

The logo features a central dark blue circle containing the letters 'UIC' in a light blue, bold, sans-serif font. This circle is surrounded by a thick yellow ring, which is further enclosed by a thinner red ring. From the top and bottom of the yellow ring, thick yellow lines extend outwards. From the top and bottom of the red ring, thick red lines extend outwards, crossing the yellow lines. The entire graphic is set against a solid blue background.

**UIC**

# Alumni Exchange

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ASSOCIATION**



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Exchange

# Leveraging LinkedIn for Professional Success

Hallie Crawford, Certified Career Coach and  
Founder of Create Your Career Path

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# Certified Career Coaches

## Coaching and training for over 19 years

The screenshot displays the homepage of Hallie Crawford's career coaching website. The browser's address bar shows the URL [www.halliecrawford.com](http://www.halliecrawford.com). The website's navigation menu includes links for HOME, ABOUT US, CAREER COACHING, CAREER TOOLS, CAREER BLOG, MEDIA, and CONTACT US. The main content area features a large heading: "TAKE OUR FREE CAREER QUIZ" with the subtext "FIND OUT IF IT'S TIME TO MAKE A CHANGE". A blue button labeled "LEARN MORE >" is positioned to the left, and a dark blue button labeled "SCHEDULE A CONSULT" is to the right. A photograph of Hallie Crawford, a woman in a red top, is shown on the right side. Below the photo, her name "Hallie Crawford" and title "Certified Career Coach and Founder" are listed. A horizontal banner at the bottom of the page displays logos for CNN, SmartMoney, FOX BUSINESS, Kiplinger, The Atlanta Journal-Constitution (ajc), and Forbes. The Windows taskbar at the bottom of the browser window shows the time as 1:59 PM on 11/15/2014.

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# LinkedIn



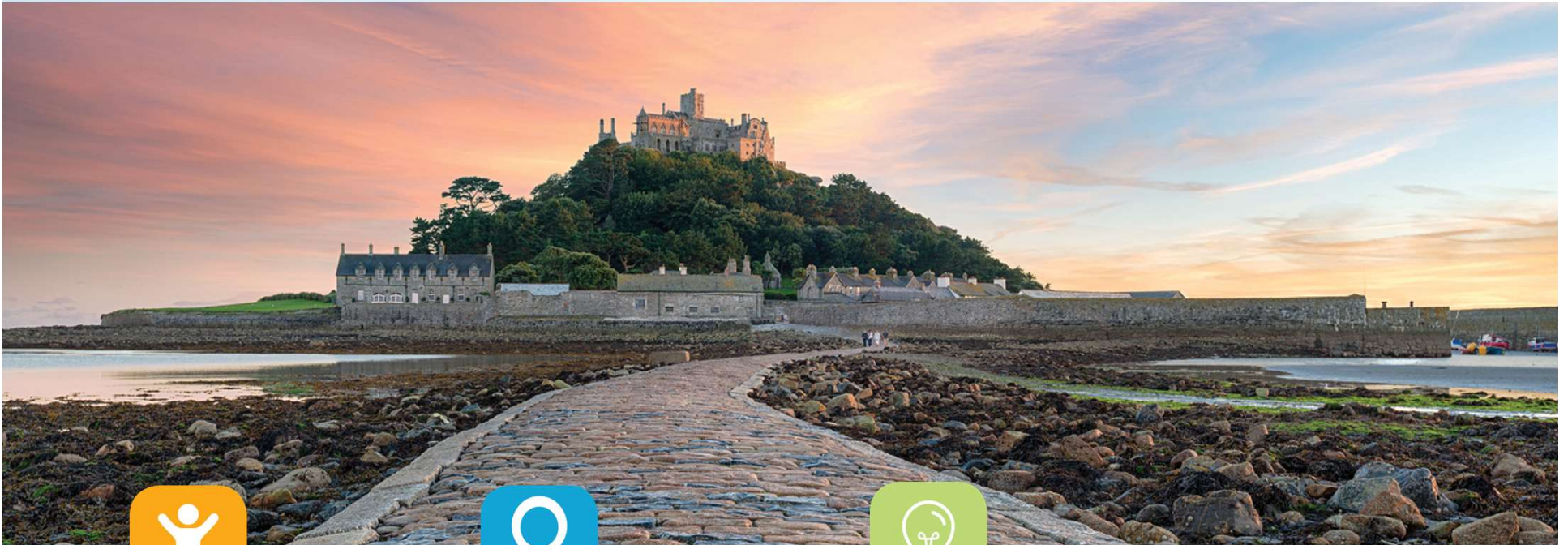
**LinkedIn is a critical tool and resource for professional development**

## **Due to COVID-19:**

- Workforce can feel more isolated
- Job seekers uncertain how to handle their search
- Can feel more difficult to maintain connections
- Collaboration, morale, belonging, corporate culture can take a hit



# Agenda: 3 STEPS TO LEVERAGE LINKEDIN



YOUR  
PROFILE



MAINTAINING  
CONNECTIONS



SHARING VALUABLE  
INFORMATION

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## 3 Steps

### 1. Your Profile

- Your profile picture
- Your brand

### 2. Your Connections

- Making new connections
- Sending and accepting requests
- How to ask your network for help

### 3. Sharing Information

- Writing articles
- Participating in groups
- Sharing posts

*Poll 1: How many of you have a 100% complete LinkedIn profile – every section filled out?*



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# #1: Your Profile: Include a Photo and Video

- Adding a photo to your profile makes you **36 times more likely to receive a message**
- LinkedIn profiles with pictures get **21 times more profile views**
- LinkedIn profiles with professional headshots get **14 times more profile views than those without**

**If you're in sales or job search mode: Consider adding a video introduction of yourself as well, in your About section.** Include your elevator speech and brief career history, answering the question, "Tell us about yourself." or background about your company.



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# #1: Your Profile: Photo and Video Requirements

- Use a professional looking headshot
- Close up
- Use a clean, light-colored background
- Smile, warm

Include an image for your banner

- Your logo
- Nature scene (light-colored)
- Something else relevant to your industry





Univ. of Dayton Ed.D. - Online Ed.D. deadline approaching — apply now. Ad ...

**VETERINARY PROFESSIONAL SERVICE LEADER**  
*Leading highly motivated teams to provide vital technical support to valued customers.*



Allison Sateren · 1st  
REGIONAL DIRECTOR VETERINARY PROFESSIONAL SERVICES  
Jupiter, Florida · 500+ connections · [Contact info](#)

[Message](#) [More...](#)

Boehringer Ingelheim Animal Health  
University of Florida

### Highlights

14 mutual connections  
You and Allison both know Brad Kaegi, Lisa Calandro, and 12 others

### About

Ad ...  
Let LinkedIn find great candidates for you

Post a job in minutes

[Start job post](#)

### People Also Viewed

- Kristen McMullen** · 2nd  
Director of the Student Success Center in the College of Charleston School of Business
- Brooke Effman** · 2nd   
Business Development Manager at Veterinary Emergency Group
- Kin Sweet** · 1st  
Regional Sales Director, Southeast at Boehringer Ingelheim Animal Health - US

**Messaging** 2

# #1: Your Profile: About Section, Your Brand

Be sure to include: A branding statement represents the **value that you are able to consistently deliver** to those whom you are serving.

- Ensure your complete contact information is included.
- Add your contact information inside your About section as well.
- Let co-workers, employers know in your signature line of your email, where to reach you now.



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# #1: Your Profile: Finalize

- Job search:
  - Use keywords, SEO optimized header and skills section
  - Get recommendations
  - Viewed by employers/recruiters is selected in settings
- *Poll 2: How many have a branded background image?*





# LinkedIn Packages

Starting at \$199

[admin@halliecrawford.com](mailto:admin@halliecrawford.com)

## Includes:

1. Custom banner.
2. SEO optimized header.
3. Custom "About" section.
4. SEO optimized "Skills" section.
5. Your settings activated for you to optimize opportunities.

## BONUSES:

- Our one-of-a-kind **Job Search Worksheet, Job Search Workbook, and Resume Guidelines Sheet.**



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## #2: Make Connections

This is a good time to start expanding your network...

Start with those you know:

- University alumni
- Coworkers in past and present jobs
- Friends

Branch out to those you'd like to know:

- Make sure they are reputable
- Influencers
- Don't limit yourself to your industry
- Professionals you meet in LinkedIn Groups



## #2: Make Connections

### LinkedIn Groups

- Industry specific groups
- Active groups
- Note people who are most active, connect with them

### Video Coffee Chat with co-workers/those you'd like to connect with:

- Conduct informational interviews with new connections
- Check in regularly with co-workers and employees
- Zoom, Google Hangouts, Webex – Free conference lines because cell phones are spotty (Uber)



## #2: Make Connections



### LinkedIn etiquette:

- If you want to contact a 2<sup>nd</sup> or 3<sup>rd</sup> connection, first ask your 1<sup>st</sup> connection contact to make the introduction.
- Always include a note inside the invitation, don't just use the standard template. Let them know why you want to connect with them.



## #2: Make Connections: How to Send a Connection Request

### Don't send the default LinkedIn message

- Those who you have recently met may not remember you
- Those you'd like to connect with may ignore the default message

### Examples

*"I recently read your article on X. I appreciate your professional point of view, and I'd love to connect."*

*"I enjoyed meeting you at the virtual event yesterday. I would like to keep in touch on LinkedIn."*



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**Free Strategy Session  
with one of our coaches**



COACHING



RESUME SERVICES



CAREER TOOLS



## #2: Make Connections: Keep Up With Your Network



- LinkedIn notifications for professional achievements. Use them!
- Check and respond to messages weekly
- Create new connections
- Join groups
- Write recommendations for others as well

**Make networking part of your weekly schedule!**



## #2: Make Connections: How to Ask for Help

*How to balance connecting and not asking for too much?*

The formula:

1. Ask for reasonable things
2. Make it convenient
3. Be available to help them
4. Ask for time, not a job!



**Networking is a two-way street**

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# #3: Sharing Information with Your Network

## #1. Write articles!

- Share your insights
- Creative ideas
- What motivates you
- Problem solving advice



Articles should be concise and worth reading

- Helps you stand out
- Builds credibility and helps maintain connection while WFH

# #3: Sharing Information with Your Network

## #2. Participate in groups

- Be selective
- Try to provide valuable information
- Commit to participating
- Way to continue to expand your network



Poll 3: How many actively participate in your LinkedIn groups?



## TAKE ACTION

WRITE DOWN ONE ACTION STEP FOR THIS WEEK

- Write your branding statement
- Sign up for a **Free Strategy Session**  
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# Q & A

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# Achieve your career goals

## 1-1 Coaching tailored to your needs

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*"The best choice I made during my transition."*

*"The knowledge you gain is priceless... the results are spot on accurate."*

*"Worth every penny."*

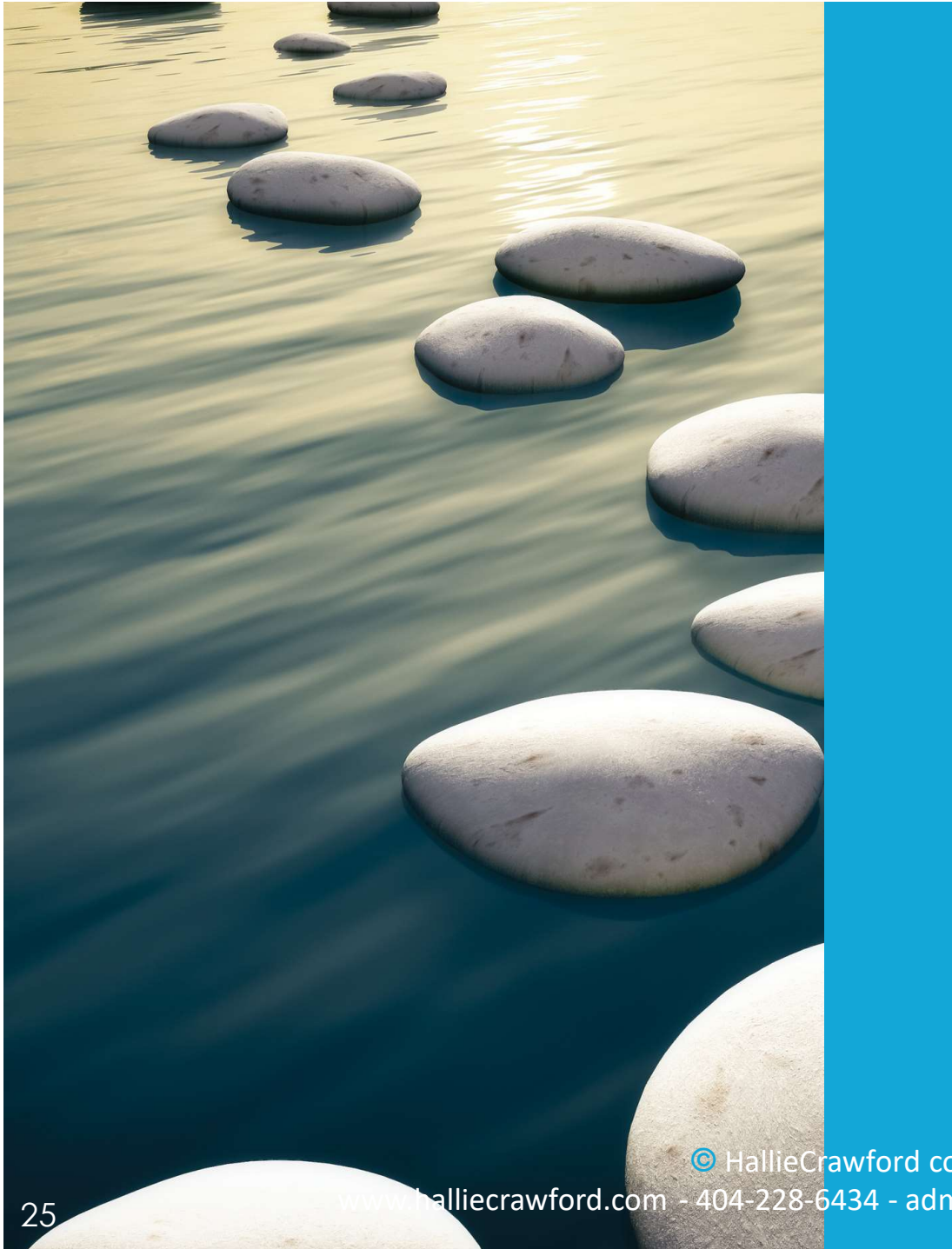
**Clients have secured positions at organizations such as:** CBRE, Deloitte Consulting, Aon, Duke Energy, Newell Brands, Georgia Tech, Capgemini, Infosys Consulting, Cox Communications

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Email [admin@halliecrawford.com](mailto:admin@halliecrawford.com) for more information.

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RISK IN LIFE IS  
NOT TAKING  
ONE.

ANONYMOUS





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