

Introduction to LinkedIn

Women's Inspire Conference 5th October 2016



Workshop Overview

- ▶ What is LinkedIn?
- ► How to Set up a LinkedIn Page
- ▶ Recommendations
- ▶ What to Update it with
- Privacy and Settings
- Questions



What is LinkedIn?

- ► What do you think LinkedIn is?
- ► An online CV accessible any time of day.
- ► A marketing tool.
- ► A progress report on your career, development and training.
- ► A FREE platform. <u>www.linkedin.com</u>



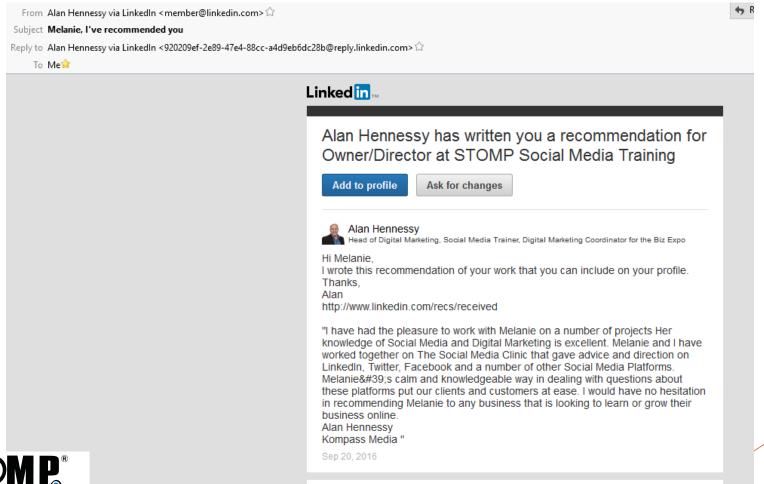
How to Set Up a LinkedIn Profile

- ► Visit <u>www.linkedin.com</u>
- ► Register your account.
- Add a professional headshot.
- ► Headline Who you help and how you help them?
- ► A compelling Summary.
- Add and move around sections.
- Customise your profile url.
- ► Complete the Contact Details area.
- ► Add any qualifications.
- Get Recommendations.



Recommendations

You can receive recommendations and make them.





Add Connections!

- Don't just add your friends!
- ► Add work colleagues
- Add suppliers
- Check who they are all connected too
- ► Ask for contacts
- Personalise your Message Request
- ► Tab for remembering how you met someone
- Add Groups
- ► Follow Companies



What to Update LinkedIn With?

- ► Any ongoing or new courses or training sessions you attend.
- Content you have created that demonstrates your skills.
- ► Add Organisations you are a part of.
- ► Additional Info Key Word Dump.
- ► Companies you want to aspire to.
- ► Change of address or contact details.



Privacy and Settings

- When Updating your Profile switch off notifications
- Profile Picture > Privacy and Settings
- Carefully go through Account, Privacy and Communication sections



Downloads and Presentation

- ► Visit <u>www.stomp.ie</u> > About Melanie Boylan > Downloads Loads of LinkedIn Handouts!
- ► LinkedIn Slideshare

Questions?

- ► Visit <u>www.stomp.ie</u>
- ► FB www.facebook.com/STOMPSMTraining
- @STOMPSMTraining
- ► LinkedIn https://ie.linkedin.com/in/melanieboylan
- ► Tel: 085 286 0502

