



Workforce Issuance

100 DCS 14.326

Policy Information

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: April 7, 2020

Subject: **LinkedIn Training for Front-line Workforce Development Staff Available**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, and other local workforce development partners of LinkedIn training beginning this week for front-line staff (**Career Counselors, Business Service Staff, JVSG Staff, Other Wagner-Peyser Staff**) as they continue to serve customers remotely and/or enroll in trainings in anticipation of the American Job Centers reopening.

Background: Front-line training for National Association of State Workforce Agencies (NASWA) member states is available to help jobseekers fully leverage online job networking to their advantage. Through NASWAs partnership with LinkedIn, there's been curriculum developed specifically for state workforce agencies to use in training job seekers how best to use their online platform in seeking work.

An equal opportunity employer/program.

Auxiliary aids and services are available upon request to individuals with disabilities.

TDD/TTY 1-800-439-2370 - Voice 1-800-439-0183

Who is the training for: Career Counselors, Business Service Staff, JVSG Staff, Other Wagner-Peyser Staff

Where: Online Webinar, these trainings focus exclusively on the no-cost features within LinkedIn

When: The trainings will take place between Thursday 4/9 and Tuesday 4/28.

Below are the registration links:

April 9 - [LinkedIn 101: The What's, Why's, and How's of Using LinkedIn](#)

- 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. Training will showcase how to build profiles that attract employers, expand professional networks, and search and apply for jobs. It will be key to helping maximize jobseekers' chances of finding the right employment match and helping them re-enter the workforce faster. There will be a sharing of 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.

April 14 - [LinkedIn Myth Busters: A Guide to LinkedIn's Usefulness in Workforce Development](#)

- LinkedIn hosts will debunk or confirm some of the most common myths heard about the platform. Please register to obtain a webinar link. A Q&A portion will be included at the end of the webinar — feel free to bring a possible myth for review. In addition, trainers will walk through how to perform the work search log form for the unemployment claimants.

April 16 - [LinkedIn 202: Using LinkedIn for Business Outreach](#)

- Many career counselors play an active role in sourcing job opportunities for their clients. That means they are working every day to get in touch with employers in their communities who could potentially interview and hire their job seeking clients. LinkedIn is not just a job search tool. The platform can help these counselors be more effective and efficient on the outreach they conduct on behalf of their clients. 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.

April 23 - [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. During the training, counselors will

get to see “under the hood” of LinkedIn Recruiter, and explore how recruiters actively use the platform every day to find talent. Counselors will come away with tips and tricks that will make their clients’ profiles more noticeable. By following these recommendations, the clients will stand out to recruiters and become more successful users of the platform in general. This is a train-the-trainer session.

More Information on the NASWA/LinkedIn Collaboration -

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

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

1. 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)
2. 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.

Action

Requested: Please share this issuance with all appropriate management, staff and partners.

Effective: Immediately