



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. www.linkedin.com

How to Set Up a LinkedIn Profile

- ▶ Visit www.linkedin.com
- ▶ 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.

From Alan Hennessy via LinkedIn <member@linkedin.com> ☆

Subject **Melanie, I've recommended you**


Reply to Alan Hennessy via LinkedIn <920209ef-2e89-47e4-88cc-a4d9eb6dc28b@reply.linkedin.com> ☆

To Me ☆

LinkedIn

Alan Hennessy has written you a recommendation for Owner/Director at STOMP Social Media Training

[Add to profile](#) [Ask for changes](#)

 **Alan Hennessy**
Head of Digital Marketing, Social Media Trainer, Digital Marketing Coordinator for the Biz Expo

Hi Melanie,
I wrote this recommendation of your work that you can include on your profile.
Thanks,
Alan
<http://www.linkedin.com/recs/received>

"I have had the pleasure to work with Melanie on a number of projects Her knowledge of Social Media and Digital Marketing is excellent. Melanie and I have worked together on The Social Media Clinic that gave advice and direction on LinkedIn, Twitter, Facebook and a number of other Social Media Platforms. Melanie's calm and knowledgeable way in dealing with questions about these platforms put our clients and customers at ease. I would have no hesitation in recommending Melanie to any business that is looking to learn or grow their business online.
Alan Hennessy
Kompass Media "

Sep 20, 2016

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 www.stomp.ie > About Melanie Boylan > Downloads - Loads of LinkedIn Handouts!
- ▶ LinkedIn Slideshare

Questions?

- ▶ Visit www.stomp.ie
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