

Your Personal Guide for **LinkedIn** Professional Growth

What's Inside?

Tips to Help You Get Started	2
Setting Up Your Profile	3
A Few More Tips for Adding Content to Your Profile	4
Publishing on LinkedIn	5
Blog in your throat? 9 ideas to help you blog faster and increase your reach	5
Making Connections	6
Leaders Online: How savvy executives manage their brand	6
Additional LinkedIn Resources	7
Blog Posts.....	7
NISM CEU Courses	7
Podcasts	7



Tips to Help You Get Started

Whether you're creating a LinkedIn account for the first time, learning a specific technique related to LinkedIn, or looking for ideas on how you can do more with the leading social media platform for business professionals, we have a few tips for how you can make this resource work for you.

1. **Learn from our experts and their experience!** We'll share tricks that others have used that make creating and maintaining your LinkedIn presence easier as well as resources that may help you dig deeper in different areas that interest you.
2. **Take time to develop your strategy.** What are you hoping to accomplish with your LinkedIn account? Having that kind of direction is critical to developing an effective online presence.
3. **Work with friend or colleague!** We all do more when we have someone to bounce ideas off of. If you know someone interested in sprucing up their LinkedIn account, ask them to partner with you!

S pecific	Does the goal contain enough detail that you and your team will know when you've been successful? Or is it vague and open to interpretation?
M easurable	How can you measure not only goal completion but also progress as you and your team complete the tasks associated with accomplishing the goal?
A chievable	Do you have the resources (people, skills, funding, motivation, etc.) to complete the goal?
R elevant	Does the goal align with the overall organizational goals?
T ime-bound	When does the goal need to be complete? Are there milestones before the final completion date that can be used to keep us on track?

[*Comprehensive Field Guide for Social Media Strategists*](#)

4. **Create SMART goals to help you update your online presence.** Don't try to do everything at once – invest the time and effort into building new and lasting behaviors. LinkedIn isn't a digital version of your resume. It's a place for you to share detailed information about your personal brand.

Most importantly, have fun!

You have an impressive professional background. LinkedIn provides you with the opportunity to share it with the world!

Setting Up Your Profile

A lot of people think of one thing when it comes to their LinkedIn account – their profile. And even though we'll challenge that assumption by sharing a variety of other important considerations, we have to admit, it is the best place to start when you're looking to up your LinkedIn game.

How do I get started?

If you're motivated by checklists, LinkedIn is the perfect platform for you. If you've always approached your profile as a digital resume – something to update when you remember that you have something to share – you may not have realized that LinkedIn's "Add profile section" tab is essentially a checklist you can work through as you updated your profile.



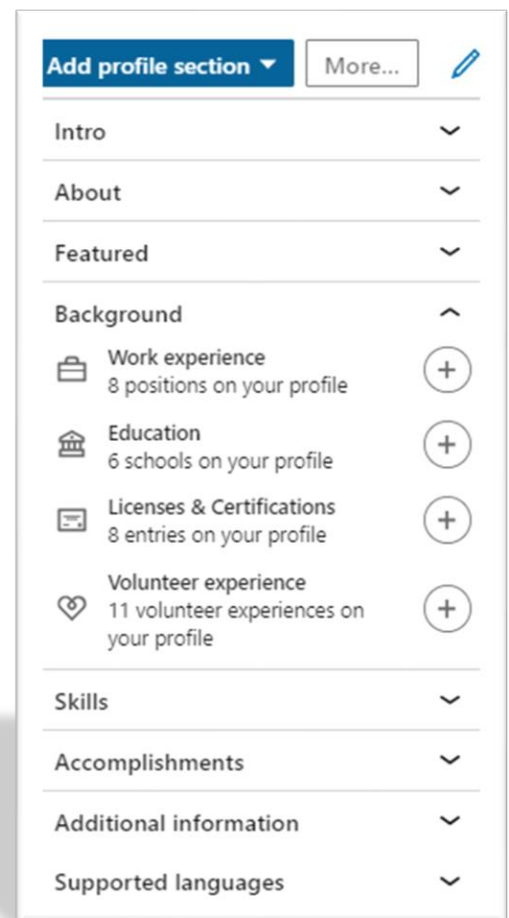
Click on "Add profile section" in your LinkedIn profile and review each of the categories so you have an idea of what you'll be able to add over time.



Set a reasonable SMART goal – measurable either by time or item completion (i.e., commit to working on your profile for 30 minutes a day/3 days a week or commit to adding 5 items to your profile every week).




Leverage existing resources and use content from your resume or descriptions from websites associated with the item in your profile to add detail that will help the right people find and learn more about you!



A Few More Tips for Adding Content to Your Profile

Have you looked through the list of potential additions and wondered how you can make the most of each section? We've got the perfect blog posts for you! Check out [9 Tips for a Dazzling LinkedIn Profile](#) by NISM Advisory Committee Member Joe Cannata and [Improve your LinkedIn's Curb Appeal](#) by NISM Social Media Coordinator Celeste Russell!



Are you wondering how to find keywords for your profile?

Try creating a word cloud at a site like [WordCloud.com](#) or [Wordle](#). Copy and paste text from job descriptions that interest you and the most commonly used words will stand out!

Nervous about asking for a recommendation? Review these [5 Steps for Professional Recommendation Requests](#) from Barb Olson!

Ready to update your profile step-by-step? Check out the NISM course

[Your LinkedIn Presence:](#)

[A systematic approach to maintaining & maximizing your LinkedIn profile!](#)

Publishing on LinkedIn

“Active participation on LinkedIn is the best way to say, 'Look at me!' without saying 'Look at me!'”

– Bobby Darnell

When people considering how to develop a meaningful presence on LinkedIn, they often think about how they can publish on the platform. It may sound intimidating – and it should be taken seriously – but becoming a thought leader by sharing content on LinkedIn is easier than you may think.

We recommend you think about what you publish in three ways:

- **What existing content can you share with your network?** There are so many videos, blogs, and articles that you, as an expert in your industry, will see. What can you read and share with your network?
- **What articles can you write?** What can you share in 300-500 words? In our fast-paced world, short bits of content are best, so even if you think you aren't a writer, there's a good chance you can blog successfully through LinkedIn.
- **What conversations can you contribute to in a meaningful way?** Remember that you don't have to post to connect with others. You can comment and join conversations. Where can you agree, disagree, or ask questions?

[Blog in your throat? 9 ideas to help you blog faster and increase your reach](#)

Whether you're a confident writer who wants to learn about blogging or a business owner that wants to blog to reach more customers, you may feel paralyzed with the idea of where to start. There are so many options, potential topics, and opinions about the “right” way to be a blogger, how is anyone supposed to get started (or re-started)?

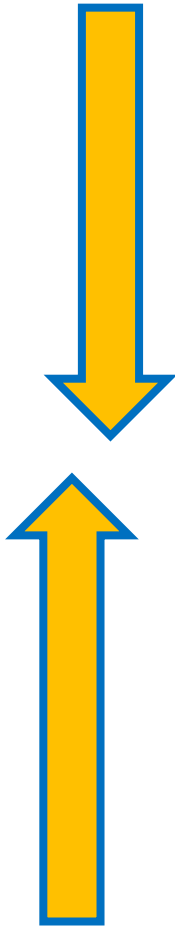
Explore the following ideas that will help aspiring bloggers of any skill or experience level create better blog posts quickly and easily.

- Where and how often you should post your blog
- 9 unique approaches to generating blog post entries
- Marketing opportunities blog posts provide that will increase your reach on social media
- Writing tips and tricks that will help you be creative and productive



Making Connections

Successfully making connections is at the heart of a successful LinkedIn presence. Who you know is the first important step to engaging with your community!



- Always personalize your connection request – and don't use a template! Take the time to learn about the potential connection and mention something specific about them in your request.
- Consider timing carefully! Send connection requests just before or right after events. Sharing the event turns your request from cold to warm!
- Once you connect with someone, don't just ignore them. Make it a point to send a follow up note or comment on their posts.
- Set SMART connection goals so growing your network is always top of mind!
- Remember that you don't have to accept every connection request! Keep your network healthy and decline or ask for more information from the ones that aren't an obvious perfect fit.
- Share your profile link in your email signature or one other social media platforms. It's a great way to connect on LinkedIn with current professional contacts.
- Use keywords to help the right people reach out to you!

Leaders Online: How savvy executives manage their brand

Leaders are used to being under the microscope, modeling every behavior they want and need the employees throughout their organization to demonstrate. Social media has only heightened the need for leaders to understand how they should live their brand and what should and shouldn't be shared.

This session will highlight:

- what leaders should be talking about online
- how they should be presenting their message
- how to balance your personal and professional networks



Additional LinkedIn Resources

Looking for more resources? Check out these recommendations!

Blog Posts

[Adding Business Events to LinkedIn](#) by NISM CEO Jennifer Radke!

[Improve your LinkedIn's Curb Appeal](#) by NISM Social Media Coordinator Celeste Russell!

NISM CEU Courses

[Your LinkedIn Presence: A systematic approach to maintaining & maximizing your LinkedIn profile](#)

[The Ways We Connect: Exploring how women MBAs use LinkedIn](#)

[Networking In-Person and Online: Easy Tips to Maximize Virtual and Real-World Introductions](#)

[LinkedIn in 2020: What's changed in the last year?](#)

[LinkedIn Ads: Make them work for you!](#)

Podcasts

Looking for help with advertising on LinkedIn? Check out [The LinkedIn Ads Show](#) with AJ Wilcox!

Real insight from people doing real work on social media can be heard on [Social Pros Podcast](#).

For additional social media training and resources join our [mailing list](#).

