

LinkedIn Basics

October 2016



Photo Credit: Jeff Wong



Human Resources
LinkedIn Basics
October 2016
marincounty.org/jobs

Objectives

- Review what LinkedIn is
- Know how to get started
- Overview of being a brand ambassador (personal brand & County brand)



What is LinkedIn?

- Social networking tool
- Focused on professional profiles and networking
- Job search
- Continuous learning



Where to Start?

BUILDING A WELL BRANDED PROFILE PAGE

- Engaging, friendly and professional profile picture
- Descriptive headline
- Great summary that displays passion for your role
- Descriptive yet succinct employment information
- Add links, projects and other information



Senior Recruiter & Special Projects Analyst

I believe that the success or failure of our organizations rely on people, and for our people to succeed they need to be inspired and engaged within their work and their workplace.



Get Going

GROW YOUR NETWORK

- Make connections with those you know personally
- Join and participate in LinkedIn Groups
- Engage with others' content
- Post status updates regularly
- Make recommendations and endorsements
- Add your LinkedIn URL to your email signature
- Publish content through LinkedIn



Spread the Word

BECOME BRAND AMBASSADORS

- Personal Brand & County Brand have many similarities
- Make great impressions (focus on the details)
- Share stories, events and other engaging content
- Share content from the County's LinkedIn page
- Use Groups for announcing opportunities (check Group guidelines first)



Human Resources
LinkedIn Basics
October 2016
marincounty.org/jobs

A Few More Things

NOTES ON LINKEDIN

- Following Influencers and companies for content
- Paid accounts compared to Basic account
- Adjusting your settings
- Check your analytics



Questions?



Human Resources
LinkedIn Basics
October 2016
marincounty.org/jobs

Thank You

Photo Credit: Craig Solin



Human Resources
LinkedIn Basics
October 2016
marincounty.org/jobs