LinkedIn For Humanists: Expanding Your Online Connections To Build A Personal Brand

Dr. Anne Dela Cruz, ASQ CQPM, CCMC, PMP, SCPM
Director, Diversity, Inclusion and Admissions
UCLA Graduate Division
Monday, May 9, 2016
Quick Poll

By show of hands, how many of you consider yourselves as the following:
- Career (industry/function) explorer
- Career (industry/function) enhancer
- Career (industry/function) changer
Agenda

- Why Network?
- Social Network Benefits
- Professional Social Networks
- LinkedIn Best Practices
  - Branding and Marketing (AKA Storytelling)
  - Research
  - Connecting
  - Sharing
- Other Web 2.0 Tools
- How To Get Started, Tips and Resources
- Q&A

Content By Anne Dela Cruz
Session Goals: During the “LinkedIn for Humanists” workshop, you will learn strategies to create or enhance your LinkedIn profile to be competitive for any career. In particular, the session will focus on crafting a strong summary statement and building out a profile.

What is LinkedIn?

LinkedIn is the world's largest professional network with more than 400 million members in 200 countries and territories around the globe. LinkedIn strives to connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.

Pre-work before May 9th:

1. Create an account.
   a. [https://www.linkedin.com/start/join?trk=whatis_join](https://www.linkedin.com/start/join?trk=whatis_join)

2. Start populating your profile.
   a. Fill in as much information as you feel comfortable. You might start with your education and summary section.
   b. If you already have an account, review your page to determine areas you would like to work on or build out in the future.

3. In addition to viewing your profile on an electronic device, please also bring a printed copy/screenshot of your LinkedIn page on May 9th

4. Send any questions you have or would like to be addressed at the session on May 9th to [svaldovinos@grad.ucla.edu](mailto:svaldovinos@grad.ucla.edu)

5. Optional: Find a profile on LinkedIn of someone in your industry/function that you found to have an informative and professional profile. Print out the profile or save the URL for the session.
How long does it take to make an initial impression when you first meet someone?
Why Network?

Relationship Building + Mutual Benefit → Connections

Think: Reciprocity and Knowledge Sharing

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Reasons for Networking

- Increase professional knowledge and expertise
- Share information
- Enable key connections and referrals
  - Mentors
  - Collaborators
  - Potential Employers
  - Colleagues
  - Others
- Build your personal brand

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Develop a networking strategy

- Define goals or objectives
- Create outcomes and success metrics
- Create an implementation and/or communication plan

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Communication plan elements must be aligned

PRIME Model
1. Plan
2. Research
3. Implement
4. Measure
5. Evaluate

Five Elements of a Story
Source:
http://thescriptlab.com/screenwriting/story/development/736-story-five-key-elements#

1. The story is about somebody (character) with whom we have some empathy.
2. This somebody wants something very badly.
3. This goal is difficult, but possible to do, get, or achieve.
4. The story accomplishes maximum emotional impact and audience connection.
5. And the story comes to a satisfactory ending.

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### Personal Branding: How do you craft your story?

<table>
<thead>
<tr>
<th>Marketing Ps</th>
<th>Branding You</th>
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</thead>
<tbody>
<tr>
<td><strong>Product/Positioning</strong></td>
<td>Self-Assessment, Elevator Pitch, Positioning Statement</td>
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<tr>
<td><strong>Place</strong></td>
<td>Research and Targeting (Industry, Function, etc.)</td>
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<tr>
<td><strong>Packaging</strong></td>
<td>Resume/CV, Cover Letters, Business Cards, Website, <strong>Social Media</strong>, Personal Image, etc.</td>
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<td><strong>Promotion</strong></td>
<td><strong>Networking (In Person and Social Media)</strong> and Interviewing</td>
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<td><strong>Price</strong></td>
<td>Funding opportunities and value proposition</td>
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<tr>
<td><strong>Plan</strong></td>
<td>Creating your personal marketing plan</td>
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</tbody>
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Personal Branding: What is your story?

Know your value proposition (VP) to understand how to differentiate yourself.

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How do we network?

Think about diversity in your networks:
- Online
- In-Person

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Why Social Network?

• Builds your personal brand globally

• Virtual and accessible 24/7

• Enables you to share information to help others

• Be part of a virtual community, expanding beyond physical boundaries

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Social Networks

LinkedIn
Facebook
Blogger
WordPress.org
tumblr.
Instagram
Yelp
Foursquare
Pinterest
Flickr
Snapchat
YouTube
Professional Social Networks
Roles in Social Networking

- **Data Consumer**
  - Passive
  - Knowledge Acquisition

- **Data Contributor**
  - Active
  - Knowledge Sharing

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LinkedIn Best Practices

• LinkedIn may be used for
  – Branding and marketing yourself
  – Researching people, industries, jobs
  – Connecting with people and groups
  – Sharing information

Refer to the annotated LinkedIn Profile for tips and best practices
Promoting Yourself with LinkedIn

• Your LinkedIn Profile allows you to
  – **Target an audience** in your current or desired field (think about purpose and objective – career search or networking)
  – **Highlight valuable skill sets and actions** (think transferrable skills)
  – **Tell your story** (education and experience progression)

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LinkedIn Character Limits

1. Company Name: 100 maximum characters.
2. Professional Headline: 120 character limit.
3. Summary: 2,000 character limit.
5. Website Anchor Text: 30 maximum characters.
6. Website URL: 256 maximum characters.
7. Position Title: 100 characters.
8. Position Description: 200 minimum and 2000 maximum characters.
9. Interests: 1,000 Characters
10. Phone number: 25 character limit (Viewable only to 1st degree connections if populated).
    (Instant message): 25 character limit (Viewable only to 1st degree connections if populated).
11. Address: 1000 character limit (Viewable only to 1st degree connections if populated).
12. Skills: You may add up to 25 skills using 61 characters per skill.
13. LinkedIn Status Update: You can use up to 700 characters unless you want to update your Twitter status at the same time. Twitter® updates are limited to 140 characters. If you go over the 140-character limit, only the first 140 characters will be visible on Twitter.

Note: Information as of 12/2013
https://community.linkedin.com/questions/4568/maximum-characters-counts-for-2013.html

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Quick Poll

When you were setting up your profile, did you have the following available:

• Resume or CV

• Examples of LinkedIn profiles you thought were good examples

• Job descriptions of positions you are targeting
TIP: Is this a recent photo?

TIP: People should know whether you want to connect or not

TIP: See where you are in search results

TIP: Professional Headline should be aligned with profile goal
For each of the experience items, are there key projects and/or accomplishments to briefly highlight?
Are the top skills showing aligned with the current or target positions?
Are there additional points you want to make about your education entries?
Are there groups or influencers you want to associate yourself to? Think current and future target circles.
TIP: Photo: Professional and clean background

TIP: People should know how to contact you

TIP: Google yourself

TIP: Professional Headline is effective
TIP: Highlight Items via posts

TIP: With 2000 characters, highlight key accomplishments and tell your story

Summary

Friday the 13th (January, 2006) was the last day of my job, after getting laid off. I had every intention of landing my next great job, but that didn't happen. I had a miserable, failed job search.

Little did I know a very bright future was around the corner. Since those depressing days I've accomplished a few things, and helped many people in their own job search.

My first accomplishment was to come up with the idea for JibberJobber.com, a website that helps you organize and manage a job search. It is a great complement to LinkedIn, other social tools, and face-to-face networking. Since JibberJobber launched we've been recognized by many as an outstanding resource for job seekers. Many of our clients continue to use JibberJobber after they land their job, or when they start a business.
Summary Statements

• Summary statements are like your elevator pitches/positioning statements of your LinkedIn Profile

• The statements may include:
  – Brief introduction/info - something about you
  – Highlight of key accomplishments that are tied to major skills or competency areas
  – Where people can get more information about you
  – How they can connect and/or follow you
  – Your value proposition/what looking to do next
TIP: Incorporate keywords that can be picked up for SEO

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My next major accomplishment was writing one of the first books on LinkedIn. I’m on LinkedIn – Now What??? is my publisher’s best-selling title. This book launched my speaking career and has been called “The bible” on LinkedIn. Some career coaches have made my book required reading for their clients. This is the first in a series of books, both by me and by other authors.

Speaking was my next major accomplishment. I didn’t plan on doing public or professional speaking, it just kind of happened. I didn’t realize how being an author would lead to this. I’ve spoken across the U.S., from Seattle to Orlando, from Boston to San Diego. I was delighted to present for an entire day in Istanbul, Turkey. I’ve spoken at law firms, major company marketing departments, universities, and at many conferences. I’ve also done hundreds of hours of webinars.

Want to get more out of LinkedIn? Check out my videos: www.jibberjobber.com/videos.php

Get updates: http://www.linkedin.com/groups?gid=50081 (my Career Management LinkedIn Group)

Specialties: LinkedIn, social networking, Speaking and presentations. Communicating value proposition for professionals and companies. Job search and career expertise, from the job seeker's perspective. Coaching people on career management. Writing books.
Activity

• Utilize the worksheet provided to begin crafting your summary statement which may include (10 minutes)
  – Brief introduction/info - something about you
  – Highlight of key accomplishments that are tied to major skills or competency areas
  – Where people can get more information about you
  – How they can connect and/or follow you
  – Your value proposition/what looking to do next

• Pair up with someone sitting next to you to share what you have and get feedback. Take turns. Each person will have 5 minutes to share their work and to seek feedback.
Poll

What was the experience of creating summary statement like for you?

• Easy
• Hard

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JibberJobber.com - Online Job Search Organizer helping pros in over 100 countries Own Their Career!
September 2006 – Present (8 years 8 months) | Online: helping professionals in over 100 countries network better


As a third-class citizen, or as they say, “job seeker,” I had either a spiral notepad or a homegrown Excel spreadsheet to help me manage and organize the complexity of an active job search. Neither tool was sufficient, and I really wanted something web-based. So I found a team to help me put it together and the rest is history.

Actually, it’s not history. It is RIGHT NOW. I believe everyone is a job seeker, whether they think they are or not. JibberJobber is the tool for you to use, right now, to help you organize and manage your personal and professional relationships.

Designed to help job seekers, it will help you:

- Manage the relationships in your career
- Track where you apply
- Where you want to apply
- Log your elevator pitches and answers to interview questions
- … and much more

The success of a job seeker is usually tied to how much, and how well, they network. JibberJobber is an organizational tool, but more than that, it is a networking tool. It is your personal relationship manager, and it goes with you the rest of your career.

Jump on a user webinar to learn more: http://www.jibberjobber.com/blog/free-webinar
TIP: Get recommendations

TIP: Decide whether images may enhance your profile

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**Instructor / Owner**

Video Game Design & Entrepreneur Class

June 2014 – Present (11 months) | www.Videogameclass.com (virtual)

I am teaching a video game and entrepreneurship class to mostly youth, but also families and adults. The main purpose of the class is to help you make video games and get them to market, so you can create a recurring revenue stream.

For school students, my other main purpose (not secondary purpose) is to help them appreciate practical application of math and science, as well as learn logic, programming, storyboarding, project management, etc.

You can learn more at www.VideogameClass.com. Please share this link with anyone who you think might be interested! Classes start in September of 2014.
Publications

Career and Job Search Blog Posts - over seven years of writing about networking, personal branding, strategy, tactics and more
Jason Alba
February 14, 2013

Starting in June of 2006 and blogging almost every business day since then, this is a well-recognized and quoted blog that talks about all things career management. Use the Categories on the left to drill down to the topics you are most interested in, including:

- Personal Branding
- Job Search Strategies and Tactics
- Multiple Revenue Streams
- Social Networking
- Networking in Person
- Job Search... more

Using LinkedIn: I’m on LinkedIn - Now What??? (the blog)
Jason Alba
February 13, 2013

This is the blog I started after I wrote the first edition of I'm on LinkedIn - Now What???. Hundreds of posts to help you optimize your LinkedIn experience and get real value out of LinkedIn (and other tools). Great conversation (in the comments of the blog) about current news and upgrades/changes to LinkedIn.

The Jason Alba blog for Entrepreneurs
Jason Alba
February 12, 2013

When I started to write my third book, 51 Alternatives to a Real Job, and my fourth book, Eight Lunches (for entrepreneurs), I got more serious about writing about entrepreneur stuff. This is where I share not LinkedIn tips, not career management or networking CRM tips, but tips and ideas about being an entrepreneur.
TIP: Track Skills and see if connections willing to provide skills endorsements
TIP: Describe key details as tied to Education.

Education

Idaho State University
Computer Information Systems (CIS) & MBA, Information Technology
1998 – 2003

Passion for business strategy and marrying real world problems with technology solutions. Loved designing relational databases. Almost got a 4.0 in the MBA program.

Activities and Societies: ACM (not really involved, but was elected VP)

2 recommendations

Jym North
Creating & Managing Peer Advisory Board.
I am improving my knowledge in all things social media so that I may soon be accomplished, but well shy of the expertise of... View ↓

Roberta Clark
Owner at RKC Promotional Products
Jason moderated a training/learning session at Social Media Marketing University introducing LinkedIn and its effectiveness... View ↓
TIP: Look at Connections to see 1) if you have common connections and 2) If you should connect with additional people.
TIP: Review Groups as you may want to join similar groups.

TIP: Review Influencers as you may want to follow similar influencers.
TIP: Review News and Companies as you may want to follow similar entities.
Branding and Marketing Yourself

• Ensure you have a professional photo
• Make sure your professional headline addresses your value proposition
• Pick key accomplishments to highlight in your summary
• Keep position title and information updated
• Provide contact information

Tip: Get feedback from others about your LinkedIn profile.
TIP: You can start out with general search and drill down.

TIP: General search results in:
- Company
- People
TIP: General search results in:
- Groups
- Jobs
TIP: You can use dropdown to narrow search
TIP: Use company page to see who you are connected to, careers, and recent updates.
Researching With LinkedIn

• Researching on LinkedIn provides information on:
  – People
  – Companies
  – Groups
  – Jobs

Tip: Start out with a general search and drill down to more details.

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How To Research Jobs

• Use your alumni databases to identify individuals in roles of interest to you
• Speak to those in your network to help identify individuals you may want to meet in industry/functions of interest
• Use the “People” search in LinkedIn to identify the career path and education of individuals in positions you are interested in
• Look at LinkedIn to not only see positions of interest but who may be in your network with a connection
• Look at various job boards
• Conduct informational interviews

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TIP: Look at profiles of those whose career paths intrigue you, looking at experience for positions.
TIP: Take a look at education to see their path

TIP: Look at Honors and Awards to see if there are some potential connections
TIP: Look at profiles of those whose career paths intrigue you, looking at experience for positions.
TIP: Look at connections of others who intrigue you
TIP: Look at connections of others who intrigue you – acronyms?
TIP: Certs may emerge in the profile.
Connecting With People

• You can connect with people:
  – Directly by adding a connection
  – Through a group
  – Sharing profile
  – InMail Connections

Tip: Don’t use the generic message when requesting a connection. Customize it.
TIP: Customize your personal note when requesting a connection.

 Invite Marshall to connect on LinkedIn

How do you know Marshall?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Marshall

Include a personal note (optional):

I'd like to add you to my professional network on LinkedIn.

- Dr. Anne Dela Cruz

Important: Only invite people you know well and who know you. Find out why.

Send Invitation or Cancel
TIP: If a media link might be helpful, assess first
TIP: Take part in group discussions to obtain info, show expertise, and share info.

Announcing new PMI-LA Mentor Program LinkedIn Group (exclusively for PMI-LA Members)

Grow your career with PMI-LA Mentor Programs

Enroll in the PMI-LA Mentor Program and join the growing community of mentors and mentees in the PMI Los Angeles chapter. This year, we are announcing the availability of PMI... more

Comment (2) · Like (3) · Follow · Report spam

17 days ago

Barbara L Thurston, Farhan Aslam and Carolyn Hedgepeth (349) 862-6114 like this

Barbara L Thurston

Purnima, thank you for starting this group. I was a volunteer mentor for 2013-2014 and it was a meaningful and worthwhile experience.

Like (0) · Reply privately · Report spam

16 days ago

Purnima Vaidyanathan MBA

We had a great kickoff event yesterday with mentors/mentees coming in from different industries – Entertainment, IT, Construction, Logistics etc. Thanks for those who could make the event.

I see a growing interest among people to enhance their PM knowledge and apply PM skills to address their real challenges. The number of mentees and mentors are growing – a good sign for the mentor program. The open conversation between mentors and mentees around expectations was very helpful in shaping up the program.

The kick-off event is just the beginning and the PMI-LA Mentor Program team is there to help you develop your PM skills and grow in your career. If you are still wondering whether to enroll or not, please use this great opportunity to participate in this program to get maximum benefit.
Sharing Information on LinkedIn

- Adding rich content to your profile pages
- Participating in group discussions
- Responding and liking home feed items and interests

Tip: How would you like to highlight your expertise? Use that framework to determine how you will engage online.
Accomplishment Statement Refresher

**Situation + Action + Result + Metric = Accomplishment**

<table>
<thead>
<tr>
<th>Component</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Situation or Problem</td>
<td>What is the situation or problem?</td>
</tr>
<tr>
<td>Action</td>
<td>What action did I take? Why was my involvement relevant?</td>
</tr>
<tr>
<td>Result</td>
<td>What was the result and why does it matter?</td>
</tr>
<tr>
<td>Metrics</td>
<td>Do I have any metrics to support the result or to demonstrate impact?</td>
</tr>
</tbody>
</table>

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How To Manage Social Media Accounts

Use social media management tool (HootSuite or Buffer)

Manage social media tools individually

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Other Web 2.0 Media Tools

- Blogs
- Webcast/Podcast
- Video/Vlogs
- Other Tools

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How To Get Started with Social Networking

- Search for yourself online and see the results
- Consider your personal branding
- Create a networking strategy (to include social networking)
- Create a LinkedIn profile, if you haven’t already done so
- Start by contributing content online
  - LinkedIn Groups
  - Blog responses
  - Amazon book reviews
- Make sure your social media presence is portrays you in a positive way

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Job Search Overview

Skills

Culture Fit

IDEAL

POSITION

Interests/Motivation

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Job Search Overview

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Herminia Ibarra’s Summed Up
Three Steps To Career Switching

• Step 1: Experiment and take action
• Step 2: Create a network
• Step 3: Build your story

Note: Other major categories are career explorers and career enhancers

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Think of the entire package

• Your package can include your business cards, CV, cover letter, social media presence, and other “marketing” pieces
• Review your social media accounts – does the content or photos show what you want
• Email addresses – Be professional!
• Join professional organizations/groups and get involved
• Build your network and manage relationships

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Networking Resources

• Books:
  – *What Color Is Your Parachute?* by Richard N. Bolles
  – *Job Search Magic* by Susan Whitcomb
  – *I’m On Linked In – Now What?* by Jason Alba
  – *Real World Communications Strategies at Work* by Cindy Chernow
  – *Never Eat Alone* by Keith Ferrazzi

• Websites:
  – Ask The Headhunter with Nick Corcodilos: [http://www.asktheheadhunter.com/](http://www.asktheheadhunter.com/)
  – UCLA Career Center: [http://career.ucla.edu/](http://career.ucla.edu/)
Q&A
Post-Session Announcements

• LinkedIn Photo Booth available