



LinkedIn Lab

LOGAN 

Building and Optimizing Your LinkedIn Profile w/Howie Outerbridge

Logan HR



Based in sunny Vancouver, British Columbia on Canada's exotic west coast



Specialize in employee transition and executive coaching

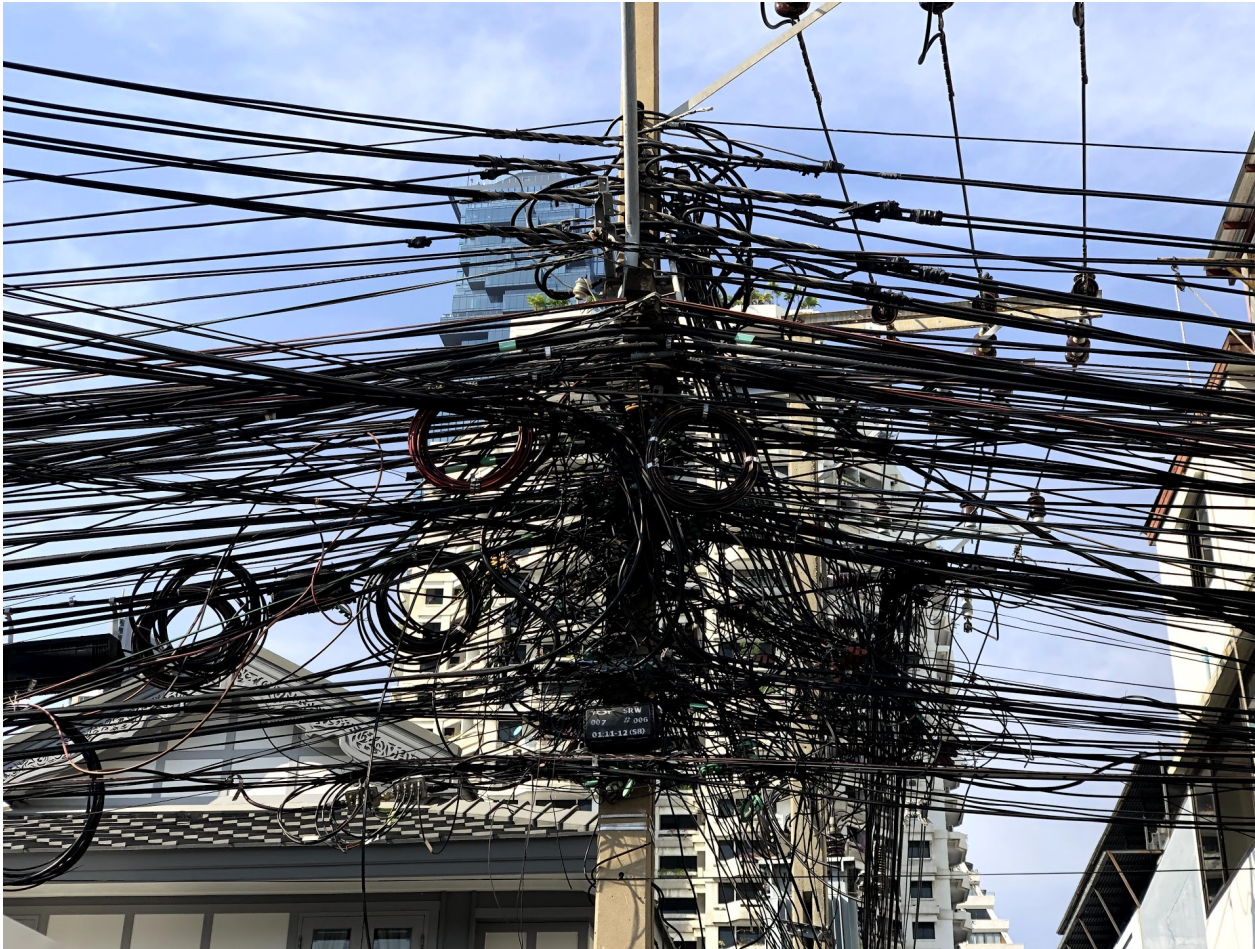
VF | CAREER
MANAGEMENT

BPI group 
GLOBAL PARTNER



LOGAN 

Engaging with LinkedIn in 4 Easy Steps



Home page overview & 1st, 2nd and 3rd degree connections



Explore 'all filters' searches



Create a strong & complete profile using the Logan LinkedIn checklist



Your corporate presence on LinkedIn

Truly Global...



824M Profiles



55M companies listed



310M active monthly users



55 job applications submitted to LinkedIn every second



Purchased by Microsoft in 2016 for 26.2B



What's in it For You?

LinkedIn can do many things for you and your organization:



Manage you and your organization's professional identity



Build and manage your professional network



Provide access to knowledge, insights and opportunities



Homepage Overview & Degrees of Separation

Understanding your activity feed means understanding the concept of “degrees of separation”



When your 1st degree contacts like / share / or comment on something, it will appear in your feed:

- 1st degree = your invitation to connect has been accepted



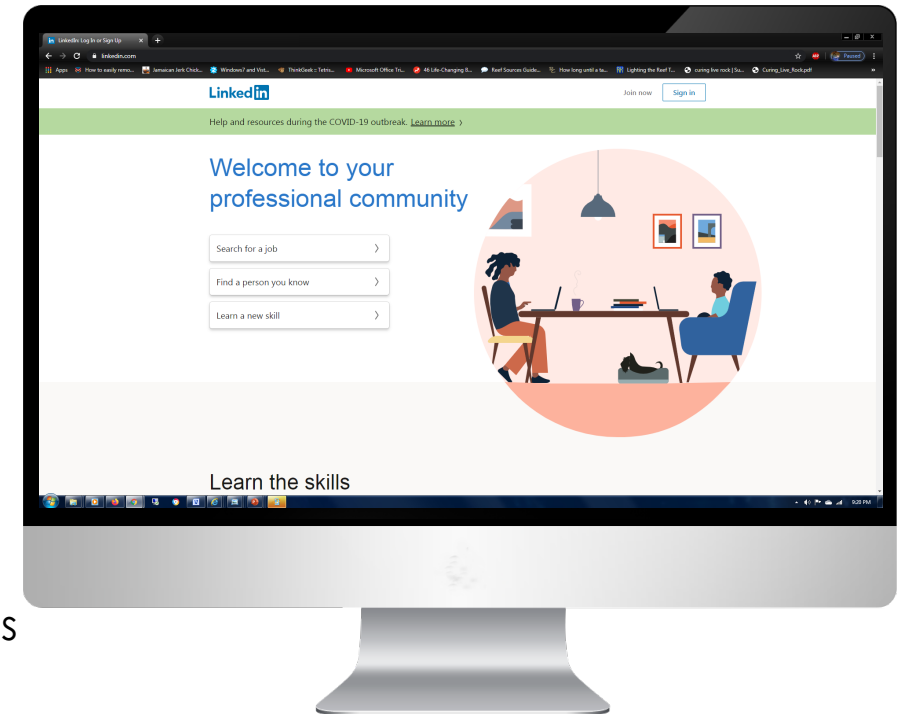
Company, group and / or thought leader posts will also appear in your activity feed



Follow organizations and people to feed you the right things



Use the drop-down menu (look for the three dots) to fine tune your feed: hide, unfollow, and / or improve feed



All Filter Search Tips and Techniques

☐ Use advanced search features to find the right person

1. BC Hydro on LinkedIn= 5402
2. 1st or 2nd degree connections at BC Hydro = 933
3. Walt Disney Employees on LinkedIn = 155,258
4. 2nd Degree connections on LinkedIn = 143

☐ Once located, leverage the shared connection

☐ Reach out using 'connect' or LinkedIn inmail

☐ LinkedIn members are more likely to accept invitations that include a personal note.



In a recent audit of HR professional's profiles...

LinkedIn Profile Section							
	Profile Photo	Banner Photo	URL	About	Experience	Skills	Recommendations
Jack			x	x	x		x
Cheng		x		X	x	x	x
Robert		x			x	x	x
Gail	x		x	x	x		
Liz				x			
Nathan	x				x		
Laura					x		
Sayuri	x	x		x		x	
Parveen		x					x

**an 'x' indicates a need for attention...use the checklist!

Creating a Strong Profile

Take your profile to the next level by:

- ❑ Selecting the right photos (Profile and Background)
- ❑ Adjusting your headline
- ❑ Ditching the pre-assigned URL (*ask us how!*)
- ❑ Writing a powerful summary
- ❑ Revising experience and education entries
- ❑ Re-ordering and strategically selecting skills
- ❑ Seeking out recommendations
- ❑ Expanding your network – quality or quantity?
- ❑ Adding other sections – patents, certifications, articles, etc.

Wrapping Up...

Use LinkedIn to control how your brand is represented in the market and expand your network. Do this by:



Use the Logan LinkedIn checklist to create a strong profile



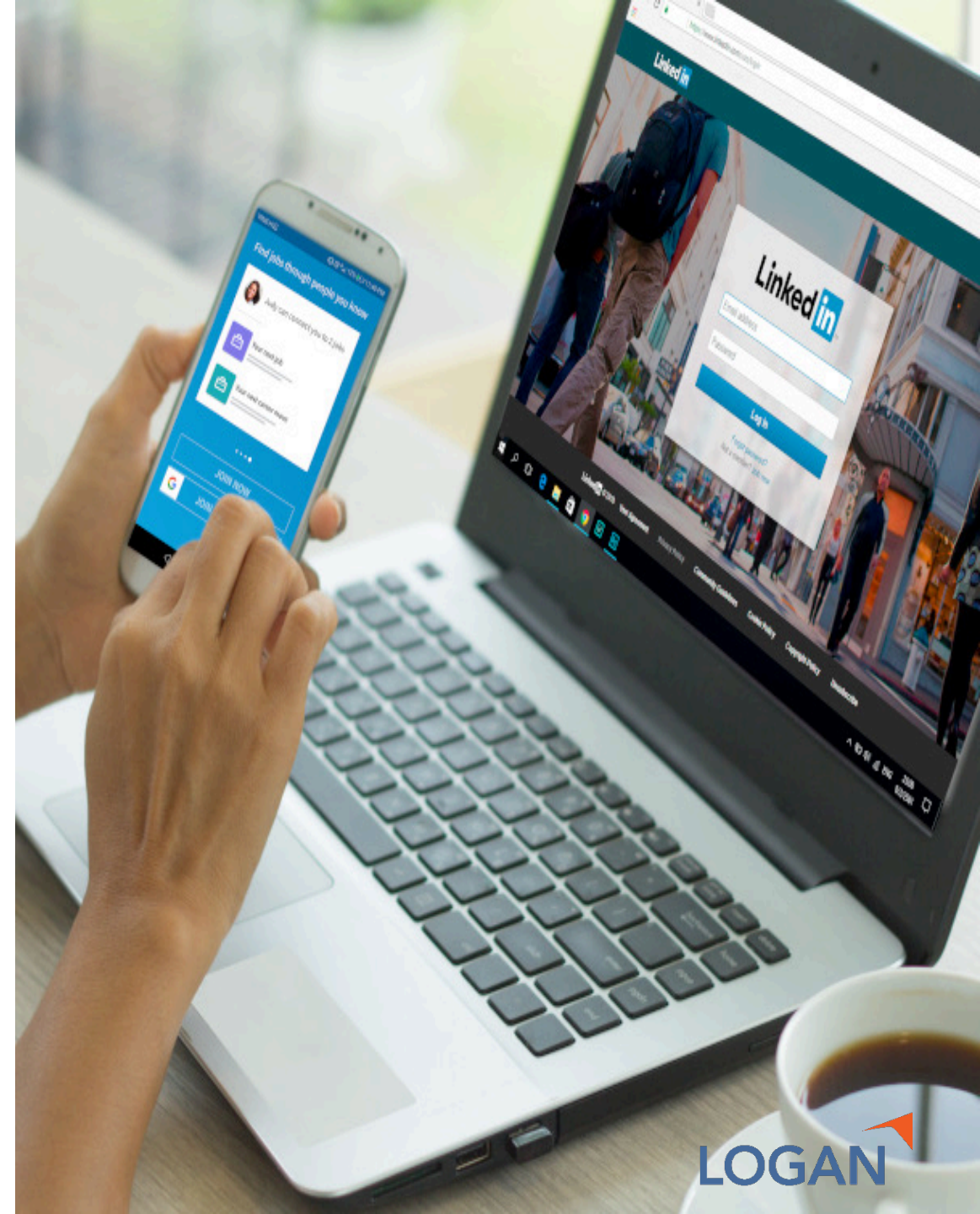
Empower your employees with marketing content



Strive for a uniform brand and presence on LinkedIn



Using advanced 'all filters searches' to expand your network, source leads, and make meaningful connections





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