

USING LINKEDIN TO BOOST YOUR CAREER

Webinar held August 8, 2011

Available at <http://www.switzernetwork.org/blog/post/webinar-using-linkedin-boost-your-career>

PANELISTS

Mara Baum (2004)

Healthcare Sustainable Design Leader at HOK ([LinkedIn profile](#))

Rita Hudetz (2007)

Manager, Global Nutrition Strategy at PepsiCo ([LinkedIn profile](#))

Urvi Parekh Dunnington (2008)

Manager, Business Development at SunPower Corporation ([LinkedIn profile](#))

Joshua Wickerham (2008)

International Expert at GIZ German International Cooperation, China Advisor at ISEAL Alliance ([LinkedIn profile](#))

ADDITIONAL RESOURCES

Getting Started

User Guides: New Users

<http://learn.linkedin.com/new-users/>

Customizing Your Privacy Settings

<http://learn.linkedin.com/settings/>

HOW TO: Optimize Your LinkedIn Profile

<http://mashable.com/2010/12/15/optimize-linkedin-profile/>

Connecting LinkedIn to Other Services

LinkedIn Twitter Integration

<http://mashable.com/2010/05/25/linkedin-twitter-integration/> (note: article already a year old). Also lot of topics available on Help Center (search for term "twitter") at <http://help.linkedin.com>

LinkedIn Application Directory

http://www.linkedin.com/static?key=application_directory

Using LinkedIn Answers Service

LinkedIn Learning Center: Answers

<http://learn.linkedin.com/answers/>

Using LinkedIn to Find a New Job

User Guides: Job Seekers

<http://learn.linkedin.com/job-seekers/>

10 Ways to Use LinkedIn to Find a Job

<http://blog.guykawasaki.com/2009/02/10-ways-to-use.html>

LinkedIn and Your Job Search

<http://jobsearch.about.com/od/networking/a/linkedin.htm>

Putting Your Nonprofit Organization on LinkedIn

User Guides: Nonprofits

<http://learn.linkedin.com/nonprofits/>

Highlights of LinkedIn's New Program for Nonprofits

<http://www.socialbrite.org/2011/07/13/highlights-of-linkedins-new-program-for-nonprofits/>

Nonprofit Strategies for Getting More Out of LinkedIn

<http://www.socialbrite.org/2011/07/14/nonprofit-strategies-for-getting-more-out-of-linkedin/>

Updating Your Switzer Profile with a Customized Public Profile URL (for Switzer Fellows only)

Log into the site at <http://www.switzernetwork.org/>, then use the "My account" menu option on any page to access your personal profile. Click the "Edit" tab, then scroll down until you see the LinkedIn field. Insert your customized public profile URL and click the box to make your link public.

If you need help building a customized public profile URL, please visit: http://help.linkedin.com/app/answers/detail/a_id/87/~/customizing-your-public-profile-url

ROBERT & PATRICIA
SWITZER
FOUNDATION