LEVERAGING LINKEDIN TO WIN!

SHELLY ELSLIGER
LINKEDIN TRAINER/COACH/STRATEGIST
LINKEDIN...

- Largest professional networking site
  (hit -300 million ) 200 counties and 20 languages

- 3 million company pages
- Biggest demographic-STUDENTS/NEW GRADUATES

- 4 out of 5 LinkedIn members drive business decisions
- 94% of Recruiters/Employers use LinkedIn to find Talent

- Largest Industry
  - Information & Technology Systems
SHELLY’S 7C’S OF LINKEDIN

- CONTENT
- CONNECTIONS
- COMPETENCY
- CREDIBILITY
- CONFIDENCE
- CONSISTENCY
- CONSIDERATION
These four tabs access 36 unique settings to play with and set accordingly!
LINKEDIN= ALGORITHM

• Headline
It crawls your headline for keywords

• Profile Completeness
Profiles that are 100% complete

• Your Name
Keyword match.

• Job History
Current/past job descriptions and key industry words

• Summary-2000 characters to summarize and brand with key words and targeted content

• Your Connections
People in your and how distant they are to you (relevance)

• Skills and Expertise-50 skills-use the 80-20 rule..80% industry related
CATCHY HEADLINE/STRONG SUMMARY

• Speak to your target audience
• Key Word Rich
• Catchy/Succinct-It follows you!
• Stay away from general and move towards specific

Meant to Convey:

Strengths
Knowledge & experience
Transferable value
Your call to action
WHAT STANDS OUT FOR YOU?

Program, Process, Project Manager | MBA/Creating and Implementing Innovative Technological Solutions

PhD Candidate | Lecturer | McGill | Strategy and Sustainable Innovation | Social Enterprise

Human Resource/CHRP/Talent-finder/| Building relationships with attention and integrity

Social Media Strategist | Branding | Online Marketing | Advancing your potential!

Administration/ Office Management/ Excel/ Your next right hand!

Fundraising/ Events Coordination/ Communications/ Public Relations

Is it more important to have keywords or a Tagline / Unique Selling Proposition (USP)- You have 120 characters to impact your target audience
PROFESSIONAL PICTURES

• **Head Shot**- Profile photos appear as small thumbnails, stick to your head, neck, and a top of shoulders

• **Dress**- depict the manner appropriate to your field

• Keep it **Simple**. Your photo should be of you only!. Avoid busy backgrounds—a solid-colored, light background is best.

• **Current** Photo. Do not include a dated photo.

• **Consistency**. Professional online brand

Users are more likely to click on your profile (7x)

It takes less than 15 seconds to make a first impression!
SUMMARY (*ALGORITHM*)

- A quick **overview** of who you are, what you do, what you are looking for and most importantly, what you can do for your targeted audience.

- Make sure it is easy to read. Best to space categories and ensure it is key-word rich...just do not overdo it.

- Stay away from buzzwords

- 2000 characters
The **25 Hottest** Skills of 2013 on LinkedIn

1. Social Media Marketing
2. Mobile Development
3. Cloud and Distributed Computing
4. Perl/Python/Ruby
5. Statistical Analysis and Data Mining
6. User Interface Design
7. Digital and Online Marketing
8. Recruiting
10. Retail Payment and Information Systems
11. Business Intelligence
12. Data Engineering and Data Warehousing
13. Web Programming
14. Algorithm Design
15. Database Management and Software
17. C/C++
18. Middleware and Integration Software
19. Java Development
20. Software QA and User Testing
21. PR and Communications
22. Software Engineering Management
23. Information Security
24. Strategy and Strategic Planning
25. Storage Systems and Management

Data as of December 5, 2013
THE MOST
OVERUSED BUZZWORDS
of 2013

Originality goes a long way when marketing yourself to the professional world - both online and off.

Globally, the most overused buzzword of 2013 is

RESPONSIBLE

This word was overused 2x as much as any other word on our list.

Here are this year’s top 10 most overused buzzwords. How many times do these words show up in your profile?

1. responsible
2. strategic
3. creative
4. effective
5. patient
6. expert
7. organizational
8. driven
9. innovative
10. analytical
CONTACT INFO/OPEN PROFILE/CUSTOMIZED URL

- **Always** be accessible and reachable
- Give multiple ways to be contacted-No Address necessary
- Customize your URL
- Keep public profile open and accessible
URL=BRANDING

• Your personal branding URL - think of it like an email.
• Your custom URL can have between 5 - 30 letters or numbers. Do not use spaces, symbols, or special characters.
• You cannot change your URL more than 3 times in 6 months.
• Some URLs may be unavailable.
• Put your URL on all of your self-marketing tools. **Encourage** visitors!

The benefit of your customised LinkedIn URL for your personal LinkedIn Profile means that you can then promote your profile for example on your business cards, on your website (dependent on your company policy) and it is easy to remember.

Initially your URL, which you can see at the top of your profile will include the name that you registered your account under and some numbers.

ca.linkedin.com/in/selsliger/

ie.linkedin.com/pub/.../5/8b7/470

Your Initial LinkedIn URL
EXPERIENCE

Highlight your roles, expertise and skills

Include more than just your last/current position

Include more than just the company & your position title

• Add your job duties and responsibilities
• Include accomplishments/recognitions/advancements
• Do not use the experience area to talk about your employer

Add all education and training
ADDITIONAL SECTIONS-MADE FOR STUDENTS

Add sections that reflect your achievements &
volunteer experience
Sections connect within LinkedIn

Add skills and expertise
(*algorithm)

- Key words related to your professional field
  - Use the 80-20 rule
  - Get and give endorsements
BUILD WORTH/VALUE

Add sections such as projects, languages, publications, test scores, courses, patents, and more by selecting the sections that you would like to add from the right navigation bar in edit mode....
Skills and Expertise Section (*algorithm)

- Popularity is important on LinkedIn
- Give and you will receive
- 80-20 rule-industry-related & other
- Do not use blue box-go to person’s profile
- Skill endorsements are a great way to recognize your 1st-degree connections' skills and expertise with one click & vice-versa
- Top 10 most important-featured on profile
SEEK RECOMMENDATIONS

• Get recommendations by giving recommendations!
• They should offer specific results
• To request a LI recommendation you must be connected to the person you want to receive it from.
• Recommendations are public so valuable and worthy
• You can accept, reject, hide or ask for a rewrite.
• Recommendations are managed via privacy settings

*Copy/paste the best recommendations into a Word document, format page and attach it to your job application.*
RECOMMENDATIONS

- Varied
- Meaningful
- Targeted
- Credible
JOIN GROUPS-POWER IN NUMBERS

• Find others that share common interests/build network
• Stay abreast of industry news
• People will find you
• Targeted job opportunities
• An opportunity to show your knowledge/value
• Groups connect members and members can communicate
• Can be hidden or open on your profile
Groups to consider joining as a job seeker:

- Alumni
- Industry related groups
- Job search
The Project Manager Network - #1 Group for Project Managers

Big Four Accounting Consulting - Deloitte, Ernst & Young, KPMG, PwC, Accenture, Capgemini (Big4.com)

PhD Careers Outside of Academia

Engineering Jobs Worldwide
UPDATES/ACTIVITY

• 2-3 times a month

• To keep you top-of-mind with your connections

• Updating your profile will also help to keep you on top of search results

• Status updates that **matter**-Professional not social

• Be kind to people-give recommendations, endorsements, comment, like, share!

• Activity is key to getting noticed/remembered
DON’T FORGET IMPORTANT ICONS

Move the sections in your profile To WORK for you
HAPPY LI PROFILE BUILDING

THANK YOU!

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