



# **LEVERAGING LINKEDIN TO WIN!**

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**LINKEDIN TRAINER/COACH/STRATEGIST**

# **LINKEDIN...**

- **Largest professional networking site**  
**(hit -300 million ) 200 countries 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

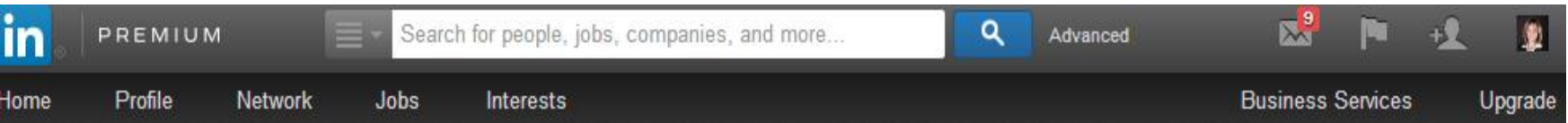
CREDIBILITY

CONFIDENCE

CONSISTENCY

CONSIDERATION

# PRIVACY SETTINGS (STRATEGY IN DISGUISE)



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**

**(\*ALGORITHM)**

- 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

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

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

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
- ⑨ Business Development/Relationship Management
- 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
- ⑯ Computer Graphics & Animation
- 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 | ⑥ expert         |
| ② strategic   | ⑦ organizational |
| ③ creative    | ⑧ driven         |
| ④ effective   | ⑨ innovative     |
| ⑤ patient     | ⑩ analytical     |

# **CONTACT INFO/OPEN PROFILE/CUSTOMIZED URL**

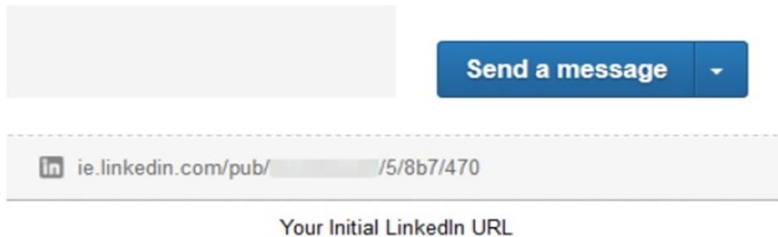
- Always be accessible and reachable
- Give multiple ways to be contacted-No Address necessary
- Customize your URL
- Keep public profile open and accessible

# 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.



# **EXPERIENCE(\*ALGORITHM)**

**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

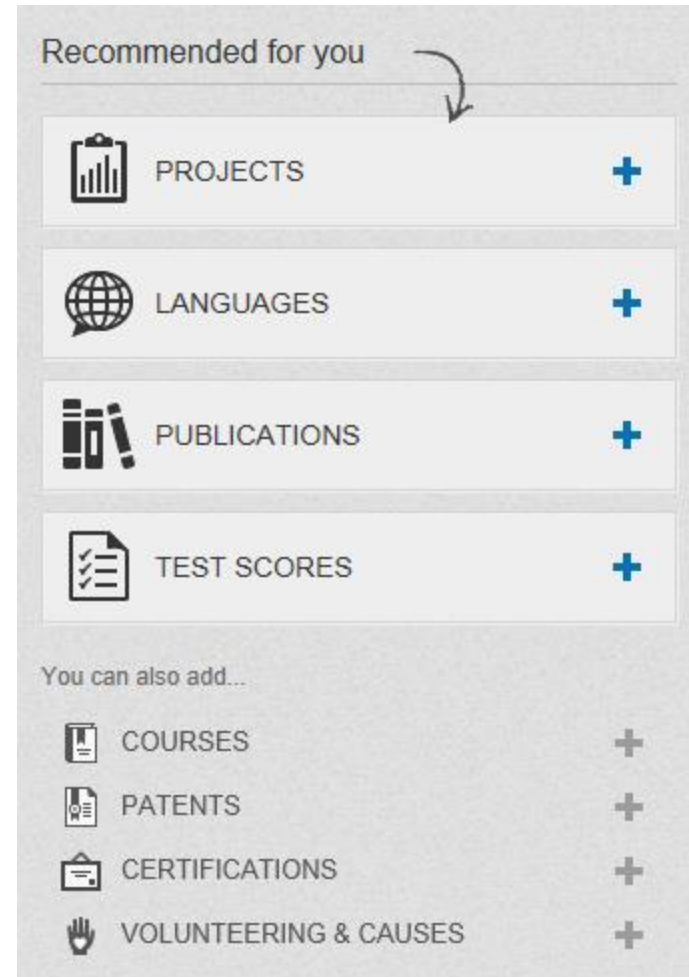
## **Add skills and expertise**

(\*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....





# CREDIBILITY/POPULARITY

## 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



### Skills & Endorsements

#### Top Skills

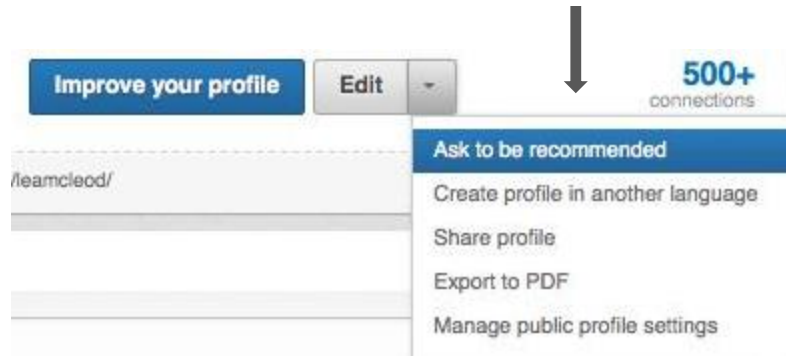


# SEEK RECCOMENDATIONS

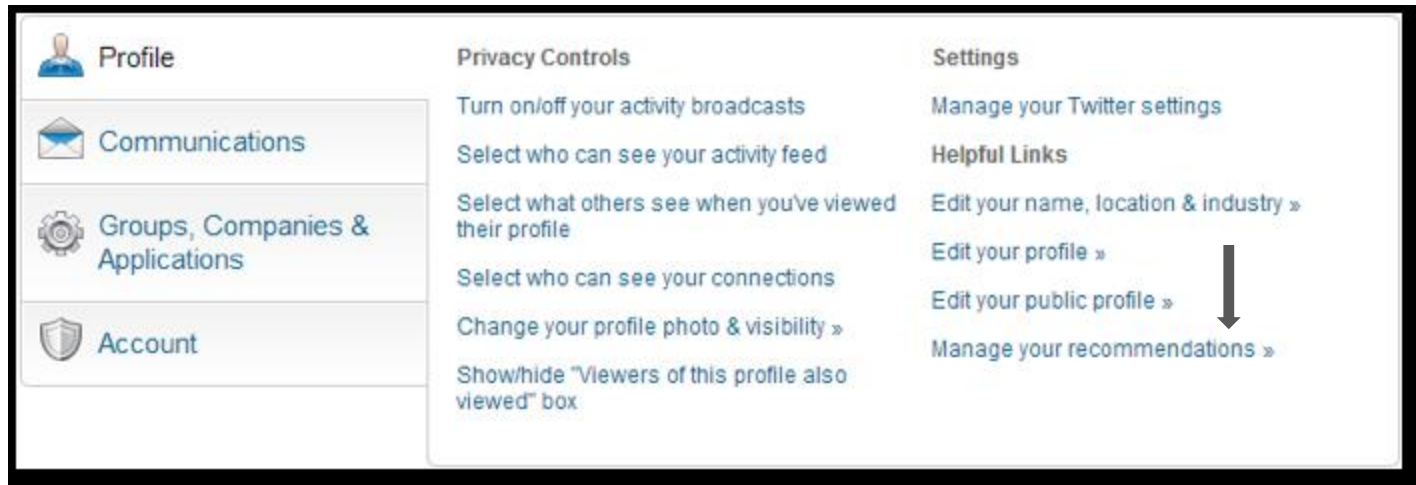
- Get recommendations by giving recommendations!
- They should offer specific results
- To request a LI recommendation you must be connected to the person you want to receive it from.
- Recommendations are public so valuable and worthy
- You can accept, reject, hide or ask for a rewrite.
- Recommendations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



**Montreal Jobs Club**

1,983 members

Join



Discussions

Promotions

Jobs

Members

Search



**JOBS 2.0 Canada: Toronto Ottawa Vancouver  
Montreal Quebec City Calgary Winnipeg  
Edmonton Mississauga**

7,720 members

Join



a subgroup of **JOBS 2.0: Job Search Career  
Networking Staffing. Post Resume...**



**McGill University Alumni** 🔒

22,249 members

Join



PROJECT  
MANAGERS

## The Project Manager Network - #1 Group for Project Managers

553,123 members

Join



Discussions

Promotions

Jobs

Members

Search



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

180,813 members

Join



## PhD Careers Outside of Academia

45,096 members

Join



## Engineering Jobs Worldwide

285,246 members

Join



# 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



**Be so Good  
They Can't  
Ignore You**  
- Steve Martin

**HAPPY LI PROFILE BUILDING**

**THANK YOU!**



**LINKED-EXPRESS**  
*Your Content Matters!*

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