



LinkedIn® TOP TIPS

... Not that I'm an expert or anything !

Dave Nicklin

www.linkedin.com/in/davidnicklin

1. KEEP YOUR LINKEDIN ENTRY CURRENT, UP-TO-DATE AND RELEVANT

*THE GENERAL RULE OF THUMB IS "YOU GET OUT WHAT YOU PUT IN"...
IF YOU CAN'T BE BOTHERED IT WILL BE NOTICEABLE*



- Make sure your career profile is up-to-date and as complete as possible
 - There are no real excuses as 90% of it comes out from your CV
- Not everyone has a picture on their profile, and you don't have to!
 - However, research says it makes your entry more engaging.
- If you do select a photo, it is recommended that your choice should be one that is "business like" (Front/side on, head and shoulders type)
 - Some people choose to have pictures taken when they were on a night out, or with friends, or with their kids jumping all over them, or as a tiny speck on a mountain skiing etc...

These are not recommended!

1. KEEP YOUR LINKEDIN ENTRY CURRENT, UP-TO-DATE AND RELEVANT

CONTINUED...



Top Tip

- If you have a name that can be easily misspelled then why not add text to the Summary section
 - Common Name Misspellings
- Then list out the common misspellings of your name
...in my case names such as Dave Nickling, Dave Necklin, Dave Nicklen
- This will help the LinkedIn search engine find you even if someone is guesstimating your name spelling perhaps after they have heard your name mentioned from someone else

2. BUILD UP YOUR NETWORK

SET A TARGET OF 50 AS A MINIMUM



- Seek out ex colleagues and customers from as many of your old jobs as possible, and invite them to join your contact list
- The more contacts you have the better as your potential to reach people who can help you grows exponentially the more people are added
 - To request someone to be a contact, look out for them and invite them to join.
- Rather than use the default text I normally use a text template along the lines of...

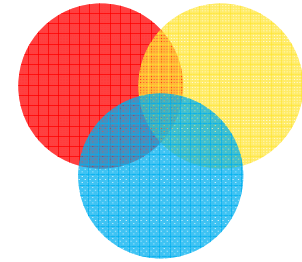
Hope you are keeping well...blah blah... I was recently made redundant and am making use of some of my time to update my LinkedIn contact list. I would be very grateful therefore, if you would consider joining my list of contacts. I hope that our paths may cross again sometime in the near future. All the best

3. ASK FOR REFERRALS



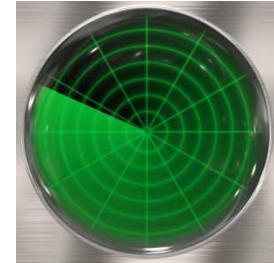
- You won't get a 100% complete profile unless you have 3 recommendations
- Recommendations do work
 - I was approached by an ex-colleague of one of my old bosses, who was copied on a recommendation he did for me
- Remember, people in someone else's contact list are sent update alerts when that person chooses to recommend ex-colleagues, or update their profile entry, or joins a group etc.
 - These alerts gain you visibility to a whole set of new people in their contact list

4. DO JOIN GROUPS



- Join groups that are relevant to your career, university alumni, business/technology/ interests etc.. Think of a topic and use the search tool to find relevant groups.
- Or find the groups that people you want to target are members of and join them too!
- Many of these groups also have sub-groups so remember to check them out.
- You can choose to receive updates, become involved in discussions etc.. all of which can help raise your profile among people who may not know you directly
- Almost all the Groups have a special **Jobs tab**, so can be simpler to look through than a full job search *and* is more tightly linked to your particular profession

5. DO A LINKEDIN JOB SEARCH



- You can search for new job vacancies that are either exclusively on LinkedIn or are indexed via LinkedIn to other job boards. Usual search by industry, location, distance from home etc..
- Will do external websearch if none available on LinkedIn site
- When searching for company names (see next slides) a list is produced that shows available jobs in the company, which helps see what sectors are active and which company's are recruiting

6. DO COMPANY SEARCHES



- Search for a company name, and it will list people who have worked for that company
- Can be very useful for finding out the key people to contact for your speculative approaches, or finding people to add to your contact list
 - Find new people who have joined the company and whether you have a link
 - Where have they come from?
 - Their old companies are possible targets for approaches
 - If they have left a vacancy exists
 - Where are ex-employees going to
 - Other companies in a similar business that are recruiting

6. DO COMPANY SEARCHES

CONTINUED...



- Finding out employee business and personal interests, may provide some help and information that could be useful when formulating a speculative approach to them

The company search area is the part of LinkedIn which holds the most potential to open up a company & ensure your speculative approaches get to the right people

7. QUESTIONS & ANSWERS



- Raise your profile by becoming viewed as an expert in your field by posing interesting questions
- Or more importantly answering questions or offering advice
- You are graded on the usefulness/quality of your answers
- This raises your level of expertise, and hence your overall profile

MORE TIPS FROM LINKEDIN



- 1) Don't just cut and paste your resume.
 - Instead, describe your experience and abilities as you would to someone you just met
 - Write for the screen, in short blocks of copy with visual or textual signposts
- 2) Use specific adjectives, colorful verbs, active construction
 - "managed project team," not "responsible for project team management"
- 3) Write a personal tagline. That line of text under your name?
 - It's the first thing people see in your profile
 - It follows your name in search hit lists
 - It's your brand
- 4) Write a 30-second description, the essence of who you are and what you do, and use it in the Summary section to engage readers
 - You've got only **5-10 seconds** to capture peoples attention.
- 5) Point out your skills and particular abilities and interests
 - i.e. the personal values you bring to your professional performance
 - Try to add a note of humor or passion where possible



MORE TIPS FROM LINKEDIN



- 6) Explain your experience, don't just list them!
 - Help the reader grasp the key points
 - Briefly say what the company does and what you did for them
- 7) Add websites that showcase your abilities or passions. Then edit the default "My Website" label to encourage click-throughs
 - You get Google page rankings for those click-throughs, raising your visibility
- 8) Make a point of answering questions in your field
 - Establishes your expertise, raises your visibility, and most importantly builds "social capital" with people in your network
- 9) Get recommendations from colleagues, clients, and employers who can speak credibly about your abilities or performance
 - Think quality, not quantity
- 10) Work to build your connections, especially with well connected and respected people in your industry!
 - Connections are one of the most important aspects of your brand
 - The company you keep reflects the quality of your brand !



OTHER NETWORKING SITES ...



- www.xing.com
 - German based website
 - Purports to have more European contacts, which may be a better business contact network provider for certain industries due to a wider selection of contacts
- www.zoominfo.com
 - Good for getting background information on the company and senior staff
 - Good for getting examples of peoples work which are public – a presentation perhaps, or an article
 - Its usefulness depends on the job role, but is good for marketing and sales functions
- www.glassdoor.com
 - Employees tell it warts and all!
 - Grades CEO performance
 - Can be over the top, but definitely gives a glance under-the-hood that most organizations would rather keep under wraps
 - Has added a new “Interviews” section where people report on what interview techniques were carried out, team assessments etc..

Choose whichever floats your boat...