

** The webinar will start at 2 minutes after the hour **



How to Get Results on LinkedIn in 4 Simple Steps

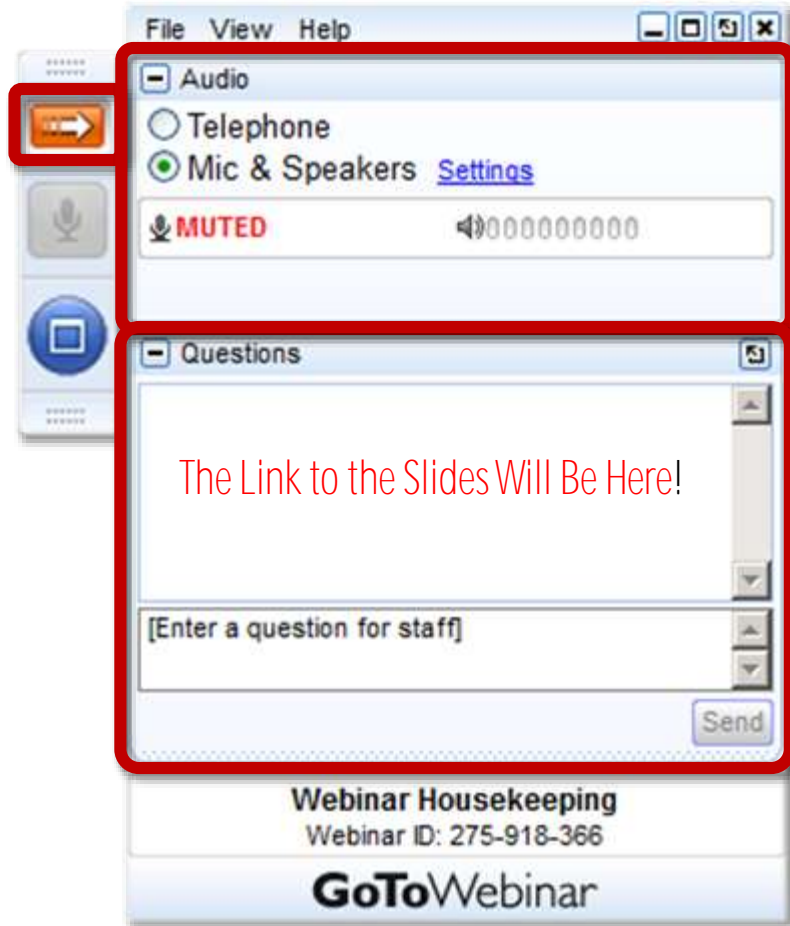
Beginner Session | November 20, 2014

Presenter: Colleen McKenna | Principal, Intero Advisory

The slides and bonus materials can be found at this link:

<http://charityhowto.com/blog/how-to-get-results-on-linkedin/>

Go To Webinar House Keeping



Your Participation

Open and hide your control panel

Join audio:

- Choose **"Mic & Speakers"** to use VoIP
- Choose **"Telephone"** and dial using the information provided

Because there are over 1000 people registered there is no Q&A during today's free webinar.

It would be physically impossible to get to your question so please enjoy the informative content that you can use for your nonprofit right away.



About the Topic Expert



- Trained and coached more than 7,000+ professionals on LinkedIn
- Focused on LinkedIn as branding, publishing, client development and recruiting tool not social media
- Worked with a wide variety of nonprofit, for profit, and higher education clients small to large
- Intentional about best practices, always
- Learn more, www.linkedin.com/in/colleenmckenna



Check In Question

Are you currently using LinkedIn in a results-oriented way?

- The results may be some or all of the following:
 - Connecting with key stakeholders: donors, board members, volunteers, staff
 - Developing new opportunities
 - New members
 - Sponsorships
 - Donations
 - Board members
 - Recruiting
 - New career opportunities



What We Will Cover Today

- I. How to build a rock-star LinkedIn profile
- II. How to build a strategic network
- III. How to weave online + offline activities together
- IV. How to effectively participate on LinkedIn



A. Write your professional story

- Write in the 1st person
 - More approachable, friendlier
 - Don't just upload your resume
 - Let people know who you are professionally
 - Build interest
- Show and tell
 - Add video, publications, portfolio



B. Optimize your profile with Keywords

- Keywords describe who you are and what you do
- Go to <http://www.worditout.com> and drop in your current resume, Summary or experience content and notice the words that appear the largest




Do the largest words best represent who you and what you do?

C. Complete all appropriate Sections

- The must-have Sections include:
 - Summary | Experience | Education
 - Volunteer Experience | Projects
 - Languages | Certifications | Publications

C. Complete all appropriate sections

Professional photo



MaryBeth (Furman) Hyland 1st

Young Professional Development + Donor Relations +
Event Planner + Volunteer Manager +
marybeth.hyland@uwcm.org

Baltimore, Maryland Area | Nonprofit Organization Management

Current: United Way of Central Maryland

Previous: Higher Achievement - Baltimore, Parents' Choice Foundation,
U.S. Hispanic Youth Entrepreneur Education (USHYEE)

Education: New School University

[Send a message](#) [Save as lead](#) 500+ connections

Last Conversation 1 month ago

Keywords in headline

Substantial network

C. Complete all appropriate sections

Background

Experience

Director

United Way of Central Maryland

June 2010 – Present (4 years 6 months) | Baltimore, Maryland Area



I have two major focus areas at United Way: 1) Heading "Emerging Leaders United" (ELU) - our young professionals affinity group and 2) Managing a portfolio of accounts in the Baltimore City Private Sector.

As the ELU manager I have the privilege to develop programming for over 1,000 young professionals throughout central Maryland. I work with a team of volunteers to provide opportunities around leadership & professional development, volunteerism, panel discussions and networking. Our goal is to offer unique and memorable experiences to assist young leaders with their personal and professional development all while giving back to the local community.

As a portfolio manager I develop and cultivate relationships amongst approximately 40 accounts throughout Baltimore. I work closely with volunteers to run United Way workplace campaigns, raising approximately 1.5 million dollars. My role provides me the opportunity to develop strong relationships, plan special events and educate individuals on United Way's work through public speaking engagements

▶ 2 honors and awards



Emerging Leaders United (ELU)

Well written, specific work experience

Rich media to add credibility + expertise

D. Your professional headshot

- You should be the only person in the photo
- The photo should be as professional as possible and up-to-date



Not for LinkedIn



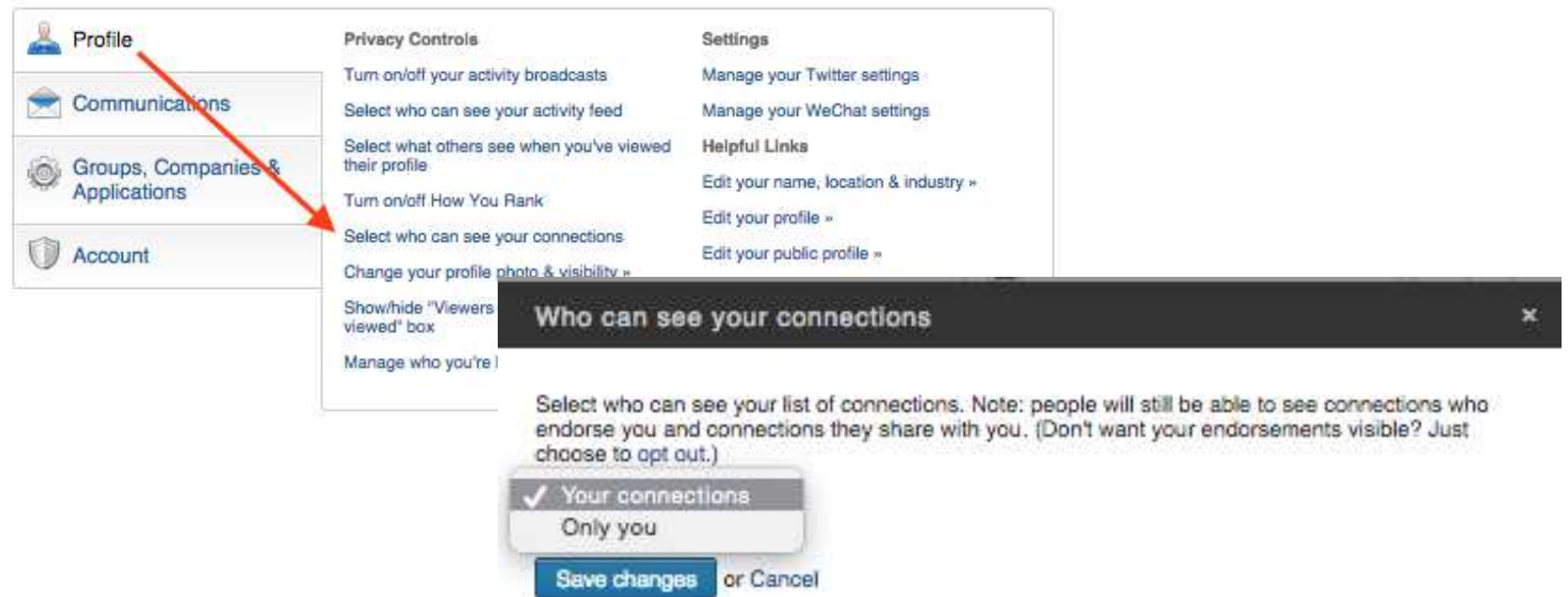
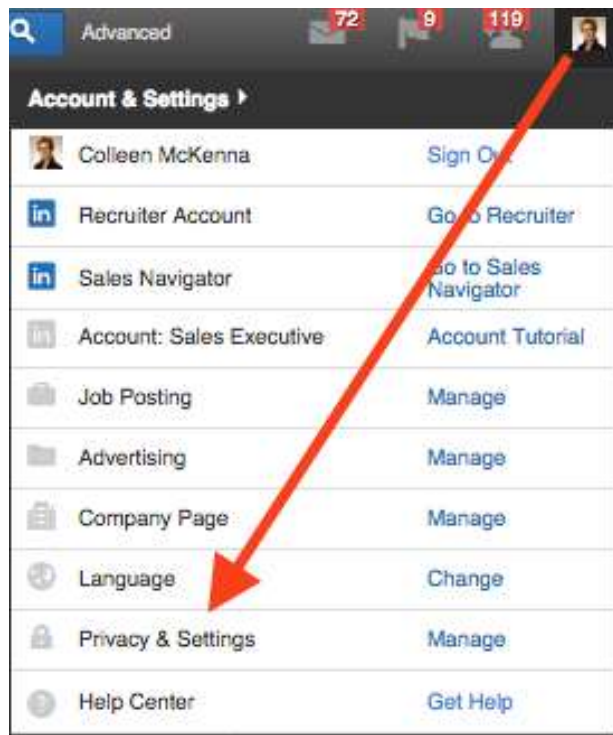
Logos and icons are for LinkedIn
Company Pages



Great professional image

A. Build a diverse, external network

- Decide whether you have an open or closed network



A. Build a diverse, external network

- Think short and long term
- Build your network intentionally

B. Consider who want to connect with

- Alumni
- Centers of Influence
- Rock Stars
- Stakeholders
 - Members | Donors | Board Members | Sponsors | Strategic Partners
 - Volunteers | Staff | Press

A. Follow up through LinkedIn

- Ask people if they are on LinkedIn, suggest you connect
- Networking is both virtual and in person
- Think intentional and scalable
- Ask people to introduce you to others
- Introduce people in your network

B. Personalize your invitations

- FIVE seconds to make a difference
- Create context for yourself and your organization
- Be thoughtful
- Remember, people are connecting with a lot of people
- Stand out, differentiate with good messaging

C. Send quick follow up messages

- Someone accepts your invitation, send a quick message:
 - Thank them for connecting
 - Suggest a next conversation or meeting
 - Offer to help them
 - Ask them how they are doing

A. Post Content

- Post original or 3rd party content from your organization
- Post original or 3rd party content you create
 - Blogs
 - Video
 - Case Studies
 - White Papers
 - Articles
 - Shout-outs
 - Contests
 - Questions

B. Like, Comment + Share Content

- **Be active with other people's content, they will appreciate it**
- Liking, commenting, sharing content helps you be seen more often
- Try to participate in or start conversations

C. Join Groups

- Join relevant Groups
 - Alumni | Industry | Other nonprofits | Stakeholders
- Listen
- Add to the discussion when appropriate

- Remember, Groups provide access without connecting

In Closing

- There are no shortcuts
- How YOU look is important
- You and your colleagues represent your organization
- You are a professional brand
- Be intentional, consistent
- Be a good social citizen

These Bonus Materials Are Included with Your Webinar

[A 4-part LinkedIn Strategy Worksheet PDF](#)

