Leveraging LinkedIn

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Three Pillars of LinkedIn

**IDENTITY**

- Establish your professional profile of record

**NETWORK**

- Grow and engage your base of contacts

**KNOWLEDGE**

- Do research, learn skills, share content
Who Uses LinkedIn?

- **500M+** professionals
- **9M+** companies
- **75K+** college & university alumni groups
- **70%** outside the U.S.
- **150** industries
- **75K+** Fortune 500 companies use LinkedIn to source talent
Terms for an All-Star profile

① Professional looking photo
② Headline (120 character max)
  ➢ Job title
  ➢ Create a “slogan” that captures your unique value proposition
  ➢ Keywords separated by |
Rekha Ravindra
Data-driven Marketing Executive with Expertise in Product Positioning

Erica Marrari
Healthcare Executive, Creative Thinker and Process Tinkerer with a penchant for patient excellence
Tim McIntosh
Operations Leader | Cost Reduction | Quality Improvement | Team Building | People Development

Alvaro Mucida
Senior Rates Trader | Inflation-Linked Products Expert | Entrepreneur
Terms for an All-Star profile

1. Professional looking photo
2. Headline
3. Location
4. Industry
5. Summary
   - Make a pitch; highlight expertise/contributions, use first person
6. Current position and two past positions
   - Add content that shows impact/results, use first person
7. Education
8. At least three skills
Highly Recommended Profile Additions

① Customized URL: add to e-mail signature

② Up to date contact information

③ “Actively seeking”
   ➢ Use this in summary statement as a signal for recruiters

④ Leverage additional fields to showcase other experiences
Network Management

• Only connect with people you know and trust
  ➢ Do you feel comfortable asking your connections to help you?

• Review your current connections
  ➢ Download your connections to scrub/tag
  ➢ Personalize each new request to connect

• Engage with your 1st degree connections
Expand Your Network

- **Leverage** the alumni tool
  - Find alumni based on geography, industry, company, keyword
- **Ask** for introductions to 2nd degree connections
- **Provide** introductions
- **Join and participate in** LinkedIn groups
Research on LinkedIn

- **Research** those you’ll be meeting in professional settings
- **Find** people who have backgrounds of interest
- **Expand** your target company list
- **Follow** companies and use company pages for intel or to review the competitive landscape
Branding Yourself on LinkedIn

- **Optimize** your profile
- **Utilize** the status update field
  - Share links
  - Pose questions and/or poll your contacts
  - Highlight business travel
- **Use** the Publishing Platform to share richer content
- **React** to updates from others; engage
Thank You!
LinkedIn Premium

75% of LinkedIn Premium accounts paid for by employers

- Competitive Analysis
- Source sales leads
- Secure funding

Advantages of LinkedIn Premium

- See who has viewed your profile
- Can browse LinkedIn profiles without “commercial use limits”
- Send “InMail” with guaranteed response
- Increased search capabilities
LinkedIn Companies

- **Pulse:**
  customized news feeds

- **Lynda:**
  online learning opportunities

- **Slideshare:**
  presentations/documents/videos