# Master the LinkedIn Profile Basics, Part 2!

A Step-by-Step Guide to Setting Up and Using Your Professional Profile for Success

Presented by

**ACT SMART I.T.**
Helping You Benefit    From Today's Technologies

May 10, 2023
9:00-9:30 a.m. EDT

*Grammar Goddess Communication*

**Look and sound as smart as you are!**
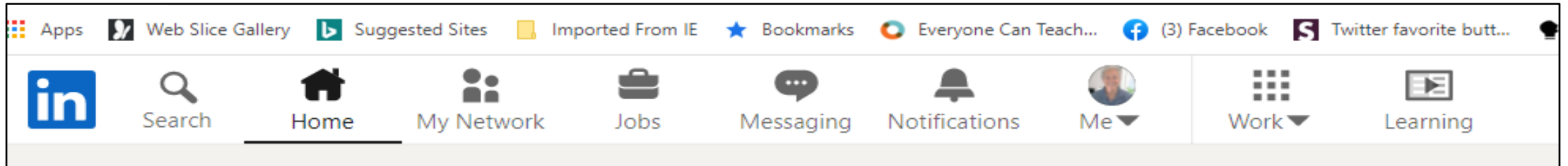
**www.GrammarGoddess.com**

# Part 2: Succeeding on LinkedIn

The Menu Bar

Your Network

Tagging / Mentioning

Connecting

Building Your Network

Hashtags

Your Thoughts/Ideas

Referrals

*GGC*

**Search:** For a type of person or company, or specific ones by name or title/occupation.

**Home:** Exactly what you think it is.

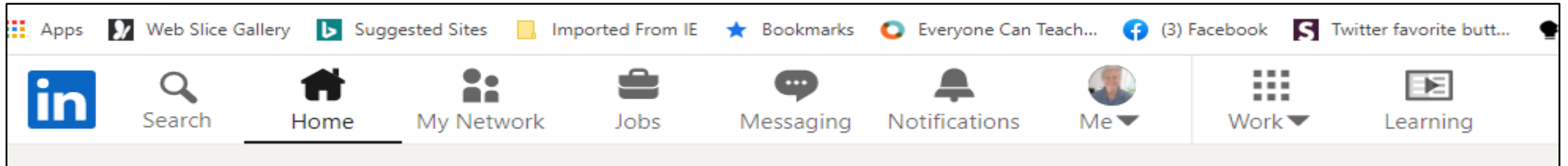**My Network:** Your invitations to connect

*GGC*

If one is highlighted in blue, it means you haven't clicked on it yet.
Always check out their profile before accepting just to ensure they seem real.

GGC

**Jobs:** Search for your next job.

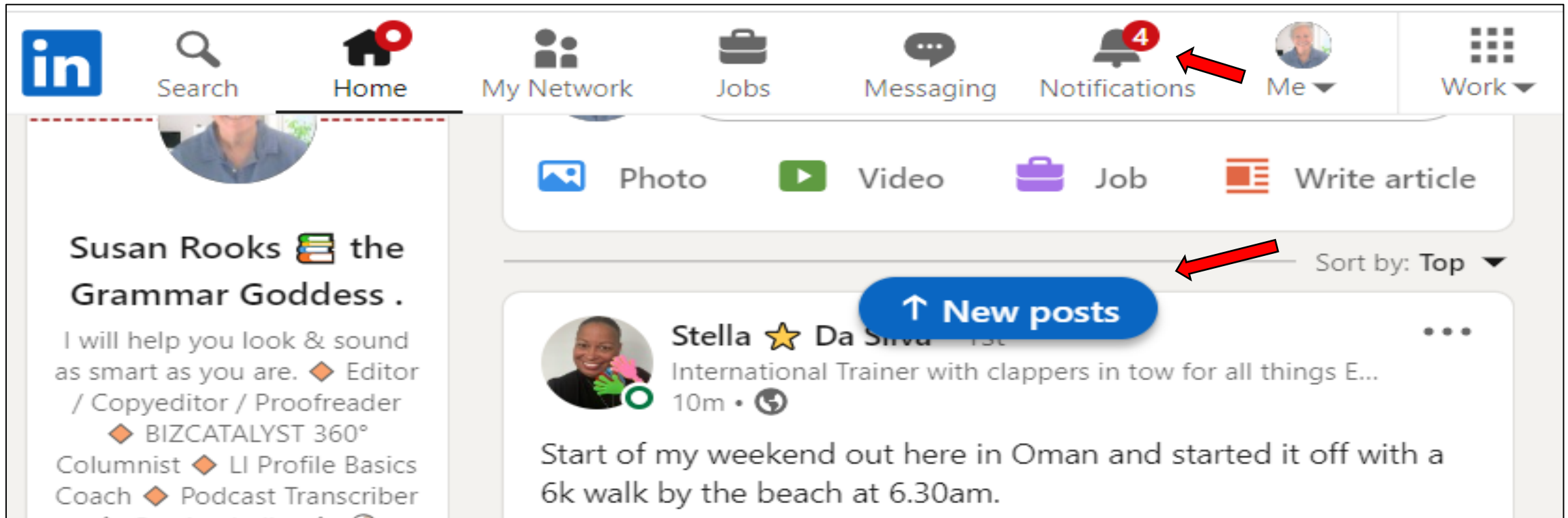**Messaging:** Personal/private messages from $1^{st}$-degree connections

**Notifications:** Clicks/comments on your posts or others'; also link requests

**Me (Your profile):** Click to see a helpful dropdown menu.

**Work:** LI products.

**Learning:** Courses. Some are free.

*GGC*

If you see a blue "New posts" or "New notifications" bar, click on that OR the bell. If just the bell has a number, click on that.

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Click on Notifications to see Mentions (something new), meaning someone tagged you in a post or comment.

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To tag someone, put the @ symbol right in front of their name.
Put a space <u>in front of</u> the @.
After the @, slowly type the person's name; you **<u>should</u>** get a
dropdown menu of names to choose from.

**Write this (in a comment):**
Love your article, @John White, MBA, especially the part where …

**It'll look like this when you publish the content:**
Love your article, <u>John White, MBA</u>, especially the part where …

**Write this (in your content):**
I saw a post by @John White, MBA, and I wanted to share my experience …

*GGC*

Sometimes you won't be able to tag someone who is not
a 1<sup>st</sup>-degree connection (or even one who is 😳 ).

**Choices:** Add the first few letters shown on their LI profile <u>after</u> their name: John White, <mark>MBA</mark> (rather than just John White). Especially useful to remember with names that are very common. (There are at least 1,000 users LI with that name!)

Or keep the @ and publish the comment / content.
Then immediately edit it, which often works (but I don't know why).

*GGC*

Why tag others?

Because you want someone to see a specific post/article or comment, whether yours or someone else's. You can tag them in either the post itself (if it's yours) or in a comment.

LI then alerts the person that you tagged, so they can check it out. It also makes the content author happy that you want others to see their article/post!

And others will see the name and maybe check them out, too.
I call this smart networking …

*GGC*

**Please do NOT tag a mob!**

Everyone has an inner 8-year-old kid hoping to be chosen for the 3rd grade games at recess ... and that little kid still wants to be one of those chosen!

If we tag 20 or 30 or 40 others, inevitably we will leave someone out who was hoping their name would be in the list. (Yes, some of us do check ...☺)

Tagging one or two others who have a special interest in a post's topic is fine; we'll all understand what you did.

*GGC*

# Hashtags (#)

**Best idea ever!**

Organize your LI posts/articles with hashtags.
Put a # in front of words. Create your own.

**Mine:** #FridayFunday, #GrammarGoddess, #GrammarGoddessWords, #NotWaitingTillFridayFun, #RooksRocks, #ThatsAWord

You can also use typical ones like #Business or #Leadership. Using capital letters (#ThatsAWord vs #thatsaword) makes it easier for screen readers or humans to understand the words. But LI only shows lower-case ones in the lists.

*GGC*

# Tagging & Hashtags: A Sample

Sarah Elkins (she, her) • 1st
Uncovering meaningful, inspiring, personal stories so ex...
53m • 🌐

Friends -
You will not want to miss this #episode of the Your Stories Don't Define You #podcast featuring Lee Keylock from Narrative 4.

The way he shares stories says as much about him as it does about his subjects. Several times during our conversation I could feel the hair rise on the back of my neck, filling me with warmth, emotion, and gratitude.

This is an episode that you will walk away from with a depth of understanding of the power of stories that you can't even

This is what we see when someone is tagged, and hashtags are used.

We don't see the @ sign once the post goes live; all we see is a live link to someone we might want to check out. Click to see their profile.

And we can find the episode at the hashtag #episode or #podcast, in case we can't remember who showed us this content.

*GGC*

LinkedIn has two types of "connections": Connections and Followers.
Connections are ranked as 1st-, 2nd-, or 3rd-degree.

1st-degree connections are direct ones, meaning one of
you asked the other to connect.

2nd-degrees are 1st-degree connections of your 1st-degrees.

3rd-degrees are 1st-degree connections of your 2nd-degrees.

**Followers** are those who don't want you to see their original content,
those who don't write any, or those who think you can't have any more
connections because you have 30K+ "followers."

*GGC*

LI limits us to "only" **30K 1st-degree connections**.

But our number of "followers" – shown in the Activity section – <u>includes</u> both 1st-degree connections AND our followers.



**Curt Mercadante**
Deliver the right message to the right clients. | Working with agencies, consultants, solopreneurs, and thought lead...

Activity
26,519 followers

Tagging in some past Saturday Special featurees: Don Wettrick, Reeve Conover...
Curt commented

Fraser Cameron was the right person at the right time... To help me realize...
Curt shared this
9 Reactions • 2 Comments

Too bad the war with China won't be fought militarily. It is being fought...
Curt commented

Small but mighty. That's how I describe our channel over on...
Curt shared this
4 Reactions

See all activity

*GGC*

**Best Practice:** Always check out the inviter's LI profile to see if you have a reason to agree to connect. Also check to see if that person looked at YOUR profile; if they didn't, why on earth did they ask you to connect?

It's totally up to each of us to decide if there's a reason to connect with someone, other than adding to our numbers.

And if a profile seems suspicious, you can easily and safely just ignore it; LI will **not** send the inviter a note about that. You can also report it.

*GGC*
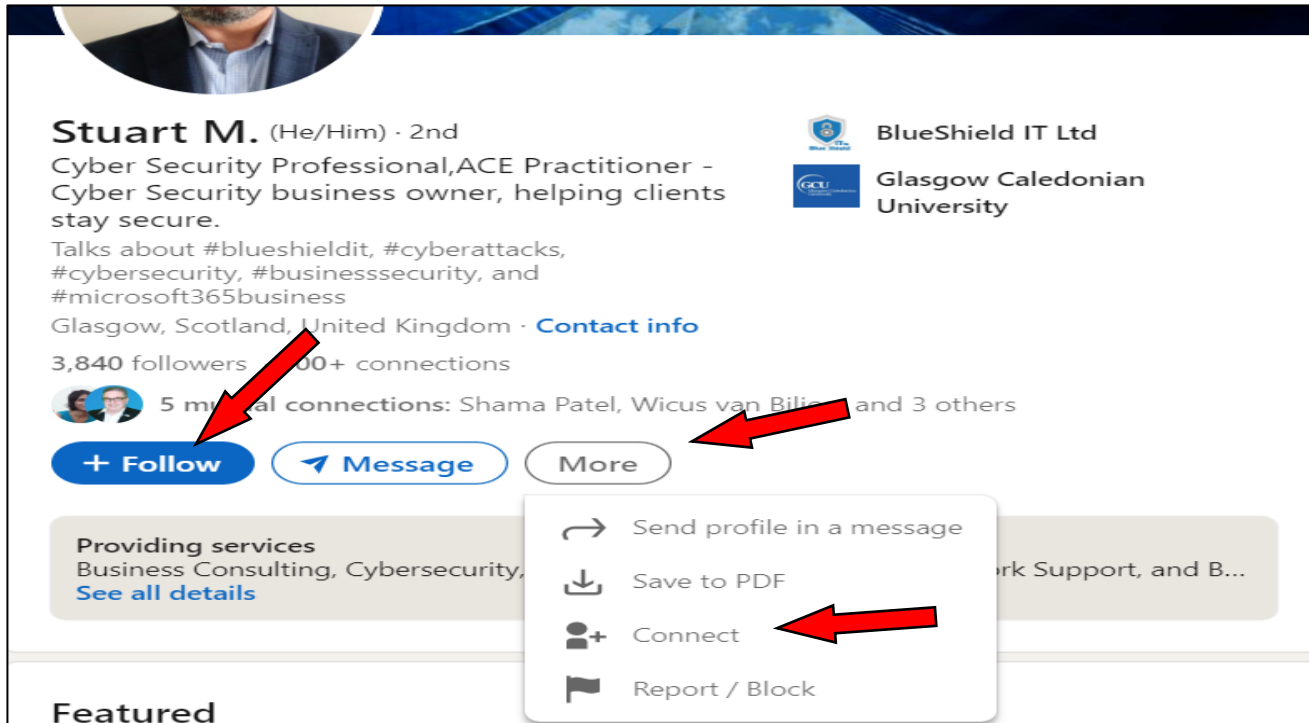
To just follow someone, click the "Follow" button.

To ask to connect, click the "More" button, then "Connect."

You'll see what's on the next screen.

A personal note adds value.

If they accept, LI sends you a message. If they click *ignore*, LI sends **no** message.

*GGC*

On the home page, click to create posts, videos, audio events, or articles.
**Short-form posts:** We now have 3,000 characters to use including spaces.
Any picture automatically goes on the bottom.

Choose your picture carefully; once you publish a **post**, you cannot edit/delete the picture.

*GGC*

**Long-form articles** have no limit on the # of characters.

A picture should always go in the header space on top to grab a reader's attention, and others can go anywhere else in the article.

*GGC*

Michelle Y. Gilder (We Us Our)
International Learning Facilitator I OD Practitioner I Human Performance Coach I Trainer I Mediator

Activity
363 followers

Michelle Y. Gilder commented on a post • 1w

These numbers are looking good ladies. We gotta do what we gotta do. 😊

Natalie Elisha Goldberg and 883 others          90 comments • 46

Michelle Y. Gilder commented on a post • 3w

Congratulations Katya, excited and waiting with bated breath to hear your treasure hunt framework idea in a Ted Talk, good on you!!!

Michelle Y. Gilder and 125 others          59 cor

Michelle Y. Gilder commented on a post • 3w

Congratulations Tristan and much success as you continue to grow to greatness!!!

62          13 cor

Show all activity →

The "secret sauce" for those who don't write original content: **Comment. Like. Engage. Repost/Share.**

When commenting, use at least 5 words, so the LI algorithm will list it as a comment.

**Remember:** Always add value to the author.

GGC

# Your thoughts / ideas

I value your thoughts and ideas.

Enough info to get you started?

What would you add? Remove? Change?

**What was your best takeaway?**

*GGC*

# Referrals

Currently booking FREE 1-hour sessions with Chambers, other civic organizations, or companies anywhere that would like to host this via Zoom or any other video site.

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*GGC*