



LinkedIn

... and the Do's and Don'ts of Online Networking

NPC  **JNM 009**

Slide # 1

Version 6



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Overview

LinkedIn is the **largest online professional network with** more than 175 million members in over 200 countries. Executives from all Fortune 500 companies are LinkedIn members.



- **Relationships are the key to professional success.** By using LinkedIn as one of your networking strategies, you can open doors to opportunities using the professional relationships you already have. **It's not just who you know, but who those people know ... and so on.**
- LinkedIn helps you grow your network exponentially so you can **connect to people in target companies**, new industries, and new markets.

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Step 1 – 2

Step 1: Watch the following YouTube video (What is LinkedIn?):

www.youtube.com/watch?v=ZVIUwwgOfKw

Step 2: Join LinkedIn

Visit www.Linkedin.com to create your account. Or join by accepting invitations that friends and colleagues email to you. Accepting invitations is an easy way to expand your network quickly.



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Step 3

Step 3: Create a Comprehensive Profile

You want potential employers or prospects to find you quickly, and you want to ensure that everyone who may know you is prompted to connect to you on LinkedIn. Your profile should include:

- **A great Headline** ([Does your LinkedIn Headline Suck?](#))
- **A solid Summary** – this is usually your **Elevator Pitch**
- **Previous employers**, dates and description (just like your resume)
- **Key Words!** Very important to being found – think SEO (Search Engine Optimization)
- **Skills and Expertise** (new section)
- Put your **Contact Information** in your profile under Contact Settings.

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Step 3.5

Step 3.5: Add a Professional Picture

1. Use a picture of you alone and not someone else
2. Dress to reflect the norms of your profession
3. Choose a picture that conveys your energy and personality

Good



Bad



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Step 4 – 6

Step 4: Invite People to Join Your Network

Contact friends, family, colleagues, and classmates to join your network. LinkedIn's tools can give you a list of all the people you know who are already LinkedIn members.

Step 5: Ask For Recommendations

Ask your references to write recommendations for you on LinkedIn. Having recommendations on LinkedIn is valuable as it shows that someone is willing to say nice things about you to the LinkedIn audience.

Step 6: Search LinkedIn's Job Postings

Companies and recruiters post jobs on LinkedIn's site. Plus, LinkedIn searches other websites to find jobs that meet your criteria, thus saving you time and the need to visit multiple job boards to find opportunities.

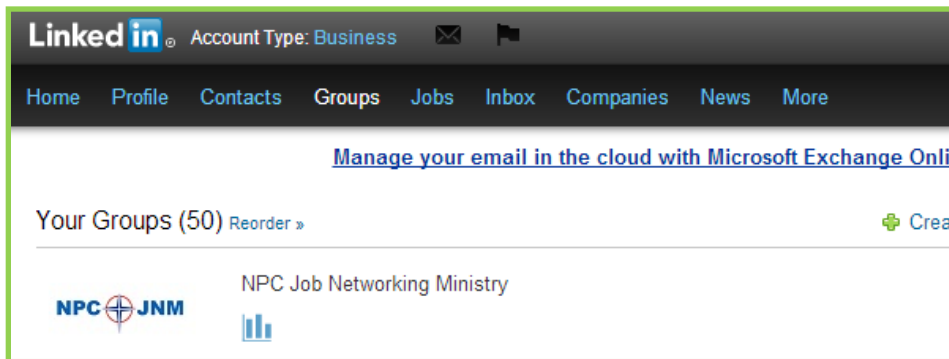
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Step 7

Step 7: Join Groups on LinkedIn

Many professional associations, alumni associations, and other organizations have formed groups on LinkedIn. Identifying and joining those that match your areas of interest is an excellent way to find and network with like-minded people.

- **Groups can help you:**
 - **Get exposure in your industry**
 - **Connect to people you are not directly linked to**
 - **Find job openings**
- **Play an active part in determining the top discussions by liking and commenting.**
- **Follow the most influential people in your groups by checking the Top Influencers board**
- **Find interesting discussions by seeing who liked a discussion and who commented.**

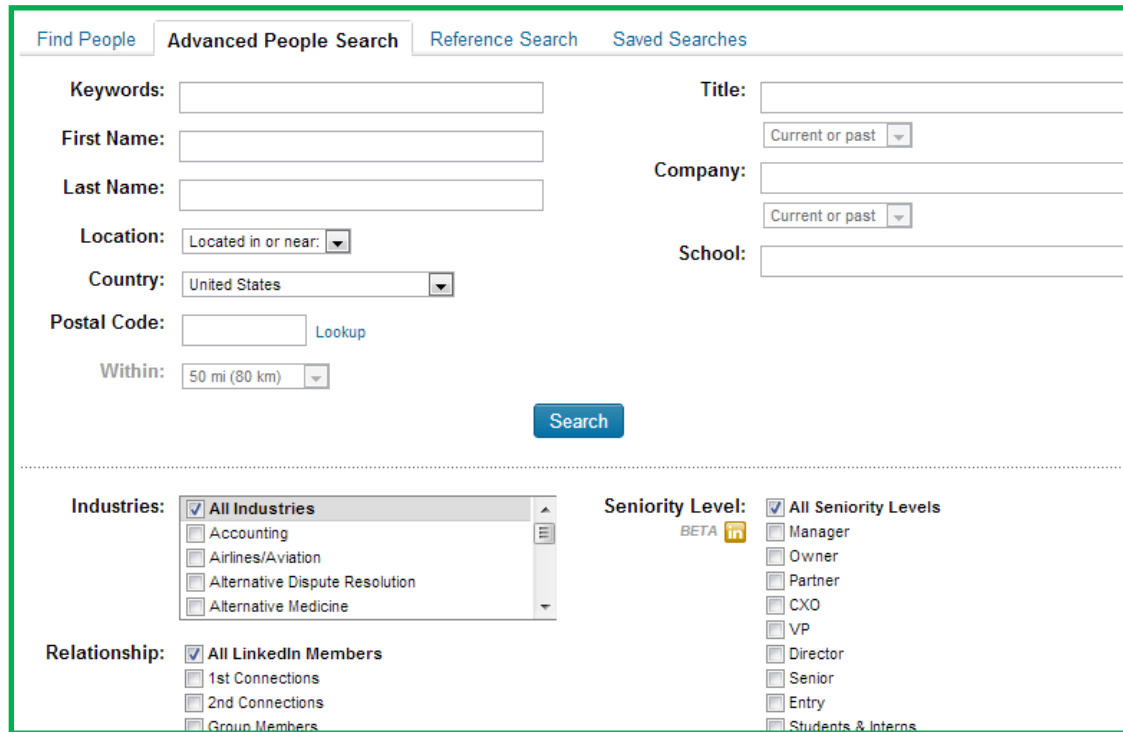


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Step 8

Step 8: Be Proactive and Approach Potential Networking Contacts

The advanced search feature in LinkedIn allows you to find contacts by name, company, title, keyword, industry and geography. You will be able to identify and request introductions to people that you need to know.



The screenshot shows the LinkedIn Advanced People Search interface. At the top, there are four tabs: "Find People", "Advanced People Search" (which is selected), "Reference Search", and "Saved Searches". Below the tabs are several search criteria fields: "Keywords", "First Name", "Last Name", "Location" (with a dropdown for "Located in or near:"), "Country" (with a dropdown for "United States"), "Postal Code" (with a "Lookup" button), "Within" (with a dropdown for "50 mi (80 km)"), "Title", "Company" (with a dropdown for "Current or past"), and "School". A blue "Search" button is centered below these fields. Below the search fields, there are two columns of filter options. The left column is "Industries" with a dropdown menu showing "All Industries" selected, and other options like "Accounting", "Airlines/Aviation", "Alternative Dispute Resolution", and "Alternative Medicine". The right column is "Seniority Level" with a dropdown menu showing "All Seniority Levels" selected, and other options like "Manager", "Owner", "Partner", "CXO", "VP", "Director", "Senior", "Entry", and "Students & Interns". There is also a "Relationship" section with a dropdown menu showing "All LinkedIn Members" selected, and other options like "1st Connections", "2nd Connections", and "Group Members".

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Step 9

Step 9: Check Out Applications, Accounts and Settings

You can now share presentations, conduct polls, link a blog to your profile, and collaborate on projects through LinkedIn. You can also customize your LinkedIn settings. And you may want to consider an upgrade to a paid version to increase your reach.

Paid LinkedIn Account gets you:

- You can see who has viewed your Profile
- Top of the List for Job Applications
- InMails – directly message someone you are not linked to
- Company Introductions



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Step 10

Step 10: Make LinkedIn a Key Part of Your Networking Strategy

Most new jobs and business opportunities come from Face to Face networking. Online networking is a time-efficient way to:

- Be visible and accessible
- Identify subject matter experts
- Find contacts in target markets and organizations.



**Go to linkedIn
EVERY DAY**

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Step 11

Step 11: Customize Your Profile URL

Make your profile easy to find by claiming your vanity URL.

Visit the Public Profile page and click on [“Customize your public profile URL”](#) on the bottom right.

The best practice is to use your name – if that’s taken try a combo of your name and specialty.

The screenshot shows the LinkedIn Public Profile page for Rachel Hepworth. The page is titled "Public Profile" and includes a navigation link "Go back to Home Page". A blue banner at the top says "Rachel, take control of how you appear in public search results." Below this is the profile header for Rachel Hepworth, located in the San Francisco Bay Area, working in the Internet industry. Her current role is "Product Marketing Manager at LinkedIn". Her education includes Northwestern University - Kellogg School of Management and Stanford University. She has 2 recommendations and 380 connections.

The "Customize Your Public Profile" section is visible on the right, with options to control how she appears in search results. Under "Profile Content", the "Make my public profile visible to everyone" option is selected. Various content types are checked, including Basics, Current Positions, Skills, Education, and Additional Information.

A dialog box titled "Customize your public profile URL" is open in the center. It explains that creating a custom URL enhances the personal brand and that changing the URL invalidates the current one. The input field contains "www.linkedin.com/in/rachelhepworth". A note specifies that the custom URL must be 5-30 characters long and cannot contain spaces, symbols, or special characters. The "Set Custom URL" button is highlighted with a yellow box and an arrow.

Below the dialog box, the "Your public profile URL" section is highlighted with a yellow box, showing the current URL "www.linkedin.com/in/rachelhepworth" and a link to "Customize your public profile URL".

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Training ... sign up for a free Webinar

To help you get started using your account or to learn more about the features and functionality that LinkedIn offers, attend the following **free** online presentations. All classes are provided free of charge.

[Click Here for Free Webinar Sign Up](#)



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Seven additional Tips

1. Put the **same information** in your LinkedIn profile as your resume – just like your resume, you want to be found – make sure **your keywords** are in there.
2. Put your **contact information**, at least your email **in your profile** as well, under contact settings – you want to be easily found AND contacted. You can always change it later, once you are working and don't need lots of calls.
3. **Be creative** in what you use LinkedIn for: see what other people you used to work with are doing now, see where other people in your industry are working.
4. **Connect to as many people as possible** – the more people in your network the more your profile will be seen.
5. **Joins LOTS of groups** – the limit is 50. And post regularly on those groups, so your name is one that is seen often and by many people, you want to be seen as an expert in your field, or at least someone involved.
6. Most Groups have **job postings** as well – regularly scan those.
7. Take advantage of LinkedIn's **“Ask a Questions – Answer Questions”** feature.

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Do's and Don'ts of Online Networking

DO...

... watch your Brand

Be clear about the message or “brand” you want to promote. Understanding your brand will ensure that your online identity is accurate and consistent across all sites.

... facilitate introductions

As part of a large online networking community, you will be asked to facilitate introductions and help other people connect. If you feel comfortable making an introduction, do so. If not, tell your contact you don't know the person well and that you'd rather not. Helping people make connections online is a more fluid process than in traditional networking settings with less responsibility for ensuring that these would be mutually beneficial connections than in face-to-face networking.



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Do's and Don'ts of Online Networking

DO...

... focus on relationship-building

Be Online or offline, networking is about building relationships. You should **never be networking with people only because you think they can give you a job** or will become clients. The focus should always be on building relationships. The more networking you do and the more connections you make, the closer you come to that new job or next client. Networking is always a two-way street.

... assess your online identity from time to time

Set up a Google Alert to track online mentions of your name. If you find anything negative or unflattering, you'll may want to **clean up your "digital dirt."** How? Check out [Reputation Defender](#)

... Join the NPC Job Networking Ministry Group!!

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Do's and Don'ts of Online Networking

DON'T...

... forget your manners

Be Think about how you would network with someone face-to-face. The same rules apply in online networking settings. For example, don't "wear out your welcome" by making too many requests, be considerate of others' time, and always express thanks and a willingness to give back.

,,, be selfish

Remember that networking is a two-way street. You need to give before you get; help other people. Don't just be looking selfishly at how you can benefit from the interaction.

,,, try to accomplish too much too fast

You wouldn't walk up to someone at an initial face-to-face meeting and say, "here's my resume....hand it to everyone you meet."

Don't do that online.



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Resources for LinkedIn & Networking

You LinkedIn Tutorials

<http://www.youtube.com/watch?v=ZVIUwwgOfKw>

Ten Etiquette Tips for LinkedIn and Online Networking

http://www.socialnetworking-weblog.com/50226711/ten_etiquette_tips_for_linkedin_and_online_networking.php

Guy Kawasaki: Ten Ways to Use LinkedIn

<http://blog.linkedin.com/2007/07/25/ten-ways-to-use/>

Guy Kawasaki: LinkedIn Profile Extreme Makeover

http://blog.guykawasaki.com/2007/01/linkedin_profil.html#axzz18PgFDUA3

Guy Kawasaki: The Unofficial LinkedIn User Guide

Please go to NPC's website <http://www.northminster-atl.org/ministries/job-networking-ministry/resources/> and download **one of the very best user guides for LinkedIn**

* Ricky Steele's book: "Heart of Networking"

<http://www.rickysteele.net/book.html> see also: [You Tube Video](#)

* available as downloadable PDF for only \$5.00

... or used at [Amazon](#)