

Linked-In: Beneath the Surface

By:

John Hill
LinkedIn

Presented at:
ACLEA 49th Mid-Year Meeting
February 2-5, 2013
Clearwater, FL

John Hill
LinkedIn
Mountain View, CA

John Hill is the Higher Education Evangelist for LinkedIn. Hill speaks internationally to Higher Education professionals, students and alumni on how to utilize social media effectively. He's given 500 presentations to roughly 85,000 people over the last 5 years on social media's impact on the job search, networking and personal branding. Prior to joining LinkedIn, Hill was the director of alumni career services and internship development at Michigan State University. He also worked as associate editor/online editor/market development manager/market researcher for media companies. Building relationships and connecting people with opportunity are at his core. He relies heavily on online networks like LinkedIn to facilitate each.

Redefining Relationships, Data and the Job Search Through LinkedIn

Take a deep dive into LinkedIn as a tool to aggregate audience, target market, communicate, engage alumni and how it offers strategic data to utilize for annual planning, lead generation and development of social media ambassadors for your institution. Additionally, see how LinkedIn is helping to redefine the job search and concept of personal branding.