LinkedIn Beginners

Session Objectives

- Getting started on LinkedIn

- How to build an effective profile

- Making Connections and expanding your network

- Increasing your visibility: Endorsements, Recommendations

- Do's and Don'ts on LinkedIn

Social Media today

Why should you use LinkedIn?

- Build and control your brand

- Network, connect and reconnect

- Share and gather knowledge and information

- Find or advertise opportunities

- Stay up to date with industry insights

LinkedIn Knowledge and Information

- 17 Million + company pages

- 2 Million + groups on LinkedIn

- 120+ news channels

- 2500+ influencers
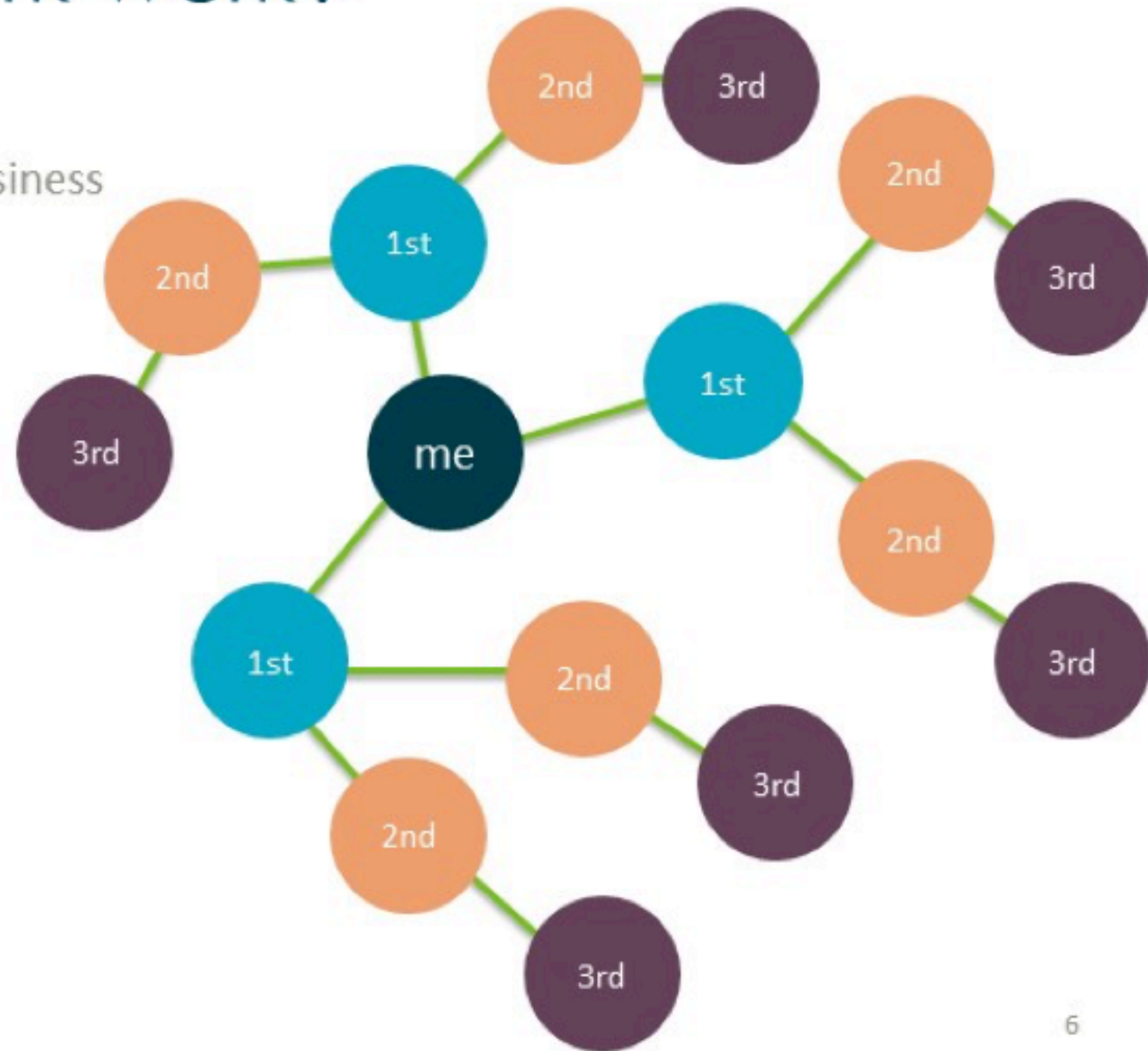
- 3000+

How does your network work?

1st degree

Your friends, family members, colleagues, business partners (people you know)

2nd degree

Their friends, families, colleagues, Business partners' Contacts

3rd degree

Your contacts' contacts friends, family members, colleagues, business partners

Headline

Professional summary

Summary/Bio

Elevator Pitch - Notable achievements –
About you

Skills & Endorsements

List up to 50 skills you want to be known
to have – these can then be endorsed

Experience

Roles and responsibilities – Dates, Job titles and
companies must match your CV, with detail
relevant to the way you wish to be seen

Education & Courses & Certificates & Interests

Recommendations

Key to have a few focused recommendations

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Online reputation checklist

Your digital footprint is the mark that you leave behind when using the internet and can shape your online reputation. Your digital footprints can be positive or negative and shape how people see you now or in the future. Use our simple checklist to help manage and maintain your online reputation.

Search yourself online: do you know what is online about you? Do a simple web search of your name and see what you can find. If you find something you aren't happy with, take the necessary steps to get that content removed. Remember, if your Facebook or Twitter pages appear you can change this by adjusting your privacy settings.

Check privacy settings: make sure you know what information you are sharing on the websites you use, in particular on social networking sites. Most social networking sites have privacy settings to help you manage the content you share and who you share it with; you can decide if you want your posts to be shared with your online friends and followers only or with the public. Keep in mind that your friend's content and their settings can also affect your digital footprint.

Think before you post: before you post that funny picture of your friend, or make that joke about someone on Twitter, ask yourself do you want everyone to see it; friends, family, grandparents, future employers? Would you be happy for others to post that type of content about you? You should be proud of everything you post online, remember once it is online it could potentially be there forever!

Deactivate and delete: when you stop using a social networking profile or website, it's a good idea to deactivate or delete your account. This will mean the content is no longer live and should not be searchable online; it will also remove the risk of these accounts being hacked without you knowing.

Make a positive footprint: we hear a lot about the negative footprints left behind online. The best way to keep your online reputation in check is to use your time online to get creative and create a positive footprint. For example why not write a blog to promote all the great things you are doing, fundraise for a charity using an online sponsorship page or create a video to teach others something new?

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Thank you!