

Creating a Community



Office of Career Services - 2015

Why Use LinkedIn?

- User Stats
 - 347 million users worldwide; 107 million U.S. users
 - 200 countries & territories; 20 different languages
 - 94% of employers recruiting via LinkedIn
- Build Your Community to:
 - Stay abreast of topics in your industry
 - Connect with Professionals
 - Keep tabs on the competition
 - Get started for free at: www.linkedin.com

Photos Matter



- Avoid obstructing your eyes, e.g. sunglasses or hair
- Smile with teeth showing
- Dress formally
- Utilize a professional photographer or friend; **NO SELFIES**

Your Profile

- Create a strong Profile



Wendy Brache

2nd

Content Specialist, Strategy and Development | B2B Content | Writer - Business and Entertainment

Greater Denver Area | Marketing and Advertising

Current Wendy Brache, Corporate Visions, Inc.

Previous Ziff-Davis Publishing, The Sutherland Group

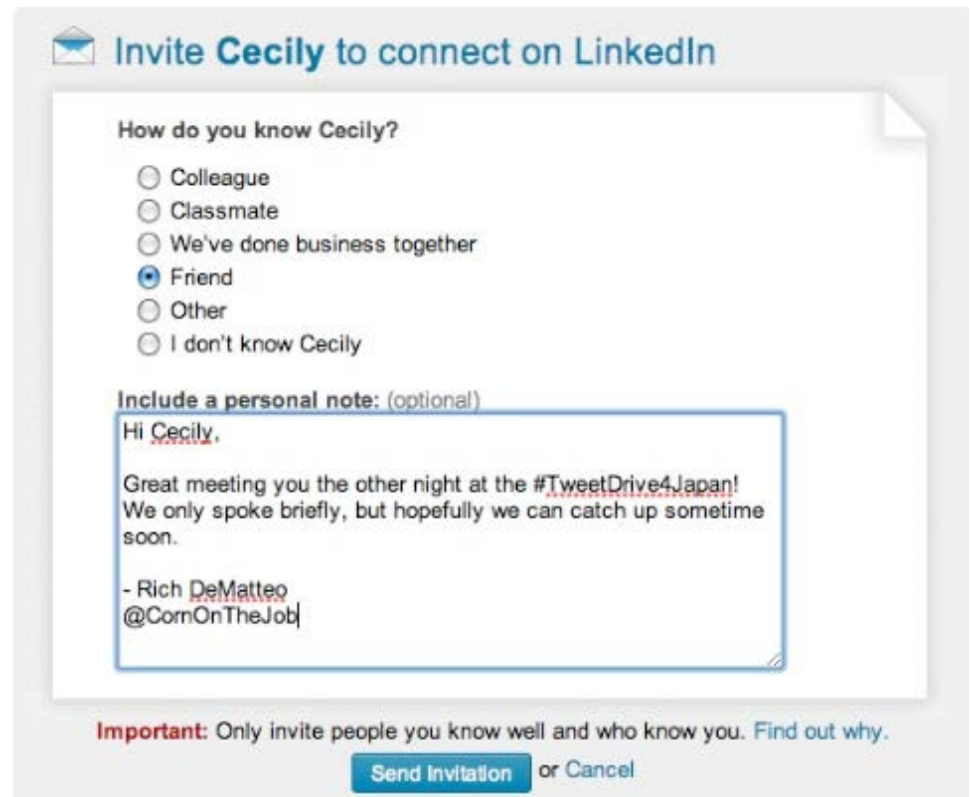
- Customize your URL, add to resume
- Decide on a Headline, creativity is OK
- Use your Resume, add photos & video

Join Groups

- Search for Groups from home page
- Discussions – Promotions – Jobs – Members
- Some Groups require acceptance
- Connect with Group members
- Email Group members

Connect with Professionals

- Connect with:
 - Co-workers
 - Supervisors
 - Alumni
 - Group Members
 - Friends & Family
- How do you know?
 - Selecting options



The screenshot shows a LinkedIn invitation form titled "Invite Cecily to connect on LinkedIn". It includes a radio button selection for "How do you know Cecily?" with "Friend" selected. Below is a text area for a personal note, which contains a message from Rich DeMatteo mentioning a meeting at a #TweetDrive4Japan event.

Invite Cecily to connect on LinkedIn

How do you know Cecily?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Cecily

Include a personal note: (optional)

Hi Cecily,

Great meeting you the other night at the #TweetDrive4Japan!
We only spoke briefly, but hopefully we can catch up sometime soon.

- Rich DeMatteo
@CornOnTheJob

Important: Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)

Invitations to Connect

- Business Etiquette
- Start at the person's Profile page
- Avoid using the default or
- Generic invitation
- Mention something in common
- Example: "Hello Mr. Smith, I noticed that we share a mutual group, AIChE. It is always great to connect with like-minded professionals. I would like to add you to my network and keep in touch."



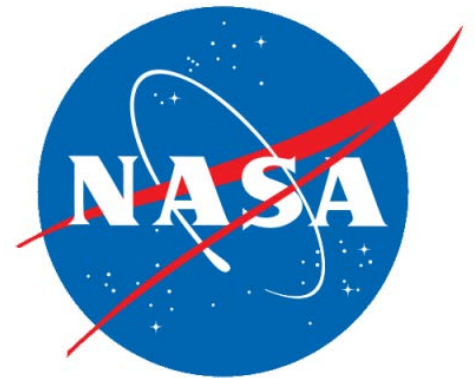
Find Alumni – Your Alma Mater

- Connections – Find Alumni
- Default to listed school
- Start filtering:
 - Type of work
 - Companies
- Check out Photos, Year Graduated, Headlines
- Send invitations to Connect – personalize each one



Connect by Company

- From your Profile page
- Search box – Name of Company
- People Who Work At
- Shared Connections; 1st, 2nd and 3rd
- Current vs Past Work/Companies



Making Your Mark on LinkedIn

- Provide and/or Share Articles
- Publish your own article
- Share articles others have written
- Be sure the article will add value
 - Read entire article – others will
 - Post the article and comment on it
 - Optional - reply back to comments

Contact

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