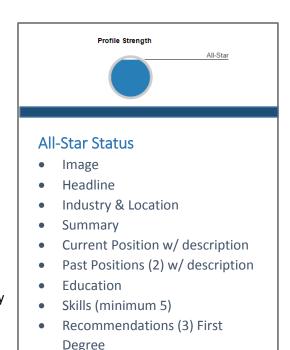


Illinois workNet Beta LinkedIn Updates 5-2015

Profile:

- Image Smile, no distractions, black and white if you want to hide grey.
- **Keywords** 3 areas for search algorithms:
 - Headline
 - o Summary
 - o Skills and Endorsements
- Contact information Include a phone number and email that you will receive quickly. Add customized URL's to your email signature, business cards, resume and proposals.
- Skills & Endorsements Include up to 50. Review profiles from others in your industry to see skills you may need to include.
- **Summary** Problem, Action, Result how they relate to money saved or money earned.
- **Experience** Include the same keywords used in headline and summary. Expand upon the points covered in the summary.
- Education Not necessary to include high school unless it was a prestigious one with great alumni activity. If the education does not follow your career path, explain why you pursued the education.



- Connections (minimum 50)
- **Recommendations** Ask for three. When asking, suggest language the person might use in the recommendation related to one of your keywords. Make it easy to copy and paste.
- Additional Sections Find all of these items in the boxes below your profile. Each of these items should include keywords when possible. Many of the items can be a way to warm up an initial conversation with a new prospect or employer. Great areas to demonstrate leadership if your work experience lacks it.
 - Volunteer Opportunities May show leadership not demonstrated in work experience.
 - Honors and Awards Explain types of awards. Ensure date relevance.
 - Languages Elementary proficiency means you could direct someone to a hospital or conduct a basic transaction.
 - Test Scores Geared for students. Could include GMAT, MCAT, SAT etc.
 - **Courses** Add these in the event that you did not complete a degree or the coursework was not associated with a degree.
 - **Patents** Do you own any patents? Add them.
 - **Organizations** These are groups to which you pay dues associated with your industry or community, i.e. chambers of commerce, associations, etc.
 - **Publications** Books, articles, papers, presentations, etc. for which you have authorship.
 - **Projects** those events that required cross representation from a number of departments, organizations, communities or leaders.



Participate

- Status Updates
 - 3-5 times a week of information you initiate.
 - New connections.
 - Comment, like, and share company updates.
 - o Comment, like, and share others updates.
 - Create a post your personal blog on LinkedIn.
- Invitations
 - Personalize each one.
 - Include where and when you met and why you would like to connect.
- Connections
 - Use the CRM function to congratulate your connections on birthdays, anniversaries, and new positions.
 - Sort by name or recent connections.
 - Use the relationship tool to make notes, set reminders or tag connections.
 - Once tagged, use that information to filter your connections to send messages.
- Companies
 - Follow companies and share their status updates, especially if you want to do business with them.
 - See how you are connected to the people you need to reach in the company.
 - Review other similar companies that people have viewed.
- Groups
 - Join up to 50 groups.
 - 10-20 industry related to gain knowledge or obtain prospects.
 - 10-20 community based to connect with others in your community.
 - 5-10 special interest.
 - Participate by sharing articles or asking questions.
 - Answer questions or comment on articles when appropriate.
 - Use links in your answers when possible.
 - Be aware of any group rules so you are not in violation.
- Pulse
 - Review the articles offered in this section.
 - Stay up-to-date in your industry.
 - Stay up-to-date in general.
 - Use it to share information in your status updates.
- Settings
 - Add a second email.
 - Do not hide things.
 - Review the order of the groups shown in your profile.
 - Check your communication settings to see how others can interact with you.
 - This is where you can upgrade should you choose to do so.