

The Power of Adding Your LinkedIn Network to SimplyHired.com

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By now, if you are serious about securing a new professional opportunity, you have created a top notch LinkedIn profile and have been strategic about building up your network through adding direct connections and joining relevant groups. Congratulations! As you browse through jobs posted on the **Jobs** tab and within **Groups**, you probably love that you can quickly see how you might have an inside track to the opportunity through people in your network.

But did you know that you can extend the power of that networking beyond the finite number of jobs posted on LinkedIn?

What's Your Favorite Job Search Engine?

If you are "old school" you probably utilize the original players, Monster and CareerBuilder. You might have some resumes posted with them, some cover letters, and a couple of search agents. And you also groan every time you go to the site because you must click past the obligatory Phoenix University ad.

For a couple of years now, the new players on the block, **Indeed.com** and **SimplyHired.com** have done an outstanding job of aggregating job postings across the net (from the traditional job boards, company sites, specialized boards, etc.) and presenting a very simple front-end search screen for the user (ala Google):



Welcome, mkazazis

simplyhired®

Keywords **Location**

job title, skills or company city, state or zip

4,132,625 new jobs since your last visit

That is pretty simple! In the results (shown below), you can see that the positions are coming from a variety of sources including CareerBuilder and the Charles Schwab Corporate web site. Also included was something called **Get Chef Jobs?** Turns out that is a specialty job board presenting opportunities in the culinary world. You probably wouldn't even know about that resource had you not used a tool like SimplyHired.

Operations Manager -Food
 Sodexo USA - Orlando, FL
Operations Manager(Food),for a large, multi faceted/location Healthcare peration ...
 Staff of 100 employees. Will directly **manage** 4 managers. Strong organizational...
 From **Get Chef Jobs** - 3 days ago
[Save](#) - [Share](#) - [Hide](#) - [Report](#) - [More tools](#)

OPERATIONS MANAGER / OPERATIONS EXECUTIVE
 Orlando, FL
 have **management** experience as an **operations manager**, vice president of
operations or ... **manager**; **sales manager**; **project manager**; **operations manager**;
 supply chain **manager**;
 From **CareerBuilder** - 3 days ago
[Save](#) - [Share](#) - [Hide](#) - [Report](#) - [more tools](#)

Senior Manager - Settlement Operations
 Charles Schwab - Orlando, FL
 goals through the delivery of technology, **operations**, projects, business continuity ... of
 Role: The **Fail control Senior manager** is responsible for the supervision...
 From **Charles Schwab** - 1 day ago
[Save](#) - [Share](#) - [Hide](#) - [Report](#) - [More tools](#)

If you like the quality of the results from your search, you can easily create an account on SimplyHired and add some search agents to have those delivered to your inbox. No brainer.....but wait, it gets even better!

Adding the Power of Your LinkedIn Network

We love the number of search results in SimplyHired, but we also love knowing how we're connected to an opportunity in LinkedIn. Thankfully, they've made it easy to combine these great features to provide a truly powerful tool for you.

See anything interesting on the following screen?

The screenshot shows the SimplyHired search results page. At the top, the search criteria are 'MBA' and '32751'. Below the search bar, there are filters for 'MBA jobs - Maitland, FL 32751' and 'within 25 miles'. A red circle highlights the 'Who Do I Know?' button with a LinkedIn icon. The search results are listed in a table with columns for Title, Company, Date Posted, Job Type, Education, Experience, Special Filters, Job Boards, and Recruiters. The results include 'Florida MBA Programs', 'UCF Professional MBA', 'Corporate Finance - Analyst -MBA preferred', and 'accounting Tutor/Teacher'. On the right side, there are several advertisements for MBA careers and jobs.

By clicking on the **Who Do I Know** button, you are given the opportunity to link your contacts from Facebook and LinkedIn!



Who Do I Know?@ [close \[x\]](#)

Get help from your Facebook friends.

 [Login to Facebook](#)

 All information and activity will be kept private. [Learn more](#)

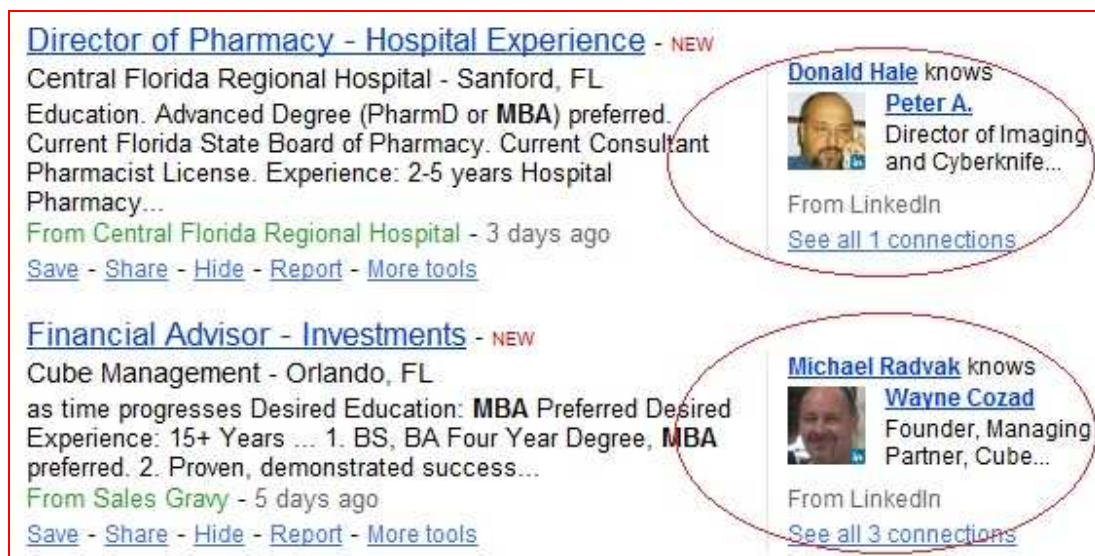
Get help from your LinkedIn connections.

 [Login to LinkedIn](#)

[Learn more](#)


No information will be published to these sites.


For now, let's just consider your professional networking tool, LinkedIn. What do your search results look like after you join the accounts?



[Director of Pharmacy - Hospital Experience](#) - NEW
Central Florida Regional Hospital - Sanford, FL
Education. Advanced Degree (PharmD or **MBA**) preferred.
Current Florida State Board of Pharmacy. Current Consultant
Pharmacist License. Experience: 2-5 years Hospital
Pharmacy...
From [Central Florida Regional Hospital](#) - 3 days ago
[Save](#) - [Share](#) - [Hide](#) - [Report](#) - [More tools](#)

[Financial Advisor - Investments](#) - NEW
Cube Management - Orlando, FL
as time progresses Desired Education: **MBA** Preferred Desired
Experience: 15+ Years ... 1. BS, BA Four Year Degree, **MBA**
preferred. 2. Proven, demonstrated success...
From [Sales Gravy](#) - 5 days ago
[Save](#) - [Share](#) - [Hide](#) - [Report](#) - [More tools](#)

[Donald Hale](#) knows
 [Peter A.](#)
Director of Imaging
and Cyberknife...
From LinkedIn
[See all 1 connections](#)

[Michael Radvak](#) knows
 [Wayne Cozad](#)
Founder, Managing
Partner, Cube...
From LinkedIn
[See all 3 connections](#)

On the right side of results, you'll note that some of my LinkedIn connections are now shown! (This is an actual screen grab...apologies to my wonderful connections). Clicking on the link will bring up their LinkedIn profile should you want to capture some contact info. This is a very powerful integration!

Cool, Now What?

- Spend some time trying some searches and looking at the number and quality of your connections to the resulting jobs.
- Make it a priority to increase your network with quality contacts. When was the last time you went to an alumni function?
- Rather than blasting out your CareerBuilder resume and generic cover letter to every job posting, become more strategic in how you approach opportunities that interest you. Take your connection out to lunch and spend some time learning about the company and its culture. You'll be in a much better position to have your customized resume and cover letter (yes, do take time to make it relevant to the opportunity) placed before the right decision-maker.

Michael Kazazis is VP of Operations and Finance / Co-Founder for Censeo Corporation, a human resource consulting firm that offers assessment technologies utilized by many of today's top organizations for selecting and developing leadership talent. Censeo's flagship product, TalentSIM recently was awarded Product of the Year by HR Executive Magazine. mkazazis@gmail.com