

Master the LinkedIn Profile Basics!

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

Presented by



April 13, 2021

8:30-9:30 a.m. EDT

Grammar Goddess Communication

Look and sound as smart as you are!

www.GrammarGoddess.com

**Thank you to our host,
ACTSmart IT**

Our Mission:

**To delight our clients with exceptional, friendly &
accurate service – every single day!**

GGC

Questions

Why are you on LinkedIn?

What do you expect to gain from it?

Who are YOU? What's your expertise? What's your "unique selling proposition"?

What kinds of connections are you looking for? Why?

If you're not already on LinkedIn, why not? What's stopping you?



Part I: The LinkedIn Profile

Banner, Picture, Headline

About

Featured

Dashboard

Activity

Experience

Education, Volunteer Experience, Skills and Endorsements,
Recommendations, Accomplishments, Interests

The New Default Banner



Amy Brennan · 1st

Legal Analyst - Asset Forfeiture Specialist at ASRC Federal Mission Service

Seattle, Washington · [500+ connections](#) · [Contact info](#)

Message

More...



ASRC Federal Mission Services



Ocean County College

It's FREE prime advertising space, so be sure to change it.

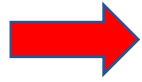
Find something appropriate for YOU and YOUR world.

The banner size: 6" x 1.5" (1584 x 396 pixels)

Check out [Canva](#) for great templates.


GGC

A Professional Banner: 1 of 3





I HELP LEADERS CRAFT THEIR STORIES TO COMMUNICATE AND CONNECT BETTER.

ab ab ab ab Social Media Ghostwriter • Career Storyteller • Forbes Contributor

Subscribe to my newsletter:  **Illuminate Me**


AmyBlaschka.com


 **Message** **More...**

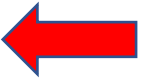
Amy Blaschka · 1st 

Social Media Ghostwriter (Yep, that's a thing.) | I help leaders craft their stories to communicate and connect better by magnifying their reach and impact. | Forbes Leadership Contributor

San Francisco Bay Area · [500+ connections](#) · [Contact info](#)

 AmyBlaschka.com

 University of California San Diego



A FUN Professional Banner: 2 of 3

2020

★☆☆☆☆

"Very boring and no toilet paper.
Would not recommend."

Graphic Design

Social Media

@captn.creative

Message More...

Victoria Buylaert · 1st

Captain Creative 🚀 | I'm always venturing into the social media universe | Freelance Graphic Designer | Content Creator 🚀

Ghent, Flemish Region, Belgium · 500+ connections ·

Captain Creative

Arteveldehogeschool

Another FUN Professional Banner: 3 of 3



Message More...

Rajat Kapoor · 1st


Creative & Strategic Content Curator/Communication Coach
& SME/Poet & Author/Featured Contributor with
BIZCATALYST 360°

Ghaziabad, Uttar Pradesh, India · [442 connections](#) · [Contact info](#)




BIZCATALYST 360°

Changing the Banner

Susan Rooks, the Grammar Goddess 

I help business pros look and sound as smart as they are.
Editor | Copyeditor | BIZCATALYST 360 Columnist | LinkedIn
Profile Basics Trainer | Business Communication Trainer |
Cruciverbalist | Happy Woman 😊

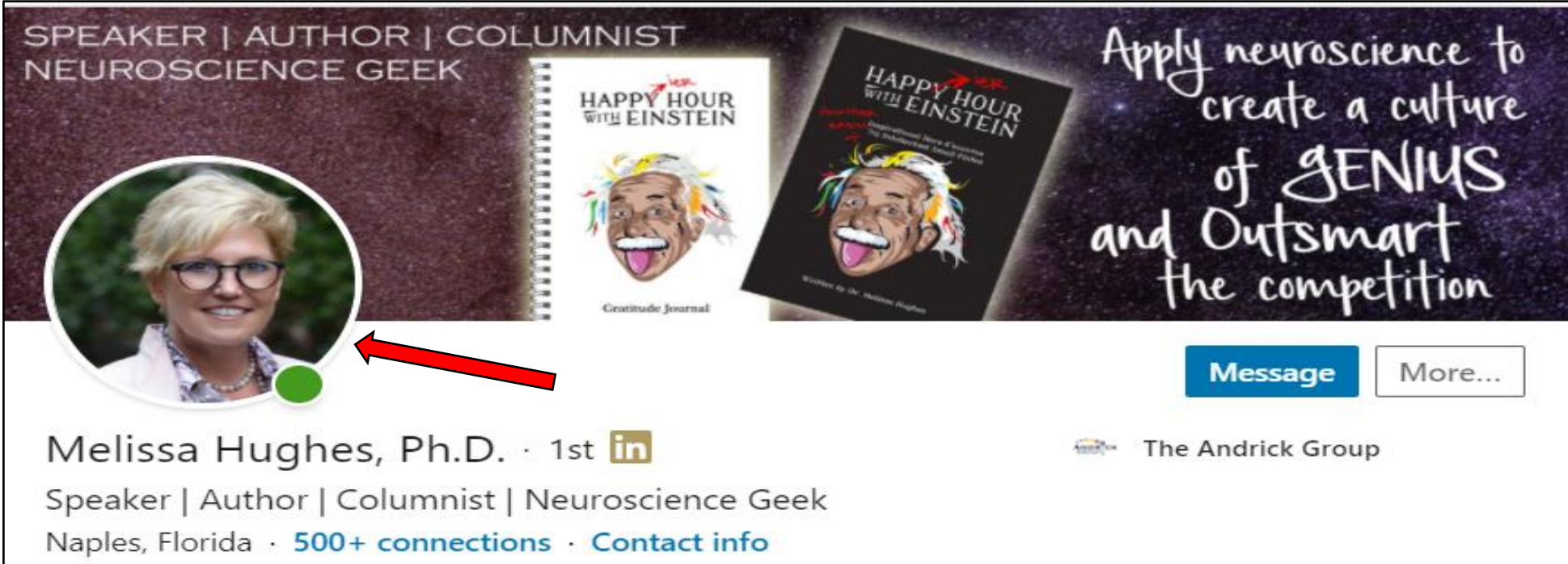
Greater Boston · [500+ connections](#) · [Contact info](#)

 Grammar Goddess
Communication

Use the pencils (red arrows) to change the banner, picture, or headline.

When you click on the lower pencil, you'll get another screen with a pencil to change the picture and the headline.


Your Picture: 1 of 2



SPEAKER | AUTHOR | COLUMNIST
NEUROSCIENCE GEEK

Apply neuroscience to
create a culture
of GENIUS
and Outsmart
the competition



Message More...

Melissa Hughes, Ph.D. · 1st  The Andrick Group

Speaker | Author | Columnist | Neuroscience Geek
Naples, Florida · [500+ connections](#) · [Contact info](#)

Your picture should be of YOU, not your logo.
Its placement is preset on our devices (to the left),
so be careful not to hide too much text behind it.

A Fun Picture: 2 of 2





[Message](#) [More...](#)

Sandra Elaine Scott · 1st

Award-Winning Author, International Speaker, Book Mentor,
Corporate Trainer, Coach, Nonprofit Organizational
Consultant

Millis, Massachusetts, United States · [500+ connections](#) ·

 The Training Associates

 Emmanuel College (Boston)

The Headline: 1 of 3

Start with the **most important** idea. We have 220 characters, including spaces. Use a separator between ideas, like a comma, a | or *, or even an emoji.



What do you want others to see first?

The image shows a LinkedIn profile card for Sarah Elkins. The header is a dark blue banner with a circular profile picture of Sarah on the left. To the right of the photo, her name 'Sarah Elkins' is displayed in white, followed by the headline 'Uncovering your most meaningful, shareable stories'. Further right is a photo of Sarah crouching in the snow with a dog, and a graphic of a book titled 'YOUR STORIES DON'T DEFINE YOU.' with headphones around it. The website 'www.elkinsconsulting.com' is at the bottom right of the banner. Below the banner, there are 'Message' and 'More...' buttons. The profile name 'Sarah Elkins (she, her) · 1st' is shown, followed by a bio: 'Uncovering the right stories for the right audiences so executives, leaders, public speakers, and job seekers can clearly and actively demonstrate their character, values, and vision.' At the bottom, it says 'Helena, Montana, United States · 500+ connections ·'. A small profile picture of 'Elkins Consulting Inc' is also visible.

The Headline: 2 of 3



Now Available for
PRE-ORDER
Order early and grab your book
pre-order bonuses at
TheArtofCaringLeadership.com



Message **More...**

Heather R. Younger · 1st 

I help organizations create cultures of listening where everyone feels heard. Author, "The Art of Caring Leadership: How Leading With Heart Uplifts Teams & Organizations."

Denver Metropolitan Area · [500+ connections](#) · [Contact info](#)

 Heather R. Younger

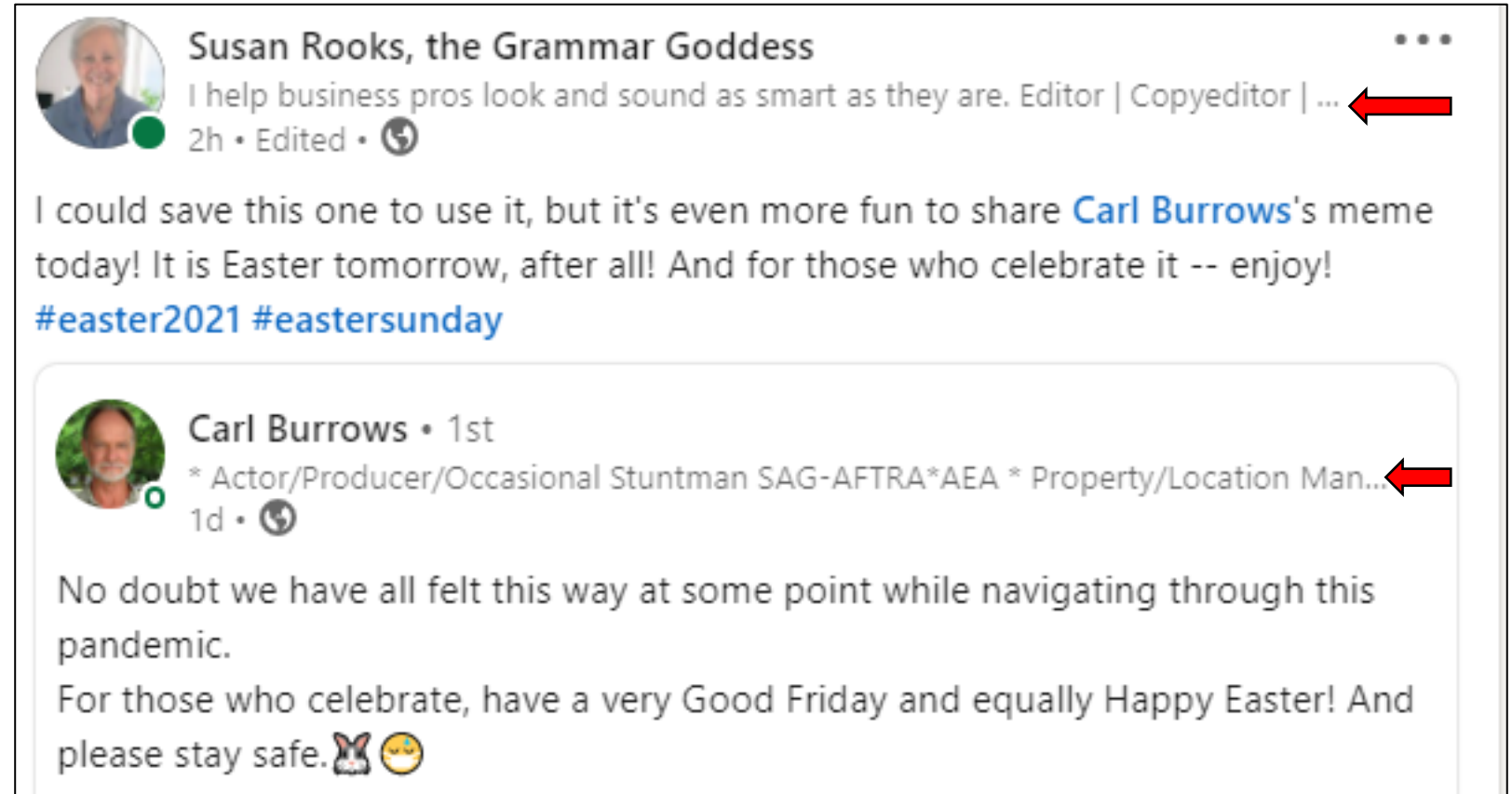
 University of Colorado School of Law

The Extra Value of the Headline: 3 of 3

When you share an article, notice what others will see immediately – yes!

The first line of your headlines. 😊

Therefore, readers can decide quickly who you both are.




Susan Rooks, the Grammar Goddess
I help business pros look and sound as smart as they are. Editor | Copyeditor | ...
2h • Edited • 🌐

I could save this one to use it, but it's even more fun to share [Carl Burrows's](#) meme today! It is Easter tomorrow, after all! And for those who celebrate it -- enjoy!
[#easter2021](#) [#eastersunday](#)


Carl Burrows • 1st
* Actor/Producer/Occasional Stuntman SAG-AFTRA*AEA * Property/Location Man...
1d • 🌐

No doubt we have all felt this way at some point while navigating through this pandemic.
For those who celebrate, have a very Good Friday and equally Happy Easter! And please stay safe. 🐰 😊

About

About 

Have you ever written "pubic" when you meant "public"? "Orgasm" when you meant "organism"? "Manger" when you meant "manager"?
... see more



We have 2600 characters available, including spaces.

Write in the 1st-person, not the 3rd-person.


Maybe start with a question to pique a reader's curiosity.

Tell a story. Show how you work.

Talk about clients' pain points.


Click on the pencil to edit (**red arrow**).


Featured: 1 of 2


 **Joe Samnik**
Consulting Forensic Arborist with 54+ Years' Experience | Named as expert witness in over 1,000 litigated cases |...

Mes

Featured



Tree Failures and Wrongful Death Claims
Joe Samnik on LinkedIn
Tree failures and wrongful death and landscape claims typically fall into the...
8 · 4 Comments


GOOD FENCES MAKE GOOD NEIGHBORS. TREES AND NEIGHBOR DISPUTES.
Joe Samnik on LinkedIn
I'm not an attorney and certainly not qualified to give legal advice. However, after scores o...
22 · 13 Comments


Tree Codes: Death Consequences
Joe Samnik on Linke
Tree codes: death consequences are...
4 · 2 Comme


You wrote a great article more than a year ago? Show it here, so others will see it immediately!

Featured: 2 of 2


 **Jeff Ikler**
Author—"Shifting: How School Leaders Can Create a Culture of Change" / "Getting Unstuck" podcast host / Leader

Featured [See all](#) < >


What do landing on an asteroid and reaching students of color have in common? Check o...






How Do You Land on an Asteroid?
Jeff Ikler on LinkedIn • 2 min read

 4

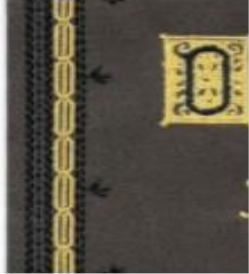
If you've been to the optometrist, you've experienced the "phoropter" – the instrume...




How Do We Unleash Our Students' Curiosity?
Jeff Ikler on LinkedIn • 2 min read

   11 • 7 comments

There is a lot of "changes," but t

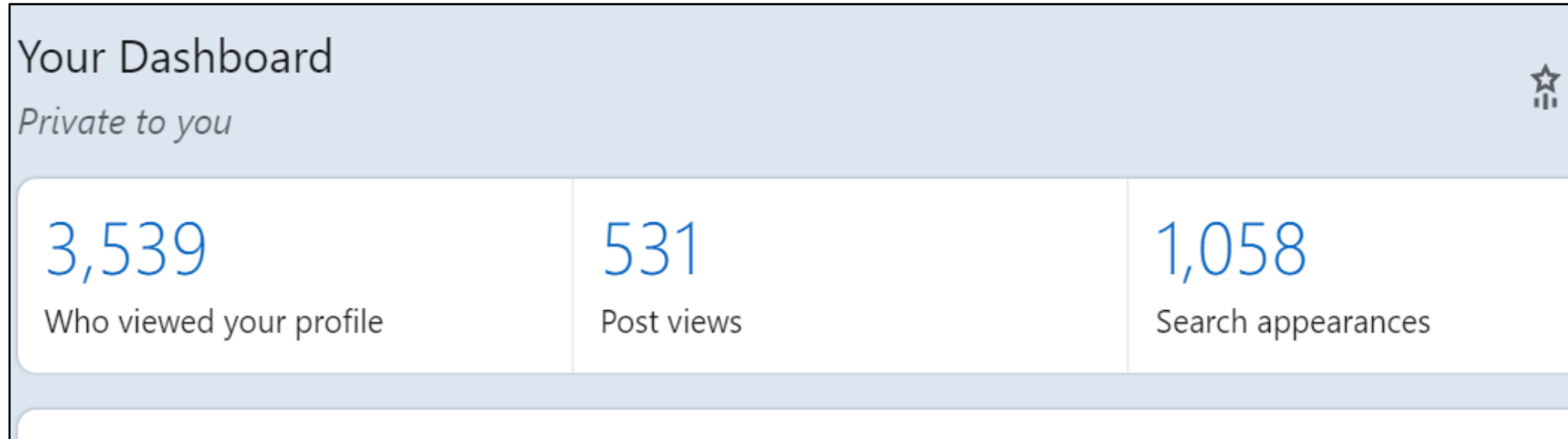


"What we have communicate" -
Jeff Ikler on Linked

 6 • 2 comment

Don't hide the good stuff. Be sure the readers see your best now. (And if you don't have any articles to show, the "Featured" section header will not be visible.)

Your Dashboard: 1 of 3

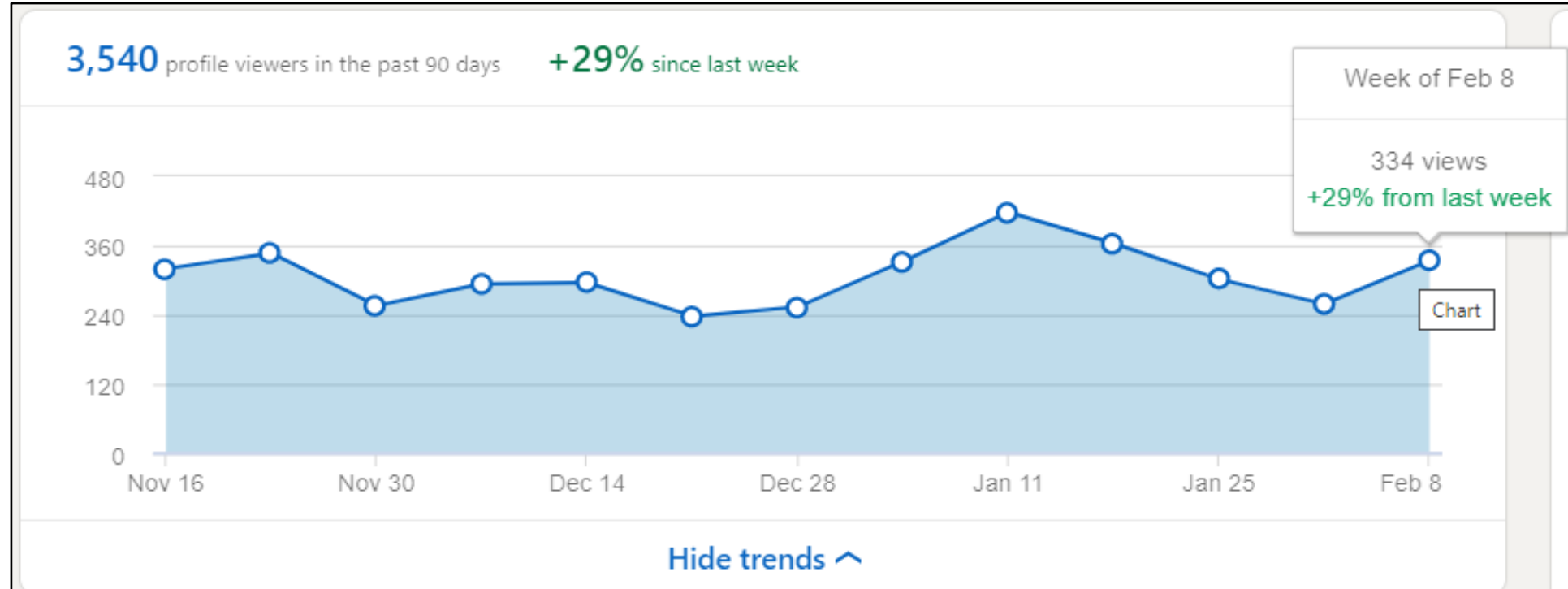


Profile views are for the last 90 days.

Post views are for your most recent one.









Search appearances are for the last week and show where your searchers work and how they found you.

Your Dashboard: 2 of 3




You can see trends that might tie to a day you published a special post or article.

Your Dashboard: 3 of 3



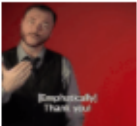

 <p>24m</p> <p>Andi Silva • 3rd Sales Agent at Qualfon</p> <p>InMail</p>	 <p>1h</p> <p>Chris Shea • 1st Independent Financial Advisor at Cetera Advisor Networks <i>Found you via Homepage</i></p> <p>Message</p>	 <p>1h</p> <p>Sara B. McNamara, MSOD • 1st Organization Development Consultant specializing in Vetera...</p> <p>Message</p>
 <p>1h</p> <p>michael wilson • 2nd -- </p>	 <p>1h</p> <p>Patrick Anderson Independent Contractor at ExxonMobil <i>Found you via LinkedIn Profile</i></p>	 <p>1h</p> <p>Jason Ortega • 2nd Consulting Business Intelligence and Analytics Workforce... </p>



You can see who viewed your profile in this next area.

Activity: 1 of 6

 **Jeff Young**
#TheLinkedInGuru (Teacher), Professional Networker, Volunteering - getting paid in 3 "Cs", Coffee, Conversation... M

Activity
36,029 followers

 <p>Thank you, Wendy! Do you use a branded hashtag for yourself? Something like...</p> <p>Jeff replied to a comment</p>	 <p>That's one of the things I like best about LinkedIn Curtis Gregor. It mak...</p> <p>Jeff replied to a comment</p>
 <p>Thank you very much for the "FOLLOW", Melissa Gaines, MSN, ACNP, HFCN. It is ...</p> <p>Jeff replied to a comment</p>	 <p>Ah, thank you so much Susan. It was great to catch up with you via Zoom...</p> <p>Jeff replied to a comment</p>

[See all activity](#)  


Our last four comments/shares usually show up like this, but LI seems to be changing how it presents this info.

Activity: 2 of 6

New York, New York, United States · 27 connections · [Contact info](#)

Activity
27 followers

Posts Sarah created, shared, or commented on in the last 90 days are displayed here.

[See all activity](#) 

This is what you might see on a profile. It usually means that person hasn't done anything, but not always. You can click on "See all activity" to check.

Activity: 3 of 6


The screenshot shows the LinkedIn profile of John Espirian. On the left is the profile card with his name, bio, and a 'Message' button. On the right is the activity feed. At the top of the activity feed are four tabs: 'All activity' (highlighted in green), 'Articles', 'Posts', and 'Documents'. A red arrow points to the 'Documents' tab. Below the tabs, the activity feed shows a post from John Espirian, 1st, with a bio and a photo of him with John Cassidy. Below the photo is a large green circle with the number '1' and a blue 'AWARD WINNER' ribbon. A red arrow points to the ribbon.

Then, click on “Articles,” “Posts,” or “Documents” to see what they’ve created.


Activity: 4 of 6

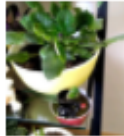
Always offer value to the author by commenting on something specific you liked in or about the article, post, or comment.


Tag the author to let them know.


 **Gillian Whitney**
Video Marketing Coach for B2B professionals 🎬 Teaching the Easy Peasy Way to Make LinkedIn Videos ☆ Google

Activity
5,082 followers


 John Espirian thanks for the shout John Espirian. Happy to answer any question...
Gillian replied to a comment

 Jane Handforth you are so right.
Gillian replied to a comment

 Lynnaire Johnston that is so exciting. Love Jana Radonjić's creativity. 🙌
Gillian replied to a comment

 ~Rachel Simon ah... okay now I get it. Still not rolled out to me yet.
Gillian replied to a comment

[See all activity](#)

 ←





Activity: 5 of 6

Activity
2,147 followers

 <p>Appointment Employment application is going on with the Recuritment HR email... [Redacted] replied to a comment</p>	 <p>Appointment Employment application is going on with the Recuritment HR... [Redacted] replied to a comment</p>
 <p>Appointment Employment application is going on with the Recuritment HR email... [Redacted] replied to a comment</p>	 <p>Appointment Employment application is going on with the Recuritment HR... [Redacted] replied to a comment</p>

[See all activity](#)

Activity
5 followers


 <p>Open to a new connections [Redacted] commented</p>	 <p>Open to a new connections [Redacted] commented</p>
 <p>Open to a new connection [Redacted] commented</p>	 <p>Open to a new connections [Redacted] commented</p>

[See all activity](#)

Don't be like these folks!

Activity: 6 of 6

Invitations Manage



Oil And Gas Plant Company
Oil And Gas Plant Company at Oil And Gas Plant Company

Hi dear, how are you doing ,nice meeting you hear

Reply to [redacted]

Ignore

Activity See all

8 followers



Congratulations to everyone who benefited from our best earn bitcoin...

[redacted] shared this



Congratulations to everyone who benefited from our best earn bitcoin...

[redacted] shared this



Congratulations to everyone who benefited from our best earn bitcoin...

[redacted] shared this



Congratulations to everyone who benefited from our best earn bitcoin...

[redacted] shared this

Or these!

Experience



Dennis J. Pitocco

2020 "STANDARD OF EXCELLENCE" AWARD WINNER

Experience



BIZCATALYST 360°

7 yrs 11 mos

CEO | REIMAGINATOR

Self-employed

Apr 2020 – Present · 7 mos

Tampa, Florida, United States

PROUD RECIPIENT OF THE WEB MARKETING ASSOCIATION 2020 "STANDARD OF EXCELLENCE" AWARD. It's time for a renaissance of pure, unbridled wonder. It's time to renew in both our hearts and in our souls more joy, more kindness, more compassion, more understanding. And that magical

LI profiles – and even résumés now – should be personable.

Connections want to know who we are as people. Using the narrative style works well.

Last Sections

Education: Whatever you deem it to be

Volunteer Experience: Helps others see you in another light

Skills & Endorsements: Easy to give and receive

Recommendations: Given or received

Accomplishments: Honors you have received

Interests: Who or what interests you



Part II: Succeeding on LinkedIn

The Menu Bar Explained

My Network

Connecting

Building Your Network

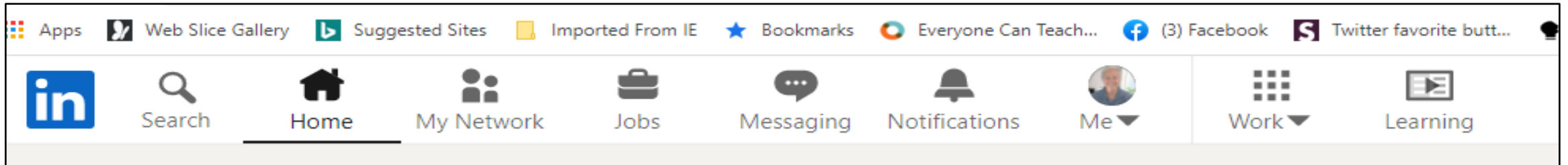
Tagging

Hashtags

Your Thoughts/Ideas

Referrals

The Top (bottom on Phone) Menu Bar: 1 of 3



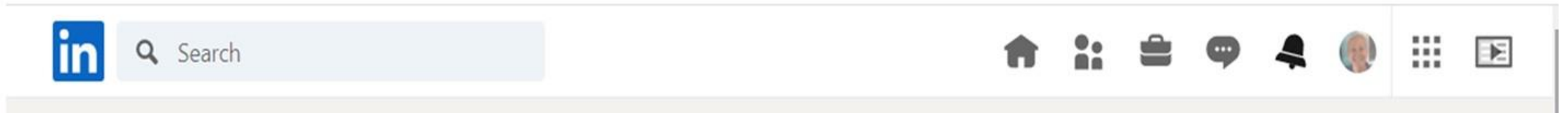
Search: For a type of person or company, or specific ones by name or title/occupation.

Home: Exactly what you think it is.

My Network: The number of pending connection requests you have.

Jobs: Search for your next job.

The Top (bottom on Phone) Menu Bar: 2 of 3



Messaging: Personal/private messages from a 1st-degree connection

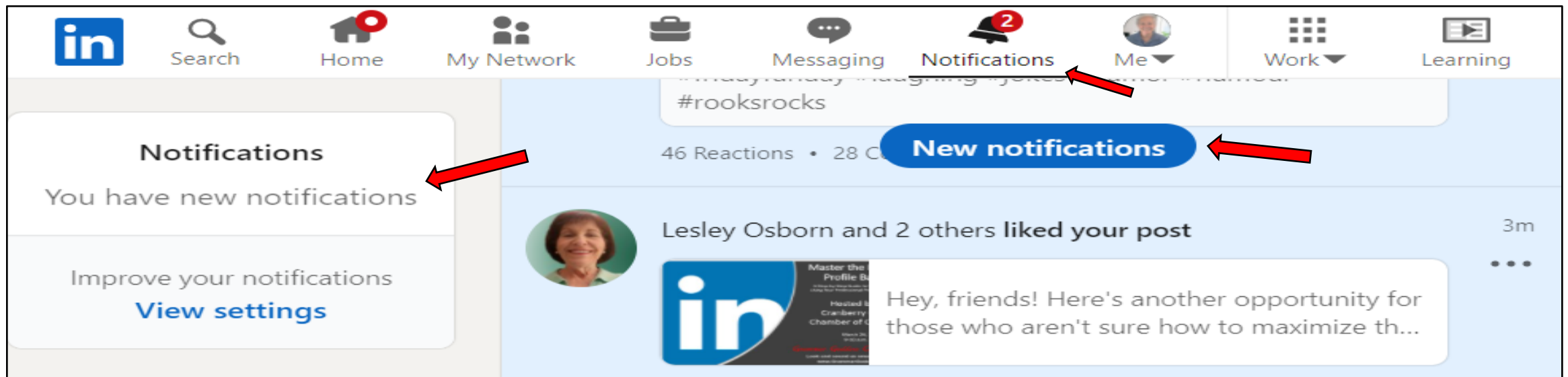
Notifications: Clicks/comments on your posts or others'

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

Work: LI products.

Learning: Courses. Some are free.

The Top (bottom on Phone) Menu Bar: 3 of 3



If you see a blue “New notifications” bar, click on that, not the bell. If just the bell has a number, click on that.

And to the left ... a third mention of new notifications. 🤪

Notice the words under the icons on the top bar ... they come and go.

GGC

Connecting: 1 of 4

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.

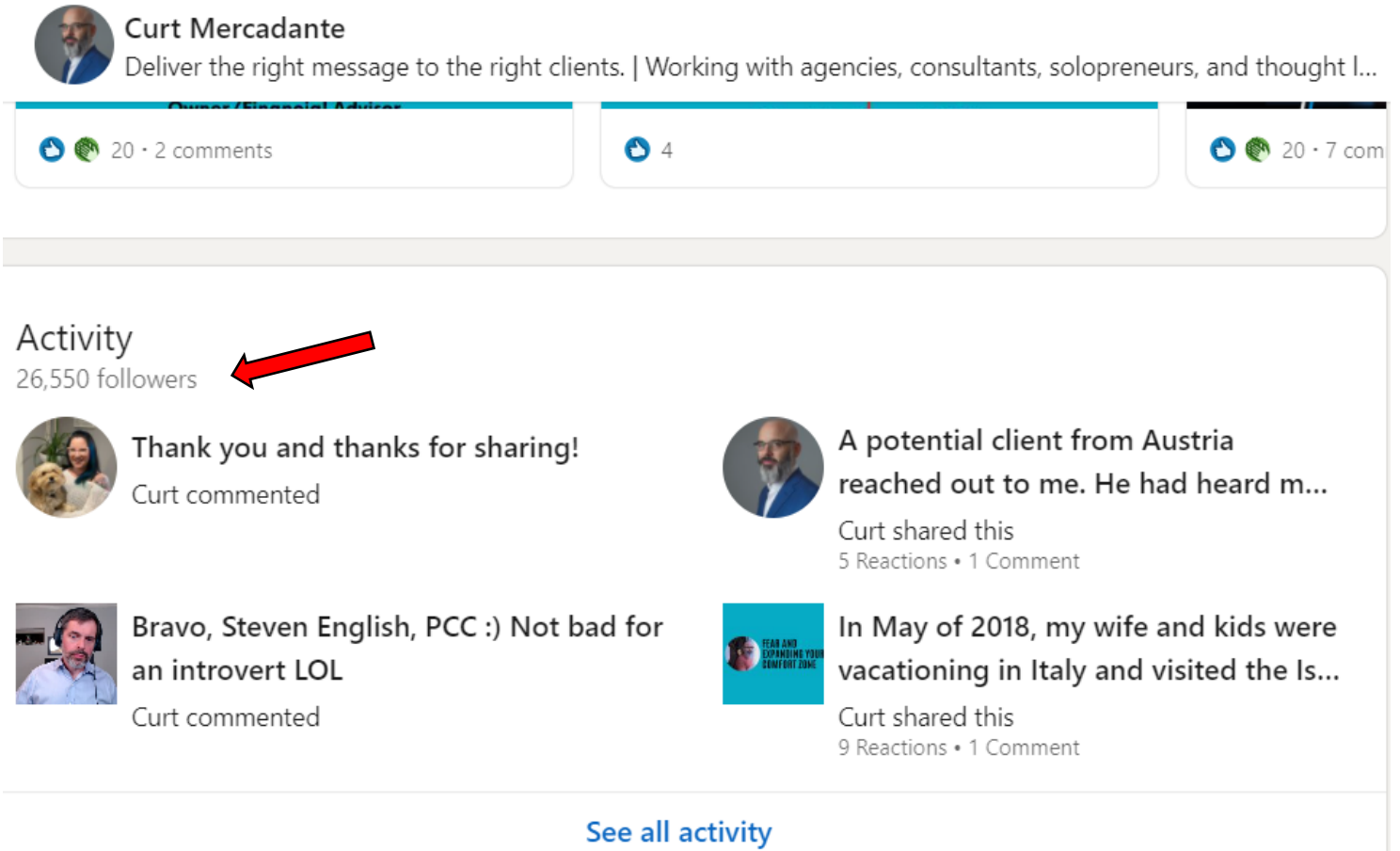
3rd-degrees are 1st-degree connections of your 2nd-degrees.

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."

Connecting: 2 of 4

The member's number of "followers" – shown in the Activity section – includes both 1st-degree connections AND true followers.

And there's no limit on the number of true followers we can have.

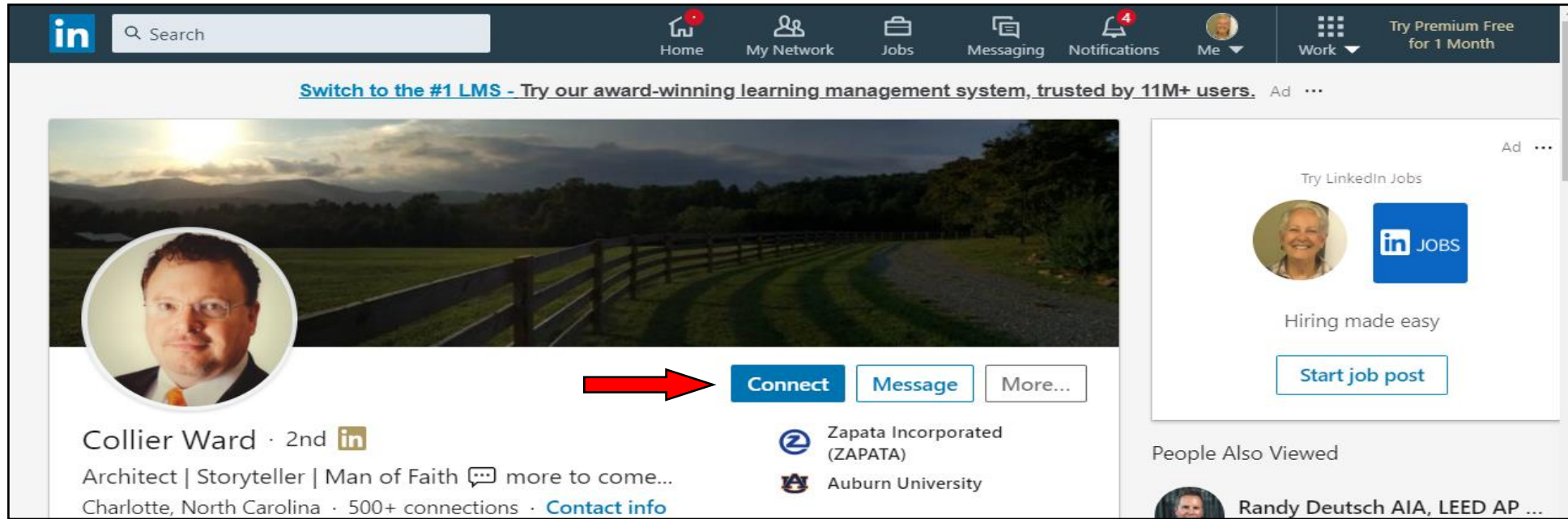


The screenshot shows the LinkedIn profile of Curt Mercadante. At the top, his name and bio are visible: "Curt Mercadante" and "Deliver the right message to the right clients. | Working with agencies, consultants, solopreneurs, and thought l...". Below this, there are three tabs for "Posts", "Activity", and "Connections". The "Activity" tab is selected, showing a list of recent activities. A red arrow points to the "Activity" section header, which displays "26,550 followers". The activity feed includes:

- A comment from Curt Mercadante: "Thank you and thanks for sharing!" (Curt commented)
- A comment from Steven English: "Bravo, Steven English, PCC :) Not bad for an introvert LOL" (Curt commented)
- A post shared by Curt Mercadante: "A potential client from Austria reached out to me. He had heard m..." (Curt shared this, 5 Reactions • 1 Comment)
- A post shared by Curt Mercadante: "In May of 2018, my wife and kids were vacationing in Italy and visited the Is..." (Curt shared this, 9 Reactions • 1 Comment)

At the bottom of the activity section, there is a link that says "See all activity".

Connecting: 3 of 4



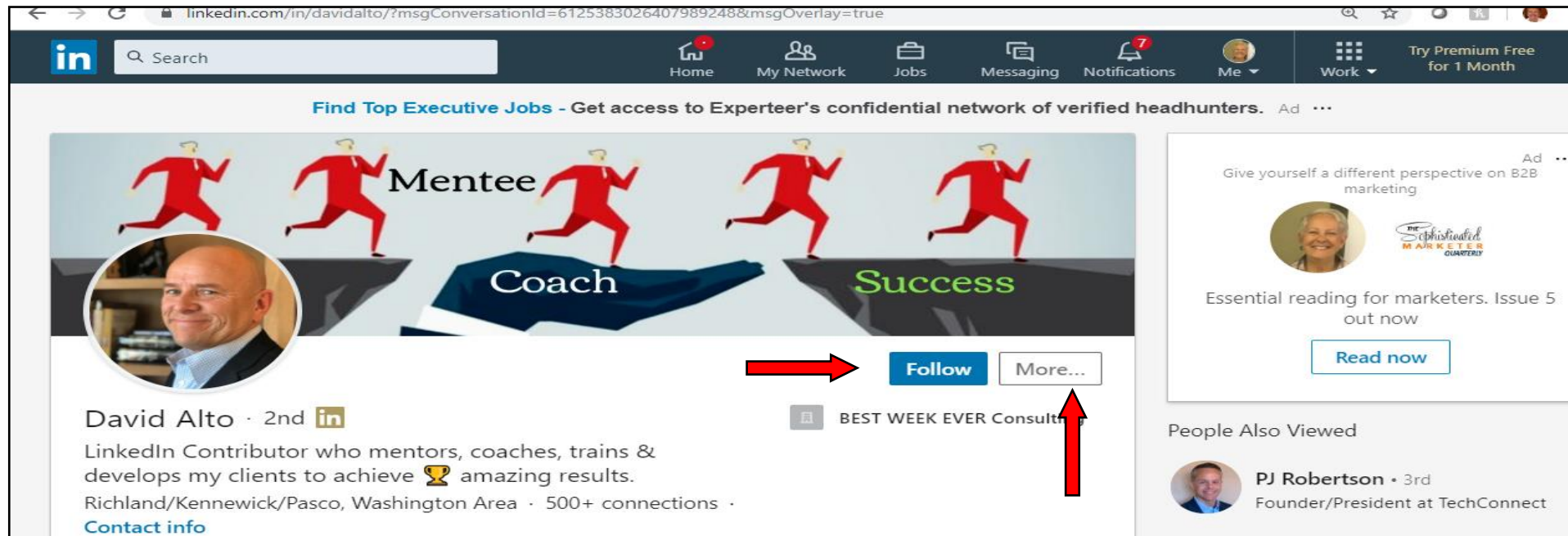
The screenshot shows a LinkedIn profile for Collier Ward. The profile includes a circular profile picture, a background image of a field with a fence, and a banner for an LMS. Below the profile picture, the name 'Collier Ward' is followed by '2nd' and the LinkedIn logo. The bio reads 'Architect | Storyteller | Man of Faith' with a 'more to come...' link. Location is 'Charlotte, North Carolina' and connections are '500+'. A red arrow points to the 'Connect' button, which is highlighted in blue. Other buttons are 'Message' and 'More...'. The company is 'Zapata Incorporated (ZAPATA)' and the university is 'Auburn University'. On the right, there is an advertisement for LinkedIn Jobs with a 'Start job post' button and a 'People Also Viewed' section showing 'Randy Deutsch AIA, LEED AP ...'.

Click the “Connect” button if you see one.


Better way: Click and send a personal note.

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

Connecting: 4 of 4

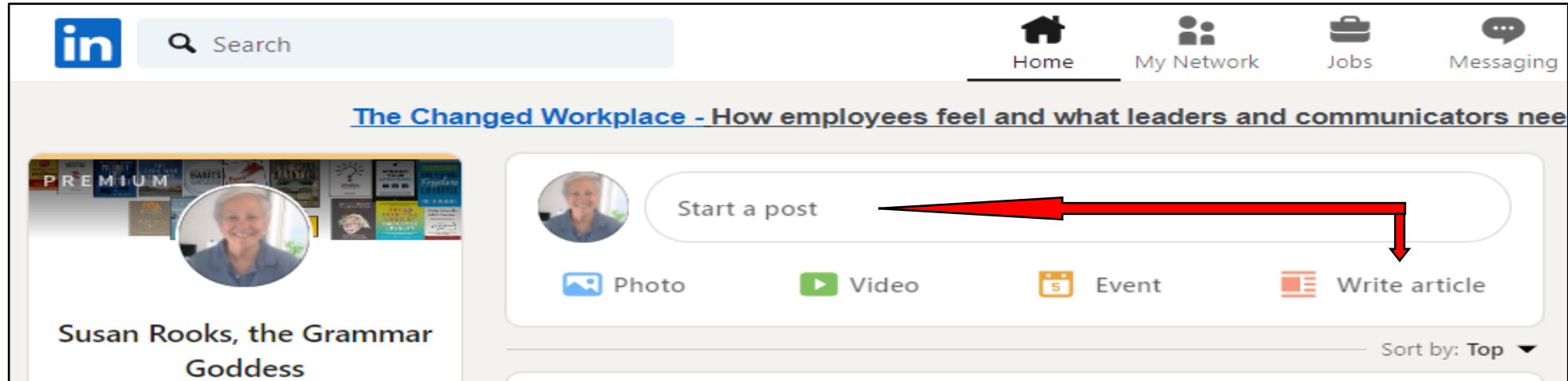


The screenshot shows a LinkedIn profile for David Alto. The profile banner features an illustration of a man in a red suit running across a path labeled 'Mentee', 'Coach', and 'Success'. Below the banner is a circular profile picture of David Alto. To the right of the profile picture are 'Follow' and 'More...' buttons. A red arrow points from the 'Follow' button to the 'More...' button. Below the 'More...' button, another red arrow points to a small icon of a document with the text 'BEST WEEK EVER Consult'.

David Alto · 2nd 
LinkedIn Contributor who mentors, coaches, trains & develops my clients to achieve 🏆 amazing results.
Richland/Kennewick/Pasco, Washington Area · 500+ connections · [Contact info](#)

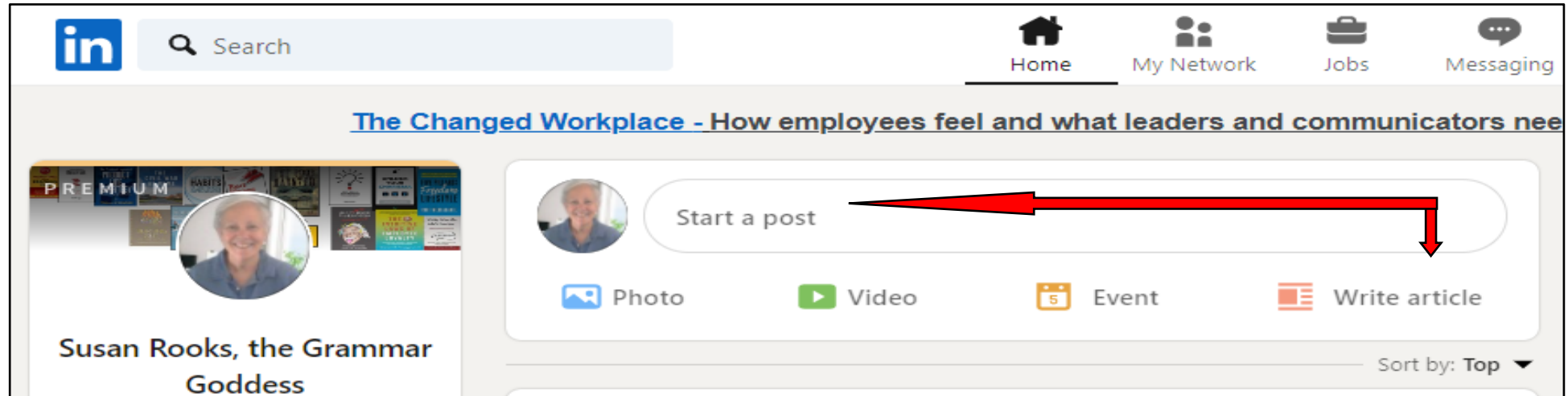
The **Follow** button: Either the member has more than the LI-allowed max of 30K 1st-degree connections **OR** is saving room for personal requests. Click on **More** for possible ways to connect.

Building Your Network: 1 of 3



On the home page, click to create posts or articles.
Short-form posts: Limited to 1,300 characters, including spaces. Any picture automatically goes on the bottom.
Be sure you like the picture you chose; once you publish a post, you cannot edit or delete just the picture.


Building Your Network: 2 of 3



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.

Building Your Network: 3 of 3




Karthik Rajan
Data Geek with Social Skills


Activity
22,868 followers




Thanks KK
Karthik replied to a comment



Jokes - never expected an MIT Professor to vouch for them as a bett...
Karthik shared this
33 Reactions • 6 Comments



Thanks Siva!
Karthik replied to a comment



Thanks Baradwaj
Karthik replied to a comment

[See all activity](#)

The “secret sauce” for those who don’t write original content:

Like. Comment. Engage. Share.

Remember: Always offer value to the author!

Tagging: 1 of 4

Use the @ symbol right in front of their name.

Put a space in front of the @.

After the @, slowly type the person's name; you should get a dropdown menu of names to choose from.

Write this:

Love your article, @John White, especially the part where ...

It'll look like this:

Love your article, [John White](#), especially the part where ...

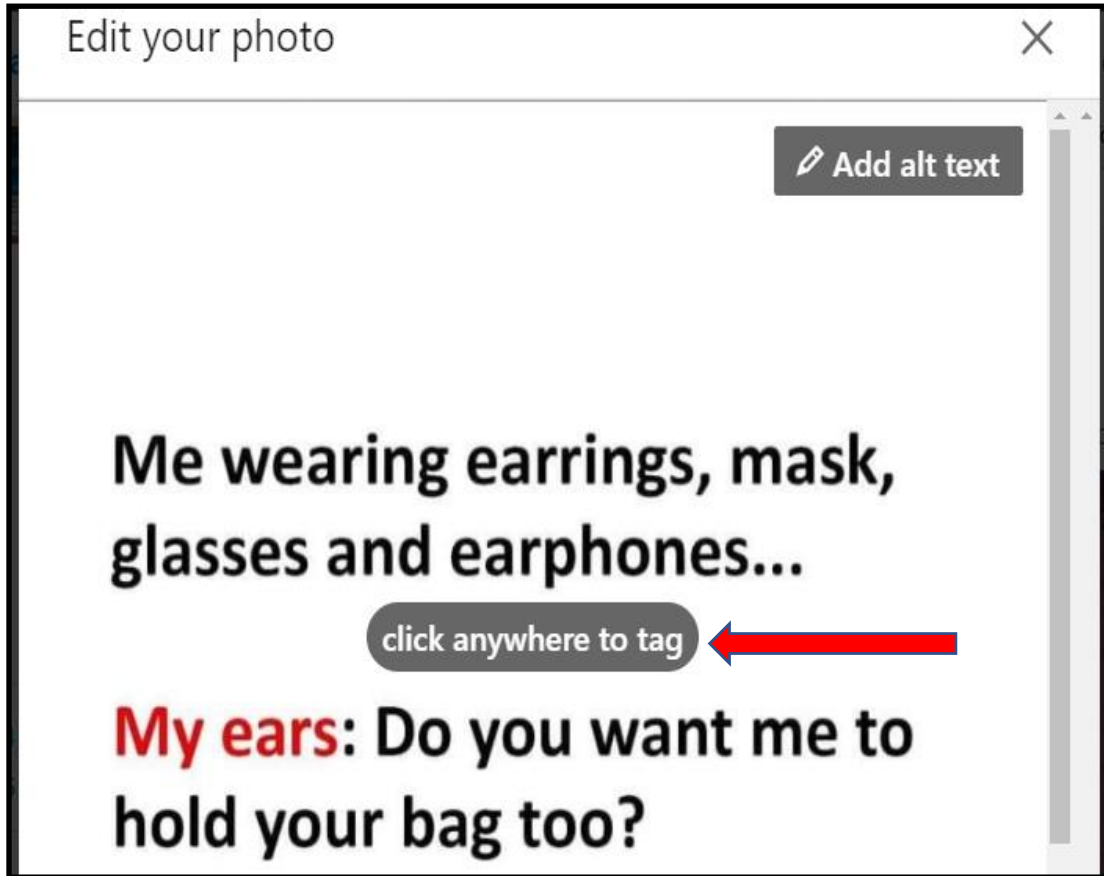
Tagging: 2 of 4

Sometimes you won't be able to tag someone who is not a 1st-degree connection.

Two choices: Add the first few letters shown on their LI profile after their name, either in their LI URL or their header: @Mary Henderson, Coaching (rather than just [Mary Henderson](#)).

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

Tagging: 3 of 4



You can also tag behind a picture, which hides the names. That allows readers to focus on your ideas / words.

You need to double-click on the picture to bring up a message to enter a name, though.

Tagging: 4 of 4

The best weight you'll ever
lose is the weight of other
people's opinions of
you.

Jacci Lynch
Susan Rooks ✕
Timothy (Tim) Hughes 提姆·休斯
Michael (Mike) O'Connor SPN
Mike Fenton
Sheri Robertson
Bernie Fussenegger
Michele Gunn SPN
The best weight you'll ever
lose is the weight of other
people's opinions of
you.

From [Mike O'Connor](#), founder of [SPN Networking](#).
The left side is what you see (all tagged names hidden).
The right side is what you see if you click on the picture.

Hashtags (#)

Best idea ever!

Organize your LI posts/articles with hashtags.

Put a # in front of words. Create your own.

Mine: #rooksrocks, #grammargoddess, #thatsaword
#notwaitingtillfridayfun

You can also use typical ones like #business or #leadership. You don't need to use capital letters; LI lowers them all anyway.

And just use letters with no punctuation.

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?

Referrals

Led **FREE** sessions in person in 2019 /early 2020
at several local Chambers of Commerce.

Currently booking FREE 1-hour sessions with Chambers and other
civic organizations anywhere that would like to host this via Zoom.

susanr@grammargoddess.com

www.grammargoddess.com

<https://www.linkedin.com/in/susanrooks-the-grammar-goddess/>

GGC