Engaging 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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Associate Director

Lisa Cook, J.D.  
Senior Director

Angie Lira, M.A.  
Senior Career Advisor

Nicolle Skalski, M.M.  
Senior Career Advisor

Denise Pranke, M.Ed.  
Career Advisor
What are some of the ways you like to engage with your LinkedIn network?
Learning Objectives

• Grow your network by tapping into those whom you already know

• Learn ways to engage your network

• Leverage LinkedIn features to track trends and gain visibility
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

Importance of LinkedIn For You

• 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
• Track competitors
5 Steps to Engaging Your LinkedIn Network

1. Tap Into Your Alumni Network
2. Join Groups
3. Engage in Group Communication
4. Status Updates and Responses
5. Build Relationships
University Pages: Find Academic Colleagues/Alumni

1. Go to dropdown menu and click “Universities”
2. Type “University Name” in search box
Join Relevant Groups

• Professional groups
• State/local groups
• Industry related groups
• Skills based groups
• Alumni groups
Join Groups and Expand Your Circle of Influence

Group member benefits:

• Join up to 50 groups
• Engage with your audience and show what you know
• Showcase group logos on your profile
• Support your professional brand
• Access to group information, job postings, activities, and discussions
• Connect with likeminded professionals
<table>
<thead>
<tr>
<th>University Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Walden University Career Services Center</strong> [Member]</td>
</tr>
<tr>
<td>The mission of the <em>Walden University</em> Career Services Center Group is to provide our students and alumni with a forum for...</td>
</tr>
<tr>
<td>12 discussions this month • 2,847 members</td>
</tr>
<tr>
<td>895 in your network • Similar</td>
</tr>
<tr>
<td><strong>Walden University Alumni</strong></td>
</tr>
<tr>
<td>Walden graduates are part of an active community of more than 20,000 successful professionals who are contributing to...</td>
</tr>
<tr>
<td>3 discussions this month • 2,861 members</td>
</tr>
<tr>
<td>779 in your network • Similar</td>
</tr>
<tr>
<td><strong>Walden University Doctoral Study Group</strong></td>
</tr>
<tr>
<td>A unique community of learners who share generously of their insights and perspectives with fellow students as they follow...</td>
</tr>
<tr>
<td>5 discussions this month • 1,790 members</td>
</tr>
<tr>
<td>715 in your network • Similar</td>
</tr>
<tr>
<td><strong>Walden University Alumni Network</strong></td>
</tr>
<tr>
<td>This group has been formed for the purpose of uniting alumni of <em>Walden University</em> for networking, career opportunities and...</td>
</tr>
<tr>
<td>196 discussions • 1,448 members</td>
</tr>
<tr>
<td>456 in your network • Similar</td>
</tr>
<tr>
<td><strong>Walden University Career Seekers</strong> [Member]</td>
</tr>
<tr>
<td>Walden University students can guide, mentor and advise one another, particularly in regards to careers and job postings.</td>
</tr>
<tr>
<td>1 discussion this month • 883 members</td>
</tr>
<tr>
<td>283 in your network • Similar</td>
</tr>
<tr>
<td><strong>Walden University Richard W. Riley College of Education and Leadership Networking Group</strong></td>
</tr>
<tr>
<td>This is a portal for Ph.D. students... learners within the Walden community. Share and grow...</td>
</tr>
</tbody>
</table>
Join Professional Groups

4,799 results for human resources

**LinkedHR (HR Network)**
- LinkedHR is the largest community of HR professionals on LinkedIn. If you want to join a group, please visit their site.
- Very active: 11 discussions this month • 9,812 members
- Not in your network

**HR Professionals Association - Human Resources**
- Entry restricted to HR Professionals only. Join to: Network | Build Contacts | Share Knowledge | Learn from each other
- Very active: 34 discussions this month • 2,032 members
- Not in your network

**Human Resources Professionals**
- HR Professionals group to network, share ideas, practices and discover HR best practices.
- Very active: 114 discussions this month • 97,867 members
- Not in your network

**Human Resources (HR) & Talent Management**
- The HR & Talent Management group on LinkedIn. We are a group of strategic HR & Talent management experts...
- Very active: 76 discussions this month • 364,038 members
- Not in your network

**Human Resources IQ**
- Human Resources IQ is an online community for finding HR information, discussing ideas and sharing HR best practices.
- Very active: 499 discussions this month • 66,816 members
- Not in your network

**Australian Human Resources Institute**
- The Australian Human Resources Institute (AHRI) is the national association representing human resource and people managers in Australia.
- Very active: 97 discussions this month • 66,836 members
- Not in your network

**Human Resources Management & Executive Network**
- Whether you are a Specialist or a Generalist in HR, this group is for all leaders and executives in Human...
- Not in your network
More Professional Groups

1,631 results for public health

Global Public Health
A group for those working in areas of international public health importance.
Very Active 492 discussions this month · 57,062 members
441 in your network · Similar

American Public Health Association (APHA)
The American Public Health Association is the oldest, largest and most diverse organization of public health professionals...
Very Active 291 discussions this month · 36,208 members
732 in your network · Similar

Public Health Professionals
Association of Networked International Public Health Professionals, Doctors, Nurses, Social Workers, Nutritionists, MPH, ...
Very Active 93 discussions this month · 16,103 members
287 in your network · Similar

Public Health
Public health · networking, sharing and debating.
Very Active 58 discussions this month · 8,153 members
124 in your network · Similar
Join State/Local Groups – Take It Offline!

3,864 results for Atlanta

**Atlanta Young Professionals**
A networking group available for Atlanta professionals ages 21-40.
Very Active: 116 discussions this month • 20,002 members
► 425 in your network • Similar

**Atlanta Linking**
Linking Atlanta is a discussion and an on-line LinkedIn networking group for those based in and/or seeking to do business...
Active: 34 discussions this month • 12,870 members
► 870 in your network • Similar

**Metro Atlanta Business Network**
Our LinkedIn group: Metro Atlanta Business Network Join us on Facebook: http://on.fb.me/1ypnDRK
Very Active: 198 discussions this month • 10,736 members
► 562 in your network • Similar

**Atlanta Jobseekers**
A group designed to help all Atlanta Jobseekers with their job search. We meet at 7300 Central Parkway 3rd floor ...
Active: 36 discussions this month • 9,735 members
► 624 in your network • Similar

**Atlanta Interactive Marketing Association**
Group for savvy internet and new media professionals. AIMA is a great networking community to connect with.
Active: 49 discussions this month • 9,553 members
► 352 in your network • Similar

**SHRM-Atlanta**
SHRM-Atlanta is about developing leaders in the field of human resources. We meet you where you are in your career – from...
Active: 31 discussions this month • 9,185 members
► 705 in your network • Similar

**Atlanta Accounting & Finance Group**
This group i a network of Atlanta Accounting & Finance executives and professionals in all industries. It was created to...
Very Active: 56 discussions this month • 4,985 members
► 114 in your network • Similar
Join Industry Related Groups – IT Professionals

Global Information Technology Professionals Association
- Very Active: 125 discussions this month • 19,291 members
- Similar

AITP - Association of Information Technology Professionals
- Established in 1951, aitp is the largest member-based community of IT professionals in all fields of the IT business...
- Active: 20 discussions this month • 3,181 members
- Similar

Technology Leadership Network ★ CIO ★ CTO ★ CEO ★ Chief information Officer IT Director Manager CFO
- 62,552 members

Information Systems Security Association (ISSA) Discussion Forum
- 33,120 members
Skills Based Groups

**Public Speaking Network**
- This is a group of people who want to be dynamic public speakers and are looking for opportunities to speak to groups and ...
- Active 36 discussions this month • 10,376 members
- 424 in your network • Similar

**Public Speaking**
- A network of people interested in public speaking. Professional speakers, Toastmasters, people who give speeches at work ...
- Very Active 70 discussions this month • 6,706 members
- 189 in your network • Similar

**Public Speaking & Presentation Skills for Professional Speakers, Presenters, Seminar Leaders,**
Network, Connect and Learn from: *Public Speakers* *
Professional Presenters* *Seminar Leaders* *Workshop Leaders* *
- Very Active 73 discussions this month • 1,989 members
- 57 in your network • Similar

**Public Speaking Bloggers**
- This group is for those who blog about the topics of public speaking, communication and influence. Use this group to ...
- Very Active 52 discussions this month • 1,726 members
- 45 in your network • Similar
Stay "In the Know" in Your Field

Harvard Business Review

Harvard Business Review is the leading destination for smart management thinking. Through our flagship magazine, books, and digital content and tools published on HBR.org, we aim to provide professionals around the world with rigorous insights and best practices to help lead themselves and their organizations more effectively and to make a positive impact.

Group Members in Your Network

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graham Riley</td>
<td>SVP, Sales &amp; Marketing at CareerToolboxUSA</td>
</tr>
<tr>
<td>Tara Kachaturoff</td>
<td>Coaching Small Businesses, Virtual Business Services, Online Business Manager OBM, TV Producer/Host</td>
</tr>
<tr>
<td>Erek Walter</td>
<td>Marketing and Communications Professional</td>
</tr>
</tbody>
</table>

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Strategies for Group Communication

- Share a relevant resource
- Introduce yourself
- Provide value to your network
- Recommend a book
- Pose a question to solicit feedback
- Announce an event
Follow Thought Leaders in Your Field

A SMARTER READ IN MORE WAYS THAN ONE
Follow what interests you to get personalized news and insights.

Recommended for you

Nancy Lublin
CEO at DoSomething.org
299,721 followers

Daniel Portillo
Talent Partner, Greylock Partners
42,854 followers

Liz Claman
Anchor at Fox Business Network
48,390 followers

Fadi Ghandour
Founder & Vice Chairman, Aramex
43,133 followers

Dick Bolles
Author of the ten million copy best-seller What Color Is Your Parachute?
34,966 followers

https://www.linkedin.com/pulse/discover
Status Updates and Responses – Engage!

- Like
- Comment
- Share
- Congratulate
- Acknowledge
- Follow

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Leverage CRM Features To Build Relationships

Wanda Corner, Ph.D.
Corner of Success, Inc.
Atlanta, Georgia | Management Consulting

Current: Northcentral University, Self-employed
Previous: U.S. Small Business Administration
Education: Walden University, Doctorate

Send a message

Connected 11 months ago

11 months ago

How you met

http://www.brianhonigman.com/expert-linkedin-marketing-tips/
Pay It Forward and Shine


• Acknowledge
• Share
• Show gratitude
• Cultivate and grow your network connections
• When possible, take them offline

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Questions?
Join the Walden University Career Services Center 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

Dinise 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

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Resources


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.”