Launching With LinkedIn

Walden Career Services Center
http://careercenter.waldenu.edu
Using Your GoToWebinar Control Panel

Audio Mode: select either
• Use Telephone
  or
• Use Mic & Speakers

Questions:
• Please use the Question function to type in and send your question.
• Do not use the Raise Your Hand function to ask questions.
• Questions will be answered towards the end of the webinar.
What Prompted You To Join Us Today?
Learning Objectives

• Why LinkedIn?
• Define your purpose
• Develop your profile
• Grow your network
Email from a Walden Alumnus

“This is amazing, I updated my profile like Walden suggested and I received interest for a consulting gig from a firm in New York City. The man wants to see my work and will help me network to acquire business...

Who would have thought it?!”
What Is LinkedIn?

Facebook [is] the Backyard BBQ and LinkedIn the Office...

-Reid Hoffman (LinkedIn co-founder)

LinkedIn’s Membership

• LinkedIn now has 3 million active job listings on platform

• 70% of members outside the US

• New members join at a rate of more than 2 per second
What LinkedIn Means for Your Career

• Establish your **professional presence**
• **Stay in touch** with current and former colleagues
• Connect and **share your expertise** with other professionals
• **Identify thought leaders**, new ideas, and trends
• Know your field’s qualifications
• **Research companies and jobs**
• Track competitors
Set Up Your Free Account – www.linkedin.com
What Is Your Purpose?

- Small business
- Career transition
- Consulting
- Job search
- Research
You Can Feature Many Hats in Your Profile

WALDEN SERVICE
NETWORK VOLUNTEER

BLOGGER

TECHNOLOGY “GO TO”

PUBLISHED WRITER

BOARD MEMBER FOR NON-PROFIT

LIFELONG LEARNER

TOASTMASTERS MEMBER

WALDEN UNIVERSITY DOCTORAL STUDENT

ENTREPRENEUR/CONSULTANT
Sections of Your LinkedIn Profile

- Professional Profile Picture/Background Photo
- Tagline/Headline
- Branded Summary
- Experience
- Education
- Skills and Expertise
LinkedIn Profile: Branded Headlines

Kevin Griffin, MBA, MIS, ITIL, NASM • 2nd
IT Process Specialist II at Blue Cross Blue Shield of Michigan
Greater Detroit Area

Jackie Pelegrin, MBA, MSIDT • 2nd
Curriculum Instructional Designer at Grand Canyon University
Phoenix, Arizona Area

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Your Branded LinkedIn Headline

• Employed
  – “Highly Efficient and Organized Non-Profit Development Manager and Grant Writer”
  – “Award Winning Science Teacher with Expertise in Curriculum and Instruction”
  – “Social Media Strategist and Inbound Marketing Specialist”

• Job Seeker
  – “Systems Analyst with Successful Record of Implementing Complex Mobile Communications Projects”
  – “Accomplished RN Seeking Opportunities in Health Informatics”
LinkedIn Profile: Professional Summary

Tips for Creating a Branded Summary

1. Use key words unique to your industry.
2. Write your summary in the first person to humanize it.
3. Add visuals to make your summary stand out.
4. Incorporate your values and passions.
5. Include 3-4 recent accomplishments.
Write a short description of present and future career goals.

Experienced registered nurse, clinical trial and public health research professional with diverse working experiences in the healthcare, public health, biotechnology, and nursing fields. Works well under pressure in individualized and team settings while consistently meeting and exceeding goals. Interested in and have performed research on HIV/AIDS disclosure.

Media (2)

HIV-positive parents disclosure-related preparation activities in
Child, parent, and healthcare professionals' perspectives on HIV
Show Your Academic Work: Add Rich Media

Completed my MS in Instructional Design and Technology (MSIDT) degree at Walden University in August 2013 with an overall GPA of 4.0. Have nine years of higher education experience and seven years of instructional design experience. Understand a variety of instructional design methods and theories, including the ADDIE model and adult learning theories. Familiar with a plethora of computer software used in instructional design, such as Articulate Storyline, Adobe Captivate, Adobe eLearning Suite and the Adobe Creative Suite. Active member of the ASTD and the eLearning Guild professional associations. Also an honorary member of the Golden Key International Honour Society. You are welcome to view my Resume and Instructional Design ePortfolio below.

During my time as a freelancer, I have served as a guest panelist and provided my expertise for two Walden University Career Services webinars titled “Branding with LinkedIn” and “Targeting Temporary, Contract, and Virtual Opportunities.”

Jackie Pelegrin's Instructional Design ePortfolio

The purpose of my ePortfolio is to:
- Provide biographical summary so you can get to know me
- Provide my resume outlining my summary, work experience, education and computer software skills
- Showcase some of the academic work I completed while pursuing my M.S. in Instructional Design and Technology degree
- Showcase some of my professional Instructional Design project samples
- Showcase some of my published education-related articles

Biographical Essay

Welcome to my ePortfolio!
Adding Rich Media

Edit intro

Country: United States
ZIP code: 55413

Locations within this area:
Greater Minneapolis-St. Paul Area

Industry:
Education Management

Summary:
Diverse career experience in training, sales and promotion. Strong track record of customer communication, administrative organization and creative ideas. Has passion for travel and experience working abroad.
Specialties: Higher Education, Student Advising, Student Services, Marketing

Media:
Add or link to external documents, photos, sites, videos, and presentations.

[Upload] [Link]

Supported formats
LinkedIn Profile: Experience

• List positions going back 10 years and major accomplishments
• Currently unemployed? List your current role:
  • Volunteering at local nonprofit
  • Serving in a leadership role (Non-profit board)
  • “Public Policy Doctoral Student Researching…”
  • “Recent MBA Graduate Preparing for PMP Certification”
LinkedIn Profile: Experience

### Instructional Designer - Curriculum
Grand Canyon University
April 2014 – Present (6 months) | Phoenix, Arizona

I am currently designing and developing coursework, along with updating existing coursework for the College of Humanities and Social Sciences curricula. Work closely with other Instructional Designers, Curriculum Developers, Media Artists, the Library, Faculty, and other Subject Matter Experts to design and develop high-quality, effective courses for students.

![CDD Logo](image)

Curriculum Design and Development Logo

### Instructional Designer (Contract)
PetSmart
October 2013 – April 2014 (7 months) | Phoenix, Arizona

Designed and developed instructor-led and online courses for the store associates, distribution center associates, field managers and corporate staff using the ADDIE model. Utilized a variety of authoring software tools, including Adobe InDesign, Acrobat Pro, Photoshop, Illustrator, Audition, Kuler and Articulate Storyline. Worked with other instructional designers, instructional design managers, learning solution managers, trainers, and subject matter experts during the design and development process.

![Lynda Certificate](image)

Lynda Certificate of Completion

![PetSmart Word Cloud](image)

PetSmart Word Cloud
LinkedIn Profile: Education

- Add activities, organizations and projects

Walden University
Master of Science, Instructional Design and Technology, 4.0 GPA
2009 – 2013
Activities and Societies: Golden Key International Honour Society (Walden University chapter), Student Ambassador, Alumni Association

I studied Instructional Design and Technology by earning a certificate and master’s degree.

Media (2)

- Instructional Design ePortfolio
- 10 Lessons: M.S. IDT Program

University of Phoenix
Master of Business Administration, Business Administration, 3.2 GPA
2005 – 2008
Activities and Societies: Alumni Association

I studied Business Administration by earning a master’s degree.

University of Phoenix
Bachelor of Science in Business, Marketing, 3.7 GPA
2002 – 2004
Activities and Societies: Alumni Association
Skills & Expertise

- Industry specific
- Obtain endorsements from your network
Request Tailored Recommendations

- On the menu bar select the drop down menu under “me”
- Click “View Profile”
- In the “Recommendations” section, click “Ask to be recommended”

- Customize the message with specifics on how you want your contact to recommend you.
Recommendations Add Credibility to Your Brand

Kitty Wooley

"The thing I prize most about Bill is that he makes a serious effort to keep moving forward. Specifically, he keeps thinking, teaching and writing in several key disciplines, the net effect of which is to enhance individual and organizational agility and improve performance. Many people I know are feeling almost swamped by complexity and information overload, so Bill’s effort and his collegial outlook come at a good time and are worthy of admiration."

August 10, 2015, Kitty was with another company when working with Dr. William at U.S. Office of Personnel Management

Howard Schechter
Dr. Schechter at Walden University

"I met Doug recently at one of Walden Universities F2F residencies and was impressed with his insights into cross-cultural education and his commitment to Latin American study programs. I have done work in that part of the world and the needs are great and they are lucky to have Doug’s experience and energy working there."

Dr. Schechter

Goal: Build a 100% Complete Profile

LinkedIn’s definition of a complete profile:
• Your industry and location
• An up-to-date current position with a description
• Two past positions
• Minimum of 3 skills
• A professional photo
• At least 50 connections

https://www.linkedinsights.com/why-you-should-complete-your-linkedin-profile/
Self Publish and Gain Visibility
Walden Public Health Alumna Leverages Publishing Feature With Eye-Catching Images
Grow Your Network

- Grow your network by searching your email contacts and finding people you may know.
- See where your fellow school and college alumni are working and reach out to learn more about the company.
- Ask for introductions through your network to get connected to companies you’re interested in working for.
- Share updates with your network – like interesting articles, links to videos, or presentations.

https://content.linkedin.com/content/dam/premium/jobsearch/PDFAssets/Job_Search_Checklist.pdf
Personalize Your LinkedIn Invitations

- I am ___(title/field)_____
- I help ____ (who/what)_____
- I am looking to connect with you ___because___

(http://motivatednetworker.com/constructing-your-elevator-pitch-2/)
Welcome
Michelle McMullen, MBA
February 27, 2015, 6:57 PM

Lisa-
Thanks for the invite to connect. I appreciate your willingness to make introductions. Let me know how I can be of help to you as well. You may have students interested in the procurement, strategic sourcing area who would like to talk with someone in the field. I am open to helping others where I can. Have a great weekend.

Regards - Michelle
Find Alumni at Walden University’s Page

Walden University

MN

Higher Education • 79,383+ alumni

34 connections work here. See the employee →

See alumni  Following  95,960 followers
Gain Career Insights on Alumni

Career insights of 79,495 alumni

Where they live
- 73,587 · United States
- 4,919 · Greater Atlanta Area
- 4,611 · Greater New York City Area
- 3,306 · Washington D.C. Metro Area

Where they work
- 968 · Walden University
- 322 · U.S. Department of Veterans Affairs
- 313 · US Army
- 211 · University of Phoenix

What they do
- 18,742 · Education
- 15,956 · Healthcare Services
- 8,119 · Business Development
- 7,222 · Community and Social Services
Join Professional Groups in Your Academic Field
Showing 771 results

**Association for Talent Development (ATD)**
Members: 138,395

**Leadership, Change Management, Talent Development + HR Innovation Network by InnovationTraining.com**
Members: 17,552

**Human Resources (HR) & Talent Management Executive**
Members: 557,093

**Human Resource Management (HR, SPHR, SHRM, Recruiter, Resources Manager, Talent Strategy & Staffing)**
Members: 181,112
Add 4800+ Walden Students and Alumni to Your Network Instantly!

Website: http://careercenter.waldenu.edu
Strategies for Group Communication

- Share a relevant resource
- Recommend a book
- Pose a question to solicit feedback
- Introduce yourself
- Announce an event

Provide value to your network
People Search

- Research contacts at targeted organizations
- Identify desired skills in targeted positions
Pay It Forward and Shine


- Acknowledge
- Share
- Show gratitude
- Cultivate and grow your network connections
- When possible, take them offline
Manage Your Account Settings

https://help.linkedin.com/app/answers/detail/a_id/267/ft/eg
Do I Need a Premium Account?

Pros
• Ability to conduct advanced search
• On-Demand Learning modules
• View detailed profile information of those outside your network
• See who's viewed you in the last 90 days and how they found you
• 3 InMail credits
• Move to the top of recruiters' applicant lists as a “Featured Applicant”
• Gain insight on how you compare to other candidates

Cons
• Most users do not fully utilize free features
• Cost - $29.99 per month for basic “Career” plan
• Usually offer a free month
Questions?
“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, insights and people to be more effective.”

“You have to be constantly reinventing yourself and investing in the future.”
Stay “In the Know” Through Our Career Services Center’s LinkedIn Group

Walden University Career Services Center
Unlisted • 4,764 members

Take Your StrengthsFinder Assessment and Get a Free Career Coaching Session!

Be among the first 25 LinkedIn group members to email Career Services at: careerservices@waldenu.edu and put “StrengthsQuest” in the subject line. You will be sent a free StrengthsQuest access code to uncover your top 5 innate talents.

We hope you’ll take advantage of this exciting new opportunity!
Connect with Career Services

Access Everything from Our Website:
http://careercenter.waldenu.edu

E-mail: careerservices@waldenu.edu