



The Community Synagogue LinkedIn Project

The Community Synagogue has recently formed a Group on LinkedIn, the popular professional networking site. It is our hope that this Group will help Community Synagogue members and friends “connect” and bring our vibrant congregation “on-line”. This will be an easy and efficient way for congregants to connect to one another, network as well as post interesting articles, discussions and possible job leads. It will also be an additional forum for the synagogue to communicate with members of the congregation.

During these economically challenging times, your synagogue is committed to helping everyone face the days ahead. Whether you have lost your job, or are struggling to keep your business and your home secure, or are looking for ways to help others, the Community Synagogue’s LinkedIn Project can help.

LinkedIn offers you an opportunity to engage in online networking that can:

- **Help lead to possible future employment.**
- **Help weather these tough times via posting information such as interesting ways to save money, enhance your current business & share general ideas & concerns.**
- **Help others via introducing congregants to potential contacts for potential jobs opportunities, information gathering, or any other business intelligence reason.**
- **Help you keep in touch with what is happening at the Community Synagogue.**
- **Help you stay in touch with various relevant Jewish news topics.**

What’s truly extraordinary about LinkedIn is that, even if you don’t know a specific person, you probably have an indirect connection to someone. LinkedIn shows you the path of contacts that can get you there. By utilizing the LinkedIn network, thousands of possibilities can open up for you. With the vast power of the internet, you may just be able to find your way into a new future for yourself and for the people you love. As your networking circle grows, more resources will become available to you as well.

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As you can see, the LinkedIn Project is for everyone. Whether times are really tough, mildly tough, or fairly okay, we hope you will join the Project. **Connect with us through LinkedIn**, and we’ll move into tomorrow together. And by the way, if you’re in any way confused about how to get LinkedIn to work for you, just post your question on our group’s “Discussions” page. Someone will get you an answer that we’re certain others will appreciate seeing as well.

Background Information

What is Social Networking?

It is the use of a website to connect with people who share personal or professional interests, place of origin, education at a particular school, etc. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.

Professional Networking versus Social Networking

While online networking websites are great for connecting with people of similar interests on the web, some sites are more appropriate for connecting with your personal network of family and friends, while others are focused on helping you make connections on the professional front (i.e. expanding your career network and locating new job opportunities). You wouldn't want your boss to see your weekend party photos on Facebook after all?

The difference between social and professional networking is easy to understand – the difference lies in what your message is and who your audience is.

LinkedIn has become the standard social network hub for business professionals all over the globe. The site allows each person to post as much (or as little) information about themselves and their professional history as they would like. LinkedIn members can network with each other for free through trusted contacts or search and contact people outside their network through a premium service.

How does it work?

Each individual in the service has a network of "trusted" friends, who each then have their own friends, and so on. For example, if you established a network of 20 individuals who you personally know and trust, and each of *them* created a network of 20 trusted friends, you now have access to 400 individuals across many different industries who all share a very high degree of trust. If you are then looking for a person to help you with a specific need, you can use the search feature of LinkedIn to see if you can find anyone through your network of trusted friends. If you find someone you wish to contact, you submit a request for your mutual friend to make an introduction. Through this "virtual handshake", you now have access to someone you need, *with* an endorsement from a mutual acquaintance. This is the core philosophy that allows LinkedIn to function and why they say, 'Your network is bigger than you think'.

Here's how you get LinkedIn:

1. Start your own account at LinkedIn.com (it's free).
2. Complete your personal profile. The more information you provide, the more connections you can make.
3. Join the Community Synagogue Temple group. We regularly post updates on happenings at Community Synagogue, as well as information about job openings we've learned about, and helpful advice for weathering these times. This also opens a door for you with every other Congregant member in our group.
4. Send out LinkedIn invitations to friends, past and present colleagues, family members and neighbors to join your LinkedIn network, to help build additional important connections.
5. Join other groups. Whether it's your college or high school alumni group, or a group of fellow swing dance enthusiasts, more contacts become available to you as you share common life-threads with others.
6. As you learn about jobs (either on LinkedIn or elsewhere), you can search for someone on LinkedIn to help get you a foot in the door by personally introducing you to the person you need to get to.

LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals. LinkedIn exists to help you make better use of your professional network and help the people you trust in return. When you join, you create a profile that summarizes your professional expertise and accomplishments. You can then form enduring connections by inviting trusted contacts to join LinkedIn and connect to you. Your network consists of your connections, your connections' connections, and the people they know, linking you to a vast number of qualified professionals and experts.

Through your network you can:

- Manage the information that's publicly available about you as professional
- Find and be introduced to potential clients, service providers, and subject experts who come recommended
- Create and collaborate on projects, gather data, share files and solve problems
- Be found for business opportunities and find potential partners
- Gain new insights from discussions with likeminded professionals in private group settings
- Discover inside connections that can help you land jobs and close deals
- Post and distribute job listings to find the best talent for your company