

# Career Skills 2



## Maintaining LinkedIn

Today's lesson will focus on:

*How to most effectively utilize LinkedIn to build you network and gain relevant information.*

# Class Agenda: Maintaining LinkedIn

**At the end of today's session, you should feel better answering the following questions:**

1. How can I make sure I see what I need to see on LinkedIn?
2. How do I effectively connect with others?
3. What do I do to keep my LinkedIn relevant and current?

**This session's topics will be:**

- Connecting on LinkedIn
- Controlling Your LinkedIn Brand
- Premium Options
- LinkedIn Tools

**Deliverable Reminder:** Send a Customized Link to your LinkedIn meeting Byte Back Checklist Standards (Assignment  
**Due: Tuesday**

# Controlling Your Timeline

- Your Timeline will display posts from your connections, groups, companies, and schools.
- You can also follow certain hashtags. To do so, type one into the search function, click enter, then you can choose to follow.
  - Potential Hashtags to follow: #informationtechnology, #microsoftexcel, #hiringtrends, #dcjobs

# Connecting on LinkedIn: Ways to Connect

1. **Member's Profile:** Clicking on a Member's name or Picture after performing a Search
2. **Search Results Page:** Clicking on connect after performing a search on the search page
3. **My Network Page:** Click on button in top ribbon.
  - Will show you pending connections.
  - Will give suggested connections
  - NOTE: When connecting on this page, it won't give an option to send a note, so click on the person's profile and then connect with them so you may add a message.

# Connecting on LinkedIn: Ways to Connect

4. **Grow Your Network Page:** My Network -> Add Personal Contacts -> More Options
  - Allows you to sync different emails so LinkedIn can suggest connections based off correspondence
  - First Step: Send Invite to Connect with People Already on LinkedIn
  - Second Step: Send Email Invite to Invite contacts not on LinkedIn
5. **Connections You May Know**
  - Suggestions based on algorithm from your interest, current contacts, and related content
  - Generally, don't try to connect unless you know them somehow

# Connecting on LinkedIn: Personalizing Your Message

Website	iOS	Android
<ul style="list-style-type: none"><li>• Go Into Someone's Profile</li><li>• Click Connect Button</li><li>• Click Add A Note and type in your message</li><li>• Click Send Invitation</li></ul>	<ul style="list-style-type: none"><li>• Navigate to the profile of the member you'd like to connect with.</li><li>• Tap the <b>More</b> icon in the top section of the member's profile.</li><li>• Tap <b>Personalize Invite</b>.</li><li>• Enter your personalized invitation message.</li><li>• Tap <b>Send Invitation</b>.</li></ul>	<ul style="list-style-type: none"><li>• Navigate to the profile of the member you'd like to connect with.</li><li>• Tap the <b>Dropdown</b> button in the top section of the member's profile.</li><li>• Tap <b>Personalize invite</b>.</li><li>• Enter your personalized invitation message.</li><li>• Tap <b>Send</b>.</li></ul>

How to Connect: <https://www.johnleonard.com/blog/how-to-personalize-your-linkedin-invitations-with-examples>

# Controlling Your LinkedIn Brand: I See You!

As a default, anyone's profile you view will see you viewed them.

- Click on the "Me" Section in the top Ribbon
- Click Privacy & Settings
- Go To: How others see your LinkedIn activity section
- Click on Profile Viewing Options
  - Your name and headline: Your Picture, Name, & Headline
  - Private profile characteristics: Someone at **[Your Company]**
  - Private: Anonymous LinkedIn Member



NOTE: Private mode goes both ways, meaning you won't be able to see who viewed you (unless you have a premium account.)

## Controlling Your LinkedIn Brand: How Do You See Me?

- Click on the "Me" Section in the top Ribbon
- Click on View Profile
- Click on Edit Public Profile & URL
- Control What Aspects Others see about you based on their relation





# Controlling Your LinkedIn Brand: Your Activity

- Share a Post
  - Without Comment: Gives General Idea
  - With Comment
- Comment on a Post
  - Best way to connect with poster
  - Others who can see post based on writers privacy settings can see your post

# Controlling Your LinkedIn Brand: Your Activity

## Likes

- People will see what you like, so like carefully
- This remains true among all your social media profiles, this is important to remember

## Alternatives

- To Congratulate a Friend:
  - Send them a Message
- To Remember an Article for later:
  - Bookmark it

# Controlling Your LinkedIn Brand: What to Post

Basically, don't use LinkedIn Like Facebook.

When Posting Something, ask yourself if it will do one of the following:

- Will represent you well to employers
- Further your Personal Brand
- Is Relevant to your intended career

# Controlling Your LinkedIn Brand: What Not To Post

Man 1: Hello, my name is Tony Stark

Man 2: Hi, Tony. I hear you are the Iron man.

Man 1: How did you hear that?

Man 2: I saw your movie.

Man 1: That's great, did you enjoy it?

Man 2: I did, I saw it with my kids.

Man 1: Wonderful. Did they enjoy it?

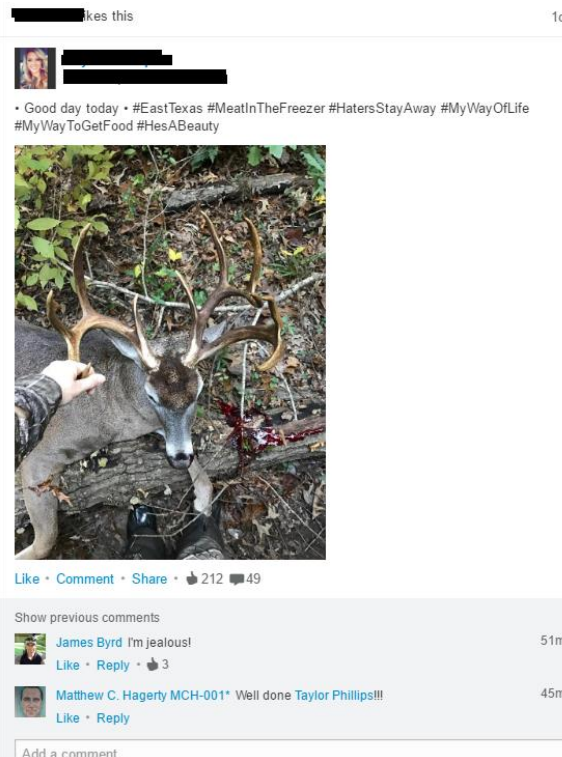
Man 2: Yes, they're Bill Gates' kids.

Man 1: Wow.. does that mean.. you're Bill Gates??

Man 2: Yes, it does!

Moral of the story: You never know who you'll meet

if you just put yourself out there!



# Controlling Your LinkedIn Brand: When to Post

- **Days:** Tues, Weds, Thurs
- **Best Time:**
  - Between 10am-11am
- **Worst Times:**
  - Weekends
  - After Work



# LinkedIn Premium

Different types, you'd be focused on Premium Career.

## **Premium Career: \$29.99/month when billed annually**

You Get:

- 3 InMail messages per month (which can be sent to any LinkedIn user, regardless of whether you're connected)
- See who's viewed your profile in the last 90 days (not just the last 5)
- Display at the top of recruiters' applicant lists
- See how you compare to other candidates
- View salary insights while browsing jobs
- Get access to LinkedIn's online video courses

# LinkedIn Premium

- **Premium Business:** \$47.99/month\*
  - Mainly focused on Companies looking to hire
  - Get 15 InMail messages
  - Can Browse more profiles
  - See business Insights (Ex: Notable alumni)
- **Sales Navigator Professional:** \$64.99/month\*
  - Mainly focused for people trying to sell plans or services
  - Get 20 InMail message
  - Sales Navigator Tools
- **Recruiter Lite:** \$99.95/month\*
  - Mainly focused on recruiters
  - Get 20 InMail message
  - Candidate Tracking/Searching Tools

# LinkedIn Learning

<https://www.linkedin.com/learning>

- Comes with LinkedIn Premium
- Cost: \$24.99/month; First Month is Free
- Access to 13000 courses; Similar to Lynda
- Mainly Focuses on Professional Development, rather than education in general

## My Thoughts:

- If planning to utilize it, just aim to get a LinkedIn Premium Career for \$5 more.
- Wait until this time to try the free trial month, which you can cancel during the month.
- Make a plan of what courses you plan to take to get the most benefit out of it.



# LinkedIn Tools: LinkedIn Salary

<https://www.linkedin.com/salary/>

Open to everyone. Features integrated into Job Searches for LinkedIn Premium Career Members

Another tool to review potential salaries based on personal input:

- Job Title
- Location
- Years of Experience
- Industry
- Company Size

# LinkedIn Tools: LinkedIn Career Advice

<https://www.youtube.com/watch?v=3mitzjSrD0o>

- Basically a mentorship-lite type of opportunity
  - Let's you state your interest in mentor or mentoring
  - Based on what you enter, LinkedIn will suggestion others to mentor
- To Access:
  - Click on the "Me" Section in the top Ribbon
  - Click View Profile
  - Go To Your Dashboard and click on Career Advice Hub

## LinkedIn: What the Data Shows

Your profile is:

- 5x more likely to be viewed by adding the industry you work in
- 5x more likely to be viewed by being active in groups
- 10x more likely to be viewed if you add your education.
- More likely to end up on a search if you have a summary that is 40+ words.
- 42% of hiring managers surveyed by LinkedIn said they view volunteer experience as equivalent to formal work experience.

# How Recruiters Use LinkedIn

<https://www.youtube.com/watch?v=LZZXEaDYZHw>

- Industry
- Location
- Skills
  - To find what skills are important, look at those:
    - Required on Job Postings
    - That Top Industry Professionals use for themselves

# LinkedIn: Your Timetable

- Commit at least 1 Hour a week to LinkedIn
  - Ideally split between two 30 minute sessions
- Ideally a Weekday Time In the Morning/Early Afternoon
- Aim to Share/Post 1-2 new things on your timelines related to your career interests or pushing your brand per session
- Contribute to group through asking a question or giving a comment.
- Engaging connections through liking or commenting on their post.

# Class Review: Maintaining LinkedIn

**How do you feel about answering the following questions?**

1. How can I make sure I see what I need to see on LinkedIn?
2. How do I effectively connect with others?
3. What do I do to keep my LinkedIn relevant and current?

**Please send a customized link to your LinkedIn, meeting checklist standards by Tuesday before class starts.**