

LinkedIn with Dee Reinhardt

Profile -The three most important parts of my profile are:

1. Photo-Name
2. Headline
3. Completeness of your profile

In the summary, you need to address a Problme , Action , and Result . This should reflect money saved or money earned . The summary can have up to 2000 characters. This is the equivalent of about 350-400 words.

You can include up to 50 skills or expertise represented by industry keywords.

Employment – you should have at 1 least current job and 2 previous jobs listed on your profile. Use the description area to include details and examples of how you can solve problems for a potential employer. Use this area to expand upon the examples you started in your summary .

Use the Volunteer/Causes section to share any activities for which you are not paid, but using to fill in your time between jobs.

Connections - To make LinkedIn work, you need to have at least 150 connections. To invite connections, you should always personalize the invitations to include where and when , or why you think a connection would be useful for both people. Offer something like a white paper or resource and then ask for the invitation. Dee’s mantra is “ It’s not about who you know, but who they know .”

Groups – You can belong up to 50 groups. Join in discussions , look for jobs , or share a promotion. When you belong to a group you can in-mail directly to the group members.

Companies – Follow companies to find opportunities . This will show you potential job openings when the company announces promotions or expansion .

Advanced Search & Signal – use either of these tools to find potential opportunities .

Signal gives you the latest status updates from the people in your network on a specific search . You can change the number of results based upon the demographic selections you make.

Advanced search does the same thing with potential connections .