



ISA 2012 SLM Social Media Training: LinkedIn

- **Joining**
 - **Social Recruiting:** 89% of companies surveyed in 2011 said they either did or were planning to use social media to recruit employees. Of those, **87% said that they use LinkedIn**. And 75% of companies surveyed searched job candidates' online profiles (LinkedIn, Facebook, Twitter) before interviews.
 - **Connection:** Import contacts from email.
 - **Custom URL:** Personal branding and SEO (search engine optimization).
- **Profile**
 - **SEO:** Think about keywords employers, recruiters, customers would search
 - **Profile picture:** You need one!!
 - **Headline:** Describe your value proposition, not your job title.
 - **Website URLs:** Do not use "My Company" or "My Website" or "My Blog." Think in terms of keywords instead.
 - **Description:** Ditch the resume-speak. Sell yourself by talking about the problems you solve and your value proposition. Avoid over-used terms (e.g. results-oriented).
 - **Work history:** Important to enter company name to match existing (LinkedIn uses these for search results and suggestions for connections). Do a search first. Focus on accomplishments earned and skills developed.
 - **Skills:** Again, think SEO.
 - **Recommendations:** Super-important! Try to get at least two recommendations from each job listing.
 - **Education:** Enter schools attended and degrees and certificates earned.
 - **Publications:** Add any publications.
- **Status updates**
 - Signal to peers, employers and recruiters that you are engaged and switched in.
 - Keeps connections informed and familiar.
 - Increases profile views.
- **Groups**
 - **Finding & joining:** Search groups or check out groups your connections belong to.

- **Open vs. member:** Some groups are open, meaning anyone can join and you are instantly admitted. Others require approval from group administrator.
- **Posting**
 - **Discussions:** Post questions or links for discussion within the group.
 - **Surveys:** Post a survey question to collect responses from members
 - **Promotions:** For self-serving (i.e. advertising) posts. Every group has its own rules and moderation settings and practices. Many are not well-managed and spammy.
 - **Jobs:** Section for posting job opening and/or requests.
- **Commenting:** Good opportunity to build thought leadership and promote personal or company website.
- **Digests:** Can select daily or weekly digests of group posts.
- **Answers**
 - **Browsing:** Look for “Answers” under “More” in top menu. Answers feature is categorized.
 - **Answering:** Similar to commenting in groups. Person who posted question can mark answers as “Good” and select one answer as “Best.” Shows up in your profile and helps establish influence and thought leadership.
 - **Subscribing:** Can subscribe to Answer categories via RSS.
- **Applications**
 - **WordPress:** Link WordPress blog posts to your LinkedIn profile.
 - **Slideshare:** Create presentations in Slideshare and display them in your LinkedIn profile. Helps demonstrate authority and demonstrates communication skills.
 - **Reading list:** Exemplifies continuous improvement and/or outside areas of interest.