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Making LinkedIn Truly Work for You

Presented by:
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12:00 - 1:00 PM ET
Today’s Goals

- Quick tips to enhance your personal brand
- General overview of LinkedIn
- Why it is important to establish a strong personal brand on LinkedIn
- Best practices and the “do’s and don’ts” of creating an effective LinkedIn profile that stands out
- Effective LinkedIn search tools and techniques
- Ongoing strategies to expand and effectively manage your professional network and personal brand
Your Personal Brand

- Your personal brand is your calling card:
  - Demonstrates your value to others
  - Turns you into a leader in your field

- Your personal brand can be shared in a number ways:
  - In-person/phone - Elevator Pitch
  - In-person - Business Card
  - Online - LinkedIn
Elevator Pitch

● 30 seconds to relay
  ○ who you are and
  ○ what you want to do and
  ○ to answer “How may I help you?”

● Be memorable

● Be specific

● Example: “Hi! I'm Asha, I've run HR operations at an international non-profit based in DC for the past two years, and I am looking to segway back into general operations senior role at a private sector company. Do you know any opportunities that I may be interested in?”

Video Source: https://youtu.be/XvxtC60V6kc
Business Card

● Create personal business cards with:
  ○ Name
  ○ Email
  ○ LinkedIn profile URL
  ○ Twitter, Instagram

● Provide space to write notes
Overview of LinkedIn

- Launched in May of 2003
- Over 380 million members in more than 200 countries
- Approximately two new members per second
- Students and recent college graduates are one of LinkedIn's fastest-growing demographic with more than 39 million members.

([http://press.linkedin.com/about](http://press.linkedin.com/about))
You rank in the top 4% for profile views among your connections.
Use the Summary section to craft a narrative to explain your professional journey beyond resume bullets.
Impress with SEO

- Utilize all of the fields in the Experience section, including media and awards, to highlight your key accomplishments
- Use common terms as each field is searchable
- Details must match your resume
Follow the Lead

- Let LinkedIn’s profile wizard guide you through each section to populate your profile, mainly:
  - Summary
  - Experience
  - Education
  - Volunteer
  - Skills & Endorsements
Leverage LinkedIn Groups

- Send messages to fellow group members using the “Send Message” feature before connection requests
Grow Your Network

- Use only the “Connect” button on the person’s profile
- Personalize each connection request to remind the person where/how you met or of a commonality
- Send your request within 24 hours of meeting this person

#networkGW
Find GW Alumni

The George Washington University
Washington D.C. Metro Area

130,932 results

Where they live
- United States: 118,121
- Washington D.C. Metro Area: 51,135
- Greater New York City Area: 13,321
- Greater Boston Area: 3,627
- San Francisco Bay Area: 3,583
- Baltimore, Maryland Area: 3,066
- Greater Philadelphia Area: 3,019
- Greater Los Angeles Area: 2,563
- Greater Chicago Area: 2,274
- Greater Atlanta Area: 1,758
- Greater Seattle Area: 1,464
- Norfolk, Virginia Area: 1,425
- Greater Denver Area: 1,265
- Miami/Fort Lauderdale Area: 1,236
- Dallas/Fort Worth Area: 1,118
- Canada: 1,054
- Raleigh-Durham, North Carolina Area: 1,007
- Greater San Diego Area: 959

Where they work
- U.S. Department of State: 703
- Booz Allen Hamilton: 575
- Deloitte: 543
- US Army: 527
- IBM: 518
- Lockheed Martin: 518
- US Navy: 469
- United States Air Force: 295
- The World Bank: 281
- AT&T: 250
- Hewlett-Packard: 246
- Fairfax County Public Schools: 245
- United States Department of Defense: 233
- PwC: 232
- Verizon: 218
- Cisco: 218
- Northrop Grumman Corporation: 215
- MITRE: 201

What they do
- Education: 9,010
- Program and Project Management: 8,506
- Research: 8,506
- Media and Communications: 7,581
- Operations: 7,561
- Information Technology: 7,561
- Consulting: 7,561
- Entrepreneurship: 7,561
- Sales: 7,561
- Engineering: 7,561
- Legal: 7,561
- Healthcare Services: 7,561
- Marketing: 7,561
- Finance: 7,561
- Administrative: 7,561
- Community and Social Services: 7,561
- Business Development: 7,561
- Human Resources: 7,561

What they studied
- Business, Management, Marketing, and Administration: 25,377
- Social Sciences: 17,771
- Political Science and Government: 13,512
- International Relations and Affairs: 11,760
- Business Administration, Management, and Services: 10,841
- Engineering: 9,906
- Economics: 7,901
- Psychology: 7,862
- Computer and Information Sciences and Support Services: 7,364
- Communication, Journalism, and Related Support Services: 6,934
- Business Administration and Management, General: 6,409
- Finance and Financial Management Services: 6,126
- Health Professions and Related Programs: 5,941
- History: 5,454
- Biological and Biomedical Sciences: 5,348
- History: 5,349
- Computer Science: 5,320
- English Language and Literature/Letters: 5,019

What they're skilled at
- Public Speaking: 20,822
- Leadership: 19,805
- Program Management: 17,160
- Project Management: 16,702
- Strategic Planning: 16,562
- Research: 16,273
- Nonprofit: 15,925
- Microsoft Office: 15,763
- Social Media: 15,708
- Management: 15,235
- Community Outreach: 12,767
- Event Planning: 12,670
- Editing: 10,688
- Analysis: 10,543
- Fundraising: 10,277
- Microsoft Excel: 10,275
- PowerPoint: 10,510
- Public Policy: 9,375

How you are connected
- 1st Connections: 900
- 2nd Connections: 41,891
- Group Members: 34,440
- 3rd + Everyone Else: 74,905

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THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

Alumni Association
Find GW Alumni

#networkGW
Colonials Helping Colonials

- GW Alumni + Students + Faculty + Staff + Parents = Colonials

- Join over 32,000 Colonials in the GWAA LinkedIn group [http://go.gwu.edu/linkedin](http://go.gwu.edu/linkedin)
Colonials Helping Colonials

- Virtual Networking Hours allow you to connect with fellow Colonials in 8-min text-based chats *(good elevator pitch practice!)*

Learn more and register at:  
http://go.gwu.edu/virtualnetworking
Pre-Event Research

1. Read the speaker’s bio and social media streams to find commonalities and form questions (estimate 10-15 minutes)

2. Plan your “#networkGW” Moment:
   a. List target speaker(s) names, session times, rooms
   b. Write questions (for session), comments (post-session)
   c. Set aside business cards to your target speaker(s)
Recap of Today’s Goals

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Next Steps

• Practice your 30-second elevator pitch
• Update your LinkedIn profile
• Engage with the GW network and help fellow Colonials
• Say yes to business networking events
• Always carry personal business cards
• Visit LinkedIn daily and repeat
• Tweet @dcASHA @MichaelSteelman #networkGW to share how these tips worked for you!
Questions?

http://www.linkedin.com/in/AshaA12
@dcASHA

http://www.linkedin.com/in/msteelman
@MichaelSteelman