

Week 29 Focus – LinkedIn

Focus Question: What does your LinkedIn profile portray?

STORY

LinkedIn is an important social media vehicle especially for those who are looking at working in organizations and corporations. Many HR professionals or leaders may go to LinkedIn to check out the resources.

What are the things you want to include on LinkedIn? You might consider:

- Posting articles or a new resource through LinkedIn Pulse
- Sharing a photo of you at work with clients (with permission of course!)
- Share an update regarding a recent award or other
- Sharing a press release
- Post in a group and keep the conversation going

ACTIVITY

Review and update your LinkedIn profile. What does it showcase?

- Who are you connected to?
- What are the things you want to post on LinkedIn?
- How much time do you want to dedicate to it?
- What traffic do you get around what you have listed? Note these in your tracker.

Using the following chart make a list of engagement points:

Focus	Item to Share	Item to Create	Dates	interactions

CONNECTION TO THE WORKBOOK AND PLANNER

Use any of the content scheduling tools to plan for and track your LinkedIn focus.



“One of the great things about LinkedIn is it isn’t the same kind of networking that happens at conventions, where you’re wearing a name tag, trying to meet strangers, and awkwardly attempting to make small talk. LinkedIn is networking without the pressure.”
— Melanie Pinola