

LinkedIn Tips

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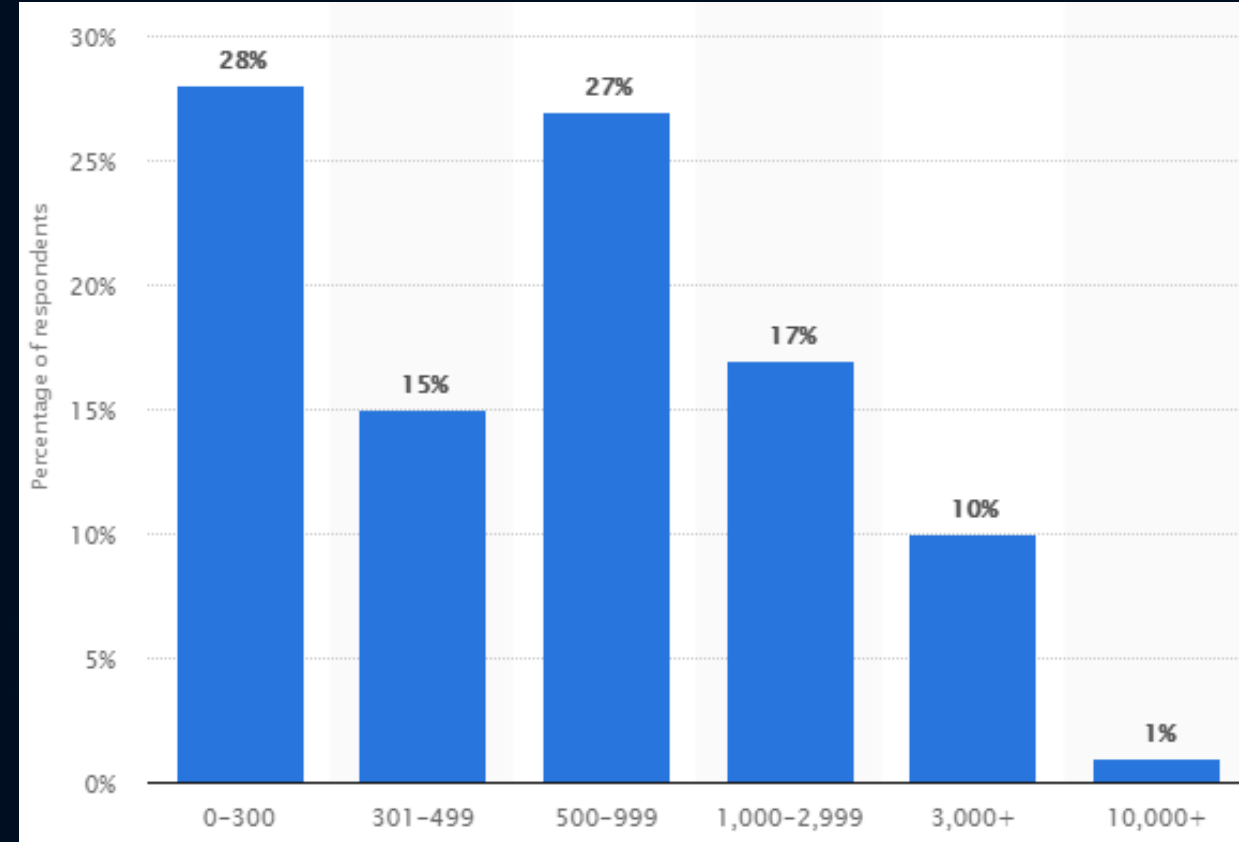
Goals for Our Meeting

- Different skillsets here today – work to blend Q&A along the way
- Connections – Who and Why?
- Searching on LinkedIn: Filters and Boolean Search
- Groups – Why belong – Posting on Groups
- Sharing Content on LinkedIn

- Won't be looking at individual profiles – just high level overview

LinkedIn By The Numbers

- LinkedIn is THE business networking tool
- Founded 2003 – Acquired by MS in 2017
- Over 200 Countries, half a Billion user profiles!
- 9 Million Companies; 10 Million job posts
- 3 Million users share content daily
- 80% of LinkedIn members consider professional networking important to their career success



LinkedIn Connections

- Your Clients
- Your Vendor Partners
- Your Social Network (Church – Sporting Clubs – Service Organizations)
- Connections you make at Networking Events (hint)
- Your Alumni

LinkedIn Searching

- Boolean Search rules:

Boolean search is a type of **search** allowing users to combine keywords with **operators** (or modifiers) such as AND, NOT and OR to further produce more relevant results. For example, a **Boolean search** could be **"hotel" AND "New York"**. This would limit the **search** results to only those documents containing those two keywords.

- **"Quotes"**: Use quotes to search for an exact phrase. *Example: "network administrator"*
- **AND**: Include two search terms. *Example network AND administrator*
- **(Parenthesis)**: Combine modifiers to create a more complex search. *Example: network AND (administrator OR architect)*
- **OR**: Broaden your search with multiple terms. *Example: "network administrator" OR "network manager"*
- **NOT**: Use to exclude a specific term. *Example: administrator NOT manager*

LinkedIn Searching Summary

“network administrator”

Network AND (administrator OR architect)

“network administrator” OR “network manager”

To do a complex search, you can combine terms using parentheses. For example, to find people who have "VP" in their profiles, but you want to exclude "assistant to VP" or SVPs, type **VP NOT(assistant OR SVP)**

LinkedIn Filters

- LinkedIn also has search Filters – Advanced Filters only with Premium

Groups

- Look into groups that your customers would be involved with (Construction, A&E Firms, General Contractors, Electrical Contractors, Low Voltage Contractors, Construction Law)
- Forward (Share) your company blogs into those groups
- Announce events, push information/training topics
- Comment, add value to other people's posts

WBC's LinkedIn Group

- Search: WBC in Groups
- Request to Join – Steve Kenton will approve

LinkedIn Habits

- Can be like wandering through the cornfield maze – don't drift!
- Set a timer to spend 30 minutes – then stop!
- Particular time of day – plug it into your Calendar
- Early AM or PM when things die down might be best
- Set a goal (contact additions; group additions; sharing items)
- Always research your meetings (pre-call planning) – a must!