

GETTING LINKED IN WITH LinkedIn



Facilitated by:
Tony Jones

Are you LinkedIn or Left
Out?





Objectives

The purpose of this session is to provide 101 tips to effectively to:

- *Enhance* LinkedIn profile to attract connections.
- *Engage* with other professionals amongst the platform to establish visibility and active presence.



LinkedIn is a professional networking platform, showcasing individual profiles, career opportunities and chances to connect with other professionals.



5 Reasons to use LinkedIn

- 1. It's a great way to connect
- 2. Network with other professionals in your industry.
- 3. It's a wonderful way to find work experience.
- 4. Stay abreast of the latest trends and developments.
- 5. Showcase your skill and talent

“It’s not what you know, but
who you know”

- *Proverb*

Part 1: Enhance



TIP 1:

Name



Add profile section ▼

More...



Tony Jones 



Trevecca Nazarene University

Leader | Researcher | Facilitator | L&D Nerd Empowering others to Empower themselves! #20for2020 #TLJONESTX

Longview, Texas · [500+ connections](#) · [Contact info](#)

Open to job opportunities

Learning And Development Specialist, Leadership Positions, Training Specialist, Training Manager and Elearning Manager roles

[See all details](#)



 Only recruiters

About



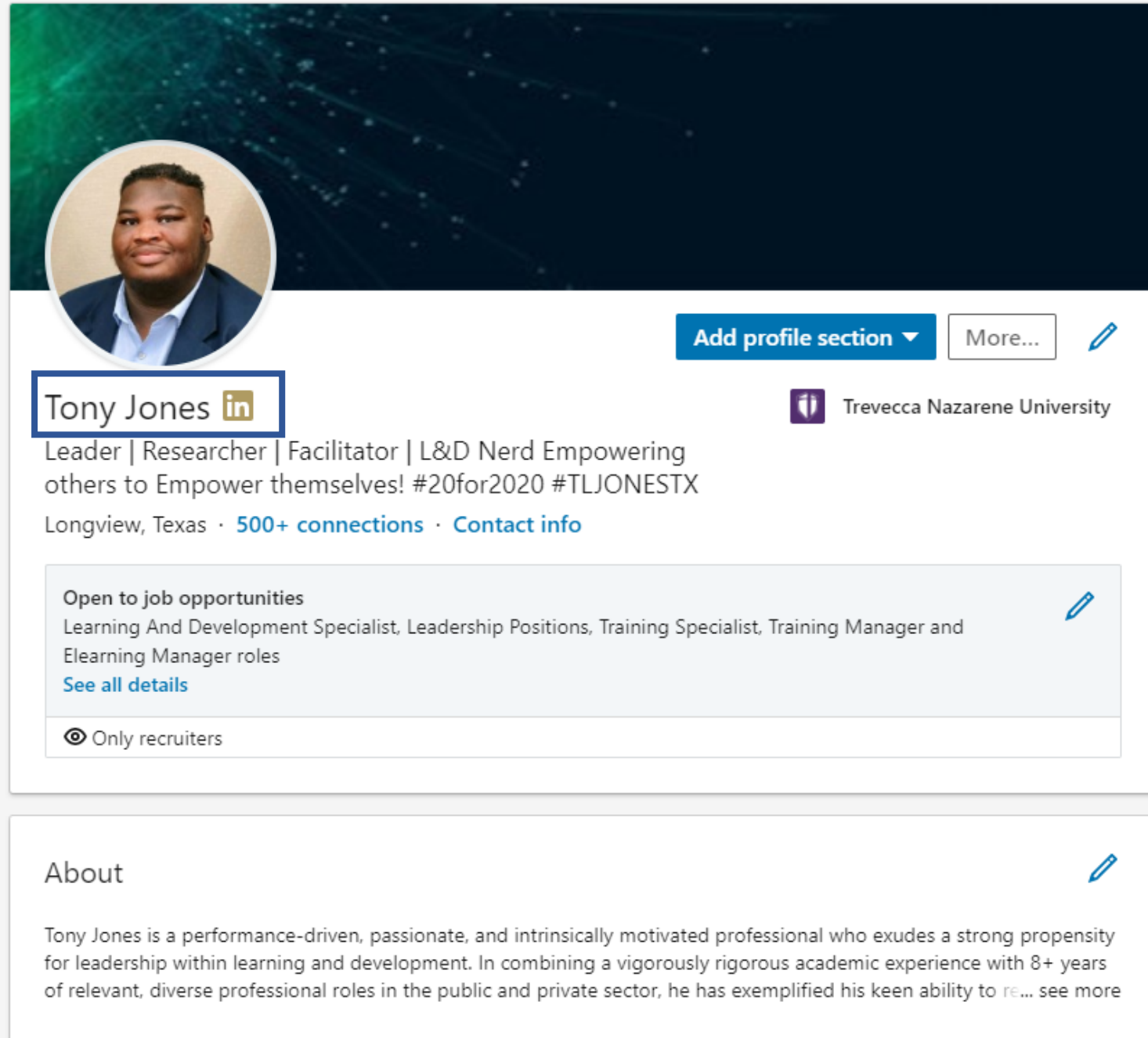
Tony Jones is a performance-driven, passionate, and intrinsically motivated professional who exudes a strong propensity for leadership within learning and development. In combining a vigorously rigorous academic experience with 8+ years of relevant, diverse professional roles in the public and private sector, he has exemplified his keen ability to re... see more

TIP 2:

Name

Add your credentials
behind your name!

- Tony Jones, M.S., M.Ed
- Jane Doe, MBA, PHR
- John Doe, CPLP



The screenshot shows a LinkedIn profile for Tony Jones. The profile picture is a circular headshot of a Black man with short hair, wearing a blue suit jacket over a light blue shirt. The background of the profile banner is a dark blue space-themed image with green nebulae and white stars. To the right of the profile picture are two buttons: 'Add profile section' in blue and 'More...' in white. Below the profile picture, the name 'Tony Jones' is displayed with a small LinkedIn icon to its right. To the right of the name is the Trevecca Nazarene University logo and name. Below the name is the headline: 'Leader | Researcher | Facilitator | L&D Nerd Empowering others to Empower themselves! #20for2020 #TLJONESTX'. Below the headline is the location 'Longview, Texas' followed by '500+ connections' and a 'Contact info' link. Below this is a section titled 'Open to job opportunities' with a pencil icon to its right. The text in this section reads: 'Learning And Development Specialist, Leadership Positions, Training Specialist, Training Manager and Elearning Manager roles'. Below this text is a 'See all details' link. At the bottom of this section is an eye icon followed by the text 'Only recruiters'. Below the 'Open to job opportunities' section is an 'About' section with a pencil icon to its right. The 'About' section contains a paragraph: 'Tony Jones is a performance-driven, passionate, and intrinsically motivated professional who exudes a strong propensity for leadership within learning and development. In combining a vigorously rigorous academic experience with 8+ years of relevant, diverse professional roles in the public and private sector, he has exemplified his keen ability to re... see more'.

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TIP 3:

Picture



Add profile section ▼

More...



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 Only recruiters

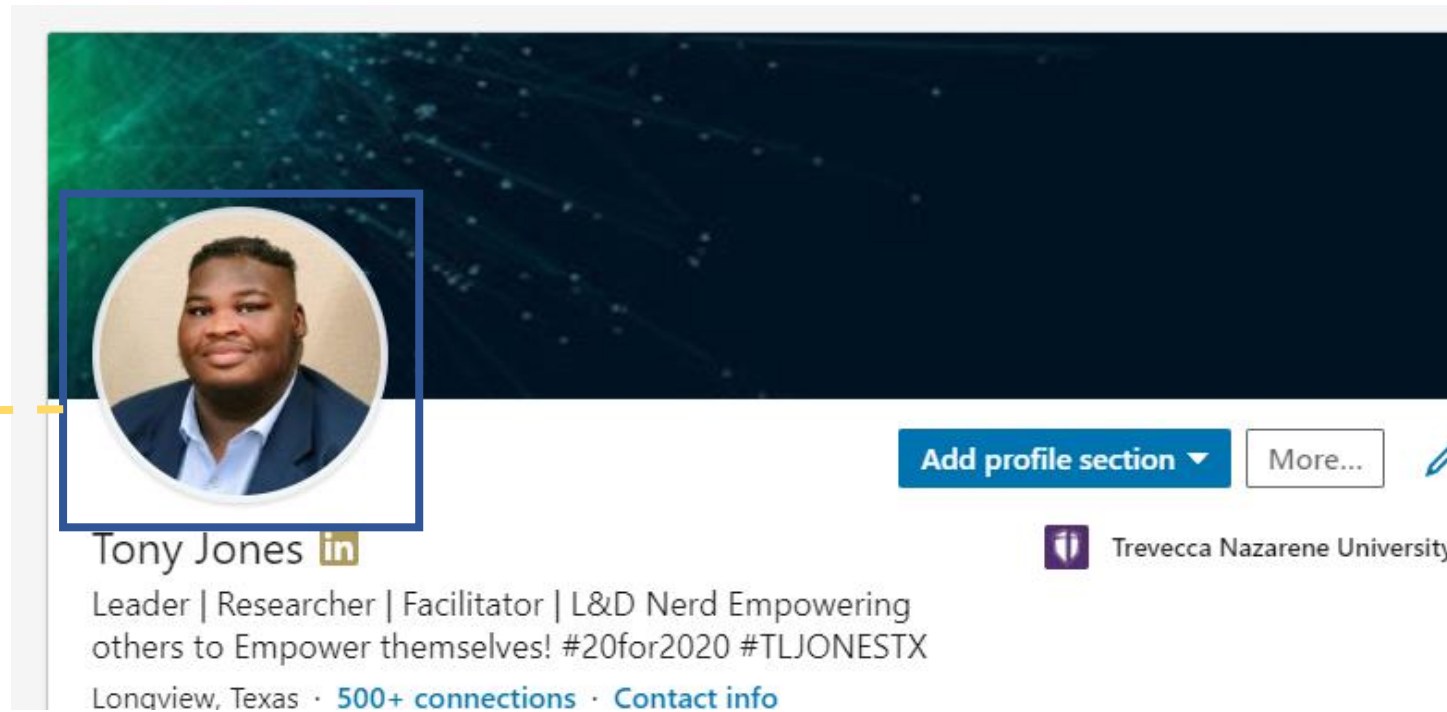
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TIP 4:

Picture



Profile photo results in....

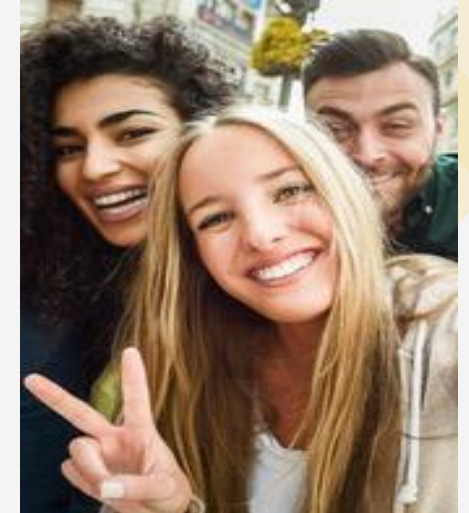


- More profile reviews
- More connection requests
- More messages

KNOWLEDGE CHECK

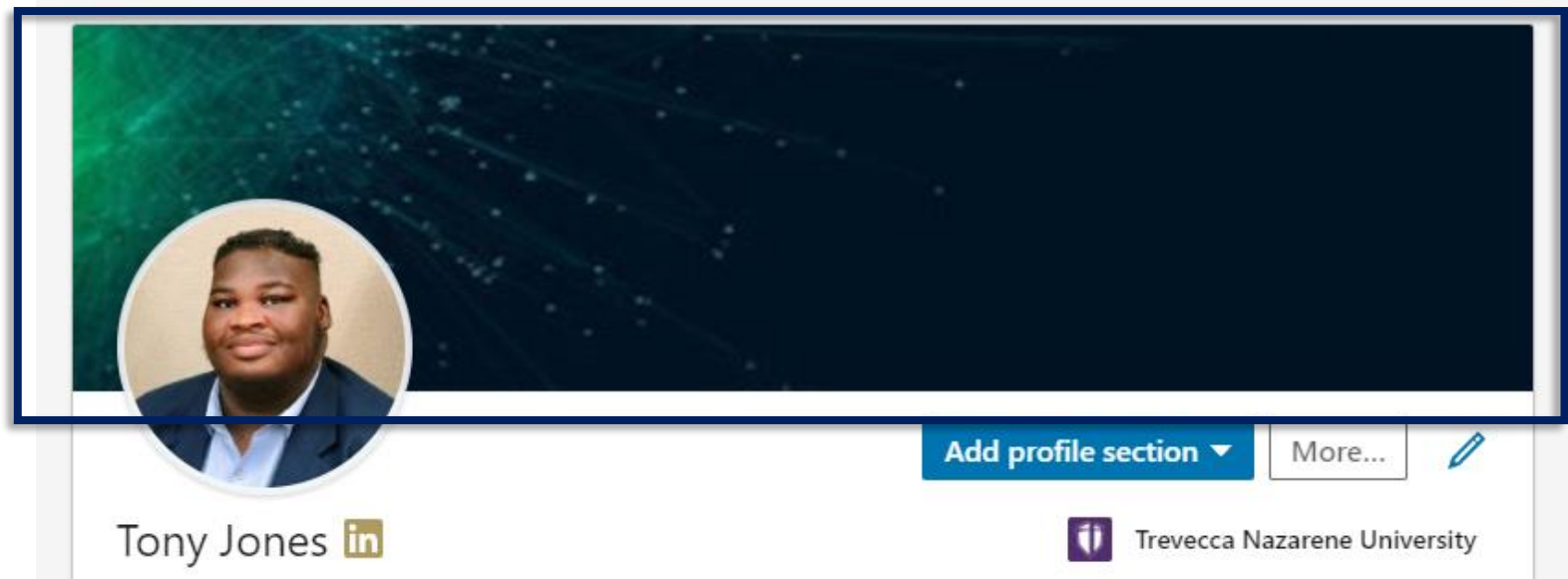
Images Source:
Adobe Stock

Tell me if the following are good profile photos. Why or why not?



TIP 5:

Banner



Sites such as canva.com offer templates for custom banner creations.

KNOWLEDGE CHECK

Tell me if the following are good banner photos. Why or why not?

1



2



3



TIP 6:

Name

Profile photo

200 x 200 pixels
and higher recommended
1:1 aspect ratio
Maximum size 10MB



Tony Jones 

Cover photo

1,584 x 396 pixels recommended
129:8 aspect ratio
Maximum size 4MB



Add profile section ▼

More...



Trevecca Nazarene University