LinkedIn Training

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A Peek Inside the Company

Mission Statement:

Connect the worlds **professionals** to make them more productive and successful

Introduction to LinkedIn

- LinkedIn was introduced in 2003 as a professional social media used as a platform to network with other professionals

- It is a tool that allows anyone to create an online presence, professional resume, and web page that is searchable

- To date there are over 300 million members signed up

LinkedIn Statistics

- Professionals are signing up to join LinkedIn at a rate of more than two new members per second.
- Over 39 million students and college graduates have joined and this is LinkedIn's fastest-growing demographic (it's not going anywhere)
- Over 40% of users check daily

http://help.linkedin.com/app/answers/detail/a_id/45/~/the-value-of-linkedin-%E2%80%93-linkedin-overview-video

Why to use LinkedIn

- **Create network to call on to use it later when you need it.**
  - If you get laid off tomorrow have people in your corner ready to help
  - Have a group of people who know you and can pass your resume
- **LinkedIn is an up to date resume**
  - It is a user friendly tool that is easy to update and keep current
- **Opportunities come to you**
  - Recruiters are always looking for passive job seekers
  - If you have an updated profile with goals you may find an opportunity you didn't know you were looking for
- **Stay current with you industry- utilize the news feed articles and know what your network is talking about**
  - The news feed is updated every time you sign in and makes it east to stay current

Why to use LinkedIn

- Determine why you are on LinkedIn- what are your goals and reasons? Personal, Business, job seeker? Create your profile for that purpose.

- It is not only a snapshot of what you're doing currently but also where you want to go. What are your goals?

Creating your Profile

- To start go to your "edit" under your profile tab
- **Post a picture-** makes you more real- 11 times more likely to be viewed
- **Add contact details-** at least an email so you're able to get contacted and stay current with the project management space
- **Create a headline-** Infrastructure Project Manager; Application Project Manager; Project Manager Seeking New Opportunities
- **Make a summary** about your project management interest, project details, and what projects you're currently working on
  - Add what you're looking to do with your career and your interests

Creating your Profile

- **Experience**-create a profile with action items about what you do and include searchable terms and keep your positions and projects up to date
  - What is your role, title, and responsibilities day to day
  - Include project details including industry, what were the goals/initiatives, what was the project scope
  - Include your accomplishments- Delivered project $10,000 under estimate

Creating your Profile

- **Recommendations** build your personal credibility
  - Someone might know the person who recommends you- Madison is a small, small city!
- **Endorsements** allow other users to endorse you for a specific skill and it will rank your skills respectively
- **New features** increase your visibility and credibility
  - For instance, you can create a visual portfolio of your experience by including videos, presentations, and photos.
  - Add your previous project plans, risk assessments, personal websites, etc.
  - Add your certification
    - PMP- license number- link

LinkedIn Groups & Content

- **Groups**
  - Join user groups, meet ups, open forums
  - Engage with people who are like minded and similar
  - Ask questions or get advice on problems that come up in your projects

Sample Groups

- PMI Madison/South Central

  https://www.linkedin.com/groups?gid=1089807&mostPopular=&trk=tyah&trkInfo=tarId%3A1407270071230%2Ctas%3APMI%20Madis%2Cidx%3A1-1-1

- PMI Madison South Central Prep Class

  https://www.linkedin.com/groupRegistration?gid=3813121&csrfToken=ajax%3A4792130683035109822&trk=groups_about-h-join&goback=%2Eanb_3813121_*2_*1_*1_*1_*1_*1

- Hospital and Healthcare IT Project Managers

  https://www.linkedin.com/groups/Hospital-Healthcare-IT-Project-Managers-152980?gid=152980&trk=vsrp_groups_res_name&trkInfo=VSRPsearchId%3A89589690140727026157%2CVSRPtargetId%3A152980%2CVSRPcmpt%3Aprimary

LinkedIn Visibility

- **Create your brand and make people look for your content**
  - Actively engage your audience so you're visible and other people look for your content regularly.
  - New feature on LinkedIn- you get alerts from people in your network that post.
  - Post content on your news feed so you're visible and you alert others on their news feeds
- **Learn from your network of project managers**
  - What are other project managers in your field saying?
  - Best practices
- **Engage with people who are like minded and have similar interest**
  - Use forums to talk about questions you have or content you want to share

Questions/Workshop

Follow up questions feel free to call or email me

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Connect with me on LinkedIn!

https://www.linkedin.com/profile/view?id=89589690&trk=nav_responsive_tab_profile