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# A Step-by-Step Guide to Developing *Your* LinkedIn Profile

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# Developing *Your* LinkedIn Profile

## A Step-by-Step Guide to Developing *Your* LinkedIn Profile

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# Developing *Your* LinkedIn Profile

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## Developing *Your* LinkedIn Profile

### WELCOME MESSAGE

Welcome to *Developing Your LinkedIn Profile* at Dynamic Worldwide Training Consultants! This workbook was developed to provide you with formats, tips, and techniques to optimize your LinkedIn profile. It is provided as a service to our Consumer Program students as part of our Career Services program.

### HOW TO USE THIS BOOK

The premise of this workbook is to provide you with a step-by-step format to completing an effective LinkedIn profile to develop and expand a professional network, whether you are a current business professional, entrepreneur, or seeking your next career opportunity. It is important keep up with your profile and make sure it remains current—it will act as your “master resume” or “master CV” to which you may include a link on your resume so that recruiters and HR professionals can access more of your career accomplishments at the click of a mouse!...

Thank you for choosing Dynamic Worldwide Training Consultants (DWWTC) for your training needs! We believe in being a supportive member of the community and helping improve the community through improving the lives of our neighbors. We hope you find this workbook meaningful!



**Dynamic Worldwide Training Consultants (DWWTC)** provides a wide variety of instructor-led information technology (IT) and professional certification training programs. All our programs are certified and designed to prepare students for vendor approved, industry recognized certification examinations.

Unlike many other schools providing certification training in today’s market, DWWTC provides students with a real classroom environment either onsite or virtual involving classes taught in real time by certified instructors. Our instructors are in the classroom teaching students from the start of class day to its conclusion.

Because we understand the essential role of applied knowledge in the successful delivery of technical curricula, your training team is selected as much for their field and real-life experience as for demonstrated classroom capabilities. Our instructors have developed approaches to lead the student toward success, rather than confusion. We know how to introduce and coach topics in such a way as to practically ensure student success.

## Developing Your LinkedIn Profile

### LINKEDIN

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

A LinkedIn member's profile page, which emphasizes employment history and education, has professional network news feeds and a limited number of customizable modules. Basic membership for LinkedIn is free. Network members are called "connections." Unlike other free social networking sites like Facebook or Twitter, LinkedIn requires connections to have a pre-existing relationship.

With basic membership, a member can only establish connections with someone he has worked with, knows professionally (online or offline) or has gone to school with. Connections up to three degrees away are seen as part of the member's network, but the member is not allowed to contact those beyond the first level of connection through LinkedIn without an introduction. Premium subscriptions can be purchased to provide members with better access to contacts in the LinkedIn database.

LinkedIn was co-founded by Reid Hoffman, a former Executive Vice President in charge of business and corporate development for PayPal. The site, which was launched in May 2003, currently has over 300 million members from 200 countries, representing 170 industries. According to Reid Hoffman, 27 percent of LinkedIn subscribers are recruiters. (Rouse, 2015)

### ESTABLISHING A FREE ACCOUNT

The first step in achieving your electronic professional networking goal is establishing a LinkedIn account. This has two very important characteristics—it is *free* and it is *easy*.

When you go to [www.linkedin.com](http://www.linkedin.com), you will be greeted by a page inviting you to join the world's largest professional networking site. In order to start, you need your *real* name and additional two pieces of information:

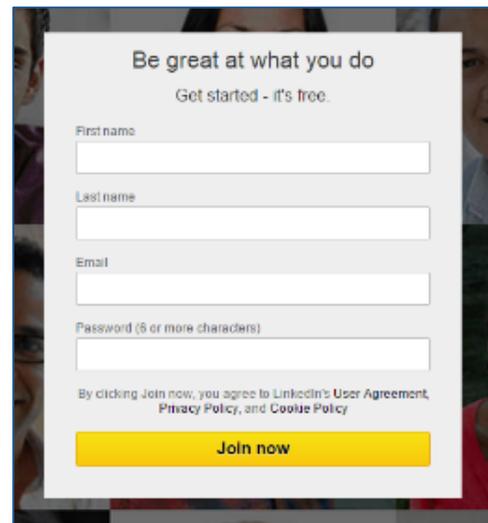
1. An e-mail address
2. A password (which you create on this first screen)

First name:	_____
Last name:	_____
E-mail:	_____
Create a password:	_____

✓ *Password must be 6 or more characters*

When entered, click on

**Join now**



The screenshot shows the LinkedIn sign-up page with the following elements:

- Header: "Be great at what you do" and "Get started - it's free."
- Form fields: "First name", "Last name", "Email", and "Password (6 or more characters)".
- Footer: "By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy".
- Button: A yellow "Join now" button.

## Developing *Your* LinkedIn Profile

### STARTING YOUR PROFILE

In the next screen, you will have to enter some of your demographic data. This will be used by LinkedIn's algorithms to assist in identifying potential valuable contacts for you.

Country: \_\_\_\_\_

ZIP Code: \_\_\_\_\_

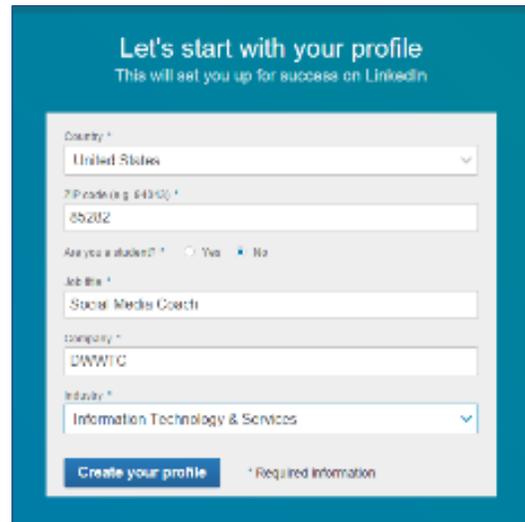
Are you a student?    Yes    or    **No**

*If you select "Yes" see next screenshot*

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Industry: \_\_\_\_\_



Let's start with your profile  
This will set you up for success on LinkedIn

Country \*  
United States

ZIP code (e.g. 64302) \*  
05202

Are you a student? \*     Yes     No

Job title \*  
Social Media Coach

Company \*  
DWWTC

Industry \*  
Information Technology & Services

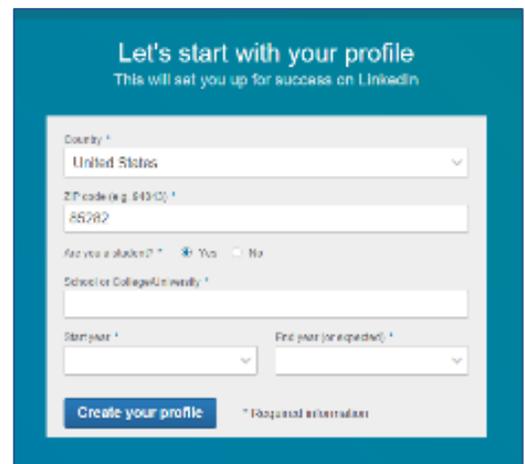
**Create your profile**    \* Required information

Are you a student?    **Yes**    or    No

School or College/University: \_\_\_\_\_

Start Year: \_\_\_\_\_

End Year (or expected): \_\_\_\_\_



Let's start with your profile  
This will set you up for success on LinkedIn

Country \*  
United States

ZIP code (e.g. 64302) \*  
05202

Are you a student? \*     Yes     No

School or College/University \*  
\_\_\_\_\_

Start year \*    End year (or expected) \*  
\_\_\_\_\_    \_\_\_\_\_

**Create your profile**    \* Required information

Click on

**Create your profile**

Of course, one of the things you will learn about LinkedIn is that the program has OCD—it cannot stand it when every space or answer is filled in. It also starts by wanting to know what your intentions are—but this is not a bad thing, since it will help guide you through the rest of the process along the lines of your goals.

So, let's take a look on the next page at just what your intentions might be!

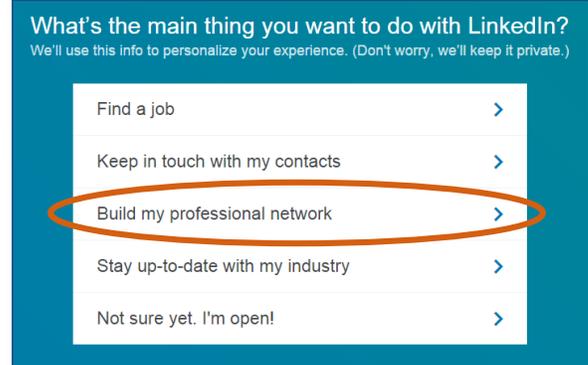
## Developing Your LinkedIn Profile

You have five options for what your intentions are...but I am going to make this easy and narrow it down to one!

Although you may plan to use LinkedIn for things such as finding a job, keeping in touch with contacts, or following your industry, you can accomplish all of these goals by selecting:

**Build my professional network**

After all, LinkedIn is all about professional networking!

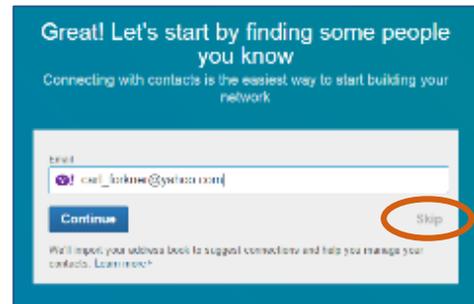


In fact, the next screen will ask you to let LinkedIn find people who you know who are already on LinkedIn. This assumes, from the program's perspective, that they use the same credentials on LinkedIn as they do in your contact list. This screen looks like the following image:

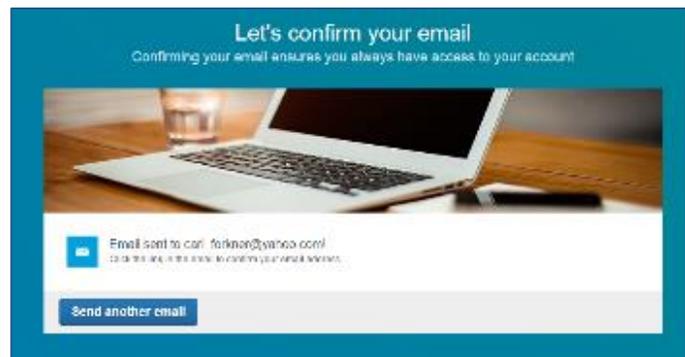
If you like, you can go ahead and let LinkedIn do a search...but...

My recommendation is to click on  and

conduct your own search through LinkedIn profiles once your own profile is established and "ready for prime time."



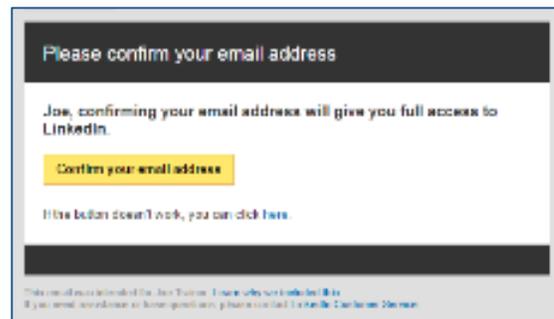
This will bring you to a screen that directs you to confirm your e-mail address. If you are not already on LinkedIn and are just starting an account, you must complete this step in order to access any of the networking (connect) functions in the program!



Simply go to your mailbox and click on the link sent to you by LinkedIn.

When you click on the link, it will take you back to your LinkedIn account in a new window!

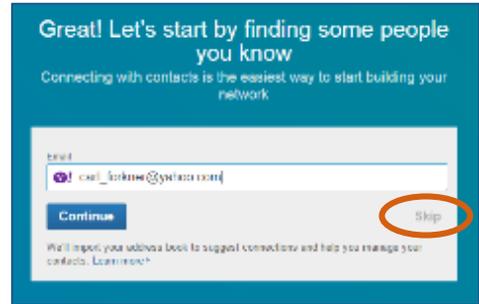
(You can close the old browser tab you had open for LinkedIn previously)



## Developing Your LinkedIn Profile

You will again be faced with LinkedIn wanting to hunt down your contacts.

As before, just select  and continue to the next screen...



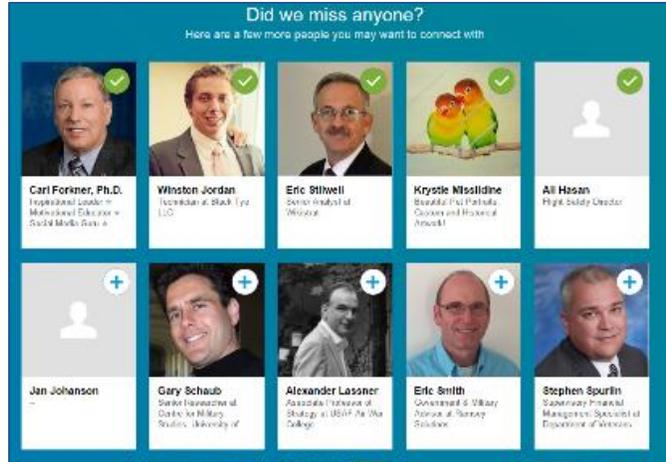
Remember I said that LinkedIn does not like freelancing? The very next screen suggests some contacts for you to make!

From this screen, you may want to select a few contacts by clicking on the  in their profile photograph.

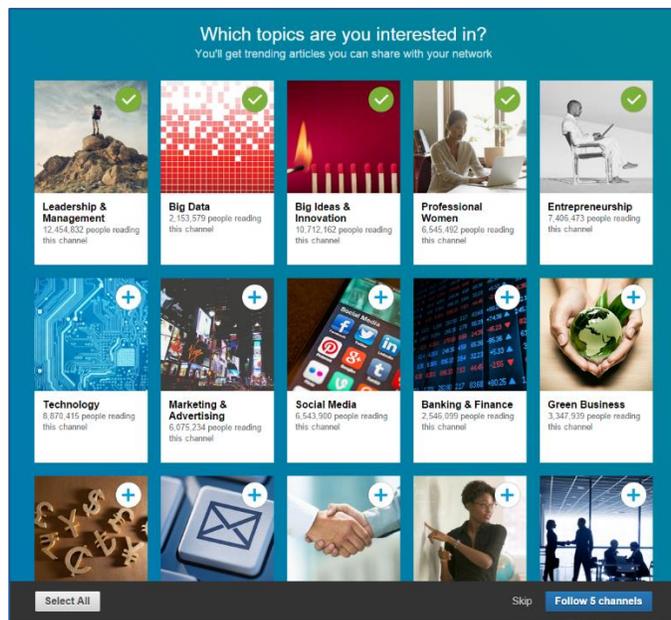
When you click on the individual who interests you, the icon will turn into a green check mark 

indicating that a connect request was sent for you to that person. **DO NOT USE THIS SCREEN TO MAKE CONNECTIONS!** We will examine the best way to make connections later on...

Exit this screen by selecting  at the bottom of the screen.



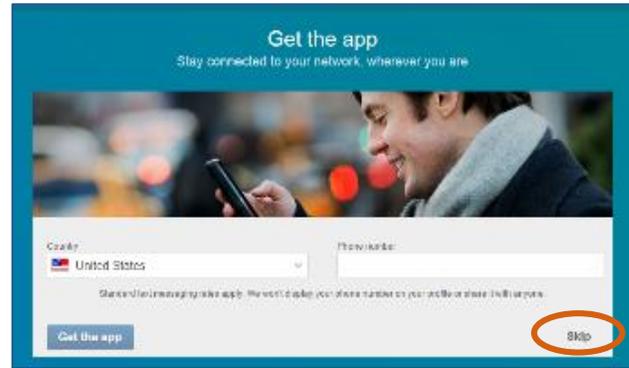
The next screen allows you to select five channels that have information, news, and other items that are of interest to you. Go ahead and select FIVE of them and then select



## Developing *Your* LinkedIn Profile

The next screen invites you to let LinkedIn send a link to download the mobile app for your smartphone or other mobile device.

Click on  to move along. It is recommended to use your device OS app store to get the latest version of the LinkedIn app for your type of device. I highly recommend getting the appropriate app for your mobile device to enhance your mobile LinkedIn experience...

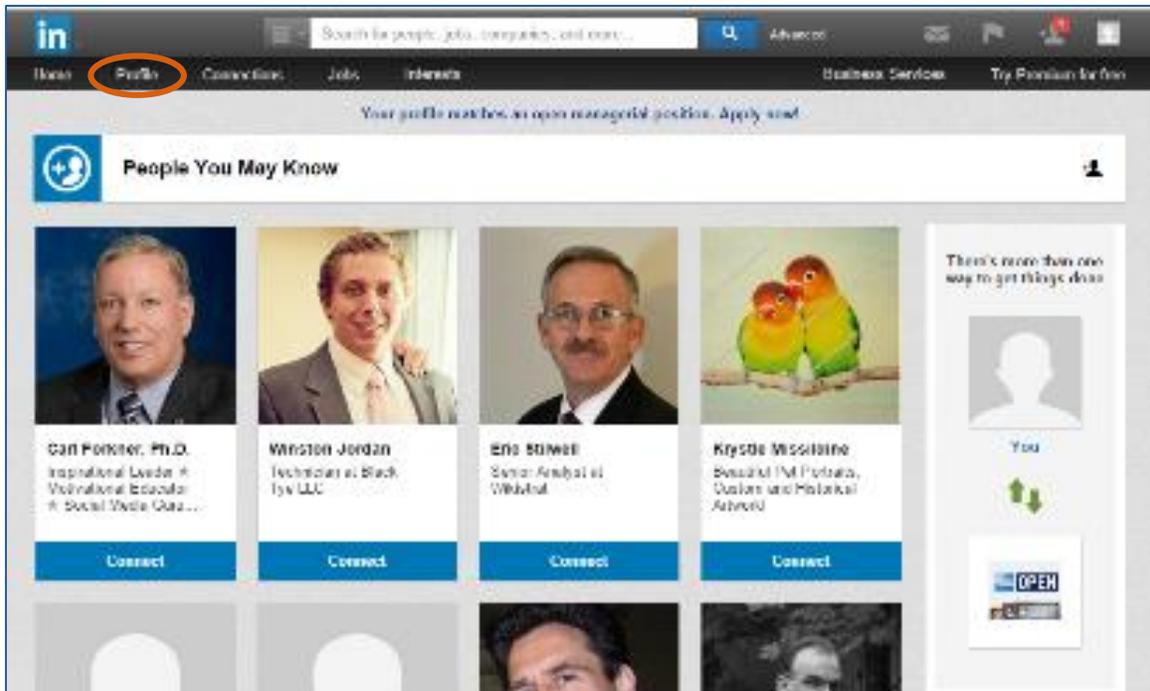


You're almost there!!!

The next screen allows you to bypass the rest of the automated, LinkedIn-led process and start populating your profile on your own.

Congratulations!

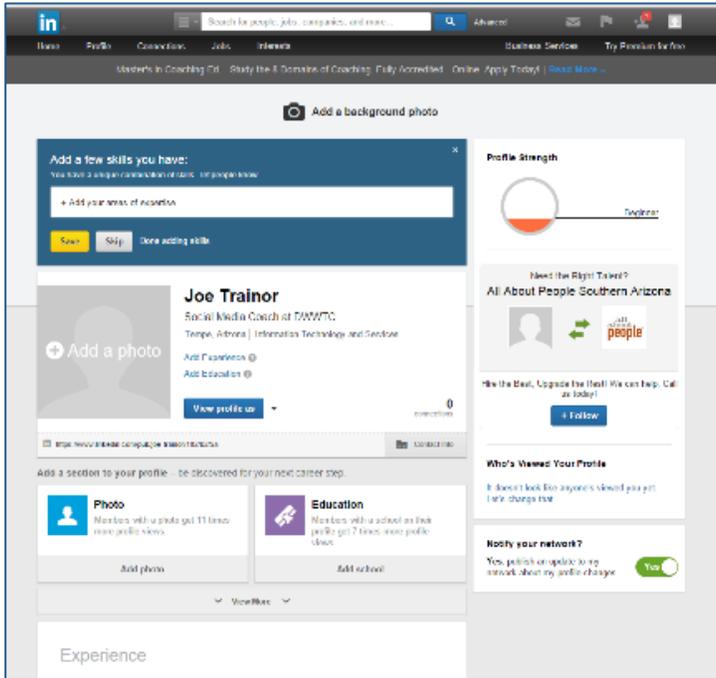
This is where the real work – and the real value – start!



With this screen up, click on the black menu bar item called **Profile** .

That brings you to the screen on the following page, where you can start to construct your All-Star LinkedIn profile!

## Developing Your LinkedIn Profile



This will be the “home page” for your LinkedIn account. When establishing your account, it will be both unpopulated with data as well as not having any of the fields other than the basic account information you entered previously. Most of this information is in the **Heading Box**.

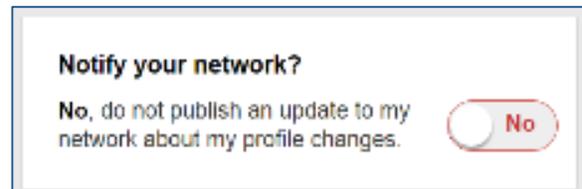
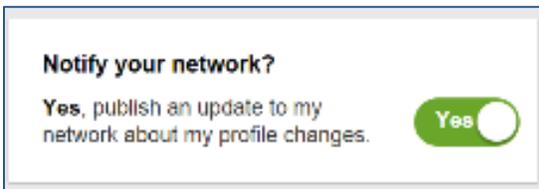
Before we continue, let’s take a look at the various parts of the LinkedIn profile on this initial page. As we continue through the workshop, we will discuss additional parts of the profile that do not yet appear in this initial screen...

### EDITING THE PROFILE

In this portion of the workshop, we will examine how to craft, format, and upload various types of data into your LinkedIn profile. This will include determining your personal marketing “pitch,” copying data from your resume or curriculum vita, and uploading data such as image and document files.

We will mention rearranging items in your profile throughout the workshop. The steps to move sections or specific entries are found in Appendix B.

A *very important step* whenever you are updating or editing you profile is to turn off notifications to your network! If you do not do this, your network will receive a notification on their wall with each change you make...which can be annoying.

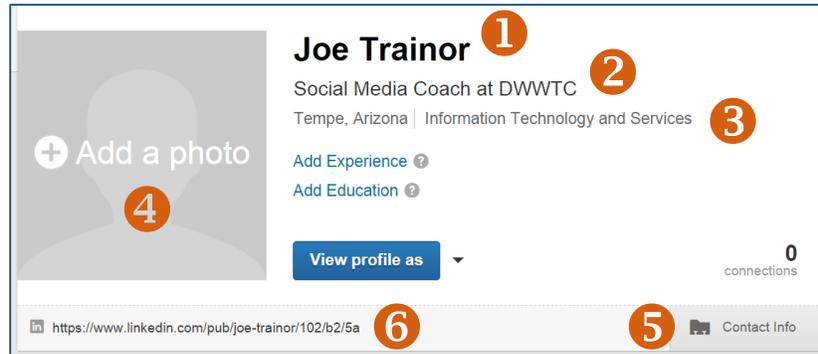


### THE HEADING BOX

Do you remember the old newspaper dispenser stands where you could only see the headline and whatever was on page one *above the fold*? This served essentially the same purpose as the **Heading Box** in LinkedIn. It is concise and provides a small *teaser* snapshot of you to interest the viewer into looking further.

## Developing Your LinkedIn Profile

On the following page, we will examine the components of the Heading Box and work on this critical section...



### Heading Box Components

1 This is your *real name*. You may use the following conventions for your name here:

- First Last
- First M. Last
- First Middle Last

You may also include appropriate suffixes to the name block:

- Jr.
- Sr.
- II, III, IV, etc.
- M.D., Ph.D., J.D., etc. (NOTE: only terminal degrees should appear here)
- PMP, MCT, MTS, etc.
- Military rank & service, such as CDR, USN; LtCol, USAF, etc.

Your name on your LinkedIn profile is: \_\_\_\_\_

2 This is the LinkedIn Headline. You get 10-12 words to market your most important/impressive/sought after attributes. *Unless you are a CEO, President, etc., this is NOT your current company, position, or college degree title!*

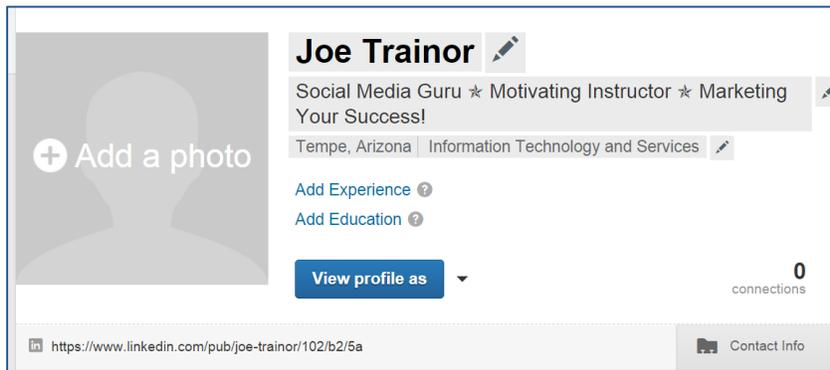
Use keywords preceded by strong adjectives to present your most marketable traits. Keywords used in the headline are weighted three times more than those in the rest of the profile when searching with the *LinkedIn Recruiter* program. A good example is:

Managing your Supply Chain • Supporting your Customer • Profiting your Business

In this headline, the professional tells a prospective company three important things: his area of expertise, how he will relate to customers, and what his value is to the business.

## Developing Your LinkedIn Profile

By hovering over the item you want to change, and then clicking on the pen icon that appears to the right of the item, you can edit individual items in the profile. For example, by editing the headline for Joe, the new headline appears more like a marketing headline, as illustrated on the following page.



So, how do you come up with the keywords and adjectives for your Headline? First, you brainstorm about what you see as the most important attributes *relative to your professional work* you bring to the networking area, whether you are looking for a new career, business partners, companies or organizations, and so forth. Use the lines below to write down at least three of your most important attributes people will want:

_____	_____	_____
_____	_____	_____

Now that you have identified your best attributes, you will need to choose some adjectives that describe how well you do those attributes. Use the space below to record your ideas on descriptive adjectives:

_____	_____	_____
_____	_____	_____

Now, let's put them together! Match up the adjectives with the keywords that describe your attributes and form them into a prioritized "listing" of what you do and how well you do it:

_____
_____
_____
_____
_____
_____

## Developing *Your* LinkedIn Profile

Once you are satisfied with your Headline, you can move on to the next item—location and industry.

**3** The next entry may be a bit challenging, but the key is looking forward instead of backward. Two items make up this entry: Your location and your current industry or *desired* industry—what you want to do, if you are looking to change careers.

The location should be populated based on your initial information entered when you established your LinkedIn account. If not, you can change it with the submenu that appears when you hover over the entry and click on the *edit* pen.

### Location

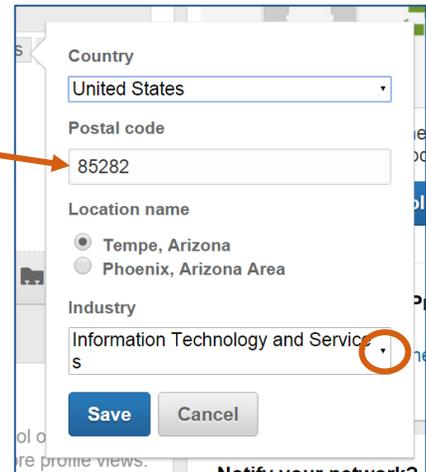
When you enter a new zip code, the menu should show you locations corresponding to that zip code. If you live near a major metropolitan area, it also gives you the option to select that major city.

Your location: \_\_\_\_\_

### Industry

By selecting the drop-down menu arrow (circled in the diagram), you can select your industry. Be aware that you may have to select whatever the *closest* industry is, as the drop-down menu does not allow for freelance entries because it is a part of the search and networking algorithms.

Your industry (current or desired): \_\_\_\_\_



**4** The next entry is your **professional photograph**. This should be a photograph showing you in the appropriate professional attire for your industry. You may be surprised about what constitutes a professional photograph, though! It should be your best appearance in your industry attire with a *plain* background. For example, note the photographs below:



**YES**



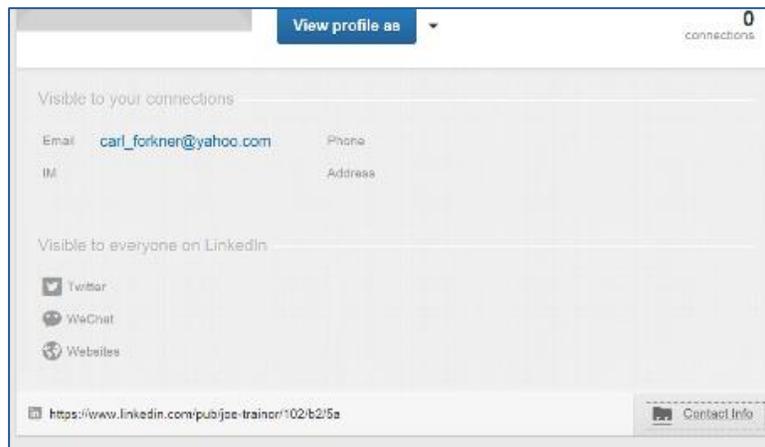
**NO**

## Developing *Your* LinkedIn Profile

If you need a professional photograph, there are organizations that can help provide them for little or no cost. If you are in a career search, check our Career Connectors, a Central Valley non-profit organization that has been helping connect career seekers with companies since 2009. They provide free professional digital photographs at their events each month. Take a look at <http://careerconnectors.org> for the schedule of upcoming events in Phoenix, N. Scottsdale, and Gilbert!

**5** It is important to edit your contact information so you can be reached! One word of caution, though—*only put city and state for your address*, not your full street address. People only need to know locale for the prospect of meeting in person and companies simply need to know whether you will need relocation assistance. *The danger in putting your full address is that criminals now know where you live.*

The **Contact Info** fields are illustrated below:



Your contact information:

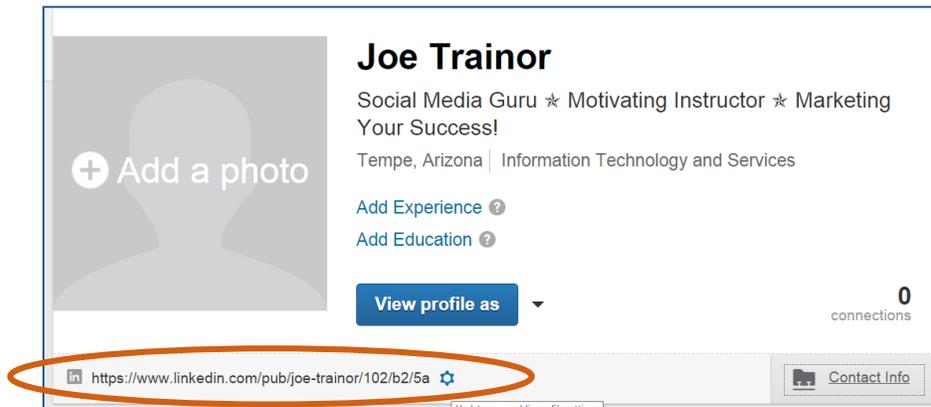
Email:	_____	Phone:	_____
IM:	_____	Address:	_____
Twitter:	_____		
Websites:	_____		
	_____		
	_____		

Once you have entered all this information, you are ready for the final editing exercise for the **Heading Box**: Your LinkedIn URL.

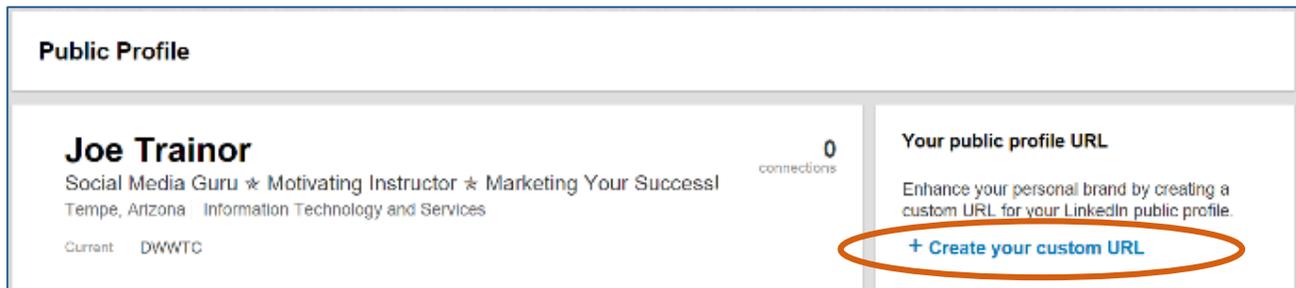
## Developing Your LinkedIn Profile

⑥ The **LinkedIn URL** appears much like some scrambled computer code when you first setup your profile. This is not going to work, since you want something recognizable that may be put on business cards, e-mail signatures, resumes/CVs, and even letters or memoranda. Unlike some of the other **Heading Box** edits, this one take you away from the main profile.

At the bottom of the Heading box you will find your personal LinkedIn URL. If you hover your pointer over it, you will notice a gear icon pop up to the right of the URL. Slide your pointer over the gear icon to make it turn blue. Now, click on the icon!



When you click on the gear icon, you are directed to the setup page for your public profile. At the right top of the screen will be a link to setup your personalized LinkedIn URL:



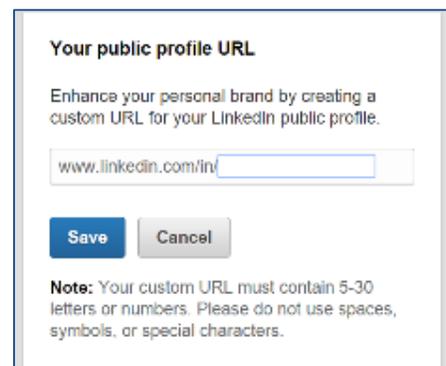
Click on the link to create your personalized LinkedIn URL.

Be sure to follow the custom URL criteria, or the system will reject your attempt. If your URL is taken, the system will recommend alternatives. Try using your middle initial first.

The system changes the /pub/ to /in/ when the change is accepted.

My custom **LinkedIn URL** is:

www.linkedin.com/in/\_\_\_\_\_



## Developing *Your* LinkedIn Profile

Because the profile used for this demonstration is a training account, the URL chosen for the profile is [www.linkedin.com/in/dwwtctraining](http://www.linkedin.com/in/dwwtctraining) instead of a name as is the standard convention.

### Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

[www.linkedin.com/in/dwwtctraining](http://www.linkedin.com/in/dwwtctraining) 

Once the custom LinkedIn URL is completed, to return to your main profile page, simply click on **Profile** in the main menu bar.

You are now ready to start populating the meat of the profile—the parts that will market you and chronicle your qualifications, achievements, community engagement, interests, and skills.

### BEFORE WE CONTINUE...

There are five different levels for a LinkedIn profile. These are:



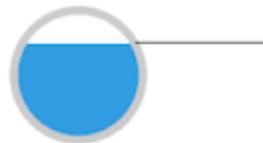
**Beginner.** This is what you will see when you are first populating your LinkedIn profile.



**Intermediate.** This is what you will see when you are first populating your LinkedIn profile.



**Advanced.** This is what you will see when you are first populating your LinkedIn profile.



**Expert.** This is what you will see when you have populated your LinkedIn profile, but one of the 6 essentials for All Star are not complete. It may also happen if you lose a current Experience entry (required for All Star).



**All Star.** This is what you need to be! See Appendix A for details on how to become a LinkedIn All Star.

**NOTE:** Only All Star profiles can be shared via Twitter & Facebook...

## Developing Your LinkedIn Profile

### THE SUMMARY

Without a doubt, the **Summary** is *the single most important part of your profile*. Why? Because the Summary is the marketing piece that will entice the reader to continue examining your profile!

The key to an effective summary is clear, concise communication of your message. Your goal is to hit hard—who you are, what you want, and why people need to pay attention to you. You have 30-45 seconds to get your message across, so it needs to be concise, hard-hitting, and definitive. Provide answers here, not more unknowns.

The Summary is a standardized template, with only the secondary headline being a variable to consider. The consideration is whether you are established in a career or if you are a career-seeker.

First, let's take a look at the format for a person who is currently in a career—whether that person wants to stay in their job or move on:

**\*\*WHO YOU ARE PROFESSIONALLY** [overall professional tag line, such as “providing superior client services”] in \_\_\_\_\_ (industry) in the \_\_\_\_\_ (geographic) area.\*\*

[blank line]

Insert your 30-second “elevator talk” here...

[blank line]

Specialties: \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_; etc... (Should be no more than 12. Each should be no more than 2 words long.)

[blank line]

e-mail:

Twitter:

You will notice that there are [blank line] markers in the Summary format. When you are done writing your Summary, delete the words “[blank line]” and simply leave a blank line where those words were. This is to provide better readability for those examining your profile. The easier you make it for people to read, the more likely they are to read it...

The second format is for people who are career-seekers—those looking for work. You will note that the secondary headline is more to-the-point, defining exactly what it is you are interested in achieving:

**\*\*WHO YOU ARE PROFESSIONALLY** pursuing position as \_\_\_\_\_ in \_\_\_\_\_ (industry) in the \_\_\_\_\_ (geographic) area.\*\*

[blank line]

Insert your 30-second “elevator talk” here...

[blank line]

Specialties: \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_; etc... (Should be no more than 12. Each should be no more than 2 words long.)

[blank line]

e-mail:

Twitter:

Do you have a 30-second “elevator talk” prepared yet? You should, even if you have a career that you love! For example, when you are working in a professional position, your 30-second “elevator talk” would revolve around

## Developing Your LinkedIn Profile

the company’s mission, vision, and something that makes you and your work stand out, wrapped up with a “call to action”—asking if they would like more information, or “may I set up a [demonstration, appointment, class, etc.] for you?”

Another use for the 30-second “elevator talk” is in your resume! You can use it—or a version of it—as your summary at the top of your resume. Consistency between your career documents helps!

You want to put your e-mail address at the end of the Summary—why not make it easy for someone to contact you? If you have a Twitter handle, put it there as well (If you use Twitter regularly, you find it is great for business contacts). Do *not* put your phone number in the Summary! If it is in the Summary, it is searchable by robots the dial for telemarketers. In the Contact Info section, it is in a secondary level of the profile, so it will not be susceptible to telemarketer robots.

One last thing about the Summary—and this applies to the profile in general: Unlike your resume, LinkedIn is more like an electronic CV or master resume. You will not change it every time you look for a job or try to make a new business partnership. It provides a broader context for your accomplishments, credentials, and intentions. Remember—the future counts, too, not just the past!

On the next page you will find a template for you to fill in the components of your **Summary**...

### Secondary Headlines

#### For the Career-Seeker:

** _____ pursuing position as [WHO YOU ARE PROFESSIONALLY]
_____ in _____ in the [What job or specific position] [What Industry]
_____ area.** [What geographic area]

#### For those currently employed:

** _____ [WHO YOU ARE PROFESSIONALLY]
_____ in [Professional tag line relating to job/position held]
_____ in the _____ area.** [What Industry] [What geographic area]



## Developing *Your* LinkedIn Profile

### EXPERIENCE

The key to effective experience listings is standardization. When a reader knows what to expect as they read from entry to entry, they are more likely to continue reading. Readers should be able to understand the message of each experience you list with about a 30-second review of your entry.

The other key—especially important for Veterans transitioning back into the private sector—is to translate the position (title) into generally understood terms (Appendix D). An example of how you would approach the “Experience” entries follows:

**POSITION:** Try to use generally understood terms (CEO, COO, Senior VP, VP, Director, Sr. Manager, Manager, etc...)

Spell out position and then include abbreviation, for example: Chief Operating Officer (COO)

**COMPANY:** *If your company is already on LinkedIn*, you do not need to describe the company. A link will appear to the company’s LinkedIn presence. *If it is not on LinkedIn*, put 1-2 lines describing the company (in general, strategic terms)

You need to put 1-2 lines describing your position/responsibilities.

Then you need 2-4 bullets highlighting your accomplishments in that position.

- + The accomplishments need to be results-based.
- + For example: - Did “x” resulting in “y”
- + If you can quantify with *numbers* (% , growth, savings, magnitude, etc.) it draws people to the facts.

**TIP:** Not currently working? Remember, the heading does *not* say “paid” experience...

**TIP:** A similar format works for the “Volunteer Experience” section of your profile.

Often your current experience may not have produced any information that may be used as performance- or results-based accomplishments. *That is OK!* Nobody expects you to be the award-winning expert or leader when you first join the company/organization. There are, however, options that may enhance your profile until you can add those accomplishments (remember, LinkedIn is a living document—it changes slowly over time, but is not etched in stone).

## Developing Your LinkedIn Profile

Beyond the basics of the Experience entry, there are a few other things you can do to enhance those entries. These enhancements include:

- Your business Web, E-mail, and social media addresses
- Linking organizations of which you are a member to the experience (we will examine this process later)
- Courses (training) you took while at the company/organization (we will examine this process later)
- Media, such as awards while at the company/organization

An example of this type of business-focused enhancement may be seen in entry below:

### Experience

Director of Marketing and Special Projects  
Dynamic Worldwide Training Consultants **1**  
October 2014 – Present (11 months) | Tempe, AZ

**2** Working with quality, high energy leaders and staff, I develop marketing techniques to promote the company and focused courses, programs, and certification opportunities to a variety of constituents. Applications include B2C and B2B focused programs in IT and career professional certification areas from introductory to advanced levels.

**2** As a project developer, I work with the company President and CEO to develop custom products for clients across varying subject matter areas and topics for use in both training and industry applications.

- ✓ Researched and authored new curriculum for leading international computer network security corporation that resulted in a higher level of instruction, accurate and relevant information, and increased attendance from "hundreds" taking the course to "thousands."
- ✓ Initiated a free monthly \*Community Workshop\* program, providing opportunities for gaining relevant career information to members of the community.
- ✓ Increased consumer student conversion rate from introduction to enrollment to over 25% in only 6 months.

Member. Mesa. AZ & Tempe. AZ Chambers of Commerce

On the Web: [www.dwwtc.com](http://www.dwwtc.com)  
E-Mail: [carl.forkner@dwwtc.com](mailto:carl.forkner@dwwtc.com)  
Facebook: <https://www.facebook.com/dwwtc>  
Twitter: <https://twitter.com/DWWTC>  
Pinterest: <https://www.pinterest.com/dwwtc/>  
YouTube: <http://bit.ly/1B4y5EF>  
LinkedIn: <http://www.linkedin.com/company/dwwtc>

**4**

**5** † 1 organization  
† 2 courses **6**

**7**



**1** Company has a profile on LinkedIn.

- Hover over to see summary box
- Click on to go to company profile page

**2** Job/position description. Since the person has two major positions, there are two short descriptions.

**3** Accomplishments.

**4** Business Web, e-mail, social media.

**5** Organization membership(s) associated with position.

**6** Courses/training accomplished while at the company/organization.

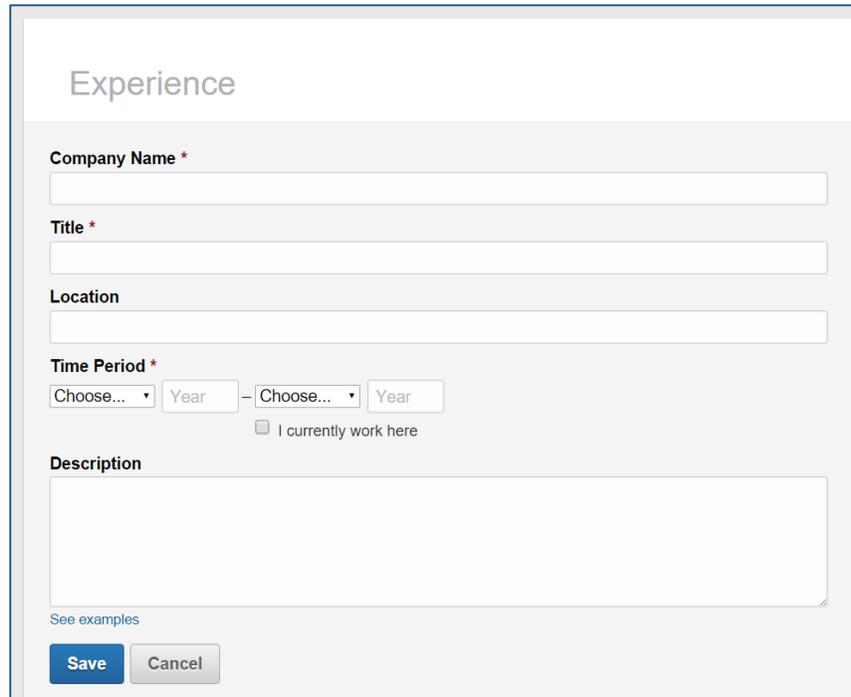
**7** Media (images, documents) associated with working at the company/organization.

Now, let's put your current and prior two Experience entries together!

## Developing *Your* LinkedIn Profile

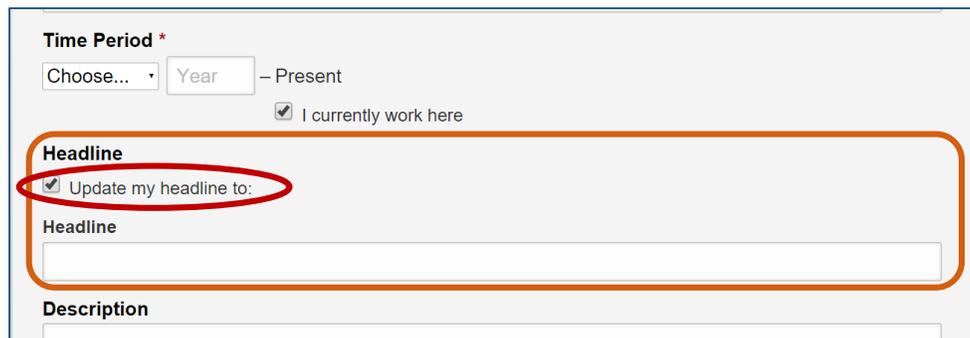
### Experience

This is what the formatted entry panel for Experience looks like. It is the same for every Experience entry you make on your profile. The only manual formatting comes when you complete the *Description* section.



The screenshot shows the LinkedIn Experience entry form. It includes fields for Company Name, Title, Location, and Time Period. The Time Period field has dropdown menus for start and end years, and a checkbox for "I currently work here". There is also a Description text area and "Save" and "Cancel" buttons.

Before you complete the worksheet pages following this example, let's look at what happens when you select the "I currently work here" box:



This screenshot shows the form with the "I currently work here" checkbox checked. A red oval highlights the "Update my headline to:" checkbox, which is also checked. Below it is a text input field for the headline.

Note that another box appeared that prompts you to update your headline. **UNCHECK THIS BOX!** It is better for you to manually manage your headline to optimize the use of relevant keywords as described earlier.

LinkedIn *requires* dates in the Experience section. This is because the algorithm automatically sorts your Experience entries in reverse chronological order (most recent first). *No other section in the profile does this, nor do they require dates.*

Now, on to your Experience entries!







## Developing Your LinkedIn Profile

### EDUCATION

First, let's go over a few rules for the *Education* section:

- ✓ If you have been to post-secondary education and training, high school is irrelevant—do not put it here.
- ✓ If you are over 25 years old, high school is an indicator that you are “living in the past”—do not put it here.
  - If you want to keep up with high school alumni, you can find or start a LinkedIn group *free*. We will cover this in a later section.
- ✓ If your school, degree field, etc. appear in a drop-down menu as you type, select it. That means it is already in the LinkedIn database for searches.

Here is how the *Education* section appears:

The screenshot shows the LinkedIn Education form with the following fields and callouts:

- 1** School \*
- 2** Dates Attended (dropdowns for start and end dates, or "Or expected graduation year")
- 3** Degree
- 4** Field of Study
- 5** Grade
- 6** Activities and Societies (with examples: Alpha Phi Omega, Chamber Chorale, Debate Team)
- 7** Description

Buttons: Save, Cancel

- 1** The formal name of your school.
- 2** Dates attended.
  - ✓ If over 20 years ago (10 years for IT), do not include dates.
- 3** Spell out the degree name, followed by the acronym in parentheses.
- 4** Your major (if still in school) or the field of your degree (if graduated).
- 5** Only use GPA if you are a current student. The field will take letters, so put graduation honors in this field if you are not a current student.
- 6** Activities and Societies should be either academic or service oriented.
- 7** For graduate degrees, your Thesis, Dissertation, or Capstone Project should be the leading entry in this field.

As mentioned previously, the *Experience* section is the only part of the profile that automatically arranges your entries by date. For the *Education* field, you can arrange your degrees—highest degree first in most cases, but if you have a more current degree for the career you are pursuing, you can put it first (see Appendix B for details on arranging the sections and entries).

Now, let's document your own *Education* entries...

## Developing *Your* LinkedIn Profile

### Highest Degree

#### School

---

#### Dates Attended

\_\_\_\_\_ - \_\_\_\_\_  
(YEAR) (YEAR)

#### Degree

(If still in school, put the degree and include (expected) after the degree name.)

Field of Study

---

#### Grade

---

Only for current students. See item **5** on previous page.

#### Activities and Societies

---

---

---

---

#### Description

(See item **7** on previous page)

---

---

---

---

---

---

---

To add additional schools, click [+ Add education](#) .

## Developing *Your* LinkedIn Profile

### Next Highest Degree

#### School

---

#### Dates Attended

\_\_\_\_\_ - \_\_\_\_\_  
(YEAR)            (YEAR)

#### Degree

---

(If still in school, put the degree and include (expected) after the degree name.)

Field of Study

---

#### Grade

---

Only for current students. See item **5** .

#### Activities and Societies

---

---

---

---

#### Description

(See item **7** )

---

---

---

---

---

---

## Developing *Your* LinkedIn Profile

### Next Highest Degree

**School**

---

**Dates Attended**

\_\_\_\_ - \_\_\_\_  
(YEAR) (YEAR)

**Degree**

---

(If still in school, put the degree and include (expected) after the degree name.)

Field of Study

---

**Grade**

---

Only for current students. See item **5** .

**Activities and Societies**

---

---

---

---

**Description**

(See item **7** )

---

---

---

---

---

---

This completes the *Education* section! Now on to tackling your *Skills*.

## Developing Your LinkedIn Profile

### SKILLS

In order to reach *All Star* status, you must select *at least* 5 skills for your profile. These are selected by typing a skill into the box provided—if it appears in the drop-down menu as you type, select it. That means it is a recognized search term for LinkedIn.

Skills & Endorsements

Skills and Endorsements Settings

I want to be endorsed  Yes  No

Include me in endorsement suggestions to my connections

Show me suggestions to endorse my connections

Send me notifications via email when my connections endorse me

1 What are your areas of expertise? Add

You can still add: 50

2

← → Drag to reorder.

Save Cancel

3

1 Slowly type in your area of expertise. If it appears in the drop-down menu, click on it!

2 This field will keep track of your selected skills. **NOTE: You only get 50!**

3 If you do not check your LinkedIn account regularly, you will want to check this option. If you are on your LinkedIn account regularly, you can leave it unchecked.

Yes, you *can* rearrange the order of your listed *Skills*. Instructions are in Appendix B.

Now. Let's write down some of your most impressive skills! Remember, you need *at least* 5, but let's try to identify 10-12:

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Great! You have finished everything that you can do on your own to get your profile up to *All Star* status. The next step requires some cooperation from others already on LinkedIn. But...

**You are *almost an All Star!***

## Developing Your LinkedIn Profile

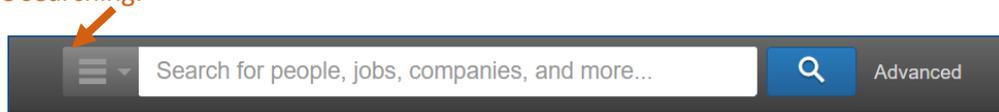
### CONNECTIONS

The last step in getting to *All Star* is having *at least* 50 connections. This is the only step where the time it takes is partly out of your control—it depends on the people you ask to connect and how often they check their account.

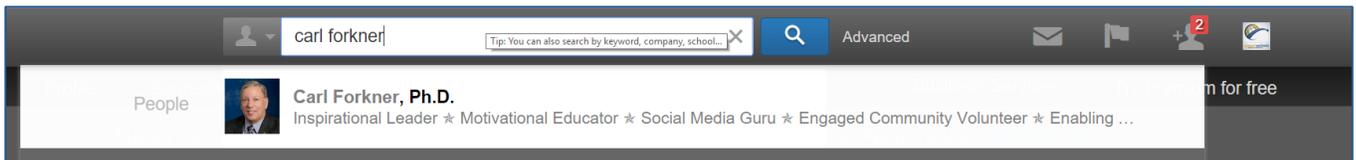
The best place to start making connections is to search for people you already know on LinkedIn. This is also the most likely path to having your invitations accepted.

To find someone on LinkedIn, simply type their name into the search box at the top of the screen.

**TIP: If you want to narrow the search, use the menu on the left side of the search box to select “People” before searching.**



Type in a name and the drop-down menu will show the top matches; however, if you click on the blue search icon to the right of the search box, there may be more matches.



When you have located the individual for whom you searched, click on their name and it will take you to a screen to send an invitation.

**TIP: Always do this from a computer, NOT a mobile device. Mobile devices do not allow you to edit and personalize the invitation message.**

**1**

**2**

**1** Select how you know the person with whom you wish to connect.

**TIP: If you select “Other” or “I Don’t Know,” you need to have the person’s e-mail address in order to send the invitation.**

**2** Personalize the invitation to maximize the chances that the individual will accept it and connect with you.

**TIP: If it has “been a while,” you might remind the person how you know each other.**

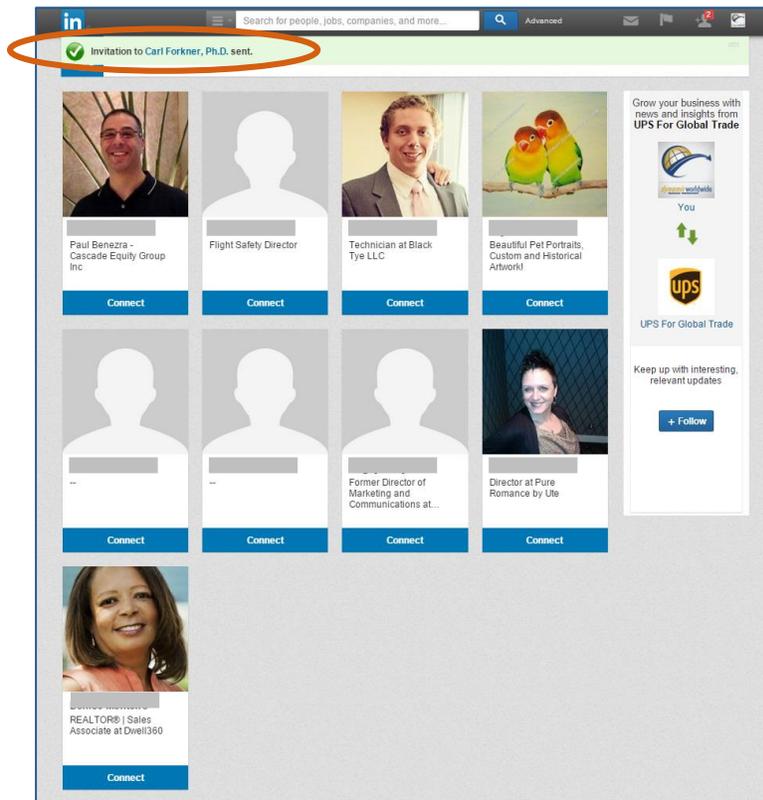
## Developing *Your* LinkedIn Profile

Let's identify 10 people who you think will connect with you. Once you have the first 50, you can focus on connecting with professionals from specific fields with which you associate.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

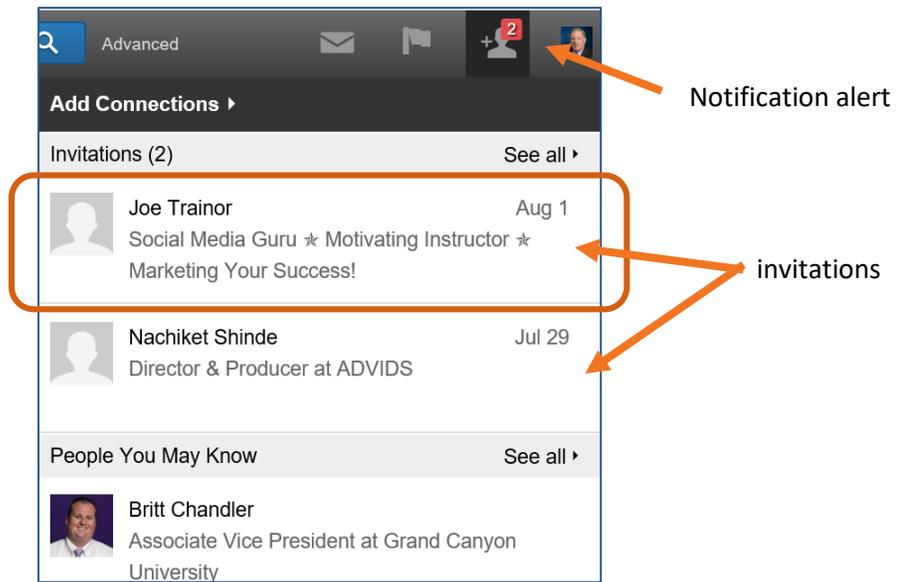
If you added 10, you are 20% of the way done! Remember, not everyone may accept your invitation. Some profiles may no longer be in use but have not been deleted. Don't be discouraged—keep looking for the right kind of people with whom to connect!

**TIP:** When you successfully send a connection request, the next screen indicates that it was sent and shows you suggested connections. These suggestions are based on things like your location, schools, companies, organizations, etc. and they can help you reach your goal of *at least* 50 connections!

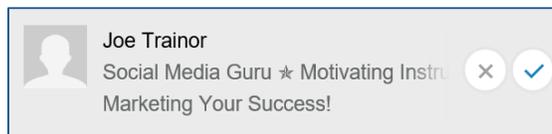


## Developing Your LinkedIn Profile

On the other end of your connect invitation, the recipient will see the following notification:



When the recipient hovers over the invitation, an accept or reject option appears:

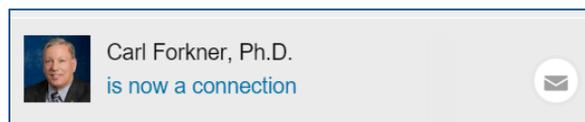


By clicking on the accept button (check mark), the invitation is accepted!



With the connection confirmation screen also comes a message button to allow the recipient to send a message to the sender right away.

On the screen of the person who initiated the connection request, a notification lets the sender know that the invitation was accepted.



This same connection request and acceptance “dance” will be the same for most of the connections you invite.

**Congratulations! Once you get to 50 connections, you are an All Star on LinkedIn!**

## Developing Your LinkedIn Profile

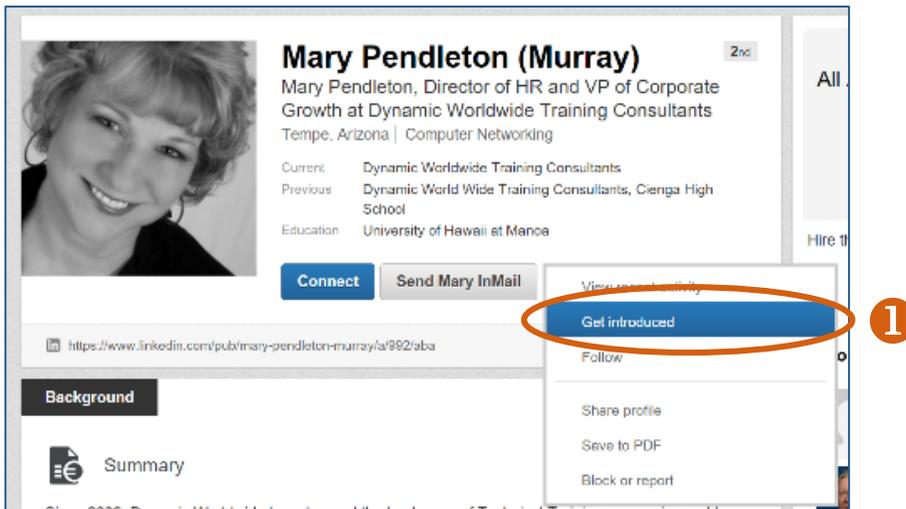
### INTRODUCTIONS

Some people on LinkedIn do not allow people not already at least a 2<sup>nd</sup> level contact to request to connect directly. *Introductions* allow your contacts to “introduce” you to another person.

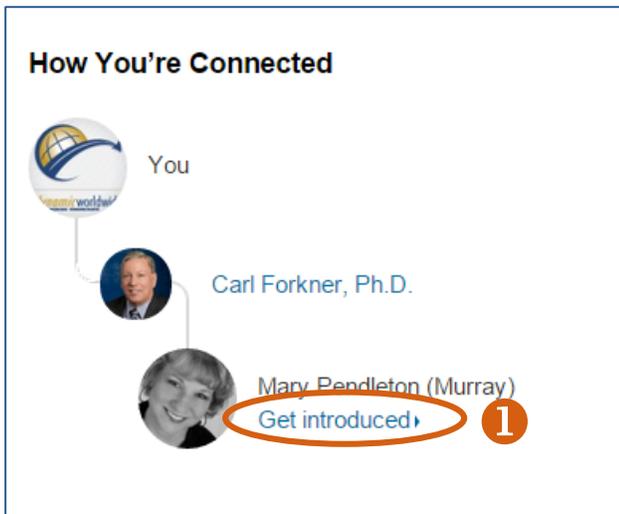
**NOTE:** *This is also good if you want to contact with a senior HR or Hiring Manager—it is best to go through a contact you both already know, much like having a company employee hand your resume to the Hiring Manager or HR...*

Introductions are fairly simple to accomplish. First, search for the contact with whom you want a connection.

Click the drop-down menu arrow to the right of “Send \_\_\_\_\_ InMail.”



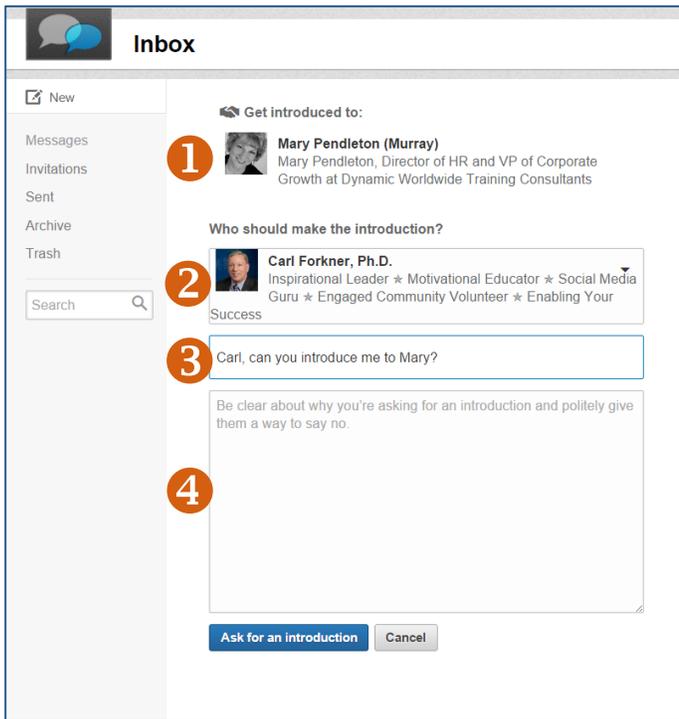
Alternatively, you can look in the right margin of the target individual’s profile:



**1** Regardless of which of these two methods you use to get to the *Get Introduced* function, click on the blue link—they both lead to the same process screens.

## Developing Your LinkedIn Profile

In the next step, you will craft a message to the person who you want to make the introduction to your target professional.



1 This is your target professional

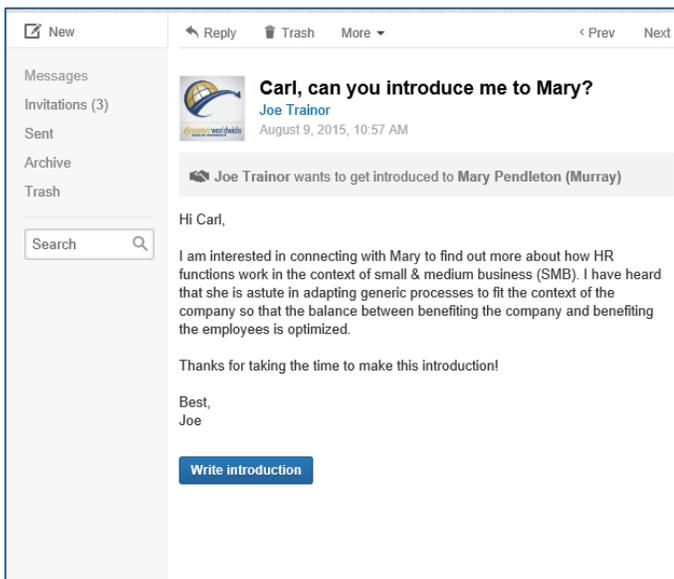
2 This is who you want to introduce you to the target (In this example, the demo profile only has one connection. This is a drop-down menu for you to choose a go-between connection).

3 Subject line for the message. You can edit it if desired.

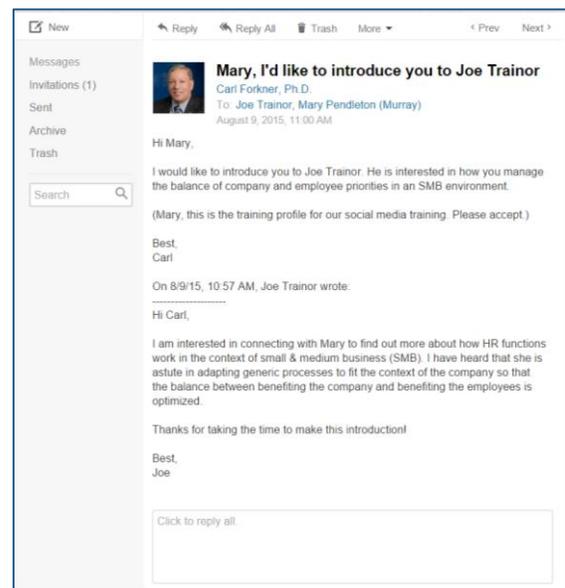
4 This is the body of the message asking to be introduced.

**NOTE:** *The person to whom you want to be introduced will see this request, too! Choose your words carefully (and your grammar).*

When the go-between connection receives the request in their inbox, it will look like this:



The forwarded request to the target looks like this:



When the target professional accepts the invitation, you will receive a notification in your inbox!

### BEYOND ALL STAR: ENHANCING YOUR PROFESSIONAL IMAGE

Now that you have completed (well, at least when you have the required 50+ connections, anyway) the *Six Steps to All Star Status*, it is time to start enhancing your profile with additional sections and fields that tell more of your professional story!

By clicking on the  text to expand the menu of areas to complete, LinkedIn will show you more options to express your professional character. So, let's start with one of the more important areas to many careers: Certifications.

### CERTIFICATIONS



#### Certifications

Members with a certification on their profile get double the profile views.

Add certifications

## Certifications

**Certification Name**

**Certification Authority**

**License Number**

**Certification URL**

**Dates**  
Month... Year... – Present  
 This certificate does not expire

---

**Dates**  
Month... Year... – Month... Year...  
 This certificate does not expire

- 1 This field is the *actual* name of the certification (If there is a common acronym, put it in parentheses after the full title).
- 2 This field is for the *formal name* of the certification authority. Again, you can place a common acronym in parentheses after the full title.
- 3 This field is for the license or certificate number. If it does not have a number, you may put N/A or leave this field blank.
- 4 If there is a Web page that describes the certification, or one that lists people holding the certification, you may enter it here. If not, leave this field blank.
- 5 If the certification does not expire, check the box, which automatically sets the end date to "Present."  
If the certification expires, uncheck the box and enter the end date (or renewal due date).

## Developing *Your* LinkedIn Profile

If you have a career field that includes certifications, let's add one of them here:

<b>Certification Name</b>	_____
<b>Certification Authority</b>	_____
<b>License Number</b>	_____
<b>Certification URL</b>	_____
<b>Dates</b>	
_____	- _____
(MONTH) (YEAR)	(MONTH) (YEAR)
<b>- OR -</b>	
_____	- Present
(MONTH) (YEAR)	
<input checked="" type="checkbox"/> This certificate does not expire	

Do you have another one? To open up another window of entry block, hover over the section with your pointer and, when it appears in the upper right-hand corner, click on [+ Add certificate](#).

Certifications	<a href="#">+ Add certificate</a>	↕
----------------	-----------------------------------	---

And, of course, the template is the same for all your certifications. Just select to add another one!

**NOTE:** This section is *NOT* automatically arranged in reverse chronological order. As you save new entries, they show up at the bottom of the section. See Appendix B for instructions on how to move items within a section.

## Developing Your LinkedIn Profile

### VOLUNTEERING EXPERIENCE



**Volunteering Experience**  
1 in 5 managers hired someone because of their volunteer experiences.

Add volunteering experience

In today's environment, most companies and organizations want their employees to be involved in the community and in causes that help others—in many cases, these companies/organizations provide paid time off (PTO) for employees to participate in volunteer activities.

This section shows your commitment to the community and to a cause.

### Volunteer

+ Add volunteer experience

**Organization \***

**Role \***

**Cause**

-

**Date** [Switch to date range](#)

Month... Year...

**Date Range** [Switch to single date](#)

Month... Year... – Present

I currently volunteer here

**Date Range** [Switch to single date](#)

Month... Year... – Month... Year...

I currently volunteer here

**Description**

Save Cancel

1 This field is the *actual* name of the organization (If there is a common acronym, put it in parentheses after the full title).

2 This field is for the *formal name* of the role you had in the organization. *PLEASE* do not just put “Volunteer” in this field...

3 This field is a drop-down menu from which you may select a cause that is appropriate to define the type of volunteer work you are doing. It is not a required field—if there is not an appropriate selection, leave the field blank.

4 Again, the date fields are not a required entry for Volunteer Experience. If it is current (especially if you are using it for your current Experience entry) you should put dates.

Unless it is extremely significant (i.e. Peace Corps and similar high-level work), do not put dates that are more than 20 years ago...

5 This field is where you will describe what you did as a volunteer. If you were responsible for fund-raising, supervising, recruiting other volunteers, etc., be sure to add some results/performance-based bullets in the description.

## Developing *Your* LinkedIn Profile

Now that we understand what goes in this section—and the importance of volunteer work in today’s environment—let’s document some of your Volunteer Experience...

### Organization

---

Does the organization have a LinkedIn Company Profile? If so, the name should appear as you type—select it and you will not have to describe the organization in the *Description* section.

### Role

---

### Cause

---

#### Cause

- 
- 
- Animal Welfare
- Arts and Culture
- Children
- Civil Rights and Social Action
- Disaster and Humanitarian Relief
- Economic Empowerment
- Education
- Environment
- Health
- Human Rights
- Politics
- Poverty Alleviation
- Science and Technology
- Social Services

### Time Period

\_\_\_\_ - or -  
(MONTH) (YEAR)

\_\_\_\_ - Present - or -  
(MONTH) (YEAR)

I currently volunteer here - or -

\_\_\_\_ - \_\_\_\_  
(MONTH) (YEAR) (MONTH) (YEAR)

I currently volunteer here

**Description** (follow the same template example as in the Experience section)

---

---

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## Developing *Your* LinkedIn Profile

To add additional Volunteer Experience, click [+ Add volunteer experience](#).

### Organization

Does the organization have a LinkedIn Company Profile? If so, the name should appear as you type—select it and you will not have to describe the organization in the *Description* section.

### Role

### Cause

#### Cause

- 
- 
- Animal Welfare
- Arts and Culture
- Children
- Civil Rights and Social Action
- Disaster and Humanitarian Relief
- Economic Empowerment
- Education
- Environment
- Health
- Human Rights
- Politics
- Poverty Alleviation
- Science and Technology
- Social Services

### Time Period

\_\_\_\_\_  
(MONTH) (YEAR) - or -  
\_\_\_\_\_  
(MONTH) (YEAR) - Present - or -  
\_\_\_\_\_  
(MONTH) (YEAR) - or -  
 I currently volunteer here - or -  
\_\_\_\_\_  
(MONTH) (YEAR) - \_\_\_\_\_  
(MONTH) (YEAR)

I currently volunteer here

**Description** (follow the same template example as in the Experience section)

---

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## Developing *Your* LinkedIn Profile

### Organization

Does the organization have a LinkedIn Company Profile? If so, the name should appear as you type—select it and you will not have to describe the organization in the *Description* section.

### Role

### Cause

#### Cause

- 
- 
- Animal Welfare
- Arts and Culture
- Children
- Civil Rights and Social Action
- Disaster and Humanitarian Relief
- Economic Empowerment
- Education
- Environment
- Health
- Human Rights
- Politics
- Poverty Alleviation
- Science and Technology
- Social Services

### Time Period

\_\_\_\_ - or - \_\_\_\_  
(MONTH) (YEAR)

\_\_\_\_ - Present - or - \_\_\_\_  
(MONTH) (YEAR)

I currently volunteer here - or - \_\_\_\_  
(MONTH) (YEAR) - (MONTH) (YEAR)

I currently volunteer here

**Description** (follow the same template example as in the Experience section)

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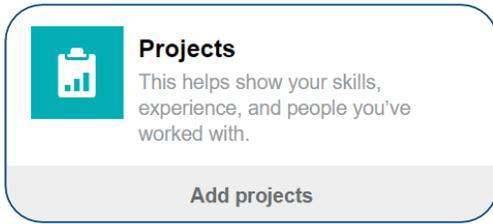
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**NOTE:** This section is *NOT* automatically arranged in reverse chronological order. As you save new entries, they show up at the bottom of the section. See Appendix B for instructions on how to move items within a section.

## Developing Your LinkedIn Profile

### PROJECTS



Projects can include a broad range of possibilities:

- Projects at work, personal projects, involvement with a project team
- It may be yours as an individual, part of your job, or part of your volunteer work
- It can include a vast array of things, from writing a book to building something, to restoration, to quilting, etc...

**1** This field is the *actual* name of the project (If there is a common acronym, put it in parentheses after the full title).

**2** This field is a drop-down menu for you to identify with which experience the project is associate, if any. If it is not associated with any experience, leave

**3** Again, the date fields are not a required entry. If the project is of great importance or associated with your experience, you may wish to indicate dates. This is also a good “ongoing” entry for a community service project...

**4** This field is for you to enter the Internet address of the project page, if there is one. If not, leave it blank.

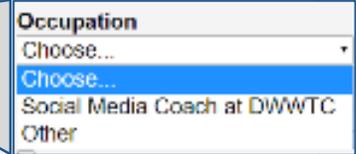
**5** This field is where you will enter the names of other team members, when the project is a team effort. If they are on LinkedIn, it will act as a link to their profile.

**6** Describe your project here. If it is a written work, you might use the draft abstract. If something else, a brief description of the projects type, goals, and benefit would be appropriate.

Have you identified at least one project? Let’s turn the page and enter your data...

## Developing *Your* LinkedIn Profile

<b>Name</b>			
<hr/>			
<b>Occupation</b>			
<hr/>			
<b>Date Range</b>			
<hr/>		- or -	
(MONTH)	(YEAR)		
<hr/>		- Present	- or -
(MONTH)	(YEAR)		
<input checked="" type="checkbox"/>	Project ongoing		- or -
<hr/>		-	<hr/>
(MONTH)	(YEAR)	(MONTH)	(YEAR)
<input type="checkbox"/>	Project ongoing		
<b>Description</b> (See note <b>6</b> on previous page)			
<hr/>			



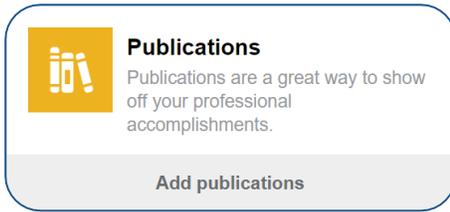
Of note, the drop-down menu for your experiences will grow longer as you enter more experience entries into the Experience and Volunteer Experience sections. You may choose not to associate projects, even though they happen during a particular experience period, by simply not opening the Occupation “Choose” menu.

To add additional Projects, click [+ Add project](#) .

**NOTE:** This section is *NOT* automatically arranged in reverse chronological order. As you save new entries, they show up at the bottom of the section. See Appendix B for instructions on how to move items within a section.

## Developing Your LinkedIn Profile

### PUBLICATIONS



Publications you say? I am not a writer, so what would I have for this section?

Here are some answers, some of which may surprise you:

- ✓ Scholarly articles
- ✓ Editorials for a Publication
- ✓ Blogging
- ✓ Company Policy Books
- ✓ Books/Book Chapters
- ✓ Newsletter Articles
- ✓ How-to Guides
- ✓ Works of Art
- ✓ Trade Journal Articles
- ✓ Photojournalism
- ✓ Employee Handbooks
- ✓ Unpublished Manuscripts

Here are a few you might not think of, but they can go here until LinkedIn finally provides a section for them:

- ✓ Presentations
- ✓ Keynote Speaking
- ✓

The image is a screenshot of the LinkedIn 'Add Publication' form. The form is titled 'Publications' and has a '+ Add' button in the top right. The fields are: 'Title \*' (1), 'Publication/Publisher' (2), 'Publication Date' (3) with dropdowns for Month, Day, and Year, 'Publication URL' (4), 'Author(s)' (5) with a search box and '+ Add another author' button, and 'Description' (6). At the bottom are 'Save' and 'Cancel' buttons. The form also includes a note: 'Drag to reorder contributors.'

- 1 This field is the formal title of the publication.
- 2 This field for the publisher of the work, whether a book, article, artwork, etc.
- 3 Although not required, providing the date of publication is important to help others find your work, especially if it is not published in electronic media or accessible through a Web site.
- 4 If the work is published in electronic media or accessible through a Web site, put the URL to the site here to facilitate others finding your work.
- 5 This field is where you will enter the names of other authors and major collaborators (if any). If they are on LinkedIn, it will act as a link to their profile.

- 6 Describe your work here. For books or feature articles, the *Abstract* of the work is the standard. For minor articles, book chapters, and speeches, the introductory premise and indication toward conclusion is appropriate. For other works, including presentations, a brief description of the work is appropriate.

NOTE: If you are not the primary author, you can drag the primary author's name to the front of the list (See Appendix B).

## Developing *Your* LinkedIn Profile

Let's take a look at some variations on "Publications:"

<b>Title *</b> Writing Assessment as a Predictor of Performance	Full book, dissertation, or thesis
<b>Publication/Publisher</b> ProQuest-CSA, LLC	
<b>Title *</b> Financing Education: Who Should Pay?	Book chapter in edited work
<b>Publication/Publisher</b> The Johns Hopkins University Press	
<b>Description</b> Book Chapter in "American Higher Education in the Twenty-First Century." Altbach, P., Gumpert, P., & Berdahl, R. (Editors).	
<b>Title *</b> The Social Media Job Search	Presentation
<b>Publication/Publisher</b> ★ Presentation ★	
<b>Title *</b> United States Military: A New Era from a Rich Past	Keynote speech/address
<b>Publication/Publisher</b> ★ Keynote Speech ★	
<b>Title *</b> Back to Basics: Tradition in Future Warfare	Journal article
<b>Publication/Publisher</b> US Naval Institute "Proceedings," Vol 134, No 7	
<b>Title *</b> Xavier the British Shorthair Cat	Published Artwork
<b>Publication/Publisher</b> Meows and Roars of Inspiration: The Cat Art Project / Out of Step Books	

Because the "Publications" section requires some substantive information regarding the work, the type of entries will vary. However, keeping your entries as consistent as possible enhances readability.

## Developing *Your* LinkedIn Profile

Let's see if you have something to add to your profile in the "Publications" section, shall we?

<b>Title</b>
_____
<b>Publication / Publisher</b>
_____
<b>Publication Date</b>
_____
(MONTH)    (DAY)    (YEAR)
<b>Publication URL</b>
_____
<b>Author(s)</b>
_____
_____
<b>Description</b>
_____
_____
_____
_____
_____
_____

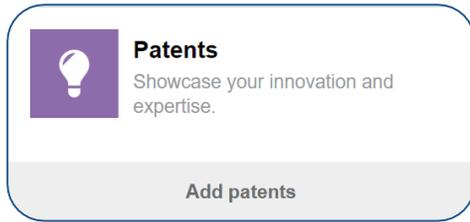
You may, of course, do a few other things with this section. First, you can create more than one "Publications" section, using one for publications and one for presentations and speeches. Second, you can arrange your material in groups rather than strictly by date; however, this may be confusing to the reader, who will expect a chronological presentation.

To add additional Publications, click [+ Add publication](#) .

**NOTE:** This section is *NOT* automatically arranged in reverse chronological order. As you save new entries, they show up at the bottom of the section. See Appendix B for instructions on how to move items within a section.

## Developing *Your* LinkedIn Profile

### PATENTS



Do you fancy yourself an inventor? Have you developed something for work for which *you* (not the company) own the patent? Then this is the section to highlight your achievement(s)!

A screenshot of the LinkedIn Patents form. The form is titled "Patents" and has a "+ Add" button in the top right corner. The form fields are: "Patent Office \*" (dropdown menu), "Status \*" (radio buttons for "Patent Issued" and "Patent Pending"), "Patent/Application Number \*" (text input), "Patent Title \*" (text input), "Inventor(s)" (list of contributors, with "Joe Trainor" and "+ Add another inventor" button), "Issue/Filing Date" (dropdowns for "Month...", "Day...", and "Year..."), "Patent URL" (text input), and "Description" (text input). Numbered callouts (1-8) are placed next to each field to indicate their purpose.

- 1 This field identifies the country in which the patent was issued or is applied for.
- 2 Has the patent been issued or is it pending (applied for)?
- 3 What is the patent number or the registration number of your application?
- 4 What is the *formal title or product name* of the patented product?
- 5 This field is where you will enter the names of other inventors and major collaborators (if any). If they are on LinkedIn, it will act as a link to their profile.
- 6 Date the patent was issued or when your filing registration number was awarded.
- 7 If the patent appears on a website, provide the link so others may find the product and patent data.
- 8 Provide a description of your product, item, widget, etc. you can even explain [briefly] how it benefits the user and ways to acquire the item!

So, do you have something that you developed for which you were awarded a patent? Are you planning to register for a patent on a recent invention or development? Use the worksheet on the following page to outline your LinkedIn entry!

## Developing *Your* LinkedIn Profile

<b>Patent Office</b>	
<b>Status</b>	
<input type="checkbox"/> Patent Issued <input type="checkbox"/> Patent Pending	
<b>Patent / Application Number</b>	
<b>Patent Title</b>	
<b>Inventor(s)</b>	
<b>Issue / Filing Date</b>	
(MONTH)    (DAY)    (YEAR)	
<b>Patent URL</b>	
<b>Description</b>	

To add additional Patents, click [+ Add patent](#) .

**NOTE:** This section is *NOT* automatically arranged in reverse chronological order. As you save new entries, they show up at the bottom of the section. See Appendix B for instructions on how to move items within a section.

## Developing Your LinkedIn Profile

### ORGANIZATIONS



#### Organizations

Add more color to your professional identity to show who you are.

Add organizations



#### Supported Organizations

Add more color to your professional identity to be found for opportunities.

Add supported organizations

The Organizations section has two components. First, you will be able to select the *professional* organizations to which you belong, many of whom are likely on LinkedIn (and a link will be created to their page(s)). Second, you will be able to select some of the “causes” you support, as well as some organizations affiliated with those causes (these secondary entries will appear at the end of the “Volunteer” section).

### Organizations

+ Add

**Organization \***

1

**Position(s) Held**

2

**Occupation**

Choose... 3

**Time Period**

Month... Year... – Present 4

Membership ongoing

**Time Period**

Month... Year... – Month... Year... 4

Membership ongoing

**Additional Notes**

5

Save Cancel

- 1 The *formal name* of the organization to which you belong. If there is an acronym or common name, put it in parentheses following the formal name).
- 2 What position(s) have you held in the organization? Regular activity is a plus—leadership positions are exceptional!
- 3 Occupation is a drop-down menu allowing you to link the organization with one of your Experience entries.
- 4 When were you a member of the organization?
- 5 In this field you can explain some of your activity in the organization. Much like the bullets in the Experience sections, you can express achievements as an organization member.

## Developing *Your* LinkedIn Profile

<b>Organization</b>	
<b>Position(s) Held</b>	
<b>Occupation</b>	
<b>Time Period</b>	
_____ - Present	
(MONTH) (YEAR)	
<input checked="" type="checkbox"/> Membership ongoing	- or -
_____ - _____	
(MONTH) (YEAR) (MONTH) (YEAR)	
<input type="checkbox"/> Membership ongoing	
<b>Description</b>	
_____	
_____	
_____	
_____	
_____	
_____	

**Occupation**

Choose... ▾

Choose...

Social Media Coach at DWWTC

Other

To add additional Organizations, click [+ Add organization](#) .

**NOTE:** This section is *NOT* automatically arranged in reverse chronological order. As you save new entries, they show up at the bottom of the section. See Appendix B for instructions on how to move items within a section.

Now that we have examined how you can enter professional organizations to which you belong, the next step for Organizations is to identify causes and their supporting organization of which you are a member or supporter. We will examine this on the following page...

## Developing *Your* LinkedIn Profile

Keep in mind that, since these are not *professional* organization in which you are a member, these organizations appear in the Volunteer section...

**Volunteer**

**What cause(s) do you care about?**

- Animal Welfare
- Arts and Culture
- Children
- Civil Rights and Social Action
- Disaster and Humanitarian Relief
- Economic Empowerment
- Education
- Environment
- Health
- Human Rights
- Politics
- Poverty Alleviation
- Science and Technology
- Social Services
- Other

**Which organization(s) do you support?**  
Start typing to find an organization on LinkedIn, or enter organizations separated by Tab or Return.

**1** This section is fairly straightforward. You can select any number of causes from the ones listed...or none!

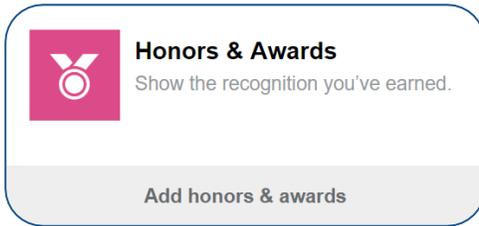
**2** When you start typing organization names in the field at the bottom, organizations will begin populating a drop-down menu as you type...so type slowly! When your organization appears in the menu, click on it and LinkedIn will create a link from your profile to the organization's page so others can see what you support!

Follow the directions above the entry area for entering multiple organizations...

Because this is a straightforward entry panel, there is little to write down, other than organizations you support that you want to enter; so let's put them on the following lines:


## Developing *Your* LinkedIn Profile

### HONORS & AWARDS



Honors & Awards is a much-overlooked field on LinkedIn; however, it is a field that can set you apart from your peers. This is not only important for career-seekers, but also for those working to build partnerships or get ahead in business.

The keys to this section include:

- Include industry-recognized honors/awards, or those with regional/state/national/international significance
- Keep academic awards (as a student) in your Education section, not here
- When you describe honors/awards, *don't brag!* Associating them to service and teamwork is a distinction of a leader as opposed to someone only in it for themselves.

A screenshot of the LinkedIn 'Add Honors & Awards' form. The form has a title 'Honors & Awards' and a '+ Add' button. It contains several fields: 'Title \*' (text input), 'Occupation' (dropdown menu), 'Issuer' (text input), 'Date' (Month and Year dropdowns), and 'Description' (text area). At the bottom are 'Save' and 'Cancel' buttons. Five orange callout boxes with numbers 1 through 5 point to the Title, Occupation, Issuer, Date, and Description fields respectively.

**1** The *formal name* of the honors or award. If there is a more common name or acronym, put it in parentheses after the formal name, such as *Academy Award of Merit* (The Oscar).

**2** Occupation is a drop-down menu allowing you to link the organization with one of your Experience entries.

**3** What organization was the issuer of the honor/award?

**4** When did you receive the honor/award?

**5** A brief description of the honor/award—why did you receive it? For very significant awards, help the reader understand the significance by explaining why the honor/award was important.

## Developing *Your* LinkedIn Profile

<b>Title</b>	
<b>Occupation</b>	
<b>Issuer</b>	
<b>Date</b>	
	(MONTH)      (YEAR)
<b>Description</b>	

**Occupation**

Choose... ▾

Choose...

Social Media Coach at DWWTC

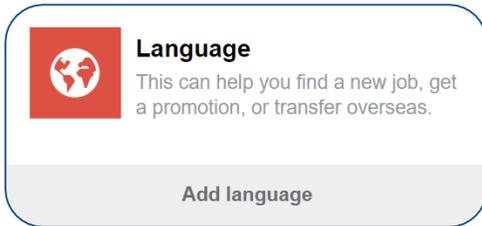
Other

To add additional Honors & Awards, click [+ Add honors & awards](#) .

**NOTE:** This section is *NOT* automatically arranged in reverse chronological order. As you save new entries, they show up at the bottom of the section. See Appendix B for instructions on how to move items within a section.

## Developing Your LinkedIn Profile

### LANGUAGES



In many parts of the country, especially in the Southwest and near large metropolitan areas across the United States where there are large ethnically-homogeneous neighborhoods, having proficiency in foreign languages is a valuable commodity. One of the benefits of the LinkedIn format for languages is the drop-down menu that allows you to identify in standard terms what your proficiency level is in each language.

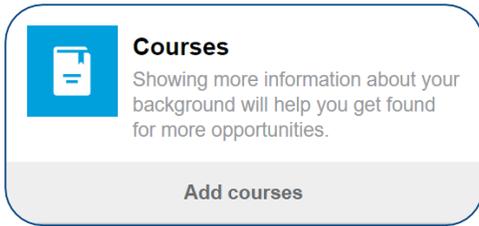
- 1 The name of the language. When you open the section for the first time, the default language is English with “Native or bilingual proficiency.”
- 2 Select your level of proficiency from the drop-down menu. This can be changed at any time if you gain or lose proficiency.
- 3 A window will automatically be present for adding a second language. To add more, simply click the “Add another language” link to add another language to your list.
- 4 To delete a language, simply click on the “x” to the right of the “Proficiency” window for that language and it will be removed.

Because this is a straightforward entry panel, there is little to write down, other than the languages that you are may consider adding to your profile; so let’s put them on the following lines:

Language	Proficiency Level

## Developing *Your* LinkedIn Profile

### COURSES



The Courses section is useful for three purposes.

- First, it can document courses taken that are not directly associated with a degree or certification you have gained.
- Second, it provides an area for instructors to document the courses they have taught.
- Third, it provides a place for professionals to list specific courses that are expected to be visible by their professional community (Meteorologists expect this, for example).

In this section, we will examine the first two of these uses, since the third is an extension of the first use.

- 1 The name of course.
- 2 The course number (for instances 1 & 3 above). For instructors who will use this section to document both courses taken and courses taught (instance 2, above), this field will be “Attended” if it is a course you took or “Taught” if it is a course you instructed.
- 3 This drop-down menu allows you to associate a course with and Experience or Education entry in prior sections of the profile.
- 4 To add another course entry, click the “Add another course” link.

Let’s take a look at a few examples on the next page...

Current or former student:

## Developing *Your* LinkedIn Profile

<b>Course Name *</b>	<b>Number</b>	<b>Associated with</b>
<input type="text" value="College Algebra"/>	<input type="text" value="MAT 110"/>	<input type="text" value="Rio Salado College"/>

Professional taking Continuing Education courses:      Rio Salado College

<b>Course Name *</b>	<b>Number</b>	<b>Associated with</b>
<input type="text" value="Project Management Pro"/>	<input type="text" value="PMP"/>	<input type="text" value="Wells Fargo Bank"/>

Instructor (course attended):

<b>Course Name *</b>	<b>Number</b>	<b>Associated with</b>
<input type="text" value="Conflict Resolution"/>	<input type="text" value="Attended"/>	<input type="text" value="US Institute of Peace"/>

Instructor (course taught):

<b>Course Name *</b>	<b>Number</b>	<b>Associated with</b>
<input type="text" value="Digital Marketing"/>	<input type="text" value="Taught"/>	<input type="text" value="Dynamic Worldwide Training Cons"/>

Now take a few moments to document some of *your* courses below:

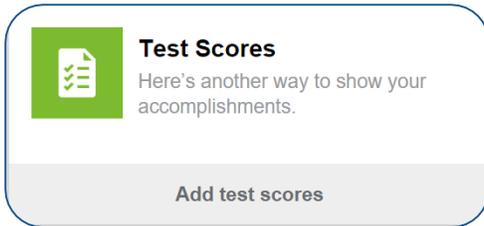
Course Name	Number	Associated with

I am  A current student     A former student     A continuing education student     An instructor

Whew! Don't worry, that we are almost done with your LinkedIn profile development!

## Developing Your LinkedIn Profile

### TEST SCORES



**IMPORTANT NOTE:** This section should only be used for current students! Items like certification exam scores and graduation honors should go in the “Certifications” or “Education” areas, not here...

A screenshot of the LinkedIn 'Test Scores' form. The form has a title 'Test Scores' and a '+ Add' button. It contains several fields: 'Name \*' (text input), 'Occupation' (drop-down menu), 'Score \*' (text input), 'Date' (Month and Year drop-downs), and 'Description' (text area). At the bottom are 'Save' and 'Cancel' buttons. Numbered callouts (1-5) point to the Name, Occupation, Score, Date, and Description fields respectively.

- 1 The *formal* name of the test.
- 2 This will be a drop-down menu for you to associate the test with a specific experience or school.
- 3 Your score on the test. It is best to put it in context by stating 3.9/4.0, 98/100, or similar metric. In some cases, the score may simply be “Pass.”
- 4 The month and year you took the test.
- 5 A brief description of the test (i.e. Final oral exam for teacher education program qualification).

Let’s think about any tests—that are not part of a degree or certification you already achieved—that may be useful for this section. If you come up with one, two, or a few, record the information you will include in your profile in the template(s) on the next page.

## Developing *Your* LinkedIn Profile

<b>Name</b> _____
<b>Occupation</b> _____
<b>Score</b> _____
<b>Date</b> _____ (MONTH)      (YEAR)
<b>Description</b> _____ _____ _____

**Occupation**

Choose... ▾

Choose...

Social Media Coach at DWWTC

Other

<b>Name</b> _____
<b>Occupation</b> _____
<b>Score</b> _____
<b>Date</b> _____ (MONTH)      (YEAR)
<b>Description</b> _____ _____ _____

**Occupation**

Choose... ▾

Choose...

Social Media Coach at DWWTC

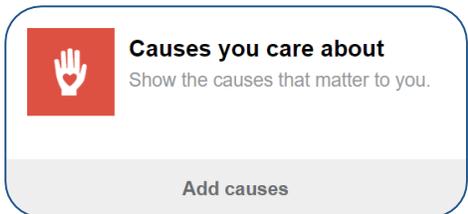
Other

## Developing *Your* LinkedIn Profile

### “IT’S ALL ABOUT YOU” SECTIONS

The last set of sections provide information about *you* as an individual. In some cases, it lets the reader look into the *human side* of you; in others, it simply provides information on how to find you and what works best.

### CAUSES YOU CARE ABOUT



In this section, you will be taken to the same screen in the Volunteer section as you were when you completed the Supported Organizations inputs. If you previously completed that section, you may skip this one.

**1** This section is fairly straightforward. You can select any number of causes from the ones listed...or none!

**2** When you start typing organization names in the field at the bottom, organizations will begin populating a drop-down menu as you type...so type slowly! When your organization appears in the menu, click on it and LinkedIn will create a link from your profile to the organization’s page so others can see what you support!

Follow the directions above the entry area for entering multiple organizations...

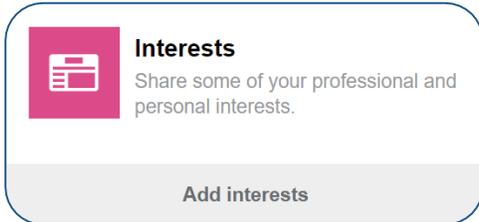
For more detailed information on entering organizations, refer to page 46.

## Developing *Your* LinkedIn Profile

### ADDITIONAL INFORMATION

This section typically appears near the end of the profile, right above the Skills & Endorsements section. It provides much the same information as other sections—such as Contact Info and the Summary—but provides a look at your personality and life outside the workplace.

#### INTERESTS



This section presents an open, unformatted area where you can express your *personal* interest areas. Much like the key competencies you indicated in the Summary section, you should try to keep this section to no more than 12 entries, with each entry being no more than 3 words long. Otherwise, readers may not “take an interest in you” as a person. Note some of the examples provided in the input area...

A screenshot of the LinkedIn 'Additional Info' section. The title 'Additional Info' is at the top. Below it is the sub-section 'Interests'. There is a large, empty text input field. Below the input field, there is a line of text: 'Examples: Management training, new technologies, investing, fishing, snowboarding, digital photography'. At the bottom of the section are two buttons: a blue 'Save' button and a gray 'Cancel' button.

Let's jot down some of your *personal* areas of interest.

A large, empty rectangular box with a light gray background and a blue border, intended for writing down personal areas of interest. The box is divided into four horizontal sections by thin lines.

## Developing *Your* LinkedIn Profile

### PERSONAL DETAILS



**Personal Details**  
You can control who will see this information.

Add personal details

The most important thing you need to know about this section is – **NEVER USE THIS SECTION!**

Why not???

By providing your birthday, you do three things:

1. Make this more like *social* media instead of professional
2. Provide a glimpse at your age (when you use the year)
3. HR and hiring managers cannot legally ask you for marital status (with the exception of a very, very few positions, most of which have to do with international affairs and diplomacy), so why give it away?

### ADVICE FOR CONTACTING



**Advice for Contacting**  
Make sure you're found for the opportunities you're interested in.

Add advice for contacting

This is a simple—but useful—field. Use this section to provide what the best means are to contact you. This may include things such as call between certain hours, e-mail works best and I will get back to you within 24 hours, etc. This facilitates contacting you the best way, increasing success potential.

Advice for Contacting Joe

**Advice for people who want to contact you**

Add details about your availability, the types of opportunities you're interested in, etc...

Anything you add here — including contact info — could be visible to people who view your profile.

What is the best way to contact you?

---

---

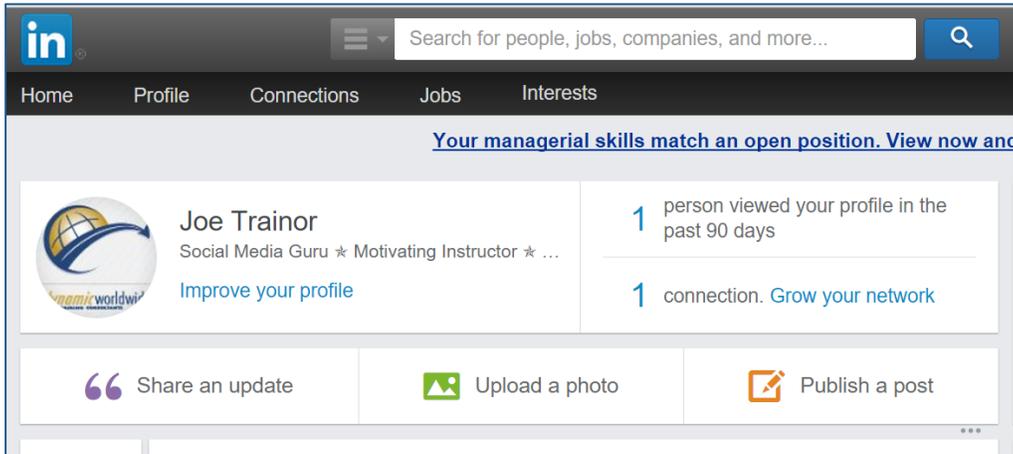
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## Developing Your LinkedIn Profile

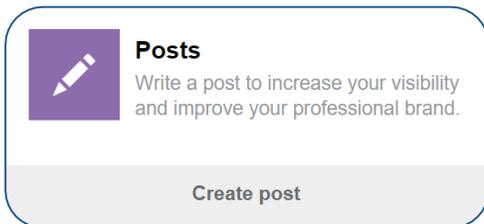
### UPDATES, PHOTOS, AND POSTS

Sharing updates, photos, or posts is your way to stay on the news feed of all your connections. A good rule of thumb is to consider that if you do not share anything at least once a week, you are essentially invisible on LinkedIn...and you don't want that!

There are two ways to share things. The most prominent is by using the links on your Home Page:



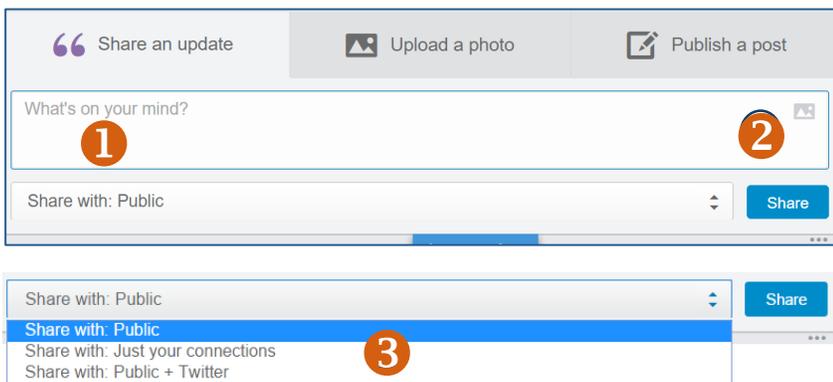
The second way to share is only for sharing a Post. This may be done from the section selections in your Profile:



Of note, a *Post* differs from the other two options because it is more involved. A *Post* is essentially the same as a *Blog* entry, including an image (optional) and a more structured, extensive dialogue. *Posts* need to be well thought-out, written in proper grammar, and relevant. *Posts* get you increased visibility over *Updates* or *Photos*.

### UPDATES

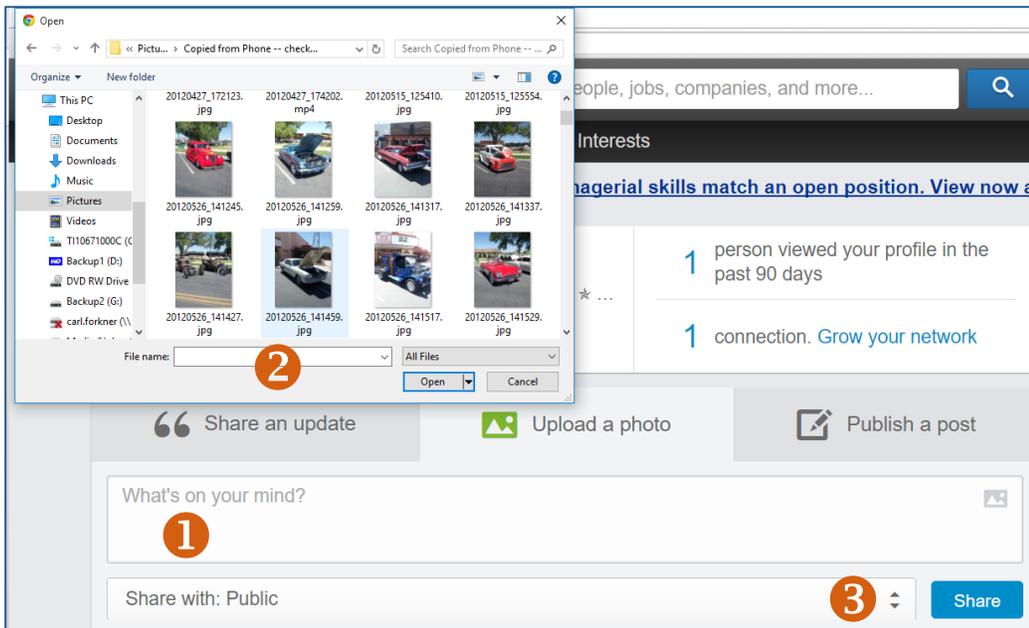
Sharing an update is the quickest, simplest way to stay visible on LinkedIn...with one exception: You are limited in the number of characters allowed in an *Update*.



- 1 The text of your update.
- 2 You can add an image to your update (essentially the same as if you clicked on *Upload a Photo* and then wrote about it).
- 3 Who you want to share the update with—there are three options:  
Public: Everyone can see.  
Connections: Only your 1<sup>st</sup> and 2<sup>nd</sup> level connections can see.  
Public + Twitter: Everyone can see and a link is posted in your Twitter account feed.

## Developing Your LinkedIn Profile

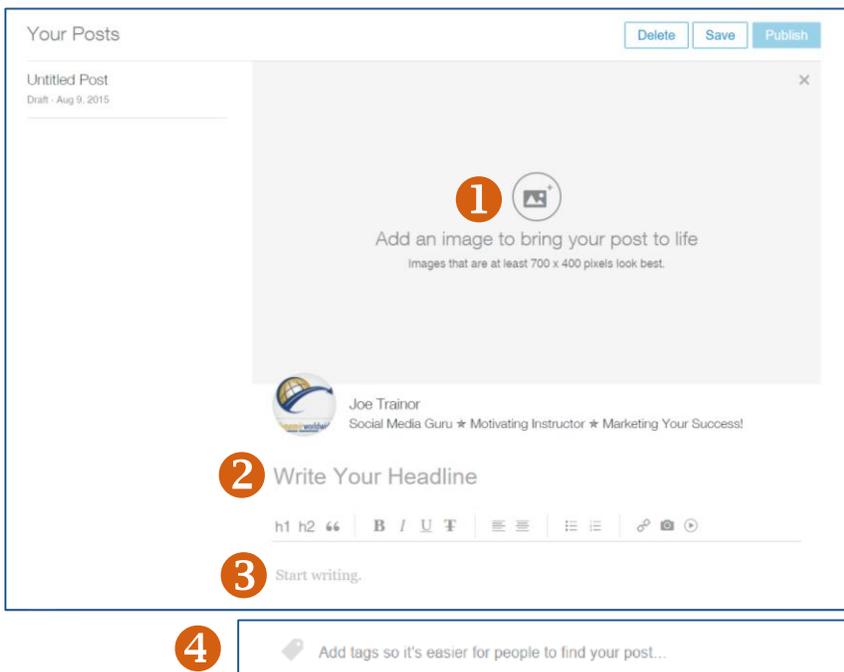
### UPLOAD A PHOTO



As mentioned previously, this section works nearly the same as *Share an update*, except that *Upload a Photo* automatically opens a window to the Pictures folder on your computer. Otherwise, the guidance on the following page under *Share an Update* applies to this section, too!

### CREATE POST

*Creating a Post* is like writing a Blog entry. It takes time and thought to get it right—and when posting to LinkedIn, for your professional connections to see, you want to get it right.



**1** An image having to do with the post content is highly advised. It draws attention and provides context.

**2** Develop a hard-hitting headline that encapsulates the subject, entices readers to open and read it, but does not give it all away.

**3** Write a well-organized, thoughtful, grammatically correct post/article/blog. I recommend doing it in MS Word first, and then pasting it into this window.

**4** By *tagging* post with subject in the LinkedIn database, it becomes more searchable—easier to find. This option pops up when you publish the post.

## Developing *Your* LinkedIn Profile

### NAVIGATING OUTSIDE YOUR PROFILE

Now that we have populated your LinkedIn profile, it is time to use the features outside the boundaries of your own profile. There are many options here.

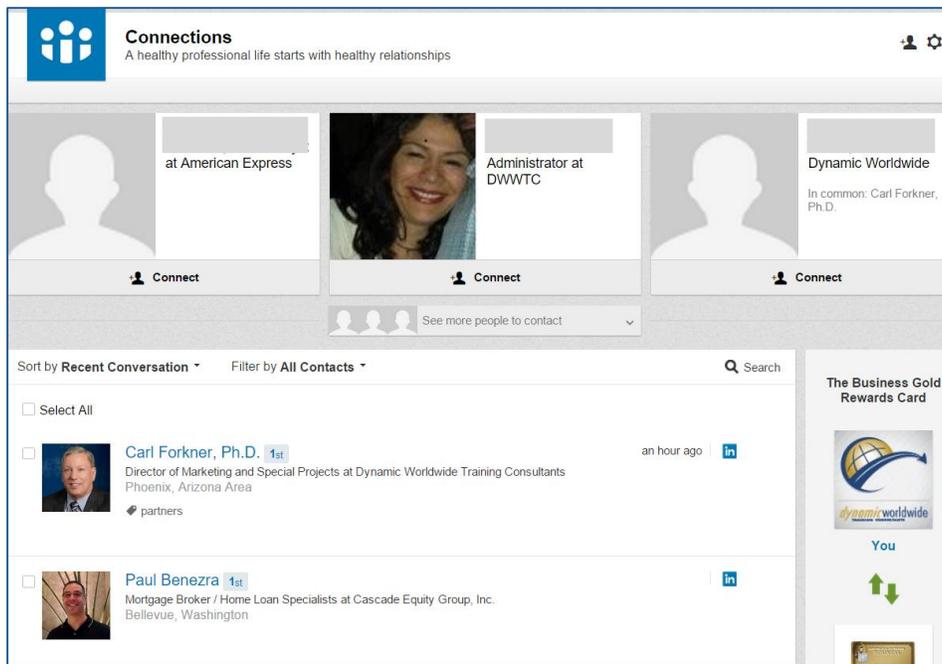
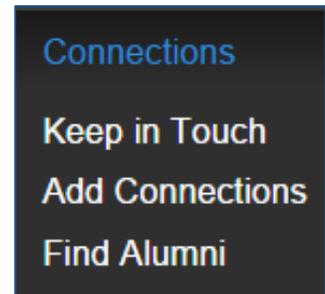
### CONNECTIONS

The *Connections* tab in the main menu bar opens three options:

- Keep in Touch
- Add Connections
- Find Alumni

### KEEP IN TOUCH

This option brings up a screen where you can review and sort through your Connections. From this screen, you can select connections with whom to correspond, check out their recent activity, and so forth. An illustration of this screen appears below.

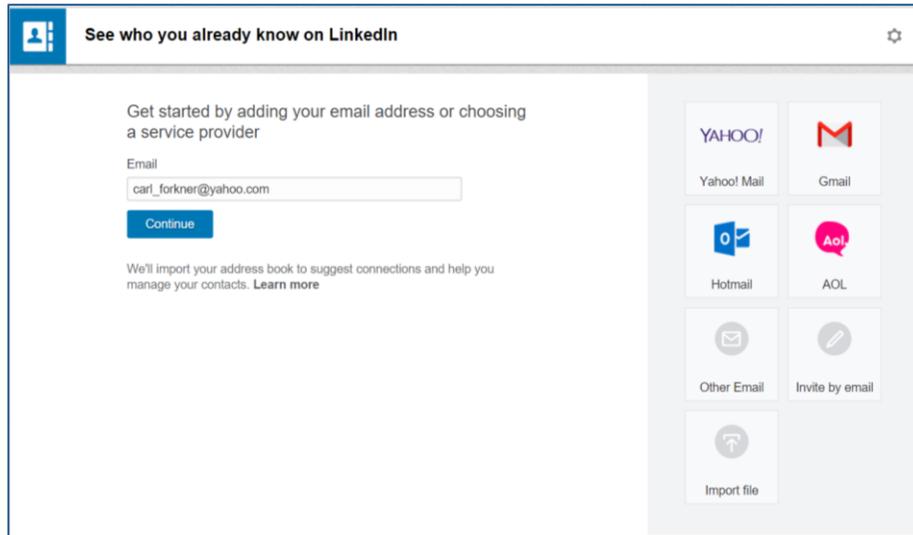


Across the top of this screen, you will find suggested connections. These are based on content in your profile, including location, industry, education, experience, publications, volunteering, and so forth.

## Developing Your LinkedIn Profile

### ADD CONNECTIONS

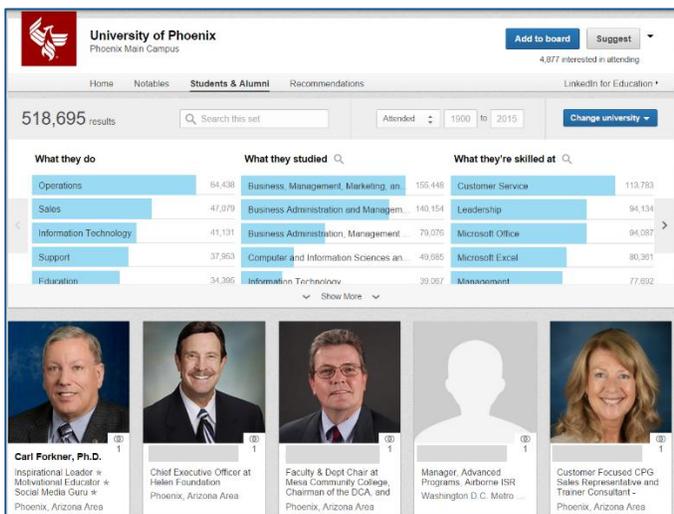
OK, let's just recognize it and go on—LinkedIn is OCD! It wants every single box and section and question filled out. Of course, it doesn't want to do all the work, so in this section, you are asked to let LinkedIn search through your e-mail contacts to see who might also be on LinkedIn and, therefore, a person with whom you may want to connect.



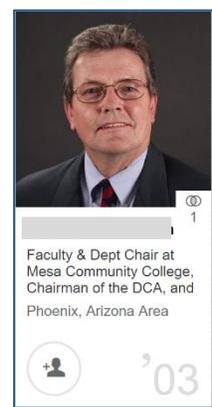
**NOTE:** For those with large contact lists, you are generally better off searching for individuals using LinkedIn's search window instead of letting your entire contact list be searched and then parse through it.

### FIND ALUMNI

This option only works once you have entered at least one Education entry into your profile. If you have not yet accomplished that (see page 23), LinkedIn will provide the screen for you to do so when you select this option. Once you have an Education entry, LinkedIn will offer you suggestions based on school alumni.



Already a connection.  
- Message icon.



Not yet a connection.  
- Connect icon.

Another place to find alumni is to join an alumni group from your institution—many have groups on LinkedIn!

## Developing *Your* LinkedIn Profile

### INTERESTS

This tab can be, well, a little fun, actually. The options here provide you with a number of categories to explore.

#### Companies

This tab takes you to a page that show you posts from companies you are following.

#### Groups

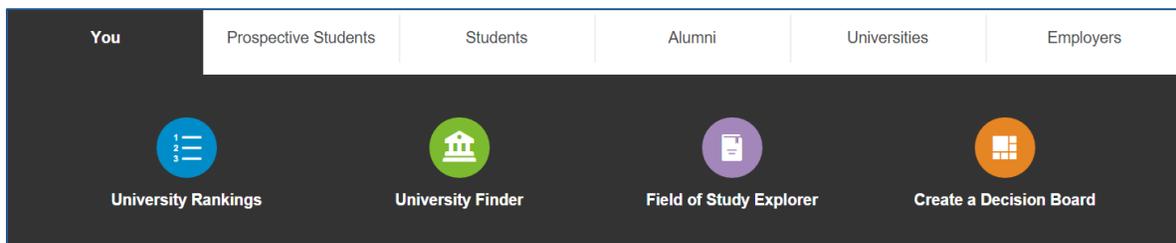
This tab takes you to a page that shows you posts from groups you are following.

#### Pulse

This is the LinkedIn news feed. It is a collection of Posts (not simply shared updates or photos) written and posted by LinkedIn members. This feature is *not* limited only to the people with whom you are connected—it includes posts from throughout the LinkedIn universe!

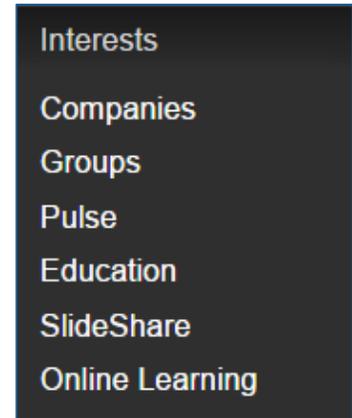
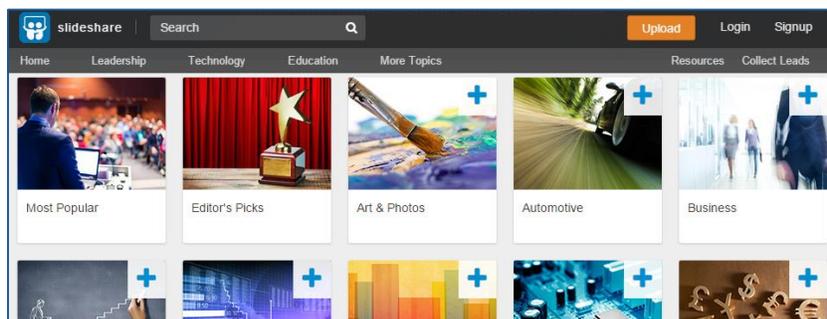
#### Education

This section provides university statistics and school/program information for both past and prospective students. It also has individual tabs focused on the kinds of data and information different sectors of student and professional society are looking for, as shown below:



#### SlideShare

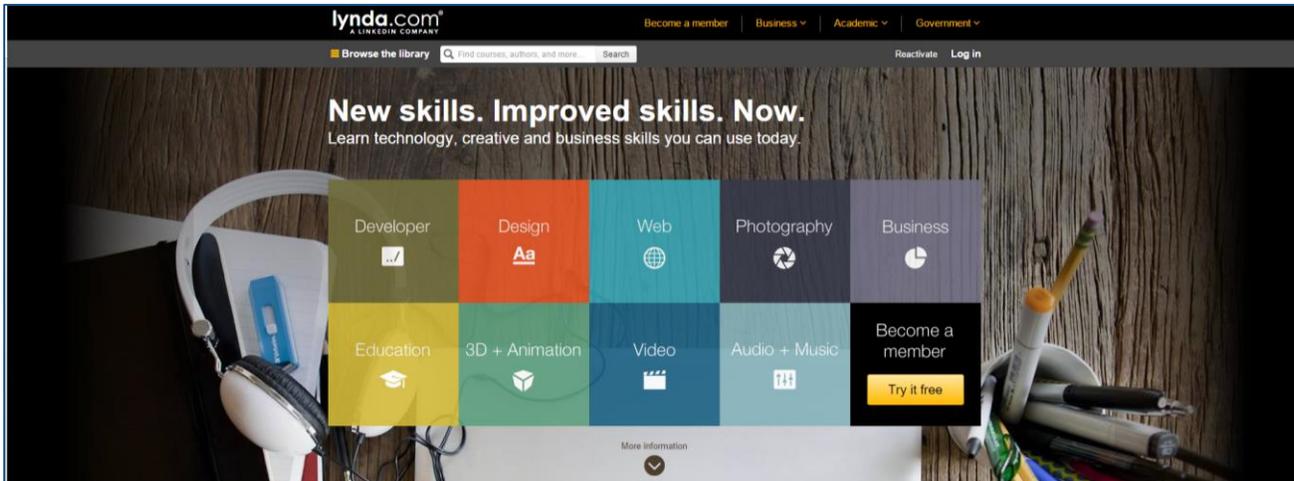
This is the SlideShare application, which is embedded into LinkedIn to enable viewing of things like PowerPoint and Prezi presentations and similar media. This section includes featured SlideShare presentations as well as those shared by your connections. The SlideShare tab also parses topics into categories, making it easier for you to find those with relevance to your goals.



## Developing Your LinkedIn Profile

### Online Learning

Do you remember the free online courses offered by *Lynda.com*? Well, they are now a LinkedIn company (and, unfortunately, that also ended the “free” part of the courses). This is the tab to select for exploring online learning options through LinkedIn’s Lynda.com course library.



### BUSINESS SERVICES

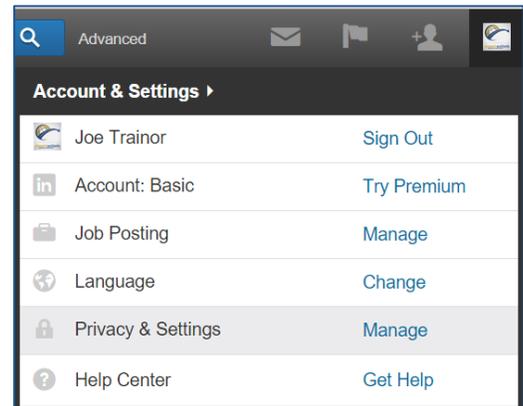
Because using Business Services requires a Premium Account, we will not be discussing those services in this workbook. However, **Appendix F** shows information on using LinkedIn for Business.

### PRIVACY AND SECURITY SETTINGS ON LINKEDIN

Perhaps the most important section of the entire LinkedIn account is your Privacy and Security settings menu.

Because the section of the LinkedIn account is so critical, when you first click to enter the *Privacy & Settings* menu, you will be required to re-enter your password. This is to protect you from someone stopping by your desk and changing your setting without your approval or knowledge.

In the following pages, we will cover the most critical parts of these settings, although there are many permutations that may be combined based on individual goals and needs.



So, let’s turn the page and start exploring Privacy & Settings...

## Developing *Your* LinkedIn Profile

### ACCOUNT QUICK SETTINGS

Carl Forkner, Ph.D.  
Member since: January 31, 2008 [Need help?](#)

**Password Change**

**Primary Email Change/Add**  
carl.forkner@dwwtc.com

**Phone numbers** [Add/remove](#)

**Account Type: Business**

- [Manage or cancel your Premium account](#)

**Payment**

- [Manage personal account](#)
- [View purchase history](#)

**Your active sessions**

- [See where you're signed in](#)

**Get More When You Upgrade!**

- More communication options
- Enhanced search tools

[Upgrade](#)

**Password.** This is where you can change your password. You will need your current password, and then you will be prompted to create a new one and verify it by entering it a second time.

Change your password

- Passwords are case-sensitive and must be at least 6 characters.
- A good password should contain a mix of capital and lower-case letters, numbers and symbols.

Old password:

New password:

Confirm new password:

[Change password](#) or [Cancel](#)

**Primary E-mail.** This is the e-mail you will use as the sign-in for your LinkedIn account. You will also use this menu option to add additional e-mails (you should have at least one back-up e-mail address)

Add & change email addresses

**ADD AN EMAIL ADDRESS**

We recommend you add at least one personal address and one work address. After adding the new address, go to that account and click the link in the confirmation email.

email address  [Add email address](#)

**CHOOSE YOUR PRIMARY EMAIL ADDRESS**

Click "Make primary" next to the address you want to use for LinkedIn emails. Addresses must be confirmed before they can become primary.

carl\_forkner@yahoo.com [Make primary](#)

[Close](#)

**Phone Numbers.** You may enter a mobile phone number here. LinkedIn will send a verification code to it for your account.

#### Payment.

- ➔ **Manage Personal Account.** Allows you to select the payment method and data for account charges.
- ➔ **View Purchase History.** You may select what time period (in the past) you want to review your purchases, such as advertising expenses.

## Developing *Your* LinkedIn Profile

**Your Active Sessions.** This gives you the data for the device and connection you are currently on, as well as recent logins to the account.

### You're currently signed into 6 sessions

Here's a list of all the places you're signed in to LinkedIn right now. You can see details about each session, sign out of individual sessions, or sign out of everywhere at once.

Current session

	Details
Now	Mesa, Arizona, United States (Approximate location) Chrome on Windows IP Address: 70.190.88.192 IP Address Owner: Cox Communications

Other active sessions (5) [Sign out of all these sessions](#)

Last accessed	Details
10 hours ago	Los Angeles, California, United States (Approximate location) LinkedIn on Android <a href="#">Sign out</a> ▼
16 hours ago	Mesa, Arizona, United States (Approximate location) Chrome Mobile on Android <a href="#">Sign out</a> ▼
1 month ago	Mesa, Arizona, United States (Approximate location) Chrome on Windows <a href="#">Sign out</a> ▼
1 month ago	Mesa, Arizona, United States (Approximate location) User Agent and OS Unknown <a href="#">Sign out</a> ▼

▼ [View all](#) ▼

Concerned that someone may have access to your account?  
[Change your password now.](#)

**View the apps you've authorized**  
[Go to authorized apps page](#)

**More info about account security**  
[Security best practices](#)  
Get tips on passwords, privacy settings, connecting with people, and more.  
[How to sign out](#)  
Get step-by-step instructions on signing in and out of your account.  
[Changing your password](#)  
Find out more about how to change your LinkedIn password.

Get more tips on the [LinkedIn Safety Center](#).

## Developing *Your* LinkedIn Profile

### PROFILE TAB

The screenshot shows the LinkedIn Profile Tab navigation menu on the left, with four main categories: Profile, Communications, Groups, Companies & Applications, and Account. The main content area is divided into three sections: Privacy Controls, Settings, and Helpful Links. The Privacy Controls section includes options to turn on/off news and activity broadcasts, select who can see the activity feed, select what others see when viewed, turn on/off How You Rank, select who can see connections, choose who can follow updates, change the profile photo and visibility, show/hide the "Viewers of this profile also viewed" box, manage who you're blocking, and manage who can discover you by phone number. The Settings section includes options to manage Twitter and WeChat settings. The Helpful Links section includes options to edit your name, location, and industry; edit your profile; edit your public profile; and manage your recommendations.

### EDIT YOUR PUBLIC PROFILE

Decide what information will appear in your public profile (i.e. not 1<sup>st</sup> or 2<sup>nd</sup> level connections)

Create your custom LinkedIn URL.

The screenshot shows the LinkedIn Public Profile settings page for Joe Trainor. The profile name is Joe Trainor, located in Tempe, Arizona, in the Information Technology and Services industry, with 2 connections. The page is titled "Public Profile". The "Your public profile URL" section shows the URL [www.linkedin.com/in/dwwtctraining](http://www.linkedin.com/in/dwwtctraining), which is circled in orange. The "Customize Your Public Profile" section allows users to control how they appear when searched for on Google, Yahoo!, Bing, etc. The "Make my public profile visible to no one" option is selected and circled in orange. Other options include "Make my public profile visible to everyone" and checkboxes for "Basics", "Picture", "Headline", "Summary", "Current Positions", "Certifications", and "Education". There are "Save" and "Cancel" buttons at the bottom.

## Developing Your LinkedIn Profile

**Public Profile**

**Joe Trainor** 2 connections

Social Media Guru ★ Motivating Instructor ★ Marketing Your Success!

Tempe, Arizona | Information Technology and Services

Current: DWWTC  
Education: University of Phoenix

**Your public profile URL**

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

[www.linkedin.com/in/dwwtctraining](http://www.linkedin.com/in/dwwtctraining)

**Customize Your Public Profile**

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

[Learn more](#)

Make my public profile visible to no one

**Make my public profile visible to everyone**

- Basics
- Picture
- Headline
- Summary
- Current Positions
  - Details
- Certifications
- Education
  - Details

**Save** **Cancel**

**Summary**

For job seekers not currently employed:

\*\*WHO YOU ARE PROFESSIONALLY pursuing position as \_\_\_\_\_ in \_\_\_\_\_ (industry) in the \_\_\_\_\_ (geographic) area.\*\*

[blank line]

Insert your 30-second "elevator talk" here...

[blank line]

Specialties: \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_; etc... (Should be no more than 12. Each should be no more than 2 words long.)

[blank line]

e-mail:

Twitter:

For people currently working but looking for other options (i.e. don't want to make your boss mad):

\*\*WHO YOU ARE PROFESSIONALLY overall professional tag line... such as "providing superior

You can also access the [Public Profile Settings](#) by selecting it from the drop-down menu in the [Heading Box](#) at the very beginning of your profile.

**Joe Trainor**

Social Media Guru ★ Motivating Instructor ★ Marketing Your Success!

Tempe, Arizona | Information Technology and Services

Current: DWWTC  
Education: University of Phoenix

**View profile as**

- View recent activity
- Ask to be recommended
- Create profile in another language
- Save to PDF
- Manage public profile settings**

**2 connections**

[Update your public profile settings](#)

**Add a section to your profile** – be discovered for your

## Developing *Your* LinkedIn Profile

### COMMUNICATIONS TAB

 Profile	<p><b>Emails and Notifications</b></p> <p>Set the frequency of emails</p> <p>Set push notification settings</p> <p><b>Member Communications</b></p> <p>Select the types of messages you're willing to receive</p> <p>Select who can send you invitations</p>	<p><b>LinkedIn Communications</b></p> <p>Turn on/off invitations to participate in research</p> <p>Turn on/off partner InMail</p>
 Communications		
 Groups, Companies & Applications		
 Account		

### GROUPS, COMPANIES, & APPLICATIONS TAB

 Profile	<p><b>Groups</b></p> <p>Select your group display order &gt;</p> <p>View your groups &gt;</p> <p>Set the frequency of group digest emails</p> <p>Turn on/off group invitations</p> <p>Turn on/off notifications when joining groups</p> <p><b>Companies</b></p> <p>View companies you're following &gt;</p>	<p><b>Applications</b></p> <p>View your applications &gt;</p> <p><b>Privacy Controls</b></p> <p>Turn on/off data sharing with 3rd party applications</p>
 Communications		
 Groups, Companies & Applications		
 Account		

### ACCOUNT SETTINGS TAB

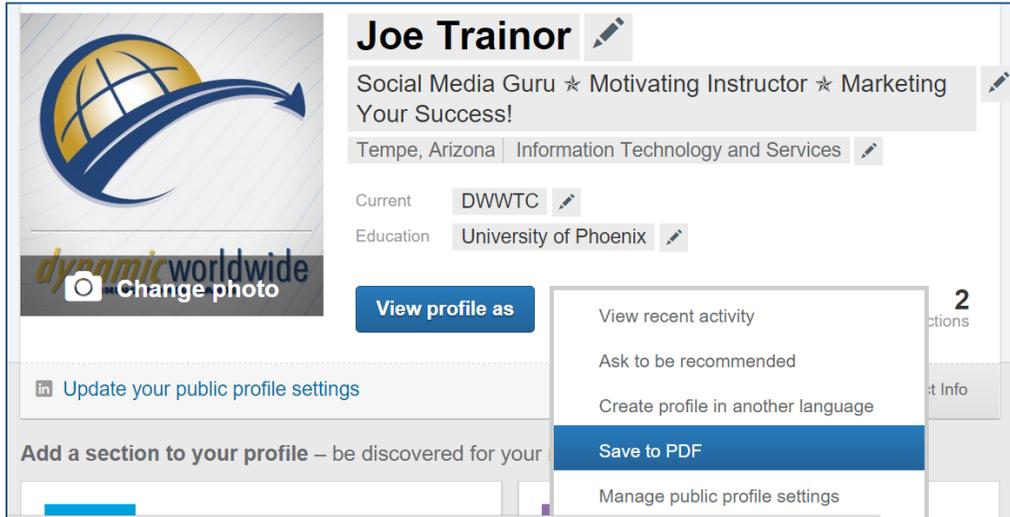
 Profile	<p><b>Privacy Controls</b></p> <p>Manage Advertising Preferences</p> <p><b>Settings</b></p> <p>Change your profile photo &amp; visibility &gt;</p> <p>Show/hide profile photos of other members</p> <p>Manage home page content you are hiding</p> <p>Select your language</p> <p>Manage security settings</p>	<p><b>Email, Phone &amp; Password</b></p> <p>Add &amp; change email addresses</p> <p>Manage phone numbers</p> <p>Change password</p> <p><b>Helpful Links</b></p> <p>Upgrade your account &gt;</p> <p>Request an archive of your data &gt;</p> <p>Close your account &gt;</p>
 Communications		
 Groups, Companies & Applications		
 Account		

## Developing Your LinkedIn Profile

### [BACK TO THE BEGINNING](#)

### [SAVING THE PROFILE](#)

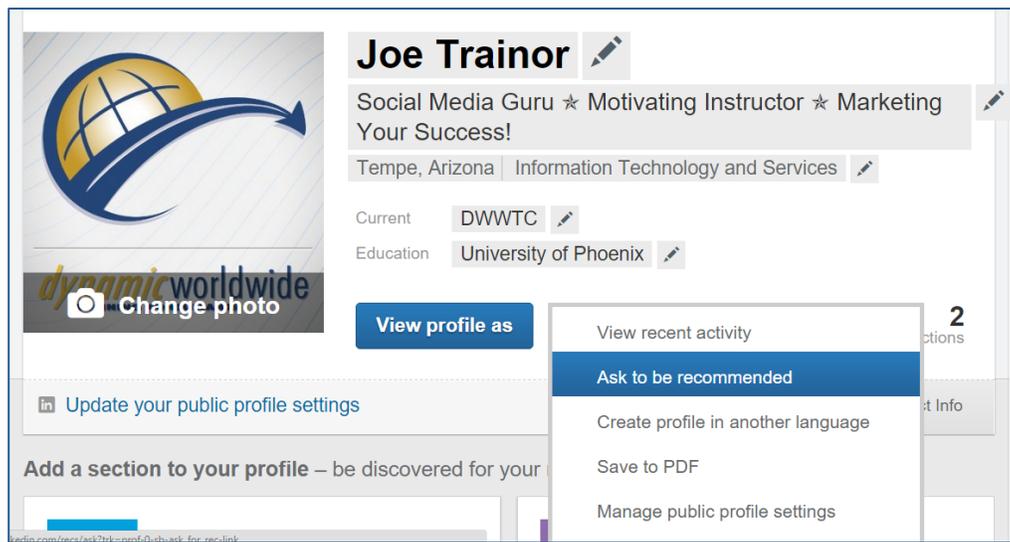
Once you have taken the time to enter all your data, there is one very important step you should take to ensure you do not lose all your data. This function appears in the **Heading Box** at the very beginning of your profile.



You can save your profile, including all your recommendations, to a PDF file on your computer. This not only provides you the opportunity to print a paper copy (in case something happens to your profile and you have to rebuild it) but also provides you with information for your resume or CV.

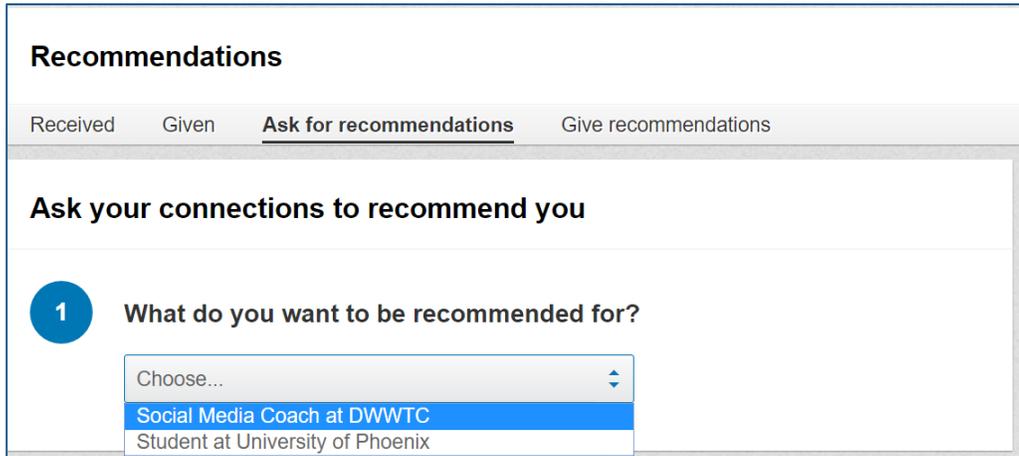
### [ASKING FOR RECOMMENDATIONS](#)

In order to receive recommendations, you have to ask for them. No, it is not cocky or snooty—it is just how the system works!



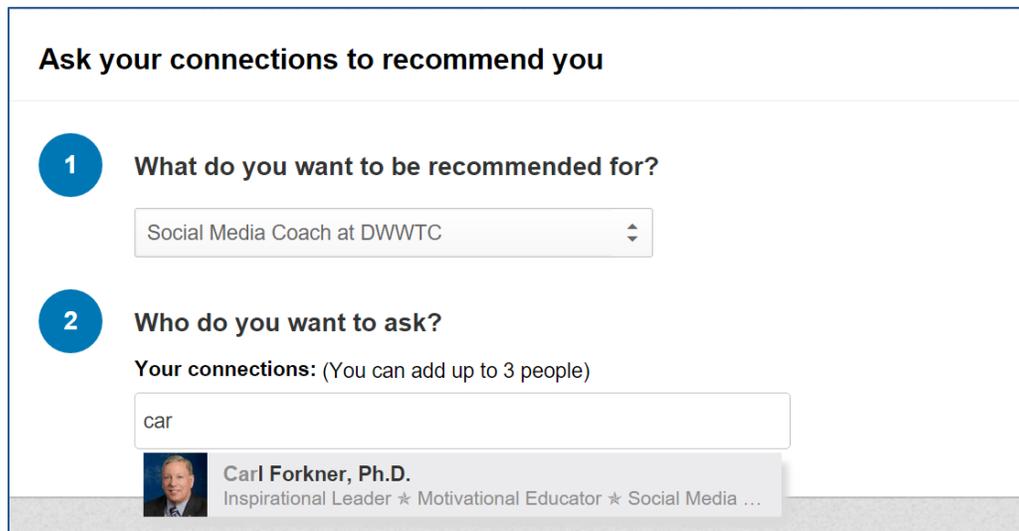
## Developing *Your* LinkedIn Profile

When you click on the highlighted *Ask to be Recommended* button, the following screen appears:



The screenshot shows the LinkedIn 'Recommendations' page with the 'Ask for recommendations' tab selected. The main heading is 'Ask your connections to recommend you'. Below this, a numbered step '1' asks 'What do you want to be recommended for?'. A dropdown menu is open, showing 'Choose...' at the top, 'Social Media Coach at DWWTC' (highlighted in blue), and 'Student at University of Phoenix'.

Note that I have selected an Experience entry, although I could have selected an Education entry as well. Volunteer entries will show up here, too!



The screenshot shows the second step of the recommendation request process. The heading is 'Ask your connections to recommend you'. Step '1' is completed, with 'Social Media Coach at DWWTC' selected in the dropdown. Step '2' asks 'Who do you want to ask?'. Below this, it says 'Your connections: (You can add up to 3 people)'. A search box contains the text 'car'. Below the search box, a connection card is visible for 'Carl Forkner, Ph.D.', with the title 'Inspirational Leader ★ Motivational Educator ★ Social Media ...'.

I am requesting a recommendation from the highlighted connection. You have up to four connections in your list, but it is highly advisable to send each connection an individual request, *not* a group one...

Next will be identifying the relationship between you and the person from whom you are requesting a recommendation.

## Developing Your LinkedIn Profile

3  Carl Forkner, Ph.D.

**What's your relationship?**

Choose...

4

**Professional**

- You reported directly to Carl
- You managed Carl directly
- Carl was senior to you but didn't manage directly
- You were senior to Carl but didn't manage directly
- You worked with Carl in the same group
- You worked with Carl but in different group
- You worked with Carl but at different companies
- You were a client of Carl
- Carl was a client of yours

**Education**

3  Carl Forkner, Ph.D.

**What's your relationship?**

Choose...

**What was Carl's position at the time?**

Choose...

4

- Director of Marketing and Special Projects at Dynamic Worldwide Training...
- Ambassador at Mesa Chamber of Commerce
- Advisory Committee Member / Chair at East Valley Retired and Senior...
- Chief Consultant at Success Professional Consulting
- Social Media Coach at Career Connectors
- LinkedIn Coach at Career Connectors
- Senior Consultant at Ludwig Otto Associates (A division of Franklin Global...
- Senior Analyst at Wikistrat
- Assistant Professor, International Security Studies at Air War College
- Commissioned Officer (Commander) at US Navy
- Seminar Director, Curriculum Developer, and Academic Instructor,...

And, finally, writing a meaningful request.

- If you send the standard blurb, you can expect a 10-15% probability that the person will actually recommend you.
- If you send an outline of the activities or accomplishments for which you want to be recommended, you stand about a 40% chance of receiving it.
- If you remember WIFM (What's in it For Me) and include how you were beneficial to the individual or their organizations, you stand a 50-60% chance of being recommended.

3  Carl Forkner, Ph.D.

**What's your relationship?**

You worked with Carl but in different group

**What was Carl's position at the time?**

Director of Marketing and Special Projects at Dyne

4 **Write your message**

**Subject:**

Can you recommend me?

I'm writing to ask if you would write a brief recommendation of my work as a Social Media Coach that I can include on my LinkedIn profile. In particular, the work I did for you and your clients to prepare them better for understanding how to leverage social media for a career search, and in building their professional networks from electronic networking to shaking hands across a table and "sealing the deal."  
If you have any questions, please let me know.  
Thanks in advance for your help.  
-Joe Trainor

**Send** **Cancel**

## Developing *Your* LinkedIn Profile

### SUMMARY

First, let me state that everyone's LinkedIn profile will not—and *should not*—be identical. We all come from diverse personal and professional backgrounds and experiences, all of which influence our philosophies, careers, and goals.

Although you will not change LinkedIn every time you apply for a new position, your profile is still a living document, meant to be updated and added to as you grow and experience new achievements.

## Developing Your LinkedIn Profile

### Appendix A: The Six Essentials to All Star Status on LinkedIn

For the career-seeker, gaining All Star status is extremely important. This is because *over 94% of recruiters and 73% of HR professionals & hiring managers use LinkedIn* to find the right candidates to fill positions in their companies or organizations. Because All Star status is relatively easy to achieve, they virtually never get beyond the All Star group before finding enough qualified candidates to invite to apply or interview for the position(s).

These **6 Essentials** are the key to achieving All Star status with your profile (McCarley-Cameron, 2013). With the exception of garnering 50 or more connections, the rest of the requirements may be accomplished in as little as an hour!

#### Headline, Industry, & Location

This section will appear as a default even if you turn all the other options off for public viewing. As simple as it seems, you need to put some time and thought into it. The headline should be 10-12 words comprised of keywords describing your most important traits preceded by strong adjectives.

**TIP:** On searches, keywords in the headline are weighted three times heavier than in the rest of the profile.

#### A Professional Photograph

Having a professional photograph provides insight to recruiters and hiring managers before they meet you. A professional photograph does not have to be expensive—organizations such as *Career Connectors* in the Phoenix metro area provide it as a free service to career seekers at their events.

**TIP:** Wear attire appropriate to the industry and position in which you plan on working.

#### A Well-Written Summary

This is the most important part of your LinkedIn profile! The Summary section provide you with 30-45 seconds to convince the reader to continue reading your profile—that's it. It should include 4 distinct components: a secondary headline, your 30-second "elevator pitch," a listing of your primary specialties, and your e-mail address. **TIP:** Having the e-mail address at the end of the Summary makes it easy to contact you.

**NOTE:** Putting your phone number in the Summary may invite marketers.

#### Current Experience + at least Two Prior Experience Entries

This is experience that comes right off your resume or CV. Use standard conventions for position labels and descriptions, 1-2 lines about what your company does/did (if it is not on LinkedIn), 1-2 lines describing your responsibilities, and 2-4 results/performance-based bullets highlighting your accomplishments in that position.

**TIP:** If your company has a LinkedIn page, you don't have to describe it—a link to their profile page appears.

**TIP:** For your current experience, be sure to click "I currently work here" as the end date.

#### Education and Skills

Often neglected, but simple to complete. Simply add your education here. Do *not* include dates for education that was over 20 years ago. If you have been to any post-secondary education, do not include high school.

**TIP:** GPA is only for current students. If you graduated with honors, use that block (it will take letters, too).

You also need to select *at least* 5 skills for your profile.

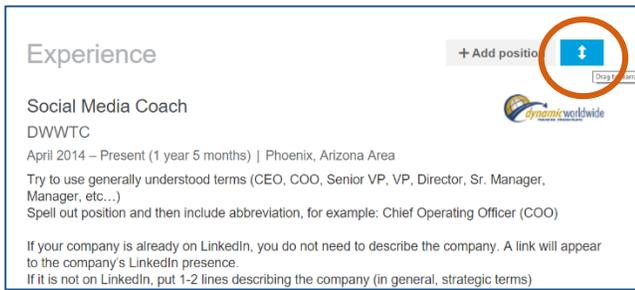
#### Connections

You need to build to at least 50 connections to be in the top search category--\*All Star\* status. Start with people you already know, select professional contacts in your field, and connect with people who influence your field.

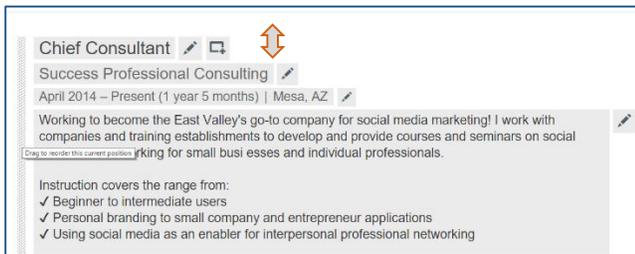
**TIP:** Work toward 500!

## Developing Your LinkedIn Profile

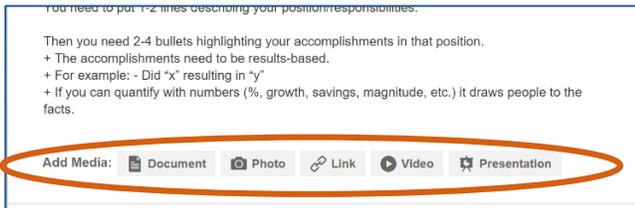
### Appendix B: Moving Sections, Entries, & Adding Media in LinkedIn



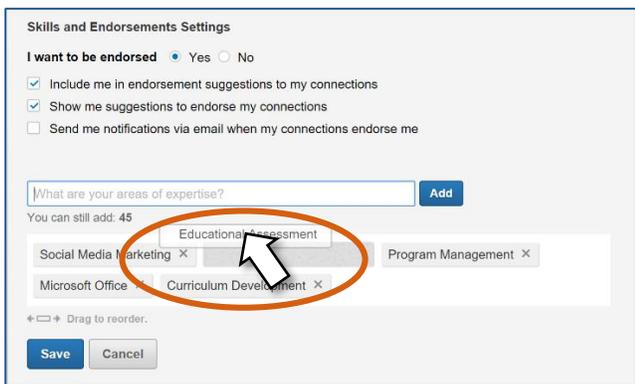
To shift an entire section up or down, use the arrows in the upper right corner of the section.



To shift an entry up or down within a section, click on the set of up/down arrows to the right of the title line. Holding down the left mouse button, drag the entry up or down to the desired location in the section.



To add media to an entry, click on the appropriate button at the bottom of the entry and then follow the instructions to upload your media. The media will be associated with that entry, even if you move it within the section.



To reorder your skills, hover the pointer over the center of the item, then hold the left button down to move it to the order desired within the Skills section.

## Developing *Your* LinkedIn Profile

### Appendix C: LinkedIn Profile Organization by Industry

The importance of different fields in the LinkedIn profile varies from industry to industry. In some industries—like education—the Education section is more important usually than certifications, although in the Training industry, certifications may be more important. In business and technology fields, patents are important, whereas they were not so important for educators.

Because each business's focus differs—even within the same industry—the order of your section in your profile will also vary. There are essentially only two sections that will appear in the same place in every profile—the *Summary will always be first and Skills & Endorsements will always be last.*

Although not all-inclusive, the illustration below shows some general variations between industries.

<u>Education</u>	<u>Business</u>	<u>Technology</u>
<ul style="list-style-type: none"><li>• <b>Summary</b></li><li>• <b>Education</b></li><li>• <b>Certifications</b></li><li>• <b>Experience</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Summary</b></li><li>• <b>Experience</b></li><li>• <b>Education</b></li><li>• <b>Certifications</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Summary</b></li><li>• <b>Experience</b></li><li>• <b>Certifications</b></li><li>• <b>Education</b></li></ul>
<ul style="list-style-type: none"><li>• <b>Courses (Taught)</b></li><li>• <b>Publications</b></li><li>• <b>Projects</b></li><li>• <b>Volunteer Work</b></li><li>• <b>Organizations</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Projects</b></li><li>• <b>Publications</b></li><li>• <b>Patents</b></li><li>• <b>Organizations</b></li><li>• <b>Volunteer Work</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Projects</b></li><li>• <b>Patents</b></li><li>• <b>Publications</b></li><li>• <b>Organizations</b></li><li>• <b>Volunteer Work</b></li></ul>
<ul style="list-style-type: none"><li>• <b>Awards &amp; Honors</b></li><li>• <b>Languages</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Awards &amp; Honors</b></li><li>• <b>Languages</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Awards &amp; Honors</b></li><li>• <b>Languages</b></li></ul>
<ul style="list-style-type: none"><li>• <b>Add'l Info</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Add'l Info</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Add'l Info</b></li></ul>

Notice that the Skills & Endorsements section does not appear in the illustration; however, it should be the last section of the editable profile. What you really want are substantive recommendations, not just endorsement clicks. Moving sections is discussed in Appendix B.

## Developing *Your* LinkedIn Profile

### Appendix D: Job Translation Tools for Veterans

One of the challenges for professionals transitioning from military service into the private sector, or for Veterans who have been discharged or retired for some time and are rejoining the work force, is translating their military careers into terms that relate to private sector positions and skill sets.

There are numerous MOS, NEC, and other codes that define enlisted personnel skill sets that make it easier to translate many enlisted qualifications into private sector terms. This is not the case with officer qualifications and skill sets, which vary widely based on the rotational nature of officer assignments between technical and leadership billets. An example of some common translations appear in the table below.

<b>OFFICERS &amp; SENIOR NCO (E7+)</b>		<b>ENLISTED SPECIALTIES (E1-E9)</b>	
<b>MILITARY</b>	<b>CIVILIAN</b>	<b>MILITARY</b>	<b>CIVILIAN</b>
Commander	CEO	Supervisor / LPO	Supervisor
Executive Officer	COO		
Department Head	Senior VP	Legalman	Paralegal
Ass't Dep't Head	VP	Admin / Personnel	Admin Ass't / Office Mgr
		Supply / Logistics	Supply & Logistics
Division Officer	Senior Manager	Medic / Corpsman	EMT / Paramedic
Branch Officer	Manager	Weapons	Systems Engineer
		Ship Propulsion	Ship Engineering
Command Senior Enlisted Advisor	Senior VP	Aircraft A & P	Aircraft Mechanic
Department Senior Enlisted Advisor	Senior Manager	Religious Programs	Pastoral Assistant
		Military Police	Law Enforcement Officer
		Infantry	Security / Recon
		Intelligence / Cryptology	Intelligence / Research
Division Senior Enlisted Advisor	Manager	Operations	[Type of] Operations
Branch Senior Enlisted Supervisor	Manager	Air Operations	Air Ops / Air Traffic Control
		Damage Control	Emergency Management
		Construction	[Type of] Construction
		Public Affairs	Journalist
		...and many more	...and many more

Many sites provide additional guidance on translating military experience into private sector equivalents; however, understand that *these are primarily for enlisted personnel, not for officers*. The translation tools generally do not translate officer designator codes correctly, but do a good job with enlisted codes. A good source for officers to translate their military experience into private sector terms is contacting local veterans organizations, such as AMVETS, VFW, American Legion, DAV, or service-specific organizations such as Navy League, Marine Corps League, Air Force Association, and so forth.

Chapter 4 of the US Department of Labor Employment Workshop guide for veterans includes additional guidance for translating military experience into civilian terms. This guide also includes tips covering the entire range of transitioning career search areas. You can download the .pdf book at:

<http://www.dol.gov/vets/programs/tap/DOLEW-Participant-Guide-January-2015v2.pdf>

## Developing Your LinkedIn Profile

### Appendix E: Bonus Section – 2015 Social Media Security Checklist

*This appendix provides basic security setting guidance for eight popular Social Media platforms:*

- |  |   |   |  |
|--|---|---|--|
| <input checked="" type="checkbox"/> Facebook | <input checked="" type="checkbox"/> LinkedIn  | <input checked="" type="checkbox"/> Twitter   | <input checked="" type="checkbox"/> Google+  |
| <input checked="" type="checkbox"/> YouTube  | <input checked="" type="checkbox"/> Pinterest | <input checked="" type="checkbox"/> Instagram | <input checked="" type="checkbox"/> Nextdoor |



Facebook



LinkedIn

#### Security Screen

- Strong Password (8+ characters, at least: 1 capital ltr, 1 small ltr, 1 number, 1 special character)
- Challenge Questions
  - Do NOT use real answers
  - Write down answers and keep in safe place in case you need them later for verification
- Set Login Alerts to notify when logged in from a new browser or device
- Set Login Approvals: Create additional security code
- Trusted Contacts: Select, notify, and write down
- Where You're Logged In: Review to ensure it matches your activity.

#### Privacy Screen

- Who can see my stuff?
- Who can contact me?
- Who can look me up?

#### Timeline & Tagging Screen

- Review posts friends tag you in: ON
- Review tags people add to your own posts: ON

#### Privacy & Settings Screen

- Password Change
  - Strong Password (8+ characters, at least: 1 capital ltr, 1 small ltr, 1 number, 1 special character)

#### Profile Subscreen

- Turn on/off activity broadcasts: OFF during editing
- Select what others see when you view them:
  - General search: Anonymous with industry & title
  - Job seekers: Name & Headline
  - Group members: Name & Headline
- Change photo & visibility:
  - Edit photo to professional look
- Manage Blocking:
  - Like Facebook, LinkedIn allows you to block unwanted viewers/spammers
- Edit Public Profile:
  - Concise for easy reading
  - Most important sections
  - Can be turned off (including no picture)

#### Contact Info

- E-mail address
- Phone number(s)
- Address (City/State/Zip ONLY)
  - + Especially for women & single people

## Developing *Your* LinkedIn Profile



Twitter

### Security & Privacy Screen

#### **Security:**

- Login verification:
  - If concerned that others may log into your account, you can select this security feature
- Password reset:
  - Select "Require personal info to reset"

#### **Privacy:**

- Photo tagging: Selecting "only people I follow" may lead to additional following requests.
- Tweet Privacy: For general tweeting, leave unchecked (sometimes used for business)
- Tweet Location: Do you want people to know where you are?
- Discoverability: Select both, one, or none...
- Personalization: Allows Twitter to suggest pages or contacts you may like
- Promoted Content: Like Facebook, Twitter can learn your habits and select promoted material that most applies to you

### Password Screen

- Change password periodically (at least every 6 months)
  - Don't forget it will change your mobile account, too!

### Blocked Accounts

- Allows you to view who you've blocked



Google+

### Settings Screen

#### **Interactions:**

- Who can send notifications?
- Who can comment?
- Shared Endorsements:
  - When you "+1" a site, others see it

#### **Notification Delivery**

- Where do you want notifications sent?
- Phone number: If you want phone notifications

#### **Manage Subscriptions**

- What level of updates do you want to see?  
Receive Notifications

- Allows you to pick what you want to see

#### **Apps & Activities**

- Allows you to manage what apps you sign into with Google
- Allows you to see your Activity Log

#### **Your Circles**

- Allows you to customize sharing with circles

#### **Photos & Videos**

- Allows you to restrict downloading by others  
Profile
- Allows you to select visibility and shared info

#### **Location Settings**

- Enables or disables sharing your location

#### **Disable Google+**

- Deletes your entire account (unrecoverable)

## Developing *Your* LinkedIn Profile



YouTube

### Overview Screen

#### **Account Information:**

- Where you can edit how your name appears
- Strong Password (8+ characters, at least:  
1 capital ltr, 1 small ltr, 1 number, 1 special character)

#### Connected Accounts Screen

- Manage where posts will auto-repost
- Manage what activities will repost

#### Privacy Screen

- Set privacy level for playlists & liked videos
- Set privacy for subscriptions

#### Notifications Screen

- What updates do you want to receive?

#### Connected TVs

- If you are on an open network, your machine may be vulnerable...

#### Safety Mode

- Allows content filtering  
**NOTE:** Affects all devices using this account!



Pinterest

### Account Basics

- E-mail address: ...associated with the account
- Password: Manage password
  - Strength
  - Semi-annual changing
- Contact Name: Your name...
- Search Privacy: Want to hide from search engines?
- Personalization: Lets Pinterest learn your browsing patterns
- Search History: Delete periodically!
- Account: Allows you to deactivate your account (NOT recoverable)

### Profile

- Name: Name you want to appear on profile
- Picture: Should be professional
- Username: How will you log in?
- About you: **DO NOT** put personal identifying information (PII) in this field!
- Location: City/State ONLY!
- Website: If you have one, include it...

### Social Networks

- This is for cross-posting and signing in through other sites. Be careful doing this!

## Developing *Your* LinkedIn Profile



Instagram

### Edit Profile Screen

- Name: How your name appears
- E-Mail: Associated with account
- Username: What you use to login
- Phone number: *NOT* required
- Sex: Do *NOT* put gender
- Bio: Short bio without divulging personal identifiable information (PII)

### Change Password Screen

- Strong Password (8+ characters, at least: 1 capital ltr, 1 small ltr, 1 number, 1 special character)

### Manage Applications Screen

- You can revoke permission for any apps you previously authorized for access



Nextdoor

### Profile Screen

- Select photo (or none) for account
- Biography: Choose what to share
  - ➔ Don't reveal single women or details about minor children!
  - ➔ Don't include photos of minor children!
- Select email address to receive messages

### Settings Screen

#### **E-Mail**

- Select email address to receive messages

#### **Account**

- Select name and email address for account
- Manage password
- Enter residence address (more options below)
- Deactivate account (when you want out!)

#### **Privacy**

- Select how to show address (be vague)
- Select who can see your profile

### **General Tips:**

#### **DO**

- Log out of accounts if not on protected device.
- Deactivate account completely when no longer using.
- Screen new friend/connect requests.
- Scan once a month for viruses/malware.
- Monitor your children's Internet activity.
- Change your passwords at least once every 6 months.
- Use antivirus/antimalware apps on mobile devices.

#### **DO NOT**

- Do *NOT* post pictures of minors to public views.
- Do *NOT* use provocative photographs.
- Do *NOT* post inflammatory comments in public forums.
- Do *NOT* release full address in public forums.
- Do *NOT* use an unprotected computer on open networks.
- Do *NOT* leave mobile devices without password protection.
- Do *NOT* share your passwords/PINs/security codes.

## Developing *Your* LinkedIn Profile

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## Developing *Your* LinkedIn Profile

Dynamic Worldwide partners with leading companies and organizations to bring you the finest training opportunities across IT and numerous other professional career fields.



*Partner*



## Developing *Your* LinkedIn Profile

### About the Author

Dr. Carl Forkner is Director of Training and Development at Dynamic Worldwide Training Consultants. He is the creator of the school's *Digital Marketing with Social Media* curriculum, as well as teaching Microsoft Applications courses and Project Management Fundamentals. He is a volunteer speaker and LinkedIn & Social Media Coach with *Career Connectors*—a Phoenix-area nonprofit organization assisting people in career transition—for which he was selected as a 2014 Volunteer of the Year. Dr. Forkner has presented seminars and workshops throughout the Phoenix area on topics such as LinkedIn, the Social Media Job Search, Social Media for Business, and Professional Networking to



### *What are people saying?*

*Through Career Connectors, I was introduced to Dr. Carl Forkner, who helped me update and improve my LinkedIn profile. My profile was viewed by the VP of Technology at [a great local business], and after a round of 3 interviews, I was hired for a full-time, permanent job as an Agile Project Manager! The position was not listed on any job boards, and I was not referred by a recruitment agency. It was my LinkedIn profile alone, which Dr. Forkner helped me improve, that got me the job lead.*

A. Nelson

*"The Ultimate LinkedIn & Facebook Workshop" was worth every minute! The workbook is a wonderful resource and Dr. Carl Forkner is an excellent instructor! Thank you so much!*

B. Smith-Dawson