






# Professional Networking Online – Maximize Your Engagement for Results

Women's Leadership Network  
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# Topics

-  Why LinkedIn? What is beBee?
-  LinkedIn navigation
-  Developing your LinkedIn profile
-  Leveraging LinkedIn & beBee for professional development
-  How to engage on LinkedIn & beBee (building your network & establishing your brand)






# Why Professional Online Network?

-  Establish & build credibility in your chosen field well outside your geographic limitations
-  Work your writing and networking muscles
-  Find professional resources in your industry to share relevant content and learn current trends

# LinkedIn

-  LinkedIn is a professional networking site
-  Recruiters are there
-  Groups of industry professionals offer advice and discussion of relevant industry topics

# LinkedIn

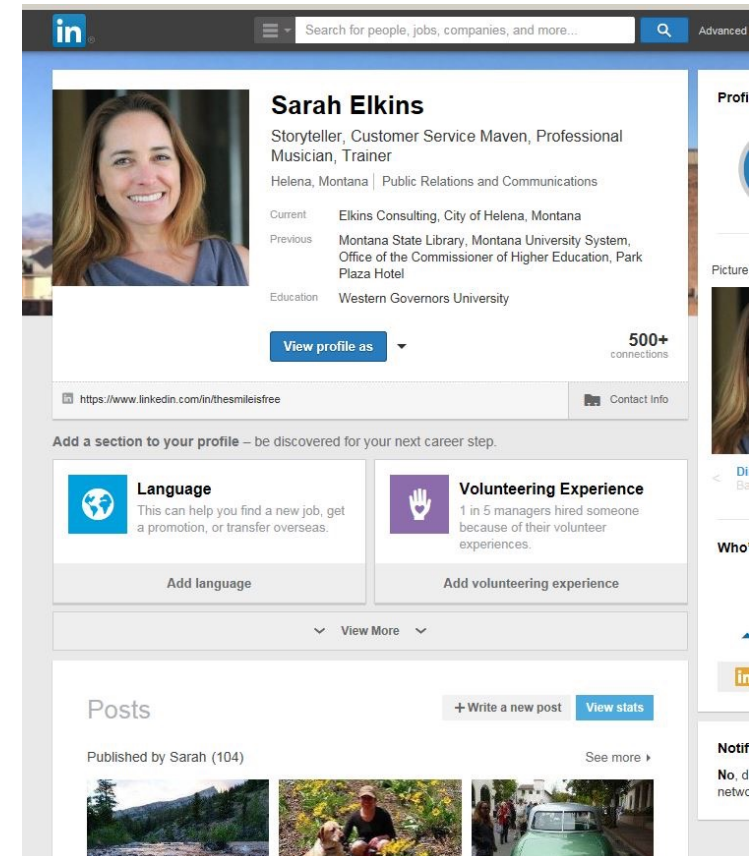
-  Started a blog, discovered a love for writing
-  Went looking for the next adventure
-  LinkedIn opened long-form publishing
-  Professional development in new job
-  Major focus shift realized

# beBee

- 👷 beBee is the newcomer on the scene, many of LinkedIn's early contributors are moving there
- 👷 Many good LI contributors no longer publish on LinkedIn
- 👷 beBee is designed to recognize and leverage the complexity of professional/personal relationships

# LinkedIn Navigation

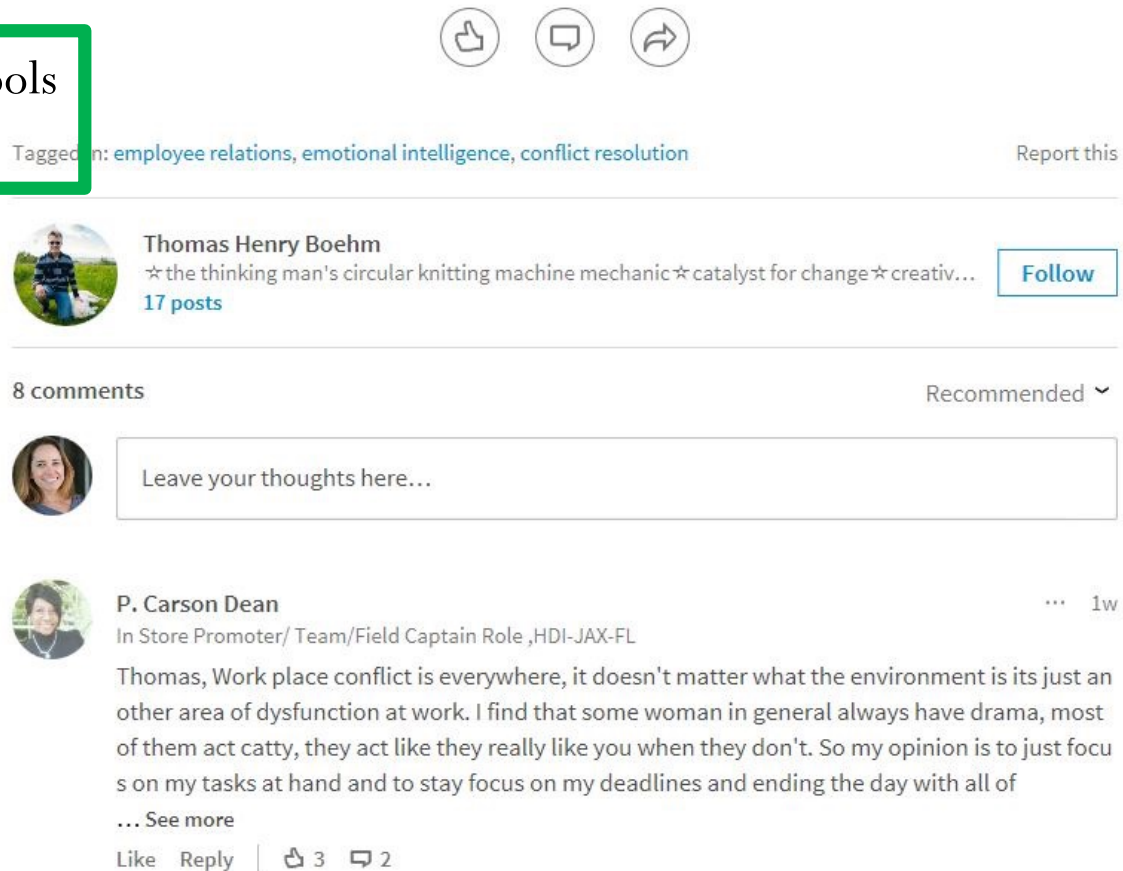
- ❖ Profile, format sections
- ❖ Long-form post vs. status updates
- ❖ Pulse
- ❖ Comments



# LinkedIn Navigation

## ❖ Comments (the key to your success on this platform)

Most valuable tools  
for engagement



The screenshot shows a LinkedIn post interface. At the top, there are three circular icons: a thumbs-up (like), a speech bubble (comment), and a share icon. Below these is a text area with the text "Tagged in: employee relations, emotional intelligence, conflict resolution" and a "Report this" link. The post is by Thomas Henry Boehm, with a profile picture, name, bio, and a "Follow" button. Below the post, it says "8 comments" and "Recommended". A comment box is visible with the placeholder text "Leave your thoughts here...". Below that, a comment by P. Carson Dean is shown, including a profile picture, name, title, and the text of the comment. At the bottom of the comment, there are "Like" and "Reply" buttons, and icons for 3 likes and 2 replies.



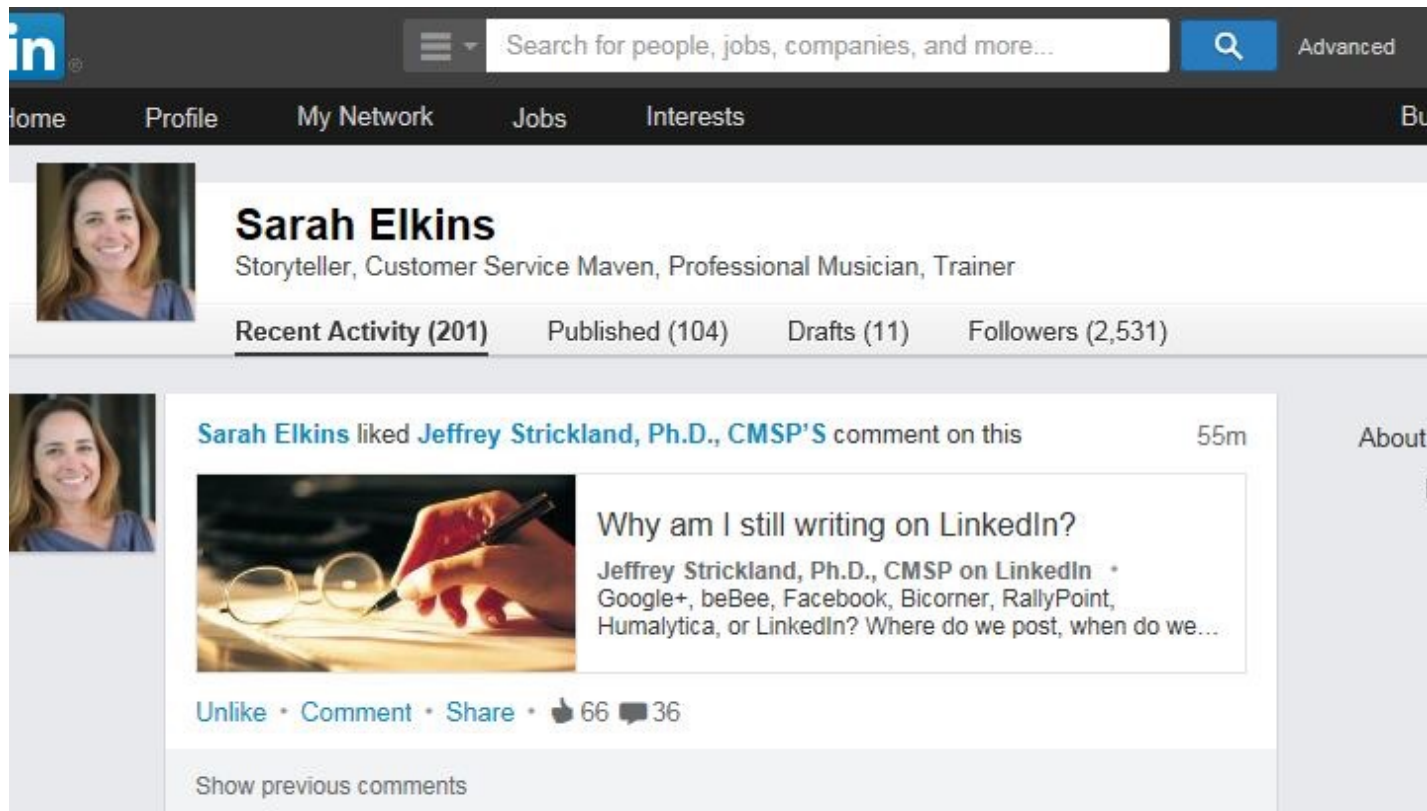
# LinkedIn Navigation

## ❖ LinkedIn Feed

The screenshot shows the LinkedIn homepage interface. At the top, there is a search bar with the text "Search for people, jobs, companies, and more..." and a magnifying glass icon. Below the search bar is a navigation menu with options: Home, Profile, My Network, Jobs, Interests, and Business. The main content area features a profile card for Sarah Elkins, a Storyteller and Customer Service Maven. To the right of her profile, it indicates that 7 people viewed her profile in the past day and 63 people viewed her post in the past 3 days. Below the profile card are three action buttons: "Share an update", "Upload a photo", and "Write an article". The feed below shows a post by Dave Reilly, MAT, ICT Global Project & Application Manager, Human Resources & Finance, who is with Alaska Marine Coatings LLC. The post includes a photo of a man and text about the company's return to work. To the right of the feed, there are additional elements including a "Like" button and a "Your" section.

# LinkedIn Navigation

## ❖ Recent Activity

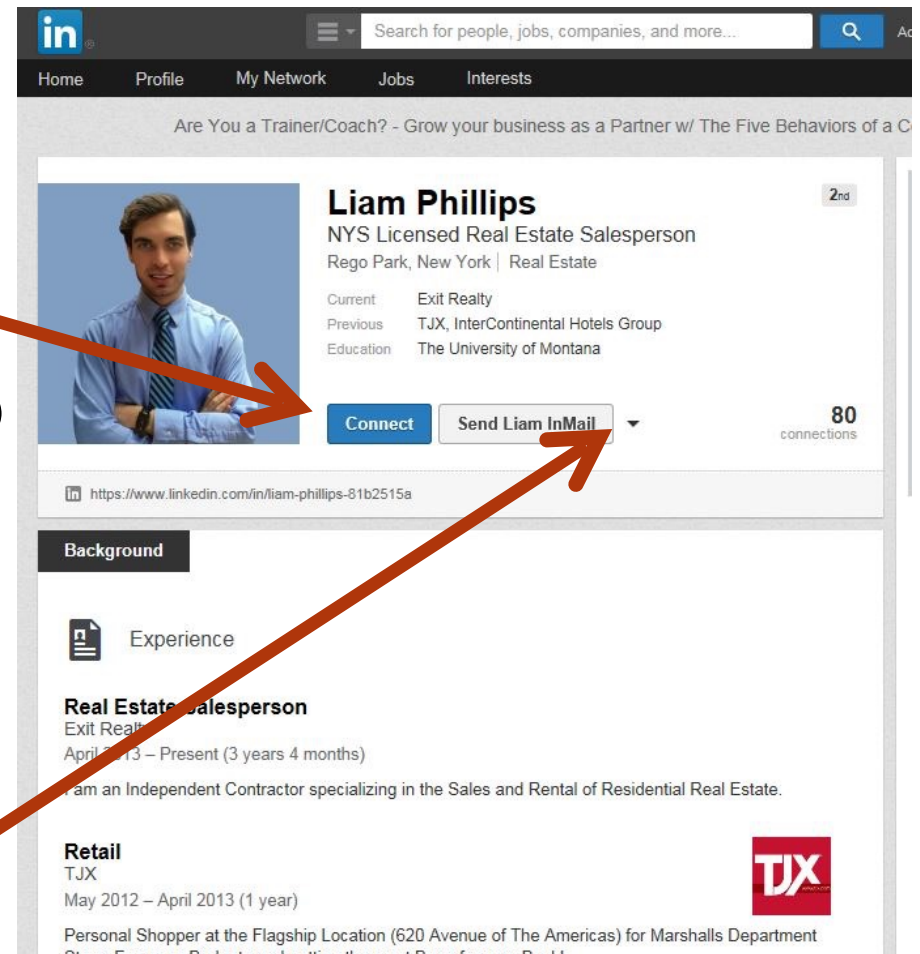


The screenshot displays the LinkedIn interface for a user named Sarah Elkins. At the top, there is a navigation bar with the LinkedIn logo, a search bar containing the text "Search for people, jobs, companies, and more...", and a search icon. Below the navigation bar, the user's profile information is shown, including a profile picture of Sarah Elkins, her name "Sarah Elkins", and her bio: "Storyteller, Customer Service Maven, Professional Musician, Trainer". Underneath the bio, there are tabs for "Recent Activity (201)", "Published (104)", "Drafts (11)", and "Followers (2,531)". The main content area shows a recent activity post where Sarah Elkins liked a comment by Jeffrey Strickland, Ph.D., CMSP'S on a post titled "Why am I still writing on LinkedIn?". The post includes a photo of a hand writing on a notepad with glasses nearby. The text of the post reads: "Jeffrey Strickland, Ph.D., CMSP on LinkedIn · Google+, beBee, Facebook, Bicornor, RallyPoint, Humalytica, or LinkedIn? Where do we post, when do we...". Below the post, there are interaction options: "Unlike", "Comment", "Share", and a thumbs-up icon with the number "66" and a speech bubble icon with the number "36". At the bottom of the post, there is a link to "Show previous comments".

# LinkedIn Strategies

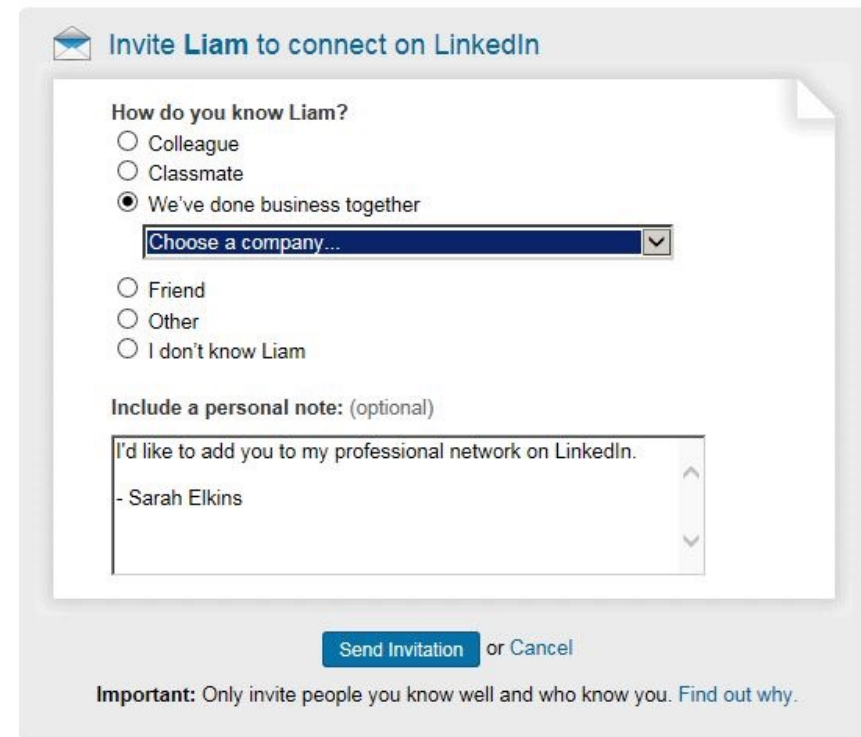
## ❖ Connecting

- ❑ Connect for real by personalizing the request (do not use the mobile app)
- ❑ Review the profile
- ❑ Check for mutual connections
- ❑ Check recent activity



# LinkedIn Strategies

- ❖ Imagine you are at a networking event: How would you approach someone in person?
  - ✓ Be specific about what you saw in something they shared in a comment or long-form post.
  - ✓ Tell them what you think the connection will bring to both parties
  - ✓ Always start with YOU, not I.



The screenshot shows the LinkedIn invitation interface for 'Liam'. It includes a title 'Invite Liam to connect on LinkedIn', a section for 'How do you know Liam?' with radio button options for 'Colleague', 'Classmate', 'We've done business together' (which is selected), 'Friend', 'Other', and 'I don't know Liam'. Below this is a dropdown menu for 'Choose a company...'. There is also an optional section for 'Include a personal note:' with a text area containing the message: 'I'd like to add you to my professional network on LinkedIn. - Sarah Elkins'. At the bottom, there are 'Send Invitation' and 'or Cancel' buttons, and an important note: 'Important: Only invite people you know well and who know you. Find out why.'

# LinkedIn Strategies

## ❖ Genuinely engage

✓ Like

✓ Share

✓ Comment

(read other comments, reply to those, too!)



# LinkedIn Strategies

## Unknown Connection Requests

Ignore if:

- ✓ Low (<50) connections
- ✓ Few (or no) mutual connections
- ✓ No profile picture
- ✓ Experience, education, summary don't match with picture or are inconsistent (poor grammar, spelling, etc.)

# LinkedIn Strategies

## **Unknown Connection Requests**

If you accept bad connections, you open your network to spam, scams, and other risks!

# LinkedIn Profile

- ❖ Create a “title” that is unique and eye-catching
- ❖ Use a professional photograph
- ❖ View profile as public and as connection to see what you’re sharing and with whom

**Sarah Elkins**  
Storyteller, Customer Service Maven, Professional Musician, Trainer  
Helena, Montana | Public Relations and Communications  
Current Elkins Consulting, City of Helena, Montana  
Previous Montana State Library, Montana University System, Office of the Commissioner of Higher Education, Park Plaza Hotel  
Education Western Governors University

View profile as ▾ 500+ connections

Visible to your connections

Email sarahelkins@xinsys.net Phone 406-431-0355 (mobile)  
IM Address

Visible to everyone on LinkedIn

Twitter sarahelkins  
WeChat  
Websites Rocket to Uranus  
Elkins Consulting

<https://www.linkedin.com/in/thesmileyfree> Contact Info



# LinkedIn Profile

- ❖ Make sure your cover photo does not include text and is complementary to your profile picture, not too busy.
- ❖ Set up sections to highlight the parts you want to highlight, e.g. projects vs. experience

# LinkedIn Profile

- ❖ Under your picture, click on Privacy and Settings and go through all sections to make sure you are sharing what you intend to share!

The screenshot shows the LinkedIn profile settings page for Sarah Elkins. At the top, there is a teal header with her profile picture, name, title (Storyteller, Customer Service Maven, Professional Musician, Trainer), and membership date (December 13, 2007). To the right of the header, it shows 1370 connections. Below the header are three tabs: Account (selected), Privacy, and Communications. The Account tab is active, showing a sidebar with 'Basics', 'Third parties', and 'Subscriptions'. The main content area is titled 'Basics' and contains several sections, each with a 'Change' link:

- Email addresses:** Add or remove email addresses on your account. 3 email addresses.
- Phone numbers:** Add a phone number in case you have trouble signing in. 1 phone number.
- Change password:** Choose a unique password to protect your account. Last changed: May 25, 2016.
- Language:** Select the language you use on LinkedIn. English.
- Name, location, and industry:** Choose how your name and other profile fields appear to other members.

# LinkedIn Profile

❖ When editing your profile, make sure the Notify your network? Is turned OFF.

The screenshot shows a LinkedIn profile page. At the top, there are buttons for 'Add language' and 'Add volunteering experience'. Below these is a 'View More' dropdown. The main section is titled 'Posts' and shows three posts by Sarah (105). The first post is 'Misperception? I Don't Believe It.' (July 13, 2016), the second is 'It's Hard Work to Decompress' (July 7, 2016), and the third is 'Take the Hint -- Or Take A Fall' (March 30, 2016). Below the posts is a 'Summary' section with a bio: 'I teach people how to find their stories, organize them, and share them across platforms. I love people, which is why I'm devoted to helping them find better ways to connect and improve their lives. Learning to tell your story is the key to your success. Learning to understand your audience and make your story effective is the key to storytelling. My expertise in training and...'. On the right side, there is a 'Who's Viewed Your Profile' section showing 8 views in the past 1 day and a 4% improvement in rank. Below that is a 'Notify your network?' section with a toggle switch set to 'No'. A large orange arrow points to this toggle switch.

# LinkedIn Highlights

- ❖ Make Your Profile **\*GLOW\***
- ❖ Make sure your profile & summary highlight what you **WANT** to be doing, not necessarily what you **DO**.  
\*hint: what you want to be doing might not be the same as what you're good at.
- ❖ Tell your story through your profile, show your personality.
- ❖ Genuinely engage
- ❖ **ALWAYS** personalize your invitations

# Additional Resources

- Who should be in my network? <https://www.linkedin.com/pulse/who-should-my-network-carol-kaemmerer?trk=prof-post>
- Bigger isn't always better: Big Hat, No Cattle <https://www.linkedin.com/pulse/big-hat-cattle-sarah-elkins?trk=mp-reader-card>
- Commenting to build community <https://www.linkedin.com/pulse/commenting-linkedin-uncommon-way-build-community-deb-helfrich?trk=mp-reader-card>
- Social Media – Promotion vs. Sharing <https://www.linkedin.com/pulse/social-medias-top-metric-self-promotion-vs-sharing-john-white?trk=mp-reader-card>

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