

# LINKEDIN

## AND ADVANCING YOUR CAREER IN THE EDUCATION SECTOR

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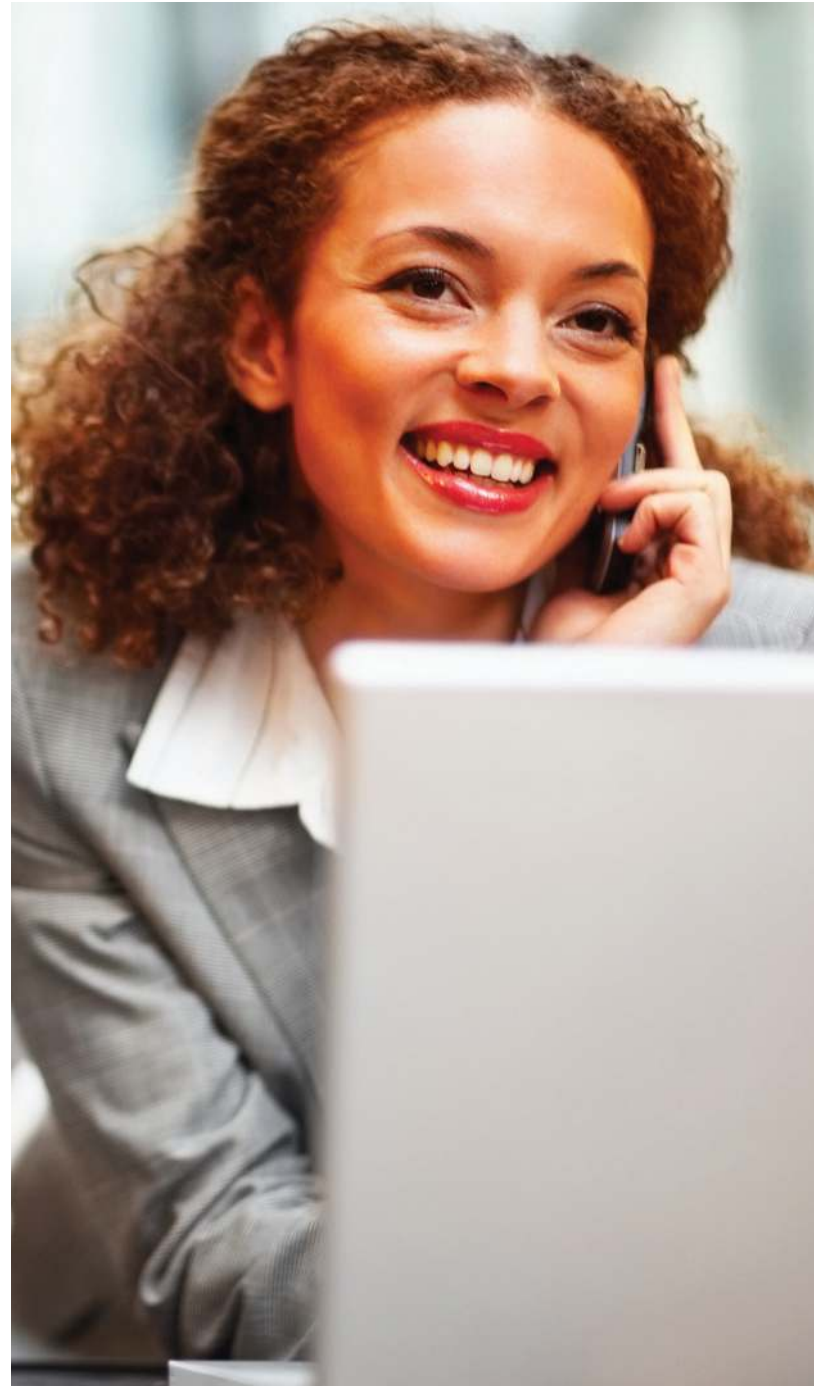
**The** slogan on LinkedIn's homepage is "Be great at what you do." That's funny I thought we were all pretty great at what we did prior to LinkedIn's existence, but let's indulge in this very creative message. I think its subliminal suggestion is "you are great at what you do and you need to let the world know so they can appreciate it and call on you for your talents when needed."

According to Wikipedia, LinkedIn is a social networking website for people in professional occupations. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. As of January 2013, LinkedIn reports more than 200 million acquired users in more than 200 countries and territories.

It is my humble opinion that LinkedIn is for business, Facebook is for friends and local/regional businesses, and Twitter is for celebrities. And since the education sector is in the "business" of training and educating people, I think LinkedIn can be a beneficial tool for institutions, administrators and executives alike.

In the business world today, with very few exceptions, you don't exist if you don't have a website and some type of presence on social media. The same is true, again with very few exceptions, if you cannot be found on LinkedIn. I believe it is an essential tool for continually building your network base and advancing your career. There are also multiple opportunities to share best practices and additional knowledge via groups and other functions.

Corporate recruiters now make their living surfing LinkedIn for great talent and so do many search firms that don't have the time and resources to uncover candidates that have not joined the social networking site. If you are not on LinkedIn, the odds of you being confidentially tapped on the shoulder and informed about great career opportunities drops dramatically.



Countless hiring authorities now use LinkedIn to view potential candidates or actual applicants. They are very savvy to ensure that your electronic profile matches your written resume exactly (so make sure it does). Many hiring managers will disqualify candidates without even interviewing them if discrepancies or omissions are found. Furthermore, they carefully review recommendations you have received and who they are from. Make sure they are quality and that those individuals are willing to speak on your behalf if contacted.

I've read many articles citing the importance of electronic integrity, and I agree with many of the points made. When you search for someone's name online, one of the first results that will come up is their LinkedIn profile, so yours should be flawless. Furthermore, if there is anything in one's past, it can't be hidden – the Internet usually reveals all. This is why many hiring authorities now perform a Google or Yahoo search of someone's name to see what comes up, and boy would you be surprised what does. It's also a great test to perform when choosing service vendors.

It's incredible how technology and online formats have changed the perception of many employers. In the past, if your resume was posted on Monster, CareerBuilder or another job site, it was often viewed as treason and in some extreme cases even led to termination. Now, with social media and sites like LinkedIn, posting your work history, references, education, etc. basically your resume – is accepted practice and not viewed in a negative light at all. In fact, being connected with individuals who work for direct competitors doesn't even seem to draw suspicion.

Now most employers post their jobs on LinkedIn along with many other sites so it has become a great tool for not only networking and pitching yourself but for actually finding your next job. Until the next trend develops, LinkedIn will have a powerful impact on job hunting and talent acquisition in the education sector. Use it wisely and continue to "be great at what you do."



Vincent Scaramuzzo is the President of Ed-Exec Inc., one of the leading executive search firms in education. He has consistently been ranked in the top 2 percent of all recruiters worldwide by Management Recruiters International, the world's largest executive search firm. As a specialist in the education field, Scaramuzzo works nationally with universities, colleges, online institutions and career schools. He can be contacted at [vincent@ed-exec.com](mailto:vincent@ed-exec.com) or 860.781.7641.



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