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

Agenda

- Why use LinkedIn?
- Profile Tips
- Expanding your Network

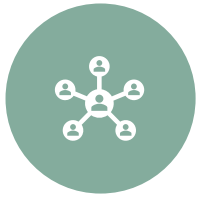
Why is LinkedIn Important?

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

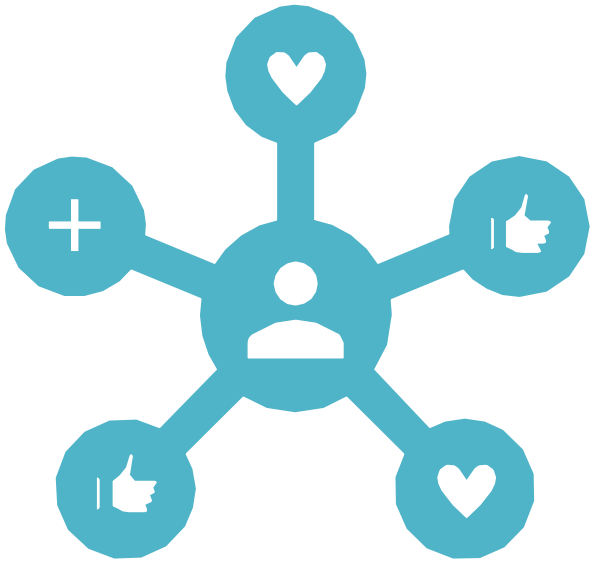
2nd most popular platform for B2B Marketers (Oberlo.com)



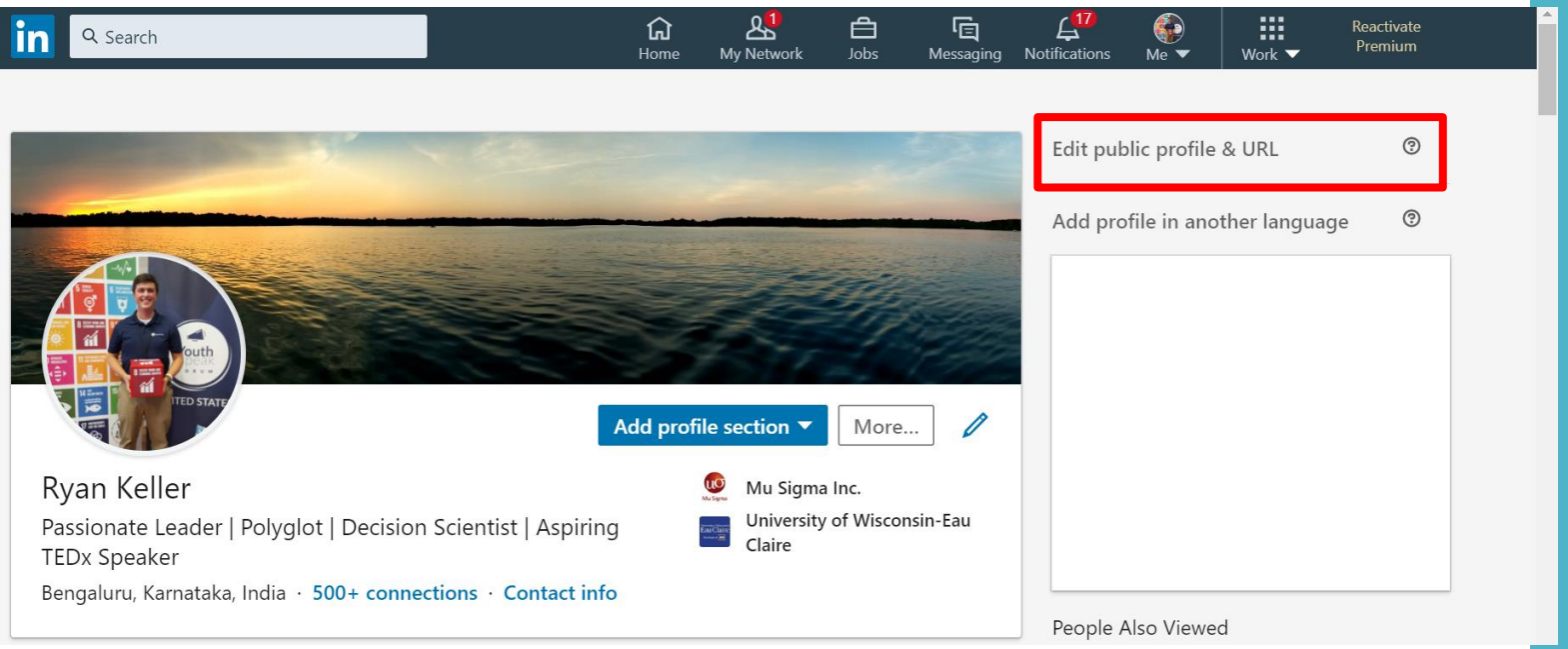
Average regular user has 400 connections (LinkedIn.com)

How can I improve my profile?

8 Ways to (easily) improve your LinkedIn Profile

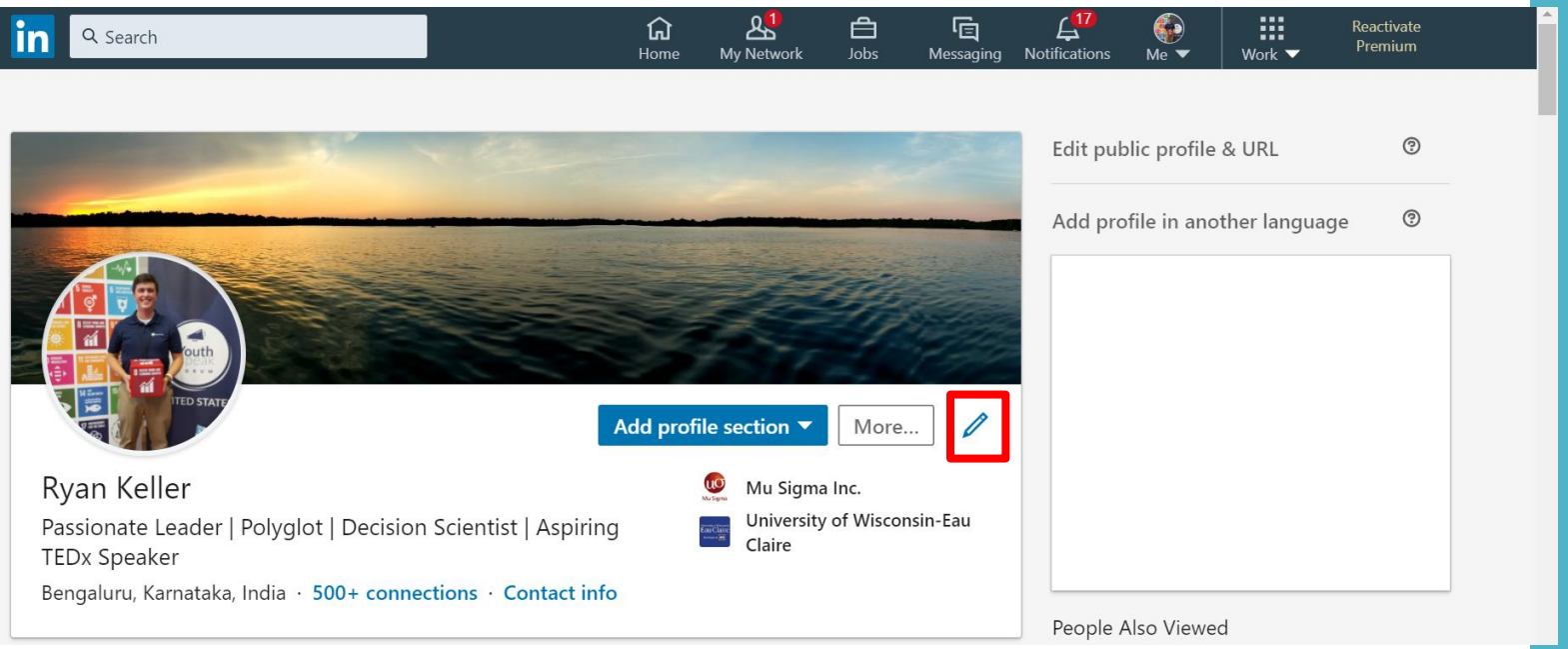


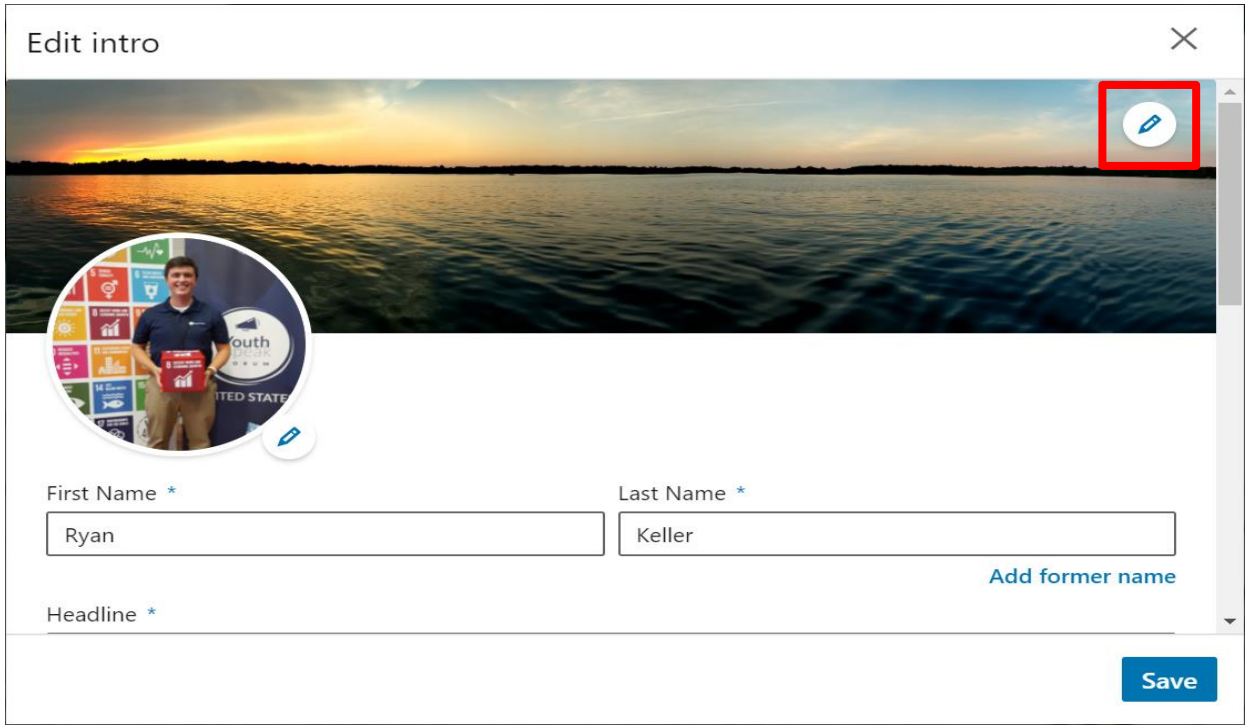
1. Create a custom profile URL
2. Have a background picture
3. Update your current location
4. Update your current job
5. Update your headline
6. Have a professional-looking profile picture
7. Write an “About” summary of yourself
8. Have your peers endorse your skills and write recommendations



1. Custom URL

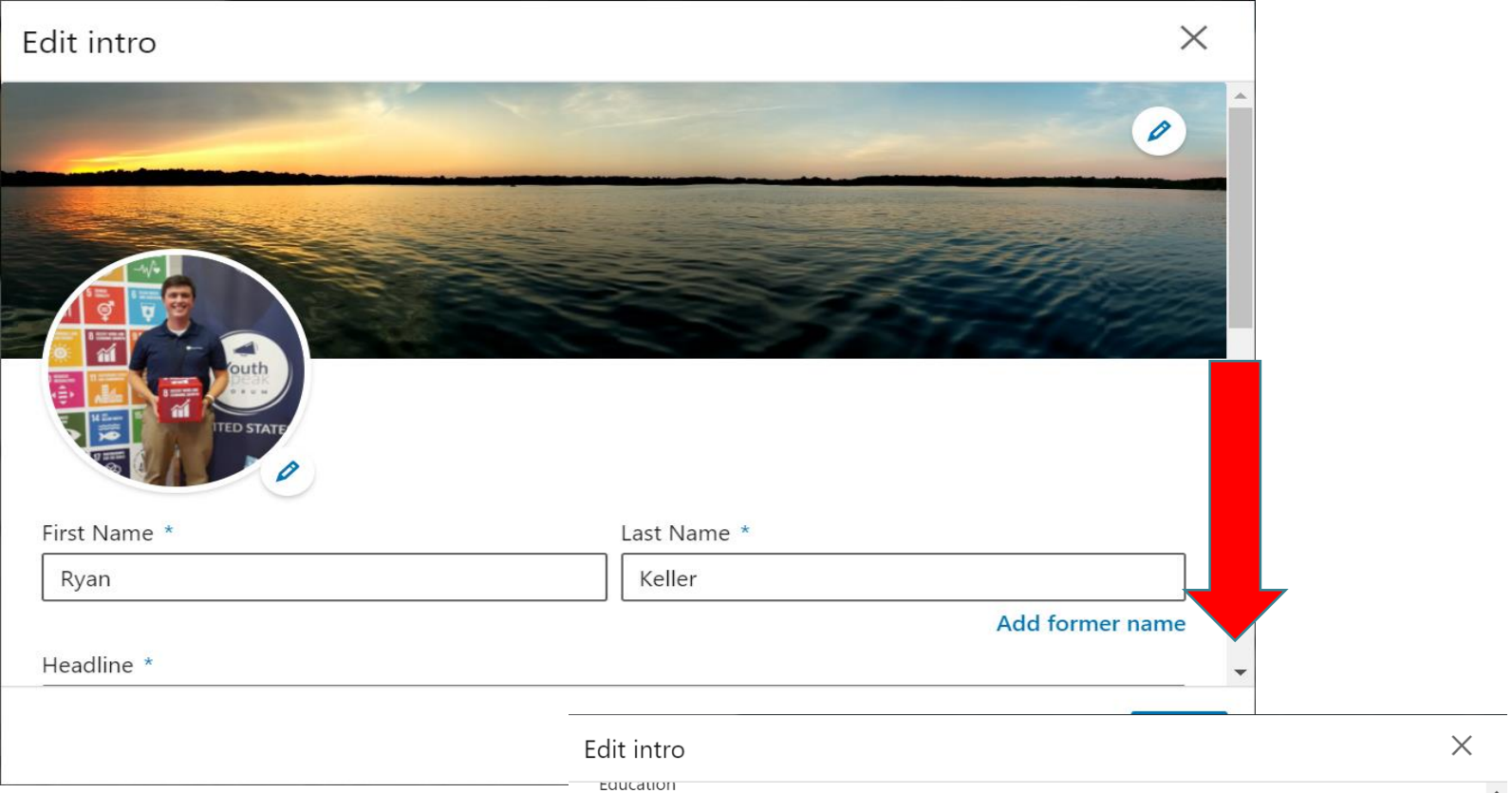
- First Name
- Last Name
- Middle Initial
- Hyphens (dashes)
- Underscores

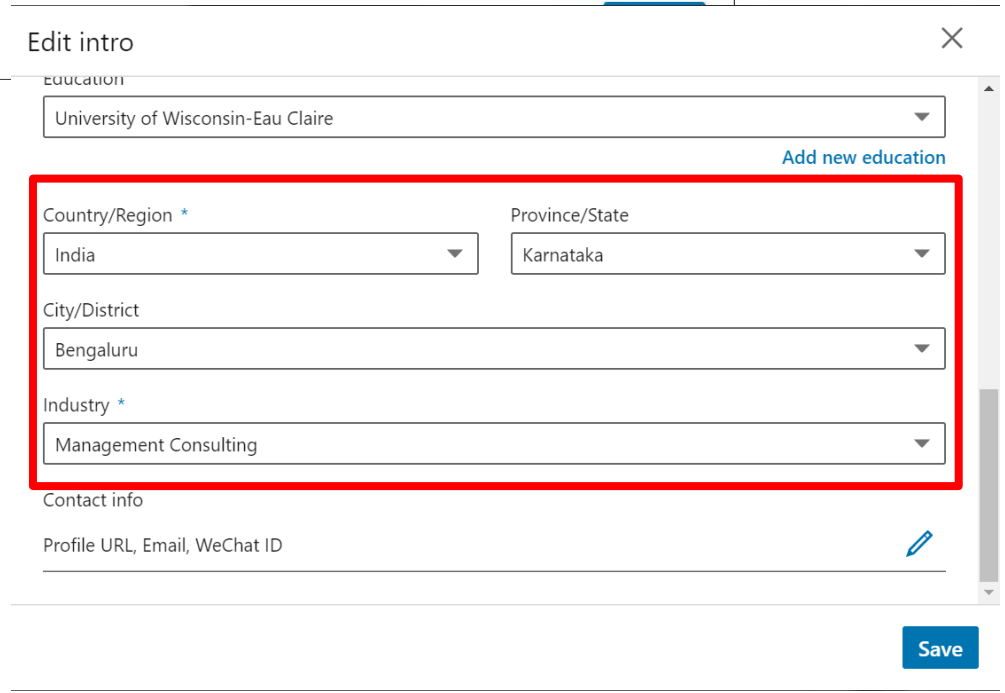




2. Background Picture

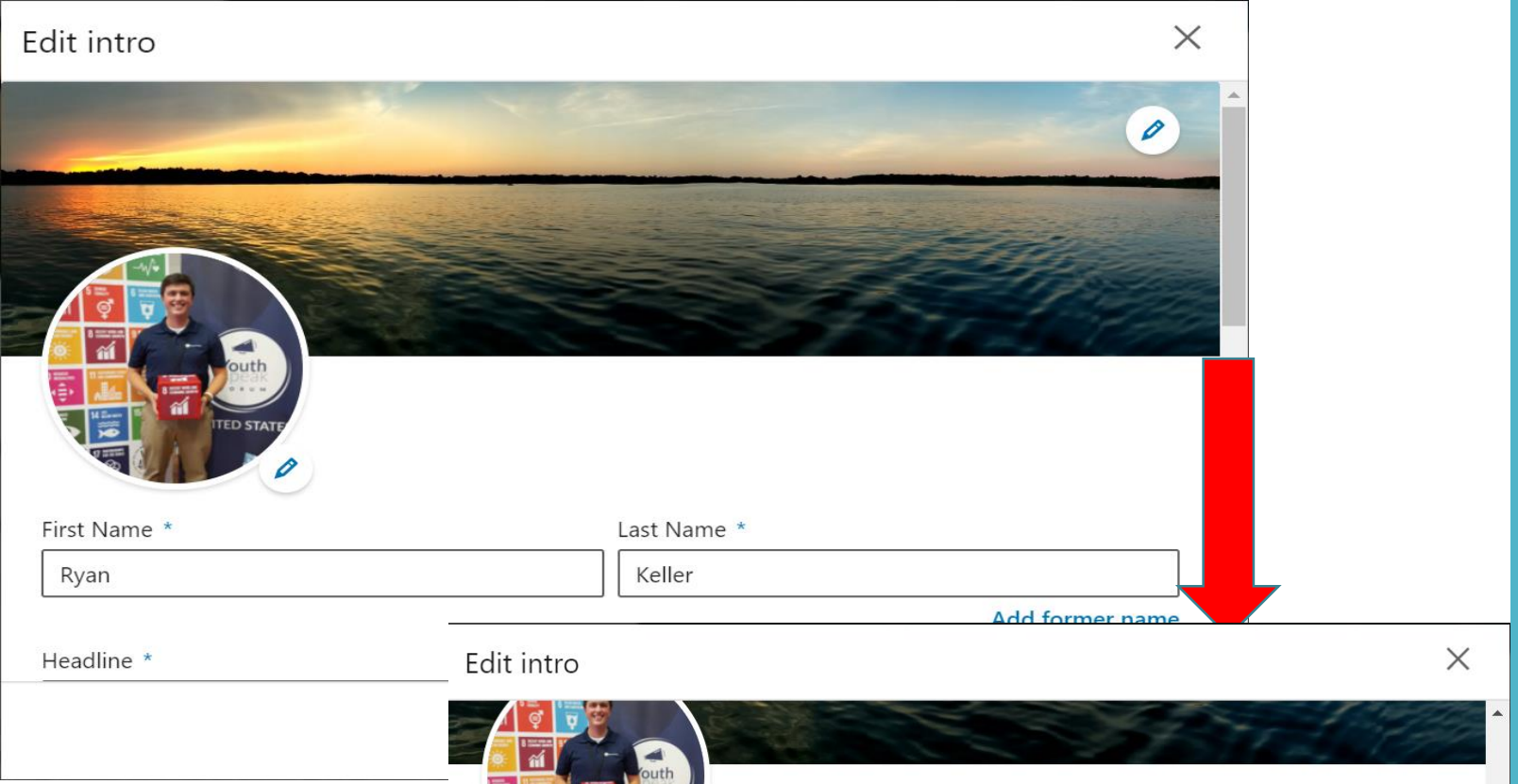
- Like a cover photo on Facebook
- “Your LinkedIn background banner photo should reinforce who you are and visually support the written portions of your profile” - Forbes

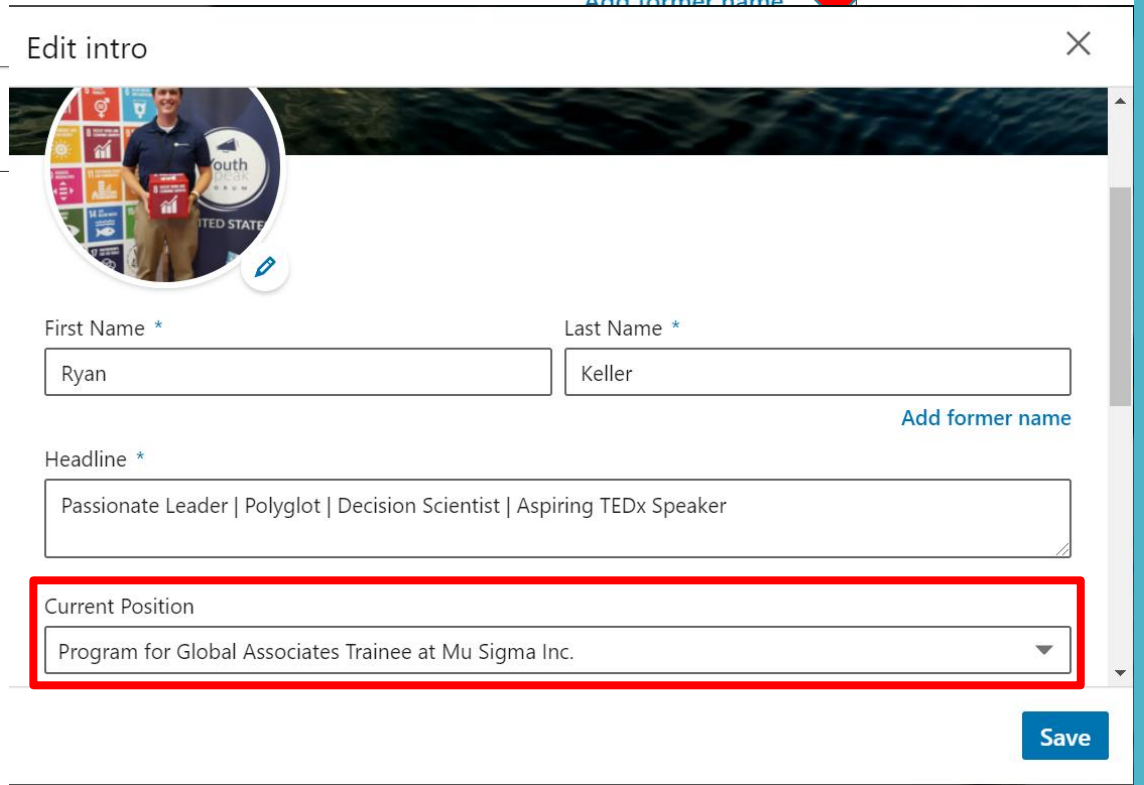




3. Update your Current Location

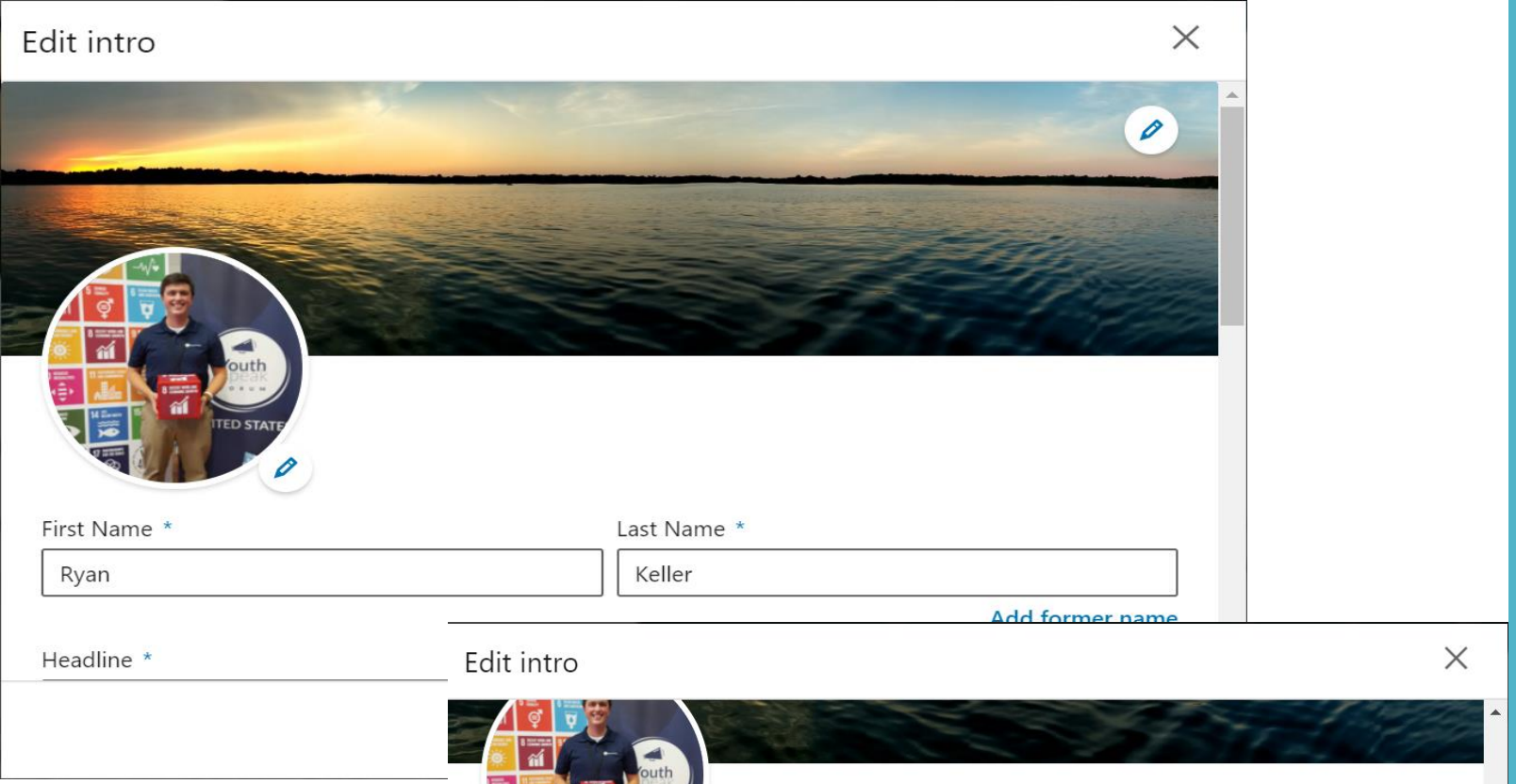
- LinkedIn Algorithms will show your profile to likely connections within the same geography
- Shows that your profile is up-to-date and that you're an active user
- Update your Industry as well

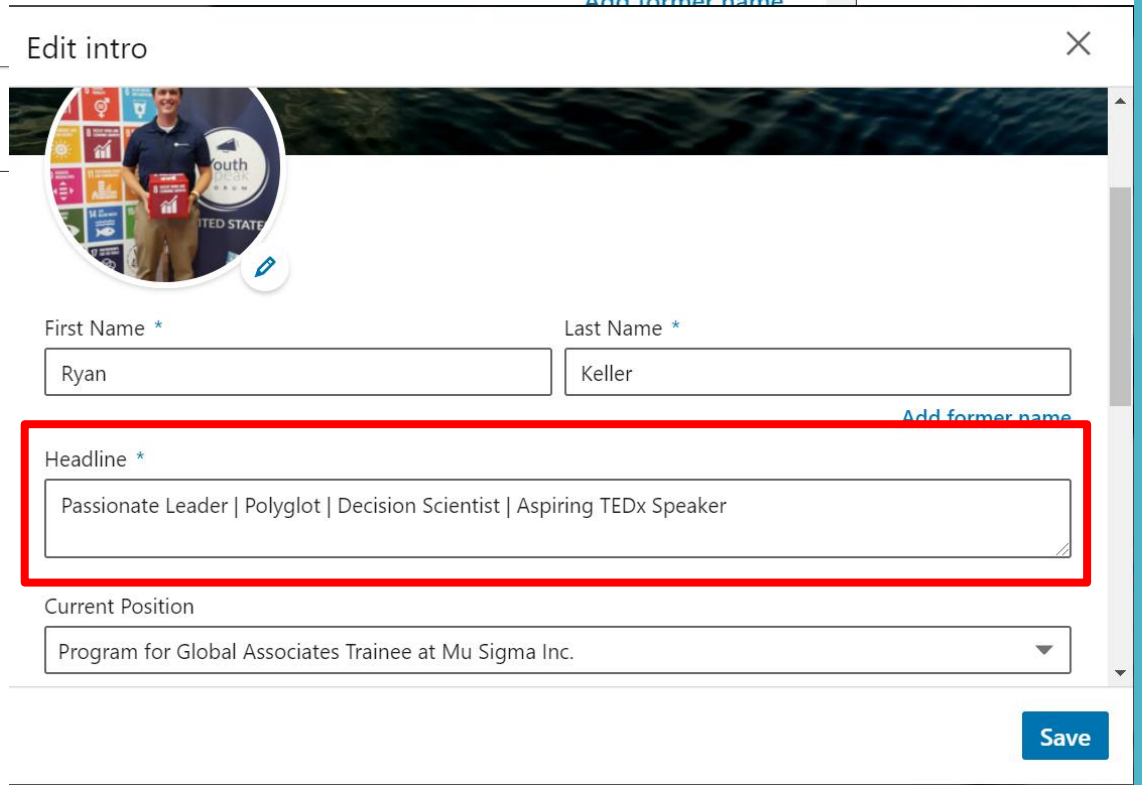




4. Update your Current Job

Show where you currently work



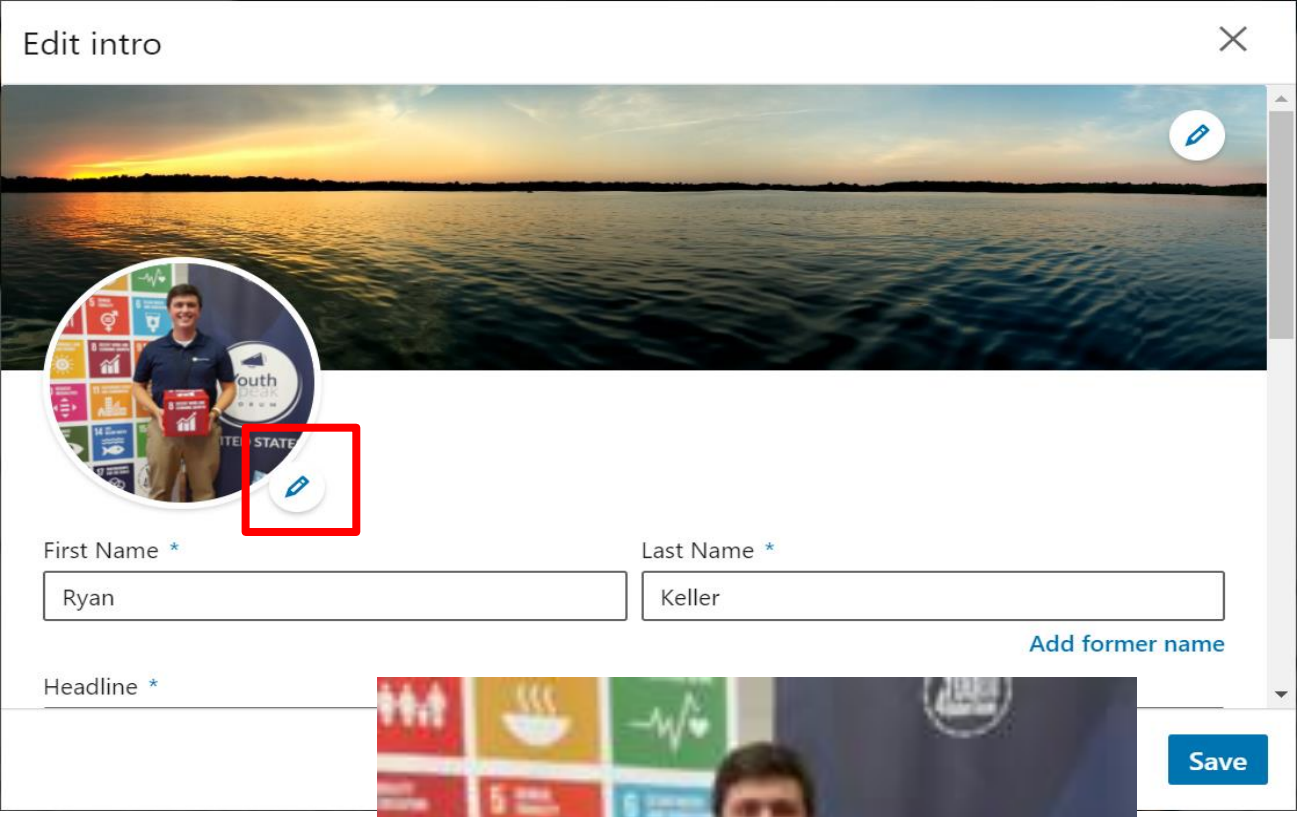


5. Update your Headline

Many different approaches:

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

Headline Tips

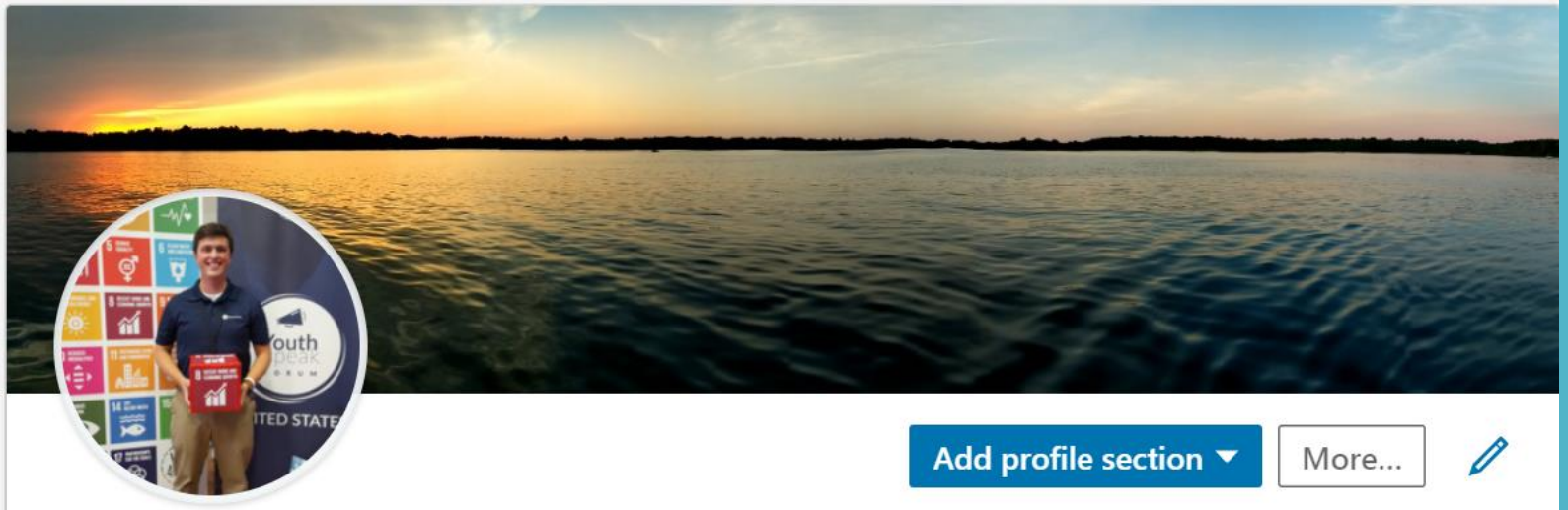


6.1 Professional Profile Picture

- 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.

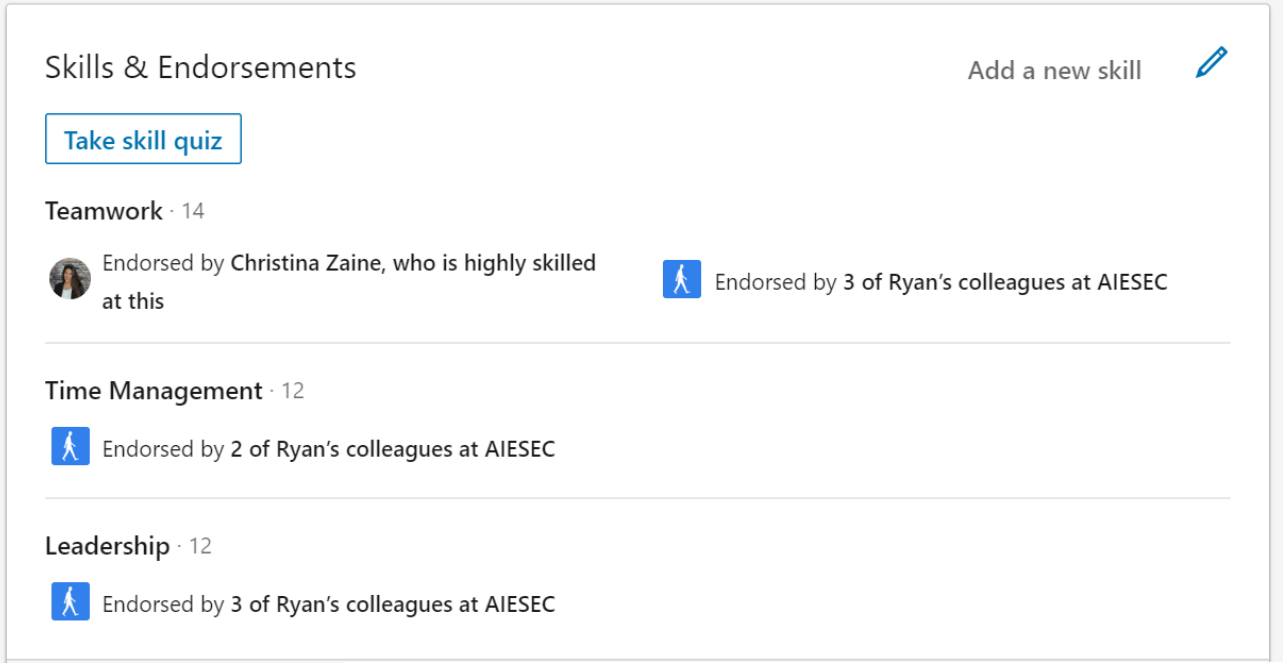
I have a firm belief in two guiding principles:
- If your goals don't scare you, they aren't big enough
- Our greatest learning points are when we fail, failing without being a failure is key to success

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

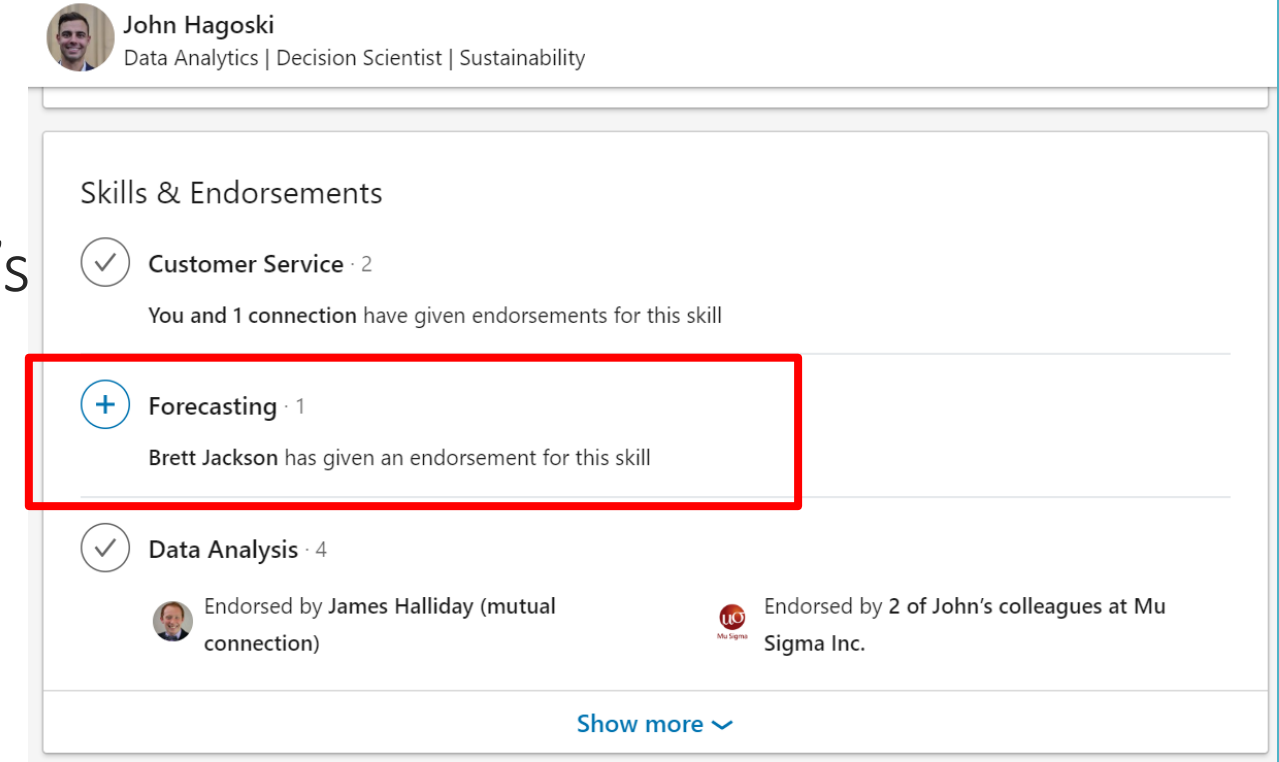


Your Profile

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/