

LinkedIn Take-Away's

Profile:

- **Image** – Smile, no distractions, black and white if you want to hide grey
- **Keywords** – 3 areas for search algorithms
 - Headline
 - Summary
 - Skills and Endorsements
- **Contact information** – include a phone number and email that you will receive quickly. Add customized URL's to your email signature, business cards, resume, cover letters, regular signatures, and proposals.
- **Skills & Endorsements** – Include up to 50. Review others profiles in your industry to see what skills you may need to include.
- **Summary** – Problem, Action, Result – how they relate to money, percentage, or number saved or earned.
- **Experience** – include the same keywords used in headline and summary. Expand upon the points covered in the summary.
- **Education** – Not necessary to include high school unless it was a prestigious one with great alumni activity. If the education does not follow your career path, explain why you pursued the education.
- **Recommendations** – ask for three. When asking, suggest language the person might use in the recommendation related to one of your keywords. Make it easy to copy and paste.
- **Additional Sections** – find these items in the boxes below your profile. Each of these items should include keywords when possible. Many of the items can be a way to warm up an initial conversation with a new prospect or employer. Great areas to demonstrate leadership if your work experience lacks it.
 - **Volunteer Opportunities** – may show leadership not demonstrated in work experience
 - **Honors and Awards** – explain type of award. Ensure date relevance.
 - **Languages** – elementary proficiency means you could direct someone to a hospital or conduct a basic transaction.
 - **Test Scores** – geared for students. Could include GMAT, MCAT, SAT etc.
 - **Courses** – add these, in the event that, you did not complete a degree or the coursework was not associated with a degree.
 - **Patents** – do you own any patents? Add them.
 - **Organizations** – these are groups to which you pay dues associated with your industry or community, i.e. chambers of commerce, associations
 - **Publications** – books, articles, papers, presentations for which you have authorship
 - **Projects** - those events that required cross representation from many departments, organizations, communities or leaders.



All-Star Status

- Image
- Headline
- Industry & Location
- Summary
- Current Position w/ description
- Past Positions (2) w/ description
- Education
- Skills (minimum 5)
- Recommendations (3) First Degree
- Connections (minimum 50)

Participate

- **Status Updates –**
 - 3-5 times a week of information you initiate,
 - New connections,
 - Comment, like, and share company updates.
 - Comment, like, and share others updates.
 - Create a post – your personal blog on LinkedIn.
- **Invitations –**
 - Personalize each one.
 - Include where and when you met or
 - Why you would like to connect.
- **Connections –**
 - Use the CRM function to congratulate your connections on birthdays, anniversaries, and new positions.
 - Sort by name or recent connections.
- **Companies –**
 - Follow companies and share their status updates, especially if you want to do business with them.
 - See how you are connected to the people you need to reach in the company.
 - Review other similar companies that people have viewed
- **Groups –**
 - Join up to 50 groups.
 - 10-20 industry related to gain knowledge or obtain prospects.
 - 10-20 community based to connect with others in your community.
 - 5-10 special interest.
 - Participate by sharing articles or asking questions.
 - Answer questions or comment on articles when appropriate.
 - Use links in your answers when possible.
 - Be aware of any group rules so you are not in violation.
- **SlideShare**
 - Direct connection to your account to see what others in your network are doing.
- **Settings –**
 - Add a second email
 - Do not hide things
 - Review the order of the groups shown in your profile
 - Check settings for communications with you
 - Can upgrade from settings.

