

WELCOME TO THE

***INNOVATIVE  
POWER HOUR***

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A person is sitting at a desk, using a laptop and a smartphone. The laptop screen displays the LinkedIn website, showing a search bar and a list of job postings. The smartphone screen also displays the LinkedIn app interface. The person's hands are visible, holding the smartphone. A white coffee cup is on the desk in the foreground. The background is a blurred office setting.

# How To Make LinkedIn Work For You



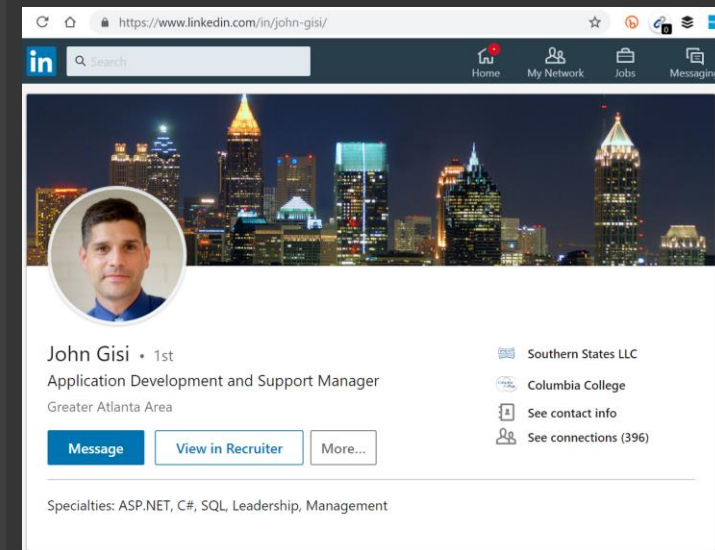
***“Having a LinkedIn profile is no longer enough, especially if no one is seeing it. Or worse, people are seeing your profile but it does a poor job of representing you and what you do.” – Melonie Dodaro, LinkedIn Expert***





# 1) Start With a Good Profile

- Custom URL
- Professional Headshot Photo
- Create/Use a Cover Photo
- Strong Headline and Summary
- Include Your Contact Info
- Sync Career History w/ Resume
- Showcase Results & Achievements
- Make it Personal but Professional
- Delete Any Duplicate Profiles



## 2) Use Media, Links, Images, Attachments to Enhance Your Profile



Links to current /  
previous employers



Links to public profiles,  
articles / blogs you  
have written



Websites that you  
own, have built or  
highlight your work



Attachments of your  
previous work,  
projects, etc.

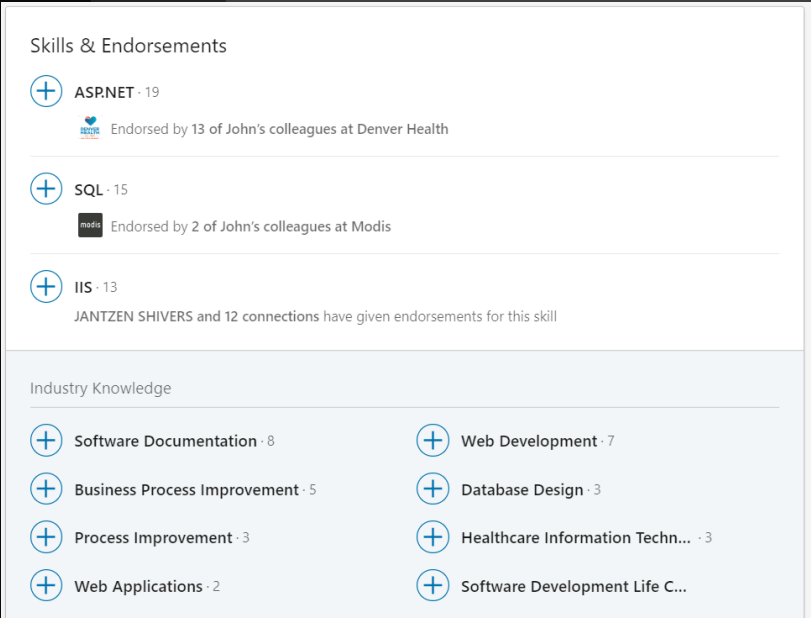
### 3) Maintain Consistency On Social Profiles

- Your current job, location, interests should jive across all social profiles
- Update them to ensure consistency as recruiter / hiring managers will likely look at them
- Consider:
  - Deleting social profiles you don't use
  - Setting up “professional” profiles to link to your LI Profile
  - Setting up a personal website / may be beneficial depending on your profession/industry



# 4) Collect Recommendations & Endorsements

- Request professional recommendations from previous supervisors, colleagues, project partners, etc.
- Select major skills that align to your professional roles, experiences and industry.
- Ask people in your network to endorse the skills you have listed there
- Return the favor to others in your network

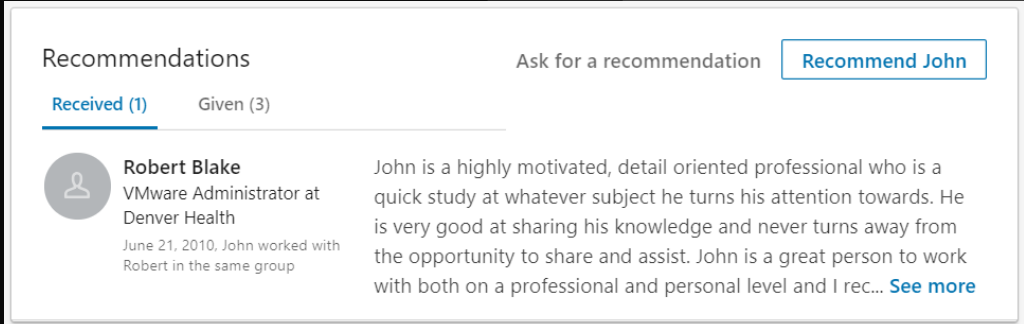


The screenshot shows the 'Skills & Endorsements' section of a LinkedIn profile. It lists three skills with their respective endorsement counts and details:

- ASP.NET** · 19: Endorsed by 13 of John's colleagues at Denver Health
- SQL** · 15: Endorsed by 2 of John's colleagues at Modis
- IIS** · 13: JANTZEN SHIVERS and 12 connections have given endorsements for this skill

Below the skills section is the 'Industry Knowledge' section, which lists several skills with their endorsement counts:

- Software Documentation** · 8
- Business Process Improvement** · 5
- Process Improvement** · 3
- Web Applications** · 2
- Web Development** · 7
- Database Design** · 3
- Healthcare Information Techn...** · 3
- Software Development Life C...**



The screenshot shows the 'Recommendations' section of a LinkedIn profile. It includes a button to 'Ask for a recommendation' and a 'Recommend John' button. Below this, there is a recommendation received from Robert Blake:

**Received (1)**    Given (3)

**Robert Blake**  
VMware Administrator at Denver Health  
June 21, 2010, John worked with Robert in the same group

John is a highly motivated, detail oriented professional who is a quick study at whatever subject he turns his attention towards. He is very good at sharing his knowledge and never turns away from the opportunity to share and assist. John is a great person to work with both on a professional and personal level and I rec... [See more](#)

# 5) Build Your Network

- LinkedIn is one of the best resources to build your professional network
- Add connections via existing email contacts
- Use the LinkedIn platform to add connections, inviting people based on:
  - *Locations*
  - *Companies*
  - *Industries*
  - *Job Titles*
  - *Colleges*
  - *Mutual Connections*
- Explore LinkedIn Groups your new connections belong to – invite people to connect via those groups
- Be thoughtful about your connections and network
- Set a weekly goal for adding new connections
  - Thank them when they accept the connection request
- **Grow it!!**





## 6) Share, Post, Contribute

- Contribute to industry forums, show your knowledge, experience and insights and link back to your URL.
- Share articles and studies in your field that will resonate with your network, especially the companies you are interested in.
- Write a post or short article on a professional topic of interest.
- Monitor your daily feed in LinkedIn and reply or comment on posts from people in your network



## 7) Finally . . .

- Review / check your grammar & spelling
- Use relevant keywords in your profile – this helps recruiters / companies find you
- Update your profile regularly – use different headings, update media & images, career objectives, coursework & achievements
- Be open for business – reference requests, profile visibility, job opportunities, etc.



# Future MeetUp Topics

- Avoiding the Black Hole
- Networking that Works
- Phone Interviews
- Preparing for On Site Interviews
- Interview Follow-Up
- Working With a Recruiter
- Negotiating Offers



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Thanks for Coming!

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