



# Workforce Issuance

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☐ Policy ☒ Information

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**To:** Chief Elected Officials  
MassHire Workforce Board Chairs  
MassHire Workforce Board Directors  
Title I Administrators  
MassHire Career Center Directors  
Title I Fiscal Officers  
MDCS Operations Managers

**cc:** WIOA State Partners

**From:** Alice Sweeney, Director  
MassHire Department of Career Services

**Date:** February 24, 2020

**Subject:** **Leveraging LinkedIn - Webinars**

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**Purpose:** To notify MassHire Workforce Boards, MassHire Career Center Operators, and other local workforce partners of upcoming webinar trainings related to maximizing LinkedIn as a tool during the job search and job matching process.

**Background:** LinkedIn is a social media platform geared to professionals. It enables individuals to network and build a professional portfolio. It is also used by employers and recruiters who are looking for job candidates.

LinkedIn, in collaboration with the National Association of State Workforce Agencies (NASWA), developed four free, online webinars for staff who work directly with job seekers and businesses.

**Action**

**Required:** Please share with managers, staff, and partners as appropriate. Webinar topics, dates and registration are below.

To register for one or more webinars, please use the following links:

Topic	Description	Dates	Registration link
<b>LinkedIn 101</b>  <b>The What's, Why's, and How's of Using LinkedIn</b>	The webinar is designed for career counselors to use to train jobseekers on how to best utilize the LinkedIn online platform.	February 25, 2020 at 10:30 a.m. March 10, 2020 at 3:30 p.m. March 26, 2020 at 10:30 a.m.	<a href="https://linkedin.zoom.us/webinar/register/WN_nPQ6v1AET5qaM-QRFNj9kA">https://linkedin.zoom.us/webinar/register/WN_nPQ6v1AET5qaM-QRFNj9kA</a>
<b>LinkedIn 201</b>  <b>Helping Clients Stand Out to Recruiters on LinkedIn</b>	Career counselors get to see “under the hood” of LinkedIn Recruiter, and explore how recruiters actively use the platform every day to find talent. Career counselors will come away with tips and tricks that will make their customers’ profiles more noticeable.	February 27, 2020 at 10:30 a.m. March 12, 2020 at 3:30 p.m.	<a href="https://linkedin.zoom.us/webinar/register/WN_E3jr0TgTWiHIL-2lrGTBw">https://linkedin.zoom.us/webinar/register/WN_E3jr0TgTWiHIL-2lrGTBw</a>
<b>LinkedIn 202</b>  <b>Using LinkedIn for Business Outreach</b>	Focuses on the various network building functionalities within the platform, including groups, messages, and people search, which can support connectivity with local business owners and industry organizations.	March 3, 2020 at 10:30 a.m. March 19, 2020 at 3:30 p.m.	<a href="https://linkedin.zoom.us/webinar/register/WN_IMcKZ7VHTzq6yeKK1cGXdw">https://linkedin.zoom.us/webinar/register/WN_IMcKZ7VHTzq6yeKK1cGXdw</a>
<b>Mythbusters</b>  <b>A Guide to LinkedIn's Usefulness in Workforce Development</b>	LinkedIn hosts will debunk or confirm some of the most common myths about the platform. Q&A will be included at the end of the webinar - feel free to bring a possible myth for review!	March 5, 2020 at 10:30 a.m. March 24, 2020 at 2:30 p.m.	<a href="https://linkedin.zoom.us/webinar/register/WN_EbNcpRUSRYaySio1ztIEcA">https://linkedin.zoom.us/webinar/register/WN_EbNcpRUSRYaySio1ztIEcA</a>