

# CREATING YOUR PERSONAL BRAND USING LINKEDIN AT THE DEERFIELD PUBLIC LIBRARY



## CLASS OUTLINE:

- 1) What is your personal brand?
- 2) What can using LinkedIn do for me?
- 3) Setting the LinkedIn profile
- 4) Tour the LinkedIn features
- 5) Questions, Answers and Review

## EXPECTED OUTCOMES:

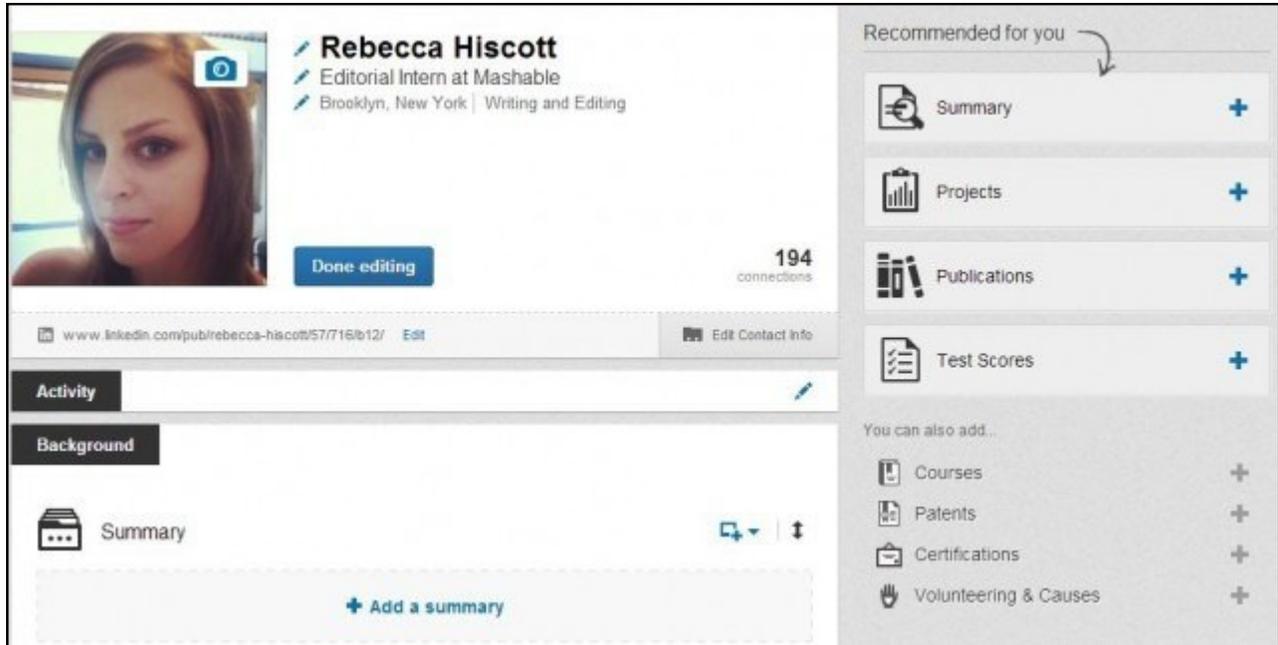
- 1) Familiarity with using social media
- 2) Better understanding of LinkedIn
- 3) Ability to continue to maximize your online exposure

## PERSONAL BRANDING

**WHY DO I NEED BRANDING?** Branding is basically defining who you are in your chosen field. It determines how you are seen by potential employers. When you've built yourself a personal brand, what you are doing is setting yourself apart from other candidates in a unified, solid manner.

**HOW CAN LINKEDIN HELP ME?** "LinkedIn is the default web presence for most professionals and is essentially an on-line resume for most executives. It can be much more than this and allows you to add links to 3 web properties in your profile settings. LinkedIn can also be optimized so it displays your latest blog posts, tweets and Slideshare presentations that can display your thought leadership in your industry. Active participation in LinkedIn groups can go a long way to ensuring that you are not invisible to your peers and your potential future boss." (Borrowed from [Jeffbullas.com](http://Jeffbullas.com))

## GETTING STARTED



Creating your profile on LinkedIn is pretty intuitive. You simply fill in the sections that are required. You can add extra “goodies” that will be specific to your professional path. LinkedIn is different from other technologies because it is meant to be a growing, living thing. As you add things to your professional life, you should be adding them to your LinkedIn profile.

### LINKEDIN RECOMMENDS YOU ADD:

- Industry and postal code
- A current position with description
- Two more positions
- Education
- At least five skills
- Profile photo
- At least 50 connections
- A summary
- Work samples or projects
- Volunteer experience



# TOUR THE FEATURES

**HOME:** Hitting this link will take you back to your home feed , or your landing page. The home feed is the place where you might see updates from groups that you belong to, people who you are friends with and updates that people choose to share.

**PROFILE:** Includes topics like Edit Your Profile and Who's Viewed Your Profile. This link is a good one to remember for checking to see who's been checking YOU out. With the free membership, if someone looks at your profile who you are not friends with, it will give you a vague idea (ie, Someone in Libraries from the Greater Chicagoland Area) versus giving you someone's actual name and profile.

**NETWORK:** This menu houses your contacts and connections via LinkedIn. It will also give you the opportunity to add or search for new contacts via your email address book, or searching alumni from your university.

**JOBS:** Gives you the opportunity to search for posted job offerings. This may be a good place to start if you are keeping your LinkedIn profile active. You can search by company or by geographical location.

**INTERESTS:** This tab helps you to explore the places that you've labeled as your interest. You can also find the Pulse section here, which is LinkedIn's top industry influencers on multiple topics.

**NOTIFICATIONS:** The area on the right hand side of the screen shows you notifications including messages, invitations and a shortcut to add people to your contacts list.

The screenshot shows a LinkedIn profile for Charlie Heng. The profile includes a profile picture, a headline, a summary, and a list of current and previous employers. The current employer is BLUE OCEAN SYSTEMS PTE LTD, and the previous employers are TALENT CAPITAL RESOURCES PTE LTD, TRW SYSTEMS OVERSEAS INC, and IDS-GINTIC PTE LTD. The education listed is Nanyang Technological University. The profile also shows a 'Connect' button, a 'Send InMail' button, and a '500+ connections' badge. The right sidebar features 'People Similar to Charlie' with a list of profiles, 'ADS YOU MAY BE INTERESTED IN' with several advertisements, and 'People Also Viewed'.

**Charlie Heng** 2nd

I am a Consultant who loves to help businesses especially SMEs achieve Success through Systems and People!

Singapore | Information Technology and Services

Current: BLUE OCEAN SYSTEMS PTE LTD  
Previous: TALENT CAPITAL RESOURCES PTE LTD, TRW SYSTEMS OVERSEAS INC, IDS-GINTIC PTE LTD  
Education: Nanyang Technological University

[Connect](#) [Send InMail](#) 500+ connections

sg.linkedin.com/in/charlieheng Contact Info

**Activity**

Charlie Heng

**People Similar to Charlie**

**Paul Lo** 3rd  
Business Solutions Architect, ...  
[Connect](#)

**ADS YOU MAY BE INTERESTED IN**

- [Get Your Graduate Degree](#)  
DePaul's College of
- [Free Kanban Board](#)  
Easy Visual Process Management. No More
- [Build Your Online Store](#)  
Everything You Need to

**People Also Viewed**