Best Practices & Training Guide for Professional Development and Networking

-June 2011-

Linked In is one tool that can be helpful for online professional networking purposes. As with any such tool, it is important to understand the features, sharing capabilities and limitations of the service. Use these slides to start becoming familiar with the functions on Linked In and make sure you understand the impact and reach of your actions and settings before you start using the features.
Purpose of this Training Guide

The purpose of this LinkedIn Training Guide is to help Penn Exec Doc alumni learn how to use LinkedIn to develop, maintain, and expand higher education professional networks and learning opportunities.

This guide includes best practices for both new LinkedIn users and current LinkedIn users of all skill levels and provides step-by-step instructions with screenshots for using key features of LinkedIn. All features highlighted in this guide are free, and all suggested steps are optional. (Note: LinkedIn Premium is an optional paid service, which is highlighted in the last section of this guide.)
Introduction to LinkedIn

What does LinkedIn help you do?

- Manage your professional career
- Establish your professional profile
- Stay in touch with colleagues and friends
- Find experts and ideas
- Explore professional development opportunities
This Training Guide Is Divided Into 4 Sections

1) Tips for Getting Started with LinkedIn (Novice – slides 6-15)
2) Tips for Tapping Into More LinkedIn Features (Intermediate – slides 16-26)
3) Tips for the LinkedIn Power User (Advanced – slides 27-37)
4) Other Features of Interest and Resources (slides 38-46)
Suggested Timeline

1) Phase 1: Getting Started with LinkedIn
   - Take 3 months (Current Users) to 6 months (New Users) to get comfortable before moving to Phase 2

2) Phase 2: Tapping Into More LinkedIn
   - Spend 6 months expanding your use of additional LinkedIn features before moving to Phase 3

3) Phase 3: Becoming a Networking Hub
   - Spend anywhere from 6-18 months mastering your LinkedIn skills

4) Phase 4: Exploring Additional Features
   - Evaluate additional features of interest over 6 months
Section 1:
Tips for Getting Started with LinkedIn (Novices)
Getting Started With LinkedIn

➤ Create an account
  – Skip to next step if you already set up an account

➤ Fill in core profile information
  – Name & Photo
  – Employment
  – Education

➤ Find connections
  – Import (from Outlook, Gmail, other accounts)
  – Through colleagues and schools
  – Add individually

➤ Join groups & sign up for email updates
Key Features

- Profile
- Contacts
- Groups
- Account Settings
Create An Account

1) Go to: [http://www.linkedin.com/](http://www.linkedin.com/)
2) Enter name, email, password, & basic information

3) Confirm your email address
4) Skip all other steps
Fill In Core Profile Information

1) Highlight profile and click edit profile
2) Upload photo, employment history, and education
Find Connections

1) Highlight Contacts and click add connections

2) Import contacts via web mail or via desktop file

3) Search for colleagues, classmates, and others
Find Connections

4) Send personal message to add contacts individually

Type personal message to invite colleagues to connect
Join Groups & Sign Up for Updates

1) Highlight and Click on Groups
2) Search for “The Executive Doctorate in Higher Education Management” and Click to Join Group
Join Groups & Sign Up for Updates

3) Highlight Groups and Click Groups You May Like (will search and suggest groups based on your profile information)

4) Search for group by your areas of interests and categories
- Industry (e.g. – Higher Education Management Group)
- Alumni (e.g. – Ivy League Alumni, Duke Club of Baltimore)
- Associations (e.g. – NASPA, U.S. Distance Learning Assoc)
- Employers / Former Employers
Sample Profiles

Wallace “Wally” Boston (Exec Doc Cohort 8):

Brandi Durkac (Exec Doc Graduate Assistant):
http://www.linkedin.com/in/brandidurkac
Section 2:
Tips for Tapping Into More LinkedIn Features (Intermediate)
Expanding Your Network

- Complete your profile
  - Summary and resume
  - Others: Websites, Interests, Email Addresses

- Manage your network and connections
  - Tag your connections by relationship
  - Track network statistics and number of connections
  - Contribute to group discussion threads

- Ask for introductions
  - Note degree of connection before asking
  - Explain your goals (e.g. research interests, job interests, recruiting)

- Make and ask for recommendations
Key Features

➢ Profile
  – Recommendations

➢ Contacts
  – Tagging
  – Network Statistics
  – Introductions

➢ Groups
Complete Your Profile

1) Import resume to complete your profile (optional)
2) Ask for recommendations for your network
3) Refer to profile completion tips and % completed
Manage Your Network & Connections

1) Sort connections by automated tags
2) Add new tags by research interest, professional discipline, and more
Manage Your Network & Connections

3) Monitor your number of connections (direct, two and three degrees away)

4) Look for opportunities to expand your connections by region or industry
Manage Your Network & Connections

5) Initiate and contribute to group threads about jobs, career discussions, promotions, and more
Ask For Introductions

1) Identify a contact you would like to get introduced to through a connection (e.g. – Lois MacNamara)
Ask For Introductions

2) Choose a trusted connection to make an introduction

3) Explain your goals for making this connection (e.g. – research interests, job interests)
Make and Ask for Recommendations

1) Make and manage recommendations for colleagues, students, and business partners
Make and Ask for Recommendations

2) Request recommendations from your network

[Image of LinkedIn interface with steps for asking for recommendations]
Section 3:
Tips for the LinkedIn Power User (Advanced)
Becoming a Network Hub

- Ask questions and provide answers
- Expand and share your knowledge
  - Post regular status updates to keep your contacts up-to-date
  - Sign up for LinkedIn Today, LinkedIn Signal, and LinkedIn Blog for professional development
- Help others connect
  - Form a group
  - Hold events for people with common interests
- Publicize your LinkedIn profile
  - Email signature, website, resume, business cards
Key Features

➢ Answers
  – Ask a Question
  – Browse Open Questions

➢ LinkedIn Today

➢ LinkedIn Signal

➢ Status Updates

➢ LinkedIn Blog

➢ Groups
Ask Questions and Provide Answers

1) **Ask a Question** by category of interest (note: ask *within your group* rather than your entire network)
2) **Browse Open Questions** by degree, date, or category
Expand and Share Your Knowledge

1) Post regular status updates to keep your contacts up-to-date
Expand and Share Your Knowledge

2) Sign up for LinkedIn Today (optional)
3) Follow top news sources and industries to discover what your colleagues are reading and sharing
Expand and Share Your Knowledge

4) Search for information with LinkedIn Signal (optional)

2) Filter Results By:
- Network
- Company
- Industry
- Time
- Location,
- School,
- Topics
Expand and Share Your Knowledge

5) Subscribe to the LinkedIn Blog (optional) to find out about new features, tips & tricks, Speaker Series...

LinkedIn and Bay to Breakers: A Passion for Winning

Armen Vartanian May 16th, 2011

Ed. note: This post is a part of our continuing blog series featuring our colleagues’ stories. Today, we hear from our very own Armen Vartanian – Manager of our Facilities Project Management Group – who not only spends his days managing the Health and Wellness needs at LinkedIn, but also training for the Olympics. Yesterday, he led Team LinkedIn to a record breaking win!

Over this past week, we’ve been joined by colleagues at the Bay to Breakers. We have organized a team, “World’s Fastest C” yesterday, but we’re gratifying to have a LinkedIn registered for the 10K. We’re proud of our team, and we’ll be coming back next year!

Bringing you the best of LinkedIn’s Speaker Series

Brooke Lopez April 19th, 2011

Many of our readers have stumbled upon the livestream of LinkedIn Speaker Series – featuring interviews with transformative individuals from different realms of professional life. We’re glad to have hosted visionary leaders like Newark Mayor Cory Booker, personal finance guru Suze Orman, best-selling author Deepak Chopra and others in the recent past. Most of these interviews last roughly an hour followed by questions from our audience – employees and guests – gathered in our Mountain View office.

Given tons of requests, we’ve decided to stream all of our Speaker Series videos on YouTube. Check out our past Speaker Series videos here.

Last week’s event featured an interview with Sal Khan, educator and founder of the Khan Academy – a free online education platform aimed to “accelerate learning for students of all ages”. Bill Gates, who introduced Sal at TED 2011, called the academy as “the future of education”. Our CEO, Jeff Weiner’s Q&A with Sal last Friday, delved into many of these topics and more.

Here’s the entire Q&A session.
Help Others Connect

1) Create group around a common area of interest and cultivate discussions about professional development
Help Others Connect

2) Promote an online or in-person event for connections with a common interest

Group: Penn GSE Higher Education Alumni

Group: University of Pennsylvania – Graduate School of Education
Publicize your LinkedIn profile

Email Signature

Brandi Durkac  
M.S.Ed. Candidate and Graduate Assistant  
PennGSE Executive Doctorate in Higher Education Management  
Phone: 650-799-6737  
Email: bdurkac@gse.upenn.edu  
Find me on LinkedIn: http://www.linkedin.com/in/brandidurkac

Business Cards

Adrian Jackson  
Enterprise Software Sales Manager  
Outstanding Rolodex of Fortune 500 Decision-makers  
MSEE with 20 years hands-on software sales experience  
#1 salesperson out of 15 national reps at Microsoft  
Launched two software startups from $0 to $15+million in sales  
415.555.1212 cell  
adrianjackson@email.com  
www.linkedin.com/myprofilehere

Resume

BRANDI DURKAC  
3440 Market Street, Philadelphia, PA 19104  
(650) 799-6737  
bdurkac@gse.upenn.edu  
http://www.linkedin.com/in/brandidurkac

SUMMARY OF QUALIFICATIONS

I am an accomplished business development professional seeking to apply my consultative and results-oriented experiences, graduate studies in Higher Education Management, and exceptional leadership and organizational skills. My unique
Section 4: Other Features of Interest and Resources
Additional Features

- Account Settings
- Mobile
- Jobs
- Company Pages
- Skills (beta)
- Applications
- LinkedIn Premium
Account Settings: Manage Preferences and Privacy Controls

LinkedIn
Account Type: Basic

Settings
Sign Out

Brandi Durkac
Member since: September 8, 2004

Email Preferences
Groups, Companies & Applications
Account

Privacy Controls
- Turn on/off your activity broadcasts
- Select who can see your activity feed
- Select what others see when you've viewed their profile
- Select who can see your connections
- Change your profile photo & visibility

Settings
- Manage your Twitter settings
- Edit your name, location & industry
- Edit your profile
- Edit your public profile
- Manage your recommendations

Frequently asked questions
- Can’t Find “Settings” or “Sign Out” Links
- Group Member Settings
- Submission and Moderation Queue Settings
- Managing Account Settings
- Updating Twitter Settings

You are using the new settings page.
Send us feedback
Mobile: Download LinkedIn Mobile to Access LinkedIn from Anywhere

LinkedIn Mobile
For Professionals Going Places

Find and connect with over 100 million professionals, get the latest updates, and share your status - all from your mobile device.

Choose your phone:
- iPhone
- BlackBerry
- Android
- Palm

For all other phones, go to:
http://m.linkedin.com
Jobs: For Job Seekers and Recruiters
Companies: Research Organizations

University of Pennsylvania
Higher Education
Greater Philadelphia Area | 10,001+ employees | 8,635 followers
Amy Miller, Doug Lynch, Meghan Ellis, and 331 others in your network

Penn Medicine
University of Pennsylvania Health System
Hospital & Health Care
10,001+ employees | 1,486 followers
2 people in your network

The Wharton School
Higher Education
Greater Philadelphia Area | 501-1000 employees | 1,825 followers
Jennifer Cheng, Doug Lynch, Kevin Werbach, and 54 others in your network

California University of Pennsylvania
Higher Education
Greater Pittsburgh Area | 501-1000 employees | 523 followers
Skills (beta): Benchmark Your Skills and Professional Development
Applications: Choose from 20+ applications to expand collaboration

LinkedIn Applications enable you to enrich your profile, share and collaborate effective. Applications are added to your homepage and profile enabling you to contribute the key insights that help you be more informed.

Legal Updates by JD Supra
Get legal news that matters to you and your business. (Lawyers, upload your articles and other content. Be found for your expertise on LinkedIn.)

Reading List by Amazon by Amazon
Extend your professional profile by sharing the books you’re reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.

Projects and Teamspaces by ManyMooon
ManyMooon makes it simple to Get Work Done with your LinkedIn connections. Share and track unlimited tasks, projects, documents and Google Apps - for free!

Events by LinkedIn
Find professional events, from conferences to local meet-ups, and discover what events your connections are attending.

Polls by LinkedIn
The Polls application allows you to collect actionable data from your connections and the professional audience on LinkedIn.
LinkedIn Premium Account: Take Your Network to the Next Level

Finding the right people just got easier
Access and contact 100 million professionals at 2 million companies

I've found contractors, experts and business partners with the tools in my Premium account.
Tim Smith, CEO, GridCentric

<table>
<thead>
<tr>
<th>LinkedIn Premium</th>
<th>Looking for a job?</th>
<th>Searching for top talent?</th>
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<tbody>
<tr>
<td><strong>Features</strong></td>
<td><strong>Business</strong></td>
<td><strong>Recommended Business Plus</strong></td>
</tr>
<tr>
<td></td>
<td>From: $19.95/month</td>
<td>From: $39.95/month</td>
</tr>
<tr>
<td>Contact anyone directly with InMail -- Response Guaranteed!</td>
<td>3 ($30 value)</td>
<td>10 ($100 value)</td>
</tr>
<tr>
<td>See more profiles when you search</td>
<td>300</td>
<td>500</td>
</tr>
<tr>
<td>Zero in on profiles with Premium Search Filters</td>
<td>Premium Filters</td>
<td>Premium Filters</td>
</tr>
<tr>
<td>See expanded profiles of everyone on LinkedIn</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Who's Viewed My Profile: Get the full list</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

*Prepaid for 1 year

**Business Plus**  
- **Annual:** $39.95/month  
- **Monthly:** $49.95/month

[Upgrade]
Additional Resources

- LinkedIn Learning Center: [http://learn.linkedin.com/](http://learn.linkedin.com/)
- YouTube: [http://youtube.com](http://youtube.com) (search for videos about LinkedIn)
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