

Strategic Strategies

LinkedIn

Strategically Leveraging Basic Components of LinkedIn!



SADDLEBACK CHURCH

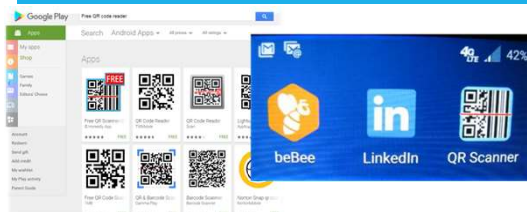
Pre-Workshop Survey



Go to <https://kahoot.it>

SADDLEBACK CHURCH

Download a Free QR Code Reader



SADDLEBACK CHURCH

Sign-in Digitally

Strategic Strategies



Please sign the online attendance sheet:

<https://docs.google.com/forms/d/e/1FAIpQLSeqOq8ADPakiwJkV5qWzKoOBKZQ5DztOGSyaJldiFamQv1A/viewform>



Career Course Roadmap



Three LinkedIn Workshops

Standard LinkedIn¹

- Why is LinkedIn Necessary?
- Goals of LinkedIn
- LinkedIn Components
- Profile Essentials
- Your Network

Advanced LinkedIn²

- LinkedIn Check-Up
- Grow a Network and Cultivate Relationships That Work for You
- Maintain Relevancy & Currency
- Raise Your Brand

Using LinkedIn to Target Companies²

- Target Companies: Why and What
- How to Develop Target Company Lists
- Strategies to "Break Into" Target Companies

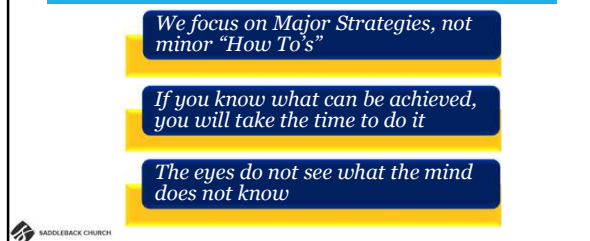


¹ Offered every Thursday (except Holidays & Church Events)
² Offered on a rotating basis (check the ministry schedule)

Standard LinkedIn: Getting Started



Standard LinkedIn: Three Things



The Eyes Do Not See . . .

Using a typical "mobile device" as an example, do you (or does anyone) know what all the features are and how to use all of them?


Before answering this, consider something:

If a feature exists, and you do not know it is there, how can you put it into use?



Objectives: Cultivate Opportunities


- 1 • **Why LinkedIn?**
 - Job Security & Opportunity Costs
- 2 • **Goals of LinkedIn**
 - Create and Leverage Opportunity
- 3 • **LinkedIn Components**
 - LinkedIn is not an online resume
- 4 • **Profile Essentials**
 - Unwrapping the secrets
- 5 • **Your Network**
 - Numbers are good, but what do you Do with them?




Why LinkedIn?

Objective 1

Don't forget to sign in





Why Must I Be on LinkedIn?

Job Security




Why LinkedIn?

What is the key to your next position, promotion or business opportunity?

What You Know

Who You Know

Who Knows You



Why LinkedIn?

What is your "opportunity cost" each month you are not working?

Target Salary: 60K

Monthly Cost: \$6.5K



Why LinkedIn?

How Much Do These Companies Spend on Branding, Advertising and PR?

What is the #1 Resource you have?

How much time should you spend on your personal brand?



Why LinkedIn?

There Is No Job Security

You Can Manage Your Career Security

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LinkedIn: Basic Facts

467,000,000+ REGISTERED MEMBERS

3 New Members Every Second

LINKEDIN IS THE #1 SOCIAL NETWORK FOR PROFESSIONALS
Are you missing out on job opportunities?

Bullhorn survey of over 160,000 recruiters found that:

- 97% of recruiters use LinkedIn to find job candidates
- 64% use ONLY LinkedIn for recruiting
- Compared to just 27% using Twitter & 22% using Facebook

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Why LinkedIn?

BEFORE: Job Hunt Only

NEW REASONS for Using LinkedIn

Networking & Personal Branding

LinkedIn's Effectiveness

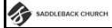
- 87% of recruiters use LinkedIn to evaluate candidates
- 40% of employees sourced through LinkedIn are 40% less likely to leave the company within the first 6 months
- LinkedIn hiring rate: 1.22 (2018) vs 1.31 (2017)
- With all of the growth and updates, it looks like the new LinkedIn is here to stay!
- 79% of professionals say networking is valuable for career growth
- 61% of professionals say regular online interaction with networks can lead to job opportunities
- 79% of professionals say casual conversation in LinkedIn Messaging has led to a new opportunity
- 61% of LinkedIn members have found a job through a mutual connection

<http://www.numbersleuth.org/trends/new-linkedin/>

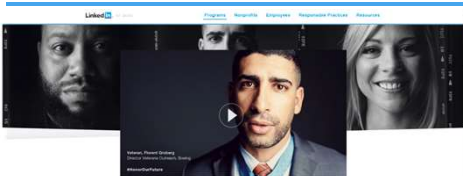
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More Basic Facts

- 1 • Based on 3 degrees of separation
- 2 • More connections = Greater capacity to be found
- 3 • LinkedIn is one of the most powerful and fundamental career management tools you can use
- 4 • Free vs Premium memberships



LinkedIn Basic Facts



<https://linkedinforgood.linkedin.com/programs/veterans>

Preparing You for What's Next

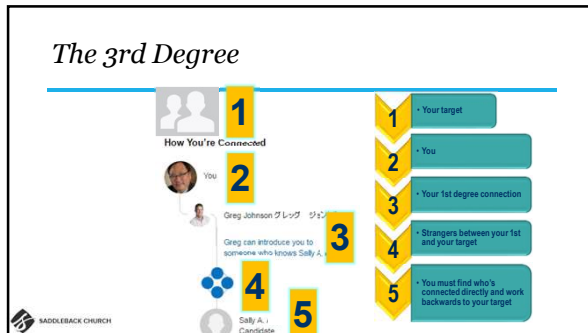


Goals of LinkedIn

Objective 2

Don't forget to sign in

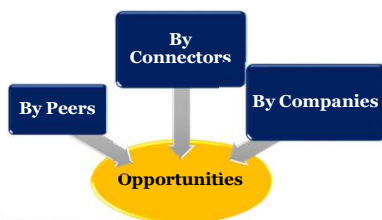








Be Found



Personal Branding

*"Thank you for
making me so
wonderfully
complex!"*
Psalm 139:14a (NLT)

A diamond is just a piece of charcoal
that handled stress exceptionally well.



Simon Sinek: Start with Why



Personal Branding

How Do You Differentiate?
Simon Sinek: Start with Why - How Great Leaders Inspire Action

https://www.youtube.com/watch?v=u4ZoJKF_YuA

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A 'Start with Why' Example

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Personal Branding – Start with Why


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LinkedIn Components

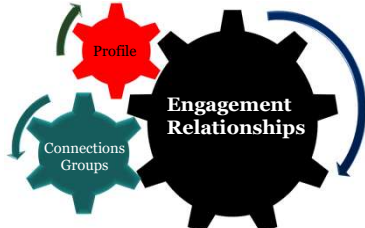
Objective 3


Don't forget to sign in






LinkedIn Components





Profile Basics and Objectives

Objective 4





Profile Goals: Views

Minimum

270+ Views in Last 90 Days

5+ engagements every weekday

Wayne Yoshida
Technical Writer at Agility F Solutions

280 Who's viewed your profile

19 Views of your article

SADD

Profile Goals: Views

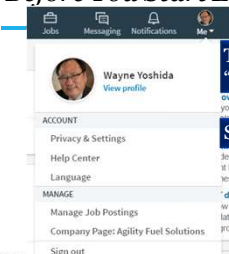
Wayne, people are looking at your LinkedIn profile

LinkedIn also sends an e-mail about your views

28 Views

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Before You Start Editing

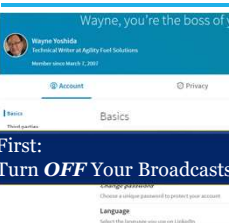


This is a pull-down menu under "Me"

Select Privacy & Settings

Next . . .

Check Your Settings



Wayne, you're the boss of your account.

Make Sure Your Public Profile is Public

Don't Be Anonymous!

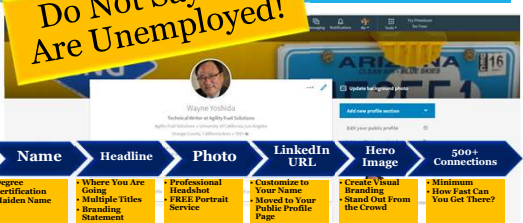
Register All Valid E-mail Addresses

Explore ALL options and settings

First: Turn OFF Your Broadcasts

Header – Optimizing Your Profile and Branding

Do Not Say You Are Unemployed!



Name	Headline	Photo	LinkedIn URL	Hero Image	500+ Connections
• Degree • Certification • Maiden Name	• Where You Are Going • Multiple Titles • Branding Statement • 200 Characters	• Professional Headshot • FREE Portrait Service	• Customize to Your Name • Moved to Your Public Profile Page	• Create Visual Branding • Stand Out From the Crowd	• Minimum • How Fast Can You Get There?

The 500 Club Challenge!



Amanda Joy, RN
Healthcare IT Professional
Orange County, California Area | 1100+ connections
Current: Health Net
Previous: Cerner | ProCure One Source | West Hospital
Education: Saddleback College

Landed!
ajoy2bfree@gmail.com



Vivian Frerichs
Entertainment Industry Photographer | Actor
Orange County, California Area | 170+ connections
Current: Vivian Frerichs Photography
Previous: California State University
Education: California State University

Landed!
vivianfrerichs@cox.net

Send a personal invitation and ask Who's Next?

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The Background – Summary Section



Wayne Yoshida
Technical Writer at Agility Fuel Solutions
Agility Fuel Solutions | University of California, Los Angeles
Orange County, California Area | 100+ connections
Current: Technical Writer at Agility Fuel Solutions
Previous: University of California, Los Angeles
Education: University of California, Los Angeles

Important: Only the first 2 or 3 lines are visible

Tell a story in about 2,000 characters

Tag Line

Quote

What

Why

How


Known for...

Name

Contact Info

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Work History



Wayne Yoshida
Technical Writer
Agility Fuel Solutions
April 2017 - Present | Orange County, California Area
Responsible for the development and maintenance of technical documentation for Agility Fuel Solutions' products and services. Collaborates with product development, engineering, and marketing teams to ensure accurate and timely documentation. Oversees the development and maintenance of technical documentation for Agility Fuel Solutions' products and services. Collaborates with product development, engineering, and marketing teams to ensure accurate and timely documentation.

Contributing Editor and Writer
Agility Fuel Solutions
April 2017 - Present | Orange County, California Area
Responsible for the development and maintenance of technical documentation for Agility Fuel Solutions' products and services. Collaborates with product development, engineering, and marketing teams to ensure accurate and timely documentation. Oversees the development and maintenance of technical documentation for Agility Fuel Solutions' products and services. Collaborates with product development, engineering, and marketing teams to ensure accurate and timely documentation.

Current Position
+ Highest SEO value

Job Title – Multiple Titles at One Company
+ SEO
+ 120 Characters

Company Name
+ 100 Characters

Include SEO & Branding
+ SME
+ Known for...
+ Accomplishments
+ Break up the blocks
+ 2000 Characters

Recommendations

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Not Currently Working?

Consulting	<ul style="list-style-type: none"> Are you really providing value? Pro-bono & volunteer is OK
Professional / Industry Association	<ul style="list-style-type: none"> Board or management position Committee position
Volunteer	<ul style="list-style-type: none"> Are you providing value? Management position
Education	<ul style="list-style-type: none"> Courses relevant to your target position



Not Currently Working?



Tap Into Your Professional Association

american marketing association

People

Jobs

Posts

Companies

Groups

Showing 9,529 results

Kathy Erickson

Vice President of Collegiate Relations at American Marketing Association Orange County, California Area

Matt Weingarden

Director, Integrated Academic Content at American Marketing Association Phoenix, Arizona Area

Lukas Treu

Content Strategy Lead | American Marketing Association Chapter Officer | Freelance

Action To Take

Benefit

Get on Board or Committee

Members Work at Target Companies

Become Guest Speaker


Knowledge

Contribute to News Letter

Currency

16

Turn On Open Candidates



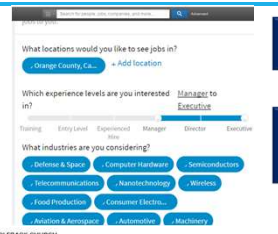
Now you can privately signal to Recruiters you're Open to New Job Opportunities

Part of the "Who Knows You" message

Found under the "Jobs" tab on your Home page

Explore all settings and entry items

Turn On Open Candidates!



What locations would you like to see jobs in?
Orange County, Ca. Add location


Which experience levels are you interested in?
Manager to Executive

What industries are you considering?
Software & IT, Computer Hardware, Semiconductor, Telecommunications, Nanotechnology, Wireless, Food Production, Consumer Electronics, Aviation & Aerospace, Automotive, Machinery

Another reason to optimize your profile!

Include the optional 300-character introduction (tell a story)

Skills & Endorsements



Featured Skills & Endorsements

Natural Gas, Technical Writing, Editing

Why are people who don't know me endorsing me?

Why should they know you and endorse you?

Endorsements Reflect Your Branding Messages

Endorsing Others

Think about your connection

Have you worked with them?

Have you heard them speak?

Have you read their work?

Additional Information: Accomplishments

Accomplishments

- 18 Publications
It's Showtime - Maker Faire Prep
[See more publications](#)
- 11 Honors & Awards
President's Power of One Award
[See more honors](#)
- 11 Projects
Bay Area Maker Faire 2016

Demonstrate Relevance

Professional Learning

Professional Memberships

Language

Additional Information

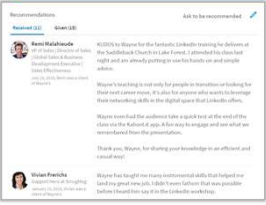
Interests

Some Personal Details

Advice for Contacting

Projects, Awards, Publications

Recommendations



>1 for each position

3 – 5 in last 5 years

Ask former co-workers

- Supervisors
- Peers
- Subordinates

Draft to guide branding


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Your Network: Not Just a Number! Engage!

Objective 5

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Making Connections = 1st Impressions



Connections

Personalize ALL Invitations

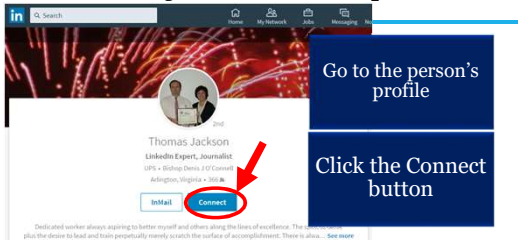
Not Doing This = Lazy

Valuable Info for Later

Context for Your Connection

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Personalizing the Connect Request



Go to the person's profile

Click the Connect button

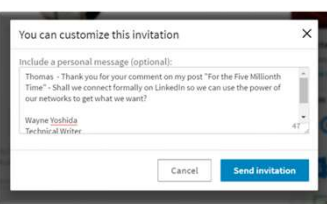
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Personalizing the Request

Click "Add a note" to personalize the invitation

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Write a Personal Note



Personalize the connect request

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When Receiving a Default Request

Received invitations (11)

Manage all

Rasheed Mohammed
Senior Talent Acquisition Consultant
Accept Ignore

Irina Alexandru
International Independent Recruiter, No...
1 mutual connection
Accept Ignore

Nica Foo 符麗芝
Recruitment Coach® | Potential Amplifier® | ...
9 mutual connections
Accept Ignore

Douglas Howard
Regional Investment Advisor
57 mutual connections
Accept Ignore

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There is a 3rd choice

Engage . . .

Manage invitations

Received Sent

Rasheed Mohammed
Senior Talent Acquisition Consultant
Message Accept Ignore

Irina Alexandru
International Independent Recruiter, No middle-man between your hiring needs...
1 mutual connection
Message Accept Ignore

Nica Foo 符麗芝
Recruitment Coach® | Potential Amplifier® | Certified LEGOT SERIOUS PLAY® facilitator...
9 mutual connections
Message Accept Ignore

Douglas Howard

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Send a message

An Educational Opportunity

Messaging

New message

Search messages

Rasheed Mohammed...
Hello - Thank you for your connect request. I'm always...

Darren Smith
Darren Smith is now a connection.
12:11 PM

Darren Smith
Hi Darren, thanks for reaching out. I've met...
11:58 AM

Kathryn Erickson
One more thing - join the...
9:28 AM

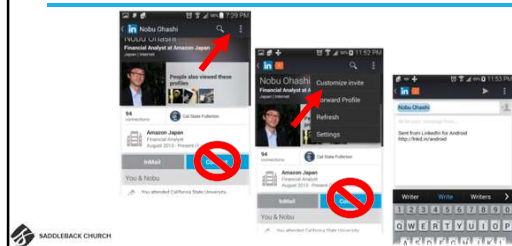
Irina Alexandru X

Hello - Thank you for your connect request. I am always checking my...

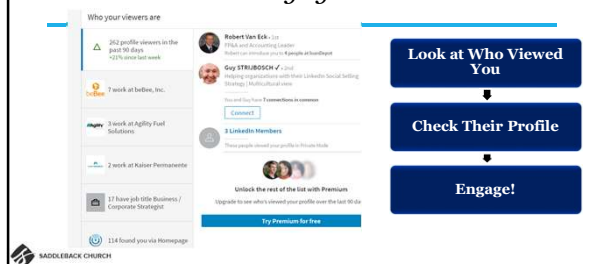
Enter your message here...

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Connecting on Mobile Apps



Network Goals: Engage!



Engage!

Capture Mind Share

Spread Nice News –
Don't Reach Out Only if
You Want Something!



Activity – Share Updates



No Less than 1x/week, 1x or 2x/day is best

Links to Professional SME Content

Speaking Events

Professional Meetings/Events

Networking Events

600 Characters Max

What's Next? Your Action Items

Are you committed to do everything in your power to manage your career?

Change comes not from what you read or hear, but what you act on. Start tonight!

What's Next? Action Items

"There's a greater pain that comes from trying to avoid pain and that's the pain of regret."
Dr. Henry Cloud

What's Next? Action Items

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn."

Alvin Toffler



Quiz Time!



Go to <https://kahoot.it>



Your Instructors



Greg Johnson グレグ ジョンソン
a Coach | Career Management Strategist | Corporate Strategist | Speaker
Executive Coaching
San Francisco | Coaching & Consulting | Career Development | Leadership Training | College of
Management | California | 2019-2020



Wayne Kishida
Technical Director of Digital Solutions
Wayne Kishida | Technical Director of Digital Solutions | Wayne Kishida | Technical Director of Digital Solutions