



& Online Networking

LinkedIn: What is it? Who uses it?

- What is it?
- A professional networking site
- Who uses it?
- Popular site for job seekers and those looking to make professional connections
 - Professionals are using it as a search engine when they need services → YOU have service to offer & they might even be willing to pay you!

How to set up a LinkedIn profile

- It's free!
- Go to www.linkedin.com
 - On the bottom right of that page beginning steps to create an account
 - Fill in the sections of your first name, last name, email, password
 - Then click join now! (you account should be made!)
- LinkedIn had a really easy setup process that guides you through it's features!

What you can do on LinkedIn

- Background: (the main separate section when showing employers the skills you have and their previous (or not) in your past)
- Post a current picture of yourself as a profile picture
 - Post updated resume to PDF form (also done "resume" menu on the left)
 - Write about summary about who you are what you want to do (it is accessible, short, neat and to the point)
 - In the experience section place any relevant activities you have participated in that have taught you a skill (related to the job you seek)
 - This requires a position title, name of the group you worked with (if any), where you did the work, the time period you did this work, and a brief description of the work you did
 - You can connect this to other sections, like projects, courses, and recommendations! (this makes you look super talented)
 - Other sections you can fill out if you have the experience in: Publications, Projects, Languages, Skills & Expertise (this is welcome where you receive endorsements, it is useful to have ratings, Educational Institutions attended, Courses, Personal Details, Hobbies and Interests, Last Activity of website and browser
 - Connections with other people known on LinkedIn
 - In the recommendations from people you have worked with in the past (this is a whole section)
 - In the groups in the field you are interested in (this is a whole section)
- Follow company pages: **"If you have made resumes or cover letters before, pull all information from them!"**

Features you NEED to use

- Connecting with others on LinkedIn
- Adding a profile picture
- Creating a "me" resume: (fill in ALL subsections and keep the background someone you trust)
- Adding relevant resumes (PDF recommended)
- Groups to join, follow, and contribute to the group (see slide the right in rectangle features for a how to)
- Create a general idea for "Your LinkedIn profile" and how someone can see your full profile, your name and title are the only things visible on LinkedIn lists, such as the list of "People You Viewed" and "People You May Know" as well as when you accept someone's invite to connect
 - so MAKE your title more stand out and be specific what you do and do when,
- For a design on "Helping Law Firms in Financial Services Companies Elevate Their Brand in Social Lead" instead of the more generic, and much more common, "Graphic Designer"

Let me show you how to use them on my LinkedIn...

Why use LinkedIn?

- Increases website traffic
- A cheap way to market a product/company/service
- A way to see what others in your field are looking at or gain lead on your competitors
- Read up about prospective companies/employees
 - 27 million brands have a LinkedIn company page (1)
 - 77 percent of LinkedIn members do product or service-related research on the site (1)
 - 40 percent of users have clicked on ads on LinkedIn (1)
- Provides endorsements from those you have connected with on LinkedIn on skills that your employers would want verified
- Allows you to endorse others for the skills they have developed!
- Generate contacts and sales leads (business reason)

Additional Information: <http://www.entrepreneur.com/article/322483> (1)

LinkedIn Etiquette

- Fill out all the sections (as much as you can → you want the profile strength be in the 90% or higher!)
 - It's essential to list all past experience that may reflect your ability (1)
- List skills that are specific → so employers can find you more easily
- Endorse others to reciprocate or start a good relationship online
- Ask for recommendations from those whom you have worked with professionally/non-professionally
 - These are like letters of rec on your social skills and work you have done → all potential employers can see them!
- Make sure that your branding on other social media sites is CONSISTENT with what you post on LinkedIn
- Keep your profile UP TO DATE!!!!

Additional Information: (1) <http://www.entrepreneur.com/article/322483>

Networking with LinkedIn:

- Focus on quality not quantity
- Expand your network by connecting with appropriate second-degree relationships
- Endorse others for their Skills & Expertise
- Follow pages relevant to your career interests
- Join and post on groups that in your field
- Link projects, courses, and recommendations to your experience blurbs

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Additional Information: <http://www.entrepreneur.com/article/227225#ixzz2je9K72BW> (1)

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- Make sure that your branding on other social media sites is **CONSISTENT** with what you post on linkedin
- Keep your profile **UP TO DATE!!!!**

Additional information: (1) <http://www.entrepreneur.com/article/226895#ixzz2jeBbIUif>

What you can do on LinkedIn

Background: (The most important section when showing employers the skills you have and that you can fill out on your own)

- Post a current picture of yourself as a profile picture
- Post tailored resume in PDF form (this form HIGHLY recommended)
- Write short summary about who you are what you want to do (3-5 sentences; short, sweet and to the point)
- In the experience sections place any relevant activities you have participated in that have taught you a skill needed in the real world
 - This requires a position title, name of the group you worked with (if any), where you did this work, the time period you did this work, and a little description of the work you did
 - You can connect this to other sections, like: projects, course work, and recommendations! (This makes you look super talented!)
- Other sections you can fill out if you have the experience is: Publications, Projects, Languages, skills & Expertise (this is sections where you receive endorsements), Educational course taken, Educational institutions attended, Interests, Personal Details, Best way to be contacted, lastly Additional awards and honors

Connections with other your know on LinkedIn

Receive recommendations from people you have worked with in the past (this is a whole section)

Join groups in the field you are interested in (this is a whole section),

Follow company pages ***If you have made resumes or cover letters before, pull all information from there! ***

Features you NEED to use

- Connecting with others on LinkedIn
- Adding a profile picture
- Creating a 'live' resume (filling in ALL subsections and keeping the backgrounds sections up to date)
- Adding taylored resumes (PDF recommended)
- Groups to join, follow, and contribute to the group (see slide the right in rectangular brackets for a how to)
- Craft a powerful title for Your LinkedIn profile- unless someone clicks on your full profile, your name and title are the only things visible on LinkedIn lists, such as the list of "People Also Viewed" and "People You May Know," as well as when you accept someone's invite to connect.
 - so MAKE your title must stand out by saying what you do and for whom,
 - For a designer: "Helping Law Firms & Financial Services Companies Elevate Their Brand & Bottom Line" (instead of the more generic, and much more common, "Graphic Designer")

Let me show you how to use them on my LinkedIn....

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- Follow pages relevant to your career interests
- Join and post on groups that in your field
- Link projects, courses, and recommendations to your experience blurbs
- Keep contact with your network **CONSISTENT** and **RELEVANT**

More info: (1) <http://www.entrepreneur.com/article/224417>



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