

LinkedIn

- LINKEDIN – AN OVERVIEW
- YOUR PERSONAL BRAND
- NETWORKING
- LINKEDIN ALUMNI
- LOOK FOR A JOB



Linked 

What is LINKEDIN?

LinkedIn is a **business-oriented social networking service**. It is the world's largest professional network, with over 300 million users worldwide. It can be a great tool to support professional network and career development, as well as a tool to find a role. Create your **professional profile, build a network and access people, information and opportunities**.

YOUR Personal brand



To use LinkedIn successfully, an effective personal brand is essential. As with all business brands, it is essential that your personal brand creates the right impression and provides the best possible perception of you.



Think about:

What is your personal brand?
What do you wish for people to associate with you when they think of your name?

Is there a certain subject matter for which you want to be perceived as an expert or are there general qualities you want linked to your brand?

BUILD YOUR BRAND

HEADLINE AND SUMMARY: Use keywords to ensure you come up in searches.

PICTURE: Face to a name! People will be more likely to network with you.

PUBLIC: Having a public profile says you are open to networking and are approachable. Remember that you will appear in Google searches.

CONNECT: Business contacts, colleagues, alumni. **TARGETED** connections!

FOLLOW COMPANIES: A great way to find out more about companies you are interested in working for.

RECOMMENDATIONS:

- Key strategic connections.
- NOT peers/friends.
- Between 5-10 recommendations.





NETWORKING



LinkedIn can be used in a variety of ways to network...

JOIN APPROPRIATE GROUPS: There is a group for everything on LinkedIn. Be selective about the groups you join, check out the profiles of the owners of the groups and ensure they will be of use to you.

CONNECT: Connect with relevant business contacts, personal contacts that can support your professional ambitions and companies you are interested in.

SEARCH: Being selective about whom you connect with means taking the time to look for the right people!

POST: Give more than you get. Post relevant information that portrays your personal brand and business interests effectively. Show you are open to business conversations, that you know what is important in the industry and that you are interested in what your network is saying.

Remember: **professional posts only, it is not Facebook!**



EVERYONE IS AN INFLUENCER

Remember: Everyone is an influencer

- This should be reflected in what you post-don't assume what you are posting isn't being seen.
- Connect on LinkedIn with employees, customers and competitors.
- Consider your target audience.
- You have to speak their language, show you care about them and reflect all of that in appearance and form.
- Keep up to speed with changes that are taking place. LinkedIn will make you aware of them!
- Network carefully!

LINKEDIN ALUMNI



Leverage your alumni pages to help you explore alumni career paths from universities worldwide-build relationships that can help you along the way!

HOW TO USE LINKEDIN ALUMNI: The alumni pages can be found by searching for your university on the site and being taken to the LinkedIn page.

TIP: If you have detailed in your profile the university where you studied, you'll automatically have been assigned as a follower to that University page which you can access their page via your own profile.

LOOKING FOR A JOB

LinkedIn can be used as a great job hunting tool and is used by lots of businesses as a place to advertise their vacancies.

Now you have your personal brand, profile and network ready to go!

