

LinkedIn

LINKEDIN: A business-oriented social networking site where millions of professionals connect!

- This platform provides the largest opportunity to market yourself and expand your personal network
- Your LinkedIn profile provides a visible, online resume that your contacts, including potential employers, can view.

NETWORKING

- Is the most effective way to tap into today's job market and find new positions
- Networking involves personally contacting friends, neighbors, professors, family or anyone who can give you information about jobs
- Do not ask for a job, simply ask for information
- Most people are very happy to talk about their careers

GETTING STARTED: STRUCTURE

- Professional picture
- Personalize your LinkedIn URL
- Appropriate heading
- Summary Section
- Add relevant sections
- Skills section/Endorsements
- Spell check and PROOFREAD!

DEVELOPING YOUR PROFILE

Profile Photo: First impressions matter. Consider your industry in addition to potential consumers and peers to select the appropriate head shot. It doesn't have to be fancy.

Name: Include your first, middle (if applicable) and last name.

Headline: Tell people what you're excited about and the things you want to do in the future.

URL: Customize the LinkedIn URL to make it easy for people to find you.

Headline Examples:

"Recent Ohio State grad Seeking online Marketing Position"

"UCLA Accounting Major/ Vice President, College Accounting Society"

"Santa Ana College Sophomore/Intern at Johnson Public Relation."

"Emerging public relations practitioner with interests in social media and brand management."

"Collaborative marketing graduate with 3 year events management experience. Seeking marketing role in airline industry."

Your headline should be a short, memorable professional slogan- check out the profiles of students and recent alumni you admire for ideas.

Summary: Write a description, including your present and future business ambitions. Add other points of contact, including mobile number, Twitter URL, email address, etc.

Experience: Complement resume information in this section. Try to better intrigue viewers; the longer they view your profile, the better your chances of making a business connection.

Organizations: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

Education: Include information about degrees acquired and schools attended. Including educational information provides opportunity to make a connection with other alumni and impress onlookers.

Projects: Add projects to demonstrate skills and reinforce assertions made in your description. Add links to current projects to support credibility. Many people talk about talents, but it's more important to showcase skills.

Skills & Endorsements: Add skills that define your professional role, experiences, and contributions. This attracts those who can validate your admitted skills and make recommendations based on your skillset.

EXPANDING YOUR NETWORK

Connections: Aspire to make (at least) 300 connections. However, limit the number of connections (to under 3,000) to keep up of the platform practical. Be strategic in making connections with coworkers, peers in your industry, and present and past clients and customers.

Groups: Join groups to maximize LinkedIn's networking potential and utilize the ability to contact other group members.

Make sure your profile is complete. If your information is incomplete, you will be invisible regarding searches

How to Outreach for LinkedIn Recommendations: Recommendations VS Endorsements

Recommendations: Written by other members, recommendations are ways to market your company as well as invite advocacy. Seen as a high quality trust signal from both LinkedIn and to your profile viewers.

Endorsements: Less specific, endorsements are softer signals of advocacy. While still important regarding LinkedIn algorithms, endorsements are not as credible or well-sought as written recommendations.

UPDATE YOUR PRIVACY SETTINGS

Turn off your activity broadcast on or off: If you don't want your connections to see changes to your profile, follow companies or recommend connections, uncheck this option.

Select what others can see when you've viewed their profile: You can set your privacy settings to a high level, so when you view other peoples' profiles, you are displayed to them as an "anonymous LinkedIn member."

Select who can see your connections: You can share your connections' names with your other first degree connections, or you can make your connections list visible only to you.

Quick LinkedIn Tips to Do Today!

1. The best time to post on LinkedIn: Tuesday and Thursdays, between 7AM and 9AM local time.
2. Your profile is 5 times more likely to be viewed if you join and are active in groups.
3. Looking for a new job on LinkedIn? Don't let your boss know; turn off your activity broadcast.
4. Censor yourself: If you wouldn't say it in a job interview, don't say it on LinkedIn.
5. Endorse people you respect: Send a thank you message when someone endorses you.
6. LinkedIn users who update their profiles regularly get more job offers.
7. Find your voice: Publishing posts is a great way to showcase your professional knowledge, position yourself as a thought leader in your industry.
8. Avoid profile buzzwords, such as "creative" and "motivated." Minimize adjectives. Emphasize verbs.