Using LinkedIn & Social Media To Your Advantage

Personal Branding Conference
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Using LinkedIn & Social Media To Your Advantage

LinkedIn Strategies

• The All-Star Profile
  Creating a profile that "pops"

• Connecting via Groups
  Using groups to your advantage

• Networks
  Building a robust network

Social Media Impact

• Recruiting via Social Media
  What employers are looking for

• What Helps...What Hurts
  Content to post & content to avoid

• What To Do Next
  Cleaning-up your online presence
LinkedIn Strategies
LinkedIn Strategies

The "All Star" Profile

• Describe & connect your accomplishments
• Indicate the skills employers want to see
• Promote the image you want to project
• Ensure profile is consistent with what you post
• "All-Star" profiles are considered "complete"
LinkedIn Strategies

Establish Group Connections

- Can belong to 50 LinkedIn Groups
- Seven is the average number of groups
- Leave if not useful...or pertinent
- Contribute (carefully)....even if it's just a like

LinkedIn Strategies

Establish Group Connections

• Group Areas...

- Profession
- Industry
- Location
- University/college alumni
- Hobbies
- Former colleagues
LinkedIn Strategies

Build A Network

• The more connections....the more visibility
• Start with friends, family & move to recruiters, employers, etc.
• Accept invitations, even from people you don't know
• Connections allow you to get closer to decision makers you might otherwise never touch

TOP TIPS FOR PUTTING YOUR LINKEDIN PROFILE TO WORK

Create a Quality Headline
Headlines are highly searchable. Use industry keywords to describe your role, company and talents.

Choose a Professional Profile Photo
Look how you look when doing business. Do you wear a suit to work? Wear a suit in your photo.
* In <1 minute people will decide if you're worth talking to. A picture of your dog = not a good idea.

Activity
Share Activity
This is your "FREE professional billboard." Share what you're working on or what you can help with.

Background
Don't Skip the Summary
Detail current role—and how you can be of assistance. 2-3 paragraphs max.
* Include email and phone number at the end!

Experience
New Recommendations
Show praise for your current job! If you're in sales, recommendations should be by people who have bought from your company.
* Ask your current (and happy!) customers to recommend you!

The LinkedIn Daily Spend
- Update status message
- Clean out your inbox
- Prospect business or direct reach outs to achieve business goal

http://www.entrepreneur.com/article/229838
LinkedIn Strategies
Social Media Impact
Social Media Impact

Social Media & the Job Search

• Employers across various industries use social media

✓ Information Technology 76%
✓ Financial Services 64%
✓ Sales 61%
✓ Professional & Business Services 58%
✓ Manufacturing 49%
✓ Healthcare 49%
✓ Retail 46%

Social Media Impact

Social Media & the Job Search

• Hiring managers "Google" your name
• Looking for information to help make decisions

✓ Professional Experience
✓ Mutual Connections
✓ Previous Work Examples
✓ What others say about you
✓ Cultural "Fit"

*Some may even ask to be your "friend"
Social Media Impact

What Content Helps

• Leadership Situations (i.e. making presentations, etc.)
• Group / Collaboration settings
• Performing volunteer work
Social Media Impact

What Content Helps <Examples>

Volunteer Work
Social Media Impact

What Content Helps

Examples

Group Collaboration
Social Media Impact

What Content Helps

<Examples>

Leadership Situations / Presentations
Social Media Impact

What Content *Hurts*

- Provocative or inappropriate content
- Excessive drinking, profane language, etc.
- Poor communication skills (bad grammar)
- Derogatory comments about employer/company
- Negative comments re: race, religion, gender, etc.
Social Media Impact

What To Do Next?

- Delete old photos that don't project a good image
- Remove "questionable" connections
- Eliminate questionable comments, tweets, etc.
Social Media Impact

Remember....

You are being interviewed via social media
Questions?
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