LinkedIn 101: A Beginner’s Guide for Professionals

ARMA – NNJ Lunch & Learn Webinar
Professional Development Program
January 21, 2015
12:00PM - 1:00 PM
PRESENTERS

LinkedIn 101: A BEGINNER’S GUIDE FOR PROFESSIONALS

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AGENDA ~ LinkedIn 101

- Benefits of Social Networking for Business
- LinkedIn – Changing the Face of Business Networking
- Getting Started – Building Your LinkedIn Profile
- Navigating within LinkedIn
Reaping the Benefits of LinkedIn

LinkedIn – An On-Going Commitment

Do You Practice Safe Surfing?

Wrap Up / Q&A
CHANGING THE FACE OF BUSINESS NETWORKING

- Replacing Business Cards
- Replacing Resumes
- Establishing Personal CRM Systems
- Establishing “Street Cred”
- Recognizing Industry Trends/Leaders
INFORMAL POLL:
Where are you in the LINKEDIN Process?

- Haven’t Started Yet
- Significant Room For Improvement
- Above Average – Seeking Guidance
- Seeking Affirmation for My Accomplishments
GETTING STARTED – BUILDING/COMPLETING THE PROFILE

THE LINKEDIN PROFILE BUILDING PROCESS
GETTING STARTED – BUILDING/COMPLETING THE PROFILE

- Professional Photo
- Your Name
- Headline
- Contact Info
- Accomplishments
- Summary (SEO/Google Friendly)
GETTING STARTED – BUILDING/COMPLETING THE PROFILE

Ann Gorr
Trusted Consulting Services Advisor ~ Fluent in Legal Technology
Greater New York City Area | Information Technology and Services
Current: Ann Gorr, LLC
Previous: Micro Strategies, Legal Technology Services, Syntrex Incorporated

500+ connections
Let's confirm your email

Confirming your email ensures you always have access to your account

Email sent to president@armannj.org!
Click the link in the email to confirm your email address

Send another email
GETTING STARTED – BUILDING/COMPLETING THE PROFILE

Let's start with your profile
This will set you up for success on LinkedIn

Please select your industry.

Country: United States
ZIP Code: 07054

Are you a student?  
- Yes  
- No

Job title: Information Governance Specialist
- I'm self-employed

Company: ABC Company
- Current position

All fields are required
Save your profile

Northern New Jersey
GETTING STARTED – BUILDING/COMPLETING THE PROFILE
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GETTING STARTED – BUILDING/COMPLETING THE PROFILE

Education

School

Dates Attended

Or expected graduation year

Degree

Field of Study

Grade

Activities and Societies

Example: Alpha Phi Omega, Chamber Chorale, Debate Team

Description

See examples

Add position

+ Add education

Kaplan University

BS, Applied Management, Business Assurance & Risk Management

+ Add Dates Attended

+ Add Grade

+ Add Activities and Societies

+ Add Description

Save Cancel
Getting Started – Building/Completing the Profile

Organizations

ARMA International
January 2007 – Present
ARMA International is a not-for-profit association and the leader in education and training for records and information management professionals.

ARMA NJ
President
July 2014 – Present
I’m thrilled to be stepping into this role and look forward to working with the Board as we continue to provide value to our membership. Formerly held VP, Professional Development and Executive Vice President position. I can be contacted at president@arnanj.org if you have questions, suggestions or recommendations.

Jacki

SCCE - Society of Corporate Compliance & Ethics
January 2011 – Present
The Society of Corporate Compliance & Ethics (SCCE) is dedicated to improving the quality of corporate governance, compliance and ethics. SCCE’s roles include:
- Facilitating the development and maintenance of compliance programs;
- Providing a forum for understanding the complicated compliance environment; and
- Offering tools, resources and educational opportunities...

Corporate Knowledge Strategies
Community Leader - Information Governance
October 2014 – Present
As a leader of the Information Governance community help drive the discussion around the policies, procedures, processes, standards, and controls needed to efficiently and effectively managing information and strike a balance between profit focused business drivers and mitigation of risk. The IG community is dedicated to approaching the discussions in a holistic and cross-functional environment.

Information Governance Initiative

Volunteer

Chessed Connection Co-Chair
Temple Beth El Melkor Chayim
2016 | Social Services

The Chessed Connection focuses on Acts of Loving Kindness to help meet life challenges amongst our members. Our care committee works with the Rabbi, individual members, synagogue committees, and the synagogue staff to identify an individual or a community need and organizes responses. Fundraising activities are held throughout the year to support various Chessed needs.

Causes you care about:
Topics and causes that matter to you.
- Children
- Disaster and Humanitarian Relief
- Social Services

Organizations you support:
What are your favorite organizations?
- Girl Scouts of the USA

Add volunteer experience
GETTING STARTED – BUILDING/COMPLETING THE PROFILE
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Getting Started – Building/Completing the Profile

A Continual Work in Progress....

- Add New Responsibilities
- Add New Projects
- Add New Memberships/Associations
- Add New Publications
- Determine when to Alert/Publish to your Network
Navigating within LinkedIn

Meeting with Success within LinkedIn

aka

“How Do I Get There from Here?”
NAVIGATING WITHIN LINKEDIN

HOME Tab/Screen

- Displays recommended news
- Suggests connections
- Displays all postings, comments, & announcements within your network.
Navigating within LinkedIn

PROFILE Tab/Screen

- Allows you to update and revise your Profile
- Identifies who’s Viewed your profile
- Identifies a barometer for your LinkedIn Activity
- Allows you to determine when to Notify your network of profile changes.
NAVIGATING WITHIN LINKEDIN

CONNECTIONS Tab/Screen

✓ Allows you to see who’s “IN THE NEWS” within your network
✓ See who you recently interacted with
✓ Allows you to search for contacts
✓ Allows you to sort your contacts
CONNECTIONS Tab/Screen

- Sorting by Specific Name
- Sorting by Filters
- Sorting by Conversations, Last Name, First Name, New Connections
Navigating within LinkedIn

Search Bar/Screen

- Seek LinkedIn Members
- Identifies all potential matches
- ADVANCED for Narrowing of Search

- Search Bar
- Email Message Icon
- Notifications
- Connection Requests
Navigating Within LinkedIn

Advanced Search

- Displays all potential matches
- Narrowing Details/Options
Navigating Within LinkedIn

Jobs Tab/Screen

- Available Career Options
- Posting of a Job
- Searching for available career options
- Tracks jobs for which you have applied
Reaping the Benefits of LinkedIn

Getting Connected
Reaping the Benefits of LinkedIn — Getting In the Game by Connecting

See who you already know on LinkedIn
Let's start by looking for your email contacts

Enter your email

We'll import your address book to suggest connections and help you manage your contacts.

We'll never email anyone without your permission. Learn more →

Skip Continue
Reaping the Benefits of LinkedIn — Getting In the Game by Connecting
Hi Ann,

It truly was a pleasure meeting you last night at the event! I hope that we can get together again soon. Maybe we could schedule something the week of Legal Tech?

Look forward to hearing from you soon!

Best,
Dana Sherrer

Dana Sherrer
Account Executive at OmniVere
Reaping the Benefits of LinkedIn — Getting In the Game by Connecting

Connecting from “people you may know” area ....

- No opportunity for personalization
- Default Connect Request
- Caution where your cursor is
- Defeats selective connecting
REAPING THE BENEFITS OF LINKEDIN – ENDORSEMENTS
REAPING THE BENEFITS OF LINKEDIN – ENDORSEMENTS

Remember the Golden Rule....

- Thank You is always the proper etiquette
- Endorsements are inserted automatically into your profile
- Return the favor!
AN ONGOING COMMITMENT

- Goals
- Schedule
- Proactive
- Participate
Protecting Yourself....

- Phishing emails come from many sources
- Banks
- Ghana, England & Africa
- Facebook
- LinkedIn
Protecting Yourself....

• Do you practice Safe Browsing?
• Address Bar – Friend or Foe?
• Surf Safely – Protection options
• Don’t ever click here! Go to the source.
First Impressions....

- Name
- Develop a Catchy Headline
- Professional Photo
- Work History
Put Yourself Out There....

- Post relevant Contact Info
- Update Your Professional Experiences
- Update your Projects & Experiences
Get Connected....

- Extend Invitations to Connect
- Be Discriminating when Connecting
- Join Groups
- Follow People / Companies
LESSONS LEARNED

Investment of Time ....

- Set & Meet Your LinkedIn Goals
- Schedule Time to Participate
- Stay Connected
- Set your notification Preferences
LESSONS LEARNED — CONNECT WITH US!

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Thank You for joining us today!

Thank you to our Event Corporate Sponsor.
Coming Soon…..

LinkedIn: Part II
Becoming a Power User by Capitalizing Upon the Advanced Features of LinkedIn

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