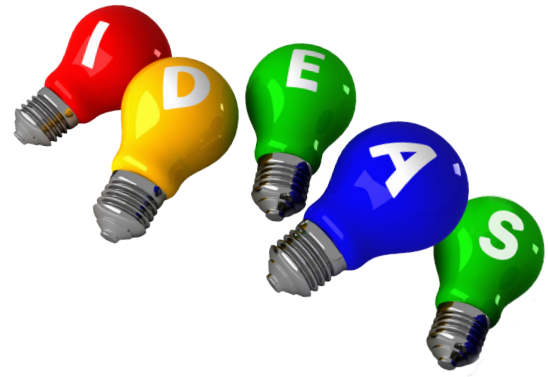


10 TIPS TO GET YOU LINKEDIN



- 1. Setup your LinkedIn profile strategically.** Your profile is an online identity and may be a first impression to anyone viewing it. Therefore, it should reflect your [brand](#) and personality and not replicate your resume. Use keywords known within the industry and compelling text that makes viewers want to connect with you. Focus on specific achievements/ results and quantify the value you offer. Be absolutely sure to spell and grammar check!!
- 2. Customize your Profile.** Add a [public URL](#) which allows you to convert the LinkedIn provided URL to one that better establishes your brand. (i.e., [ca.linkedin.com/pub/your-name/4/5b6/505](#) vs. [ca.linkedin.com/in/yourname](#)).
- 3. Add Connections.** Decide to be a LION (LinkedIn Open Networker) or to limit your connections to only people you know. Start with your address books (e.g., Outlook or Webmail), then add those with whom you worked or went to school. The more connections you have the higher priority you have on LinkedIn and Google searches. Use [advanced searches](#), group contacts, and 2nd level contacts to add more professionals to your network.
- 4. Join Groups.** Choose at least 3-5 groups to join or create your own “community of practice.” Not only can you share your expertise and/or find answers to your questions, but groups will also help you make professional connections. Groups are part of your composite brand as they help viewers see what you are interested in. Keeping the number of joined groups to a minimum will afford you the time to participate actively and establish yourself as a knowledgeable contributor. On the other hand, joining many groups (50 is the max) will provide lots of material for you to scan for hot topics and make you a resourceful connection for others.
- 5. Request and give endorsements.** Having endorsements on your profile also increases your search rankings. But more importantly, it allows viewers of your profile to read testimonials from your other connections. Influence their content by asking your referees to focus on specific skills you want to highlight. Keep the recommendations in alignment with your profile.
- 6. Post Status Updates.** Use the [Status Updates](#) feature to share insights, links, or events. Posting regularly will get you the most visibility. Link to stimulating articles, your favorite blogs, or videos that like-minded professionals will enjoy. Be resourceful and share information. Limit self-promotion and stay away from annoying updates (e.g., what you had for breakfast).
- 7. Drive traffic to your profile.** Add a [LinkedIn Badge](#) or create a LinkedIn [email signature](#) so all of your outgoing communications make it easy for others to connect with you. You can also add your LinkedIn URL to your resume! For example, [ca.linkedin.com/in/yourname](#)).
- 8. Build relationships.** Network! Network! Network! Help your contacts “meet” your other connections. Make a point of “introducing” at least two contacts a week – they will remember you for it and your value to them will increase for doing so. Also, comment on the status updates of your contacts so they see that you are active and interested in their updates. These activities help to improve rapport and build relationships.
- 9. Add Applications.** Add-on [applications](#) allow you to ramp up your profile. You can link to external videos (i.e., a YouTube elevator speech), upload files such as PDFs or PowerPoints (i.e., your career portfolio), and you can even share your reading list. Each profile can host up to 15 applications so there are lots of opportunities to enhance and enrich your online profile.
- 10. Backup your connections and profile.** [Export](#) your contacts to a file so should something happen to your account, you can start again quicker. By saving your own profile as a PDF you will only need to re-enter your information rather than trying to remember your strategically-branded profile. The exported contacts can also be imported to your mobile phone or computer database.



A 3 hour workshop or series of webinars are available to help you develop your LinkedIn profile. Rates apply.
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