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## Taking Advantage of LinkedIn

LinkedIn.com is a completely business-oriented social network. You build your network with colleagues, former classmates, former coworkers, and business contacts. Unlike websites such as Facebook, Youtube, and Twitter, LinkedIn is a tool solely for professional purposes, such as finding a job or connecting with colleagues in your field. Take advantage of this social media site with the following tips.

**Link to other work.** Whether you have your own website, published articles, mentions in the media, or anything else, showcase it on your profile.

**Join groups and discussions.** Alumni or industry specific groups are a great way to connect. Add value to online discussions by posting links to insightful articles and answering questions that other members ask.

**Let your network know you are job searching.** LinkedIn allows you to ask for introductions to hiring managers and employers from those in your network who are connected to those people.

With a comprehensive LinkedIn profile, you will easily be able to make connections, build and manage your network.

**Create a professional profile.** Be sure to elaborate on your resume and accomplishments, providing details that your audience wants to know, whether you are job searching or networking. Include a professional headshot, links to your website/blog, and plug-ins that showcase your work.

**Ask for recommendations.** Recommendations from supervisors, coworkers and clients add a personal element to your profile and proves to future employers that you have a good work record.



### Employment Resource Centres

#### **CHATHAM**

Federal Building  
120 Wellington Street W.  
519.380.8878

#### **WALLACEBURG**

786 Dufferin Ave.  
Municipal Service Centre  
519.627.6986

#### **HOURS**

Monday to Friday  
8:30 a.m. to 4:00 p.m.

**EMPLOYMENT  
ONTARIO**

This Employment Ontario project is funded in part by the Government of Canada.

## Survey Says...

According to a survey completed in July 2011 and compiled by the **Chatham-Kent Workforce Planning Board**, firms in a selected group of key Chatham-Kent industries added 226 net new jobs last year, and expect 200 new openings over the next twelve months. At present, 105 job vacancies exist within these industries, though many firms reported having trouble filling those jobs with "qualified" candidates, despite an unemployment rate greater than 10 percent.

More detailed findings of this employer-based, workforce survey will be included in a comprehensive workforce report, to be released later this year.

For further information, read the complete article located at: <http://www.ckworkforcedev.com/2011/08/the-survey-results-are-in-%e2%80%a6/>

See page 3 for an overview of data compiled from the survey.

# New Workshops at the Employment Resource Centres

## Job Search that Works

### Alternative Methods for a Successful Job Search

*For job seekers who want to expand and modernize their job search using more current techniques*

- Benefits of networking and how to make connections
- Taking advantage of the Internet and social media
- How to make your application stand out from the crowd

*And even more to take your job search beyond job boards and newspaper ads.*

**Chatham: November 10, 2011, 9:00 am to 11:30 am**  
**Wallaceburg: October 26, 2011, 9:00 am to 11:30 am**



#### To Register Contact:

Chatham ERC  
120 Wellington St. W.  
Chatham, ON  
Phone: 519-380-8878

OR

Wallaceburg ERC  
786 Dufferin Ave.  
Wallaceburg, ON  
Phone: 519-627-6986

## Ace the Interview

### Skills for Succeeding in Behavioural Interviews

*Obtain practical job interview skills that will prepare you for effective future interviews*

- Styles of interviewing and preparation techniques
- Tips for before, during, and after the interview
- Discuss typical interview questions and best practices for answering those tough questions

**Chatham: October 20, 2011, 9:00 am to 11:30 am**  
**Wallaceburg: November 30, 2011, 9:00 am to 11:30**

## Free Online Workshops

The word 'PARO' is Latin for "I Am Ready". The PARO Centre for Women's Enterprise has helped thousands of women across Northern Ontario to start, grow or build new business opportunities.

PARO is a not-for-profit and grassroots organization that remains focused on addressing the many unique challenges facing women as entrepreneurs and primary family caregivers. Since their launch in 1995, they have continued to diversify the range and reach of their programs and services to meet the changing socio-economic environments of our communities and the growing needs and aspirations of women in Northern Ontario. One of their initiatives is GLOW and GROW workshops. These workshops provide people, just not women with valuable information to grow their business knowledge free of charge.

Workshops in October include: Pricing Strategies for Your Business; Using Blogging to Increase Your Business; Developing Your Marketing and Advertising Strategy; Industry & Target Market Research; and much more!



**For more information on workshop dates  
and times, contact your local  
elearnnetwork.ca at 519-628-5949**



# Free Computer Workshops

To be competitive in today's job market, you must have computer skills. The Employment Resource Centres are offering workshops for the job seekers who have little or no computer knowledge.

## Basic Computer

*For those with little to no computer experience*

Learn:

- Basic functions of a computer
- How to use the mouse and keyboard
- Computer terms and parts

**Chatham:** Oct. 18 & Nov. 8, 9:00 am

**Wallaceburg:** Oct. 11 & Nov. 15, 9:30 am

## Simple Internet

*A introduction to the Internet and e-mail*

Learn:

- What the Internet and search engines are
- How to use the Internet for job searching
- Popular job searching sites
- Set up an e-mail account

**Chatham:** Oct. 18 & Nov. 8, 1:00 pm

**Wallaceburg:** Oct. 11 & Nov. 15, 1:00 pm

## Beyond the Basics

*Intermediate computer skills*

Learn:

- To navigate and manipulate files and folders
- Keyboard shortcuts
- Intermediate e-mailing
- How to find the information on the Internet

**Chatham:** Oct. 19 & Nov. 9, 9:00 am

**Wallaceburg:** Oct. 14 & Nov. 18, 1:00 pm

## Intro to Word 2007

*An overview of the new version of Microsoft Word*

Learn:

- Menus and tools
- How to create new documents
- How to save, print and edit documents

**Chatham:** Oct. 19 & Nov. 9, 1:00 pm

**Wallaceburg:** Oct. 14 & Nov. 18, 9:30 am



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Chatham-Kent Employment Resource Centres  
Your #1 source for employment and career supports

## Survey Says... continued

- Advanced Manufacturing firms accounted for 73 percent of the expected worker retirements in the coming year.
- Among manufacturers, the most commonly identified "critical jobs" were machinery design and operations, and technical skills (technicians).
- Business Process Support firms identified "Programmers/ IT" professionals being both critical to their business and difficult to "hire" and "retain" in the Chatham-Kent area.
- Healthcare firms expressed a need for Registered Nurses, Registered Practical Nurses, and Personal Support Workers.
- Only 23 percent of respondents would consider workers with no education or training for their entry-level positions.
- Employers identified *oral communication* as the most important skill needed in the workplace.

For further information, read the complete article located at: <http://www.ckworkforcedev.com/2011/08/the-survey-results-are-in%e2%80%a6/>