

# LinkedIn and YOU!

**MCUL Conference – February 2016**

Presented by Niki Perkins, MBA, CPRW

**LinkedIn**

# Agenda

- Introductions
- LinkedIn – let's login!
- Join Me!

Personal  
Branding!

Make New  
Friends!

Resource/  
Help!

Maintain  
Relationships!



LinkedIn

# Introductions

## • About me

- Director of Career Services, Baker College 2003 - present
- Adjunct Faculty, Baker College 2006 - present
- Education (MSU/Baker College) and Certification (CPRW, Toastmasters)
- I LOVE LINKEDIN! Work Smart, Not Hard!

## • About you?

- Never used LinkedIn
- I have an account...
  - Don't use it
  - Occasional user, I get email updates
  - Frequent user, weekly
  - Heavy user, daily/multiple times per week
  - Have the app and use it on my phone (Recommended!)
  - Two or more accounts, help!
  - Paying for an account



LinkedIn

# Help Center & About!

## – Two or more accounts – HELP!

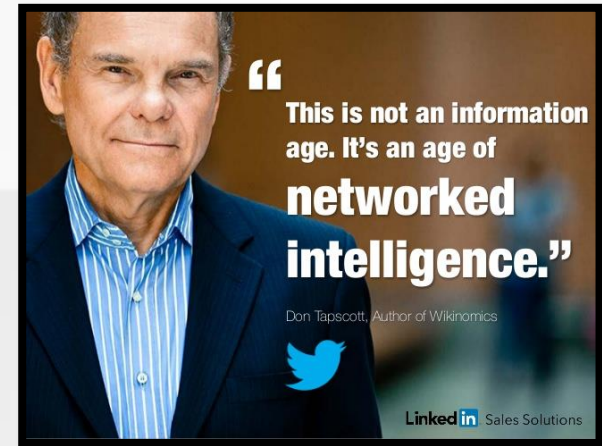
- **Steps to take:** scroll to the bottom of your account > click on *Help Center* > click on Account Access > Duplicate Accounts > Follow the instructions for your situation
- Only Connections will transfer!
- Can't sign-in and don't know email
  - LI will verify your identity, follow instructions

## – About

- Press – what's new
- Blog – official blog, good stuff!
- Developers – integrating LI with your company

# At the Top!

- **Search** (basic and advanced)
- **Messages**
  - Quick view and access
- **Notifications**
  - Requests to join groups you manage
  - Who has viewed YOU!
- **Grow My Network**
  - Pending invitations
  - Add contacts (heads up = address book access!)
  - People you may know
- **Account & Settings**
  - Privacy settings (YOU are in control, take it!)



# LinkedIn Headings

- **Headings found on LinkedIn include:**
  - **Home**
    - Improve Profile, Stats, Updates, Upload, Publish Keep in Touch, Ads
  - **Profile**
    - Edit Profile, Your Decision Board, Who's Viewed Your Profile, Your Updates
  - **My Network**
    - Connections, Add Contacts, People You May Know, Find Alumni
  - **Education**
    - University Finder, Field of Study Explorer, University Rankings, Find Alumni, Your Decision Board
  - **Jobs**
  - **Interests**
    - Companies, Groups, Pulse, Slideshare, Online Learning



# Home

- **Snapshot View (Dashboard)**

- Improve your profile
- Stats...check them out!
- Upload a photo
  - Professional only please!
- Publish a post
- Updates
  - You!
  - Following
  - Connection
  - Sponsor
  - Group
- Keep in touch
  - Use to quickly build and maintain relationships!

- **Spend 5-10 Minutes!**

- **MAKE TIME!**

- **Review and read updates**

- **Like** – it takes one click!

- **Comment** – one click, little more time, more impact, watch grammar!

- **Share** – show others what interests you!

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# Profile

- **What Can I Do Here?**

- Update your profile
- Your Decision Board
  - Thinking of attending college?
- Who's Viewed Your Profile
  - Who's viewed your posts
  - How you rank for profile views

- **Your Profile**

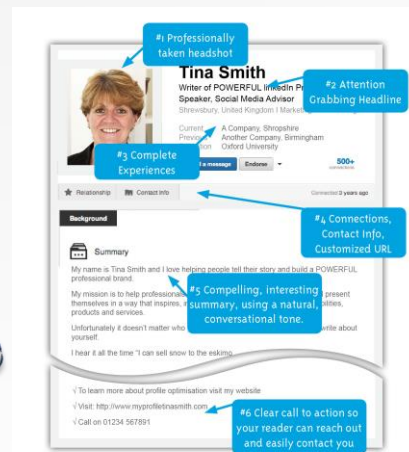
- **MAKE TIME!**
- Keep it up to date!
  - Jazzy headline
- Public profile link
  - Where and what look like?

 <https://www.linkedin.com/in/nikiperkins>

- Mouse over to edit
- See your activity
  - View profile as
- Add sections
  - View more
- Notify your network
  - YES!
- Discover more!

Link to picture resource:

<http://blog.positiveadvertising.co.uk/Posts/Be-Smart/Is-Your-LinkedIn-Profile-Rock-Star-or-Pop-Idol/2587>






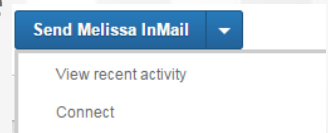
# My Network

## • What Can I Do Here?

- Connections
  - Say congrats
    - Stay connected
    - Feel appreciated
  - Sort by
  - Filter By
  - Search
  - Tag, Message and More!
- Add Contacts
  - NO LinkedIn account
    - That is okay, add them anyway!
- People You May Know
  - Let LI do the work for you!
- Find Alumni
  - AWESOME tool!
  - Ability to change schools

## • Add Contacts Tips

- Be careful adding your email!!!!!!
  - Gives LI access to your address book!!!
- Name and email is all you need!
  - Click on this icon 
- Search for the person, if they have an account follow these steps
  - Click on their profile
  - Click on the arrow
  - Click on Connect
  - Select how you know them
    - Use first 4 selections
- **Personal Note IMPORTANT**
  - Many won't connect with you if you do not personalize your message!





# Education



- **What Can I Do Here?**

- University Finder
- Field of Study Explorer
- University Rankings
- **Find Alumni**
  - **Powerful tool!**
  - **Network, network, network!**
- Your Decision Board
  - Need help deciding which program or college is right for you, check out this feature!

- **Why Use Education Feature?**

- Features gathered from user data!
- Never too early, high school students!
- Employers use for recruiting!
  - Internships and jobs
- Network and Connect!



# Jobs

- **What Can I Do Here?**

- Search for jobs
  - Title, Keywords, Company Name, Location
- View jobs
- View companies
- Apply for jobs
- Post jobs (fee)
- Track jobs applied for
- **Set up filters!**
- **Jobs in your network!**
  - **Connections can help you land interviews quicker!**

- **Common Question!**

- If I use LinkedIn to search for or apply for jobs will my employer know?
  - NO, not unless you post it as an update!
- From LinkedIn:
  - Mouse over – Your job activity is private...
  - “All job search activity on LinkedIn (including job views, searches and applications) is private and is not shared with your connections.”



# Interests

- **What Can I Do Here?**

- Companies
  - Explore companies
  - Follow companies
- **Groups**
  - **My Groups**
  - Discover
    - Groups to join based on your profile and activity
- Pulse
  - Hot posts
  - Good reading
- SlideShare
  - LinkedIn Company!
  - Share and/or create presentations on LI
- Online Learning (fee)
  - LinkedIn Company
  - Lynda.com

- **Groups – Join and Get Involved!**

- **My Groups**
  - Groups you manage
  - Groups you belong too
- Utilize as a resource
- Recommended #
  - 30-50
- Like (takes one click!)
- Comment (build more presence)
- Make new connections
- Find old friends
- Start discussions
- Share articles, presentations, ideas, ask questions





“What really matters in the networked age? Relationships. Relationships help you find opportunities, resources, make decisions more effectively, and manage a long-term investment and a lifetime career.”

Reid Hoffman  
Executive Chairman and Co-Founder, LinkedIn

LinkedIn Talent Solutions

## Join Me!

- **Niki Perkins**

- LinkedIn Profile: <https://www.linkedin.com/in/nikiperkins>
- Email: [niki.perkins@baker.edu](mailto:niki.perkins@baker.edu)

