



***Getting Started***

Presented by

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An online professional networking site  
with 60+ million members.

## Learning Objectives

- Top 10 Uses
- Overview of **LinkedIn**®
- Networking

## Top 10 Uses **LinkedIn**®

- |                  |  |
|------------------|--|
| • Personal       | Connect with friends, family, classmates   |
| • Business       | Work with colleagues, recruiters, hiring managers and associates around the world                      |
| • Hiring         | Post/distribute job postings   |
| • Helping Others | Pay It Forward (  ) |
| • Find           | Recommended service providers, new clients, subject matter experts & partners                          |
| • Be Found       | For Business Opportunities   |
| • Search         | For jobs and companies   |
| • Discover       | Connections to land new jobs/close deals   |
| • Find           | High quality passive candidates  |
| • Get Introduced | To Other Professionals through your network  |

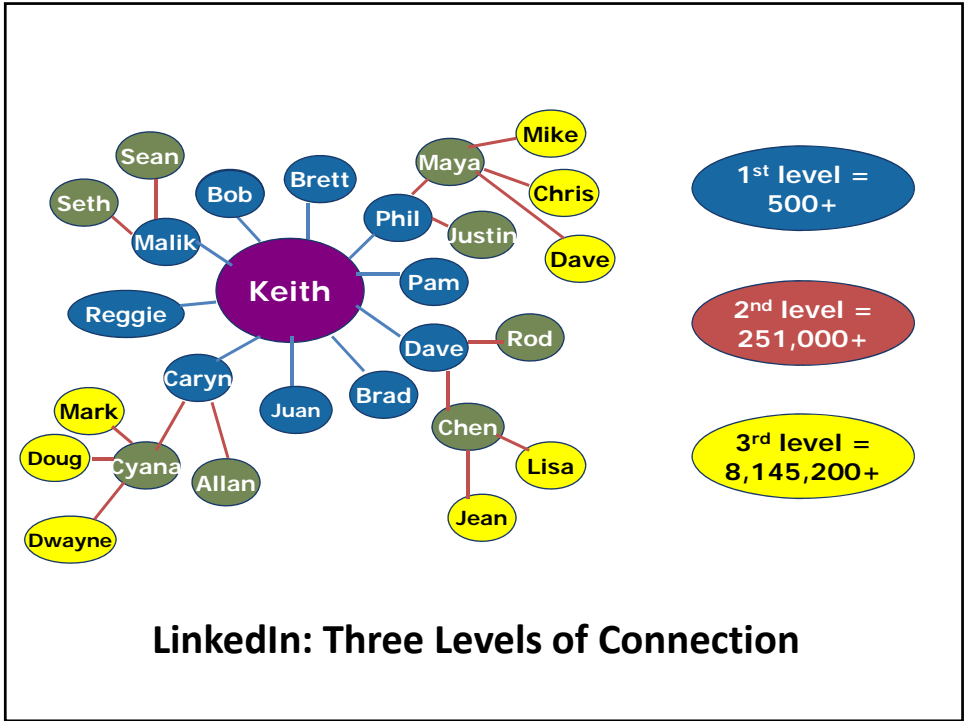
# Overview of LinkedIn®

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## LinkedIn Facts

**Largest, most popular professional/business social networking site.**

- 60+ million users in 170 industries globally
- Millions of business introductions have been facilitated
- Users accept 84% of all introductions
- Based on six degrees of separation concept but displays three degrees on LinkedIn





## Display A Complete Profile

- Two Goals
  1. Want to be found by business partners, prospects and recruiters quickly.
    - ✓ Reflect on how people search for business contacts and populate your profile accordingly.
    - ✓ Use your 'brand statement', 30-second commercial or elevator speech to engage a reader in your career summary/highlights in the 'Summary Section'
    - ✓ List keywords that you use on your resume in the "Specialties Area" to maximize chances of being found in searches
  2. To be found by employers, colleagues, alumni and classmates.
    - ✓ List every employer and full academic history (leave off the years if you are concerned about age)
    - ✓ Highlight accomplishments for each of your employers
    - ✓ Ask clients, managers, vendors and peers for recommendations
    - ✓ Allows former colleagues to find you



### Headline




- A clear and precise description that speaks directly to your target audience.
  - Personal Brand – independent of your job title – it's all about you here!
  - Use a tag line in your headline that makes it even stronger.

### Status Update Message

- Update it (What are you working on?) – allows up to 140 characters to inform who you choose (your network or anyone) what you are currently doing.


### Professional Photo

- Upload a photo (makes your profile complete). Makes it easier for others to connect with you and remember who you are.


Keith Warrick   

Results-driven, IT Business Analyst Professional – helping companies change their business process through technology

Greater Atlanta Area | Information Technology and Services



Keith Warrick is presenting GETTING STARTED ON LINKEDIN @ Alcatel-Lucent's ABLE Lunch and Learn series today... 1 minute ago



## Obtain Recommendations

- Request that your best clients, vendors, former colleagues and managers write a recommendation
- Why?
  - LinkedIn prioritizes search results by # of recommendations.
    - ❖ 8 + recommendations will be featured prominently if a search is done with your keywords.
    - ❖ Using Search Engine Optimization (SEO) principle - the more clicks on a web page the higher it shows up in search results. This builds your brand because it keeps looping back due to you having lots of recommendations.
  - Greater likelihood that you will be contacted by someone viewing your profile who doesn't know you personally
    - ❖ Recommendations build your credibility with those that do not know you thereby decreasing risk on their part



- Website
  - Change the *My Website* naming convention to the actual name of the website that you display on your profile.
  - Can list up to 3.
- Customized URL (Public Profile)
  - Create a vanity URL that points directly to your profile.
  - Moves you up higher in Google searches.
- Summary
  - List your professional experience and goals – 30 second elevator speech, personal brand statement – cover letter to all who read your profile.



- Specialties
  - Optimize profile – keywords, keyword, keywords
  - List certifications here.
  - Bulleted list/column format
- Experience
  - List and a complete and *relevant* work history.
  - List accomplishments and any awards/special recognition attained at every role.



- **Education**
  - List all higher education and any technical training attained – certifications, activities and special awards.
- **Additional Information**
  - List outside group memberships, volunteer activities, accolades and awards as well as any personal hobbies here – makes your profile more alive to the reader.
- **Contact Settings**
  - Multiple forms are best – list a cell phone number and/or an e-mail address created specifically for your LinkedIn account.
    - Make it easy for you to be contacted without relying on the person contacting you to pay for it (InMail).

<b>Current</b>	<ul style="list-style-type: none"> <li>• Volunteer, Director of Public Relations/Marketing at BDPA Atlanta</li> </ul>
<b>Past</b>	<ul style="list-style-type: none"> <li>• Product Manager at CS STARS, a division of Marsh &amp; McLennan</li> <li>• Business Analyst - consultant at Cingular Wireless</li> <li>• Intermediate Business Analyst - consultant at BellSouth ☐ <a href="#">see all...</a></li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• Stevens Institute</li> <li>• Clark Atlanta University</li> <li>• Lincoln University <a href="#">see all...</a></li> </ul>
<b>Recommendations</b>	40 people have recommended Keith
<b>Connections</b>	500+ connections
<b>Websites</b>	<ul style="list-style-type: none"> <li>• IIBA</li> <li>• BDPA</li> <li>• Atlanta SPIN</li> </ul>
<b>Public Profile</b>	<a href="http://www.linkedin.com/in/keithwarrick">http://www.linkedin.com/in/keithwarrick</a>



**Additional Information**

**Websites**

- IIBA
- BDPA
- Atlanta SPIN

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**Interests**

- Business Analysis Certification
- Professional Development and Networking
- Strategic Planning
- LinkedIn Evangelism – trainer, presenter and advocate
- Avid watch collector – Kenneth Cole, Gucci, Seiko, Hugo Boss & Tommy Hilfiger
- the classic Motown Sound - 50th anniversary
- classic pop music – 70s, 80s & 90s
- smooth jazz sounds

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**Groups and Associations**

- International Institute of Business Analysis
- BDPA
- Atlanta Software & Systems Process Improvement Network--SPIN
- Association of Information Technology Professionals
- National Black MBA Association
- Right Management

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**Honors and Awards**

AT&T Eagle Award Recipient  
 Who's Who in American Colleges & Universities  
 Magna Cum laude graduate, Lincoln University  
 Cum laude graduate, Clark Atlanta University  
 Honor Roll, WB Saul High School

**Contact Settings**

I am currently available and willing to pursue a full-time opportunity. Please include details about your organization and team management styles. I have an interest in intermediate to senior business analyst roles and organizations that recognize the value of business analysis certification and support their employees in obtaining that.

You may reach out to me at keith (dot) warrick@gmail.com or call me on the number above (home office).

I am always open to making new connections so make sure if you invite me to connect that your invitation message is personal and compelling. All LinkedIn lazy networkers (those who use the standard generic random text) will NOT BE ACCEPTED.

**Interested In**

career opportunities	new ventures
job inquiries	expertise requests
reference requests	getting back in touch

**Contacting You**

How a user can contact you depends on how he or she is connected to you:

- If a connection views your profile, he or she sees your email address
- If a user in your network views your profile, he or she sees a "Get Introduced" button
- If a user in the LinkedIn Network tries to view your profile, he or she will see an anonymous profile and a "Contact Directly" button

[Change your contact settings.](#)



## YOUR NETWORK

Grow it!

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## Invest Time And Energy Into Making Connections!

LinkedIn has over 60 million members!

Who do you know? Think of everywhere you have worked, lived, volunteered, worshipped, hung out ...you know lots of people!

- Co-Workers
- Classmates
- Neighbors
- Friends
- Relatives
- Service Providers
- Clients
- Vendors
- Mentors

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Account type: business

Welcome, Keith Warrick [Add Connections](#) [Settings](#) [Help](#) [Sign Out](#)

**LinkedIn** Home Profile Contacts Groups Jobs Inbox (1) More... People

**Add Connections** Colleague Classmates [View Sent Invitations](#)

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

**See Who You Already Know on LinkedIn**  
Searching your email contacts (hotmail.com, gmail.com, yahoo.com, aol.com) is the easiest way to find people who already know on LinkedIn. [Learn More](#)

Email:

Password:

Do you use Outlook, Apple Mail or another email application?  
[Import your desktop email contacts >](#)

**Enter Email Addresses**  
Enter email addresses of people to invite and connect. Separate each address by a comma.

[Customer Service](#) | [About](#) | [Blog](#) | [Careers](#) | [Advertising](#) | [Recruiting Solutions](#) | [Tools](#) | [Developers](#) | [Language](#) | [Upgrade Your Account](#)

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## GROW YOUR NETWORK (Caution)

- Always personalize your invitations to connect and never use the lazy networker message of "I'd like to add you to my network on LinkedIn".
- Invitee can select one of three options – **ACCEPT, ARCHIVE & I DON'T KNOW**.
- A personal message makes connecting more compelling and shows that you intend to treat your network with the 3 As: Attention, Affection & Appreciation.
- Create LinkedIn invitation script templates that you can use over and over by simply modifying the details for each particular invitation.
- An ARCHIVED invitation simply means that it will be stored away on the Archive Server, available for you at any time on your account.
- If an invitee selects the **I DON'T KNOW** button 5 times (cumulative) your LinkedIn account will be restricted.
- If locked out of LinkedIn, you will have to contact LinkedIn customer service via EMAIL ONLY (NO PHONES) and beg and plead to be reinstated.
- LinkedIn sends a warning message to you after the 3<sup>rd</sup> time someone has selected **I DON'T KNOW** as you are inviting new connections to connect

## LinkedIn Invitation

Invite Paula to connect on LinkedIn

Paula's email address:

Include a personal note: (optional)

Great running into you at last night's AITP meeting...

Best Regards,  
Keith

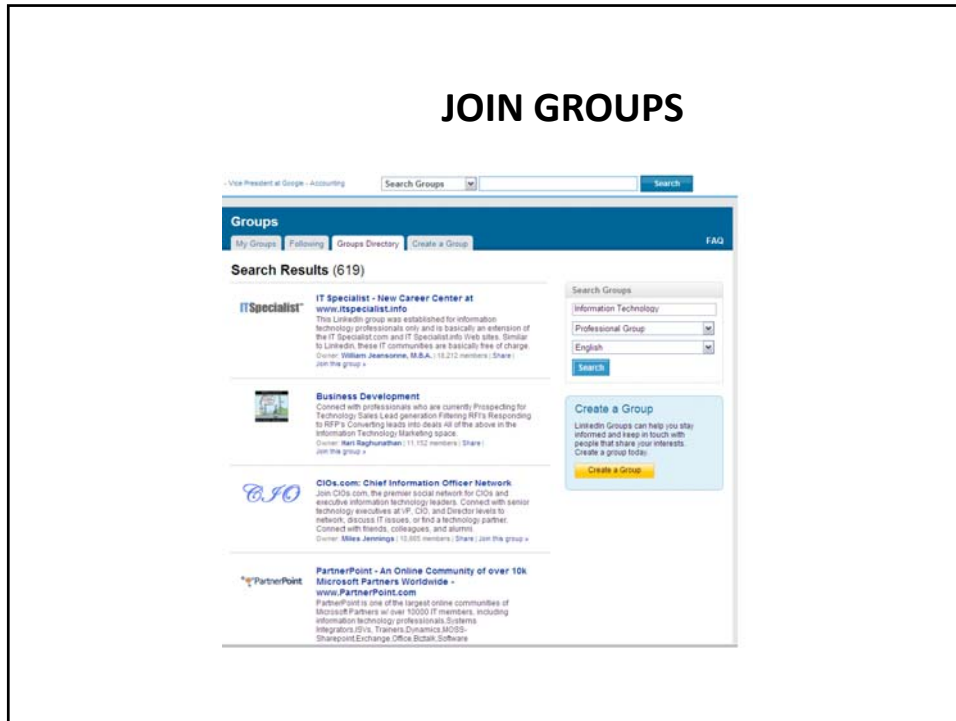
**Important:** Only invite people you know well and who know you. Find out why.

[Send Invitation](#) or Cancel

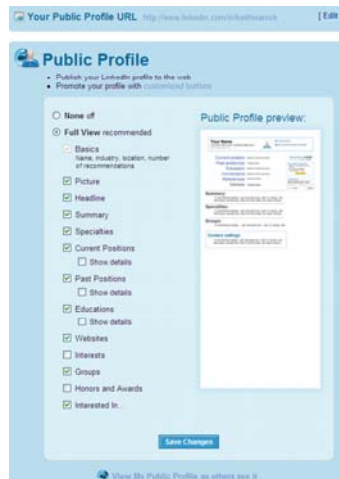
## LinkedIn JOIN GROUPS

- Over 450,000 groups on LinkedIn.
- Bring together people with common interests and backgrounds – i.e., professional groups, alumni groups, special interest and employment-related groups.
- Can create a group or join an existing one.
- Maximum of 50 groups that you can join.
- Each group can have up to 10 Sub Groups – does not count towards your 50.
- Have access to group members – can send them a message and not be directly connected.
- When a network search is done, group members that match your criteria will come up in the results.
- **Job postings are posted in groups.**

## JOIN GROUPS



## Details Of Your Public Profile on LinkedIn!



•Public Profile Settings Page

•Verify Data You Want On Internet

•Use Full View  
 > Several Others To Include:  
 •Basic View Includes: name, Industry, Location, Number of Recommendations  
 •Headline  
 •Summary  
 •Specialties  
 •Current Position with Details  
 •Education  
 •Websites  
 •Interests  
 •Groups  
 •Honors and Awards  
 •Interested in

## Contact Information

**Keith Warrick**

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*LinkedIn Trainer/Evangelist*

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