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!