

How to make LinkedIn work for you

Tip

Making connections

"If there is someone in your industry who you'd like to get to know, don't use the standard connection request. Send a tailored

note. Create some kind of reference that you have in common. Whether or not you went to the same school or perhaps you've read something about this person in an industry magazine. You can say, 'Hey, congratulations! That's

great work. I'd really love to follow your career. You're doing something really interesting and I'd love to learn from you.' That kind of connection request is going to garner a response so much more so than the standard request."

Finding a new job may be as easy as adding a photo to your LinkedIn profile. Nicole Williams, spokeswoman for the site and career coach extraordinaire, shows us how to make the world's largest professional networking site work for us.



COURTESY OF NICOLE WILLIAMS

► Nicole Williams is a spokeswoman for LinkedIn.

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48 Garrett Road, Upper Darby, PA 19082 (One Block From 69th Street Terminal)

1 Add more than one position. "Your profile is 12 times more likely to be viewed if you have more than one position listed. It really is worth taking the time, even if you worked in a different industry. A friend once said 'I used to work in nursing years back and now I'm in marketing. There's no connection between it.' It turns out that Proctor and Gamble was looking for someone who had a background in medicine and that was what ended up putting her ahead. So list positions including internships and volunteer work.

2 Share something. "On your profile page there is a 'Share' component. Say you've read a great article — share it with your community. You should be sharing so that you're top-of-mind. You're illustrating the fact that you're learning things and you become known as an influencer within your community. If you share once a week you increase your chances of having your profile viewed by a

recruiter tenfold."

3 Add a photograph already. "Your profile is seven times more likely to be viewed with a photograph. If you were looking for a house and the listing was great but there was no photograph, you'd worry if it was legitimate. That's what ends up happening on your profile, so add a photo. And smile."

Tina Chadha
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ADVERTORIAL

Build the Steps to Your New Future

Train for a Career in Carpentry in 2013

Ever wanted to learn how to build a staircase, deck or even a house? Do you feel good about completing a project and seeing the end result? Then the career field of Carpentry may be right for you!

Orleans Technical Institute in Northeast Philadelphia is enrolling now for its skills training program in Carpentry, which starts in April 2013.

Learning the trade of Carpentry opens up a wide variety of jobs in construction, installation, renovation and repair work. Orleans graduates are prepared for employment as carpenters, carpentry assistants, carpentry apprentices, maintenance carpenters, finish carpenters, house repairers, door installers, cabinet and trim installers, lay-out workers, framers, assemblers, and woodworkers.

Training at Orleans is hands-on. Orleans' instructors have industry experience and teach the technical skills that employers are looking for. In just 6 months, Carpentry students build a house to scale in order to experience framing, drywall, rough and fine finishing, siding, shingled roofing, and door and window installation. Students learn blueprint reading and also construct a full-size deck and staircase. The curriculum includes in-demand "green skills," including dismantling houses and recycling wood, working with engineered lumber and manufactured wood, insulation, weatherstripping and more.

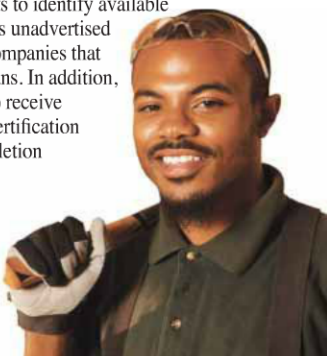
The Dept. of Labor Projects
That Employment of Carpenters
is Expected to Increase

20%
During 2010-20 Decade*

* Source: Dept. of Labor 3/29/12

using the latest equipment and tools, Orleans Tech prepares students for a new future in the growing building trades field. Upon completion of their training, students receive job search assistance, working one-on-one with Orleans Tech employment specialists to identify available job positions as well as unadvertised openings with local companies that like to hire from Orleans. In addition, students are eligible to receive industry-recognized certification upon successful completion of certification exams.

Bernard,
Orleans Grad



"The classroom experience at Orleans is as close as you can get to a real-life application," said Lee Friedman, a Carpentry instructor since 2009 and former Orleans grad. "We give students a well-rounded introduction to many aspects of Carpentry. Students leave here with confidence and know enough to accomplish big projects."

With a history of success for nearly 40 years and newer training facility



House & deck built by Orleans Carpentry graduates.

Put Your Hands to Work

At Orleans Technical Institute, you can earn your Trades Diploma in just 6 months and take the first step toward an exciting career in **Carpentry**.

Enroll today for our April 2013 class!

To learn more, stop in during
CARPENTRY WALK-IN WEEK
Feb. 11-15, 9 am-2 pm

Apply online at:
www.orianstech.edu
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