LinkedIn Lab

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

When your 1\textsuperscript{st} degree contacts like / share / or comment on something, it will appear in your feed:
- 1\textsuperscript{st} 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...

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

<table>
<thead>
<tr>
<th>LinkedIn Profile Section</th>
<th>Profile Photo</th>
<th>Banner Photo</th>
<th>URL</th>
<th>About</th>
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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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