

Expanding Your Social Footprint: Using **LinkedIn**

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Learning Objectives

- Understand the benefits of using LinkedIn.
- Gain knowledge of how to build and use your LinkedIn network.
- Get started on creating or updating a profile and keeping it fresh.
- Understand the guidelines for sending messages and invitations.
- Learn about the resources and tools on LinkedIn.

Just think for a moment ...

Do you

- Talk to people?
- Know some “nice” people?
- Use Facebook?
- Twitter? Tweet? Work compatible?
- Got a LinkedIn profile?

Tricky Questions

- How many connections?
- How many real connections?

What do You Think LinkedIn Is?

- Job site?
- #Socialmedia?
- Social network?

What do People use LinkedIn For?

- **Recruiting/Career Position:** Help yourself, peer, client or family member connect to a recruiter in any discipline
- **Internship:** Utilize your network to help peer, friend, family member secure an internship
- **Networking/Benchmarking:** Help yourself or another finance professional connect with a another peer in a similar role
- **Vendor/Service Provider:** Locate a vendor/service provider for a particular niche

What do People use LinkedIn For? (continued)

- **Source Team Members:** No budget for recruiters, source new hires through your network
- **Research:** Preparing for a meeting? Research the profiles of attendees
- **Prospective Client Introductions:** Help a trusted advisor connect to a prospective client through your LinkedIn network

Business People Connecting with Business People

- It is still about people!
- What's your networking attitude?
 - ABC's of LinkedIn-***Always Be Connecting***
- Sharing information in a reactive and proactive way without expecting anything in return
 - Can you do this or are you only taking from other people?

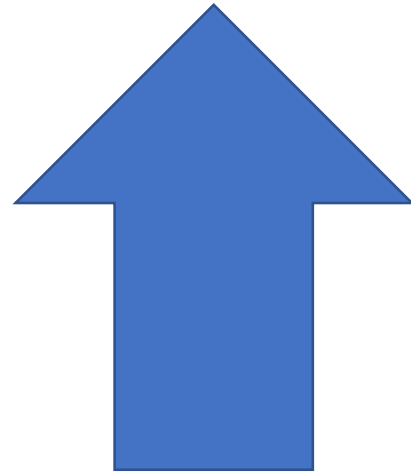


Single Most Important “Feature” of LinkedIn

- Shows the connections between people
- Shows which of your own contacts can introduce you to their connections who know them
- Allows to easily tap into the power of 2nd degree
- Eliminates “cold” calling
- What if you could have access to the “Rolodex” of your most trusted contacts 24x7?
- *A Rolodex to help others you know*



Why Should You Care About LinkedIn?



60%

When were You Last On?



How Much Time do You Spend?



How Long do You Think an Avid User Spends?

- Just over an hour a week



LinkedIn Near Here

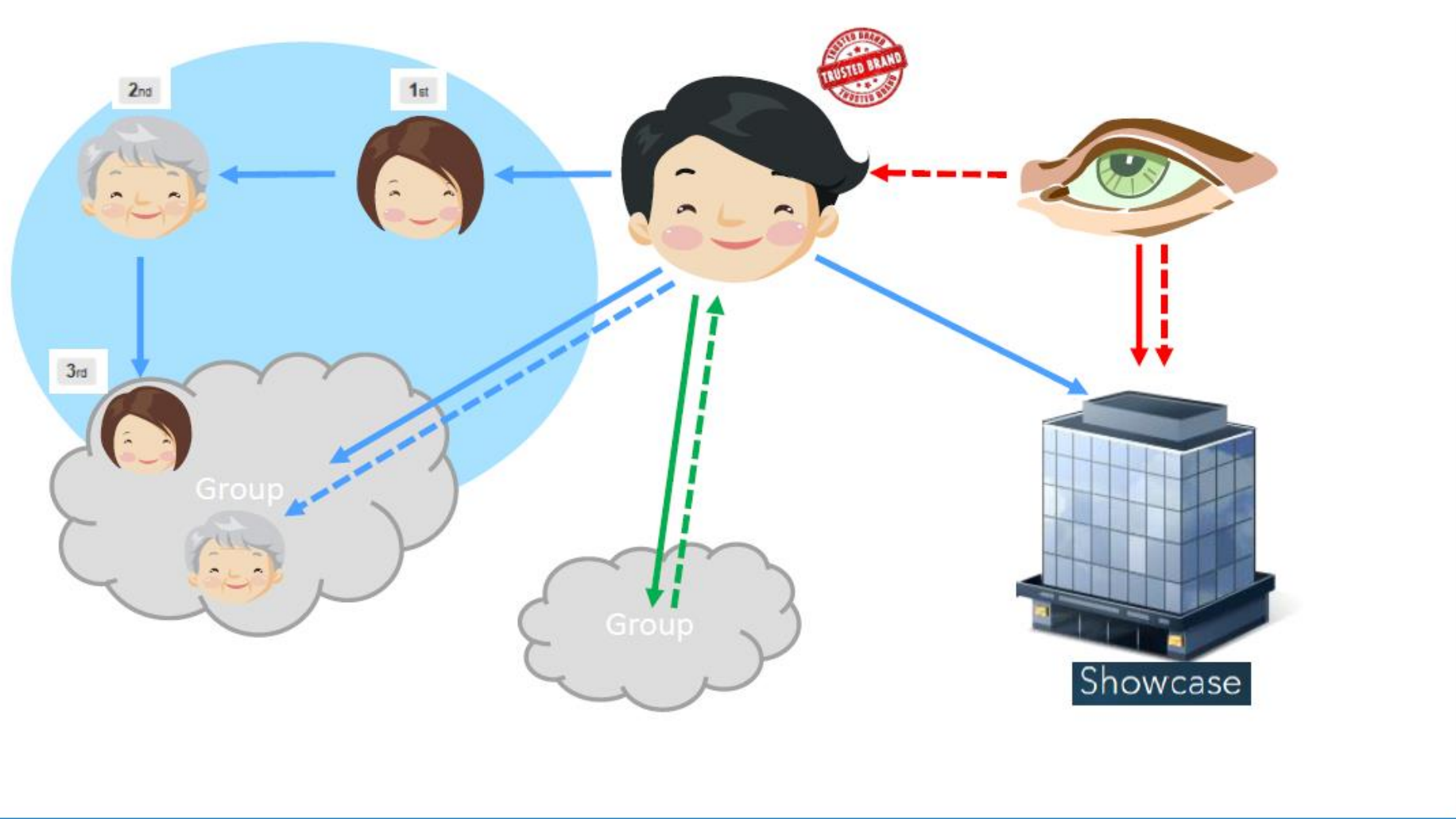
- 103,559 people within 10 miles
- 2,524 people director + within 10 miles
 - 1,543 Financial Services
 - 1,012 Marketing and Advertising
 - 1,606 Information Technology
 - 407 Banking
 - 376 Management Consultants
- 1,373 Managers
- 366 Financial professionals
- 72 Accountants



How Long to Find That Information?

67 Seconds
Using Free LinkedIn

LinkedIn on a Page



Is this You on LinkedIn?

- Nice to see you ...
- Oh that's interesting ...
- Did you know we've got ...
- Congratulations on the new job ...
- What are you up to?
- I never knew that Chef ...
- He's looking at me, hi!
- Or



How Most Expect Success on LinkedIn



SORRY, BUT IT
WON'T HAPPEN ON
IT'S OWN

Three Core Principles

Building Relationships!

KNOW

LIKE

TRUST

- Clients/constituents are terrible people
- People will help you if you ask

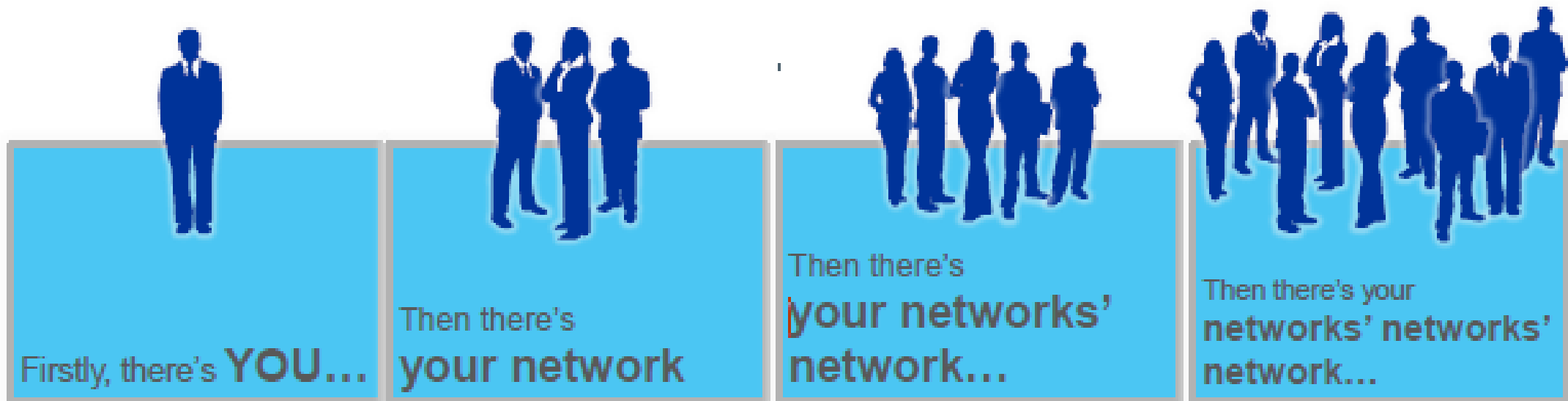
Building Your “Basic” Network in 3 Steps

- Upload email contacts to LinkedIn
- Connect with old and current colleagues and classmates
- Join the Groups which are in line with your goals
 - People with the function/role that interests you
 - Professional organizations/Industry groups/Trade organizations
 - Executive level groups
 - Charities/Hobbies/Special Interests
 - Alumni associations of your college or previous employer(s)

How to Make a LinkedIn “Referral Engine”




Who Sees What?




Easy to Talk to People...




Home Profile Connections Jobs Interests


Earn an MS in Sport Administration at Canisius College in 12 mos.

 **Hannah Morgan**
Job Search Speaker & Trainer | Author & Blog...
[Your recent activity](#)

17 people viewed your profile in the past 3 days

 New jobs from Calero Software, EY, Remedy Intelligent Staffing...

 Share an update  Upload a photo  Publish a post

 **Hannah Morgan** 9m
Job Search Speaker & Trainer | Author & Blogger | Online Visibility | Career Sher...

Are You Looking Your Best on LinkedIn?

- Hands up if you're happy with your profile?
 - Are you happy with what it says about you?
 - Is it all work?
 - Does it use the right words?
 - Is it done in your 'style'?
 - Does it list your value?
 - Does it reflect you, your expertise, value, and brand?
- Is it all "ticking" the box or ...

Common LinkedIn Traps

- Not thinking about LinkedIn search
- Not “talking” to anyone
- Differentiating
- Not using the right words
- I have been in business for...
- Missing you out of your profile
- Treating it like social media
- Not realizing the impact of your profile and activity

Is this your Profile?



Head area - 2,686

Upper body - 2,452

Hand area - 10,200

**Upper leg, knee,
lower leg - 10,310**

Foot area - 1,872

Total - 28,543

How's your Profile?



Building a Profile

- Use your full name, no nicknames or abbreviations
- Be creative with your headline – first thing someone reads about you
- Build your network. Network = Reach
- Add your Twitter account (or company Twitter account)
- Add your company website
- Add your preferred contact details

Ryan Weier, CSP • 2nd
Talent Acquisition Coordinator at Miller, Cooper & Co., Ltd.
Chicago, Illinois

Connect Message More...

Miller, Cooper & Co., Ltd.
Elmhurst College
See contact info
315 connections

Ryan Weier, CSP

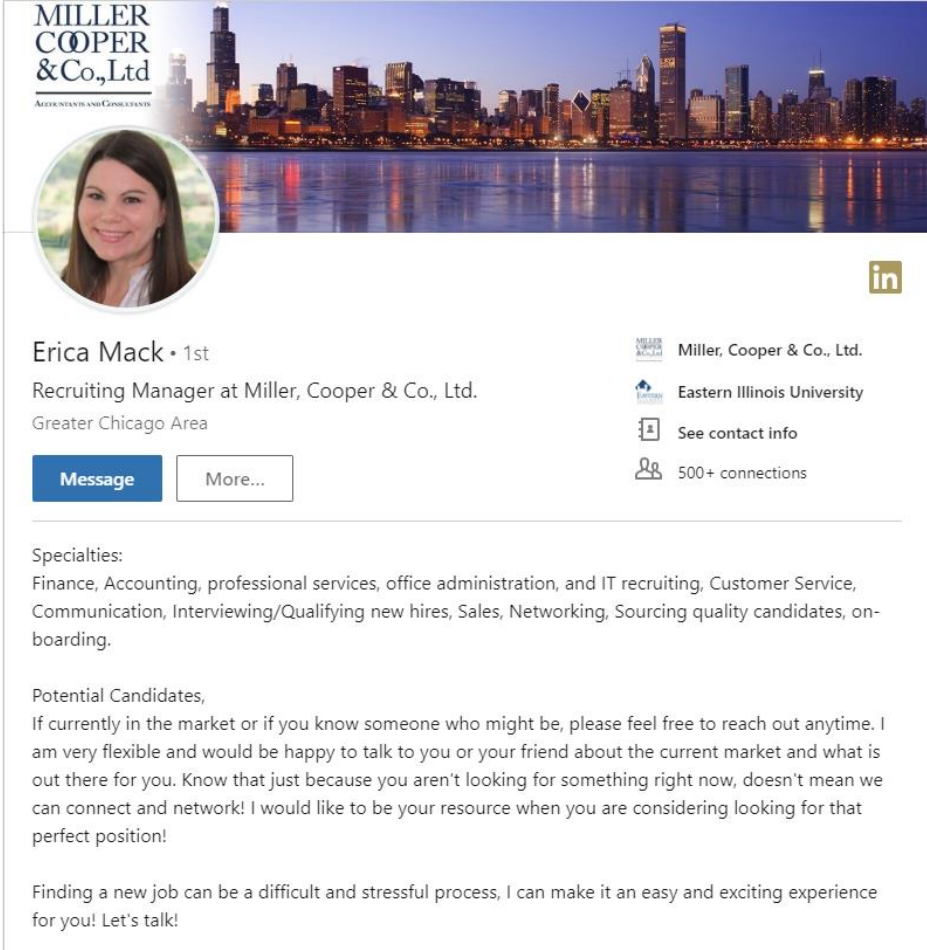
Contact Info

LinkedIn Ryan's Profile
[linkedin.com/in/ryan-weier-csp-9a661410a](https://www.linkedin.com/in/ryan-weier-csp-9a661410a)

Twitter
rweier23

Building an Introduction with Passion

- 10 – 15 seconds to grab the attention of the reader
- Avoid 3rd person
- Describe your professional and personal brand
- Use rich media
- Why do you enjoy working for your organization?



The image shows a screenshot of a LinkedIn profile for Erica Mack. The profile header includes the Miller Cooper & Co., Ltd. logo and a city skyline background. Erica's profile picture is a circular headshot. Her name is Erica Mack, 1st degree connection. Her current position is Recruiting Manager at Miller, Cooper & Co., Ltd. in the Greater Chicago Area. The profile lists her specialties: Finance, Accounting, professional services, office administration, and IT recruiting, Customer Service, Communication, Interviewing/Qualifying new hires, Sales, Networking, Sourcing quality candidates, on-boarding. She also lists potential candidates and a message: "If currently in the market or if you know someone who might be, please feel free to reach out anytime. I am very flexible and would be happy to talk to you or your friend about the current market and what is out there for you. Know that just because you aren't looking for something right now, doesn't mean we can connect and network! I would like to be your resource when you are considering looking for that perfect position!" and "Finding a new job can be a difficult and stressful process, I can make it an easy and exciting experience for you! Let's talk!"

MILLER
COOPER
& Co., Ltd
RECRUITING AND CONSULTANTS

Erica Mack • 1st
Recruiting Manager at Miller, Cooper & Co., Ltd.
Greater Chicago Area

Message More...

Miller, Cooper & Co., Ltd.
Eastern Illinois University
See contact info
500+ connections

Specialties:
Finance, Accounting, professional services, office administration, and IT recruiting, Customer Service, Communication, Interviewing/Qualifying new hires, Sales, Networking, Sourcing quality candidates, on-boarding.

Potential Candidates,
If currently in the market or if you know someone who might be, please feel free to reach out anytime. I am very flexible and would be happy to talk to you or your friend about the current market and what is out there for you. Know that just because you aren't looking for something right now, doesn't mean we can connect and network! I would like to be your resource when you are considering looking for that perfect position!

Finding a new job can be a difficult and stressful process, I can make it an easy and exciting experience for you! Let's talk!

Building Your Experience

- Summarize your role
- Briefly explain your organization
- Key contributions/skills
- Avoid CV style
- Use clear, succinct phrases
- Use rich media







Dave Eisner • 1st

Audit Principal (Partner) at Miller, Cooper & Co., Ltd.
Greater Chicago Area

Message

More...

 Miller, Cooper & Co., Ltd.
 Northern Illinois University
 See contact info
 See connections (500+)

RESPONSIBILITIES

I am a Principal in the Miller, Cooper & Co. (MCC) Assurance and Accounting department. Additionally, I am a Principal in our Employee Benefit Plan Audit practice. As a Principal, I am responsible for the direction and supervision of my engagement teams. In addition to serving clients, I am an active member of MCC's recruiting committee that evaluates experienced hires and campus candidates. I have exclusively served privately-held companies in the middle market my entire career and strive to add value to all of my clients.

RELEVANT EXPERIENCE

I specialize in audits of manufacturing and distribution companies and in the real estate industry, with a focus on residential and commercial real estate developers and syndicates and real estate investment funds. My experience also includes audits of service companies, restaurant and entertainment companies, commercial print and marketing companies and government contractors, as well as general business consulting, internal control reviews, agreed-upon procedure reports, and financial accounting and reporting special projects. I also have a passion advising startup ventures.

I have significant expertise in audits of employee benefit plans, with an emphasis on employee benefit plans with over 1,000 participants and employee benefit plans administered by publicly-traded companies and their subsidiaries and affiliates.

Building Your Skills and Expertise

- Expand on your degree
- List 10 skills in descending order of importance
- Connect with old classmates
- Raise your profile by asking for recommendations
- Endorse others & hope they endorse you too
- Recommend your colleagues

Building Your Insights

- Join groups to build your network
- Follow organizations that interest you and keep an eye on industry activity
- Stay up-to-date with your industry news



Building your Profile with your Publications and Postings

- You can include links to your publications (Thought Leadership, charities, blogs, or news articles)

Miller Cooper, the 11th largest served entrepreneurial, middle Excellence, unparalleled client each client's priorities distingu each organization we serve.

Learn more >

Jeffery Watson, CPA • 1st
Partner, Quality Assurance at Miller, Cooper & Co., Ltd.
Greater Chicago Area

Message More...

Miller, Cooper & Co., Ltd.
AICPA
See contact info
500+ connections

Experienced professional with a mix of financial reporting, accounting research and auditing experience. Experienced in the standard setting process with the FASB, IASB, SEC, DOL and other governing bodies and the implementation of those standards. Also experienced with Yellow Book, Sarbanes-Oxley, Nation...

FASB Consolidation Reorganization and Targeted...

FASB ITC Materials December 16, 2016.pdf

Profile Optimization Checklist

Profile picture

Repetition is key to appear in more searches

Headline is complete

FirstName Last Name, Industry Standard Title You Have Held, Industry Standard Title You Could Hold

Summary is complete

Heavy use of nouns versus verbs; Industry experience named; Specialties listed with emphasis of key words

Experience is complete

No need to include months; Key words are KEY; 1st paragraph describes organization, 2nd paragraph describes what you did, show reporting relationships, scope and leveling

Introductions

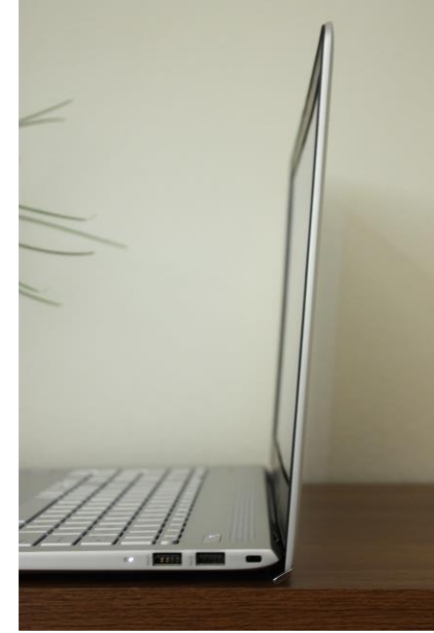
Make it easy

Consider drafting the introduction

Example:

Dear XXXX,

I hope all is well. Please allow me to introduce you to my very good friend and colleague XXXX. He is the managing director of XXXX and helps organizations with their cybersecurity needs. You may already know of him as he has a stellar reputation in Chicago for providing practical solutions related to cybersecurity issues.



Settings and Privacy

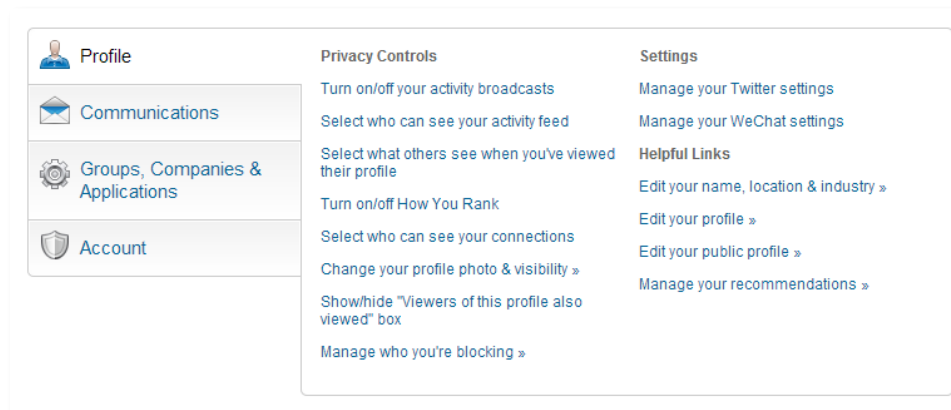
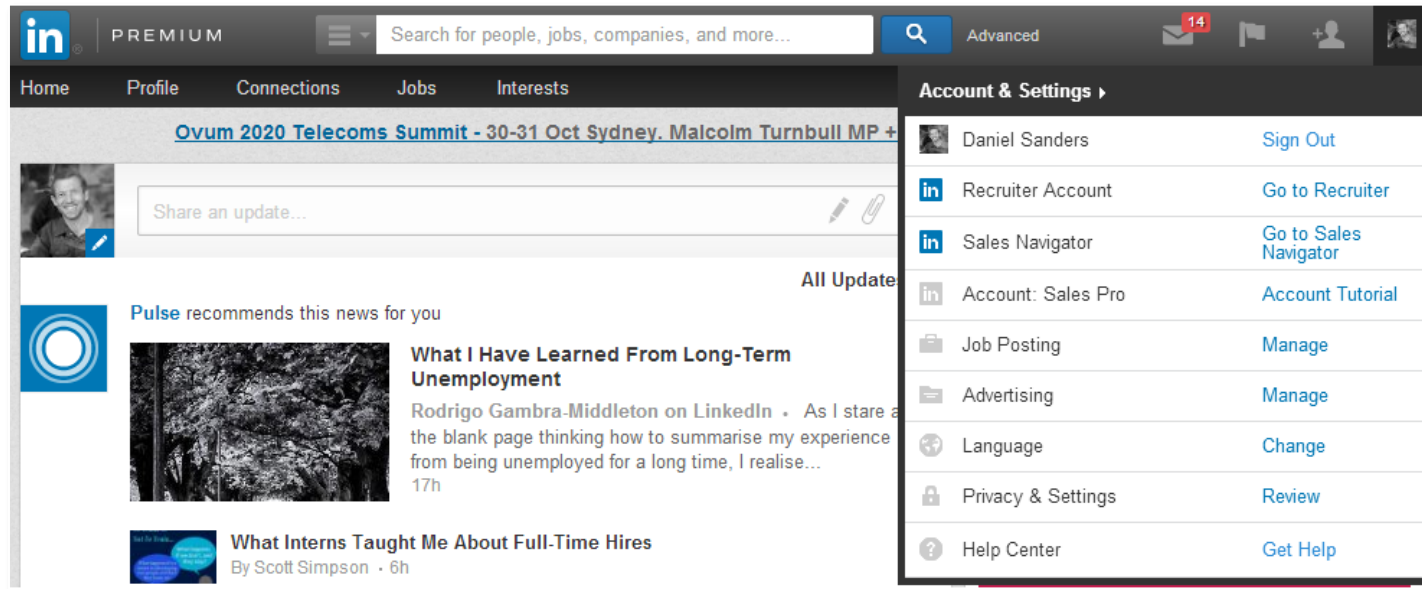
- Review and adjust all your settings
- Public profile status
- Blocking someone from your network
- Email
 - provide at least 2 and a phone #
 - Sending emails to 1st degree connections
- Communications/Notifications
- Other



LinkedIn is ...

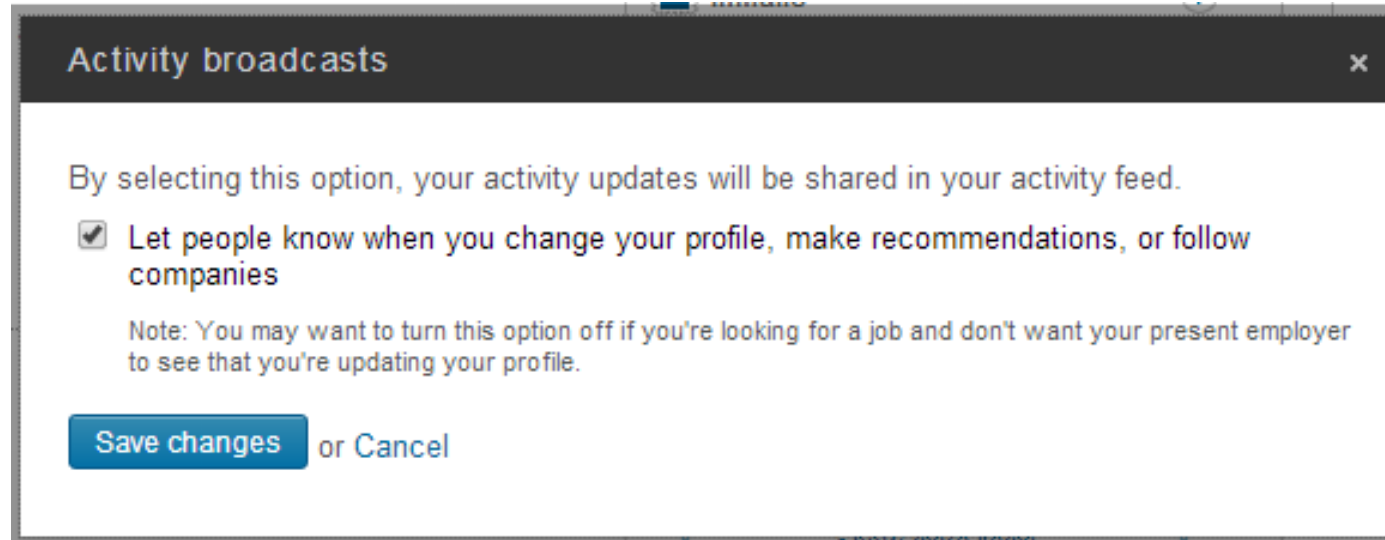
- Default global platform of business professionals
- Biggest networking opportunity on the planet
- Ultimate referral and relationship engine
- Your social promotion
- Organization enhancement
 - New, retention and broadening
- But only if you do it right

You have control over your privacy settings



Turn on/off your activity broadcasts

Don't want your contacts to know that you're updating your LinkedIn profile?



The image shows a screenshot of a dialog box titled "Activity broadcasts" with a close button (X) in the top right corner. The dialog contains the following text:

By selecting this option, your activity updates will be shared in your activity feed.

Let people know when you change your profile, make recommendations, or follow companies

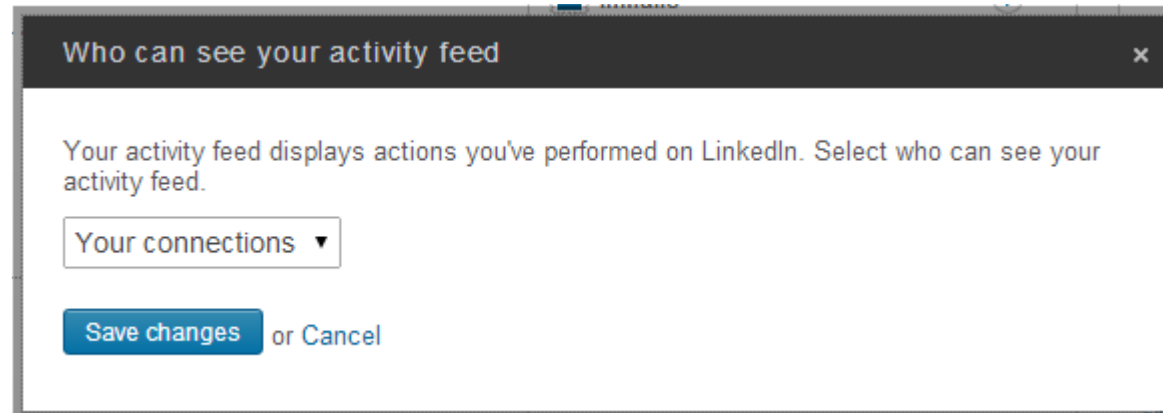
Note: You may want to turn this option off if you're looking for a job and don't want your present employer to see that you're updating your profile.

At the bottom, there is a blue button labeled "Save changes" followed by the text "or Cancel".

Determine who can view your activity feed

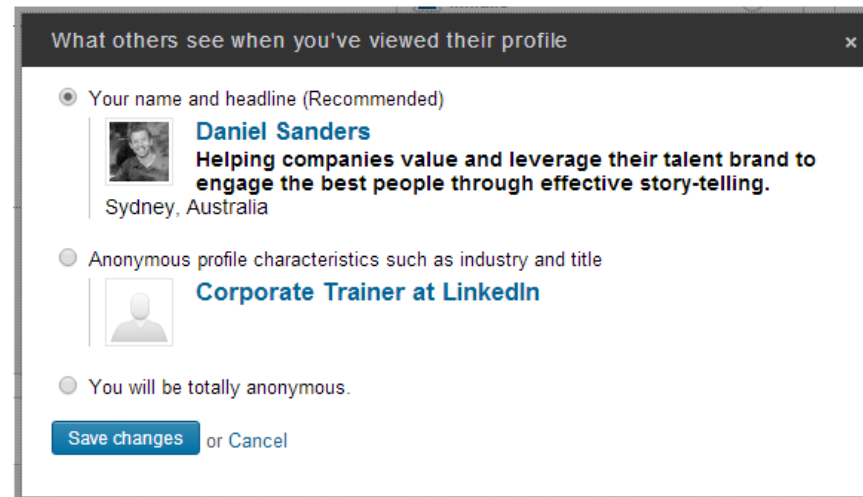
Options include:

- Everyone – whether they are connected to you or not
- Your Network – 1st, 2nd and 3rd degree connections
- Your Connections – only those connected to you
- Only You - nobody will be able to view your updates.



Select what others see when you've viewed their profile

- The "Who's Viewed Your Profile" feature helps you understand who's been looking at your profile in the last 90 days, how many times you have shown up in search results, and other insights.
- Options:
 - **Display name, headline, location and industry.** (If you select this option you receive the profile statistics for free, however other users will see when you've visited their profile.)
 - **Display as an anonymous LinkedIn Member.** (If you select this option you will NOT receive the profile statistics for free and users will not see when you've visited their profile. You can get the profile statistics if you purchase a premium account.)



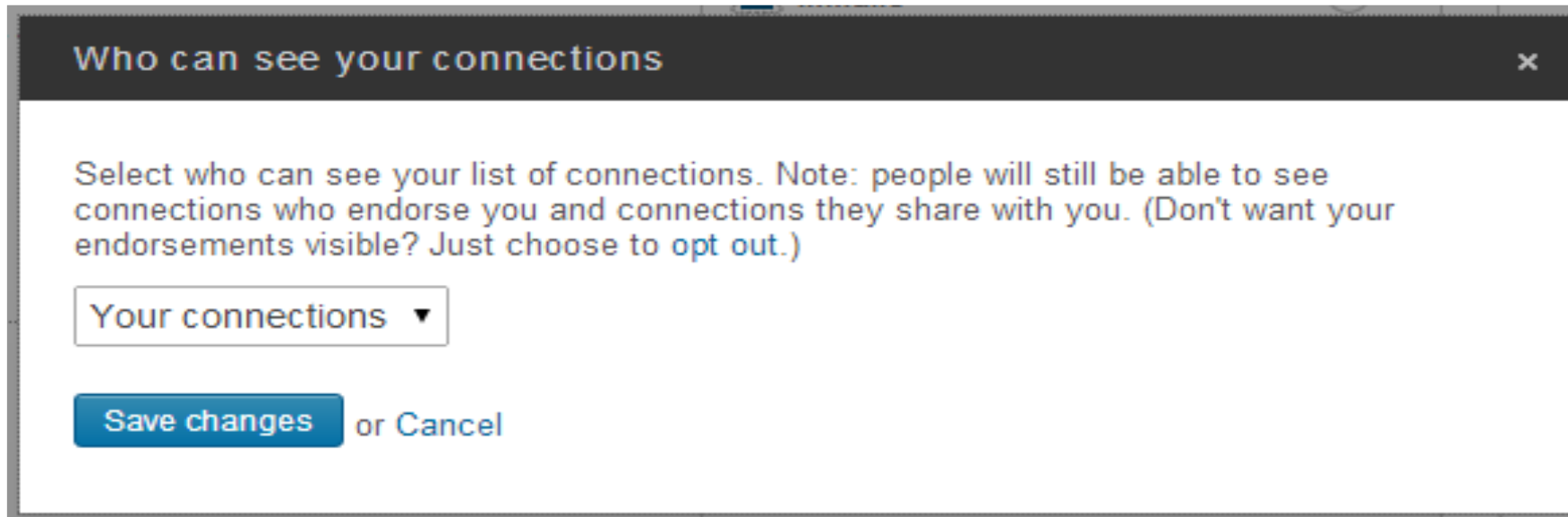
The screenshot shows a dialog box titled "What others see when you've viewed their profile" with a close button (X) in the top right corner. It contains three radio button options:

- Your name and headline (Recommended)
Daniel Sanders
Helping companies value and leverage their talent brand to engage the best people through effective story-telling.
Sydney, Australia
- Anonymous profile characteristics such as industry and title
Corporate Trainer at LinkedIn
- You will be totally anonymous.

At the bottom, there is a blue "Save changes" button followed by "or Cancel".

Select who can see your connections

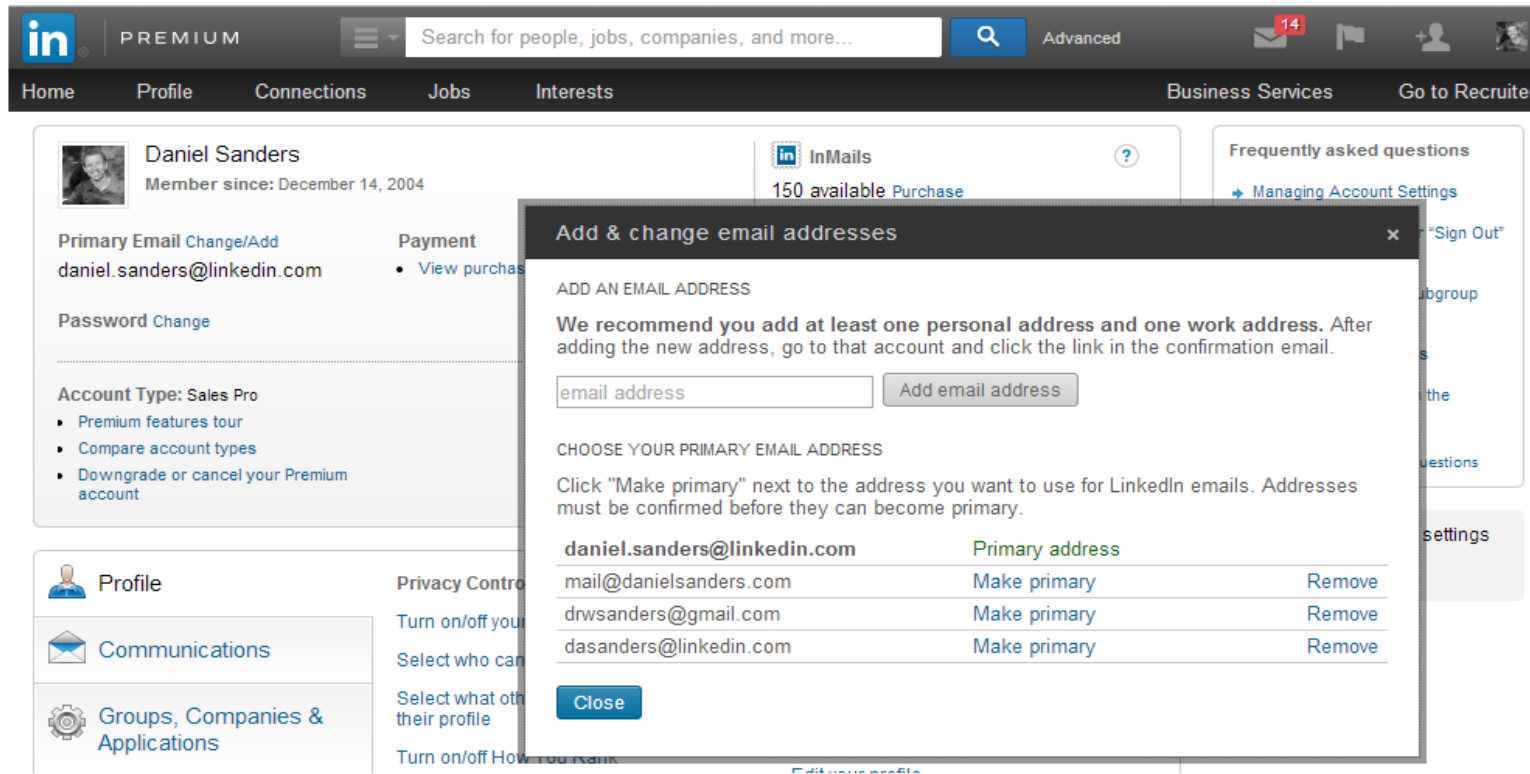
- The default on this LinkedIn setting is that your **first-degree connections can see all of your connections**. This means that if you connect with a recruiter, they will be able to go through your contacts.
- Change this setting to “Only You” to **only show your connections to the people you have in common** (i.e. they must already know the person to see that you have connected with them).



The screenshot shows a dialog box titled "Who can see your connections" with a close button (x) in the top right corner. The main text reads: "Select who can see your list of connections. Note: people will still be able to see connections who endorse you and connections they share with you. (Don't want your endorsements visible? Just choose to opt out.)". Below this text is a dropdown menu currently set to "Your connections" with a downward arrow. At the bottom of the dialog, there is a blue button labeled "Save changes" followed by the text "or Cancel".

Add your work email address

- We recommend that you have at least one personal address and one work address registered to your LinkedIn account.
- **Make your work email your 'primary' email address** in order to receive networking emails to this address.



The screenshot shows a LinkedIn profile for Daniel Sanders with a modal dialog box open for managing email addresses. The dialog box contains the following text and elements:

Add & change email addresses

ADD AN EMAIL ADDRESS

We recommend you add at least one personal address and one work address. After adding the new address, go to that account and click the link in the confirmation email.

email address

CHOOSE YOUR PRIMARY EMAIL ADDRESS

Click "Make primary" next to the address you want to use for LinkedIn emails. Addresses must be confirmed before they can become primary.

daniel.sanders@linkedin.com	Primary address	
mail@danielsanders.com	Make primary	Remove
drwsanders@gmail.com	Make primary	Remove
dasanders@linkedin.com	Make primary	Remove

Edit the frequency of emails

- LinkedIn will contact you on a range of topics such as:
 - Messages from other members
 - Updates and news
 - Group digests
 - Notifications
 - Messages from LinkedIn
- You can choose from the following options to receive your emails:
 - Individual Email
 - Daily Digest Email
 - Weekly Digest Email
 - No Email

