

McCombs Career Webinar



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LinkedIn: Best Practices for Today's Professional



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Agenda

- What LinkedIn can/can't do for you
- The importance of 100%
- o Your Personal Brand
- Your Employer's Brand
- Making Connections
- o Tips / Best Practices
- o Q&A





What LinkedIn Can Do For You

- Attract business for your firm
- Attract employers/employees
- Establish you as a subject matter expert
- Help you build your personal brand (being known distinctively)
- Ensure that you exist in the eyes of others





(More) What LinkedIn Can Do For You

- Disseminate relevant information
- Facilitate networking
- Help you proactively conduct a job search
- Groups: professional contacts, information, build community
- Promote worthy causes





What LinkedIn Can't Do For You

- Actual networking
- Conduct a job search
- Substitute for Outlook or other database/utility



The Importance of 100%

- Appear at the top of search results:
 - Photo
 - Summary and Specialties
 - Complete job information
 - 5 Skills
 - Industry and Location
 - Education
 - No longer: 3 recommendations





Your Personal Brand

- Option: substitute a descriptor for your job title e.g. – "Marketing & Customer Experience Expert" instead of "Associate" (defaults to current job title)
- Personalize URL: e.g. change <u>www.linkedin/pub/laurahill/7HrX92359</u> to <u>www.linkedin/pub/laurahillcareercoach</u>
- Be thoughtful about your content



Your Employer's Brand

- Never post something you wouldn't want your employer to see or that is inconsistent with your employer's brand
- Disengage the notification feature when you make changes to your profile (go to Settings; Privacy) so when your changes aren't announced to your connections





Making Connections

- Personalize your connection request
- Fellow group members (= know them)
- People you know and meet
- People you don't know
 - Ask for an introduction through a connection
 - With discretion, approach directly





Tips / Best Practices

- Give to get
- Join groups
- Use advanced search to find people and jobs faster (note: LinkedIn uses Boolean search logic)
- Adjust your settings for privacy as needed
- Adjust your settings for frequency of email messages from your groups & connections
- OK to use first OR third person ("I" or implied "he/she") in your Summary





Tips / Best Practices

- Most people don't need a premium account
- For optimal branding, synchronize your resume and L.I. profile:
 - It's OK to leave out some work experience
 - It's OK to list a non-profit role as a job listing
- Check "Career Opportunities" and "Job Inquiries" to enable employers/recruiters to find you





Tips / Best Practices

- Aim for 200+ connections; 500 if you're conducting a job search
- Link to twitter
- You can delete a connection there is no notification to the other person
- Don't use it to promote controversial or political causes



Additional Resources

- Free LinkedIn webinars (More, Learning Center, Training Resources)
- Careers in Motion LLC/Laura Hill
 - Personal Branding
 - LinkedIn content writing/advisory
 - Career planning and job search
 - www.careersinmotionllc.com
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Thank You!

 The recording of today's presentation, along with the PowerPoint slides, will be available on our Career Resources web page by early next week:

http://www.mccombs.utexas.edu/Alumni/Career.aspx

