Leveraging LinkedIn for Professional Success

Hallie Crawford, Certified Career Coach and Founder of Create Your Career Path
Certified Career Coaches
Coaching and training for over 19 years
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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www.halliecrawford.com - 404-228-6434 - admin@halliecrawford.com
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?
#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.
#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
#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.
#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

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.
#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\textsuperscript{nd} or 3\textsuperscript{rd} connection, first ask your 1\textsuperscript{st} 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.”
Email admin@halliecrawford.com

Free Strategy Session
with one of our coaches
#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

admin@halliecrawford.com
Q & A
Achieve your career goals

1-1 Coaching tailored to your needs

"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

Email admin@halliecrawford.com for more information.
THE GREATEST RISK IN LIFE IS NOT TAKING ONE.

ANONYMOUS
Connect with us on LinkedIn for more career advice