



NASWA/LinkedIn Partnership

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:

LINKEDIN TRAINING FOR WORKFORCE DEVELOPMENT AND UI STAFF

No cost LinkedIn trainings are available! These trainings focus exclusively on the free features within LinkedIn. There are four trainings offered.

[LinkedIn 101: LinkedIn Training for Career Counselors](#)

The What's, Why's, and How's of Using LinkedIn. This training curriculum is designed for career counselors from workforce agencies to use to train jobseekers on how to best utilize the LinkedIn online platform.

[LinkedIn 201: Helping Clients Stand Out to Recruiters on LinkedIn](#)

This session shows counselors how they can work with their clients to optimize their profiles and LinkedIn usage to increase the likelihood they will show up in a recruiter's LinkedIn search.

[LinkedIn 202: Using LinkedIn for Business Outreach](#)

This training focuses on the various network building functionalities within the platform, including groups, messages, and people search. Like our other trainings, it helps build counselors' confidence in and comfort with LinkedIn, which will make them more effective trainers when they help their clients use LinkedIn. This session is not train-the-trainer.

[LinkedIn Myth Busters](#)

LinkedIn hosts will debunk or confirm some of the most common myths we've heard about the

platform.



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: