


**806 - How to Get More LinkedIn
Views Than Roy:
Practical Tips for Improving Your LinkedIn Profile &
Getting Employers to Seek You Out**



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Today's Presentation

Discuss Tips For:

- Learn valuable tips on how to set up your profile & engage on LinkedIn
- Gain insight into how to avoid the online job application black hole
- Learn how to be an online virtual interviewing superstar

What is



-
- Not just a “Job Site”
 - Social media marketing
 - 500 million+ users
 - About ¼ active
 - In over 200 countries & territories
 - Founded in Dec 2002
 - Acquired by Microsoft in June 2016
 - Considered the 14th most popular website in the world

Being Successful on LinkedIn

- Depends on goal
- Want a new job? Be active!
 - Be mindful of your posts
- Creating profile & doing nothing will accomplish little
- Rewards users / activity
- Secret algorithm
 - All-star profile status
 - 500+ connections
 - Participation



Create a Brand

- Convey a consistent brand / message professionally
 - Your photo, name, tag lines etc... should be consistent across platforms
 - LinkedIn, Twitter, SCCE, work intranet
 - Get ideas by looking at profiles of like professionals
 - Consider engaging a consultant



Professional Name

- Use name on resume
- Insert nickname in the middle if necessary
 - James "Jim" Johnson
- No fake names, or First name last initials
 - James B.
- Credentials after your last name if add value
 - James "Jim" Johnson, JD, CCEP
 - James Johnson, JD (attorneys typically don't use this credential – use your discretion)

Happy Professional Photo

Ghost 



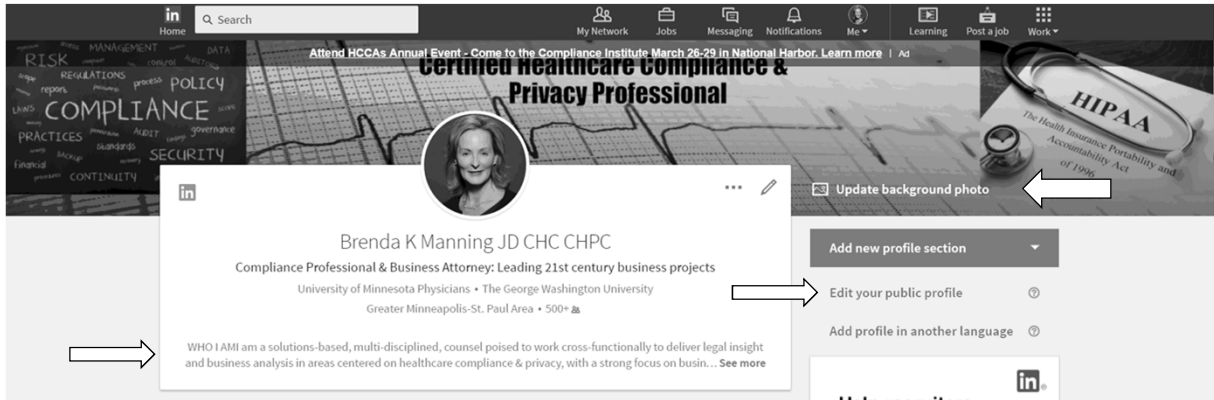
- Headshot should be happy, 😊 smiling, forward facing, preferably color
- Business / business casual attire
- Lighter, non-distracting background
- Professional photos are great
 - Save \$\$ with cell-phone photo, edit with apps such as Perfect 365

Create a Branded Background Photo

- Access by editing your profile, selecting “edit background photo”
- Customize using Youzign or Canva
- Tip: <http://linkedinriches.com/profile/> John Nemo free LI how to videos

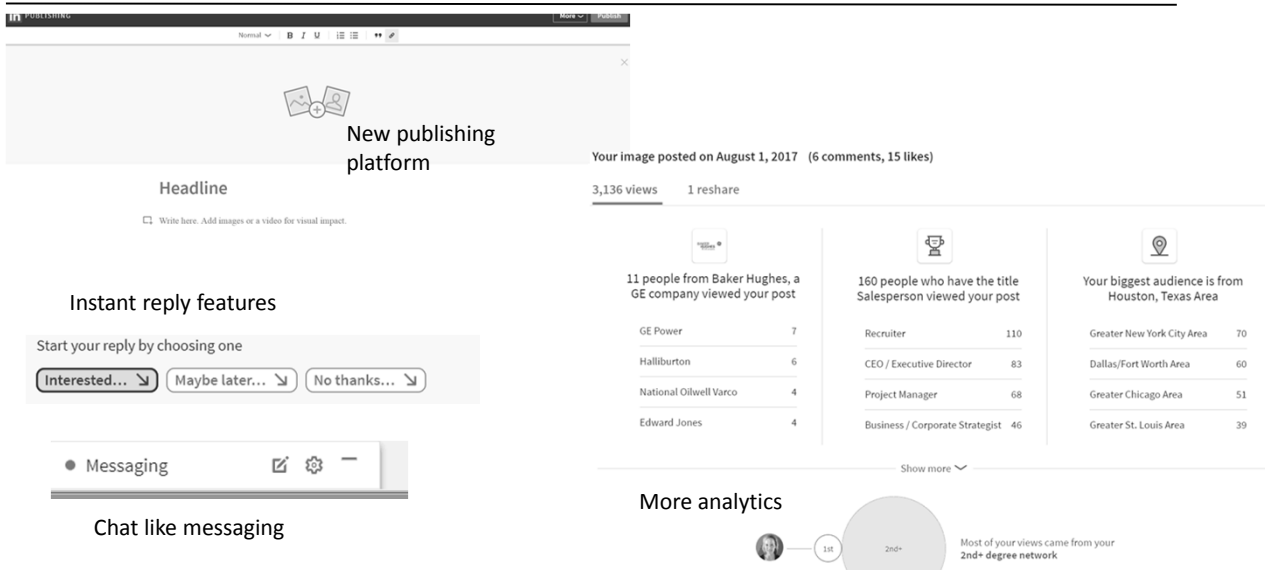


New LinkedIn Layout



225 characters of summary are visible.

Some Other New Features:



Branded Headline

- Defaults to your current Job Title
- Should reflect your brand → who you are as a professional
 - 120 characters, first 68 characters show on mobile app
 - Consider emoji's / vary with capitals
 - Choose something that will set you apart when you are on a recruiter list or being viewed by others

Sample Headlines

Formula*:

Job Title | Key Word Describing Your Top skill | Value Proposition Statement
VP Customer Care | Performance Management | Technology Leader Inspiring High Performing, Customer-Focused Teams

*Credit: Julie Bondy Roberts, Coming Alice Career Coaching, LLC

Good:

Independent Contractor Specializing in Social Security Filings for Local Attorneys & Advocacy for Disabled Individuals

Avoid:

Director, Regulatory Affairs at XYZ Company
Unemployd (sad plus spelled wrong)
Compliance Professional

Summarize Who You Are

- 2,000 characters, first 62 characters show on mobile app
 - First 225 show on PC
- LI is NOT your resume
- Use this section to tell a little about yourself
 - What you do, why someone should hire you
 - Consider using a video
 - Ageism: don't lead with "25 years experience"
 - Keywords / Core Competencies
 - Highlight achievements

WHO I AM

I am a solutions-based, multi-disciplined, counsel poised to work cross-functionally to deliver legal insight and business analysis in areas centered on healthcare compliance & privacy, with a strong focus on business improvement initiatives, strategic planning, and excellent implementation proficiencies. I would describe myself as a high energy, down to earth, glass is half full type person who thoroughly enjoys helping others and is everything but the stereotypical stuffy lawyer.

MY PHILOSOPHY

I believe in approaching compliance from a solution oriented perspective, working with people within the organization to help them accomplish the goals of the business while operating within the confines of the law. I believe when compliance is approached in a positive fashion, you are more likely to have employees come to you with issues, embrace compliance and achieve overall better results for the organization.

WHAT I DO

I am a forward-thinking professional who implements governance and public affairs policies by interpreting new regulations and laws while liaising with management, recommending strategies and leading teams.

HIGHLIGHTS:

High-energy attorney, board certified in healthcare compliance and healthcare privacy with 16 years of compliance experience and proven track record of being approachable leader with business insight

Proven team player able to support other attorneys and business professionals in cross-functional settings

Clearly communicate ideas and thoughts so that all engaged parties are capable of understanding and implementing a plan of action

MY CORE SKILLS

Compliance & Privacy Law | HIPAA & HITECH | Information Security | Risk Management | Creative Thinking | FDCPA | Business Intelligence | Business Process Innovation | Negotiation & Contract Review | Transactional Legal Skills | Internal & External Reporting | Communication Skills

Highlight Relevant Experience



- Work History
- Use “key words”
 - Including in your job title if necessary
 - Descriptors can be added to your title with this line: |
 - Example: Privacy Manager | Risk Management | Compliance
- Put dates, limit this to about 10 years (case by case)
- Not your job description
- List accomplishments / achievements

Experience



Privacy & Regulatory Affairs Director | Compliance | HIPAA

University of Minnesota Physicians

Dec 2016 – Present • 9 mos

Minneapolis, Minnesota

Manage HIPAA Privacy Program [50+ clinics] for forward thinking, multi-disciplinary specialty academic physician group practice, with emphasis on developing lively in-person compliance training, privacy incident management, breach reporting, patient relations and assisting Compliance Officer.

SPECIFIC ACCOMPLISHMENTS:

COLLABORATION: Member of Epic Access and Security Committee reviewing exceptions to role-based access; member of Privacy and Security Governance Committee collaborating with IT and compliance on risk assessment issues

Relevant Education & Certifications

- List your education & certifications
- Do not list dates as recruiters are able to screen for this
- Do not list GPA's unless you just graduated & had a 4.0 or higher

Education

The George Washington University

Graduate Certificate, Healthcare Corporate Compliance

Graduate level healthcare corporate compliance program with a focus on federal healthcare programs, Anti-kickback Law, Stark Law, EMTALA, False Claims Act, Corporate Responsibility, HIPAA, 501(c)(3) Tax Exemption and Anti-Trust.



Skills & Endorsements

- Add up to 50 skills
- Rank them in order of importance
- Endorse others for their skills & they will return the favor

Featured Skills & Endorsements

HIPAA · 25

Legal Compliance · 23

Regulatory Comp... · 24

Brenda K is also good at...

Risk Management · 18

Data Privacy · 13

Creative Solutions · 11

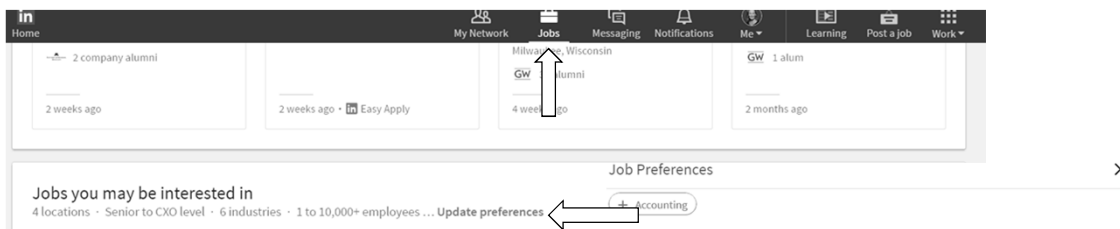
Employee Training · 10

Create a Winning Network

- 500+ = “magic number”
- Personalize invites
 - Secret: use the 3 dots on the top right of mobile app
- If you don’t know where to start, begin with family, friends, former classmates & coworkers
 - Don’t limit to your industry
 - Join groups
 - Comment on articles
 - Connections will naturally follow

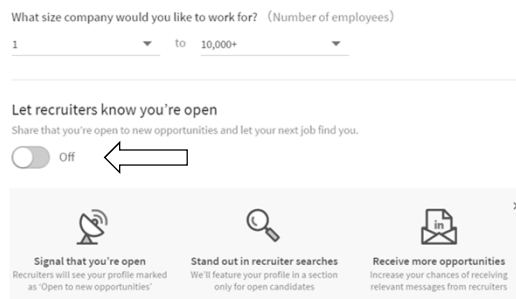


Signal Recruiters



Turn on Stealth Recruiter Settings

- 1) Click on the Jobs Tab
- 2) Update Preferences
- 3) Complete the Window that opens & turn on the recruiter signal



Suggested Influencers & Groups

- *Consider following:* J.T. O'Donnell, John Nemo, Liz Ryan, Lou Adler, Lauren McDonald, Wendy Weiner, Dr. Travis Bradberry, Virginia Franco, Lisa Rangel, Forbes, Paul Copcutt
- *Consider joining:* LinkedIn Job Seekers – free for 30 days
- *Groups:* HCCA, SCCE, International Association of Privacy Professionals, ISACA

The Secret to Surviving a Job Search

- Determination
- Persistence
- Flexibility
- Resilience
- Gratitude



Top Ways to Get a Job

- *Recruiters*
 - About 10% of the market
 - You can't hire
 - Work for companies, not applicants
- *Networking*
 - About 70% of hiring ←
 - It really is about who you know!
 - People 50+ have 3x the connections as those 25 & under ←
- *Online Applications / Job Boards*
 - About 20% of job market

Tips for Applying Online

- 1) Find a great job board(s)
- 2) Professionally branded resume
- 3) Customize with JobScan
- 4) Submit a cover Letter
- 5) Contact the job poster/ hiring manager/insider
- 6) If rejected consider sending a thank-you



Job Boards

- HCCA / SCCE (*Gold for compliance professionals*)
- Indeed
- LinkedIn
- Jobcase
- Local job boards
- Bar associations
- Flexjobs.com (work at home opportunities)
- Network w/friends for suggestions



Create a Strong Resume First Impression

- 6 second Rule
- Branded resume = Short **marketing document**
 - Prices range from \$199 - \$3,000 for resumes & packages
- ⇒ • **Mid-level → \$450 - \$700**
- Should be collaborative process



Sample Chronological Resume

⊕
Avoid redundant words like "email" and "phone number"

JOHN SAMPLE JD, CCEP

ANYWHERE, USA
123-456-7890

JOHNSAMPLE@GMAIL.COM

[HTTPS://WWW.LINKEDIN.COM/IN/JOHNSAMPLE](https://www.linkedin.com/in/johnsample)

COMPLIANCE PROFESSIONAL | PRIVACY ATTORNEY

1-2 SENTENCE EXECUTIVE SUMMARY THAT CONVEYS YOU AS A PROFESSIONAL

Aim for 6-12 bullets. Consider customizing based on the job.

CORE COMPETENCIES

- | | | |
|----------------------------|-------------------------------|----------------------------------|
| ✓ Compliance & Privacy Law | ✓ Risk Management | ✓ Negotiations & Contract Review |
| ✓ FCPA | ✓ FDCPA | ✓ Transactional Legal Skills |
| ✓ Information Security | ✓ Business Intelligence | ✓ Internal & External Reporting |
| ✓ Communication Skills | ✓ Business Process Innovation | ✓ Strategic Planning |

RECENT RELEVANT EXPERIENCE

Finishing the Resume

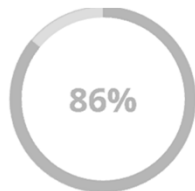
This isn't your obituary



- Work Experience
 - 10 years (case by case)
- Education
 - No dates
- Certifications / Licenses
 - No dates

Defeat Applicant Tracking Software

- Many companies use ATS
- About 72% of resumes never seen by humans
- <https://www.jobscan.co/>
 - Paste resume & ad, scan to compare
 - Goal → 80% match
 - Tweak keywords
 - 5 free scans /mo or paid subscription



Match Rate

Great job! You've reached **80%** and increased your chances of being seen by a recruiter.

Hard Skills

Hard skills are often skills learned through training, such as proficiency with specific software, tools, or other specialized skills. Below are the hard skills and their frequencies in your resume and job description. Skills denoted as **✘** are found in the job description, but not your resume.

Resume

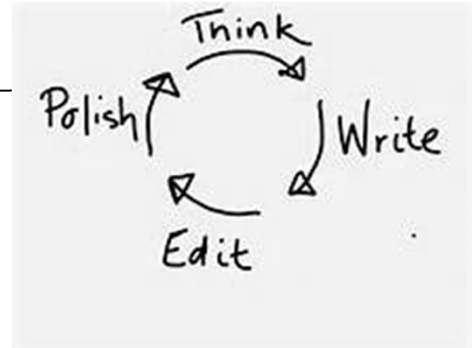
4 Hipaa
✘ Health
3 Legal
1 Operations
2 Training
2 Counsel
2 Research
✘ Policies
1 Content
1 Documenting
1 Investigations
1 Policies And Procedures
✘ Partnerships
✘ Medical Center
✘ Procedures

Job Description

24 Hipaa ✘
11 Health ✘
6 Legal ✘
5 Operations ✘
4 Training ✘
4 Counsel ✘
4 Research ✘
2 Policies ✘
1 Content ✘
1 Documenting ✘
1 Investigations ✘
1 Policies And Procedures ✘
1 Partnerships ✘
1 Medical Center ✘
1 Procedures ✘

Show Off Your Writing Skills

- Cover Letters:
 - Are they really necessary?
 - Differing schools of thought
 - Few people do them
 - Demonstrates your writing abilities
 - Use “Dear Hiring Manager” vs “To Whom It May Concern”
 - Better: Aim to find out Name of Hiring Manager



Reach Out After You Apply

Apply + do nothing = bad approach



- Try to locate Hiring Manager/HR
 - Many HCCA / SCCE listings & LI postings include
 - Call the company
 - Ask your connections
- Send *brief* email or LI inMail
- Introducing yourself is a great start

Don't Wing It!



- Interview = *Not about YOU!*
- Homework, homework, homework!
 - Preparation = reward
- Consider a coach
 - Approx \$200/hour 3 hours for \$500
- Research the company (Web, LI, Twitter)
- Research the interviewer

Be a Virtual SUPERSTAR

- | | |
|--|--|
| <ul style="list-style-type: none">• Laptop vs PC<ul style="list-style-type: none">• Laptop elevated on a few books may give you the best eye level• Verify power source• Clean your camera• Post-it over camera until go time | <ul style="list-style-type: none">• Stage Background• Turn off your cellphone• Lighting<ul style="list-style-type: none">• Try to be near a window |
|--|--|



Be a Virtual SUPERSTAR

- | | |
|---|--|
| <ul style="list-style-type: none">• Dress professionally<ul style="list-style-type: none">• Wear solids• Avoid busy patterns• Consider a brighter color than usual, especially if you are pale• Consider slightly more make-up | <ul style="list-style-type: none">• Notes in front of you or taped around edge of computer• No slouching• Trial run with your winning look |
|---|--|



The Rejection Thank You

- Be gracious in rejection
- J.T. O'Donnell technique
- Letter not necessary, but nice email works
 - Thank person for time & consideration
 - If you know about other opportunities, use this as an opportunity to see if you can get an interview for those positions
 - Never know when choice #1 isn't going to work out!

References

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- Wendy Weiner, *Times New Roman, Dubbed The 'Sweatpants' Of Fonts, Is A Bad Choice For Résumés: Typography Experts*, April 29, 2015, available at http://www.huffingtonpost.com/2015/04/28/times-new-roman-resume-best-worst-fonts_n_7167390.html
- John Nemo, *Free Video Training: How to Create a Killer LinkedIn Profile*, available at <http://linkedinriches.com/profile/>
- You can find certified resume writers, interview coaches etc.. at <http://careertoughtleaders.com>