Agenda

• Why use LinkedIn?
• Profile Basics
• How To Shine
• Connecting With Others
• Other Tips and Tricks
• Q & A
Why Use LinkedIn?
What Is LinkedIn?

Largest Professional Network on Internet

467,000,000+ registered members
March 16, 2017
How Big is LinkedIn?

• Available in over 200 countries and 24 languages
• Rate of signups: 2 per second
• 96% of sales professionals use LinkedIn at least once a week and spend an average of 6 hours per week on LinkedIn.
How to Start

• When starting, don’t do it all at once
• Headline, Summary, Position Descriptions, and Skills are most important
• Can Start With Résumé but Don’t Stop There
• Headline: Use verbs and active language
• Don’t default to your job title
  – Boosting Customer Experience as an Account Manager at Chartbeat
  – Project Manager with 10+ Years in Ecommerce
  – Future Android Developer
    • (The Muse)
Brittany Leland
Experienced University Career Services Professional Dedicated to Helping College Students Discern Their Career Paths
Summary

• Use key words for search engine optimization
• Summary should be in first person, and warm/welcoming
Positions and Descriptions

• Create an accurate, current job title even if you don’t have a current job
  – Explain your expertise and what you are looking for

• Always provide position details
• Quantify your experience and impact
• Keep track of what you have done
Skills

- Add at least 5 skills to increase views by 17 times
- Endorse others to get endorsements
- Manage your skills based on your field (keep relevant)
### Skills

**Featured Skills & Endorsements**

- **Career Counseling** · 9
  - Endorsed by 2 of Brittany's colleagues at Gonzaga University
- **Event Planning** · 20
- **Public Speaking** · 12
  - Tyler Hobbs and 11 connections have given endorsements for this skill

**Brittany is also good at...**

- **PowerPoint** · 10
- **Microsoft Office** · 7
- **Time Management** · 7
- **Social Networking** · 6
- **Social Media** · 4
- **Customer Service** · 7
- **Microsoft Excel** · 4
- **Outlook** · 2
- **Leadership** · 5
- **Community Outreach** · 2
- **Research** · 6
- **Microsoft Word** · 5
- **Teaching** · 1
- **Facebook** · 5
- **Fundraising** · 3

[Adjust endorsement settings]
How To Shine
As a certified Myers Briggs Type Indicator Practitioner, I use that tool in addition to the Strong Interests Inventory, Knowdell Card Sorts, and more to aid in the discernment process of my students. I also find that by developing and sustaining relationships with faculty, staff, and administrators across campus, we can partner to find unique and educational ways for students to explore their future vocations. See less

37 Who’s viewed your profile
147 Views of your share

Your Activity
470 followers

Program Manager
Brittany liked

Meet the only unbeaten men’s team in college basketball
Brittany liked

Contact and Personal Info

Your Profile
linkedin.com/in/brittanyland

Email
eland@gonzaga.edu

See connections (459)
Profile Picture

• Should look like you (and only you)
• Face = 60%
• Approachability is key
• Clothing should be work appropriate
• Solid colors are best for background and clothes
• No selfies
Other Sections to Add

- Contact Info
- Background Pic
- Rich Media
- Recommendations: Ask Strategically

- Projects
- Publications
- Volunteer Experience
- Languages
- Accomplishments
Connecting With Others
Connecting to Individuals

• Aim for at least 50-100 connections to start
Connecting to Individuals

• Don’t add people you don’t know (at least not without a tailored request from them)
• Tailor your connection requests to others
You can customize this invitation

Include a personal message (optional):

Hi Joan,
I enjoyed meeting you at the Women Lead Spokane Conference yesterday and hearing your take on women's struggles in leadership roles during our lunch table discussion. I look forward to staying in touch in the future and would like to add you to my LinkedIn Connections.
Best,
Brittany
Connecting to Individuals

• Find reasons to reach out to contacts you may not have spoken with in a while
• Keep your visibility settings open
• Watch who watches you
Following Groups and Companies

• Always follow companies you apply to
• Join groups to show engagement in field, gain industry knowledge, and expand connections
Other Tips and Tricks
Job Searching Tips

• If you are in the market for a new job, use the posting as a content guide
• Use privacy settings to limit what your current boss can see (profile changes, connections, etc.)
• Make sure to keep your profile up-to-date
Posting/Updating Tips

• When making lots of changes/updates, don’t alert everyone
• The best time to post on LinkedIn is during business hours, Monday through Friday from morning to midday
• Use the platform to write and publish
Questions and Answers
Ideas for Next Steps:
In the next week I will…

- Request one recommendation
- Write a tailored, dynamic summary
- Add 10 new connections with personalized requests
- Follow 5 new groups related to your field
- Write and publish one article
- Reconnect with 5 existing connections
- Other?