



LinkedIn
Or
Left Out





Q: Is my LinkedIn profile
really
that important ?

A: Yes. **VERY!**



**PERSONAL
BRAND**

**Your
LinkedIn
profile**



Your LinkedIn profile = your **Personal Brand**

- What sets you apart?



Your LinkedIn profile = your **Personal Brand**

- What sets you apart?
- Which skills are valuable?



Your LinkedIn profile = your **Personal Brand**

- What sets you apart?
- Which skills are valuable?
- What makes you different?



Your LinkedIn profile = your Personal Brand

Be an **expert** in your field!



Your online profile helps **ENDORSE** you

personally and **professionally**



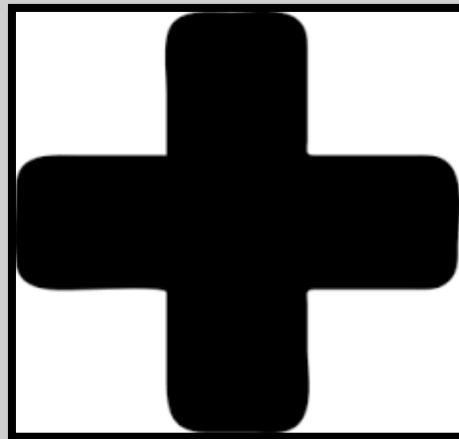
Your online profile helps **ENDORSE** the company you work with



Your online profile helps **ENDORSE** the company you work with



Your robust profile showcases you as an **ASSET** to your group



It is **ESSENTIAL** to
maintain an
up-to-date profile



Colleagues

Associates

Bosses

Potential Clients

continually research **LinkedIn** profiles

Colleagues

Associates

Bosses

Potential Clients

continually research **LinkedIn** profiles

to help inform their decisions about awarding:

Colleagues

Associates

Bosses

Potential Clients

continually research **LinkedIn** profiles

to help inform their decisions about awarding:

project work

promotions

contracts...

Colleagues

Associates

Bosses

Potential Clients

- It is critical to present as your professional best
- Your polished profile **reduces risk**

A blue check stub form with a yellow star logo in the top left corner. The text on the form includes: "John Smith", "555 Your St.", "Your Town 54321", "DATE", "PAY TO", a blank box for the payee name, "MEMO", and the number "1234 5678 9876 543210" at the bottom.

It's a **PROFESSIONAL RESPONSIBILITY** to keep your profile
current & accessible



> 500 MILLION members

> 200 countries

> 260 MILLION active monthly

40% of monthly active are on **LinkedIn** DAILY

Are you **in**?

What goes INTO THE PROFILE?

Work Experience

What goes INTO THE PROFILE?

Work Experience

Professional Associations, Clubs

What goes INTO THE PROFILE?

Work Experience

Professional Associations, Clubs

Skills

What goes INTO THE PROFILE?

Work Experience

Professional Associations, Clubs

Skills

Education: Degrees,
Certifications, Licenses

What goes INTO THE PROFILE?

Work Experience

**Awards,
Recognitions**

Professional Associations, Clubs

Skills

**Education: Degrees,
Certifications, Licenses**

What goes INTO THE PROFILE?

Work Experience

Volunteer Efforts

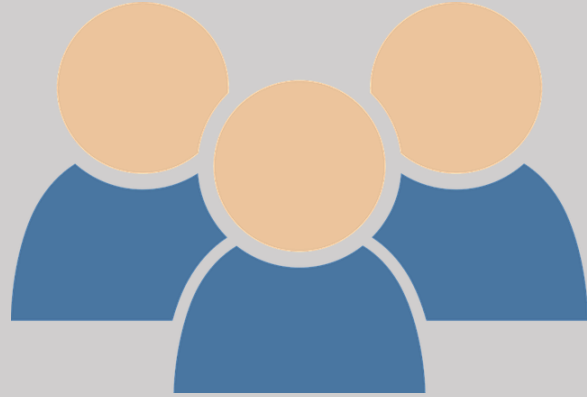
**Awards,
Recognitions**

Professional Associations, Clubs

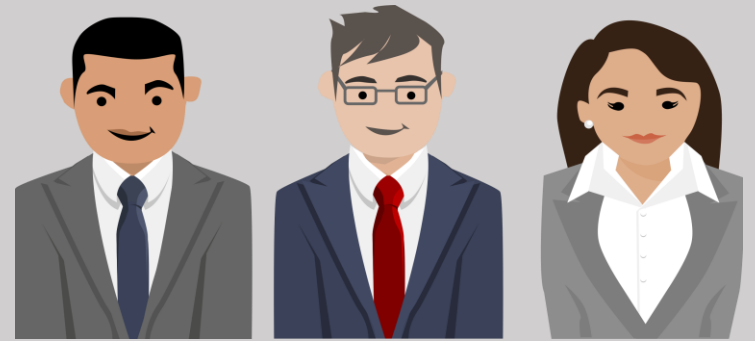
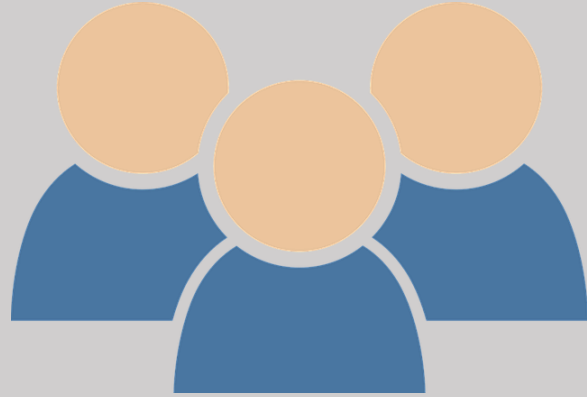
Skills

**Education: Degrees,
Certifications, Licenses**

**But...
Where
do I
start
?????**

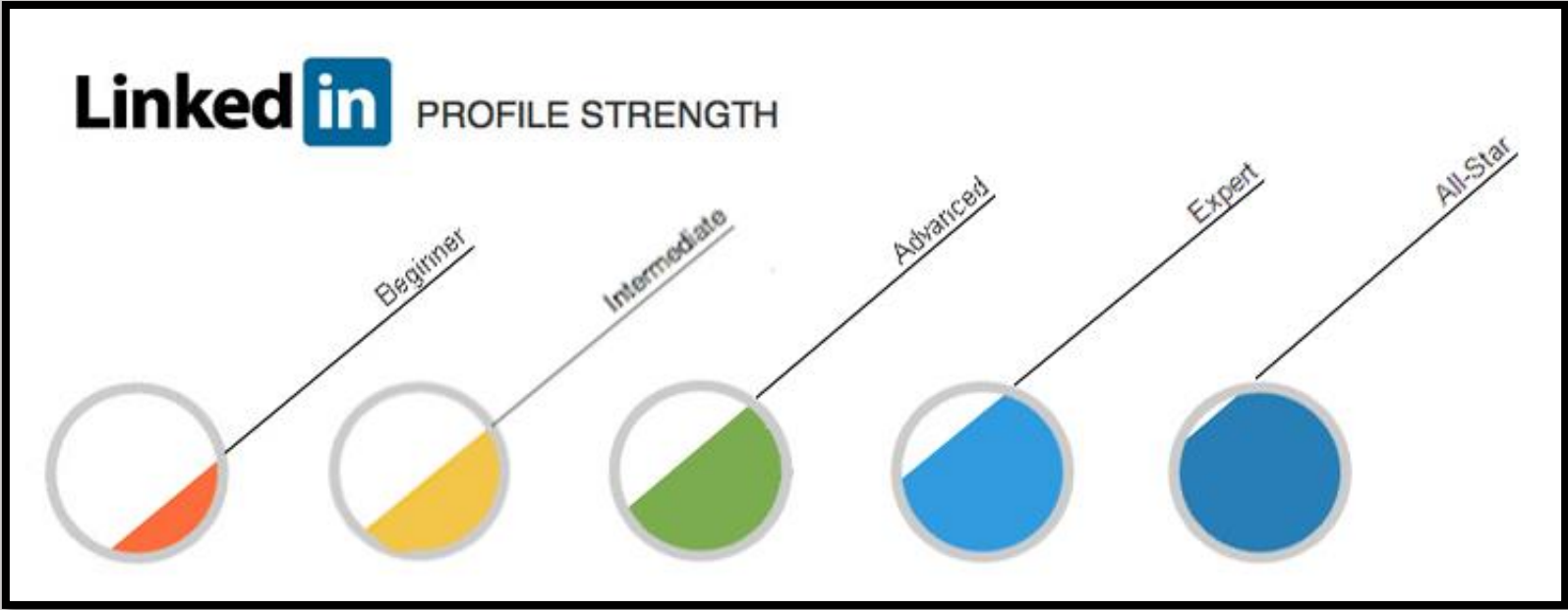
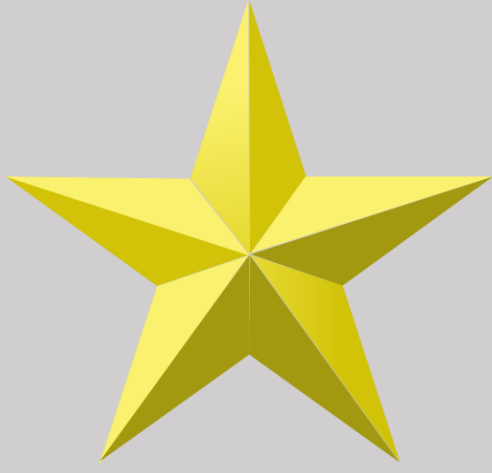


**But...
Where
do I
start
?????**



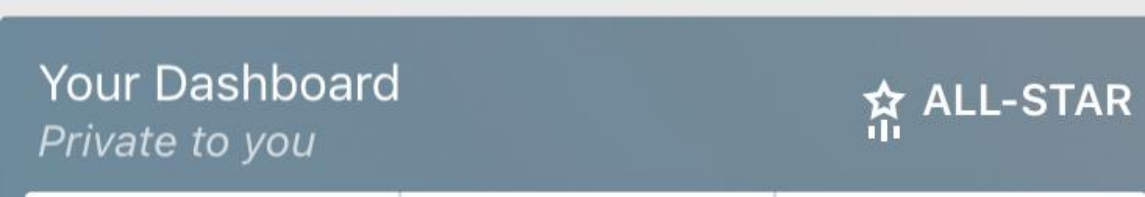


ALL-STAR





ALL-STAR



Improve your **VISIBILITY**

Increase your **DISCOVERABILITY** in searches

INTRODUCTION CARD

The image shows a LinkedIn profile page for Kanan Patel. The profile is highlighted with a red border. The introduction card is the top section, containing the profile picture, name, current position, location, and a summary. Below the introduction card is the profile strength indicator, which is currently at an intermediate level. The dashboard section below shows statistics for profile views, post views, and search appearance, along with settings for career advice and interests.

Introduction Card:

- Name:** Kanan Patel
- Current Position:** Bouncy Ball Bouncer at Disney Store
- Location:** Lawrence, Massachusetts
- Summary:** Here's me in a summary. Summarized.
- Profile Strength:** Intermediate

Your Dashboard (Private to you):

Who viewed your profile	Post views	Search appearance
7	0	1

Settings:

- Career Advice:** Participate in the career advice platform: **Off**
- Career Interests:** Let recruiters know you're open: **Off**

INTRODUCTION CARD edits

- Name
- Profile photo
- Background photo
- Headline
- Current position
- Education
- Location
- Connections
- Contact info
- Summary

Note: Some fields within your introduction card are automatically populated from information you've provided in other sections of your profile. For example: Current Position is populated from the Experience section.

Check out how you can [edit the introduction card on your profile](#).

A nice PROFILE PHOTO

No cluttered background, no groups, no sunglasses

Keep it PROFESSIONAL



21 x more views

36 x more messages

Look *toward* your content

What **NOT** to do



BACKGROUND PHOTO

- Unique to you
- Image you convey
- Appealing
- A favorite quote



Jennifer Mazza Cagliuso
Business Analyst / Board Member / Professional Volunteer / Problem Solver
Greater Pittsburgh Area

Mazza Design Solutions, LLC
Penn State University
See contact info
See connections (500+)

Genuinely curious, I'm a continuous learner. My recent Certifications in Business Analysis, Google Analytics, & Project Management show my commitment to staying current. I have many interests, and I'm always looking for the next cool thing to be intrigued by... I'm an early fan of Big Data & IT, majoring in...

PROFESSIONAL HEADLINE

120 characters

Who are you? Snapshot of who you are, what you do, & want to do

Present tense

*Don't be afraid to show **personality** here*

- **Keywords**

CEO at LinkedIn	Award-Winning Career Coach	Data Scientist BBQ Fanatic
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- Motivate others to **click on your profile** to learn more...

PROFILE SUMMARY

Use all 2000 characters

Genuinely curious, I'm a continuous learner. My recent Certifications in Business Analysis, Google Analytics, & Project Management show my commitment to staying current. I have many interests, and I'm always looking for the next cool thing to be intrigued by... I'm an early fan of Big Data & IT, majoring in...

Show more ▾

Highlight your **value proposition**



Keywords

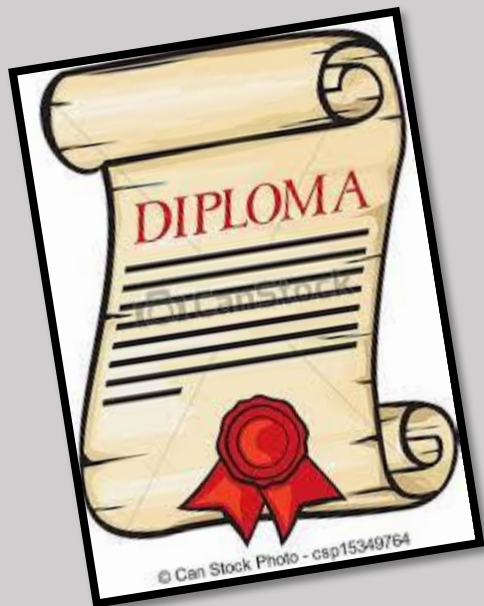
PERSONALITY

Administrative Customer Service Adobe
Artificial Intelligence Award Business
Analysis **Business Development** Clients
Created Sales Customer Service Database
Documentation Feasibility File Financial
Reporting Trending General Ledger Help Desk
Idms Marketing Process Improvement
Production Environment Gx Quality Assurance
Quantitative Receptionist Retail Sales
Sales Sales Force Strategic Planning
Systems Analyst

Think: **COVER LETTER**

EDUCATION

List schools, degrees, certificates, licenses, & coursework
Use recognizable LOGOS, not just text



WORK EXPERIENCE

Chronological list. **Past** tense.

Again, use LOGOS. Brand recognition.



VOLUNTEERING EXPERIENCE

Again, use LOGOS

Brand recognition

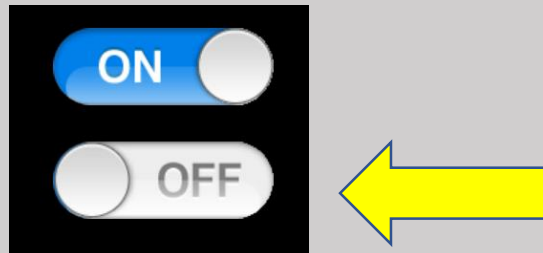


*Special
Olympics*



Just. Get. Started.

- Add details later
- Don't let perfectionism delay you
- **HINT:** Turn off Sharing of Profile Edits while working extensively on profile
- Click "Me" / Settings & Privacy / Privacy / How Others See Your LinkedIn Activity
- Toggle to **OFF**



Your **LinkedIn** Profile
is your **PORTFOLIO**

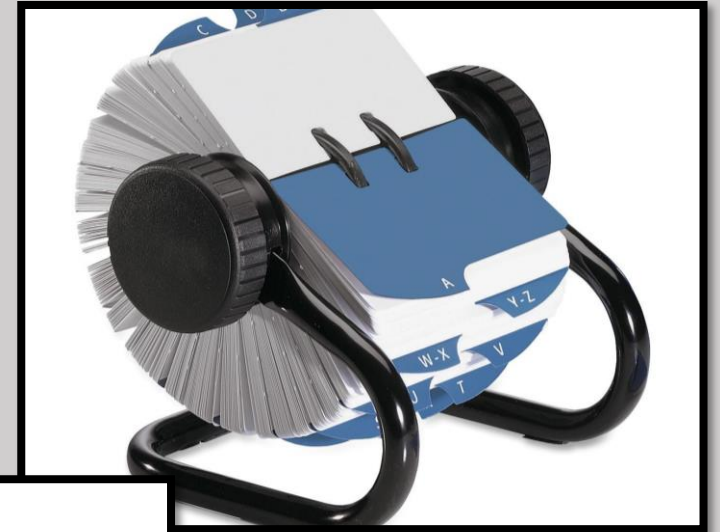
**NOT just a
ROLODEX**



Organic
Real-time
Summary of Self

Your **LinkedIn** Profile
is your **PORTFOLIO**

**NOT just a
ROLODEX**



Organic
Real-time
Summary of Self



**NOT just a
1-D static
paper
resume**

Imagine all the ways to connect with others...

- A city you've both lived in
- School Alumni
- Mutual connections
- Members of same group



FOLLOWING

- Follow organizations, companies, and groups that interest you
- When your LinkedIn **newsfeed** is intriguing, you'll be engaged
- Find PEOPLE & "INFLUENCERS" who inspire you!



Pittsburgh Technology Council

Information Technology and Services · Pittsburgh, PA · 4,778 followers



Cheddar Inc.
1,201,055 followers
1d

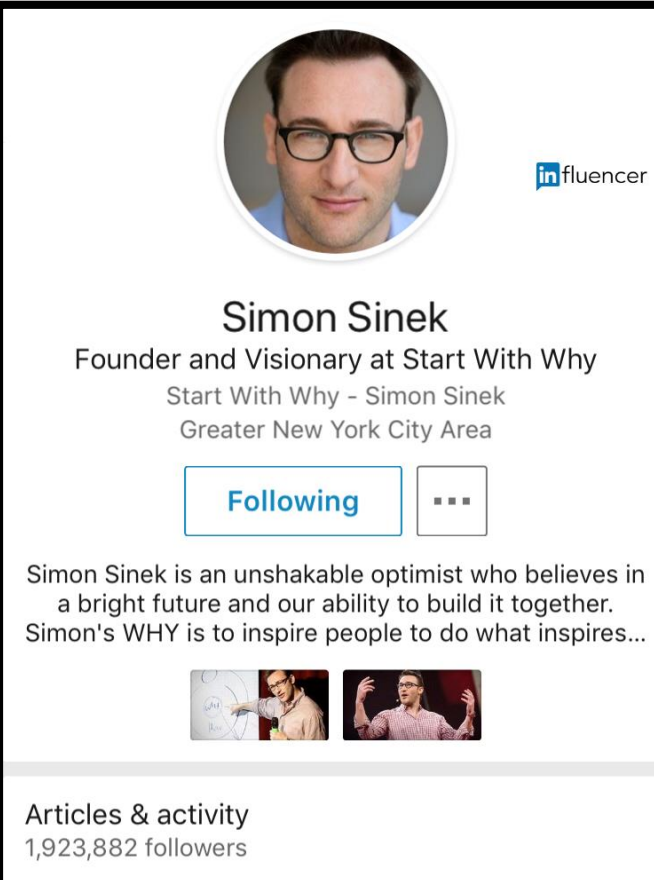
Potholes are no problem for these flexible wheels.

Maxion Wheels



EMOTIONAL INTELLIGENCE 2.0

Dr. Travis Bradberry · 3rd
Coauthor EMOTIONAL INTELLIGENCE 2.0 & President at TalentSmart

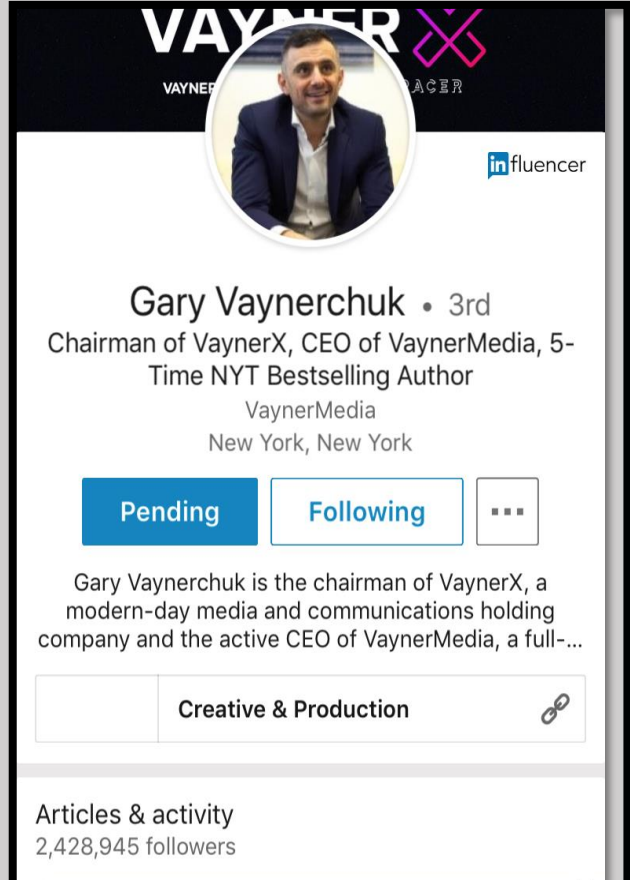


Simon Sinek
Founder and Visionary at Start With Why
Start With Why - Simon Sinek
Greater New York City Area

Following

Simon Sinek is an unshakable optimist who believes in a bright future and our ability to build it together. Simon's WHY is to inspire people to do what inspires...

Articles & activity
1,923,882 followers



VAYNER

Gary Vaynerchuk · 3rd
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author
VaynerMedia
New York, New York

Pending Following

Gary Vaynerchuk is the chairman of VaynerX, a modern-day media and communications holding company and the active CEO of VaynerMedia, a full-...

Creative & Production

Articles & activity
2,428,945 followers

How often should I be on LinkedIn?

- Install the **LinkedIn app** on your phone



- Save **LinkedIn** as a favorite on your desktop toolbar

ENGAGEMENT

Like articles. **Comment** on articles. **Share** articles.



Like

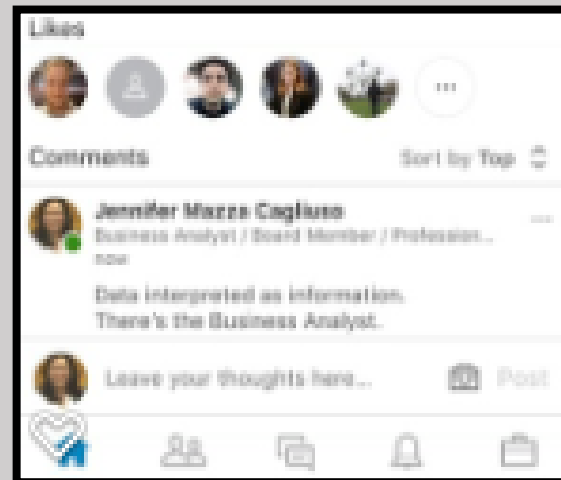


Comment



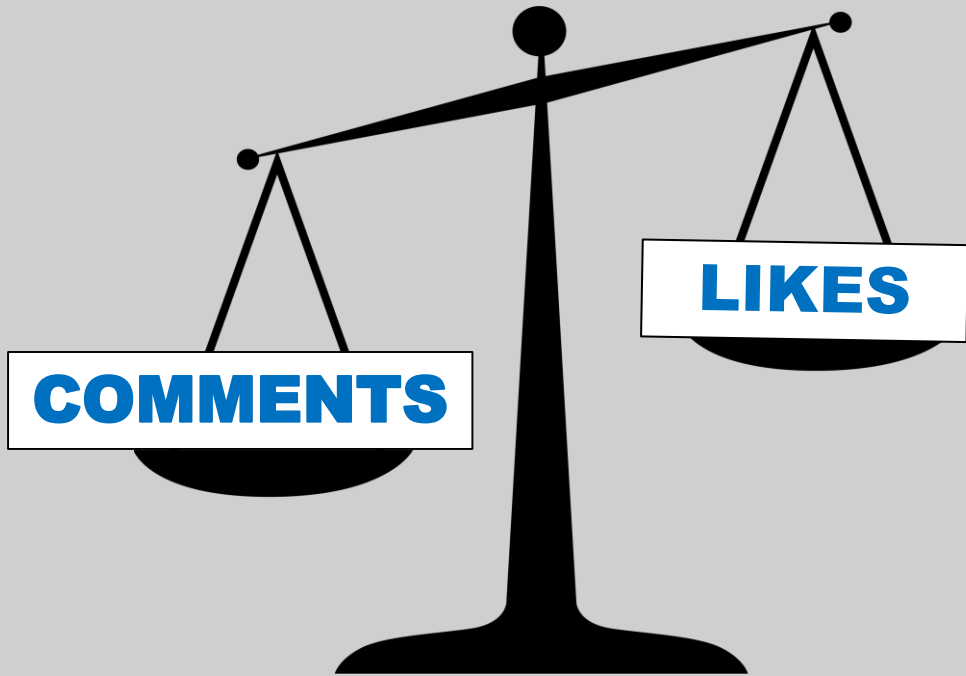
Share

ENGAGEMENT



"Data interpreted as information.
There's the Business Analyst."

ENGAGEMENT



Like = ?

I like that you've posted

I like what you've posted

Your post made me think

I agree with your post

I'd like to converse about your post

Hashtags and Tags

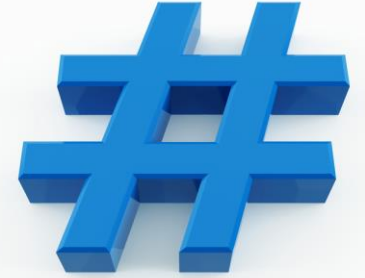
#connect

#IIBAPittsburgh

#engage

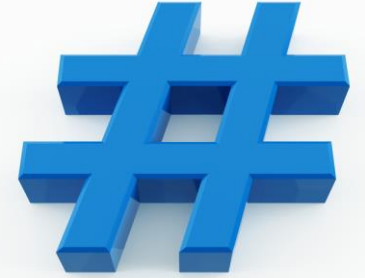
#businessanalysts

- Hashtags improve algorithm search results



Hashtags and Tags

#connect



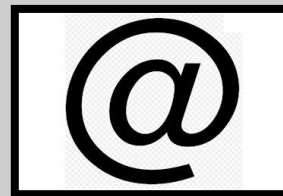
#IIBAPittsburgh

#engage

#businessanalysts

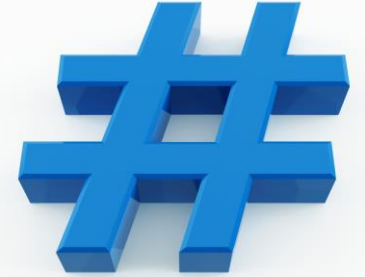
- Hashtags improve algorithm search results

- Tag other people



Hashtags and Tags

#connect



#IIBAPittsburgh

#engage

#businessanalysts

- Hashtags improve algorithm search results

- Tag other people

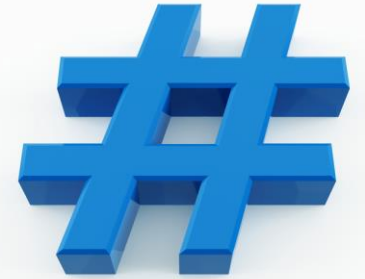


- Tag author when sharing their posts

@MathewMcConnell

Hashtags and Tags

#connect



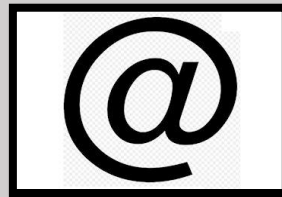
#engage

#IIBAPittsburgh

#businessanalysts

- Hashtags improve algorithm search results

- Tag other people



- Tag author when sharing their posts @MathewMcConnell

#Dont #Over #Do #It

@Use sparingly

Author Original Posts



- Consider posting an **original article**



Author Original Posts



- Consider posting an **original article**
- Ask **questions** to generate traffic



Author Original Posts



- Consider posting an **original article**
- Ask **questions** to generate traffic
- Post when most followers are online



Author Original Posts



- Consider posting an **original article**
- Ask **questions** to generate traffic
- Post when most followers are online
- Leave delays between replying to comments



Author Original Posts



- Consider posting an **original article**
- Ask **questions** to generate traffic
- Post when most followers are online
- Leave delays between replying to comments
- **"Like"** your own posts. Not a vanity move



Author Original posts



- Be **STRATEGIC** when posting



Author Original posts



- Be **STRATEGIC** when posting

- **Who** is your audience?



Author Original posts



- Be **STRATEGIC** when posting

- **Who** is your audience?



- Determine your **MESSAGE** and be **CONSISTENT** with it!

Reaching out to others...

- Use **personalized invites** to build your network.
- Make your **SUBJECT LINE** **personal**. Grab attention.



Reaching out to others...

- Use **personalized invites** to build your network.
- Make your **SUBJECT LINE personal**. Grab attention.

"Great to see you last night at the Chamber meeting..."

"From one Nittany Lion to another. Hello!"

"Any friend of Julie's is a friend of mine..."



MESSAGING

Messages to your
Connections



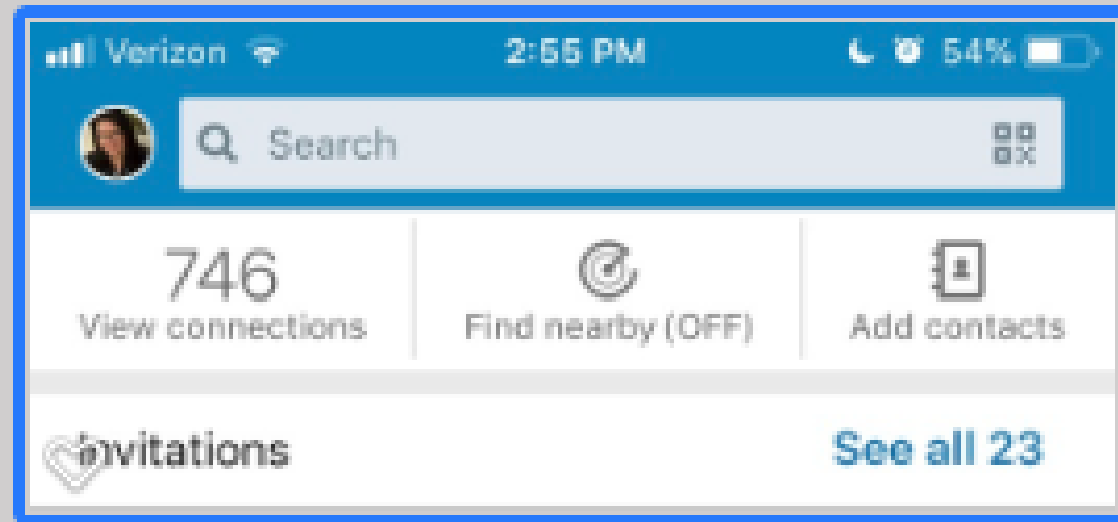
InMail: Messages
to folks you are not
yet connected to

* Premium 

A screenshot of a LinkedIn mobile messaging interface. At the top, there is a dark blue navigation bar with icons for Home, My Network, Jobs, and Messaging. Below the navigation bar, there is a promotional banner for internet service. The main content area shows a message thread. The first message is from Michele Perel Phillips, CBAP, sent 23 hours ago. Below this, a date separator indicates '4/4/2017'. The next message is from Jennifer Mazza Cagliuso, sent at 10:53 AM. Her message reads: 'Hi, Michele. It was great to meet you at tonight's IIBA mtg. Congratulations on your election to an officer of this nice group. Thank you for the LinkedIn connection. Take care, Jenn'. Below her message, a status update indicates that Michele Perel Phillips, CBAP is now a connection. Another date separator shows 'MAR 28'. The final message is from Jennifer Mazza Cagliuso, sent at 5:22 AM, reading: 'Congrats on the new job! How are you?'. At the bottom of the screen, there is a text input field with the placeholder 'Write a message or attach a file' and a small upward-pointing arrow icon.

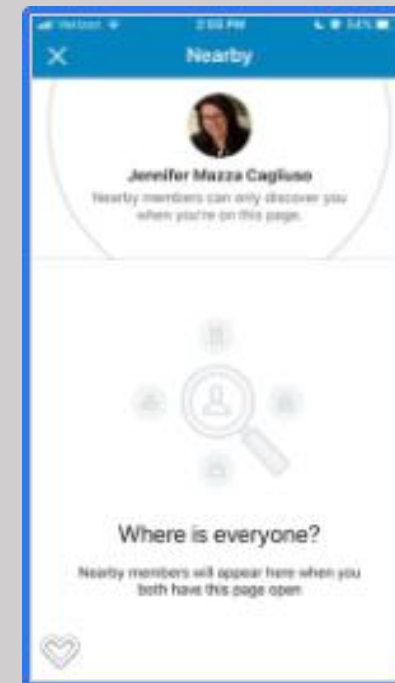
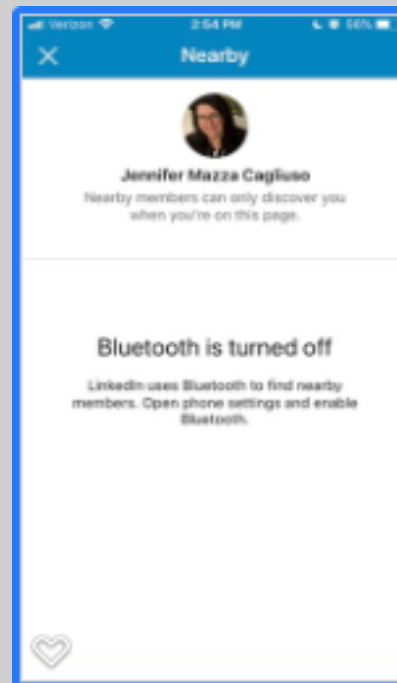
FIND NEARBY

Connect with other LinkedIn members

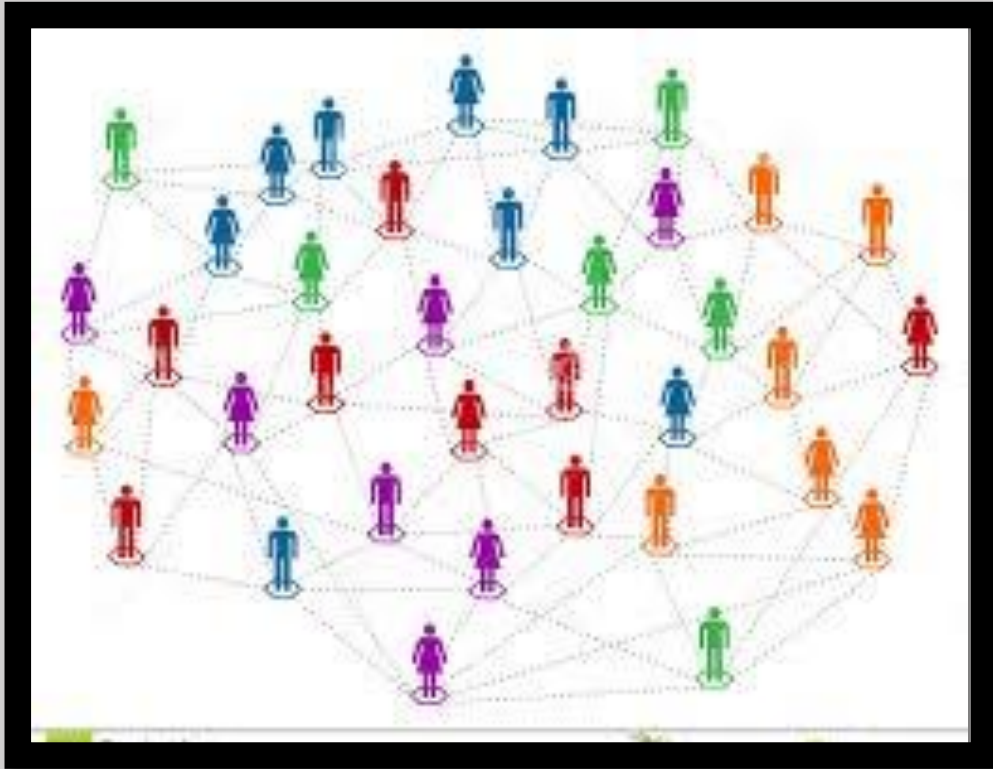


Turn feature ON to be **DISCOVERABLE** while on FIND NEARBY page

Useful at conferences & conventions



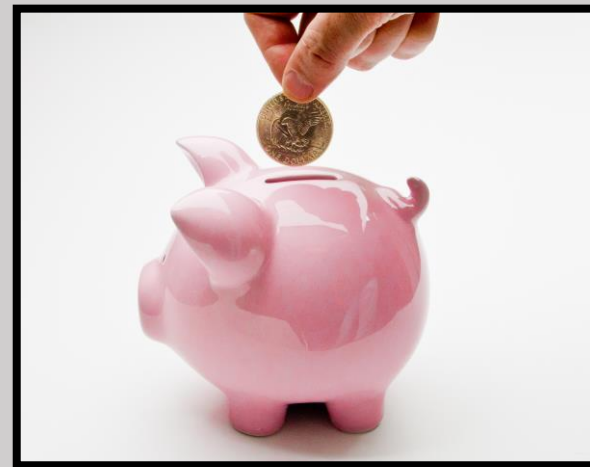
HOW SHOULD I NETWORK ON LINKEDIN?



- Know the difference between **1st, 2nd, & 3rd** level connections
- Don't be afraid to ask for an introduction

HOW SHOULD I NETWORK ON LINKEDIN?

- Set a weekly goal for new contacts
- Make this a priority
- Schedule in some LinkedIn time (It's an Investment)



BUILD YOUR LINKEDIN NETWORK

Connect to email contact list

But...be deliberate

Routinely review connections



 Connect to all 228

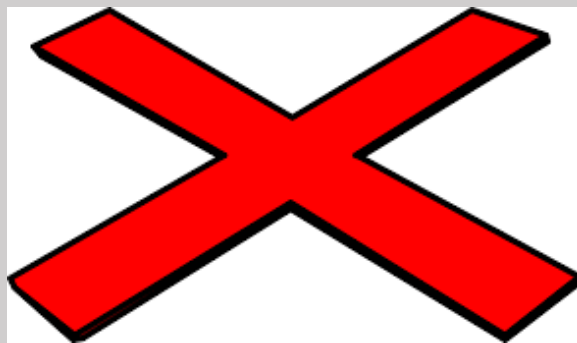
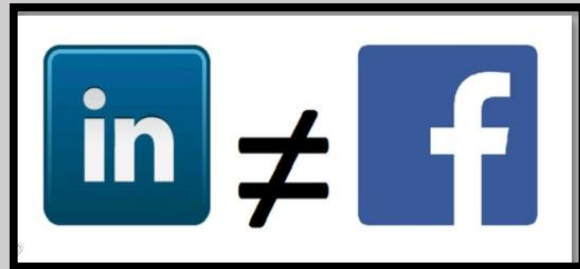
CONNECTIONS...

- Start with: family current colleagues past colleagues
 neighbors college friends & professors club associates, etc.
- **SEARCH** by: People, Companies, Location, Groups, Schools
- Target with Boolean search: “Printer Sales & Pittsburgh”
- Be surprised & delighted to discover **random mutual connections!**



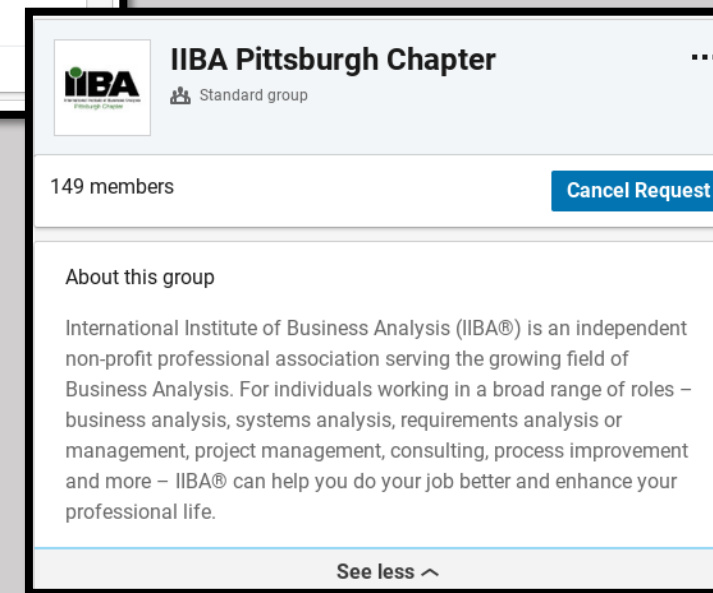
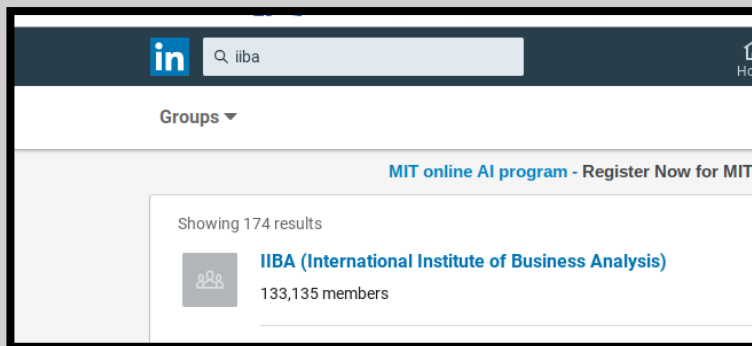
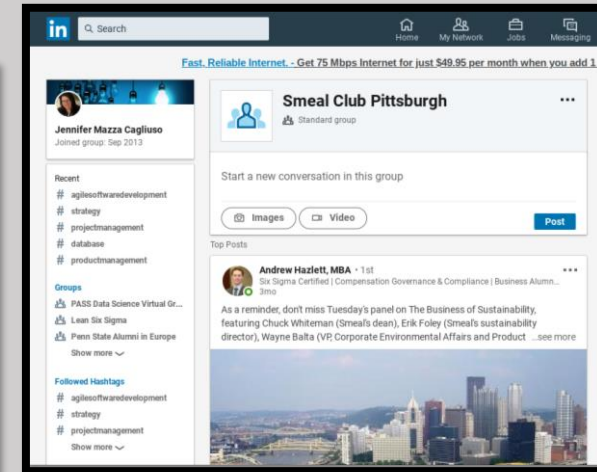
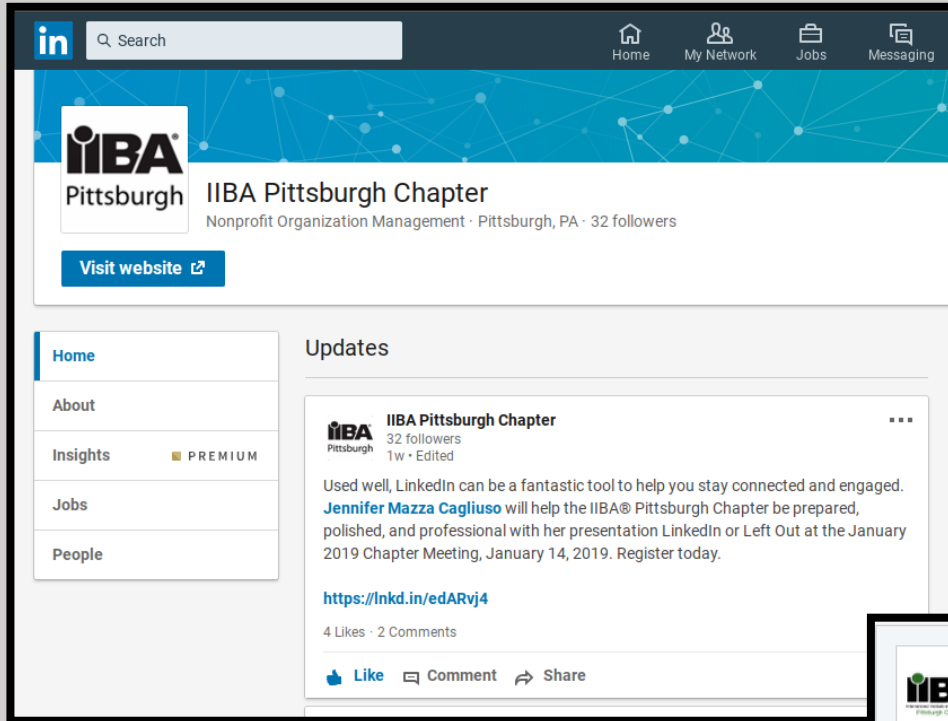
ALWAYS MAINTAIN PROFESSIONAL PERSONA

This is **NOT** Facebook or Twitter



COMPANIES & GROUPS

- IIBA
- IIBA Pittsburgh Chapter
- School Alumni Groups



NEWSFEED



University or
College Updates

TRADE
GROUPS

HOBBIES

Potential **CLIENTS**

Company
you'd LOVE
to work for

Industry
Publications

Topics you wish you had
majored in

COOL STUFF

Existing **CLIENTS**

EVENT NOTICES



Post & Share

Before
&
After
events

IIBA Pittsburgh 32 followers
1w • Edited

Used well, LinkedIn can be a fantastic tool to help you stay connected and engaged. [Jennifer Mazza Cagliuso](#) will help the IIBA® Pittsburgh Chapter be prepared, polished, and professional with her presentation LinkedIn or Left Out at t ...see more

4 Likes · 2 Comments

Like Comment Share

IIBA Pittsburgh Chapter 32 followers
1mo

Thanks to everyone who participated in our 2018 Holiday Party: Win, Lose, or Draw! for Business Analysts.

3 Likes

Like Comment Share

EVENT NOTICES

Always snap **photos** for future use
A picture is worth a thousand words

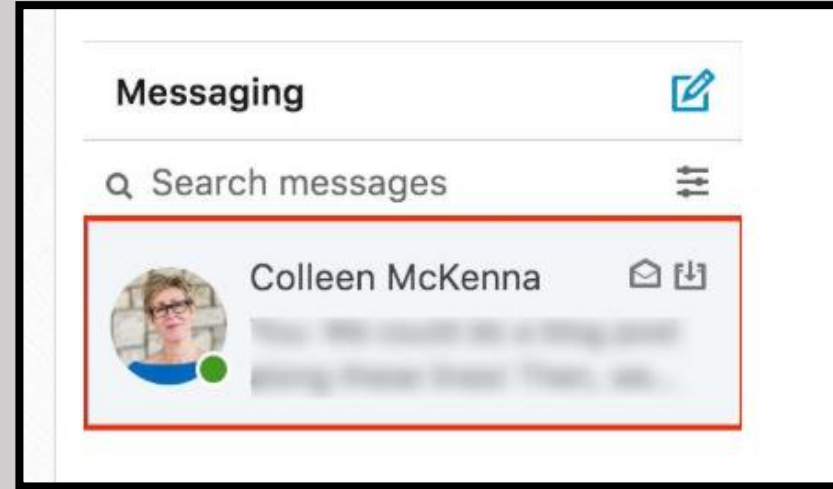
Great PR

Organizational Historical Record

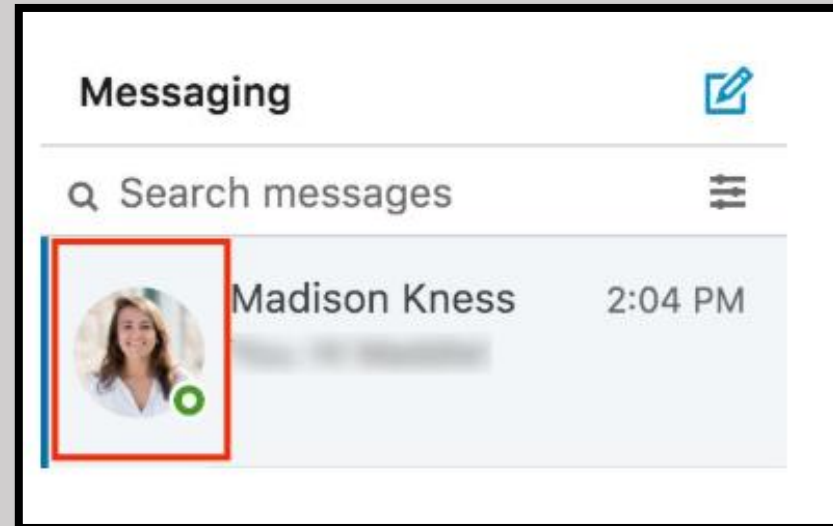


ACTIVE STATUS

Solid Green Dot:
Currently online
Active & "available"



Open Green Dot:
Notifications on
Mobile



PRIVACY SETTINGS

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

Jennifer Mazza Cagliuso 500+ connections

Business Analyst / Board Member / Professional Volunteer / Problem Solver
Greater Pittsburgh Area
| Information Technology and Services

Current: Mazza Design Solutions, LLC
Previous: Penn State University, Franklin Center of Beaver County, Inc., Equitable Resources, Equitable Gas, Omega Systems
Education: Penn State University
Recommendations: 2 people have recommended **Jennifer Mazza Cagliuso**

Public profile settings

Edit URL
Personalize the URL for your profile.
www.linkedin.com/in/jennifermazzacagliuso

Edit Content
This is your public profile. To edit its sections, update your profile.
[Edit contents](#)

Edit Visibility
You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.
[Learn more](#)

Your profile's public visibility On

Basic (required)

Jennifer Mazza Cagliuso's Activity
[See all activity](#)

Jennifer Mazza Cagliuso liked this

Jennifer Mazza Cagliuso liked this

PERSONALIZE YOUR URL

Edit URL

Personalize the URL for your profile.

www.linkedin.com/in/jennifermazzacagliuso



Contact



John Anthony's Profile

linkedin.com/in/john-anthony-smith-0304b01

Remove trailing characters



QR CODE

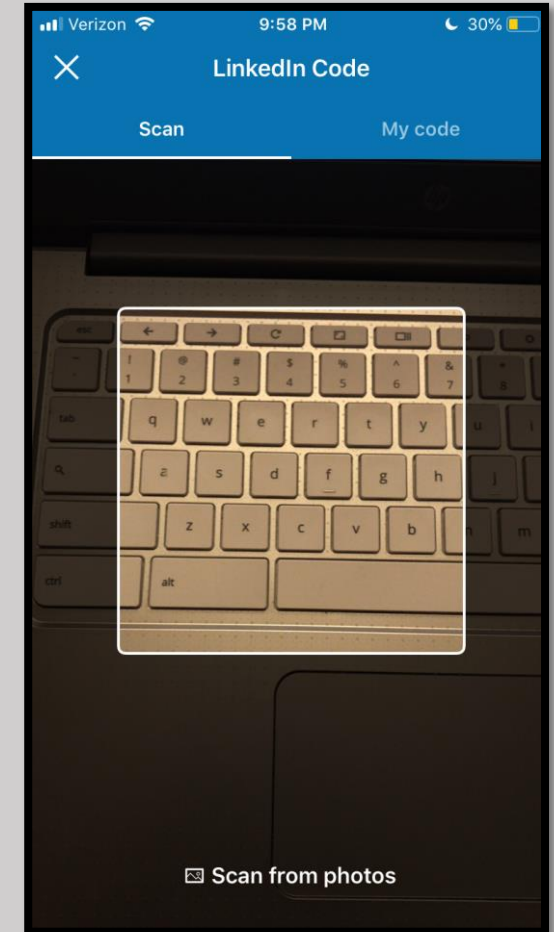
Build professional community

**Continue “offline”
conversations online**

Replaces business cards

No misspelling confusion

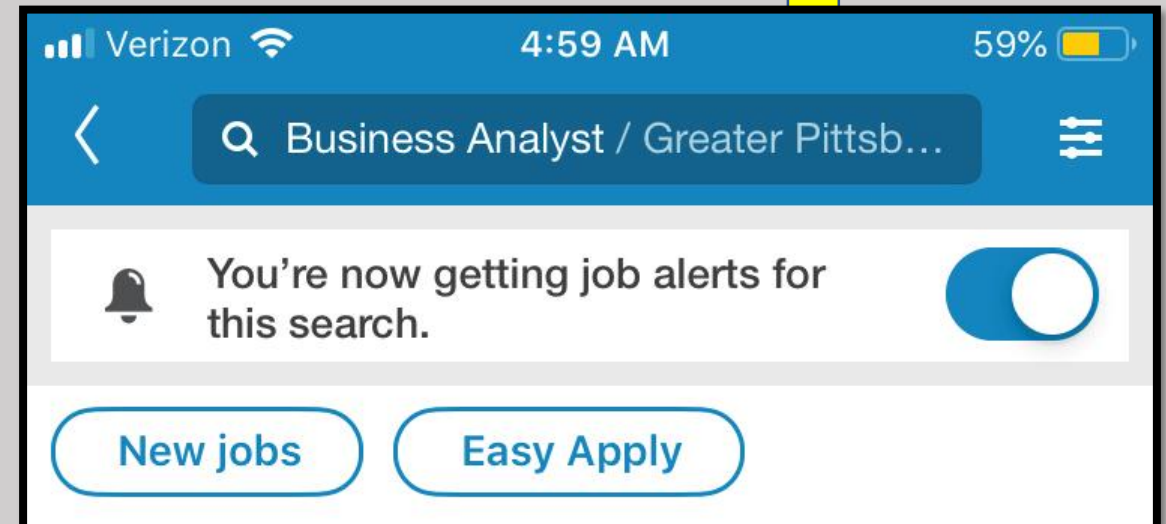
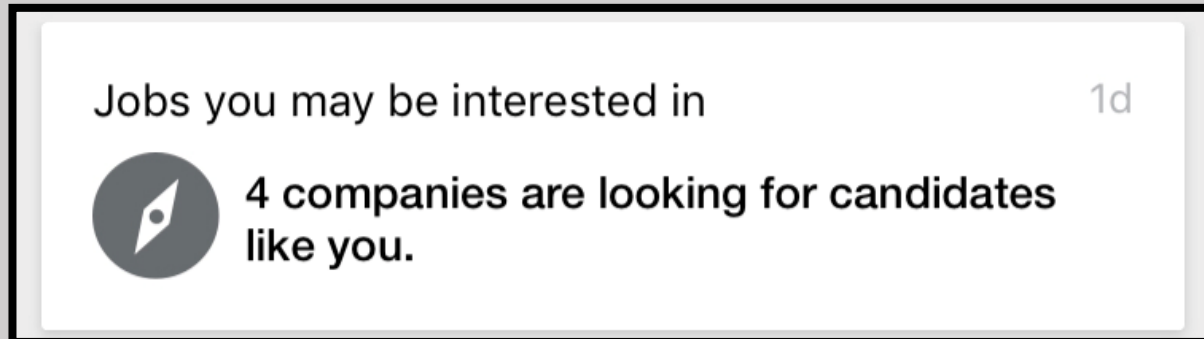
**Use on: website, lanyards, brochures,
email signature, or on resume**



JOB SEARCH

Only 15 % of JOBS
are advertised

Use Referrals wisely



LINKEDIN PREMIUM

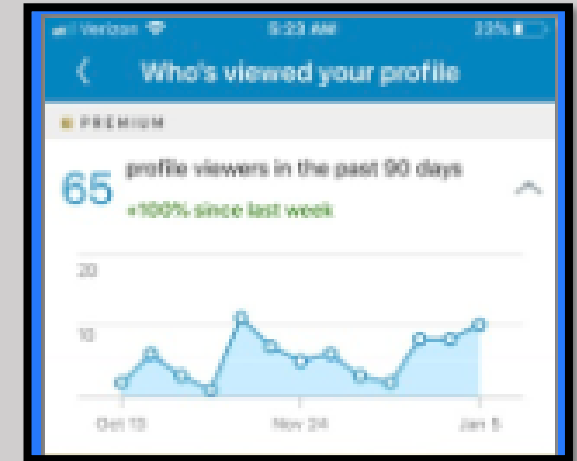
LinkedIn Learning



on-demand videos

You've got the advantage
Discover new opportunities with Premium.

Upgrade free for 1 month



PREMIUM
Applicant rank
Top 50% of 18 applicants

How you match
Criteria provided by job poster

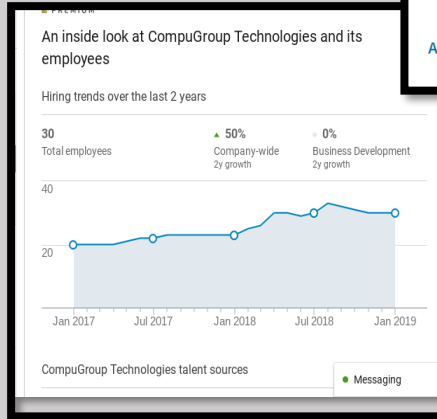
Skills

- Technical Support
- Accounts Receivable (AR)
- Customer Relationship Management (CRM)
- Public Policy
- Patient Flow
- Account Reconciliation
- Communication
- Healthcare
- Cash Collection
- Customer Communication

Contact the job poster

Tammy Kirksey-Myrah
2nd Senior Recruiter at TeleTrack...

PREMIUM
Send InMail



Applicant Insights Who's Viewed Your Profile On-Demand Learning Monthly InMail

More from LinkedIn

Jennifer Mazza Cagliuso
Premium member since 1/8/2018

Access My Premium

Visit more LinkedIn products:

- Job Search**
Your personal jobs assistant
- Learning**
Develop in-demand skills
- Sales Navigator**
Find leads, close deals
- Recruiter**
Find, attract and recruit talent

Jennifer Mazza Cagliuso
Premium member since 1/8/2018

InMail™ messages
15 credits available
Next grant: 5 credits on 2/8/2019

Your Premium features
Learning includes:

- 5 InMails per month
- Who's viewed your profile
- Job insights
- Featured applicant
- LinkedIn Learning
- Open Profile

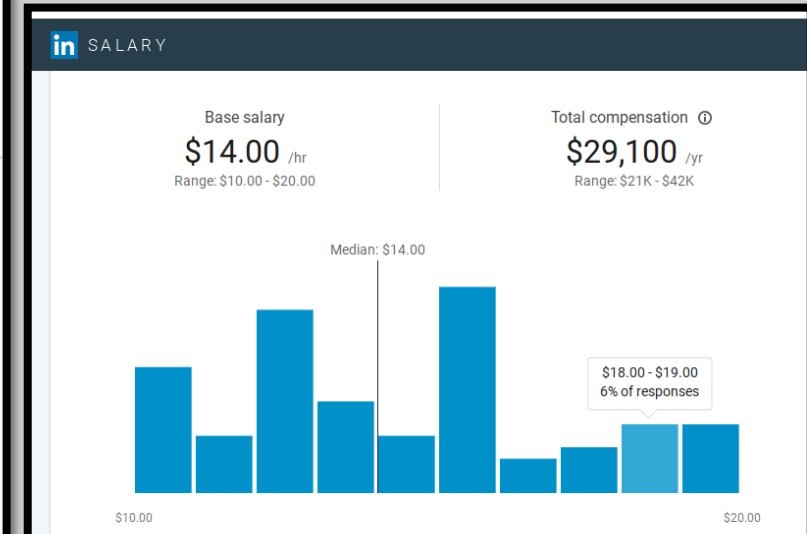
SEARCH for job titles and companies United States

PREMIUM With Premium, you have instant access to LinkedIn Salary

How much do professionals with the title Marketing Intern make in United States?
615 salaries reported by LinkedIn members

View jobs

All Industries All years of experience 615 responses



IS IT WORTH UPGRADING TO LINKEDIN PREMIUM

in in??

You get 1 chance to make a great 1st impression



- Be **Prepared, Polished,** and **Professional**
- Be ready to make **CONNECTIONS** that count...

You get 1 chance
to make a great 1st impression



- Be **Prepared, Polished, and Professional**
- Be ready to make **CONNECTIONS** that count...

LinkedIn is a social app
BE **SOCIAL**...

Questions & Answers ?



Let's get working...

HOMEWORK:

- ✓ **Send me a message or personalized invitation to connect**
- ✓ **Update your profile, and enjoy feeling prepared and polished**
- ✓ **Increase your VISIBILITY online!**



LinkedIn

Or

Left Out

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Jenn Mazza

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