From Walden University Career Services Center, welcome
to today's webinar session, Branding with LinkedIn.

I'm Nicolle Skalski, senior career advisor, and I will
be your presenter today.

For those of you not familiar with the Career Services team, we have a slide of our team members. We work out of the Minneapolis office, and our mission is to educate, coach and advise our learners to proactively manage their careers.

And before we launch into the LinkedIn topic, I would like you to again use your questions box to type in what prompted you to join the webinar today.

And what are some of the ways you can use to brand yourself on LinkedIn.

For example, how many of you use your headline or tag line, your summary, and maybe you’re not familiar with some of those yet.

Projects, volunteer experience, adding your own website or social media.

So which of some of these ways, headline, tag line, summary, projects, volunteer experience or website and social media.

Okay.

So Cherise says she's looking for ways to promote herself as a scholar practitioner.
Great.

And that's actually a great branding piece right there.

My LinkedIn profile is woefully deficient.
Thanks for being so honest, Sherry, but we are here to help you out.

Although improved from earlier webinar.

Great. Headline, etc., not well delineated.

So you came to the right place.

Let’s see.

I have to teach a session to undergrads on LinkedIn.

I have to catch up on updates.

Great. Plan on using the summary and volunteer experience.

Fantastic.

Learn more how to brand.

That's what we'll be -- promoting a business.

Great.

Searching for branding ideas and solutions.

I use my tag line for social media, but I need a more focused presence.

Great.

And some of you say headline and summary.

Those are some of the ways to brand yourself.

Of course you guys have really great responses here, and you came to the right place, but actually it's all of
those.

The headline, the tag line, the summary, projects, volunteer experiences, they're all pieces and parts of
the puzzle of who you are in your package.

And I'll read a few more and then we'll keep going.

Some of you do not have a LinkedIn profile.

You have Facebook.

I'm looking for ways to present myself as an academic practitioner.

Some of the words you guys are using in your responses you can actually use on your LinkedIn profile.

Mentioned promoting the business, improve utilization of LinkedIn.

Great.

Some of you, let's see, attend webinar to get suggestions on how to better brand myself on LinkedIn as a career enhancement tool.

I presently use LinkedIn to brand myself simply as a method to update my experience and keep people informed of any changes in my professional status.

That's great as well.

Okay.

LinkedIn needs the type of attention to detail that my dissertation has mandated.

Writing about self is extremely difficult.
That's an awesome comment.

I do not have a LinkedIn profile, Facebook.

Okay.
I read that one.

Great.

Great, great, great.

Okay.

So moving on.

Awesome responses.

Most of you are here to learn.

We're all on track.

And we will continue.

So you can definitely use all of those.

Although the summary and the tag line happen to --

especially the tag line in your photo happen to show up

when someone does a Google search of you, so you want to

make sure your tag line is strong and catchy and goes

beyond the job title.

Before we jump into the exact profile, how many of

you -- and you don't have to respond to this but you

want to ask yourself this question have joined our

Career Services LinkedIn group to engage?

And that's actually a first step of also engaging with

your network is a great way to do that is to join

groups.
And engaging with LinkedIn is actually the topic for next month's LinkedIn webinar.

So if you would like to join our Career Services
LinkedIn group, you would want to go to our website careercenter.waldenu.edu.

You can click on the LinkedIn logo, and it will take you right to our group, and the reason why we're promoting this in this way, one, to invite all Walden students and alums to join in the conversation and share tips and ask questions and help each other out, what's worked for you.

We also update our events and upcoming webinars on LinkedIn and share success stories, so it's a great place -- if you haven't joined groups, it's a really good one to start out with.

And LinkedIn has made some changes to our group, so if you try to do a search for it, it will no longer come up, so that's why we're trying to inform students how to arrive to our group and join in.

Today our learning objectives and what we hope you'll get out of today's webinar is of course to discover branding.

Many of you sound like you're familiar with professional branding, why it's so important and tips to identify and communicate your very unique brand, and we all have a
unique brand.

Just as we're unique individuals.

Strength and visibility by communicating your unique
brand on your LinkedIn profile.

Now, LinkedIn has a very global presence as most of you know.

And as of September, so just last month, 2015, there are over 380 million members on LinkedIn in over 200 countries.

So that statistic right there tells you how amazing and broad and how expansive the network is and the potential is pretty much the sky is the limit.

More than 39 million students and recent college grads are on LinkedIn.

Professionals join at a rate of more than 2 members per second, and 75 percent live outside the United States.

So it also fits into the Walden, we're a global university, an online university, and you definitely want to develop those skills on your brand on your LinkedIn profile as LinkedIn is the number one professional networking, so we cannot really emphasize that enough.

If you need a resume to find a job, definitely it's critical to have a strong LinkedIn profile.

Now this job survey is from 2014, but they found that 94
percent of recruiters actively search for candidates on LinkedIn, and one thing they do search is on groups as well.
Okay.

So going to the branding.

Branding, first impressions count so whether you meet someone in person, it's the first impression through your LinkedIn profile, you're at a conference, et cetera, we know that in the first 20 seconds we all give an impression of our brand.

And perceptions are 90 percent of the brand.

So it's really important how can you stand out kind of like this photo, if you're an accountant, do you want to just list accountant on there because how are you going to stand out, why are you good for the job if you're in a job search.

So the same really goes for your LinkedIn profile.

Okay.

So according to Dan Schawbel in his book Me2.O, he states that branding is the process by which individuals and entrepreneurs differentiate themselves and stand out from the crowd.

So asking yourself and again as someone mentioned on the poll question what prompted you to join, well, it's really easy to identify other brands, but it's really
hard to talk about yourself and to really promote
yourself and find those unique words and traits to
articulate that on your LinkedIn profile and on your
resume.

So again branding yourself, you really want to focus on your unique strengths, attributes, and accomplishments and even your personality. Again, how is it that you differentiate yourself from the crowd.

So I'm just pausing for a second.

Some of you might want to make a few notes.

What are your strengths.

Many of us at work, we're the go-to person for something, and I always give the example of our Career Services team.

We're not -- we now have some different titles, but in the last five years, three years ago, four years ago, three of us had the same title, almost four of us had the same title, but obviously we're unique individuals.

So beyond being Career Services advisors, my one colleague was a math teacher.

She's extremely good at math and statistics and collects and supports all of our metrics.

Dina, my other colleague, handles all of our website.

She's a process person.
Very detail oriented, doesn't miss a beat, and she is constantly updating, improving and revamping our website.
We did a huge website conversion this year.

She was in charge of that project.

I'm our webinar person.

Go-to person.

We have other maybe even faculty and staff come to me to train them on webinars, so you can see beyond the title of career advisor, we all have unique strengths and different background and strengths as well.

I have a marketing and journalism background and a master's in management.

Very different from typical career counseling who might have a counseling degree.

So I think you see what I'm getting at.

You can tell I'm passionate about speaking.

Hopefully you can hear that energy come across even the webinar line. Even though you can't visually see me, you can hear my passion.

I'm very passionate about LinkedIn and branding with my marketing background.

So hopefully that hits home by providing an example of unique strengths, your values, also with Walden social change mission, many of you want to become scholar
practitioners maybe in your community, maybe in your state or even abroad.

So what does that mean to you.
Your personality and of course your accomplishments in the field.

So with that -- yes, please jump in.

>> I just wanted to say to echo what Nicolle was saying about positive social change, a lot of our students and alumni are doing fantastic volunteer work out in their communities, and so I just want to remind everyone to make sure that you include that valuable experience on your LinkedIn profile, on your resume and other marketing materials, and just to share an example of this, we worked with a student years ago who had a lot of emergency preparedness experience, so she did a lot of volunteer work internationally as well as in her home state of Texas, and she was trying to position herself and rebrand herself towards that, and when we looked at her resume, the thing she was doing at a time she was working at a furniture store doing retail sales of furniture, so we encouraged her to basically bump up that experience, that international and domestic emergency preparedness experience she had, and she was able to rebrand herself through her LinkedIn profile and other materials, and she ended up landing a job in that
field.

Just remember it's not just the paid work experience that you might be doing full-time. It's also your
community service and positive social change efforts that you can use to rebrand yourself, and that's why we promote volunteering so heavily. Just wanted to add that.

Thanks, Nicolle.

>> Nicolle: Thanks, Lisa.

It's amazing how many times we meet with students on their appointments, and we find out something they have buried on their resume is a strength that they really need to be promoting and highlighting, so it really helps to have someone else view your profile or your resume.

Here are the different sections and things we're going to talk about, aspects or features of LinkedIn that you can use for branding and we have it down to five steps and we're going to provide examples of each of those.

Starting out with the tag line and the headline, talking about your summary where you can go -- make it a little bit more personal than you would on a resume summary. You can kind of tell your little career story, make it unique.

There's places where you can -- pretty much everywhere
on the profile you can showcase your work.

There's a fairly new publishing feature where you can actually write your own articles.
If you have a blog, share your blog on there and share it with the world literally and quantifying your endorsements.

Okay.

So starting with that branded headline.

Again, this is your hook to lure in the reader literally because when people do searches, your tag line will come up.

And it's a big part of -- you know, it's such a small, a short phrase that tells who you are, but it's where you promote your unique value proposition on LinkedIn and your profession.

As a professional how do you provide value to whoever your target audience is or the world in your profession.

Think about that.

That's a good way -- question to answer. As an accountant or as a career coach or as a K through 12 math teacher how do I provide value.

What am I really good at.

Next to your photo is what people definitely see first when they Google your name.

So again avoid using your job title.
It's your hook to lure people in.

Make it memorable and again answer the question how do you provide value, and we're going to look at some
samples.

Branded LinkedIn tag lines from a Walden student, a Walden alumni, and then we have Kathy in the middle there who is not a Walden student or alum, but she is a 55 plus LinkedIn expert, and she's done an excellent job of branding herself on her LinkedIn profile, and that's why we highlighted hers.

So you'll see we have Bonnie Chambers, student centered engaging educator and skilled higher education assessment and accreditation leader.

Not just saying higher ed professional.

Really honing in on what she's good at.

And we have Melanie Thomas, non-profit leader, author, youth and family advocate.

And Kathy puts all her hats here.

She's a public speaker, a LinkedIn expert.

She also has a website.

Get a job tips.

Business and college career and she put her 5,000 some endorsements.

Amazing notice how they all go beyond their job title and their tag lines speaks to who they are as
professions and the different hats they wear and what they excel at in their industries.

Okay.
Hopefully some of you on that example and on the tips were already thinking about and maybe writing down and taking some notes on developing your own tag line or tweaking the one you have.

Okay.

So moving on to the summary that's probably -- I would say the tag line and the summary are the hardest most difficult pieces to probably write.

Here's some summary tips.

On your first paragraph express the specific differentiated value you offer.

In the middle paragraph tell your story starting with a little bit of a background and some key milestones or turning points.

Emphasize some key themes and maybe keywords as well, and you can be sure to add personality, creativity to make it memorable, and you can also, whereas the resume you would write it maybe in third person, you know, write your LinkedIn profile in first person and really make it personal, and we have some examples here.

So Jackie, she's a student, a graduate from the master's in instructional design.
She completed it with -- at Walden in August 2013.

She puts her GPA.

She puts how she had 7 years of higher ed experience and
5 years of instructional design and she injects a lot of keywords.

Adult learning strategies, some of the software used in instructional design.

Adobe elearning suite.

She's an active member of ASTD, and then notice the last sentence in the first paragraph, you are welcome to view my presume.

She created a resume using Prezi, and she talks about how she's participated on some of our Walden webinars on the branding one and targeting temporary contract and virtual opportunities.

And then the next slide, show your academic work, so this is an example again of Jackie, how she's added some rich media, and you can literally put your curser over sections on your profile, and it will allow you to edit it or upload her instructional design portfolio.

When you click on it, notice under her education and then you view it to the right.

It opens up.

So very nice, very slick how she shares her ePortfolio right on her LinkedIn profile for part of her
instructional design degree.

And then we have a whole other type of how a public health student Grace has done an excellent job of
showcasing and adding links to her professional papers, workshops, presentations, and so this is really as to her brand, you can see HIV positive.

That's part of her brand.

She's interested in and has performed research on HIV/AIDS disclosure.

And you can tell it backs that up, and she has a nice clean short paragraph there.

And actually on the next slide I will show you how to add that rich media.

So notice you would go to the top of your profile first and then you would click edit profile and then this is an example of how to edit it in the experience section. So you can put your curser over the first box where the top arrow is.

Click to add.

Notice it says in the box click to add a video image document or presentation.

You can add YouTube, fly chair, a PowerPoint.

So you want to use this function, and then notice it says upload a file.

Or you can pop in a link as well.
So really, really easy way to turn your LinkedIn profile into an ePortfolio.

Okay.
So that's adding rich media, and then we're going to talk about the publishing piece.

So if you're in your profile, you would go to the top.

Instead of going to your profile, you click on home, and it will appear like this one.

This is how mine looks when I click on home.

Notice in the middle where the arrow is it's share an update, upload a photo, or publish a post.

If you click on publishing a post, it will open similar to a Word document, and you can actually either type in there, type in the article. You can add an image to it.

Just click post, and it will post to your LinkedIn world and it will also appear on your LinkedIn profile.

And Grace, the public health student who I spoke of a few slides back, these are all the postings -- the things she's published, self published on LinkedIn, and it's amazing.

With these images notice how it really reinforces her brand.

All the events she's participated in, workshops, presentations, so I'm just pausing a minute to let you take a look at that and again notice the HIV disclosure,
HIV advocacy, HIV stigma.

She has really branded herself very well on her LinkedIn profile.
So you know when you're writing articles doing all this research in your program, think of ways in the real world that you can recycle it. Are you involved in a professional association in your state, can you present at a conference. You're gaining all this knowledge as an expert in your field and then can you write an article about it and publish. The article can be just three or four paragraphs about a hot topic in your field that would be relevant to your audience or a conference that's coming up. Excuse me. Okay. So one final tip that I learned from an article that Kathy wrote is a really nice way to showcase your accomplishments, and she added it to her summary is to let your connections speak for you by summing up your endorsements from your skills section of your profile. So hopefully most of you who have a profile know what the endorsements are. On the skills section of your LinkedIn profile, you can list all the skills that you have in your field.
And then people in your network are prompted to, hey,
would you like to endorse Nicolle for career counseling,
and with a matter of a click of your mouse, people can
endorse me.

So what Kathy did, she explains in the article and I added a link to the article she exemplifies on her own profile and recommends in her article what to do daily on LinkedIn.

What she did is she has a LinkedIn skill because she -- notice on her tag line she's putting next to her picture she's a LinkedIn expert.

So people have endorsed her on LinkedIn.

She summed up those endorsements and put them up at the top of her summary, which I thought was a really clever branding feature that she did.

And she thanks people so I circled it there.

Thanks for visiting.

Invite me to connect.

She makes it personal.

Again she mentions her tag line, public speaker, business career coach, LinkedIn expert, LinkedIn trainer, book me for a speaking event.

41 LinkedIn recommendations.

27 awards.

Amazing.
Nicolle, can you -- we have actually a question from Maria.

Can you explain what an endorsement is.
Nicolle: Yes.
I can actually show you what it is.

Lisa: Great.
Thank you.

Nicolle: So what I did is I pulled up -- here's my profile.
So on your LinkedIn profile, and I'll show mine here as an example.
Close this out.
So we're going to scroll down.
So here you have your tag line, summary and I put some examples of some videos I did.
Scroll down after your experience, I have some blog stories that I wrote.
Keep going down.
Here we are.
Skills and endorsements.
So notice I added these skills, you know, career counseling the number one, and then all these people here are the photos of people in my network who have endorsed me for these different skills.
Staff development, career development,
elearning, higher education, et cetera.

Webinars and you can see the number next to it.

Kathy as one of her skills is LinkedIn expert.
So she summed up the skills and put it, took the sum of
that one skill, not all of them, and then she added it
up in her summary.

She summed them up in her summary if that makes sense.

So those are the skills endorsements where people just
click on and basically validate and verify that you have
that skill.

It's a very quick way for other people to acknowledge in
your network that you're qualified in that area whereas
a recommendation would be a full-fledged recommendation
where someone would actually write a couple sentences or
paragraphs recommending you in -- to reinforce a certain
skill.

Okay.

Volunteer experience, notice I put on here reinforce
your brand.

I know this is very important for the Walden community.

Again I used Jackie, the instructional designer.

She's very passionate about animals.

This really again reinforces her brand, the causes she
cares about, number one, animal welfare.

Whoops.
She volunteered at the Arizona humane society.

Six years.

So again, reinforcing your brand.
Each section has a place in reinforcing your brand, showcasing and notice how your net -- it's really nice whereas the resume, it's kind of a static document where your LinkedIn profile is constantly changing. You can add visuals, add more personality, and people in your network can also back you up and validate who you are, your brand.

So with that, Lisa, do we have any questions here?

>> Lisa: Yes, we do.

Christopher is a coleader for a new career ministry in his church, and he's wondering how does he show his work with the ministry.

He says he has it on his LinkedIn profile, but how does he show leadership skills in his work.

>> Nicolle: Great question. Okay.

So what I would do is if leadership is one of the main skills he wants to promote, then I would add that also as a skill in his summary because leadership is something that is transferrable to any position.

And I would focus leadership and then put a couple bullet points as to giving examples of that leadership. Like lead groups, probably deemphasizing the religious
aspect a little bit, but if he's delivered workshops or presentations, what kind of presentations, how many, does he lead these groups, how often, every week, every
month.

And then he can put of course the volunteer part under his volunteer experience if that's the case and emphasize it there, so probably a couple places if he's done any kind of PowerPoint on youth development or youth leadership or projects or program development. There's nothing wrong with adding the PowerPoint to his LinkedIn profile as rich media to kind of bring it to life.

>> Lisa: Great. And Sherry asks, she referenced the fact that Kathy had over 5,000 connections. Where do these connections come from? She said that she asked the psychology LinkedIn group if she could join, and they actually didn't want to admit her because the group creator said she had too few connections. That's not very fair to me, yeah. So she does work in mediation and family education coaching, so her clients remain anonymous and confidential. So how can she fill out her connections.

>> Nicolle: That's a great question.
LinkedIn recommends you try to get up to 50.

So most people from either a previous employer or honestly from your Walden classmates.
You guys have a lot in common.

If you're going through a certain cohort of classmates, I know it's different for each program, that's a great thing to do is join up with your Walden classmates. If you're a doc student and go to residency, make connections with other residency students, other doc students from your program and other programs from previous employers.

Also if you -- depends on what degree you're getting at Walden.

For example I have a master's degree so I joined that alumni group from my master's university, and then I went to undergrad in North Carolina, so I'm an alum of that school as well, which has like over 200,000 alums so there are definitely ways beyond just a professional group.

Maybe if you join a professional organization in real life.

Like here we belong to the Minnesota career development association, so we definitely recommend joining a professional association in your field.

But join a local or state chapter so you can meet up
with people face to face and then LinkedIn with those.

I didn't know anyone in Minneapolis when I came, and now

I have an extensive network and literally over five or
six years I’m up to 300.
I’m kind of conservative but it will happen.
And also LinkedIn will let you upload contacts from your e-mail, personal e-mail.
You might not want to invite your Aunt Mary or Aunt Jane or Uncle Jim but you can definitely pick and choose who you want to add from your personal e-mails.

>> Lisa: Okay.
And another question.
Are you showing the free version of LinkedIn?
And also another question with that, how do you create an account?

>> Nicolle: Oh, great.
Those are easy questions.
Yes, the version actually we all use here in Career Services is the free version, not the premium version, the one I just showed.
I’ve been using that, and all of us have here in Career Services ever since we started.
I mean I don’t really think you need the premium version unless maybe like recruiters use it, or there’s probably a recruiter version as well, but with the free version
it's perfectly fine as it is.

It has a lot of features.

And what was the second part?
Lisa: How you create an account.

Nicolle: You just go to www.LinkedIn.com. And you have to register with a password and user name.

Lisa: Great.

Nicolle: And it will actually walk you through the steps to create your profile. And if you're interested, you have not started a profile at all, I would definitely recommend view Launching with LinkedIn, which is archived on our website.

Lisa: Great.

Are there any other questions? It looks like that's -- let's see. No, actually we're good. Actually Christopher said thanks for talking about his volunteer experience with his church. The answer was helpful, so thank you.

Nicolle: Excellent.

Thank you, Lisa.

Lisa: Uh-huh.

Nicolle: Just remember you don't have to write down these resources. This is being recorded and also the PowerPoint will be
archived, so no need to write everything down.

These are some of the resources we use and a really good branding book is Me2.0, building A Powerful Brand to
Achieve Career Success.

And of course there are plenty of free resources on LinkedIn that you can get on the internet.

Okay.

And also don't forget to join our Career Services LinkedIn group, so these are kind of how the logos look, the icons on our website, and there's our website right there.

I encourage you all to literally right now open up your internet browser click on careercenter.waldenu.edu. It's a great way to connect with us and ask career questions.

If you e-mail us individually, we're responding to your individual e-mail, but if you pose career questions or share your career successes on our LinkedIn group, then other people can see it as well and benefit from the information.

We have a YouTube channel that we just started last year that we're really building with career success stories so they're career success stories of Walden students via video, and we have a Twitter feed. You can follow us on Twitter, Facebook page.
We have a blog where we do book reviews and success stories as well and OptimalResume.

We do encourage you if you haven't joined any groups
make Career Services LinkedIn group the first one and
click on the icon and lick on join, and then we will
definitely answer your request within the next 24 hours.
So quotes from Reid Hoffman to wrap up our webinar.
He was the founder of LinkedIn.
You have to be constantly reinventing yourself and
investing in the future. And I think all of you know
that.
If you can get better at your job, you should be an
active member of LinkedIn because LinkedIn should be
connecting you to the information, the insights and
people to be more effective.
So thank you very much for participating this evening.
And don't miss our upcoming webinars. In November we
have Launching a Career in Consulting, Engaging with
LinkedIn, and you can visit our Career Services website
and all Walden students get a monthly update of all our
upcoming webinars and what we call cafes which are mini
webinars on resumes, CVs and different career topics.
Have a wonderful evening.
I hope the webinar was helpful and you'll be all
improving your LinkedIn profiles and we'll see you on
our LinkedIn group and have a wonderful evening.

Thank you.
[This text is being provided in a rough-draft format.

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