UTILIZING LINKEDIN

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BENEFITS OF LINKEDIN FOR YOU

1. World largest professional network, 740 million users\(^1\)
   - Networking and meaningful connections
   - Connect with interesting, high-profile people
2. Stay up-to-date on your connections w/out the drama
3. Show people who are you, how you’ve grown
4. A way to establish your expertise, become an influencer
   - Have others acknowledge expertise
5. Keeping track of your accomplishments
   - More than a résumé

BENEFITS OF LINKEDIN FOR YOU

6. Professional groups of like-minded people
7. News (industries, organizations, individuals)
8. Trends
9. Research (industries, organizations)
10. Share your brand
   • Messages, research, news, work, websites
11. Jobseeking, job boards

Video: Great 5-minute video about the benefits of LinkedIn
7 Benefits of Using LinkedIn
1. Makes org more authentic, transparent & human
2. Increases visibility of communications (x100+ employees)
3. 1st place people look for info about org & employees
4. Thought leadership
5. Strong place for branding (organization and people)
6. Increase sales and revenue
7. Increase media mentions
8. Makes org a more desirable employer
9. Helps people become talent magnets
10. Community building
• What is your mission?

• What are your core values?

• What are your career goals?

• What do you want to communicate to others?

• What do you want to be known for?

• Who needs to know me, so that I can reach my goals?
INITIAL GOALS OF LINKEDIN

• “Complete” your profile
• Maintain a presence
• Reach 500+ contacts
STEP #1 - YOUR HEADSHOT

♦ Clear picture
♦ Just your face
♦ Looking at the camera
♦ No SELFIES!
♦ Solo/a
♦ No sunglasses
♦ Smiling with teeth
♦ Dress for the job
♦ Photofeeler.com
Scores

- Competent: 9.4 (TOP 10%)
- Likable: 9.3 (TOP 10%)
- Influential: 9.0 (TOP 10%)

Title
Director of Business Programs
BACKGROUND

♦ Choose a background!
♦ Connect it to your
  ▪ Mission
  ▪ Sense of place
  ▪ Job/ Career goals
  ▪ Organizational brand
  ▪ Something important for you

The Best LinkedIn Backgrounds and How to Create Yours
10 LinkedIn Background Photo Ideas To Make Your Profile Stand Out
ABOUT SECTION

♦ Most important part of your profile
♦ LinkedIn and the internet use repeated keywords for SEO search results
♦ First 2-3 sentences are MOST important (290-310 characters)
♦ Start with a hook that sets you apart
♦ Purposefully use keywords
  ▪ Accomplishments, career trajectory, strongest skills
ABOUT SECTION CONT..

♦ Great place for your mission statement
♦ Show your personality
♦ A context to your career story
♦ Keep it readable with short paragraphs and bullets (3-5 paragraphs)
♦ Avoid jargon
♦ Use a “call to action” at the end
FEATURED SECTION

♦ A great place to showcase work
♦ Evidence of skills and experience
♦ Posts
  ▪ Show content posted to LinkedIn
♦ Articles
  ▪ Show articles posted on LinkedIn
♦ Links
  ▪ Show links to web content
♦ Media
  ▪ Upload photos, documents and presentations

How to Use the LinkedIn Featured Section on Your Profile
EXPERIENCE

Share your most impressive title, the organization’s name and if possible, their logo (which links to their profile)

Focus on experience & accomplishments from the last 10 years.
- Results
- Keywords
- Transferrable Skills

Consider including pictures, samples of your work to showcase your skills
OTHER AREAS TO COMPLETE

- Licenses & Certifications
- Volunteer Experience
- Accomplishments
  - Honors & Awards
  - Organizations (Org Memberships)
  - Languages
  - Publications
    - Also a great place for presentations

Accomplishments
15 Honors & Awards
Granite State College Ambassador • Scholarship to attend the Living Future UnConference • Venue Management School Internship • Joseph A. Florosco Scholarship • Internship Participant for VenueConnect • Dr. Gay D. Bills Scholarship • POMA Educational Conference Scholarship • Dr. Anthony Simone Endowed Scholarship • University Teaching Assistant Scholarship • Graduate Assistantship • University Teaching Assistantship • RAA Student Travel Award • Toastmasters and Commercial Recreation Association Conference Scholarship • California Sustainable Tourism Summit Scholarship • California Travel Industry Association (CaTIA) Conference Scholarship • San Francisco Convention and Visitor Bureau Foundation Conference Scholarship

9 Organizations
Global Sustainable Tourism Council (GSTC) • International Association of Venue Managers • Eccede • Professional Convention Management Association • Meeting Professionals International • Green Meeting Industry Council (now the sustainability arm of the Event Industry Council) • Event Service Professional Association • The International Ecotourism Society • The International Ecotourism Society

5 Languages
American Sign Language • English • Portuguese • Spanish • Turkish

14 Publications
Event Sustainability: People, Planet, PROFIT [Webinar] • The Changing Landscape of Venue Sustainability: Current Trends and Predictions for the Future (Panel Discussion) • The Changing Landscape of Venue Sustainability: Current Trends and Predictions for the Future (Conference Presentation) • Venue Food and Beverage Sustainability [Session] • AVM 2019 Sustainability Survey Industry Report • Employee Engagement (Webinar) • Raising the Bar: Strategies for engaging staff in sustainability initiatives [Webinar] • Employee perceptions of sustainability programs in US convention centers (Conference Presentation) • Lessons Learned From Successful Convention Center Sustainability Programs (Magazine Article) • Chapter 7: Theoretical Perspectives on Tourism Systems and Sustainability Block Chapter 7: Theoretical Perspectives on Tourism Systems and Sustainability Block Chapter 7: Theoretical Perspectives on Tourism Systems and Sustainability Block Chapter 7: Theoretical Perspectives on Tourism 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Choose the skillsets that you want to be known for

- Be strategic here, most people can use Word, what sets you apart?

Prioritize your top 3 skills based on your brand

Ask others to endorse you

Optional- Take a skill quiz
  - Receive a badge to showcase your knowledge
RECOMMENDATIONS

♦ Great way to verify your skillsets
  ▪ Another person can highlight soft skills in ways that you can’t

♦ Nice way to support your colleagues, friends

♦ The more recommendations, the better

♦ Opportunity-
  ▪ Students- ask staff and faculty for recommendations
SETTINGS

♦ Edit your public URL
♦ Privacy
  ▪ Allow public visibility
  ▪ Turn off “Viewers of this profile also viewed”
  ▪ Turn on “Sharing profile edits”
  ▪ Turn on “Representing your organization and interests”
  ▪ Turn on “Who can reach you”
♦ Ads- How much data do you want collected?
♦ Communication
  ▪ Messages- Turn off sponsored messages
♦ Optional- Link your Twitter account

LinkedIn Privacy Settings
TIPS FOR CONNECTING

♦ Add a personal message
♦ Tell them why you want to connect (be specific)
♦ After you meet live, don’t wait too long to add them
♦ Offer help
PARTICIPATION IS IMPORTANT

♦ Post regular, thematic updates
  ▪ Industry news, insights
  ▪ Insider knowledge
  ▪ Inspirational
  ▪ Personal projects
  ▪ Looking for advice
  ▪ Avoid cat videos and politics

♦ Align posts with your brand
♦ Like and comment on posts
JOIN INTEREST GROUPS

• Unified around specific interest
• Like-minded networking
• Build your reputation as a specialist
• LinkedIn Groups
THANK YOU

LinkedIn
/mercedesmhunt
/kathydesroches

Email
mercedes.hunt@granite.edu
kathy.desroches@granite.edu