All About LinkedIn

A Helpful Guide to Creating & Using Your LinkedIn Page
Agenda

• What is LinkedIn
• Setting LinkedIn Goals
• Profile Basics
• Building Your Network
• Participating in Groups
• Sharing Content
• The world's largest professional social network connecting colleagues with each other and businesses with current and potential employees – while enabling community development and content sharing.

• LinkedIn's potential lies in its power to **build authority, establish thought leadership, and cultivate a robust network.**
Why Join LinkedIn?

Center your goals around this answer, and what you’re trying to achieve. There could be a few different goals you could be trying to accomplish, but one example is below:

• Determine your goals.
• Demonstrate your expertise.
• Grow your network.
• Increase likelihood of responses from potential candidates.
Profile Basics

- Your LinkedIn profile is your electronic business card and foundation for your personal brand – make the most of it!
Profile and Background Images

• Your profile picture is your calling card so the image should be recent.

• Don’t be afraid to zoom in on your face – it should take up about 60% of the image.

• Wear what you would wear to work.

• Add a background photo that grabs people’s attention, sets the context and shows what matters to you – it will help your page stand out.

• Make your headline match the goals you’re trying to achieve. If you want to be recruited – a job title makes sense. You can even create a slogan for your personal brand – (120 characters with spaces).

• Turn your summary into your story – be engaging and compelling. (2,000 characters with spaces). [http://ow.ly/imjI30njpkp](http://ow.ly/imjI30njpkp)

• Try not to use ‘buzzwords’
  • These are adjectives that are used too often and become almost completely meaningless.
  • Find alternative, more creative words to replace these: specialized, leadership, focused, strategic, experienced, passionate, and innovative.
Other Tips

• It’s a quick win on LinkedIn – Listing your **relevant skills**. Doing so helps to support the description in your Headline and Summary, and provides a platform for others to endorse you. Less is more.

• **Endorsements** and **Recommendations** from other members *(i.e., teachers or managers)* substantiate your skills and *increase your credibility*.

• Don’t be afraid to reach out with a polite message asking for an endorsement or recommendation for a few key skills as well.

• Relevance matters. Reach out to people whose endorsement you’d really value. [Helpful link...](http://ow.ly/dGn330njpMh)
Build a Strong Network

• The more connections you have, the better visibility your profile has, and the greater your influence—but focus on quality.
Be Genuine and Engage

• Send a personalized message to make people feel like you’re really interested – make use of mutual connections, mutual groups, or attended same school from their profiles

• If you find someone you really want to connect with, join a LinkedIn Group they’re in and connect that way.

• It’s important to engage with your connections. Like, share or comment on their activity. Start a conversation.

• Connect with / follow “industry influencers.”

For example: http://ow.ly/VNDL30nkh8G This helps gather interesting content to learn from and share.
Groups help expand your reach

• Join LinkedIn Groups that are relevant to you or your career interest to gain visibility and access to members. Look at... http://ow.ly/IsSn30nki58

• By joining these groups, you can learn about an industry and expand your network.
Two Quick Videos for Creating Your LinkedIn Page

Video # 1: 6 Tips on How to Make a Great LinkedIn Profile

Video # 2: LinkedIn Tutorial on Creating a Profile
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