

## **LinkedIn Platform Tour: Tips, Tools, and Trouble-Sharing**

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**Purpose** Why LinkedIn matters for writing professionals and job seekers

**Objectives** Key takeaways for leveraging LinkedIn effectively

### **Tips**

1. Profile and personal/professional summary (review frequently)
  - Photo: Use a professionally personable image
  - Headline: Write an impactful headline that reflects your brand
  - About: Craft a compelling summary with your unique value proposition
  - Experience: Present past roles with achievements and measurable results
  - Skills/Endorsements: Highlight skills and endorsements
  - Education/Certifications: Showcase academic and professional qualifications
  - Custom URL: Optimize your LinkedIn profile URL for personal branding
2. News feed
3. Network building and power of engagement (based on networking goals)
  - Build connections: Use strategies to connect with professionals in your field
    - Social networking v. professional networking
    - Connecting/following
    - Messaging
  - Personalized invitations: Write tailored connection requests
  - Engaging with content: Liking, sharing, and commenting on relevant posts
  - Posting/reposting
  - Joining groups: Find and actively participate in niche groups
4. Messages

## Tools

YouTube has multiple videos describing use of each of these features. Proceed with caution.

### 5. Content creation and sharing

- Posting updates: Share relevant and valuable content
- Articles: Write LinkedIn articles to showcase expertise
- Multimedia: Use videos, infographics, and presentations to engage viewers
- Content calendar: Plan posts to maintain consistency and visibility

### 6. Job searches

- Job alerts: Set up alerts for relevant job postings
- Keywords: Use industry-specific keywords for better search visibility
- Badge on profile photo: Highlight job-seeking status
- Reach out to recruiters: Use strategies for messaging recruiters effectively

### 7. Using LinkedIn tools and resources

- LinkedIn learning: Learn with LinkedIn professional development resources
- Analytics: Monitor profile views and engagement metrics
- Creator mode: Use tools to grow your audience

### 8. Notifications

### 9. Groups

## Avoid Trouble

### 1. LinkedIn etiquette (<https://www.socialmediabutterflyblog.com/2024/09/mastering-linkedin-etiquette-best-practices-for-building-genuine-connections/>)

- Do: Be professional, consistent, and authentic
- Don't: Spam, post irrelevant or irreverent materials or comments, or engage in unprofessional conduct

### 2. Be consistent and proactive on LinkedIn

### 3. Regularly review your profile, summary, and contact list

**Shared resource from AMWA member and LinkedIn aficionado, Lori De Milto, MJ**  
<https://themightymarketer.com/linkedin-freelancers/>