McCombs Career Webinar

Thursday, April 19, 2012
LinkedIn: Best Practices for Today’s Professional

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Agenda

- What LinkedIn can/can’t do for you
- The importance of 100%
- Your Personal Brand
- Your Employer’s Brand
- Making Connections
- Tips / Best Practices
- 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
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
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 www.linkedin/pub/laurahill/7HrX92359 to www.linkedin/pub/laurahillcareercoach

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
• 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](http://www.careersinmotionllc.com)
  – [laurahill@cimllc.com](mailto:laurahill@cimllc.com)
  – 212-758-9944
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