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Networking Training with LinkedIn

NASWA's member states now have more tools to provide assistance to their customers and staff! Employers who list their openings on state job banks now have greater access to jobseekers who begin their jobs searches on LinkedIn. State workforce staff will be trained to show Jobseekers how to leverage online career networking to their best advantage. This is made possible due to an agreement launched with LinkedIn early in 2017.

Upcoming Training:

ESSENTIAL SKILLS TRAINING ON LINKEDIN

Not only are the skills for today's occupations changing, so are the skills needed to successfully look for work. We invite you to attend a webinar deep-dive into the LinkedIn essential skills training. The training curriculum is designed for career counselors from workforce agencies to use to train jobseekers on how to best utilize the LinkedIn online platform. We'll showcase how to build profiles that attract employers, expand professional networks, and search and apply for jobs. It'll be key to helping maximize jobseekers' chances of finding the right

employment match and helping them re-enter the workforce faster. We'll share tips and tricks for leveraging LinkedIn with job-seeking clients, as well as how the platform can help counselors be more effective in their roles.

Who: Career Counselors

Where: Online Webinar

When:

- [Thursday, March 21](#) at 4pm ET/1pm PT (link here)
- [Tuesday, March 26](#) at 1pm ET/10am PT (link here)



Networking

Recognizing online networking is key to amplify jobseekers' chances of finding the right match, this collaboration has two components:

- State job banks are connected to LinkedIn. This means jobs within the state job banks are accessible to all LinkedIn users - creating a larger network for jobseekers. (This is done using the NLx tool which collects and distributes national and state job openings)
- Front-line training for NASWA member states to help jobseekers fully leverage online job networking to their advantage. LinkedIn has developed curriculum specifically for state workforce agencies to use in training job seekers how best to use their online platform in seeking work. (Thank you to the states that participated in creating this curriculum: Colorado, Massachusetts, Pennsylvania, Utah, Washington, Wisconsin)

More Information on the NASWA/LinkedIn collaboration

[View the Case Study on LinkedIn and the National Labor Exchange \(NLx\) - July 2018](#)

LinkedIn Economic Graph video featuring Executive Director Scott B. Sanders: