



Optimizing your LinkedIn presence

Agenda

- ▶ **LinkedIn fundamentals**

- ▶ Completing your profile, setting up privacy controls, thought leaders
- ▶ Promoting yourself!
- ▶ Groups to follow

- ▶ **Improving your LinkedIn presence**

- ▶ Hands-on support
- ▶ Leveraging your LinkedIn profile

Social Media Explained



-  I'm eating bacon
-  I like bacon
-  I have skills including eating bacon
-  This is where I eat bacon
-  Watch me eat my bacon
-  Here's a vintage photo of my bacon
-  Here's a recipe with bacon
-  I work for Google and eat bacon
-  I'm listening to music about bacon

Why care?

Build your online **reputation**

Grow your **network**

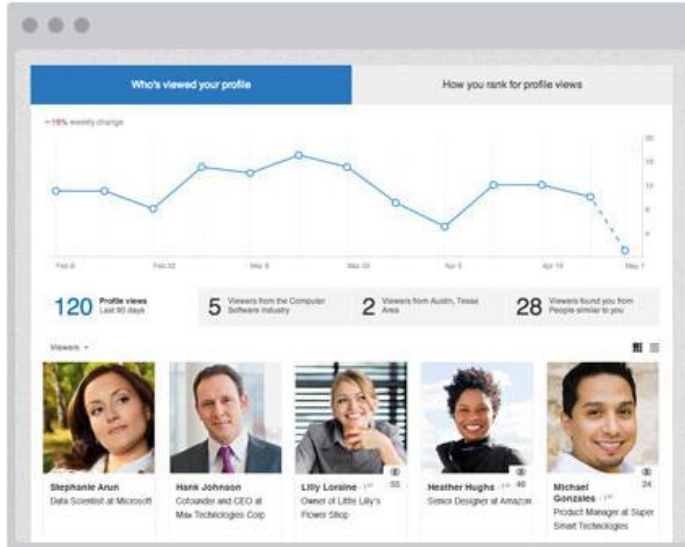
Target specific niche markets and **engage** with people who have the same **research interests**

Attract & pursue **leads**

Why should you care

- ▶ Job seeking involves networking and putting yourself out there
- ▶ It's more than just a profile – groups, discussions, and thought leaders
- ▶ Link your work, websites or projects
- ▶ Algorithms match you to people with similar interests

Free accounts provide value



Groups

Years of Experience

Function

- All
- Creative (10340)
- Information Technology (7923)
- Engineering (6796)
- Sales (6420)
- Marketing (5106)
- Human Resources (4903)
- Entrepreneur (4787)
- Administrative (4651)

Seniority Level

Interested In

- Staffing Consultant at FedEx.com
Greater Boston Area | Staffing and Recruiting
1 shared connection · Similar · 500+
- Rob Le, Marketing Operations Director at BlueFly Wireless
San Francisco Bay Area | Internet
47 shared connections · Similar · 500+
- Julianne Bamford, Web Services Director at BrightNight Consulting
Greater Chicago Area | Advertising
3 shared connections · Similar
- Sara Rotelli, Sales Associate at Novella & Co.
San Francisco Bay Area | Internet
12 shared connections · Similar
- Soumitra Rajan, Pre-Sales Engineer at DDF Limited
San Francisco Bay Area | Internet
1 shared connection · Similar · 500+

Compose your message

To: John McKinnon, WaveSynthe

From: Sarah Grantham

Include my contact information

Enter the contact information you would like to share

Email:

Phone:

Category: Choose...

Subject: Your expertise in the tech industry

Your message to John:

Hi John,

I'm currently an MBA student at GSB. I came across your profile as I saw that you're not only an alumni, but also experienced in a field and company that I'm very interested in

John is interested in: consulting offers, new ventures, expertise requests, getting back in touch

Anne Marie Perignon 3rd • PREMIUM

Low Latency Developer at Novella & Co.
Greater Chicago Area | Internet

Current: Novella & Co.
Previous: Flexis Systems, GoldenPhase
Education: Telford University

227 connections

[Connect](#) [Send InMail](#)

<http://www.linkedin.com/annemperignon/>

Background

Experience

Low Latency Developer
Novella & Co.
January 2012 – Present (1 year, 4 months) | Greater Chicago Area

Front-End Web Developer


Novella & Co.


Premium accounts are cool too!


https://www.linkedin.com/in/robbegg/



in Search Home My Network Jobs Messaging


\$500/hr Advisory Roles - Many companies are seeking paid Business Advisors. Are you







 **Message** **More...**

Rob Begg · 1st 
VP Product Marketing - Salesforce Marketing Cloud
Canada · [500+ connections](#) · [Contact info](#)

 Salesforce
 Dalhousie University

 Who would you go to for questions about **Salesforce.com**?
Help us identify relevant opportunities and content for your connections

Setting up your profile



Christine Larade

Providing strategic and corporate communications counsel to the National Research Council of Canada

Halifax, Canada Area · [500+ connections](#) · [Contact info](#)

Add profile section ▾

More...



National Research Council
Canada / Conseil national d...



Mount Saint Vincent
University

How to get started


- ▶ Using your LinkedIn **headline**
- ▶ Creating your **profile summary**
- ▶ Complete your **profile 100%**
- ▶ Maintaining your **privacy**
- ▶ Include a **photo**
- ▶ Highlight **links**
- ▶ Maintain **your profile regularly**

Leveraging your resume

- ▶ Summary
- ▶ Career experience
- ▶ Education
- ▶ Language
- ▶ Skills
- ▶ Groups
- ▶ Interests

Accept only known connections

LinkedIn™



Hi Christine,

I'd like to connect with you on LinkedIn.

mel nelson
AusBiotech

[Accept](#) [View Profile](#)

Follow your wish list employers

National Research Council Canada / Conseil national de recherches...
Research
1001-5000 employees

17,731 followers Following

Home

NRC-CMRC

The National Research Council of Canada (NRC) is the Government of Canada's premier research and technology organization (RTO).

See more

Recent Updates

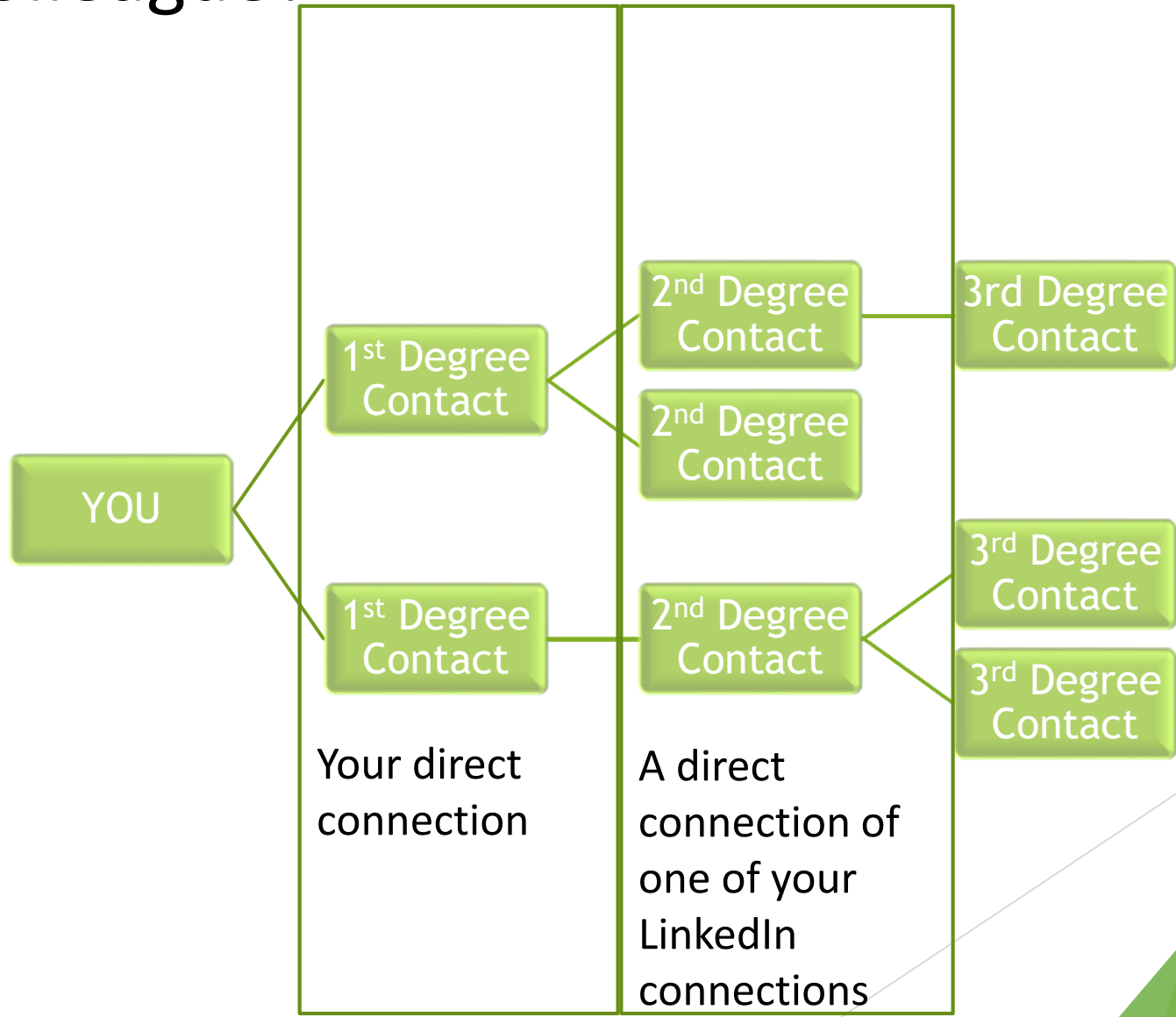
How You're Connected

- 76 first-degree connections
- 882 second-degree connections
- 2,680 Employees on LinkedIn

See all

Great content for potential cover letters, interviews can be found via LinkedIn.

What's a degree? Why mention a colleague?



Learn to protect yourself

Christine, you're the boss of your account.



Christine Larade

Providing strategic and corporate communications counsel to the National Research Council of Canada

Member since December 1, 2009

880 connections

Account

Privacy

Ads

Communications

How others see your profile and network information

How others see your LinkedIn activity

How others see your profile and network information

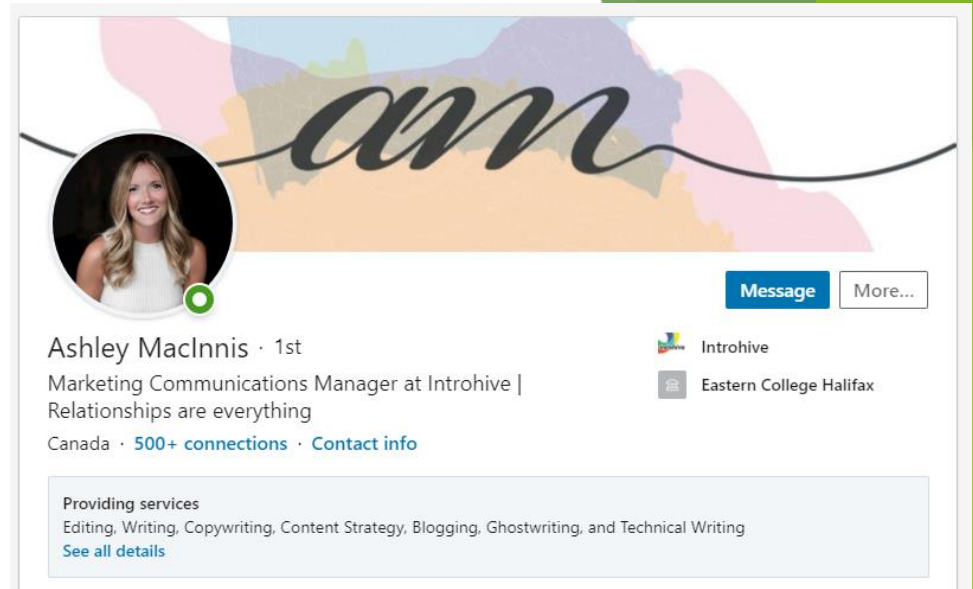
Edit your public profile

Choose how your profile appears to non-logged in members via search engines or permitted services

Change

5) Leverage promotional tools

- ▶ LinkedIn is your elevator pitch about your “personal brand”
- ▶ Highlight characteristics that define your competitive advantage
- ▶ Showcase your work (presentations, videos, publications, links to a website/press release)



Tag skills, get recommendations


- ▶ Increase your credibility and clout

Does Anne have these skills or expertise?

Research × Project Management × Engineering × R&D ×
Project Planning ×

Type another area of expertise...

Endorse Skip [What is this?](#)



Anne Barker

Arctic Program Leader at National Research Council Canada

Ottawa, Ontario, Canada | Research

Previous National Research Council Canada
Education Memorial University of Newfoundland

Send a message

123 connections

<https://ca.linkedin.com/in/anne-barker-5634b199> [Contact Info](#)

Why recommendations?

Ask the people who know you best to endorse you on LinkedIn

Create your recommendation

J , Colleague

Relationship

Basis of recommendation:
Choose...

Your title at the time:
Choose...

James's title at the time:
Communications Assistant at Agriculture and Agri-Food Canada

Written Recommendation

Write a brief recommendation for J . Recommendations you write will appear on your profile.

Example: J is a detail-oriented manager who watches the balance sheet like a hawk without losing sight of the strategic objective.

A message will be sent to J with your recommendation. [[view / edit](#)]

[Send](#) or [Cancel](#)

* You can edit or remove the recommendations you create at any time.

1 Choose what you want to be recommended for

Choose... [Add a job or school]

2 Decide who you'll ask

Your connections: [Add]

You can add **200** more recipients

3 Create your message

From: Claire Daggart
[redacted]@gmail.com

Subject: Can you endorse me?

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

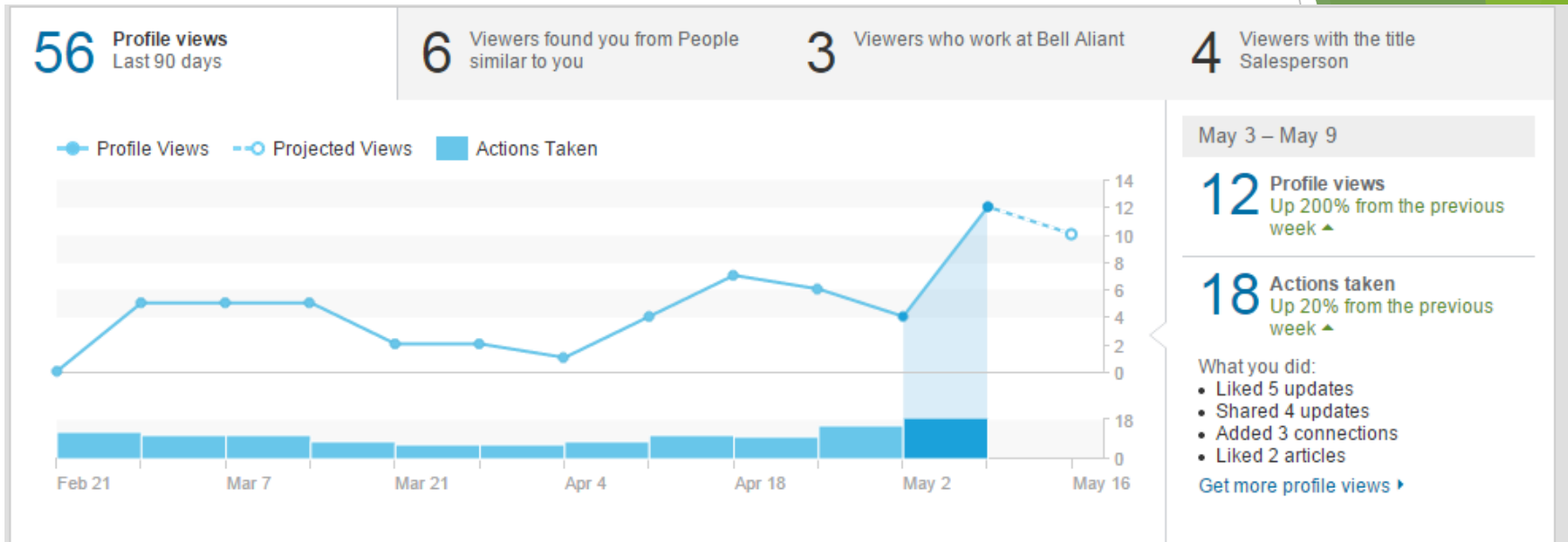
Thanks in advance for helping me out.

-Claire Daggart

Note: Each recipient will receive an individual email. This will not be sent as a group email.

[Send](#) or [Cancel](#)


Leverage real time data




Christine, profile views matter.

Getting more profile views can help you get found for the right opportunity. **Online Media** professionals like you got up to 1% more views by taking some of the steps below.

Search, find and follow your future workplace




 Nova Scotia Power
An Emera Company

Nova Scotia Power

Utilities · Halifax, Nova Scotia · 8,992 followers

[+ Follow](#) [Visit website](#)


 Gary & 1 other connection work here
[See all 774 employees on LinkedIn](#) →

- [Home](#)
- [About](#)
- [Jobs](#)

About

We provide 95 per cent of the generation, transmission and distribution of electricity in Nova Scotia, and serve 500,000 residential, commercial and industrial customers across the province. Our 1,700 dedicated, safety-focused em... [see more](#)

Affiliated pages

 **Emera**
Utilities
13,050 followers

Learn/become a thought leader

Post regular updates, write posts, upload white papers, share articles

The image is a screenshot of the LinkedIn homepage. At the top, there is a navigation bar with the LinkedIn logo on the left, a search bar in the center with the text "Search for people, jobs, companies, and more...", and several utility icons on the right. Below the navigation bar, there are tabs for "Home", "Profile", "My Network", "Jobs", "Interests", "Business Services", and "Try Premium for free". The main content area features a large banner with the text "A SMARTER READ IN MORE WAYS THAN ONE" and a sub-headline "Follow what interests you to get personalized news and insights." The banner image shows a man's profile with various news and document icons floating around him. Below the banner, there is a section titled "Recommended for you" which displays five profile cards. Each card includes a profile picture, a name, a title, and a follower count. A blue plus sign icon is visible in the top right corner of each profile picture.

Recommended for you

- James Caan CBE**
Serial Entrepreneur and Investor in People with...
2,528,629 followers
- Deepak Chopra MD (official)**
Founder, Chopra Foundation
4,378,118 followers
- Jeff Weiner**
CEO at LinkedIn
3,821,613 followers
- Bill Gates**
Co-chair, Bill & Melinda Gates Foundation
5,608,312 followers
- Arianna Huffington**
President and Editor-in-Chief at The Huffington Post Me...
4,047,790 followers

What insight/information could you share?

Remember: Anyone can blog!

Add rich media to your post

You can add images, videos, presentations.

Respect your personal brand

- ▶ Share information about yourself without divulging too many personal details
- ▶ Use LinkedIn for professional networking
- ▶ Avoid revealing personal information about your workplace or colleagues
- ▶ Use caution when expressing opinions on sensitive topics