

# Manage Your LinkedIn

Cisco Talent Bridge

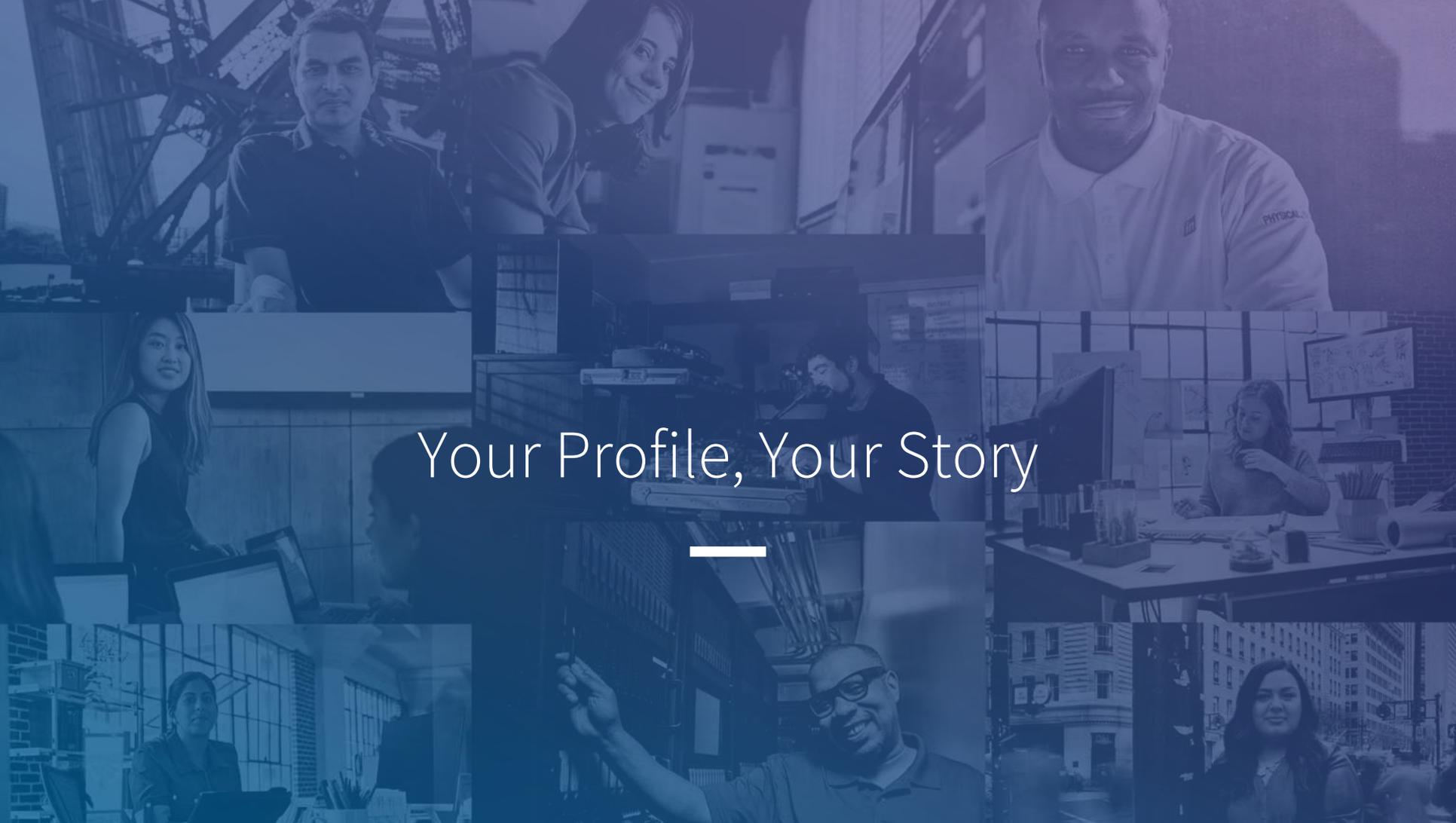


When should you start using  
LinkedIn?



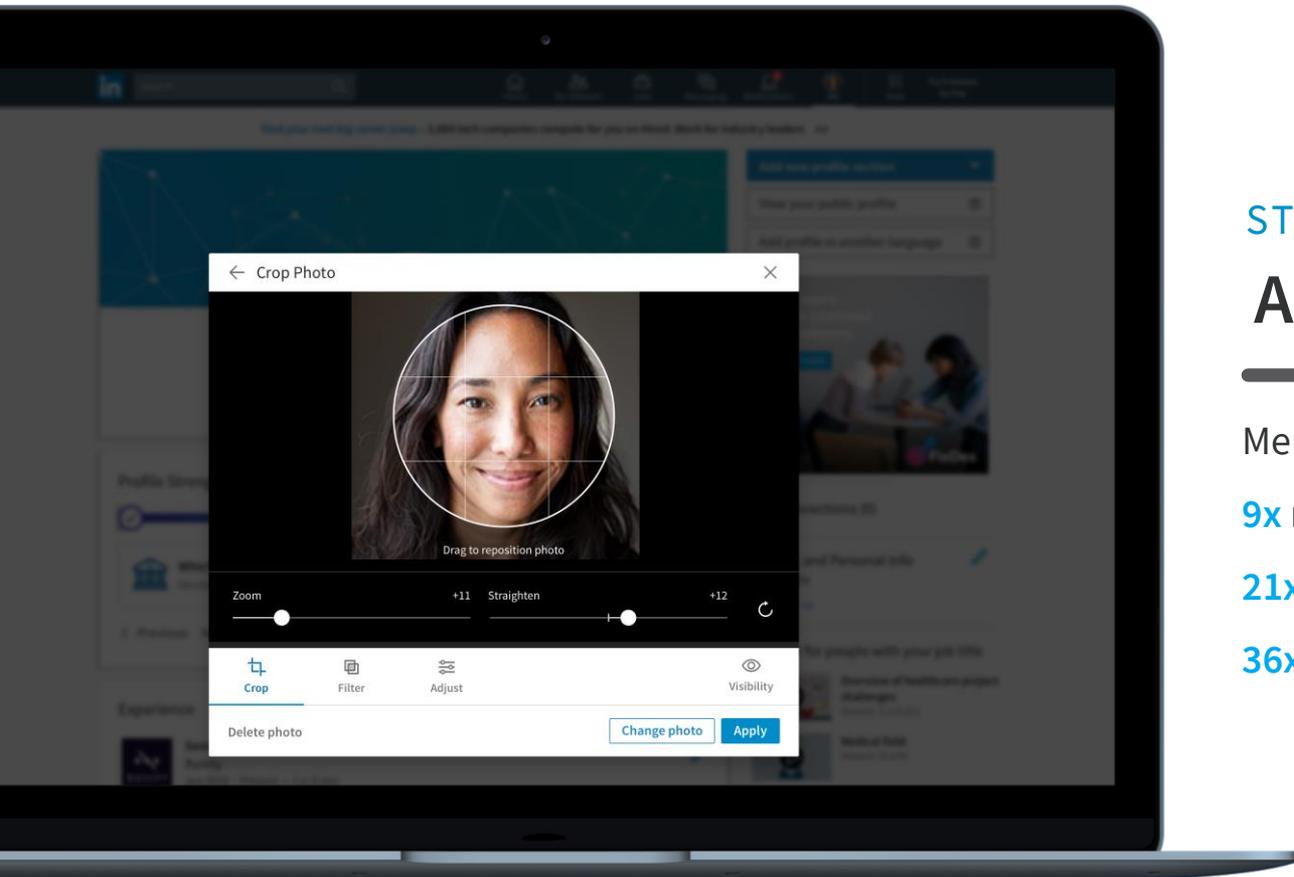
# Why should you use LinkedIn?





# Your Profile, Your Story

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## STEP ONE

# Add a photo

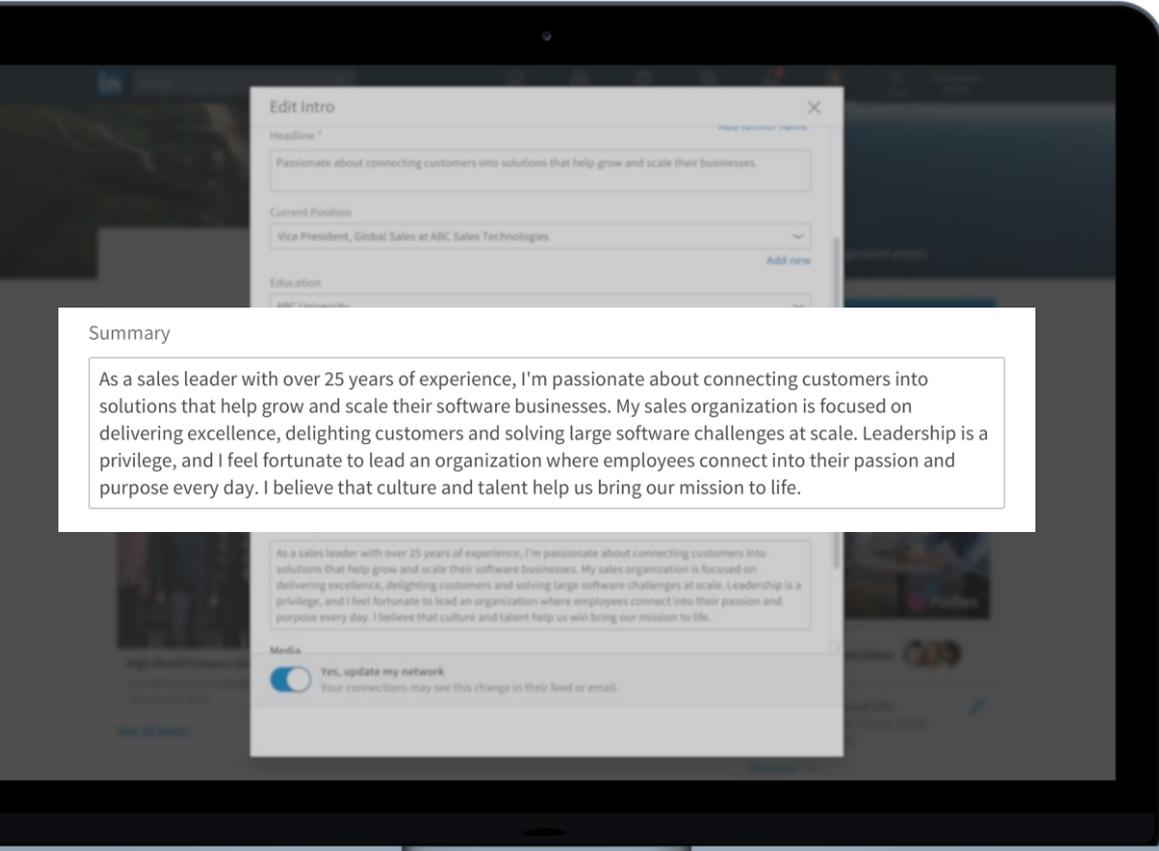
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Members with a photo get up to:

**9x** more connection requests

**21x** more Profile views

**36x** more messages



#### Summary

As a sales leader with over 25 years of experience, I'm passionate about connecting customers into solutions that help grow and scale their software businesses. My sales organization is focused on delivering excellence, delighting customers and solving large software challenges at scale. Leadership is a privilege, and I feel fortunate to lead an organization where employees connect into their passion and purpose every day. I believe that culture and talent help us bring our mission to life.

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#### Media



Yes, update my network

Your connections may see this change in their feed or email.

## STEP FOUR

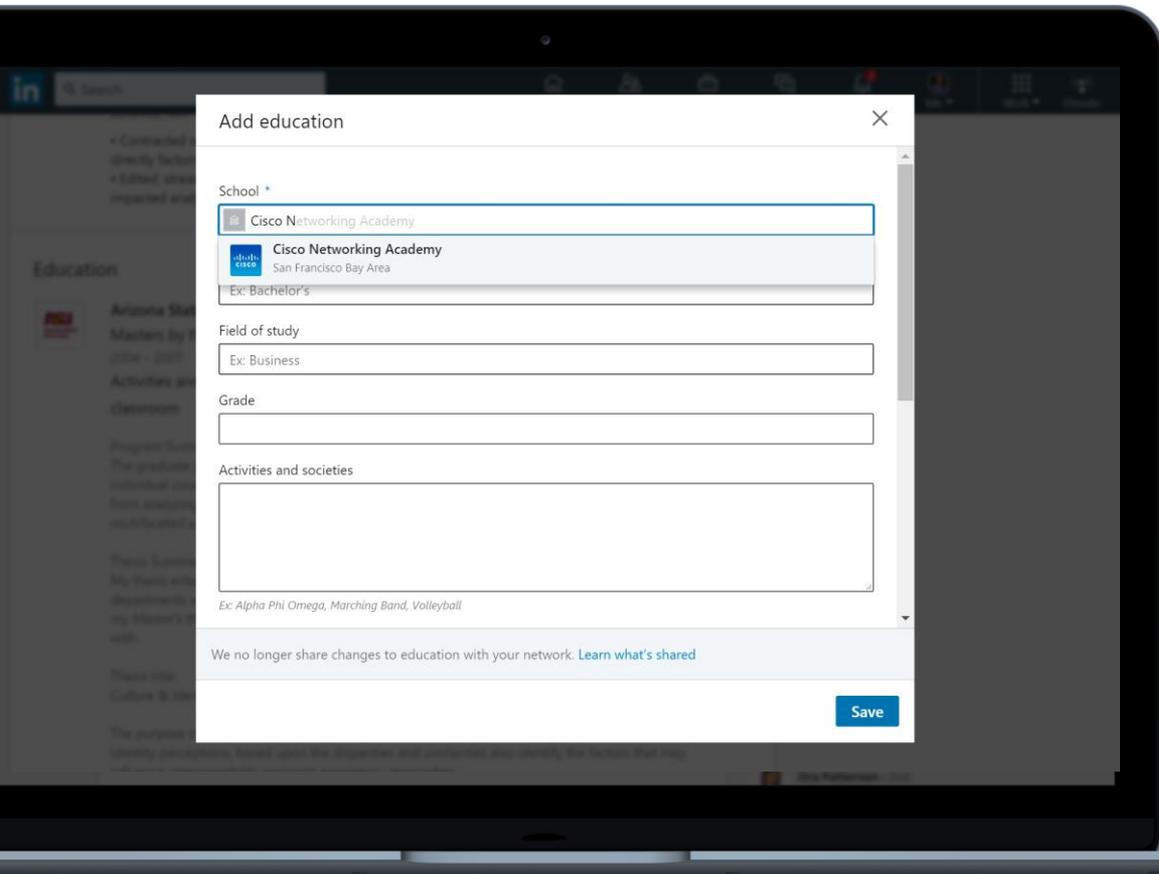
# Draft a compelling summary

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Your “elevator pitch”

Focus on career accomplishments and aspirations

40+ words



## STEP TWO

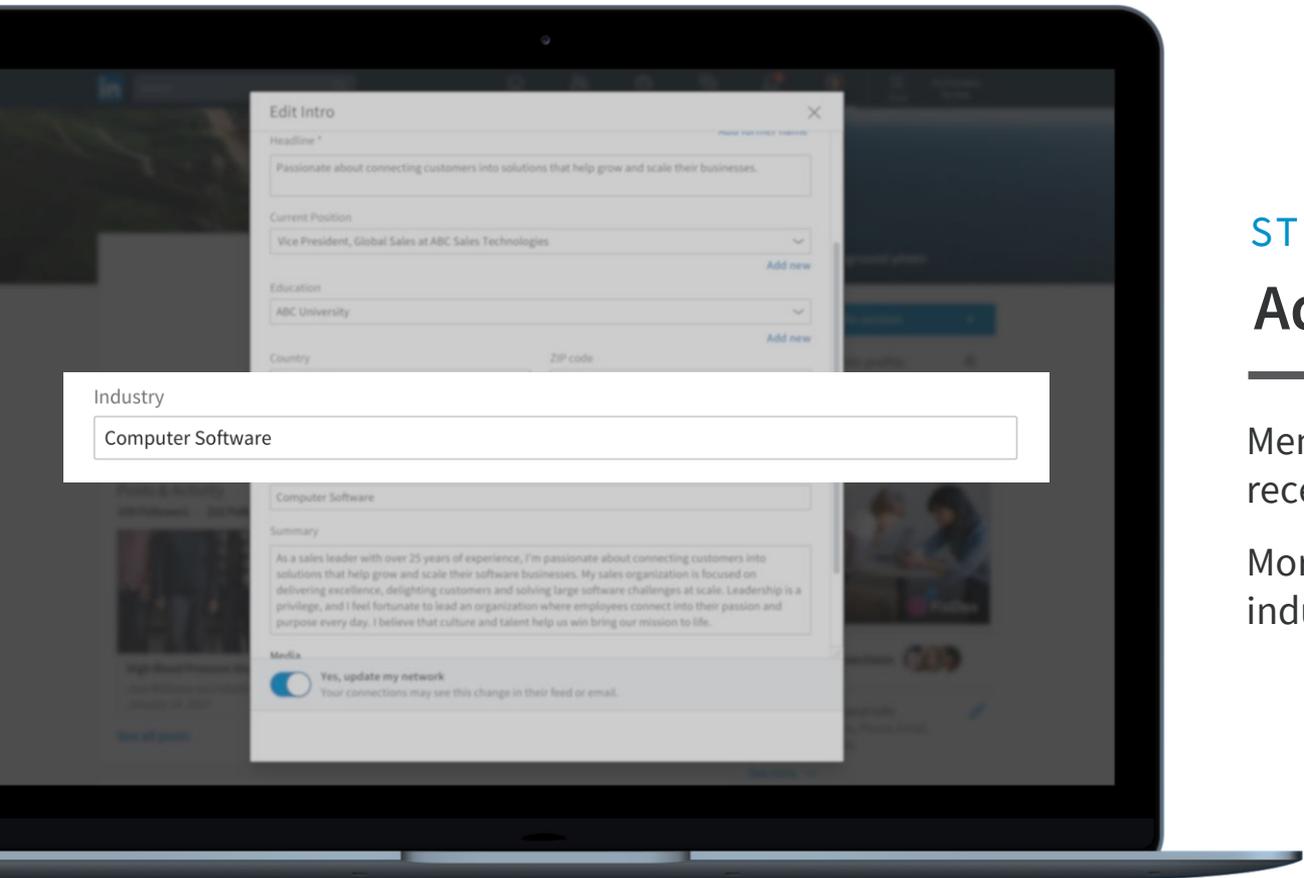
# Education and Certifications

Select your school from the drop-down menu

Employers often search for candidates based on:

- Education institution
- Specific Certifications

Members with certifications get **2x** profile views

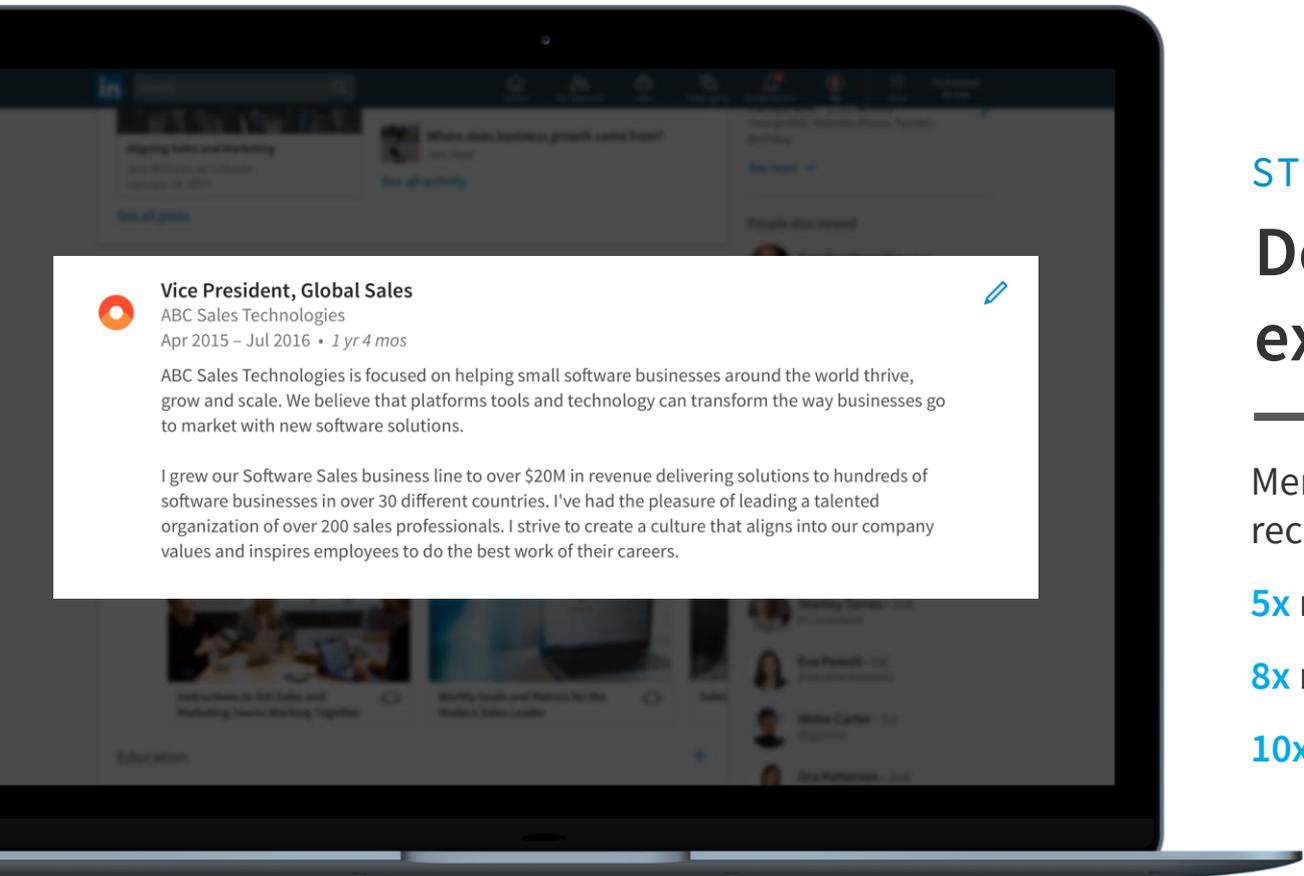


### STEP THREE

# Add your Industry

Members with industry information receive up to **9x** more Profile views

More than **300K** people search by industry on LinkedIn every week



### Vice President, Global Sales

ABC Sales Technologies

Apr 2015 – Jul 2016 • 1 yr 4 mos

ABC Sales Technologies is focused on helping small software businesses around the world thrive, grow and scale. We believe that platforms tools and technology can transform the way businesses go to market with new software solutions.

I grew our Software Sales business line to over \$20M in revenue delivering solutions to hundreds of software businesses in over 30 different countries. I've had the pleasure of leading a talented organization of over 200 sales professionals. I strive to create a culture that aligns into our company values and inspires employees to do the best work of their careers.



## STEP FIVE

# Detail your work experience

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Members with up-to-date positions receive up to:

**5x** more connection requests

**8x** more Profile views

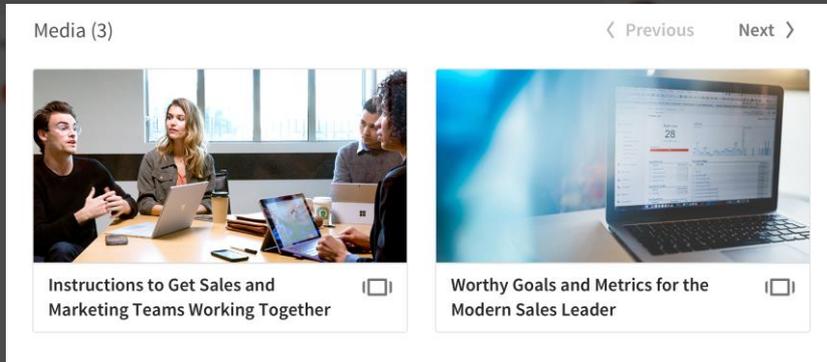
**10x** more messages

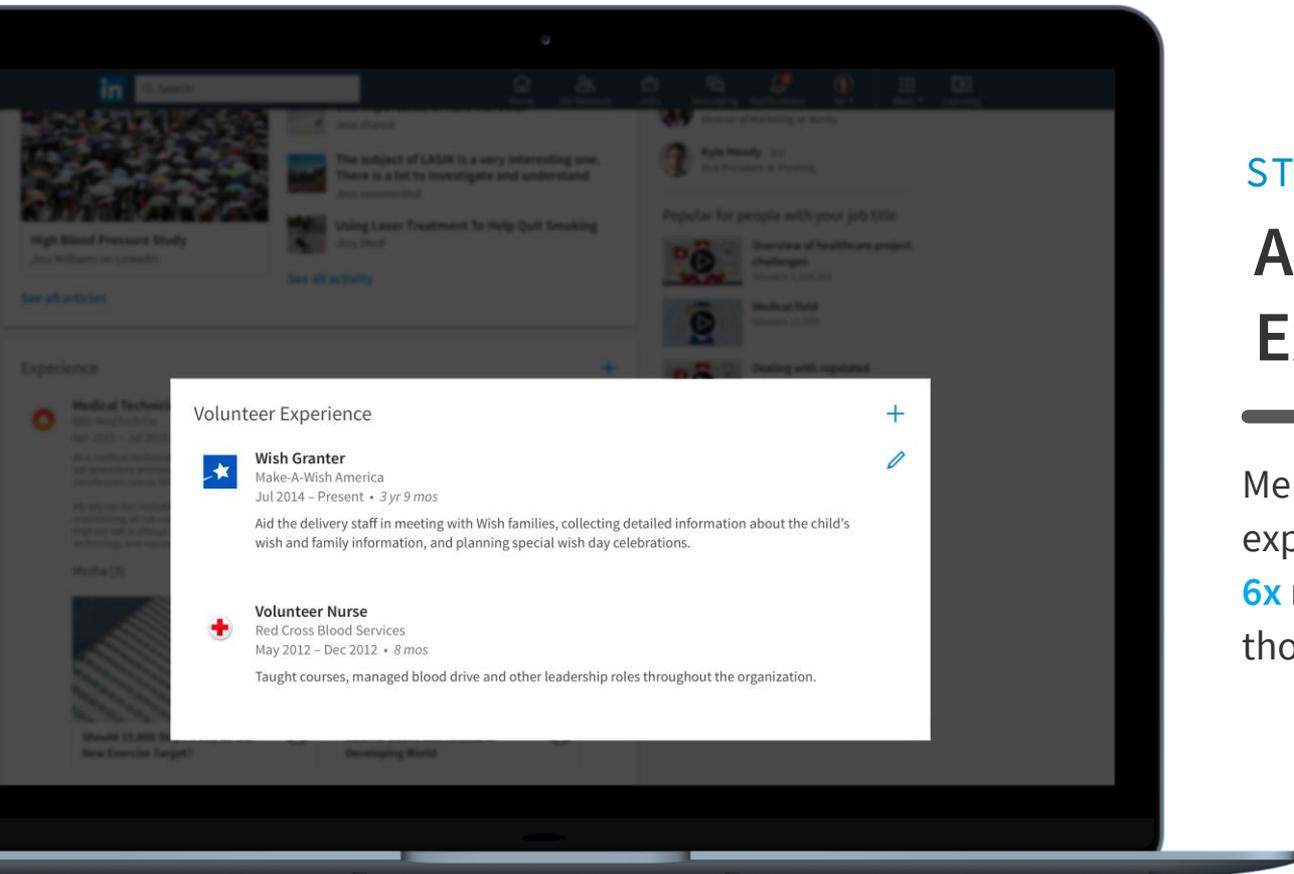
## STEP SIX

# Add Examples of Your Work

Upload photos, presentations, and videos

Give a dynamic, visually appealing representation of your professional story

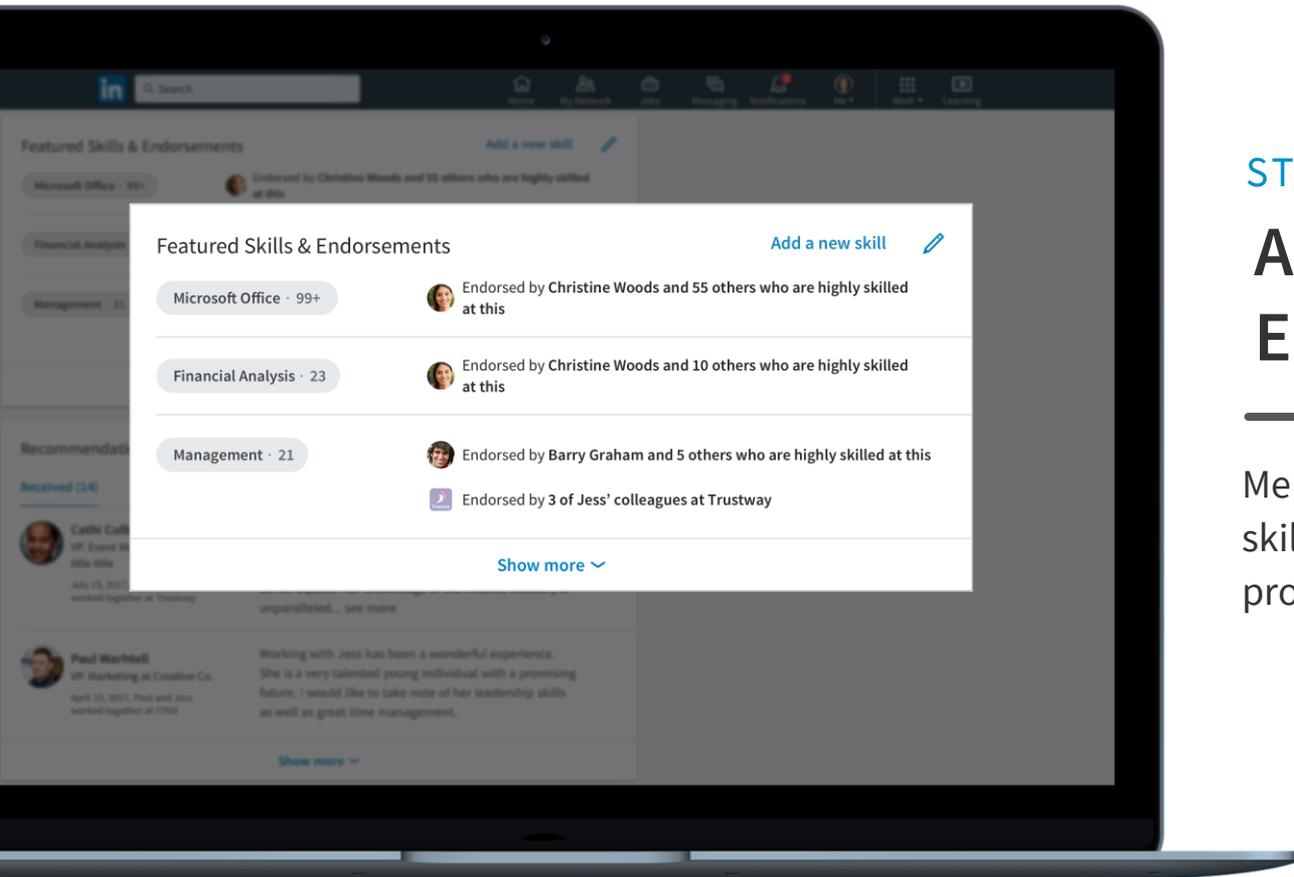




## STEP SEVEN

# Add Volunteer Experience

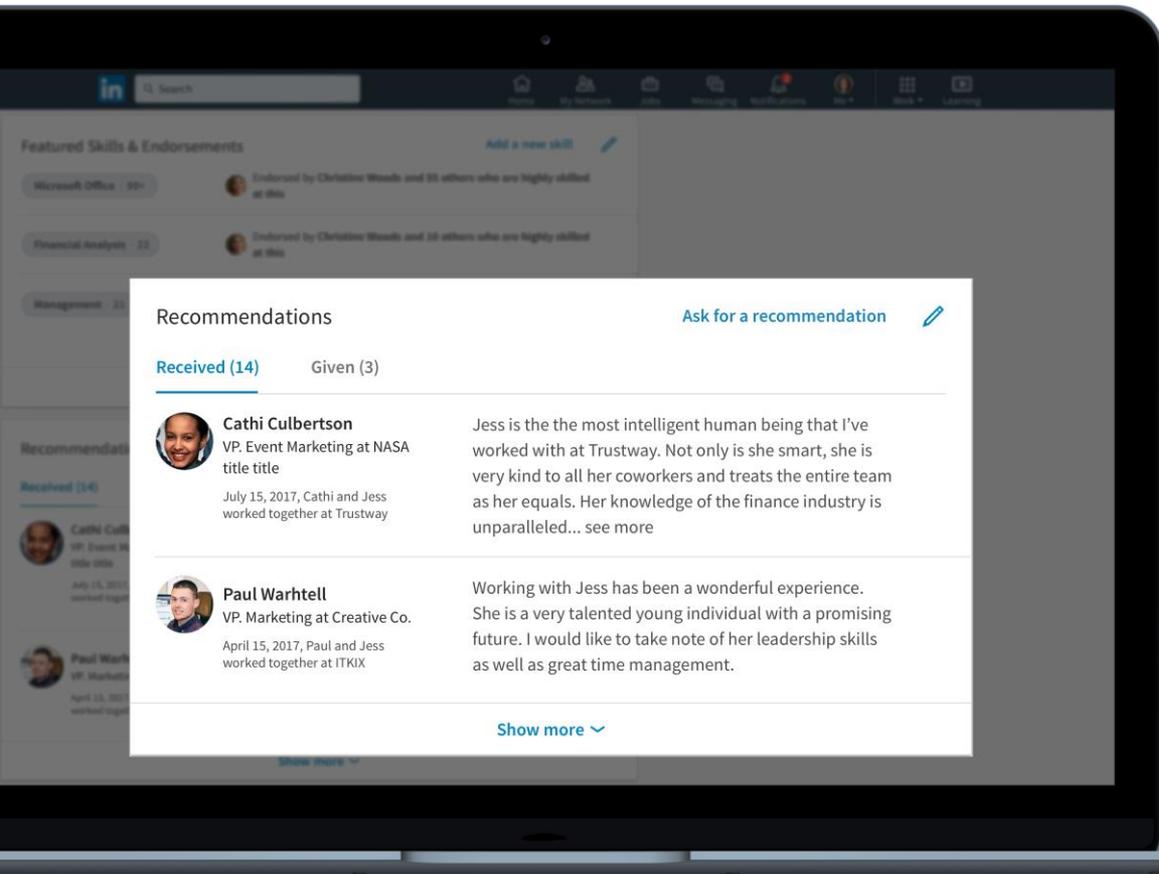
Members who add volunteer experience and causes get up to **6x** more Profile views than those without



## STEP EIGHT

# Add Skills & Get Endorsed

Members who add **5** or more skills receive up to **17X** more profile views.



## STEP NINE

# Request a Recommendation

Recommendations help build your credibility and validate your skills.

Demo



- **Keep it simple** – don't overthink your profile
- Shift around sections to tell your story
- *Professional photos* can be taken at home
- Engage and share
- Ask for recommendations, don't be shy
- Turn on/off profile updates when you edit
- Use LinkedIn to research before you go on interviews
- Update your profile every 4 to 6 months
- Network! – Start with Cisco Networking Academy

# Our Tips for using LinkedIn



# Managing Your Personal-Professional Brand





# personal- professional brand

an ongoing process of managing the impression you leave upon others about your personality, work ethic, and skills set.

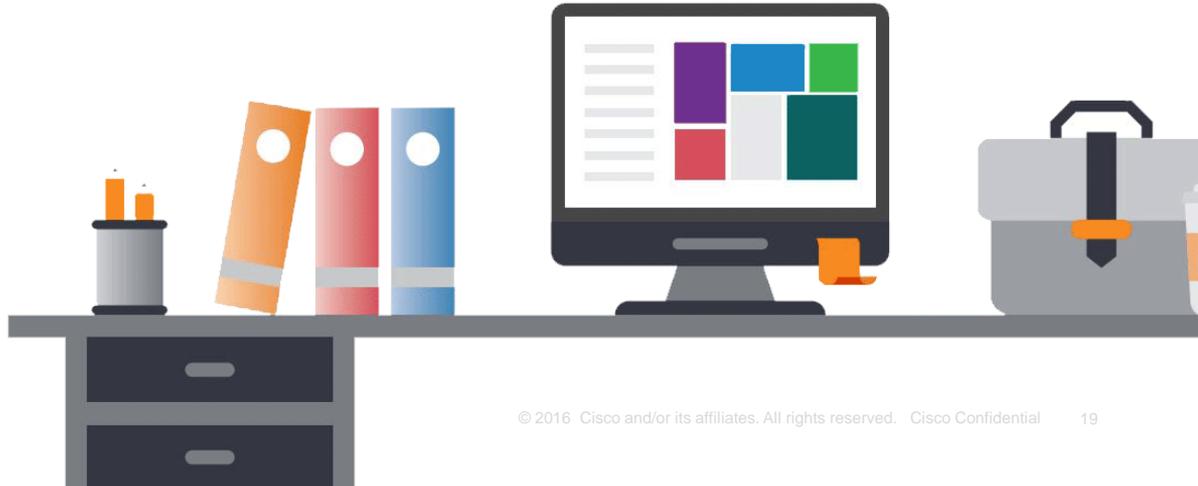
# personal- professional brand



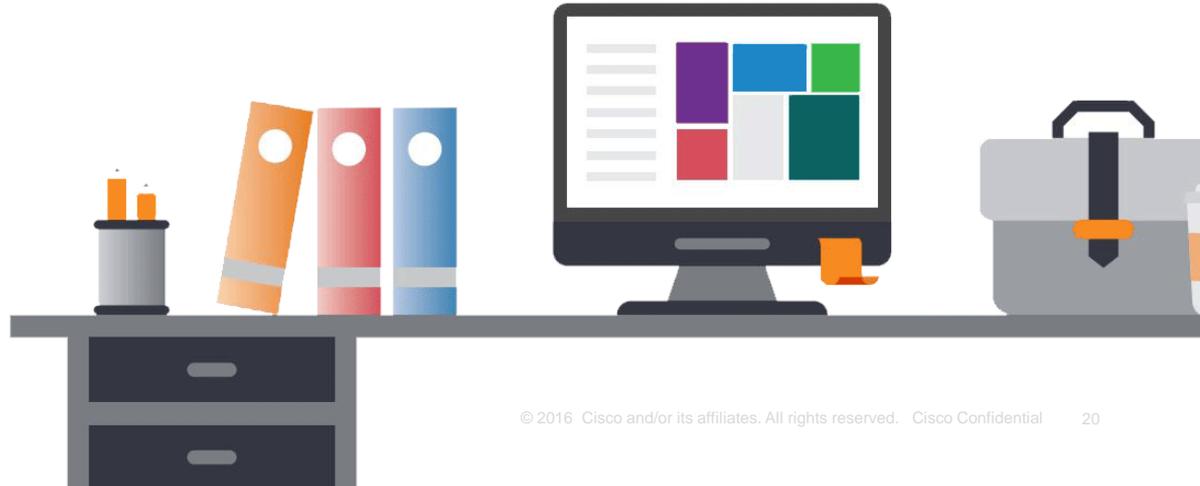
# Social Media Do Nots

## When in doubt, leave it out.

- If you wouldn't say it out loud in front of your grandparents and parents or employer, consider NOT posting it on social media.
- Poor spelling and grammar can and will be held against you.
- Don't speak poorly or complain about your job, customers, coworkers, or employer.



# Make Social Media Work for You



What do employers search for on social media about potential candidates?





# Talent Bridge for Networking Academy

