

Pauline Glaza Shares How To Maximize LinkedIn Profile

BY KAREN BERGER
MIRROR REPORTER

When a company wants to recruit employees using social media, 95 percent use LinkedIn. Launched in 2003, the worldwide platform is “how people check you out,” said Pauline Glaza.

Since 1990, Glaza’s Enhanced Publications has helped engineering, architectural and construction firms land big jobs and win awards. On March 20, she shared with Waterville Chamber of Commerce members how to maximize their business presence with LinkedIn.

“This is the social media platform for people who are thinking about business,” Glaza said. “I use LinkedIn to see what’s new, stay aware of my clients and competition, and find insights on what’s next.”

She also regularly looks through her 500+ connections to see ways to touch base with a note or phone call. And her LinkedIn profile drives traffic to her website along with boosting her name to the top for those doing a Google search.

Whether you’re trying to land a new client or find a better job, LinkedIn can be a valuable tool — especially if you set up a top-notch profile, she said, offering some specif-



Kingston Rehabilitation Center representatives Colleen Doyle (left) and Julie Roberts (right) welcomed guest speaker Pauline Glaza to the March 20 Waterville Chamber of Commerce luncheon, where she shared how to maximize a LinkedIn account.

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ic suggestions.

- Spend time on the headline — that’s what will pop up under your name in a Google search. “This is one time where you get to tell Google what to say about you,” Glaza noted. Instead of just listing Enhanced Publications, Glaza describes herself as a marketer and wordsmith first, so readers know what she does.
- Summary: Tell those checking out your profile why they should call. LinkedIn says this

is where you should provide “information about your mission, accomplishments and goals.” Save the experience and work history for that section.

- Experience: List details about your specialties, using key words about your industry, whether it’s marketing, disaster cleanup or glass refractory work. Choose words people would use to search for someone with your experience.

- Privacy and Settings: Familiarize yourself with these options to regulate how often you get e-mails from LinkedIn. Individual settings are available for notifications of those asking to connect as well as how often you receive notices from LinkedIn groups.

- Use a clear, up-to-date head and shoulders photo of yourself with a plain background.

“Just don’t make it a photo of your wife sitting on your lap,” she laughed, referring a real situation she encountered. “And please don’t stand with your shoulders up against a wall — the uncomfortable mug shot look isn’t what you’re aiming for.” Also, even if it’s non-alcoholic, don’t be seen holding a drink in the photo.

“Even if you hate getting your picture taken, please add a photo to your profile,” Glaza urged. “A photo will jog a possible connection’s memory — perhaps someone you met at a chamber meeting who knows you by face but not by name.”

As far as those connections go, make sure you only connect with people you know, she said. And check out their profiles first to be sure they’re the people you’re thinking of. Someday someone may ask for an introduc-

tion to a person in your network and you want to be able to do that comfortably.

Past chamber president Dave Boothe gained business opportunities from as far away as China through LinkedIn. Considering how valuable a tool it is, he suggests hiring someone professional to write a profile.

In addition to searching — and being searched for — LinkedIn offers an easy method for customizing your daily news.

Pulse lets you pick which business leaders, news services, and companies you want to follow, then sends you a digest of articles, Glaza said. She follows TED Talks, as well as SSOE and Rudolph/Libbe, along with many others.

While much of this sounds like the premium LinkedIn, which has a monthly fee, Glaza said she uses the basic, free service.

Glaza suggests using LinkedIn for about 10 minutes a day to stay in touch, make connections and update your profile.

For information, look for Glaza on LinkedIn or at www.enhancedpublications.com.

The March 20 Waterville Chamber of Commerce luncheon was hosted by Kingston Rehabilitation Center.