Topics

• Setting up an Account
• Profile Page Breakdown
• Networking
• Sharing Knowledge
• Finding Work
Setting up an Account

• How many people have a Linkedin account?
• Setting up an account is easy
  – All you need is an e-mail address
Setting up an Account

- Have your resume ready
  - Post your work history and job experience

How to Edit

- Click Profile
- Edit Profile Tab
- Click Edit on each section
Profile Page Breakdown

• Photo – This helps people quickly identify you.
  – Tip: Always Choose a Professional Photo

  • 😞 Bad

  ![Bad Example]

  • 😊 Good

  ![Good Example]
Profile Page Breakdown

• Summary - Provide an engaging 30-second description that highlights who you are and what you do.
  – 😞 Bad: No One, besides your mom, cares that you were the class president in third grade
  – 😊 Good: Quick and concise information about what you do for a living

Summary

Futurist, Content, Media, Editorial and SEO
Profile Page Breakdown

• Status – Lets you update other people in your network about what you are up to
  – ☹️ Bad: No one cares that you need to drop off your dry cleaning
  – ☑️ Good: Keep your status related to your business and projects you are working on that can be shared publicly
Profile Page Breakdown

• Experience – This is your work history or resume
  – 😊 Good: Use clear phrases so even on a quick-scan your accomplishments shine through.
  – 😞 Bad: Never give away financial numbers, launch plans, or confidential information from a past or present employer.
Profile Page Breakdown

• Proving your expertise
  – Recommendations
    • The best recommendations illustrate your achievements and credibility.
  – Q&A
    • Show you’re an expert by answering questions in your field of expertise
Networking
Your Current Connections

• Ways to network – Cast that net as wide as you can
  – Invite People
  – Find Colleagues and Classmates
  – Search for People
  – People You May Know
The People You Know in RL

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

See Who You Already Know on LinkedIn
Searching your email contacts is the easiest way to find people you already know on LinkedIn. Learn More

Your email: bdeluccaoptonline.net
Email password: 

Continue

We will not store your password or email anyone without your permission.
By clicking continue, however, you give us permission to send it to a partner for the sole purpose of checking your e-mail contacts. Learn More

Do you use Outlook, Apple Mail or another email application?
Import your desktop email contacts »

Enter Email Addresses
Enter email addresses of people to invite and connect. Separate each address by a comma.

Send Invitations
People You May Know

• We can’t remember every one we’ve worked with or know
  – Let Linkedin guide you
  – Tips:
    • Use the Filters
    • Use Connections to figure out how you know someone
Online Networking

• Groups
  – Work Related
  – Industry Related
  – Employer Groups
  – Education Related
  – Peer Groups
  – Personal Interest
Online Networking

• Finding Groups
  – Search/Browse Groups
  – Filter Groups
  – Creating Groups

• If you can’t find a group on a topic, create it. This is your chance to show off your expertise in a field.
Online Networking

• Creating a Group – Take the Lead
  – Simple to set up
    • Logo, Summary, Description
    • Group Name
      – Pick Something that is representative
      – 😞Bad: Purple Ladies
      – 😊Good: Women Electronic Engineers
  • Gives you a chance to promote your website
Sharing Knowledge

- Peer Knowledge is one of the most valuable assets in society
  - Groups
  - Answers
Sharing Knowledge

• Groups
  – Ask Questions
  – Share Information
  – Discussions

  • 😞 Bad: Don’t be a lurker
  • 😊 Good: Actively participate
Sharing Knowledge

• Answers
  – Ask Questions
  – Answer Questions
  – Become an expert and show the world what you know
  – Search Answers
  – Browse Answers
Finding Work

• Finding a Job Can Be Easy
  – Jobs
  – Groups
  – Companies
Finding Work

• Jobs
  – Search
  – Advance Search
  – Jobs You May Be Interested In
Finding Work

• **Group Jobs**
  – Offer the opportunity to post jobs to a specific group of people with specific interest

– **Filters**
  • Use Filters if the group has a lot of job listings
Finding Work

- Companies
  - Do your research
  - Search Companies
  - See What’s Going on at Companies
  - Search Employees
  - Search Connections
Special Thanks

• Christina Nickolas
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• Electronic Products Magazine
• Telephonics
Questions?

Remember to invite me on LinkedIn. ;)

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