Build Your Brand + Networking: LinkedIn for Professional Growth

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My LinkedIn story in numbers

1. New Client
2. Mentor
3. Job
4. Numerous
50+
Why should you care about LinkedIn

What is LinkedIn?

LinkedIn is the world's largest professional network

Members across the globe

86% of Fortune 100 companies use LinkedIn Talent Solutions to hire

350 M+
How is LinkedIn utilized

How can you use LinkedIn?

1. Outreach / Networking
2. Research
3. Brand building

How do others use LinkedIn?

1. Recruiters / Sales professionals
2. Hiring managers
3. Other professionals
4. Keywords search, view profile, interact
Outreach/networking on LinkedIn: start with a large 1st degree network
Expanding your network

2\textsuperscript{nd} degree Introduction

Finding commonalities

Linkedin

Your other alumni networks
What can you research about on LinkedIn?

**Individuals**

- Research about an individual
- Learn about career paths, roles & functions
- Find experts to connect with
- Identify “gateway” person to a target organization

**Profile & Recent updates**
What can you research about on LinkedIn?

Companies & Jobs

- Follow company trends and communications
- Learn about career opportunities
- Identify networking opportunities
- Apply to postings

Company pages, Job listings
What can you research about on LinkedIn?

**Industry / functional knowledge**

- Keep up with industry knowledge and best-practices
- Follow thought-leadership
- Engage with other professionals in the same field

**Pulse, Home feed, Groups, Slideshare**
Building a professional brand on LinkedIn

Known as an Expert

Stay top of Mind

- What is your professional goal?
- What audience do you want to interact with on LinkedIn?
- What is the professional brand that you want to build on LinkedIn?
  - What do you want to be known for?
How do you build a strong professional brand on LinkedIn

Start with a strong profile

Group participation

Status update / content sharing

Long-form posts (original content)
Your LinkedIn profile is your professional brand

How do others use LinkedIn?

- Recruiters / Sales professionals
- Hiring managers
- Other professionals

Keywords search, view profile, interact
A closer look at LinkedIn’s search algorithm

How you and I search on LinkedIn

- Search for names we already know
- Advanced search based on company, role, school, etc.
- Link through others’ profile or other channels

How recruiters search on LinkedIn

**Keyword** search such as industry, function, location (wide net) → **Scan** through summaries of profiles → Profile review, decide in 10-20 seconds → Outreach through InMail

- LinkedIn rewards
  - Networks of connected people (your search lens = 1st level connection)
  - Keyword-focused content (titles are not enough)
  - Other key elements: photo (7x), headline, recommendations
Constructing a great LinkedIn profile - examples
Keep take-away for constructing a great LinkedIn profile

• Define your LinkedIn profile goal
• Have a complete profile with a summary
• Be comprehensive in your experience history as long as you believe they can be relevant (e.g. volunteer experience, etc.) – how far back do you go depend on your length of experience and relevancy of experience
• Consider adding dynamic components
• Strong social proof: actively manage 3rd party contributions to your profile

Something to keep in mind
• Turn off your activity broadcasts if you plan to make a lot of changes
Exercise

• Pair up, provide feedback to each others’ LinkedIn profile using the follow questions
  – What do you think my profile goal is?
  – What is my biggest area of expertise?
  – How would you describe my professional brand?
  – Does my headline and summary clearly communicate my brand? If not, why not?

• With the list of suggestions from your partner, work on improving your LinkedIn profile!

• If you don’t have a LinkedIn Profile, create one today!
Appendix: Resume vs. LinkedIn Profile: different audience & different purposes

- **Job-specific**
- **Audience:** HR manager, hiring manager
- **Multiple versions for different roles**
- **Space-limited**
- **Formal, concise wording**

**One profile (can have multiple language versions)**
- **Audience:** much broader
- **Personal branding statement**
- **No space limitation, can be more specific, comprehensive or detailed**
- **Can be less formal (e.g. using “I”)**
- **Dynamic (links to projects / websites)**
- **Social (it is your brand)**
- **Third party contribution**
Appendix: Premium or not?

Job Seeker features

Direct messaging to recruiters
Reach out directly to any recruiter or job poster with 3 InMail credits

Who's Viewed Your Profile
See who's viewed you in the last 90 days and how they found you

Featured Applicant
Move to the top of recruiters' applicant lists

Applicant Insights
See how you compare to other candidates

Start your free month

No commitment for 30 days - cancel anytime
After your free month, you'll pay US$29.99/month

Business Plus features

15 InMail™ messages
Contact anyone on LinkedIn, even if you're not connected

Who's Viewed Your Profile
See who's viewed you in the last 90 days and how they found you

Advanced Search
Zero in on the right people, faster, with advanced search filters

Unlimited profile search
View unlimited profiles from search results - up to 3rd degree

Start your free month

Buy annual and save 20%

- No commitment for 30 days - cancel anytime
- After your free month, you'll pay US$59.99/month
- You'll pay US$575.88/year
- Easier to expense with a single receipt