

Manpower Career Success
Webinar Series 2013

LinkedIn Lessons for Career Success

Jill Kempka

February 21, 2013



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- Rate (before you leave)
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Agenda

- LinkedIn overview
- Your LinkedIn profile
- Making connections
- Leveraging LinkedIn groups
- Finding jobs on LinkedIn
- Learning with LinkedIn
- Boosting your brand on LinkedIn



The screenshot shows the LinkedIn registration page. At the top left is the LinkedIn logo. To its right are input fields for 'Email' and 'Password' with a 'Forgot' link. Below the logo is the tagline 'Be great at what you do.' A central image features a woman, Kendra Ramirez, with a quote: 'I haven't made a cold call since 2005 thanks to LinkedIn.' Below the image is her name and title: 'Kendra Ramirez - Social Media Strategist at ADP'. To the right of the image is a registration form with the heading 'Get started - it's free.' and a sub-heading 'Registration takes less than 2 minutes'. The form includes input fields for 'First Name', 'Last Name', 'Email', and 'Password (5 or more characters)'. A yellow 'Join Now' button is at the bottom right, next to a link for 'User Agreement, Privacy Policy'.

LinkedIn Overview

- Largest professional networking site – 200 million members
- Every day:
 - 175,000 new profiles created
 - 25 million profiles viewed
 - 10 million endorsements

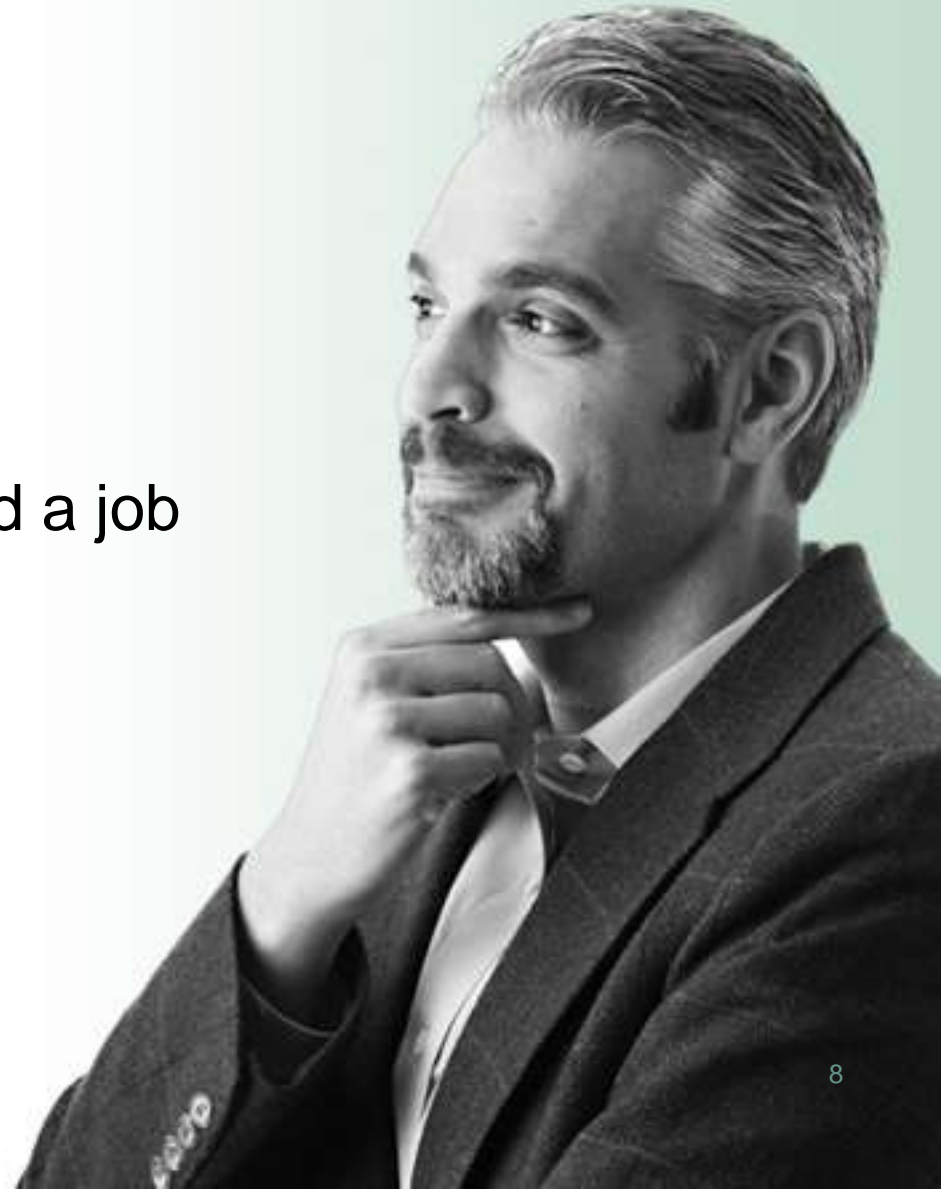


Poll #1: Do you have a LinkedIn Profile?

- A. Yes
- B. No
- C. I set one up, but haven't done anything with it.

Why LinkedIn?

- Everybody is using it
- Free
- Easy
- Networking is #1 way to find a job
- Research
- Personal branding



What Can You Do on LinkedIn?

- Build profile – get a resume
- Network
- Find jobs
- Join groups
- Learn
- Investigate
- Keep up with industry trends and company news
- Reconnect with colleagues
- Brand yourself

How to Get Started

- Go to [linkedin.com](https://www.linkedin.com)
- Enter first name, last name, email, password
- Click join now
- Create your profile
- Make connections



The LinkedIn Dashboard



- Home – News, People You May Know, Who Has Viewed, Jobs, Updates
- Profile – Edit or View Your Profile
- Contacts – Connections, Add Connections
- Groups – Your Groups, Find Groups, Create Groups
- Jobs – Find Jobs
- Inbox – Invitations, Messages
- Companies – Search, Your Companies
- News – LinkedIn Today, Saved Articles, Signal
- More – Help, Skills & Expertise

Your Profile

- Main body of information
- More than a resume
- Branding bonanza
- Showcase results
- Dynamic



The New LinkedIn Profile

- Rolled out late 2012
- More visual – bigger photo, logos, endorsements, etc. = more powerful first impression
- Activity is near the top
- Opportunities for visuals – no more LI apps, but you can add any visual type of content (videos, photos, presentations, etc. – anything with a link)
- More insights into your connections – how you match up with your contacts = fuel for conversations

New LinkedIn Profile Sample

The screenshot shows a LinkedIn profile for Jill Kempka. At the top, the LinkedIn logo and account type 'Basic | Upgrade' are visible. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', 'More', and 'People'. Below the navigation bar, there are two tabs: 'LinkedIn Home' and 'Advertise on LinkedIn'. The main content area features a profile picture of Jill Kempka, a smiling woman with dark hair. To the right of the photo, her name 'Jill Kempka' is displayed in bold, followed by her current title 'Marketing Manager at Manpower' and location 'Greater Milwaukee Area | Staffing and Recruiting'. Below this, her previous employer 'Manpower, Little Caesars' and education 'University of Wisconsin-Madison' are listed. A blue button 'Improve your profile' and a grey 'Edit' button with a dropdown arrow are positioned below the profile information. To the right, it shows '217 connections'. Below the profile information, there is a URL 'www.linkedin.com/in/jillkempka/' and a 'Contact Info' button. The 'ACTIVITY' section is visible at the bottom, showing a text input field 'Share an update...' and a recent activity post: 'Jill Kempka is now connected to Ken Kottke, Manager - Digital User Experience - ManpowerGroup NA' posted '3 hours ago'.

LinkedIn Profile: TOP BOX

- First impression
- Your personal brand
- All the basics up front
 - Photo
 - Headline = 120 characters
 - Location
 - Positions
 - Education
 - Contact info – email, twitter, websites
 - Connections – number of connections
 - Customized url

New LinkedIn Profile Sample

The screenshot shows a LinkedIn profile for Jill Kempka. The profile includes a profile picture of a smiling woman, a headline 'Marketing Manager at Manpower', and location 'Greater Milwaukee Area | Staffing and Recruiting'. It also lists 'Previous' employers as 'Manpower, Little Caesars' and 'Education' as 'University of Wisconsin-Madison'. There are buttons for 'Improve your profile', 'Edit', and '217 connections'. Below the profile is a navigation bar with 'www.linkedin.com/in/jillkempka/' and 'Contact Info'. The 'ACTIVITY' section shows a post: 'Jill Kempka is now connected to Ken Kottke, Manager - Digital User Experience - ManpowerGroup NA' from '3 hours ago'. Three red arrows point to the headline, the 'Edit' button, and the activity post.

Create a better headline – use keywords – add all contact points

Edit – public settings, export to .pdf

Provide regular updates – get in front of people

LinkedIn Profile: Photo and Contact Info

Photo

- Larger photo than before
- Professional headshot is best
- Size appropriately – check if your photo is tiny
- Crop neatly



Contact info

- Websites – also include in Summary
- Twitter
- Email
- Phone
- Address

LinkedIn Profile: Name, Headline & URL

Headline

- 120 characters
- Make it attention getting
- Use | to break up
- Sell yourself boldly – use keywords & job title as relevant
 - What do you do? Where are you?
 - Why are you a person worth connecting with?
 - What is your work passion/mission?

URL

- Make sure yours is customized
- Add it to resume, letters, email, etc.

Customize Your LinkedIn URL

- Create your own LinkedIn url: www.Linkedin.com/in/jillkempka
 - Go to Settings>Edit your public profile
 - Click Customize your public profile URL
 - Type in your name (it will tell you if your name is taken)
 - Click Set Custom URL
- Use it on job search communications
- Include in your email

LinkedIn Profile: Activity

- Your stream
- Front and center – above the fold/scroll
- See what others are sharing
- Start a conversation
- Build your brand
- Share – be relevant and interesting
 - What you are working on
 - An interesting article
 - An upcoming event
 - Professional content

Poll #2: If you have a LinkedIn Profile: How Often Do You Post Updates?

- A. Once a day
- B. Few times per week
- C. Few times per month
- D. Few times per year
- E. Never
- F. N/A

LinkedIn Profile: Background - Summary

- Your elevator speech expanded
- Make your personal brand explode
- Include your key selling points, experience, examples, links (visual) and accomplishments
 - Visuals can go in this section and/or in the Experience and Education sections



LinkedIn Profile: Experience & Education

- **Experience**
 - Your professional story
 - Focus on keywords
 - Make sure your title is searchable
 - Include relevant links – Professional Gallery
 - Presentations
 - Videos
 - Articles
 - Books
- **Education**
 - Names, dates, location, areas of study



LinkedIn Profile: Additional Sections

- Languages
- Projects
- Courses
- Certifications
- Volunteer Experience & Causes
- Organizations
- Associations
- Honors & Awards
- Publications
- Patents
- Test Scores
- Additional Info
 - Interests – can search for users with similar keywords
 - Personal details
 - Advice for Contacting

LinkedIn Profile: Skills & Endorsements

- Choose up to 50 skills
- Top 10 display – make sure they match your brand
 - Manage endorsements to delete to alter top 10 if needed
 - Showcase your chosen skills
- Add to profile
- Seek and give endorsements
 - Adds some credibility
 - Easier than a recommendation

LinkedIn Profile: Recommendations

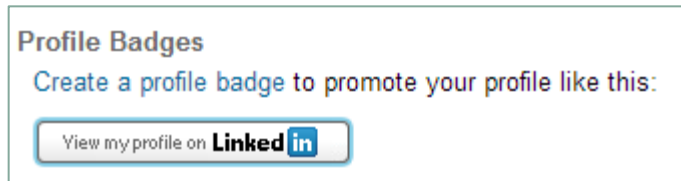
- Ask regularly
 - As you finish projects, make placements, etc. .
 - Set a time to seek recommendations – monthly? quarterly?
- Give recommendations – LinkedIn Karma

LinkedIn Profile: Connections, Groups & Following

- Make sure you are comfortable showing
- All groups and companies appear
- Listed on bottom of profile page

Who Can See Your Profile?

- Connections (any degree) see full profile
- Members signed in to LinkedIn see shortened profile
- Only 1st degree connections see your email
- Public sees public profile view – appears when people search for you on Google, etc.
 - Check your public profile settings (under Settings)
- Share with a badge:



Connections...
make some

Finding Contacts

- Co-workers – current and past
- School connections
- Teachers, managers, etc.
- Community contacts – anyone you network with
- Add Connections (from LinkedIn page)

See Who You Already Know on LinkedIn



Get started by adding your email address.

LinkedIn Etiquette: Connecting

- Make connections with a purpose
- Avoid: *“I'd like to add you to my professional network on LinkedIn”*
- Share how you are a valuable connection
- Quality vs. quantity
- Use “In Common” to find matches



Invitations to Connect

- **Personalize the request by typing in actual content**
 - Try not to use the preset "I'd like to add you to my professional network on LinkedIn."
- **State the reason you want to connect**
 - Write a specific reason you want to connect and what you aim to gain from the connection. For example: "I'd like to learn about your work with new marketing programs at your company."
- **Provide a reference to you outside of LinkedIn so someone can look you up**

1 Million LinkedIn Groups

LinkedIn

Account Type: Basic | [Upgrade](#)



Jill Kempka ▾

[Add Connections](#)

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [Companies](#) [News](#) [More](#)

Groups ▾

Search...



Poll #3: Do you participate in LinkedIn Groups?

- A. Yes, a lot
- B. Yes, a few
- C. No
- D. I've signed up for some, but haven't done anything

LinkedIn Groups: Which to Join?

- Search for Groups based on:
 - Your interest and experience (companies, areas of expertise)
 - Companies you work with or are interested in (industry, company name, your contact)
 - Skills (sales, finance, accounting)
 - Job seeker groups – local
 - Alumni/School affiliations
- Finding Groups
 - Check similar connections
 - Search Group Directory
 - Groups You May Like
 - Search box

LinkedIn Groups: How to Connect

- Participate in the group
 - Answer questions
 - Provide information
 - Start discussions
 - Share information
- View group members' profiles
- Decide who you would like to connect with in the group

92% of recruiters
said leveraging social media is
part of their hiring strategy – Jobvite survey 2012

You can find jobs on
Linked in, too



Looking on LinkedIn


- Keep making connections
- Post regular, relevant updates
- Update your profile
- Click on Jobs
- Look at Jobs You May Be Interested In
- Follow companies where you might want to work
- Search with and use the right keywords
 - Check job postings

Finding Jobs on LinkedIn

The screenshot shows the LinkedIn Jobs page. At the top, the LinkedIn logo is on the left, and the user's name 'Jill Kempka' and 'Add Connections' are on the right. Below the logo, the account type is 'Basic' with an 'Upgrade' link. A navigation bar contains links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is located on the right side of the navigation bar, with a 'Jobs' dropdown menu and an 'Advanced' link. Below the navigation bar, there are tabs for 'Jobs Home', 'Saved Jobs', 'Saved Searches', and 'Advanced Search'. A promotional link reads 'Tell your professional network you are hiring with a LinkedIn job post. Click to learn more >>'. The main content area is divided into two columns. The left column features a 'Search for Jobs' section with a search input field labeled 'Job Title, Keywords, or Company Name' and a 'Search' button with an 'Advanced' link below it. Below the search section, there is a section titled 'Jobs you may be interested in' with a 'Beta' badge, an 'Email Alerts' link, and a 'See More' link. A sponsored job listing for 'Division Marketing Manager' at 'Papa Murphy's International - Greater Milwaukee Area' is displayed. The right column features an 'Employers' section with links for 'Post a Job' and 'Manage Jobs'. Below this is a large advertisement with the headline 'Your Next Great Hire is on LinkedIn' and the text 'Get to the best talent faster with our premium recruiting solutions'. The ad includes an image of two professionals and buttons for 'Learn More' and 'Upgrade Now'.

Advanced Job Search

LinkedIn Account Type: Basic | Upgrade   Jill Kempka ▾ [Add Connections](#)

Home Profile Contacts Groups Jobs **Inbox** Companies News More Jobs ▾ Search...  Advanced

[Jobs Home](#) [Saved Jobs](#) [Saved Searches](#) **Advanced Search**

Keywords:

Location: Located in or near:

Country: United States

Postal Code: [Lookup](#)

Within: 50 mi (80 km)

Job Title:

Company:

[Search](#)

Functions:

- All Job Functions
- Accounting/Auditing
- Administrative
- Advertising
- Analyst

Date Posted:

- Any Time
- 1 day ago
- 2-7 days ago
- 8-14 days ago
- 15-30 days ago

Experience:

- Any Level
- Executive
- Director
- Mid-Senior level
- Associate

Salary (USD): [Upgrade to access this filter](#)

- All Salary Levels
- \$40,000+
- \$60,000+
- \$80,000+
- \$100,000+
- \$120,000+
- \$140,000+
- \$160,000+
- \$180,000+

Industries:

- All Industries
- Accounting

LinkedIn can make
you smarter

Finding Companies

LinkedIn Account Type: Basic | [Upgrade](#) Jill Kempka ▾ [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox Companies News More

Companies ▾

🔍

Companies Home
Search Companies
Following (5)


[Add a Company](#) [FAQ](#)


Search for Companies


Search


Company Name, Keywords, or Industry


Companies You May Want to Follow



Manpower



Inspiration
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Right Management To achieve success at work requires more than hard work. Here are six tips to manage your career to get you to the top. <http://ow.ly/hKFzM>

Career +
Work
Blog


👜

Hard Work Isn't Enough to Get You to the Top right.com
In Malcolm Gladwell's bestselling book, *Outliers: The Story of Success*, he says that it takes 10,000 hours to achieve success in addition to talent,...


Like (1) • Comment • Share • 2 hours ago

👤
Ahmed Fouad, PMP likes this

ADS BY LINKEDIN MEMBERS



Are You a Female Manager?
Apply Now to the National Association of Professional Women.



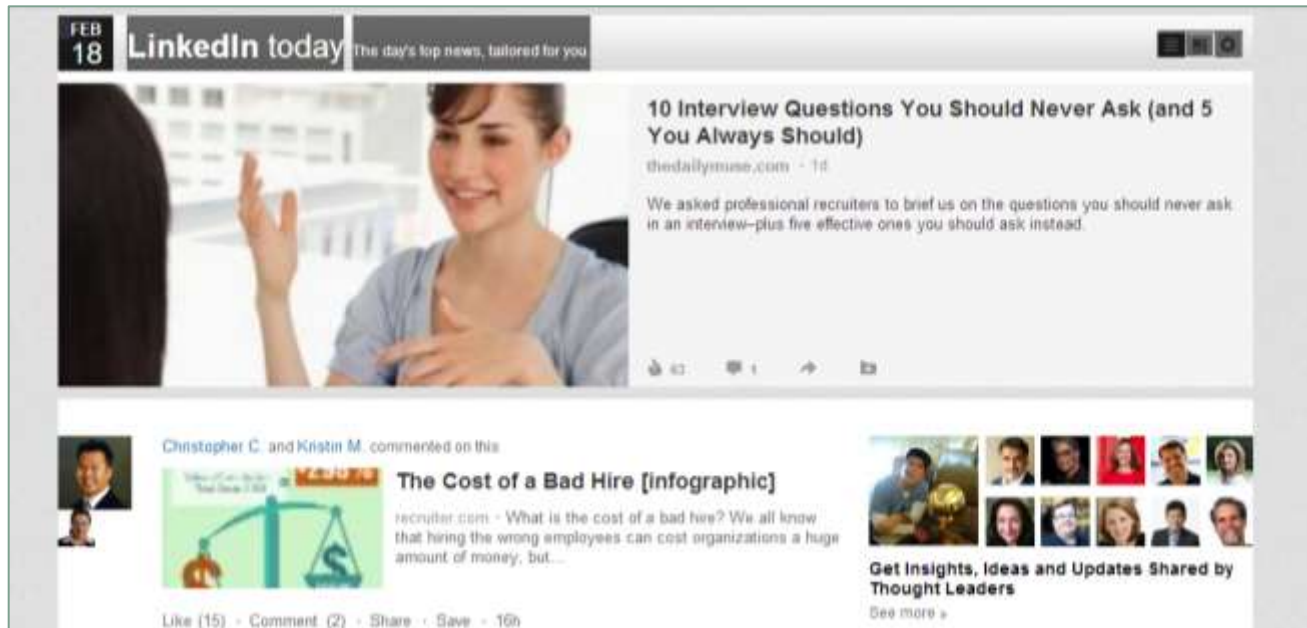
Masters in Communication

Why Follow Companies?

- Company news
- Company updates
- Company hiring information

Stay Current with LinkedIn Today

- Customize Your News
- Follow specific industries and sources



The screenshot shows the LinkedIn Today news feed interface. At the top, it displays the date "FEB 18" and the text "LinkedIn today" followed by "The day's top news, tailored for you". The main content area features a large article titled "10 Interview Questions You Should Never Ask (and 5 You Always Should)" from thedailyuse.com. Below the article title, there is a photo of a woman smiling and gesturing. The article text reads: "We asked professional recruiters to brief us on the questions you should never ask in an interview—plus five effective ones you should ask instead." Below the article, there are social media interaction icons for like, comment, share, and save. Below the article, there is a section for comments, showing "Christopher C. and Kristin M. commented on this". To the right of the comments, there is an infographic titled "The Cost of a Bad Hire [infographic]" from recruiter.com. The infographic text reads: "What is the cost of a bad hire? We all know that hiring the wrong employees can cost organizations a huge amount of money, but...". Below the infographic, there are social media interaction icons for like, comment, share, and save. To the right of the infographic, there is a section titled "Get Insights, Ideas and Updates Shared by Thought Leaders" with a "See more" link.

LinkedIn Signal

- See updates from people in one place
 - Can filter by degree of connection or no connection at all (some people make updates visible to all)
- Search updates, e.g. hiring
- Save updates
- Allows you to monitor topics, companies, interests, trending info, top headlines and more

More Resources

- Help
- Skills & Expertise
 - Find similar skills to list, related companies, contacts and more

Skills & Expertise *beta* > Marketing

Search Skills & Expertise

Related Skills

- Marketing
- Marketing Leadership
- Marketing Mix
- External Agencies
- Offline Marketing
- Brand Awareness
- Market Planning
- Joint Marketing
- B2C marketing
- Creative Marketer
- B2B Marketing
- National Marketing
- Marketing Agency
- Marketing Management
- Conversion Rate
- Integrated Marketing Plans

Marketing ▼ -1% y/y

Primary Industry: Marketing and Advertising

✔ Listed on your profile See Suggested Skills

Marketing Professionals

Jordan Adler 3rd

Network Marketing and Real Estate Entrepreneur
I currently share my residence between Jerome, AZ and Phoenix, AZ... I have a degree in Landscape Architecture from...

Pete Blackshaw 3rd

Global Head of Digital & Social Media at Nestle
Pete Blackshaw, whose professional background encompasses public policy, digital marketing, and brand management,...

Dev Amrithesh 3rd

President & Chief Operating Officer at Dunkin' Donuts India - Jubilant FoodWorks Ltd
Consumer Product Marketing has been the main area of my interest and experience. In my Stints at Domino's Pizza,...

Bill Glazer 3rd

Business Strategist at Bill Glazer Consulting
Bill Glazer is the Best Selling author of OUTRAGEOUS

Share

Tweet

9th Most popular skill

Relative Growth | Size | Age

Skill	Relative Growth
Marketing Leadership	~1.5%
Marketing Mix	~-1.5%
Marketing	~-1.0%
External Agencies	~-1.0%
Marketing Budget	~-4.5%

Related Companies

Enterprise Rent-A-Car
Automotive
[Follow](#)

Microsoft
Computer Software, Greater Seattle Area
[Follow](#)

Hewlett-Packard
Information Technology and Services,
[Follow](#)

Recap: LinkedIn Profile Quick Tips

- Photo – use professional head shot
- Headline – quick, catchy, descriptive line
- Summary – networking/branding story – what you’re all about
- Employment – current and former jobs, job title, dates, accomplishments
- Education – schools (post HS) – name of school, degree, dates, awards
- Skills – Select 5 or more skills
- Links – list personal website, blog, etc.
- Visuals – videos, photos, presentations, etc.
- Recommendations/Endorsements – get some of both

Create your own LinkedIn url: www.Linkedin.com/in/jillkempka

Make sure your Profile is 100% complete – use the “Improve Your Profile” Tool

LinkedIn Action Items

- 100% complete profile and current
- Make contacts
 - Import email database
 - Consider former employers/educational institutions
 - Personalize invitations
- Connect with groups
- Follow/research companies
- Find job openings
- Be active, helpful and genuine

Questions?

For More Information

- General Career Content – manpower.us
- Manpower Career Coach Blog – manpowergroupblogs.us/manpower/careercoach
- Follow Up Email
 - Top 10 LinkedIn Tips article
 - Webinar replay

About Manpower's Career Success Series

Career development is important to Manpower.

Manpower's goal is to help you in your career journey by giving you the resources, tools, and information you need to succeed in today's world of work.

Future dates/topics in the Career Success Series

- May 16 – Your Job Search Checklist from A to Z
- August 15 – I'm Ready for a Career Change: Now What?
- November 14 – Keep Your Resume Out of the Trash: 10 Tips for Today's Resume