Branding with LinkedIn

Presenter:
Nicolle Skalski, Senior Career Services Advisor

Walden University Career Services Center
http://careercenter.waldenu.edu
The Career Services Center Team

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Career Advisor
Join Our Career Services LinkedIn Group

How do I obtain a letter of reference from an online MPH program?

**Maurice Sanders, MD, MPH**
Public Health Professional
Top Contributor

Like (1) · Comment (7) · Unfollow · 10 days ago

Mary Brown likes this

See all 7 comments

- **Disne Barrow** Hi Maurice, contact your instructors. I have done it several times. They were willing to help.
  5 days ago
- **Lisa Cook** Thanks for posting these terrific suggestions.
  5 hours ago
- **Maurice Sanders, MD, MPH** Thank you all for your helpful suggestions.
  5 hours ago

Add a Comment...

Did you know that Career Services has a new YouTube Channel?

**Dina Bergren, M.A.**
Senior Career Services Advisor at Walden University

Our Channel features doctoral student success stories filmed by our advising team at residencies. Check it out here:  https://www.youtube.com/user/waldencareerservices
Learning Objectives

• Discover professional branding, its importance, and tips to identify and communicate your unique brand on your profile

• Strengthen visibility by communicating your unique brand
LinkedIn’s Global Presence

- The world’s largest online professional network
- Professionals join at a rate of more than 2 members per second
- 75% of new members live outside the U.S.
- Students and recent college grads make up LinkedIn’s fastest growing demographic
Recruiters Prefer LinkedIn

94% of recruiters actively search for candidates on LinkedIn

Brand is everything, and perceptions are 90% of the brand.”

(Schawbel, 2009, p.15)
What is Professional Branding?

“...the process by which individuals and entrepreneurs differentiate themselves and stand out from a crowd...” (Schawbel, 2009, p. 4)
Keys to Your Professional Brand

• What are your...
  ✓ Strengths
  ✓ Unique Values
  ✓ Personal Attributes
  ✓ Accomplishments
  ✓ Passions
### 5 Steps to a Branded LinkedIn Profile

<table>
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<tr>
<th>Step</th>
<th>Description</th>
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<tr>
<td>1. Brand Your Tagline/Headline</td>
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<td>2. Brand Your Summary</td>
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<td>3. Show Your Work</td>
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<td>4. Use the Publishing Feature</td>
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<td>5. Quantify Your Skills Endorsements</td>
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Start with a Branded Headline

• This is your *hook* to lure the reader in
• Avoid using your job title
• Focus on how you provide *value*
• Make it memorable!
Bonnie Lenora Chambers, MBA
Student Centered Engaging Educator and Skilled Higher Education Assessment and Accreditation Leader
Albany, Georgia Area | Higher Education

Meleny Thomas
Nonprofit Leader, Author, Youth and Family Advocate, Experienced Nonprofit Program Director and Visionary
Baltimore, Maryland Area | Nonprofit Organization Management

Kathy Bernard
Public Speaker | LinkedIn Expert - LinkedInWISE | Getajobtips.com | LinkedIn Trainer - Business / College / Career - 5,560
Greater St. Louis Area | Professional Training & Coaching

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Tell Your Story in Your Summary

Summary Tips

✓ 1st paragraph: Express the specific differentiated value you offer
✓ Middle paragraphs: Tell your story, starting with your background. Highlight key turning points that propelled you forward
✓ Emphasize key themes
✓ Add personality and creativity to make it memorable

(Labovich and Salpeter, 2012, p. 112)
Brand Your Profile: Summary

Completed my M.S. in Instructional Design and Technology (M.S. IDT) degree at Walden University in August 2013 with an overall GPA of 4.0. Have seven years of higher education experience and five 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."
Show Your Academic Work: Add Rich Media

**Jackie Pelegrin's Instructional Design ePortfolio**

The purpose of my ePortfolio is to:
- Provide my 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!
Show Your Professional Work: Add Rich Media

Background

Summary

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.

Child, parent, and healthcare professionals' p...

HIV-positive parents disclosure-related prepa...
Adding Rich Media

Experience

Add to Position: Senior Director of Career Services and Center for Student Success

Supported Providers

or Upload a file

Continue Cancel

Senior Director of Career Services and Center for Student Success Staff Development

Walden University

January 2007 – Present (5 years 3 months) | Greater Minneapolis-St. Paul Area

Promotion from Director of Career Services to Senior Director of Career Services and Center for Student Success Staff Development on October 1, 2013

Establish university's career services center and expand its reach through our online university of 50,000 students at the bachelor's, master's and doctoral levels. Design programming, engage in strategic planning, and evaluate metrics for trends and continuous improvement. Collaborate with faculty across numerous academic programs to develop career-specific webinars featuring faculty, alumni and student panelists. Integrate career development tools such as OptimalResume e-portfolios and short video tutorials on career topics into students' academic programs. Train and cultivate talented career services advisors, fostering a challenging environment where they work to their strengths and interests.
Self Publish and Gain Visibility
Walden Public Health Alumnus Leverages Publishing Feature

Grace Gachanja, PhD, MPH, RN
Global Safety Manager - Global Safety Scientist (GSS) at Amgen

Recent Activity

8 March International Women’s Day

International Women’s Day: Are Women Unequal From...
March 9, 2015

March 1st Is Zero Discrimination Day: What’s
March 1, 2015

"All In To #EndAdolescentAIDS"
February 23, 2015

HIV Advocacy and Public Disclosure: Wise or Not...
February 16, 2015

HIV Disclosure In The Classroom? Teachers Role
February 9, 2015

HIV Stigma: Are Your Patients "Covered In It"?
February 2, 2015

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Quantify Your Endorsements

Thanks for visiting! Invite me to connect. -- Kathy

- Public Speaker | Career/Business Coach | LinkedIn Expert | LinkedIn Trainer -- Book me!
- 40 LinkedIn recommendations; 27 awards for communications excellence
- **5,120+ LinkedIn skills endorsements.** Thanks!
- 5,560+ connections. Open to connect. | Top 1% viewed profile on LinkedIn

Volunteer Experience & Causes

Volunteer
Arizona Humane Society
September 1998 – January 2005 (6 years 5 months) | Animal Welfare

During my time as a volunteer at AHS, I would complete various duties, such as walking the dogs, visiting with the cats in the cattery, and assisting with adoptions as needed. Once my knee is healed, I plan to go back to volunteer again.

Causes Jackie cares about:

• Animal Welfare
• Arts and Culture
• Children
• Civil Rights and Social Action
• Economic Empowerment
• Education
• Environment
• Health
• Disaster and Humanitarian Relief
• Poverty Alleviation
• Science and Technology
• Social Services
Questions?
Resources


http://press.linkedin.com/about

Connect with Career Services

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

E-mail: careerservices@waldenu.edu
Quotes from Reid Hoffman

“You have to be constantly reinventing yourself and investing in the future.”

“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.”