LinkedIn: linking you with others
Agenda

1. What & Why LinkedIn?
2. Your Professional Brand
3. Building a Great Profile
4. Publishing Articles
5. Growing Your Connections
6. Finding Speakers
7. News & Groups
What & Why LinkedIn?
450+ MILLION MEMBERS
Your Professional Brand
Show why you are the right Choice
Your online professional brand
70% of employers have rejected a job candidate because of information they found about that person online.
85% of employers say that a positive online reputation influences their hiring decisions.
Building a Great Profile
Your online brand
Add a professional photo

14x more profile views with a profile photo than without
Write an attention grabbing headline.

#2

Explain what it is you do, and/or what you want to do! Show your passion and interests.
Write a compelling Summary.
This is your Elevator Pitch.

• Who are you?
• What do you do?
• What's your dream or passion?
Education

Howard University
Bachelor’s Degree, Political Science, magna cum laude
2011 – June 2015


- 5 organizations
- 6 honors and awards
- 19 courses, including:

South County Secondary School
Advanced High School Diploma
2007 – 2011

Activities and Societies: South County Marching Band, Poetry Slam, Symphonic Band, Mock Trial.
Detail your work experience. Include summer jobs, part-time jobs, work experience.

Keep the description concise - e.g. use bullets. What did you achieve, deliver, learn?
TV Host
Silicon Valley Business Show
December 2013 – May 2015 (1 year 6 months) | Mountain View, CA

The Silicon Valley Business focuses on highlighting the innovation and heart of Silicon Valley. Topics include startups, corporate philanthropy, social entrepreneur, housing, transportation and other social issues. The show is taped live the 4th Monday of the month at KMVT15 studios, Silicon Valley’s premier community TV station.

Detail your past work experience.
12x more profile views than those without.

Add examples of your work in photos, presentations & videos. Give a dynamic, visually appealing representation of your professional story.
add skills and get endorsed
Include Volunteer Experiences & Causes.

41% of hiring managers consider volunteer experience equally as valuable as professional experience.
Organizations

Association Chamber of Commerce Executives (ACCE)
Board Member
ACCE provides professional and career development resources to Chamber professionals.

Add your program to the "Organization" section
Ask for Recommendations

Recommendations

Community Partnerships Manager (Contractor)
LinkedIn

Cheryl Lee
Northside Branch Manager at the Santa Clara City Library

“Oscar Garcia presented an advanced course on Tips and Strategies for LinkedIn Profiles on Monday, May 23 at Northside Branch Library in Santa Clara. He had a packed crowd of 90 people and received rave reviews among our attendees. Oscar is very approachable and handled audience questions with ease. I received numerous emails asking to have him back at the Library. We are... more”

June 10, 2016, Cheryl was Oscar’s client
Add your language skills

Languages

English
Full professional proficiency

Spanish
Native or bilingual proficiency

Add language
Publishing articles
Thought Leadership-Publishing on LinkedIn

I am a Minority

Published on June 2, 2014 | Featured in: Editor's Picks, Leadership & Management

Oscar Garcia
Building community through public/private part...

When our Founding Fathers wrote the immortal words in the Declaration of Independence that all men and women are guaranteed the inalienable rights of life, liberty and the pursuit of happiness, history shows that our country has been called many times to defend its ideals. Each time, brave and selfless men and women have answered the rallying call to keep these guarantees from expiring. I am humbled by the sense of duty, honor and love for country that our service men and women embody. I am grateful for the courageous and
Growing Your Connections
Your network can point you in the right direction, and help you reach your goals through

- INTRODUCTIONS
- REFERRALS
- SWAPPING
  KNOWLEDGE
When to Connect with a New Contact

#1
Connect with new people RIGHT AFTER you meet them to grow your network & stay in touch.

#2
It's not just about them but also about who THEY know.
Hello Sarah,

I trust this invite finds you in the best of health. Thank you for sharing your article "Networking Advice From a Pro". It's interesting. I'd like to add you to my professional network on LinkedIn. Let's stay connected.

Sincerely yours,

- Aneel Mitra

[Buttons: Accept, View Profile]
Finding speakers
News & groups
Questions & Answers