

LinkedIn: Advanced Networking & Branding

Transcript for page 1, Welcome

Welcome to LinkedIn networking. Although this is the second LinkedIn module, it isn't a part two. In other words if you're listening or viewing this module without having done LinkedIn search, you'll still get quite a bit out of it. The two are not necessarily to be done in order. This one is about increasing your visibility and networking more so than about uncovering profiles outside your 1st, 2nd or 3rd degree network. So follow me as we go through many different ways to improve your reach, your visibility and your brand exposure using the roles at this professional network. Let's take a look at the learning objectives.

Transcript for page 2, Objectives

As we explore LinkedIn together today, keep in mind that the intent for this is to use it as a professional networking tool with a strong emphasis for identifying talent and connecting with talent. That isn't to say that you could use this or that you couldn't use this for any other means but the focus here is to engage with talent that is not normally accessible. So we're going to cover some experimental things and we're going to base the assumption of this module on a basic LinkedIn account, meaning that you might have a limited amount of paid features or none at all, this is not designed for the corporate recruiter account that has a few extra utilities and functions. Even if you have a linked in recruiter account, this module will help you with your personal LinkedIn and that way if you leave your employer or no longer work there, or if your employer decides to discontinue LinkedIn recruiter, your regular LinkedIn profile will still have everything it needs.

~~So what does it need? Well first of all you need to know how to use LinkedIn answer and events to increase your network reach and visibility.~~ After this module, you should have 100% complete profile that maximizes your visibility and your ability to be found by prospects. Remember it's a two way street. Not only can you find people on LinkedIn, it's also very important that they can find you and they find you for the right reasons and at the right time. We want to increase your appearances in search results and we want to have as an outcome that you'll grow your network first through contacts that is by at least 30% if not much more than that. You should be able to relate the importance of LinkedIn groups, why to participate in them, why to create them, you should have some practical experience with direct ads and know when to apply those for hard to find talent searches, you should have a general understanding of branding techniques available through LinkedIn, how to use recommendations and templates and other samples of communication and finally should be able to identify some competitive intelligence about both people in organizations using some of the content that you will see.

So I'm pretty excited, let's go ahead and push forward.

Transcript for page 3, Complete Profile

Do you have a complete profile? What is a complete profile? Why would I need a complete profile? Who cares if I have a complete profile or don't have a complete profile? Does anybody know whether or not I have a complete profile? Well actually it does matter significantly. Your profile if complete, in other words if you have 100% completeness of your profile will actually be found 40 times more often, that's 40 not four. So in other words its one of the most significant factors if not the most significant factor in improving the visibility of your LinkedIn profile. It comes up more often in search results and it's more trusted by the LinkedIn network and its users. If you go to "view your profile" you can edit it from there. Though once you log in to your

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LinkedIn page, you'll see your status update and your normal landing page up at the top, there's a navigation bar, it starts with home on the left and next to that you'll see profile. Hovering over profile, you'll see edit and view, edit is the first choice. If you click on edit your profile, it will bring up an editing screen that includes a small box on the right hand side that shows profile completeness. This is usually below the "improve your profile".

Sometimes you'll be guided by a LinkedIn with a block that says here are some things that we recommend that you add and you might even have some recommendations there that say your profile is missing this or that. You can't rely on that alone, you might still to have 100% complete profile. So if you see 80 or 90 or even 95%, there's a reason for that. Now what must be included are the following. You need to have at least three jobs, that's one present and two previous jobs. Doesn't mean three different employers, just means three positions. So you should have had your first job and then your promotion and then your current job even if it's still the same company listed as three separate jobs.

You also need to have at least one website attached to your profile that's in the websites section right below recommendation and connections. You need to have something under education, it does not have to be a college degree or advance degree, it just simply cannot be blanks so simply any kind of certificate or any other education even if it's a course should be in there to create 100% complete profile. You don't have to have a Twitter account and you don't have to have a vanity URL although I recommend that you do, we'll talk about that later. You do however need to have a profile summary. This is a section where you describe your networking objectives, what is it that you would like to accomplish with your LinkedIn profile. So think of it as an executive summary. This is a section where you describe your networking objectives, what is it that you would like to accomplish with your LinkedIn profile. So think of it as an executive summary of who you are, what you do, what you want and what you want for other people. So when somebody lands on your page through the summary, should be able to very quickly identify how they can help you and how you can help them.

Another area that is required is your specialties, anything you put on your specialty is hyperlinked so that someone that sees that specialty on your profile can click on that specialty and see other people with a similar specialty. This is becoming a much more useful feature and we'll be expanded on in new releases I'm sure.

Then you'll also need to have at least three recommendations. We'll talk about recommendations in a little bit later on today in this module, but you have to have at least three easiest way to get recommendations is to write recommendation, (paid forward) if you will.

And finally you must have a photo. This is usually controversial for people with a diverse background or people that are diversity candidates themselves they usually object to having a photo because they don't want to be judged by their facial features or skin color or whatever. However LinkedIn does make it possible for your photo not to be displayed, so you must have a photo and the reason, which is a good reason why this is a requirement is because when you put a photo on your profile, LinkedIn feels like its less likely that you're faking the profile, people usually don't fake photos if they're faking a profile for spam purposes or whatever other noverias purposes, they probably don't go through the trouble of trying to find the photo to put in there. A lot of these reasons for having 100 percent complete profile have to do with that, it has to do with establishing trust. So please put a photo of you, it should be a business styled, it doesn't have to be totally businessy, it doesn't have to be a professional headshot, but it should be head and shoulders and where your eyes are about two-thirds of the way up or basically one-third of the way down of the page. So your eyes should be the first-third in the picture.

Now you get to choose who sees that photo, you can select that nobody sees the photo and that's fine, but as long as you have one LinkedIn will consider it 100% complete. You can also

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select that your photo be seen only by first degree contacts, these are people that already have your email address theoretically they're colleagues or co-workers of some sort, they're close to you in your network. Or you can choose that it be displayed to people that are on LinkedIn, in other words authenticated users so it doesn't show up in search engines resulting it won't be public. Or you can choose for it to be public. So there are four levels, public, just LinkedIn users, just your first degree or nobody. In order to have nobody, you also have to turn off seeing other people's photos because if you can see others, why can't they see yours? So that's how you can turn that off.

And that's it, if you have all those and you still don't have 100% complete profile, drop me a note and I'll see if there's something else it might be missing. Sometimes there are a few little tricky things here and there and LinkedIn does reserve the right to change this. So whatever you do, just keep playing along until you see that 100% complete and it will benefit your visibility greatly.

Transcript for page 4, Maximize Profile

Now that you have 100% complete profile, let's maximize it. To maximize your profile, you need to have at least 10 years of experience listed. So that might be on the three jobs. But 10 years just like with the resume is the recommended amount. You should however list all of your employers even if you used to work at (Gary's) joint flipping burgers like I did when I was in college. The reason for that is other people that you might be connected to may remember or have worked with you there and that's how they're trying to find you. When you add an employer you can then connect with other people that also have that employer on their profile in a different way that LinkedIn allows which may seem a little bit easier for you to expand your network, so adding employers is a very good way to maximize your visibility when others try to find you and also maximize the growth potential by the ability of you being able to connect with people that used to work there as well. You should add all the school degrees, certificates, associations and everything else that you might have.

You can be brief in your description but add them all. So bullet point or two is good enough, don't leave a blank, don't leave the description of what you used to do there blank, but at the same time you don't need to be a noble laureate author and have a dissertation under each one of them, a few bullet points is enough just to give people the gist or the idea of what it is that you actually do at that job or did at that job.

You should add all of your email addresses to your account. Somebody might know you from your gmail, hotmail or yahoo address, not your work address and when they create a contact for you on LinkedIn and try to find you, they're using that other alternative email address. From the very top right hand side where your name is right next to "add connections", you'll see a drop down if you hover over your name with your mouse, then you'll see settings. Clicking on settings will take you to a page where you can edit a variety of things, one of them towards the bottom of the page you'll see profile, email preferences, groups and accounts, click on email preferences and you'll be able to add email addresses to your account. If you don't see it there, there might be other places where it's been changed, but no matter what it should always be under account. So from the, your name, settings page at the very very bottom the last choice is account, there should always be a link to email and password there and there's an add and change email address link there, that's where you're going to have full access to add all of your addresses from previous employers, from hotmail and gmail, anything that you might want to use to connect with people.

They're not going to be able to email you at anything but your primary address. So when LinkedIn communicates with you, it will send a message to your primary address, whatever is

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listed under the add and changing addresses as your primary. And if somebody finds you through your gmail or hotmail and sends you a connection request, that connection request will be coming to you through your primary. So don't worry about having to go check your gmail or anything else, it's not doing anything other than just allowing people to identify you based on that account.

The last thing is that you want to very clearly state your goals in the summary section. I briefly discussed this previously on the last section but to illustrate, this of this as an opportunity to disclose your intent so that people who're looking at your profile in 30 seconds or less see effectively a mega business card that shows them this is why I would want to connect with this person. You're almost kind of marketing your profile here. They need to be able to know why it's a value for them to reach out to connect with your or to accept a connection request when you reached out to them. One of the things that I left off here is that you should probably consider either joining or starting your own groups if you haven't already. We have a section about groups coming up in the module.

Transcript for page 5, Find You

As I mentioned at the beginning in the introduction, LinkedIn is a two way street. Just as easily as you can go in and search for people, it's also a good idea for you to be findable by those that might be searching for you or your employer. As search from your preferences, it's always a good idea to join open link. You do need to have some form of paid account, you cannot join open link if you have a completely free account. But with any level of paid account, you're able to join open link and with that people can send you messages and invites without having to be directly connected to you 1st, 2nd or 3rd degree. This makes you more reachable and more available.

As I mentioned previously, in the interest section, you want to add some key words to describe things that you're interested in or know a lot about, this could be both professional and personal, it could be hobbies as well as your personal interest if you're a science fiction fan or a martial arts fan or whatever, you put that in there. Again people want to see the full picture of who you are and if they're going to connect with you and you're just this one certain job title with no description and that's all they ever see, it's a really flat profile, that doesn't give them a full picture, it makes people a little bit uncomfortable. If they see that you like to read, or if you like to swim or whatever, just provide some depth to your online personality. So you don't have to disclose everything you do, just a couple of things that make you a little bit more human, more connectable.

Transcript for page 6, SEO

While we're on this track, let's review a few things that are going to increase your visibility. As I've mentioned 100% complete profile certainly fits the bill. A vanity URL although not necessary is also a good idea. Now it doesn't translate to a bad thing, vanity is not a bad thing. If you go to profile and edit profile, you'll see that the address to your public profile may have some sort of letters, series or number series right below where you've got recommendations, connections and websites, the last entry in the profile box if you will is public profile. Whatever that looks like, if it has a bunch of letters and kinda gobably goop, go ahead and click on edit. By clicking on edit, you can then control how that address shows up. You can make your profile visible to everyone online, in other words findable by search engines, which will increase your visibility, you can also select what kinds of information show up on your online profile, whether you can

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share your skills, education, etcetera. And then you've got your public URL, this is the vanity profile. You should modify it so that it's an easy to remember easy to read, easy to copy and paste address. Ideally you should have your first and last name because that makes it much friendlier for search engines when people try to search for your name if your name is part of the address, it will be much higher ranked as a result.

However I don't recommend that you put your employer on here because that may change or your job function may change and you don't have to come back here and change it. So it's okay to use your name or combination of such. Once you've edited that, it will verify whether or not that is available and if it's nice and easy to remember, you can now tell people, "Hey I'm on LinkedIn, just do a forward slash and forward slash Shally," for example and you'll see my profile, it's a lot easier than you know, pub forward slash folder, directory etcetera.

Another SEO or visibility tip as I mentioned prior is to have work history and each one of those companies becomes a searchable and clickable term. That also expands the visibility of your profile. The more links you have which employers and universities and all those sections are links, the higher your visibility. Writing recommendations for others is also very beneficial. When you write a recommendation that someone else approves, it then becomes a link on their profile which drives traffic back to your profile. So people looking at that person might click through to come to you, increasing your visibility.

Another thing that you should always be doing on a regular basis, weekly or daily, is to build on your connections. Adding and removing connections shows that you're doing activities on your profile and each time you add a connection it increases your network range which also multiplies your visibility. A couple of creative ideas, you can comment on LinkedIn blog with a link back to your LinkedIn profile. In fact you can use a link to your LinkedIn profile on your signature when you comment on all kinds of blogs, this again will drive traffic from search engines back to your page.

And finally, down at the bottom, the additional information section, you can add quite a few other things there. Click on the "other section" and then you can paste quite a lot of information that will increase your search ability on Google and other major search engines.

Transcript for page 7, Get Recommended

So earlier I mentioned that recommendations will be covered later on in the module and this is later on in the module. The easiest way to get recommendations is to write them first. Now you do want to have a minimum of three for a 100% complete profile. If you plan on only having three, my advice, my recommendation is that you get at least one from someone who is your manager, supervisor or superior, doesn't have to be currently, it could be in the past, a previous job with the same company or at a previous company. Having a boss on your profile as a recommendation written for you certainly proves trust and credibility.

The second kind is some form of peer, another recruiter or fellow person. Ideally someone that you're currently working with in your current position in other words for your most recent position have one of your peers recommending you. Obviously the easiest way to get that is to recommend some of the peers that you know best and whose work you can validate or verify is good, you write recommendations for them and some of them might write it back. Don't write the recommendations with the expectation that it's going to be written back for you because now you're kind of trading favors. But if you write enough of them, people will on their own initiative write them for you.

The third kinds, so that's your boss or supervisor, your peer, the third kind is a happy customer. This could be a lot of different things depending on how you define customer. For example it

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could be a client, as in someone that's really a customer that gave you money if you're in a search forum or any other kind of service oriented recruitment role where you get paid extra by people who hire you to do it. It could be hiring manager in a corporation, they might be your customer so a hiring manager that is happy with you and that you work with frequently, that's a good recommendation to have. Or it can be a candidate that's also a customer, depends on how you define it. So we're looking at somebody above you, somebody next to you and somebody that you've served as a customer, those are the three ideals.

The reason that recommendations are so important and quality is so important, is that people read other people's profiles and your name is on them as recommended or being recommended by, it increases your visibility but it also increases trust. It's one of those things where fake profiles or made up profiles that are there for spam reasons, hardly get recommendations, I mean who's going to recommend some made up profile that they've never had, it does happen but usually if you've got several recommendation on your profile, it's an indicator that you're probably a real person.

Transcript for page 8, Inviting Contacts

Your network depth is really one of the most important factors in increasing your visibility and reach because the more people that are connected to you, the more central you are to your network and the bigger your network is, the more leads you're going to be able to generate from it. In other words if your network is really small, it doesn't matter how deep into what you can reach, you're always going to reach a limit. If your network is really big, even if your reach is shallow, you still have more options. So having a large and deep network, in other words lots of connections to your industry as well as lots of connections to people that have lots of connection, both of those are ways to grow your network reach.

It's not a good idea to invite people via request to connect, its better if you sent them an email first and ask them especially if you don't know them. This helps avoid the whole "I don't know you" kind of thing even though that's been better managed lately, it used to be much more of a problem. Still I would send them an email or maybe make a quick call before I send an invitation to someone that I really don't know, now if you do know them of course invite away.

All you have to do is click on the "add someone to your network" when your browsing their profile. But like I said as a reminder, if in doubt, if you're not sure they're going to accept, it's better if you call or email.

Transcript for page 9, Plant Network

One of the most often misused or underutilized resources for networking on LinkedIn is your old dusty rolodex or your excel spreadsheet. You know those business cards that you shoved in a draw somewhere and they're just piling up there, grab those and you can send them to something like shoe boxed for example where they will scan them all in for you and send you back an excel spreadsheet. Now it costs a couple of dollars but very, very cheap or you can just manually type in the email addresses. All you need is a plain text file or an excel spreadsheet with first name, last name and email. Min fact technically all you need is just a bunch of email addresses, you don't even need the name. So if you had all that, you can extract it from your Outlook, from your (actor) goldmine or any other place where you stored spreadsheets of information and put them into a file and save it as comma delimited files, so file in excel, save as and then choose CSV, windows CSV. If you need some help on that, I'm sure you can Google

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it, there's a lot of sort of instructions on manuals online on how to covert excel spreadsheets in the comma delimited files.

Once you have it in a CSV format, you can follow this link here and upload it and then all of those people will be verified on LinkedIn to see if they have networking connections. If any of them do, the LinkedIn application will then come back and show you, "The following people on your list are already on LinkedIn, would you like to invite them?" so it hasn't done anything yet, it's just simply verified that those people are in LinkedIn and you actually have to check on the ones that want, you want on your network and it will send an invitation. LinkedIn will also go on further and say, "All these people are not in LinkedIn, would you like to invite them?" I wouldn't necessarily do that because now you're inviting people who are not LinkedIn to join LinkedIn and now you're kind of recruiting them into the linked system. You might want to do that but easiest thing to do is to invite people to connect with you that are already on LinkedIn and whose email addresses are already in your old data bases.

Transcript for page 10, Grow Network

Besides adding all your dusty old business cards and spreadsheets there's a couple of other things you can do. One of my favorites is to use the web mail. You can scan for web mail contact; this is your gmail, yahoo, hotmail, AOL, and other accounts like that. The last time I did this, I had 790 people in my yahoo account that I had not connected with that were people that I knew very well, in fact from local social events here in the Atlanta area where I lived and some of them, actually a few of them were big shots officers and CFOs at corporations and things like that. You can log into your yahoo and Google and hotmail and Windows MSN and live accounts as well as Mac and quite a few others. There's a list of those you can click on the one more and it will pop up. Once you do that, you're going to provide your password temporarily, LinkedIn is not going to retain that, it's just going to go in, search your inbox and extract the email addresses of the people that are in there and again match them up against users on LinkedIn and come back and say, "The following people are already in LinkedIn, would you like to connect with them?" yes or no. Then it will forget the rest of it, it's not going to keep anything so there's no permanent anything going on.

You can also enter email addresses manually if you had a list, a short list of a dozen or so email addresses in your notepad or word document or something like that. A couple of other things you can do, you can use the discover your contacts function inside of LinkedIn which gives you the option of looking for colleagues, these are people that have the same companies that you have on your profile listed on their profile, gives you a choice of all those companies unless you find people at those companies which you can then add without much ado. Simply shows you a list of names and if you recognize anybody, you check a box and they get a, "Hey your colleague from X employer would like to connect with you." The same thing with alumni, in other words people that are part of the same university on the [inaudible] you can add that way as well. And LinkedIn does make some recommendations on people you may know based on your networking activity. All of those are great options.

There are some lists online that you can import to very rapidly grow your network, you can do a search for LIONS which is LinkedIn Open Networkers, there's a LIONS meta-network and there's the My LinkedIn Power Forum or MLPF, there's also toplink.com and a few others listed here, they'll all provide lists of email addresses of people that have openly said I would like to be added and I won't reject your invitation. So these are people that have said they're basically open networkers and you can invite them even if you don't know them, it's their choice to do so, so you're more than welcome to do that. They have most of them either an agreement where

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they're going to accept your invitation or at the very least they won't reject it, so it's not going to hurt you.

Transcript for page 11, LinkedIn Outlook

Not everybody has Outlook but if you do, use Outlook especially at work and you can install application, it's not necessarily an application, it's a browser helper object, so check your security settings. A lot of times you're able to add add-ons say for example to your Firefox and what not, so it's in that category as opposed to your complete software install. And as an add-on to outlook, the LinkedIn Outlook tool bar works really, really well in the background with building your network by inviting you or reminding you to send invitations to people that you email often. It looks and says, "Hey, you haven't connected with this person on LinkedIn but you exchange a lot of emails why don't you invite them." You can also manage your LinkedIn contacts inside of your Outlook contacts by say for example looking up their birthdates and other information they might be in LinkedIn profile that is connected to your Outlook contact or vice versa.

It also reminds you of people that you may not have connected with recently that you used to connect with frequently. So, "Hey you haven't sent an email to so and so in the last few months, go ahead and drop them a note." It's kind of a little bit of a contact management relationship management software.

Transcript for page 12, Groups

Lets switch our attention to groups which is also a visibility building activity but it's more than just that, it increases your visibility and it increases your ability to connect with people and it increases your search depth. But let's take a look at groups. Groups are user created, people like you and I create a group about us, specific interest or demographic, it could be a person or a professional interest, it could be an organization, it could be a local or online organization, pretty much anything you can imagine can become a group.

Members of the group generate or share content with each other and participate in a sort of online chat group environment type. There's two kinds of groups, there is open and private. The open ones, anybody can see the activity, very similar to public groups on Yahoo for example and other places like the public groups on Facebook and so on. But the private ones require authorizations, so you have to apply or ask to be allowed in and then somebody, a moderator has to accept you. So for those groups you can't see any activity unless you're a member.

With a private group once you're a member, you can see all the other members which gives you access to their network as well. So you've now added the ability to search all of the people that are members even though you're not connected to them. So if the group that you join has 10,000 members, you just added 10,000 people to your search.

There's a group's directory which you can follow this link to see and you search the directory for keywords and titles and it's also free to create a group. However there is a limit, you can only have 50 groups that you're associated with, that does not include sub groups. You might be a member of one group for example the LinkedIn Cyber Source Group and it has several subgroups, let's say three of them, so you're actually a part of four groups but all four of them are LinkedIn Cyber Source so that only counts as one. So you might see somebody or you might yourself have 70 groups that you're a member of but there's only 50 primary groups, that's the current limit.

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There are a lot of advantages and disadvantages to open and private networks but either way whether it's open or private, the advantages far outweigh the disadvantages and that is that with groups you're able to expand your visibility and expand how much of the network you can see.

Transcript for page 13, Why Groups?

So obviously you want to join groups and that's great but you also want to create your own. Why would you do that? Well let me tell you the bottom line with creating your own group and its this, people are much more likely to accept a group invitation to connect than they are a personal networking connection request. The psychology behind that is very simple, there's safety in numbers. I'm much more willing to accept an invitation to go to your networking reception than I am to go to your house or your apartment, it's just a little bit more personal and intimate and I maybe more uncomfortable with that. So people are more likely to reject an invite to connect directly but less likely to reject a group invite and in fact they really can't reject it, they either accept it or they don't accept it, there is no decline that results in some sort of negative rating. So for that groups are also very useful.

Another really big advantage is that groups are a team effort. If you and three or four other colleagues are all administrators of the group that not a single one of you has to do the bulk of the labor, you can divide up the tasks. It could be by day of the week, or it could be one person is in charge of membership, the other one is in charge of content etcetera.

And then to me the next biggest reason is that anyone of those members of the group that are administrators in other words it could you and you're recruiting colleagues, could leave the group and the group still remains. That's very different than when you for example as a contract recruiter build your own network, you bring it to an employer then your contract ends and you move onto the next contract, you're now taking that group with you, it's not really a group, it's your network. But if it was a group, you could start a new contract, build the group for that company and then transition and hand it over so somebody there when you leave can become a new manager.

There's a lot of other reasons I encourage you to check out a couple of blog posts out there about reasons to join groups, but I would say things like shared workload and being able to pass it on or bequeath it or inherit it are really top of my list.

Transcript for page 14, Direct Ads

From the LinkedIn homepage when you first log in, you might see an advertising section. Now you can either access that at the bottom if you browse all the way to the bottom of I believe almost every page on LinkedIn where it will say help center about blogs, careers, advertising, click on that. If you click on advertising, it gives you a choice do you want to acquire new customers or manage your ads if you have any existing ads you can click on that and it will take you to any previous campaigns you might have created. But there's two kinds of ads. There's ads that are much more let's just say expensive and broader audience like a banner and then there is a paper click kind of ads. So there's multiple impressions and then there's paper click. So you click on start now and it gives you a choice and from here, you can select what kind of ad you have. This is one of those things that is probably better as a visual so let's switch to video here real quick and I'll show you and as I do that or before I do that, I want to tell you why this is so important. With an ad you can reach a very targeted audience with very sophisticated criteria. In other words you can very specifically say I want an ad that only displays through accountants at the manager or director level with companies larger than 1,000 employees in the

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Atlanta area and only those people in that job title at that level will see it. Let's take a look at the video.

Transcript for page 15, VIDEO Direct Ads

To create a LinkedIn ad all you have to do is from your homepage follow the "go to LinkedIn ads" link at the very top, it should be right next to the logo. If you don't see that on every page, in the footer of every page, there should also be an advertising link. Either way, if you click on that you'll be taken to a place where you can create a new ad campaign. You'll see a link up here on the top left side for a campaign. First thing it does it shows me that my account is currently on hold, that's because I haven't activated any credit cards recently, but if I had a credit card on file and accounts running it would show up right here. From here we create a new ad campaign and we call it something. This is a name that you are going to recognize. Ideally you should be placing LinkedIn ads for specific requirement, so we should call this for your internal purposes Job Number, let's just say 2345. From here, the next thing you want to decide is where people go to when they click, so when they click on the ad where do they go. You could have a page inside of LinkedIn, for example, but ideally the recommended best practice is to have them go directly to land on the page where they can apply for that position that you're advertising, those are the best kinds, the most responsive kinds of ads. For this example I'm going to just direct them to a website where there is a job posting. Then I can add an image. Since this is just a demonstration I'm going to upload an image that I have here on the computer, but you want to use something that looks good as a small thumbnail. You don't want to put an image here that requires a lot of zooming in. It needs to be about the size of a postage stamp and easily recognizable, something that speaks for itself, it doesn't need an explanation. The next step is to enter a headline. There is a limit of 25 characters for that title, so keep it pithy, succinct, very, very clear and relate it to your target audience. Questions and very impactful statements are a good idea. Next is a simple description, again, this is going to be attention getting. You want people to catch their eye on it and click on the link. Once again I'm going to use an example that I've used in the past. Have you ever felt like your ability to find hidden talent is undervalued that's about one character short of the maximum 75 characters. You can there choose where it's been posted from, in other words what employer or page that you're authorized to use, in this case I'm just going to use my personal page, but you can choose one of your companies, of course, the most recent employer, whatever you want and the other thing you might want to consider is to add some variations. Variations are simply alternative versions that would help you do an A-B comparative test, so people could for example click on one that has the more attractive image. You might have variations from different images, different headlines and all of them get posted randomized so that you'll be able to see which variation has the best click through rates and then, of course, you can learn from that and tailor it to your audience. So for now, I'm not going to use that example but I'll just click on next steps and this is where it gets kind of interesting. Notice on the right hand side it says "the estimated target audience is 150 million LinkedIn members". I can choose geography, company, job title and even group a specific group to target my audience. I would like to only reach LinkedIn members so I'm going to uncheck the "members on other LinkedIn partner websites" and first thing I'm going to do is I'm going to say: I want this to be just in North America. Right off the bat that brings my search or my audience down to 70 million. You could specify a particular country, say United States or Canada or even a sub region below that. I also want to narrow this down to a company, but not a specific company, a category of company.

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You could do a company by name and choose a single company or a selection of companies or you could do different categories.

Transcript for page 16, Why Branding?

While we're on the topic of advertising with direct ads for example, it's a good idea to talk about branding. What's important about branding? First of all, what is branding? Well branding is an activity, it's not a brand and you can't create a brand. You can modify how people perceive a brand with branding activity. On LinkedIn specifically, and as it relates to recruiters, branding is about you, not about your company. Even though LinkedIn is a professional network, it's your profile, so you're the one that's initiating a conversation, initiating contact. You might be acting on behalf of an employer but it's your word, it's your relationship. So it's about you not your company. Your company has its own branding for marketing and sales so this is not about branding your company's brand, it's not even about branding your company's employment brand, it's about branding you as a representative of the company.

Keeping that in mind, you might have been brought up being told, "It's all about who you know when it comes to networking, you're going to find the right job if you know the right people," etcetera. Well I'm here to tell you that those days are gone, it's not about who you know anymore, it's not about who knows you. That might seem like a trivial difference but it's not who knows you, it's who's going to answer when you call, who's going to call you back when you leave a voicemail, who's going to recognize your name. and LinkedIn is a very good place to increase who knows you, to increase your recognition in your network, becoming central to a network and having people recognize you and go, "Oh yeah, I've seen that person's profile on LinkedIn," is going to make them a lot more likely to call you back. This is essentially a very strong case for increasing your visibility on LinkedIn. It can open doors for future career opportunities, pay increases, promotions, business opportunities but by and large this is an exercise in personal branding even though you're doing it on your employer's dime and on your employer's time, it is still your personal profile, there is no employer profile that belongs to you on LinkedIn.

Groups are a little bit different because groups allow you to have some anonymity in that you can be a group administrator not necessarily associate your personal brand. But when it comes to your profile, it's your brand. So how do we do branding? Let's take a look.

Transcript for page 17, Branding

How to do it is first of all start with the baseline that cultivating a mutually beneficial and positive relationship is the goal. You're connecting with thousands of people one at a time but in a volume way through LinkedIn. The biggest differentiator that LinkedIn has to offer from all social media is that it is first and foremost primarily a professional network as opposed to a social network like some of the others that are more about meeting people and staying in touch with friends, on LinkedIn it's primarily professional. So anything that has the flavor of a mutual beneficial networking opportunity is going to be much more acceptable than anything let's say personal. Keeping that in mind, your profile basically is gigantic business card, it's a mega business card that tells everybody what you do, how you do it, why and what you're interested in and what you have to offer. So you want to be clear and concise about it.

The best way to measure this is if somebody can look at your profile and in 10 seconds go, "I get what this person does," you've achieved the goal. So what I like to recommend is that you show your profile to other people that don't know you that well that have offered to assist you in

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some ways, "So hey if you ever need anything... Yeah you know what, could you look at my LinkedIn profile and let me know kind of what your first impressions are." And always be critical of your LinkedIn profile because as your role changes, you should be modifying and editing it.

Transcript for page 18, Earn Their Trust

But brand doesn't stop there, brand also has a lot to do with establishing trust. A question that's often posed in discussions around LinkedIn is should you accept everybody's initiation or should you be let's just say particular. Sometimes this debate is described as the quality versus quantity debate where on one side, the quality people claim that having a smaller network of people you already know, that has much more business impact is more useful and more important than having a large high volume network of people that you hardly know is less useful. On the other side of the argument you have people who say that volume is more important because having a large network, means that you can find more people, connect with more people and the whole point of networking is to meet people you don't already know. So if you're connecting with people you already know, it's not really networking, it's maintaining relationships. I think either one of those points or counter points has validity. Personally, I don't see the need to take aside. In my opinion it's about volume and quality. In other words, I like to have as larger network as I possibly can and if you look me up on LinkedIn you'll see I'm in the top 20 most connected people out of hundreds of millions. But I'm not connected to everybody, I'm connected to people in a particular sector. So I want to have as deep and wide network as I can in a sector, for me its recruitment and HR and all of the ancillary areas around it, vendors of search and talents types of technology.

So should you accept openly? Well let's explore that. My take is if you have made a decision that this is what you want to network on, let's say you're networking for pharmaceuticals, then yes, openly accept invitations from people in the pharmaceutical industry. If they're not in that industry and they affect you professionally, then evaluate whether or not you want to accept so you can be let's just say promiscuous within your own sector but a little bit choosier outside of that, or maybe a lot choosier outside of that. That's my recommendation, that's how I would do it and so I'd like to have both quality and quantity. I do believe that connecting with people you already know is in networking. So part of what I think of when I think of LinkedIn is finding people I don't already know and establishing new connections, using my friends and acquaintances and co-workers and clients and fellow alumni as a spring board to meet new people that I wouldn't have met before. That to me is the secret source behind LinkedIn.

I will warn you that when you're reaching out to strangers, people that you don't know, it's always a good idea to ask kindly and introduce yourself before you start inviting them to connect, in other words don't just send a connection out of the blue. Send them an email or make a call. I know I've repeated that several times throughout this module but you'll see that it's actually one of the key points in the objectives and it's something that we're going to be asking you later on.

So the other side of this is should you forward requests from people you don't know? In other words somebody asks you to introduce them to someone you know, should you just go ahead and do it? in my opinion, I don't like to burden my contacts that I know, my first degree contacts by forwarding them frivolous requests, so I do only forward requests that are qualified. If it's a boiler plate, "Hey could you pass this along?" I usually just don't. So somebody really needs to put a request that makes sense for me to be able to pass it along. I state that in my rules on my profile summary so that it's clear to people who connect with me that I'm not going to be sending them just about anything. Remember it's about you not about your company, so these are

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relationships that you need to establish yourself. Somebody might be reaching out to you because you work there but it's still you they're reaching out to. Remember it's not who you know, it's who knows you, visibility, brand name recognition.

Transcript for page 19, Keep Trust

Once you've build up their trust you want to of course keep it. Worst thing you can do is build up their trust then let them down then have to rebuild it again or loose connections and have to rebuild your network. So how do we keep people's trust? I find in my personal experience that the best way to let's just say keep people engaged is to respect their time and add value. When I'm going to forward a request, I write something, I just don't forward it. When I'm going to ask for something, I introduce myself, I don't just ask for it. I don't use templates that are built into the application, I write my own templates because I do want to use boiler plate saves a lot of time but I keep them in my desktop or my, on a word document and I copy and paste and modify and edit so I can take advantage of that and we'll talk about that next. I can use repetition to my advantage but it's modified and it's customized, it's not just simply copy and paste. The default templates are one of the reason that messages don't get read because people kind of get used to seeing the same message over and over and they'll know you didn't even take five seconds to write a nice, "Hi Bob, how's it going? This is Shally." Be very careful with that.

So what I'm trying to say is the best way to keep your network alive and keep the trust that you've built and the respect that you've built in your network is not to waste their time with frivolous requests and to actually care enough to even just for five seconds write something customized when you're forwarding or asking or passing something along.

I like to send a separate email sometimes outside of LinkedIn when I have a request that I sent to someone and haven't gotten a response within a few days. It might be that they haven't checked their inbox or whatever. So rather than getting irritated and making the assumption that they don't like me anymore or whatever, I simply pop them an email and say, "Hey by the way I sent you a request, not sure if you've got it, can you check and see." And sometimes they ignore that too and that's okay. But often times they go, "Oh no, I didn't see that." And go in there and they approve it, so it's a really good way to again remind people gently without causing a disruption in their day and without treating them disrespectfully. Don't be too quick to judge people. They might be busy travelling or whatever.

Another recommendation that I can make about respecting people's time and adding value is, if you're going to put a status update on LinkedIn, make sure that it has some sort of significance. So for example as with a lot of other social networks, a status update that says, "Hey I'm at the Billy Bob sandwich shop," is not useful to anybody. Unless I might want to meet you at that sandwich shop and that maybe one or two people unless you're that popular, it's no use to anybody else in your 10,000 or a million connections on LinkedIn. Instead tell me what kind of sandwiches could I order there. If you ever go to Billy Bob sandwich shop, get the poker number three or whatever.

If you're going to give me some sort of advise that I might see in your status update, I might go, "Oh well that's useful." Or if you're going to go park in the back, there's lots of free parking or try to get there before 11:30 because it gets really busy. Those kinds of things are useful and even though they're trivial, they're going to provide value. Obviously the same applies even more so to business communications on your status updates, so in other words don't just post a job and say, "New job opening," but tell me a little bit about the job, what's important, why should I refer that link to somebody else? What's compelling? That's what I want to know, that adds value.

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Transcript for page 20, Using Templates

The LinkedIn templates located in the handouts tab up above will save you lots of time. You can create your own or you're more than welcome to modify some of these. I use templates in my signature file in my email so that I can easily paste in boiler plate around the different kinds of messages that I send out to different people. If I'm reaching out to a candidate, I have an initial contact to candidate message. If it's a client, customer or business partner, a networking request, I've got a different boiler plate for that. Same thing with my acquaintances and friends that are personal connections rather than business connections. Co-workers and peers get a different message because we're kind of in the same boat together, so I'll word it a little bit differently. Same thing with alumni, I often reach out to people that I recognize from my college days and they might not recognize me, so I'll tell them a little bit about myself that they might recognize from college days and that's not something that will be appropriate for a lot of the others.

Other sort of templates that you can also use, are the typical forwarding/responses. For example somebody asking you to forward to somebody else, I've got a boiler plate for that and a couple of different choices whether I'm saying yes or no and so on. And I'll add my own words to that, a sentence or two but I've already got a paragraph sort of pre-built so all I have to do is modify it not reinvent the wheel any time. So sometimes I do reply back and say, "I can't help you." conflict of interest or I don't know this person well enough to recommend you or forwarded or something like that, that's okay too. It's better to reply back and say, "I'm sorry, I'm really not going to be able to do this," than it is to not ever get back to anybody because then next time they meet you or if they do meet you, they'll say, "Hey I remember sending you a request and I never heard back from you." Don't be afraid to reject inappropriate requests.

I've gotten a few, and I don't mean inappropriate for any kind of weird reason but just inappropriate. For example, I'm connected to quite a few famous people like Ted Turner and Bill Gates and Barak Obama. Now if somebody was to forward me a request saying, "I'm first degree connections with some of those people, if they send me a request saying, "Hey can you please have Bill Gates sign my book for me," or "I want him to write you know a recommendation for me," something like that, I'm not going to forward that on and I'm going to reply back to that person and say, "Hey you know I might be connected to him first degree, but trust me I'm not going to be using my one favor that I might ever get if ever to forward on your request." So I'm not going to be bothering my first degree contacts with you know every little request that I get. So it's okay to reply back.

As a recruiter, one of the most common request that I get and probably you as well, is from other recruiters that want to get in touch with people that are at my employer. So they're kind of using me as a spring board to connect with that potential candidate for themselves, they might actually steal someone away from my company. I also put that under the inappropriate, I've got a specific template for that that says, "Hey, I'm really sorry but I can't in all good faith forward on your request to connect with somebody at my company, you're more than welcome to find them through another way." But because I'm in recruiting, I have this responsibility not to basically let somebody come in and poach our people. I'm not using that language but I'm explaining to you what that does. So that at least that way that person says, "Okay you were kind enough to respond," rather than me just kind of blowing them off.

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Transcript for page 21, Find Out About People

There's a lot of revealing of information both in people's profiles and in their pages, also in company pages as well. On a personal profile, you can see for example peers or managers based on their recommendations. So you might even be able to start building or sketching an org chart because you can follow people from a particular company and see who their recommending or being recommended by and often times that's a manager, a supervisor a subordinate, etcetera and these are plots that you can point on a map and start building an org chart. I also like to look at what associations' people belong to.

As you look at someone's profile, it will tell you some interesting things. You'll look at associations they belong to and you might find associations that you didn't think of that are related to the industry that you're trying to recruit for.

Transcript for page 22, Competitive Intelligence

Wouldn't hiring managers like to know where people come from when they go to a particular competitor? In other words people who go to work at company X came from company Y, that's pretty good in telling in my opinion. I also from the company page can see what schools people attended when they went to work there. Why is that important? Well if a particular competitor likes to recruit people for a particular school, maybe I should go to that school and recruit people as well. If lots of people leave one company to go to another, then I know that I could go to that company and draw people out because people are leaving. So these are all kinds of competitive intelligence, things that you can find by looking at a company page.

Almost every company has a page I think they just need to have a few profiles on LinkedIn and then they'll show up as having their own page. Another thing you can see is how long people stay, the average tenure if you will. In fact you can actually follow a company and receive updates on changes to their profile. If you go into your LinkedIn profile, next to the search box, there's a drop down that shows people and updates jobs, you can select companies from there and put in a name of the company, say for example Cisco Systems and then you'll see the company page. In the page there's an overview, it's usually something that's taken out of some kind of news source. Then you'll see a list of college alumni, people that graduated from the same school that you graduated from that also work there. You'll also have a link to search for more of those.

There are some activities, it shows you people who've been promoted or who have recently been hired at that company, that's all provided right there even if you don't follow, but of course if you follow you get these updates. On the right hand side, it will show you how many people are on LinkedIn from that company at this time, Cisco had about 73,000. It also will show you some statistics about Cisco Systems employees. If you click on the check out insightful statistics, it shows you some pretty interesting information like, new titles, job titles. It also shows you people before Cisco used to work at HP, Nortel, IBM, Alcatel and then after Cisco, they left to go to Juniper, HP, Microsoft, NetApp. It shows you a geographical breakdown of the major metropolitan areas where Cisco employees work, it shows you the most common skill set for Cisco employees. It shows people at Cisco that have lots of recommendations. These are all pieces of information that are in this statistics page. It also shows you departures, people who have left Cisco to go to other companies; it even shows you employee connections, where they're connected to. So other companies Cisco employees are most connected to, that's very good competitive intelligence.

There's even a products page which shows you some information about the company's solution if you will. So that's a great way to gather some intel about what a company does. I encourage

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you to track your biggest competitors, companies that hire talents similar to yours and join, follow their pages on the LinkedIn company pages.

Transcript for page 23, Video Competitive Intelligence

For this example I'm going to select categories of companies, types of companies. Could be by company size or it could be by industry. Say I wanted to look only at manufacturing companies or transportation companies. In this example I'm just going to choose company size and I want big employers, big companies. I can then focus on a job title as well and I have two choices here, specific job titles or I can type in a job title. Notice that I'm already down to 9 million people that would potentially see this ad or I can select categories just as above, industry and company size for companies, I can do job function and order seniority or both. I'll select for this particular example categories of job titles, choose a job function and let's say I wanted to reach people like you in human resources and also, by seniority, I want to reach people who are managers or owners or VPs or senior or partners, sort of the decision maker if you will, maybe a director as well. I'm not sure I want to go all the way with executive, but let's see what happens if I add that. It's about 230,000 members I can deal with that. I could specify a group and just target people who are members of this specific group, say electronic recruiting exchange or something like that, but that's, what's really interesting here is I can see exactly how many people there are in this sub sector, once I click on the next step it's then going to ask me to go ahead and publish my ad. The minimum suggested bid is about \$2. That means that when anybody clicks on that link you get deducted \$2 from your account. You can set a budget per day, so in other words you can say: don't exceed \$10 a day, which means at \$2 each you'll have 5 clicks per day and you can also end the campaign after a specific period of time, so at \$10 a day for 5 days you can set a budget of 50 bucks or of course you can run it for longer or have more click-throughs. It's usually a good idea to start out slow and just get a few clicks until you can see what's working, what's not, run some variations and then you can open it up a little bit, because you can always run more multiple variations and simultaneous ads. So you can run it continuously or you can run it say for a week or 2 days or whatever. I'm not actually going to do this, but I will show you pay per 1000 impressions which is almost like a cost per impression, in here it's going to charge you for how many times the ad actually shows up on a page that's different than click through. So, in other words nobody is clicking on the ad, they're just seeing it. So, if it comes up on the page 1000 times you get deducted \$2 off of your budget. I'm back here because in case you missed it I want to show you that you can do some pretty interesting competitive intelligence or targeting in here. For example we could say I want to see how many people there are at a particular company, so I'll say: okay, in the United States, actually more specifically, North America is what I have now, so what I'll do here is I'll click here and say: in the United States, just in the United States, how many people are on LinkedIn at, let's say, Microsoft and it will tell me, oh, well, 67,000 currently on LinkedIn that have Microsoft on their profile, but then it says: if you're looking for Microsoft you might also want to add some of these other companies that are like that, so it's giving you competitors, if you will. It's two pieces of information: one, how big the population is on LinkedIn for that company and two, other companies like it. Besides that you can also select categories of companies and narrow it down, but for now I just wanted to show you that number, so let's go back to that and we'll go in here and look at specific job titles. Now I want to say, okay, how many people are actually software engineers at Microsoft - 1500, interesting. I also have suggestions on, well there's also senior software engineer, developer, programmer, maybe I should add some of those as well, software architect and so on. Now it says, okay, it's about 3,000. So you can get a really interesting set of competitive intelligence

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data on companies, job titles, locations, size of the town pool etc. just by trying to place an ad without actually placing an ad. Why don't you go have some fun with that?

Transcript for page 24, Five Things You Can Do With a Profile

There's a few things you can do with a profile that I wanted to highlight, you might not be aware of. When you look at someone's profile on LinkedIn, you can share that profile using a link that actually sends off as an invitation to view for someone else to take a look at the profile. It could be a hiring manager or a colleague you might be assisting. There's a PDF button that allows you to download that profile as a PDF which is a great attachment to send for review to a hiring manager. You can print it, you can also download a virtual card or V card if a person is a first-degree connection. So if you and them are first-degree contacts, the V card then goes right into your Outlook.

A couple of other things that you can do with a profile that you might not be aware of, you can actually take notes on someone's profile that are private, that only you see. You can do that under the contact information on the right hand side, usually it's below the section that says Colin's activity or Shally's activity or whatever on the right hand side, there'll be contact information and if there's, if you're first degree you'll see their emails, but there's a note section underneath that. Whatever you type in here, saves only for you so they don't see that note or those notes, it's a great way to kind of have a CRM type of contact record.

Did you know that you can bookmark a profile? There's actually a couple of different ways to do it. You can save someone's profile to your folders and organize it that way. To do that you have, you just click on the save profile but you do need to upgrade to some sort of paid account at minimum, the basic free account does not have that. However, if you do upgrade, it kind of creates folders for you and you can create folders for yourself to categorize people. You can also bookmark it by saving the favorite so you can actually save that profile's URL to your browser by dragging and dropping the URL into your links or favorites or by right clicking with your mouse on the page and selecting "add to favorites" then you can of course organize as many folders as you want and there's simply it links back to the original profile.

You can also click on somebody's company name and employment and it will bring you to the company's page. So you can find other people from that company etcetera.

Another thing that I'll tell you is if you've run a search for people and you're looking at an individual's profile, there's a little "next" up at the top of the profile, I bet you haven't clicked on that. If you've done a search, say for example for a particular job title or whatever, rather than having to go back to the search, you can simply click next and it will take you to the next result on that search. So it saves you a lot of time, you can just click next, next, next, next until you've seen all the profiles in that search. It's a very good way to save some time.

Transcript for page 25, What Top Recruiters Do on LinkedIn

I know we've covered a lot of material on this module and hopefully your heads not about to explode but I wanted to finish up by giving you a review on what top recruiters do on LinkedIn. This includes some of the content from LinkedIn search as well, the other module. What top recruiters do on LinkedIn is they use Booleans and/or not when searching. If you're not doing that, this is going to help you expand your criteria and focus on your criteria as well. Top recruiters search by company name and job title because all profiles are not filled out 100%.

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You can also search by how many people joined since the last time you logged in so that you only see fresh profiles that you've never seen before. You can search and prioritize search results using the relationship and recommendations. When you do a search using relationship plus recommendations in the sort by field, you'll be looking at people that are first or closer degree to you first, in other words those that are close to you will come up first and those that are close to you with more recommendations will come up first. Why is that important?

Well if someone has several recommendations, it's much more likely that they are well respected member of the community or it can just simply mean they're very active user but it's a better, you have a better chance of connecting with someone who is highly connected or highly networked because they have lots of recommendations.

Top recruiters also use the "save the search" so they can bookmark if you will a search that they do often for a particular job title and it sends them updates on new profiles on LinkedIn that match that criteria. Top recruiters use their LinkedIn URL in their email signature when they send it out to people so that people can have a way to look you up without needing to know too much about you, so it gives them an opportunity to check you up before they call you back for example. This increases trust and visibility. I don't mean just on LinkedIn, I mean sending out email to anybody professionally and at the bottom including a link about your LinkedIn profile.

Last thing I'll leave you with is kind of a little known fact, you can actually guess about how long someone has been a LinkedIn user by looking a number on their URL or the address of their profile. Any profile that you're browsing at the very top on your browser, you will see an address, a physical address `http, www, LinkedIn blah, blah, blah, etcetera`. If you follow that URL along, you'll see a number somewhere on that profile that, sorry on that URL that has the word "key" or "ID" depending on how you searched. If you see "ID, ID=" then the next number that follows after the equals is their profile number. Sometimes it shows up as key as well. If their number is in the hundreds of thousands, say 168,832 to make one up, that's someone who's been on LinkedIn since 2004. In the millions, single millions, 1, 2, 3 million, 2005, 2006, tens of millions 2007, 30s and 40s 2008, over 50 2009, over 100 2010 and over 150 2012.

Why is that useful? Well it tells you how long the profile has been up there. For one if you see a profile has been up there for six years and it's got a job to present, chances are unless you see any other status updates, it could be a pretty out of date profile, it could be someone that doesn't use their profile anymore, maybe even an abandoned profile. It also tells you who's kind of the longest standing, early adapters and sometimes those are more well connected than others, but again it's just another little FYI, not a whole lot of stuff you can do with it, but it does give you a little bit of insight on how the whole LinkedIn system works.

I hope you've enjoyed this module and we'll see you on the next one.