

LinkedIn



Expanding and Leveraging your LinkedIn Network

Ryan Keller

By the end
of this
session you
will:



Know 8 ways to easily improve
your LinkedIn profile



Understand the relevance of
LinkedIn in today's world



Know how to leverage LinkedIn's
search methods to network and
gather information

Why use
LinkedIn?



Profile Tips



Expanding
your Network



Agenda

Why is LinkedIn Important?



Leading social media platform of choice for 92% (460) of Fortune 500 Companies (99firms.com)



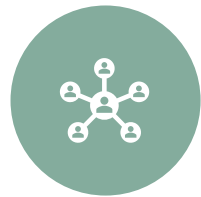
61 million senior-level influencers and 40 million decision-makers have profiles (99firms.com)



Great for creating Empathy Maps and aiding Business Development



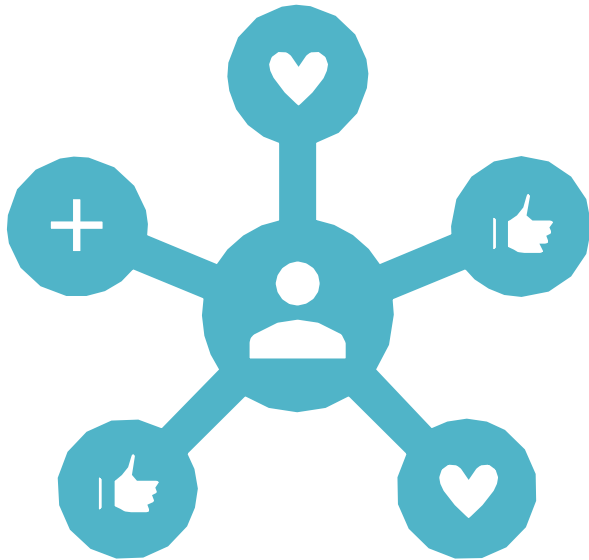
2nd most popular platform for B2B Marketers (Oberlo.com)



Average regular user has 400 connections (LinkedIn.com)

How can I
improve my
profile?

8 Ways to (easily) improve your LinkedIn Profile



1. Create a custom profile URL
2. Have a background picture
3. Update your current location
4. Update your current job
5. Update your headline
6. Have a professional-looking profile picture
7. Write an “About” summary of yourself
8. Have your peers endorse your skills and write recommendations

in Search

Home My Network Jobs Messaging Notifications Me Work Reactivate Premium

Edit public profile & URL

Add profile in another language

People Also Viewed

1. Custom URL

- First Name
- Last Name
- Middle Initial
- Hyphens (dashes)
- Underscores

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/ryanwkeller

Edit Content

This is your public profile. To edit its sections, update your profile.

Edit contents



Add profile section

More...



Ryan Keller

Passionate Leader | Polyglot | Decision Scientist | Aspiring TEDx Speaker

Bengaluru, Karnataka, India · 500+ connections · Contact info



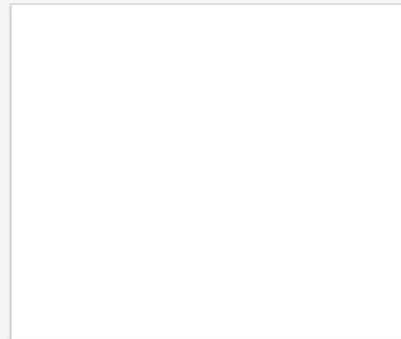
Mu Sigma Inc.



University of Wisconsin-Eau Claire

Edit public profile & URL

Add profile in another language



People Also Viewed

Edit intro



First Name *

Ryan

Last Name *

Keller

Add former name


Headline *

Save

2. Background Picture

- Like a cover photo on Facebook
- “Your LinkedIn background banner photo should reinforce who you are and visually support the written portions of your profile” - Forbes

Edit intro



First Name *

Last Name *

[Add former name](#)

Headline *

Edit intro

Education

[Add new education](#)

Country/Region *

Province/State

City/District

Industry *

Contact info



Profile URL, Email, WeChat ID

[Save](#)

3. Update your Current Location

- LinkedIn Algorithms will show your profile to likely connections within the same geography
- Shows that your profile is up-to-date and that you're an active user
- Update your Industry as well

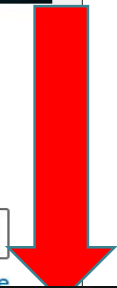
Edit intro





First Name *

Last Name *

[Add former name](#)



Edit intro



First Name *

Last Name *

[Add former name](#)

Headline *


Current Position

[Save](#)

4. Update your Current Job

Show where you currently work


Edit intro



First Name * Last Name *

[Add former name](#)

Edit intro



First Name * Last Name *

[Add former name](#)

Headline *

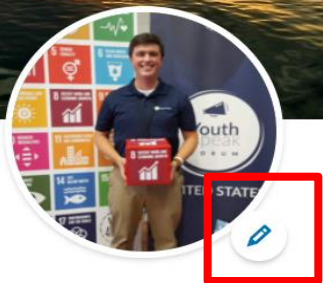
Current Position

5. Update your Headline

Many different approaches:

- Short and Sweet
- Emphasize Accomplishments
- Show your current and future professions
- Represent your company proudly

Headline Tips



First Name *

Ryan

Last Name *

Keller

[Add former name](#)

Headline *

Save



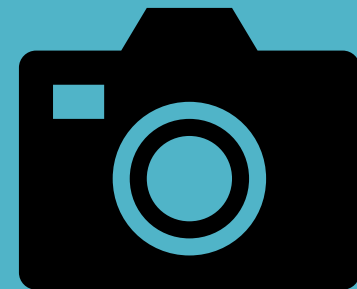
6.1 Professional Profile Picture

- Fit your industry/profile
- Clean, simple background
- Business Casual or Professional dress
- No Studio Needed!
- “LinkedIn Profiles with photos get 21x more views and 36x more messages” (Oberlo.com)



6.2 LinkedIn Profile Picture Checklist

1. Use any smartphone with a 'portrait mode' for the rear camera
2. Use L14 as a backdrop
3. Upload to LinkedIn





Add profile section ▾

More...



Ryan Keller

Passionate Leader | Polyglot | Decision Scientist | Aspiring TEDx Speaker

Bengaluru, Karnataka, India · [500+ connections](#) · [Contact info](#)



Mu Sigma Inc.



University of Wisconsin-Eau Claire

About



I am a leader who believes in my ability to change the world and adapts and shows resilience in the face of challenges. To move forward with uncertainty, you need to transmit positivity and take risks when needed. I am passionate about life-long learning and being self-aware enough to know that there's always some way, somehow that you can improve and develop. I champion embracing other cultures and am always looking for opportunities abroad.

I have a firm belief in two guiding principles:

- If your goals don't scare you, they aren't big enough
- Our greatest learning points are when we fail, failing without being a failure is key to success

7. About Summary

Expand on your headline and give a good summary of the following:

- **Why** do you do what you do?
- **How** do you go about your work?
- **What** makes you different from the next person?

[About Summary Tips](#)

Skills & Endorsements

Add a new skill



Take skill quiz

Teamwork · 14



Endorsed by Christina Zaine, who is highly skilled at this



Endorsed by 3 of Ryan's colleagues at AIESEC

Time Management · 12



Endorsed by 2 of Ryan's colleagues at AIESEC

Leadership · 12



Endorsed by 3 of Ryan's colleagues at AIESEC



John Hagoski

Data Analytics | Decision Scientist | Sustainability

Skills & Endorsements



Customer Service · 2

You and 1 connection have given endorsements for this skill



Forecasting · 1

Brett Jackson has given an endorsement for this skill



Data Analysis · 4



Endorsed by James Halliday (mutual connection)



Endorsed by 2 of John's colleagues at Mu Sigma Inc.

Show more

Your Profile

8. Skills & Endorsements

- Showcases your strengths
- Lends credibility to you and your profile
- Minimum of three skills with one endorsement
- Current and Former colleagues are preferred

Colleague's Profile



Suggested Connections



Search within companies



Search by people, jobs, content, companies, schools, and groups

Expanding your Network

Thank You

Citations

1. Oberlo: <https://www.oberlo.in/blog/linkedin-statistics>
2. Forbes: <https://www.forbes.com/sites/josephliu/2019/06/17/linkedin-background-photo/#7476b461501b>
3. 99firms: <https://99firms.com/blog/linkedin-statistics/>