



[This Photo](#) by Unknown Author is licensed under [CC BY](#)

# UTILIZING LINKEDIN

*Mercedes Hunt, Ph.D. and Kathy DesRoches, Ed.D.*



# BENEFITS OF LINKEDIN FOR YOU

1. World largest professional network, 740 million users<sup>1</sup>
  - 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

<sup>1</sup> LinkedIn. "[About LinkedIn](#)." Accessed April 4, 2021.

# 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)

## SOME BENEFITS OF LINKEDIN FOR AN ORG

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


## SOME BENEFITS OF LINKEDIN FOR AN ORG

# YOUR BRAND



- 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?



- 
- “Complete” your profile
  - Maintain a presence
  - Reach 500+ contacts

## INITIAL GOALS OF LINKEDIN

# 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

DON'T choose cluttered backgrounds

DON'T use unflattering lighting

DON'T shoot straight on. Use angles in your posture



DO use simple clean Background

DO find good outdoor lighting with sun behind you

DO angle your posture



< Back

Karma: **None** ?

Credits: **0** ?

Get Credits

STATUS  
ACTIVE 

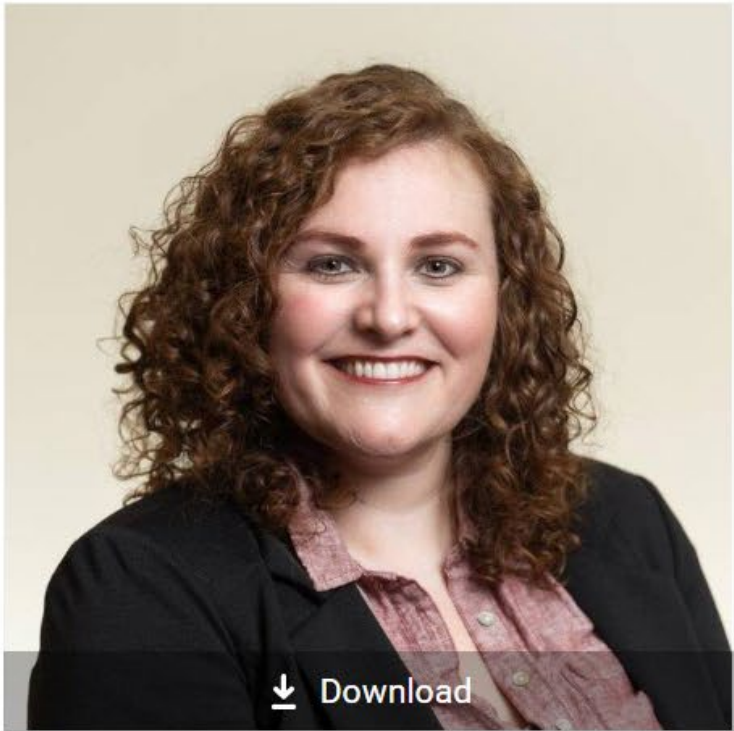
VOTES  
43

QUALITY  
PRECISE

+ Add Votes

||

BUSINESS



Download

TITLE  
Director of Business Programs

Scores

Data

Notes (6)

Image

ABOUT YOUR SCORES ?

Competent 9.4



Likable 9.3



Influential 9.0



# BACKGROUND

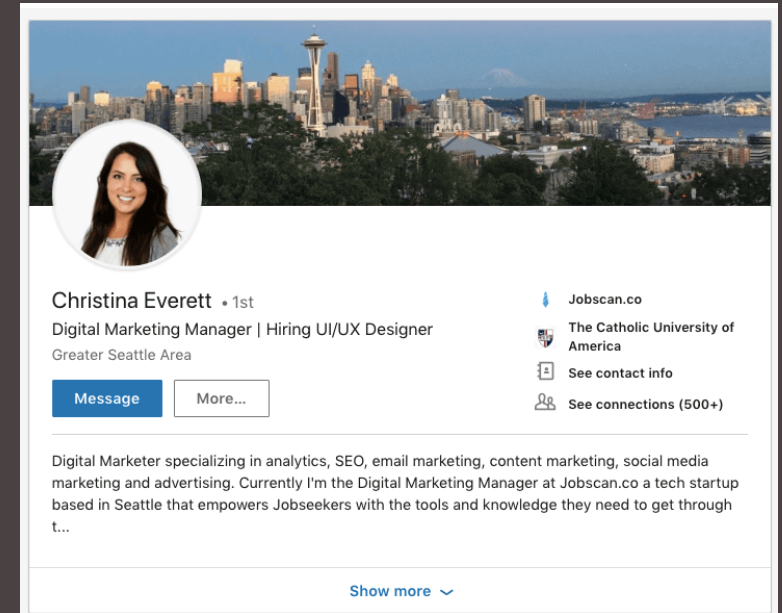
- ◆ Choose a background!
- ◆ Connect it to your
  - Mission
  - Sense of place
  - Job/ Career goals
  - Organizational brand
  - Something important for you



[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

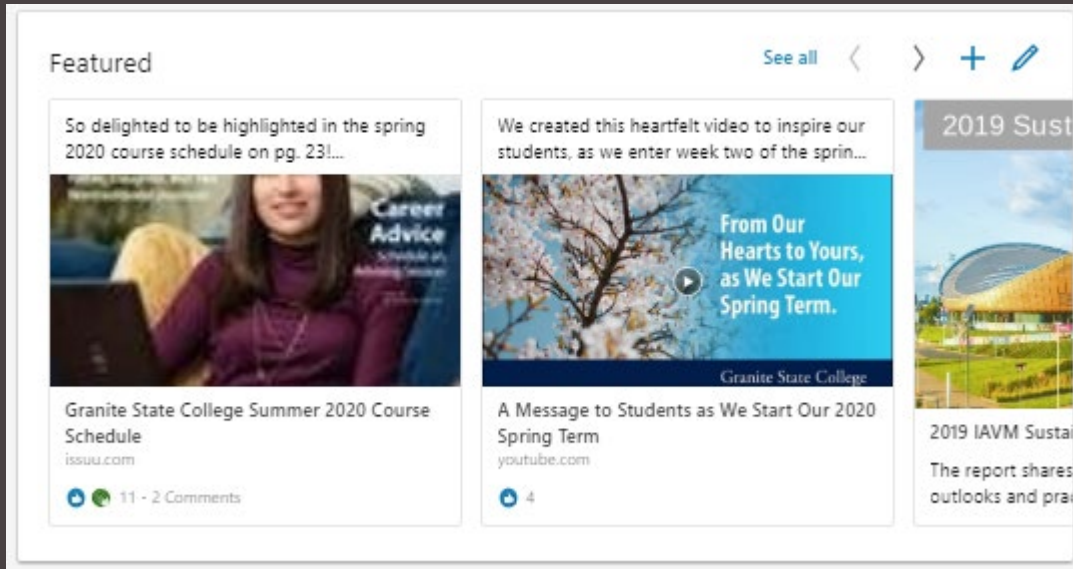


[LinkedIn Summary Examples](#)  
[Beginner's Guide to SEO](#)

# 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

The screenshot shows a LinkedIn profile for Mercedes Hunt, PhD, with the following details:

- Header:** Mercedes Hunt, PhD  
Director Undergrad Business Programs, Granite State College | Founder, Map & Compass Consulting LLC
- Accomplishments Section:**
  - 15 Honors & Awards:** Granite State College Ambassador • Scholarship to attend the Living Future unConference • Venue Management School Internship • Joseph A. Floreano Scholarship • Internship Recipient for VenueConnect • Dr. Gary D. Ellis Scholarship • PCMA Educational Conference Scholarship • Dr. Anthony Simone Endowed Scholarship • University Teaching Assistant Scholarship • Graduate Assistantship • University Teaching Assistant Scholarship • IRA Student Travel Award • Resort 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 • Ecoclub • Professional Convention Management Association • Meeting Planners 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 (updated) [Conference Presentation] • The Changing Landscape of Venue Sustainability: Current Trends and Predictions for the Future [Conference Presentation] • Venue Food and Beverage Sustainability [Keynote] • IAVM 2019 Sustainability Survey [Industry Paper] • 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 [Book Chapter] • Os Objetivos do Desenvolvimento Sustentável (ODS) e as ferramentas para sua efetivação

◆ Licenses & Certifications

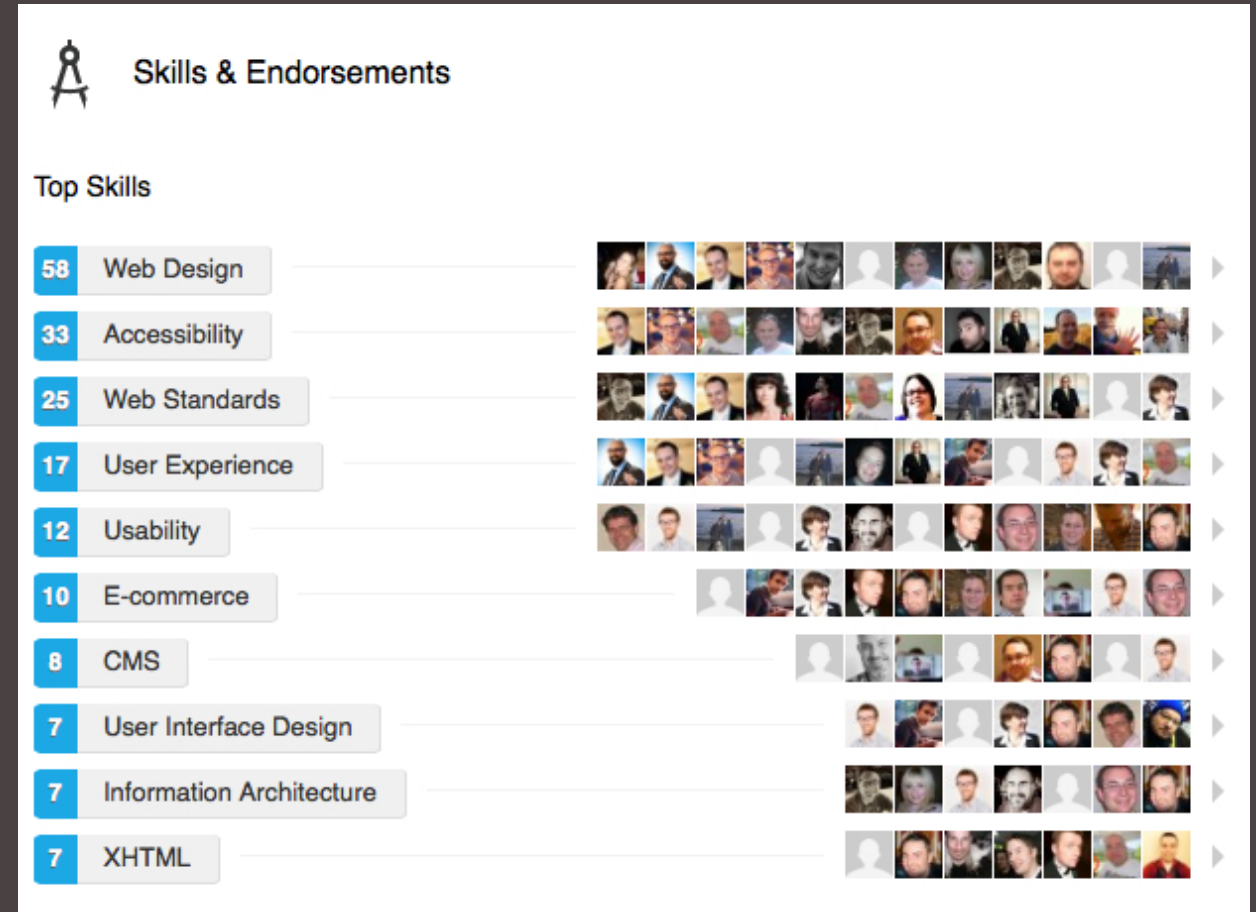
◆ Volunteer Experience

◆ Accomplishments

- Honors & Awards
- Organizations (Org Memberships)
- Languages
- Publications
  - Also a great place for presentations

# SKILLS & ENDORSEMENTS

- ◆ 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



**Richard Hill**

Professor of Intelligent Systems at University of Derby

“ Sue is extremely capable and regularly goes beyond her role description to get the job done. I've worked with her for the past two years and she has provided invaluable support. Her positive approach and attention to detail make her a welcome addition to any team.

July 23, 2009, Richard worked with Sue at Sheffield Hallam University



**Dr Keith Burley**

Head of Computing at Sheffield Hallam University

“ I have the distinct pleasure of working with Sue at Sheffield Hallam University. Her kind, approachable manner and the thorough and professional way that she attends to her duties are to be commended. She is a real pleasure to work with. I can thoroughly recommend Sue to you.

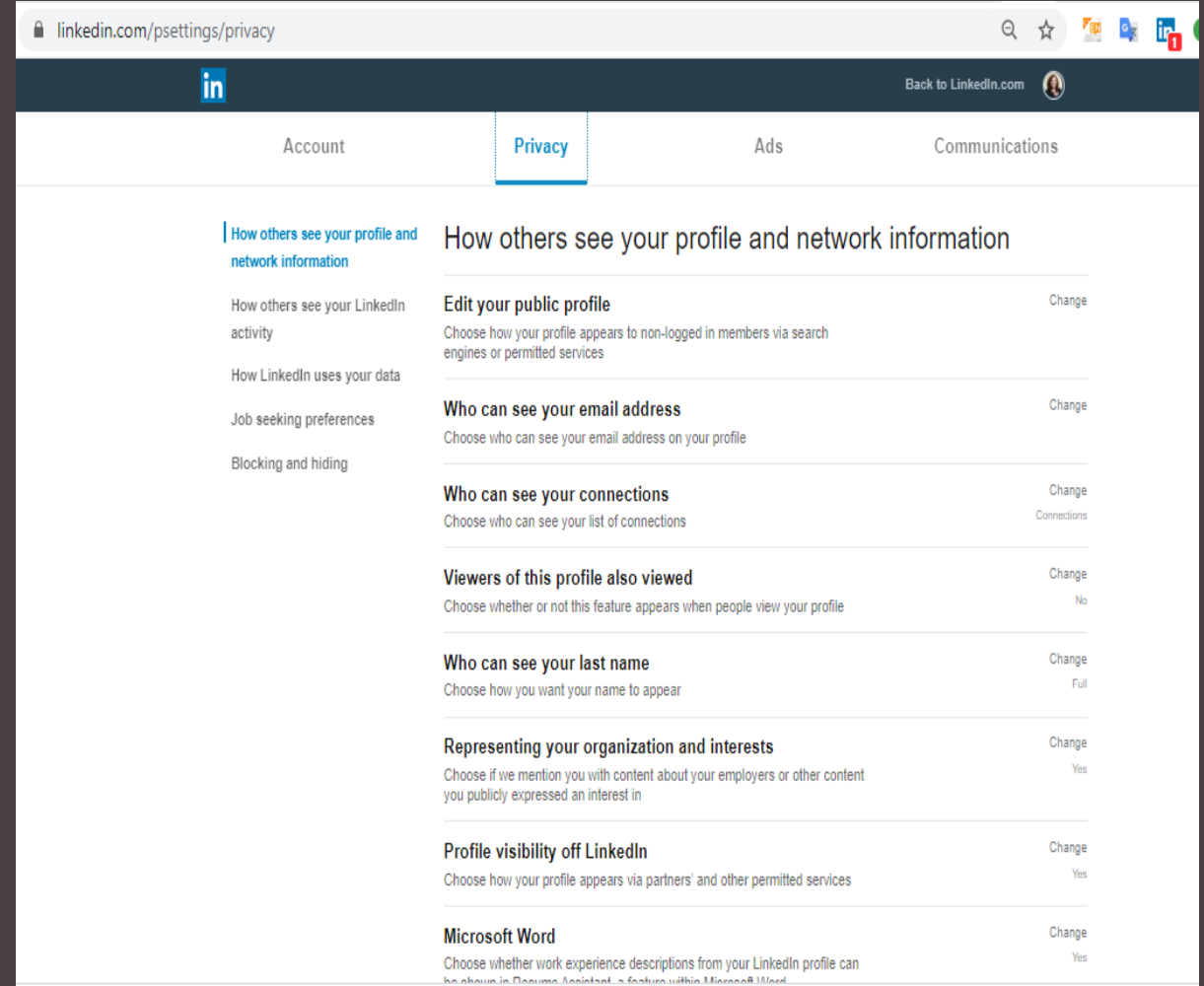
May 24, 2008, Dr Keith worked directly with Sue at Sheffield Hallam University

[This Photo](#) by Unknown Author is licensed under [CC BY](#)

# 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](#)



The screenshot shows the LinkedIn Privacy Settings page at the URL `linkedin.com/psettings/privacy`. The page has a dark blue header with the LinkedIn logo and a navigation bar with tabs for Account, Privacy (selected), Ads, and Communications. On the left, a sidebar lists settings categories: How others see your profile and network information (selected), How others see your LinkedIn activity, How LinkedIn uses your data, Job seeking preferences, and Blocking and hiding. The main content area is titled "How others see your profile and network information" and contains several settings:

- Edit your public profile**: Choose how your profile appears to non-logged in members via search engines or permitted services. (Change)
- Who can see your email address**: Choose who can see your email address on your profile. (Change)
- Who can see your connections**: Choose who can see your list of connections. (Change)
- Viewers of this profile also viewed**: Choose whether or not this feature appears when people view your profile. (Change)
- Who can see your last name**: Choose how you want your name to appear. (Change)
- Representing your organization and interests**: Choose if we mention you with content about your employers or other content you publicly expressed an interest in. (Change)
- Profile visibility off LinkedIn**: Choose how your profile appears via partners' and other permitted services. (Change)
- Microsoft Word**: Choose whether work experience descriptions from your LinkedIn profile can be shown in Documents Assistant, a feature within Microsoft Word. (Change)



A man with a beard and glasses, wearing a light-colored shirt, is gesturing with his hands while speaking to a woman with long hair and glasses, wearing a dark blue cardigan over a light-colored shirt. They are sitting at a table in a modern office setting with large windows in the background. A whiteboard with some writing is visible on the left. A dark overlay at the bottom contains text.

# 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



- 
- Unified around specific interest
  - Like-minded networking
  - Build your reputation as a specialist
  - [LinkedIn Groups](#)

JOIN INTEREST  
GROUPS

# THANK YOU



LinkedIn

[/mercedesmhunt](#)

[/kathydesroches](#)



Email

[mercedes.hunt@granite.edu](mailto:mercedes.hunt@granite.edu)

[kathy.desroches@granite.edu](mailto:kathy.desroches@granite.edu)