral.** From my experience on Linked Energy, members do not suffer fools, most are polite and willing to excuse. Just use your brain and ask good questions or be able to back up your position.
3. **Respond to Posts:** This is a great way to get noticed; most likely they have received an email alerting them to your post on their discussion. Try to keep the conversation going.

Start a discussion
ASK A QUESTION of a
GROUP MEMBER
Respond to Posts

Here are some Do's and Don'ts of LinkedIn® Groups.

DOs

- Ask questions that show you are thinking!
- Keep the conversation going; ask follow up questions.
- Offer to share information.
- Compare what you learned in university with what is happening in industry.
- Ask if they need any research done.

DON'Ts

- Ask for a job or advice on finding a job.
- Ask for informational interviews.
- Whine about not being able to find a job.
- SPAM or constantly privately message the person.

Conclusion

You will need hard work and some luck to find a job in the current market. There are a lot of jobs but a lot more candidates. You need to separate yourself, get noticed and show your worth. I cannot guarantee these steps will get you a job as most of the work still lies with you. I equate job hunting to flying an airplane. You have to go full throttle or you will never take off. LinkedIn® and these tips will allow you to go full throttle, you just need the will and tenacity to do. Good luck and always stay positive, you will find your dream job!