Online Job Searching - Why LinkedIn?

LinkedIn is the leading professional network on the web, enabling you to:

- Connect with classmates, alumni, friends and family professionally
- Find new opportunities for internships and full time positions
- Manage what potential employers learn about you from the Internet

It is important to recognize that LinkedIn has different demographics than Facebook, Myspace and other social networks. LinkedIn is older (68% are 35+), wealthier (66% make $60/year+), and better educated (72% are college grads!). To many the site may just seem like another online job hunting tool at a job seeker’s disposal, but it’s so much more!

We all know that competition for advertised jobs is fierce. An advertised job posting can generate applications from thousands of potential candidates. So how do you use LinkedIn effectively to gain an advantage in your job search? To increase your chances of generating a response, including an interview from a job posting, you should:

- Use the LinkedIn search to locate a company insider with a common connection (such as a professional association, a school alum, etc.)
- Request an informational interview to find out about the job, employer and desired characteristics of the potential employer
- Customize your resume and cover letter using this information
- Ask your company insider to deliver your resume and cover letter to the program or hiring manager if possible

For more detailed information LinkedIn has launched a series of six 5-minute training videos exclusively for student users of LinkedIn at [http://learn.linkedin.com/students/](http://learn.linkedin.com/students/) and the following downloadable worksheets at:

- [http://careerservices.linkedin.com/Network-Professionally.pdf](http://careerservices.linkedin.com/Network-Professionally.pdf)

Join the Tulane SPHTM Career Services LinkedIn group today which is over 450 and going strong! Click here to become a member and start networking today!

Alumni Profile: Christina Thielst

Christina Thielst graduated from the Health Systems Management Department in 1989 with a MHA. Based in California, Christina is currently the Executive Director of the Northwest Regional Telehealth Resource Center (NRTRC), a federal grant funded to advance telemedicine including remote monitoring and video conferencing. NRTRC is comprised of 33 telehealth networks. As Director she advocates for telehealth, provides educational resources, and manages staff, to support the growth of networks. What she enjoys most about her job is seeing how care can be delivered using the resources available in different communities, urban and rural. Christina’s healthcare career path has included: PBX operator, accounts receivable, insurance, Medical Staff Coordinator and nine years of consulting with health information exchange.

Christina recently published a book this May titled, Social Media in Healthcare: Connect, Communicate, Collaborate. Her book, which developed out of years of blogging on the topic, addresses best practices to improve health care efficiency through the use of social media. Social media can be used for support groups, peer networks, large health center campuses or those with multiple locations.

Her advice for current students who are trying to break into the healthcare field is to volunteer, but remain open for better opportunities, as healthcare companies often like promoting from within. The social media advocate that she is, Christina would like to remind students that Twitter, LinkedIn, and Facebook can be used to search for jobs. In fact, we found Christina in our SPHTM LinkedIn group online and contacted her – a powerful testament to the value of using social media to network!

We Love to Know Where Our Alumni Are in the World!

*Now - Join LinkedIn too!*