



10 Tips To GET YOU LINKEDIN

With [347](#) million users, and counting, from over [200](#) countries/territories, LinkedIn is a beneficial job search and professional networking tool. If you're not online yet, here are a few tips to get you started.

- 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.

UPCOMING COURSES

Make sure you read our [course catalogue](#). It is full of important information for students on program structure and policies.

Not sure what training fits for you? Contact our [Student Advisor](#).

Starting soon . . .

- **Ethics for Career Practitioners - Mar 11th**
- **Administering and Interpreting Career Assessments - Mar 25th**
- **Job Developer - Mar 25th**
- **Researching Workplace Trends, Career Information, and Employment Possibilities - Apr 8th**
- **CPE 521: Psychometric Assessments "B" Level - Apr 15th**
- **Work Search Essentials 1: Resumes, Cover Letters, and Career Portfolios - Apr 22nd**
- **Case Manager - Apr 22nd**

Coming in 2015 . . .

- **Work Search Essentials 2: Interview and Negotiation Strategies - May 6th**
- **Group Facilitation Strategies for Career Programs - May 20th**

[Click here](#) for our full 2015 course schedule,

Keep in mind that we can arrange special sections of any course for intact groups; we also facilitate workshops on a wide variety of topics. [Contact us](#) to learn

DID YOU KNOW?



Life Strategies will be at CDC 2015. If you're a BC-based career practitioner or in the area, join us March 6-7 at [CDC](#). Stop by our exhibitor booth, hear Dr. Roberta Neault and Dr. Deirdre Pickerell [speak](#) on a wide variety of topics, or just get involved in the discussion with #myCDC2015Pledge (let us know what you'll do after the conference).

CEUOneStop webinars now feature Roberta and Deirdre. Join Roberta March 11, 12:00 - 1:15pm (ET), as she discusses, *What We Don't Know May Hurt Someone Else: Ethically Supporting Diverse Clients*. [Click here](#) for more information or to register; [recordings](#) are also available. Be sure to check out Deirdre's recent webinar: *Incorporating Assessment into Career Conversations*.

Life Strategies courses could qualify for Canada-BC Job Grant. Do your employees need career development training? Check out our [LearnOnline](#) program and courses as a solution. We've already had a number of students register through their employers who have received funding via the job grant program. Find out if your workplace qualifies. Visit <http://www.workbc.ca/canadabcjobgrant>.

The APCDA serves career practitioners in the Asia Pacific region. If you haven't heard of the Asia Pacific Career Development Association yet, visit <http://www.asiapacificdda.org/> to learn more or join them for their annual [conference](#) in Tokyo, Japan, September 15-17, 2015.

NEW RESOURCES

Who Works Across Borders and Why? A Primer. This recent [Careering](#) article by Roberta explores 10 categories of international careerists to help career practitioners better recognize the diverse needs of clients. [Click here](#) to read more.

Great Parenting Skills for Navigating Your Kid's Personality.

This new book by Jones & Jones, based on the Personality Dimensions model, will help parents navigate their child's personality. [Click here](#) to read more.



Sales Dimensions. New sales-focused Personality Dimensions workshop toolkit featuring the *Sales Wheel* with tips for successfully working with customers of all four colours. [Click here](#) to order yours.

Disability Related Employment Needs Assessments (DRENA) Webinar. Another [CFEE](#)-sponsored webinar will provide an overview and training on DRENA. [Click here](#) to register for the March 31st session, 11:30am-1:30pm PT.

FEATURE OF THE MONTH



Life Strategies will be launching *Webinar Wednesdays* starting April 1, 2015. Each Wednesday, we'll run topical webinars 12:00noon - 1:00pm PT in one of four topical streams:

1. Career Development in Organizations
2. Thoughts on Theories
3. Ethical Practice
4. Assessment Tools, Models, and Processes

Join us for one webinar for \$25.00, five for \$100.00, or sign-up for an annual subscription for one series (\$150) or all four series (\$500.00).

These webinars will be a great way to fit professional development into your life "off the side of your desk" and stay connected with the career development community. A schedule will be available shortly.

Email info@lifestrategies.ca for details or to register.



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