**409 - How to Get More LinkedIn Views Than Roy:**
Practical Tips for Improving Your LinkedIn Profile & Getting Employers to Seek You Out

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HCCA 21st Annual Compliance Institute
Gaylord National in National Harbor, MD
March 26 – 29, 2017

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**The Secret to Surviving a Job Search**

- Determination
- Flexibility
- Resilience
- Gratitude

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**Today’s Presentation**

Discuss Tips For:
- Creating a Strong First Impression
- With your LinkedIn Profile
- Resume
- Job Application Strategies
- Having a Winning Interview Experience
What is LinkedIn

• Not just a “Job Site”
• Social media marketing
• 400 million+ users, about ¼ of them active
  • In over 200 countries & territories
  • Founded in Dec 2002
  • Acquired by Microsoft in June 2016
  • Considered the 14th most popular website in the world

Being Successful on LinkedIn

• Depends on goal
• Want a new job? Be active!
  • Be mindful of your posts
• Creating profile & doing nothing will accomplish little
• Rewards users / activity
• Secret algorithm
  • All-star profile status
  • 500+ connections
  • Participation

Vanity Metrics

• Pretty Meaningless
• Premium member only metrics
• Quality vs. Quantity
• SSI
Top Ways to Get a Job

- **Recruiters**
  - Accounts for about 10% of the market
  - You can’t hire
  - Work for companies, not applicants
- **Networking**
  - About 70% of hiring occurs in this fashion
  - It really is about who you know!
- **Online Applications / Job Boards**
  - About 20% of the job market

Create a Brand

- Convey a consistent brand / message professionally
  - Your photo, name, tag lines etc… should be consistent across platforms
  - LinkedIn, Twitter, HCCA, work intranet
  - Get ideas by looking at profiles of like professionals
  - Hire consultant

Professional Name

- Use name on resume
- Insert nickname in the middle if necessary
  - James “Jim” Johnson
- No fake names, or First name last initials
  - James B.
- Credentials after your last name if add value
  - James “Jim” Johnson, JD, CHC
  - James Johnson, JD (attorneys typically don’t use this credential – use your discretion)
Happy Professional Photo

- Headshot should be happy, smiling, forward facing, preferably color
- Business / business casual attire
- Lighter, non-distracting background
- Professional photos are great
  - Save $$ with cell-phone photo, edit with apps such as Perfect 365

Create a Branded Background Photo

- Access by editing your profile, selecting "edit background photo"
- Customize using Youzign or Canva
- Tip: http://linkedinriches.com/profile/John Nemo free LI how to videos
Branded Headline

• Defaults to your current Job Title
• Should reflect your brand → who you are as a professional
• 120 characters, first 68 characters show on mobile app
• Consider emoji’s / vary with capitals
• Choose something that will set you apart when you are on a recruiter list or being viewed by others

Sample Headlines

Great:
Independent Contractor Specializing in Social Security Filings for Local Attorneys & Advocacy for Disabled Individuals
Compliance Officer | Attorney | Health Law | E-Health | Privacy & Information Security |
Fraud & Abuse | Reimbursement
HITRUST Expert, Risk Management, HIPAA, OCR Audit, Compliance, CyberRisk, IT/IS Strategy, Management Consulting

Avoid:
Director, Regulatory Affairs at XYZ Healthcare
Unemployed
Seeking New Opportunities (note the typo!!)
Attorney
Privacy & Compliance Professional

Summarize Who You Are

• 2,000 characters, first 62 characters show on mobile app
• Li is NOT your resume
• Use this section to tell a little about yourself
• What you do, why someone should hire you
• Consider using a video
• Ageism: don’t lead with “25 years experience”
• Keywords / Core Competencies
• “seeking new opportunities”
• Highlight achievements
WHO I AM

I am a solutions-based, multi-disciplined, counsel poised to work cross-functionally to deliver legal insight and business analysis in areas centered on healthcare compliance & privacy, with a strong focus on business improvement initiatives, strategic planning, and excellent implementation proficiencies. I am a forward-thinking professional who implements governance and public-affairs policies by interpreting new regulations and laws while liaising with management, recommending strategies and leading teams.

MY PHILOSOPHY

I believe in approaching compliance from a solution-oriented perspective, working with people within the organization to help them accomplish the goals of the business while operating within the confines of the law. I believe when compliance is approached in a positive fashion, you are more likely to have employees come to you with issues, embrace compliance and achieve overall better results for the organization.

WHAT I DO

I am a high-energy, down-to-earth, glass is half full type person who thoroughly enjoys helping others and is everything but the stereotypical stuffy lawyer.

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Relevant Education & Certifications

• List your education & certifications
• Do not list dates or GPA's unless you just graduated & had a 4.0

Skills & Endorsements

• Add up to 50 skills
• Rank them in order of importance
• Endorse others for their skills & they will return the favor

Create a Winning Network

• 500+ = "magic number"
• Personalize invites
• Start with family, friends, former classmates & coworkers
  • Don’t limit to your industry
  • Join groups
  • Comment on articles
  • Connections will naturally follow
Signal Recruiters

Suggested Influencers & Groups

• Consider following: J.T. O’Donnell, John Nemo, Liz Ryan, Lou Adler, Lauren McDonald, Wendy Weiner, Dr. Travis Bradberry, Virginia Franco, Lisa Rangel, Bruce Hurwitz, Forbes, Paul Copcutt

• Consider joining: LinkedIn Job Seekers – free for 30 days

• Groups: HCCA, SCCE, International Association of Privacy Professionals, ISACA

Tips for Applying Online

1) Find a great job board(s)
2) Professionally branded resume
3) Customize with JobScan
4) Submit a cover letter
5) Contact the job poster/hiring manager/insider
6) If rejected consider sending a thank-you
Job Boards
- HCCA / SCCE (*Gold for compliance professionals*)
- Indeed
- LinkedIn
- Jobcase
- Local job boards
- Bar associations
- Flexjobs.com (work at home opportunities)
- Network w/friends for suggestions

Create a Strong Resume First Impression
- 6 second Rule
- Branded resume = Short marketing document
  - Prices range from $199 - $3,000 for resumes & packages
  - Mid-level → $450 - $700
  - Should be collaborative process

Resume Format - Header
- Have a headline something like this at the top of your resume:
  
  **JOHN SMITH JD, CHC, CHPC**
  
  123-456-7890
  
  JOHN.SMITH@GMAIL.COM
  
  HTTPS://WWW.LINKEDIN.COM/IN/JOHNSMITH

- Key features: name, cell phone, email, LI Vanity URL
- You should use this same information for your email signature
Resume Format – Executive Summary

• Should be below your header - conveys a consistent brand message about who you are

**PUT YOUR BRAND TITLE HERE USE A | TO SEPARATE TO ADD A DESCRIPTOR TO YOUR JOB TITLE**

Now describe briefly in about 2-3 lines, who you are as a professional & what you deliver. What is your brand? Try to include keywords.

Resume Format – Core Competencies

• These are keywords that you will find in job descriptions
  • May need to tweak from job to job
  • See the LI skills section for additional ideas
  • Aim for 6-12 bullet points

<table>
<thead>
<tr>
<th>Core Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIPAA</td>
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<tr>
<td>Risk Management</td>
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<td>Auditing</td>
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<td>Communication Skills</td>
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<tr>
<td>Management</td>
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<tr>
<td>Six Sigma Black belt</td>
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</tbody>
</table>

Sample Chronological Resume

**Brenda Manning JD, CHC, CHPC**

[Contact Information]

**Compliance Professional | Healthcare Attorney**

1-2 sentences about who you are & what you bring to the role

<table>
<thead>
<tr>
<th>Core Competencies</th>
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<tbody>
<tr>
<td>HIPAA</td>
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<td>Legal Compliance</td>
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<td>Regulatory Compliance</td>
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<td>Risk Management</td>
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<td>Privacy Law</td>
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<td>Critical Thinking</td>
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<td>Medical Compliance</td>
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<tr>
<td>Management</td>
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</tbody>
</table>

**Recent Relevant Experience**
Finishing the Resume

- Work experience
  - 10 years
  - Case by case
- Education – no dates
- Relevant Certifications / Licenses

Defeat Applicant Tracking Software

- https://www.jobscan.co/
- Many companies use ATS
- About 72% of resumes never seen by humans
- Past resume & ad, scan to compare
- Goal → 80% match
- Tweak keywords
- 5 free scans /mo or paid subscription

Match Rate

86%

Hard Skills

<table>
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<tr>
<th>Resume</th>
<th>Job Description</th>
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<tr>
<td>Microsoft Office</td>
<td>Microsoft Office</td>
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<tr>
<td>Adobe Creative Suite</td>
<td>Adobe Creative Suite</td>
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86% Match Rate
- Design your resume to achieve a 86% match and boost your chances of being seen by a recruiter.
Show Off Your Writing Skills

• Cover Letters: Are they really necessary?
• Yes!
• Very few people do them
  • Demonstrates your writing abilities
• You can use “Dear Hiring Manager” if you have to
  • Try to find out the specific name of who it is going to

Reach Out After You Apply

• Don’t just apply, sit back, wait 4 phone 2 ring!
  • Be proactive!
• After you apply try to locate the hiring manager or HR
  • Many HCCA listings & LI postings include
• You can also call the company
  • Ask your connections
• Send brief email or inMail on LinkedIn
  • Introducing yourself is a great start

Don’t Wing It!

• Interview = Not about YOU!
• Homework, homework, homework!
  • The more you prepare the more you will be rewarded
• Consider a coach
  • Approximately $200/hour 3 hours for $500
• Research the company (Web, LI, Twitter)
• Research the interviewer
The Rejection Thank You

- Be gracious in rejection
- J.T. O'Donnell technique
- Letter not necessary, but nice email works
  - Thank person for their time & consideration
  - If you know about other opportunities, use this as an opportunity to see if you can get an interview for those positions
  - You never know when choice #1 isn't going to work out!

References

- Virginia Franco, LinkedIn Great vs. Haves and Can't Do Without, June 5, 2016, available at https://www.linkedin.com/pulse/linkedin-great‐haves‐can‐do‐without‐virginia
- Virginia Franco, Three Key Differences Between LinkedIn and Your Resume, June 5, 2016, available at http://virginiafrancoresumes.com/three‐key‐differences‐between‐linkedin‐and‐your‐resume/
- Catherine Conlan, 5 Ways Your Resume Is Screaming Unprofessional, available at https://www.monster.com/career‐advice/article/ways‐resume‐screams‐unprofessional
- You can find certified resume writers, interview coaches etc. at http://careerthoughtleaders.com