MAKING AN IMPRESSION ON LINKEDIN

WHY LINKEDIN? People looking for a job should know that 77% of all job openings are actually posted on LinkedIn. Furthermore, 48% of all job postings posted on LinkedIn are never posted anywhere else.

LINKEDIN 101 – THE OVERVIEW

WHAT?

- Social networking tool and resource for business professionals
- Contact management system
- Recruiting resource for candidate searches
- Available to anyone for FREE

WHO USES & WHY

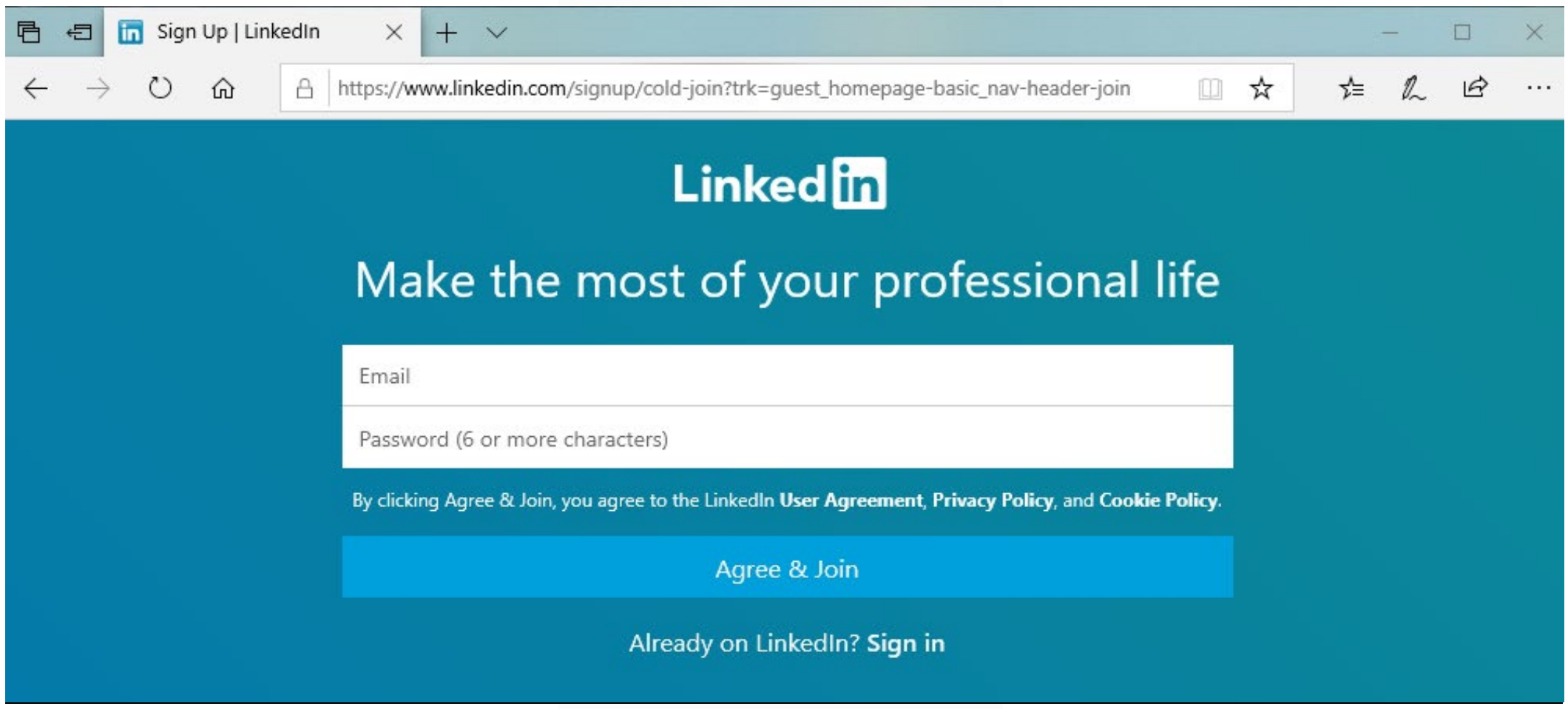
PROFESSIONALS

- *Powerful job board*
- *Build one's personal brand /rank one's name on Google*
- *Maintain contacts and tap into industry news*

What is your reason for using LinkedIn? What are you hoping it will do for you?

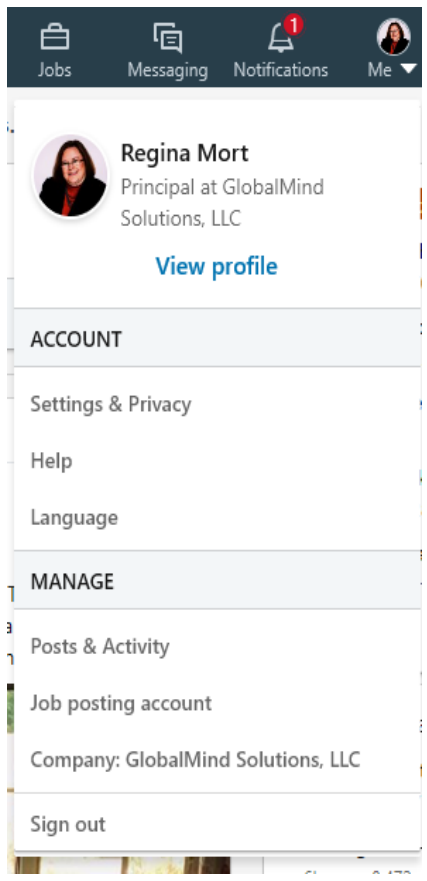
Keep this in mind as you not only set up your profile / adjust it but also how you "use" the platform.

GETTING STARTED – WWW.LINKEDIN.COM



LINKEDIN 201 – YOUR PROFILE

SETTINGS & PRIVACY



UPDATES/BROADCASTS

Me – ACCOUNT – Settings & Privacy – Privacy - How others see your LinkedIn activity – Share job changes, education changes, . ..

- When to "turn-off"
- When to "broadcast"
- Addt'l Notes:

REMINDER: Wait 24 hrs after making changes to adjust broadcasting on or off

EDIT YOUR PUBLIC PROFILE

Me – ACCOUNT – Settings & Privacy –Privacy - How others see your profile and network information – Edit your public profile

- Consider your profile public visibility and what makes sense for you and your situation
- Customize your URL for your profile
- You may also edit content from this page

EDIT YOUR EMAIL

Me – ACCOUNT – Settings & Privacy – Account – Email Addresses

- Personal vs. Business email
- Keep up-to-date

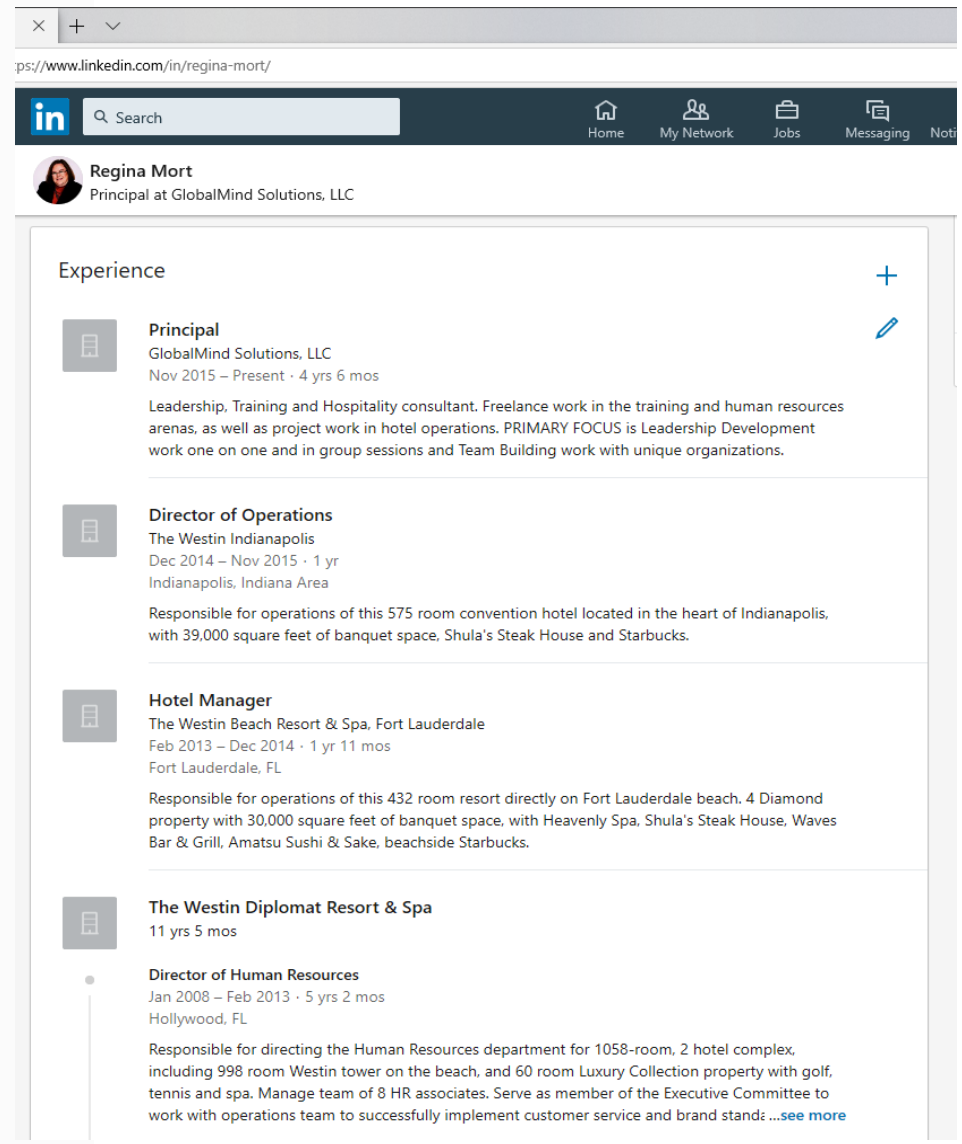
WHERE TO SPEND YOUR ENERGY – YOUR PROFILE

- Name
- Photo
- Profile Headline
- Public Profile URL

LINKEDIN 201 – YOUR PROFILE (CONT.)

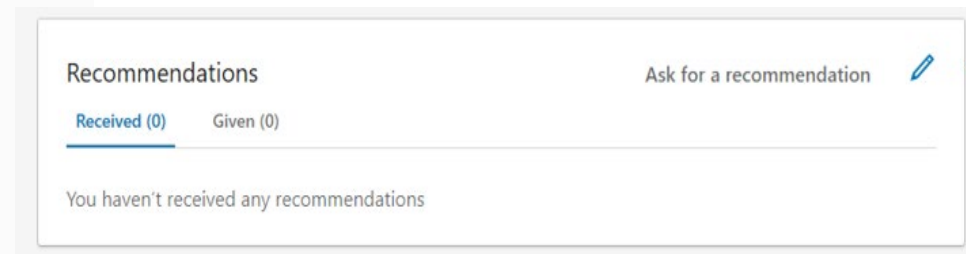
WHERE TO SPEND YOUR ENERGY – YOUR PROFILE (CONT.)

- Summary
- Experience
- Education
- Skills
- Recommendations



FUN PARTY TRICKS

- RECOMMENDATIONS: One way of increasing engagement in your profile and it stronger, is to have good recommendations.



- HOME / NEWSFEED: Landing page / post, comment, like, etc.
- VIEWING OPTIONS: Strategically decide if you want others to know your are looking at their profiles
  Me – ACCOUNT – Settings & Privacy – Privacy - How others see your LinkedIn activity – Profile viewing options

LINKEDIN EXTRA CREDIT

PAID UPGRADES

"JOBS" TAB

"MY NETWORK" TAB