

DMA^{NC}

The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

LinkedIn Profile Optimization LPO for Job Seekers

Andreas Ramos

Author of 22+ Books on Digital Marketing.

**Tuesday, June 23rd, 2026, 10:30 a.m. to 11:30 p.m. PST
with 15 minutes live Q&A.**

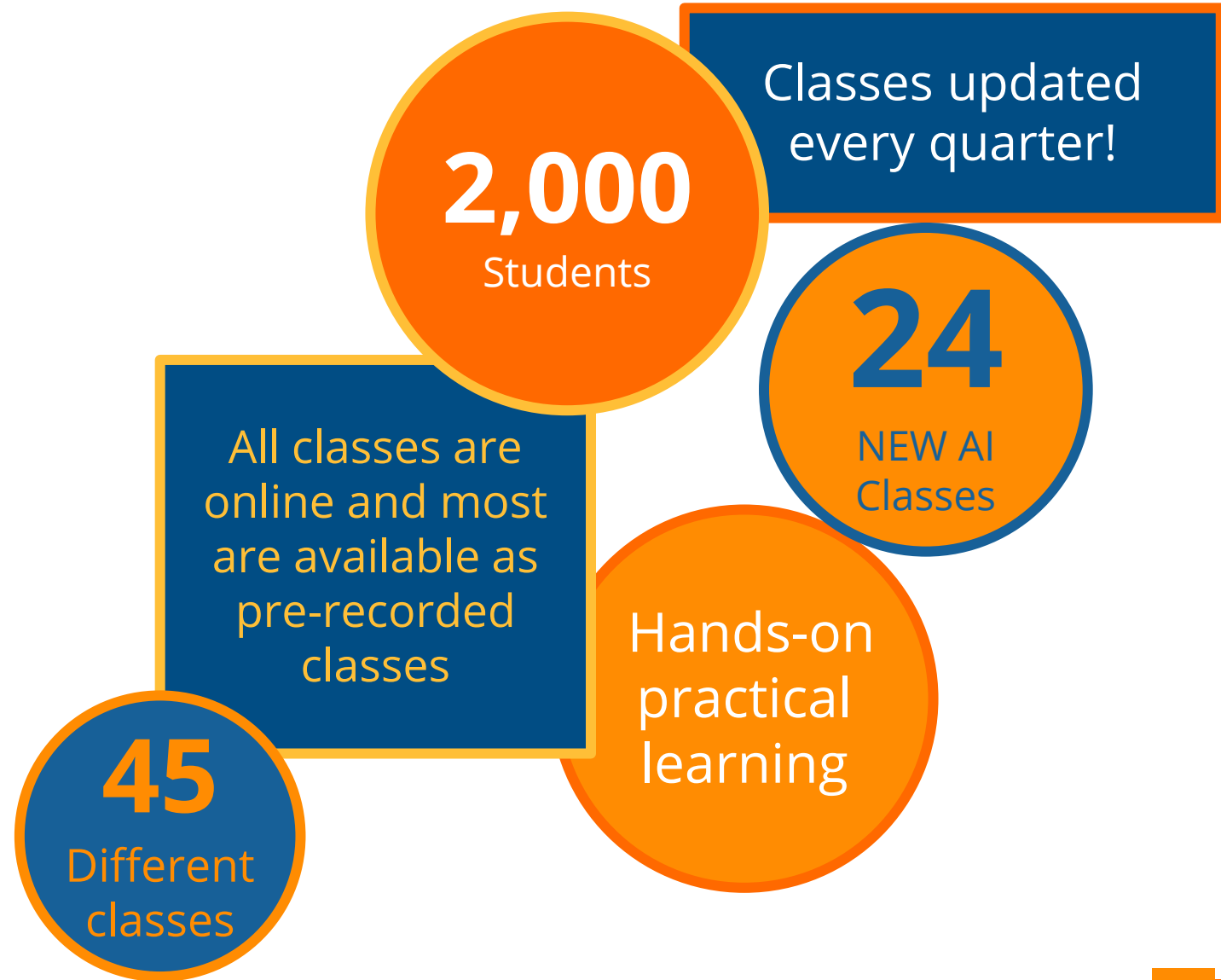
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2026 – ABOUT US

The Direct Marketing Association of Northern California was formed to educate and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.

We have evolved to offer best-in-class live online education worldwide through our courses and certification program, taught by world-renowned instructors. More than 2,000 marketing professionals registered for workshops in 2025 and took advantage of over 40 workshop topics.

All courses are updated every quarter to reflect the latest marketing techniques.



2026 DIGITAL MARKETING WORKSHOPS AT DMAnc.org



AI FOR DIGITAL MARKETING

- [Human-First AI Editing for Marketers Bootcamp](#)
- [AI Claude Bootcamp for Marketers](#)
- [How to AI-Generate Marketing Images with ChatGPT and Nano Banana Bootcamp](#)
- [AI for Creative & Critical Thinking in Content and Campaign Development Bootcamp](#)
- [Video Production and Scriptwriting Using AI: A Masterclass](#)
- [AI Essentials for Social Media Bootcamp: Planning, Content & Analytics](#)
- [Using ChatGPT for Website Optimization](#)
- [AI Image and Video Creation for Marketers Bootcamp](#)
- [Leveraging AI for Your Digital Marketing: A Comprehensive Masterclass](#)
- [AI in Copywriting Masterclass – 2026](#)
- [Marketing Campaign Brainstorming with ChatGPT Masterclass](#)
- [ChatGPT Bootcamp for Content Marketing Professionals](#)
- [ChatGPT for Digital Marketers Bootcamp](#)
- [Advanced ChatGPT Prompt Writing for Marketers](#)
- [How to Build a Custom Brand GPT Bootcamp](#)

- [AI-Powered Blog & Social Posts Bootcamp](#)
- [Leadership Bootcamp for AI-Powered Marketing Teams](#)
- [AI Content Marketing Masterclass 2026](#)
- [AI Copilot Bootcamp for Marketers](#)
- [Gemini for Digital Marketers](#)
- [Advanced ChatGPT for Marketers Masterclass](#)

ORGANIC & PAID SOCIAL MEDIA

- [Social Media Marketing Trends-2026](#)
- [Facebook & Instagram \(Meta\) Advertising Fundamentals](#)
- [Advanced Facebook & Instagram \(Meta\) Advertising Masterclass](#)
- [Social Media Marketing 2026 Bootcamp](#)
- [Video Production for Social Media Masterclass](#)
- [LinkedIn Advertising Masterclass](#)
- [B2B Social Playbook: Tactics, Trends & Tools for 2026 and Beyond](#)

SEARCH ENGINE MARKETING & DIGITAL ANALYTICS

- [Marketing KPI Reporting with Looker Studio](#)
- [Google Analytics 4 for Digital and AI-Driven Marketing](#)
- [Google Ads Masterclass 2026: RSA, pMax, AI and More](#)

- [AI SEO & WordPress Content "Live" Repair Shop \(Content\)](#)
- [AI SEO & WordPress Content "Live" Repair Shop \(Technical\)](#)
- [SEO in the Era of AI Answer Engines – A Roadmap for AEO, GEO, and AEM Strategies](#)
- [Social Media Audit Bootcamp for 2026](#)

EMAIL MARKETING

- [AI-Powered Email Marketing Bootcamp](#)
- [Email Marketing Masterclass: Creative, Data-Driven & AI-Powered – 2026](#)

CONTENT MARKETING

- [Storytelling in Branding and Content Marketing Masterclass](#)
- [Digital and Advertising Copywriting Masterclass](#)
- [Content Marketing Masterclass](#)
- [YouTube Channel Strategy and Production Masterclass](#)

B2B MARKETING

- [Account-Based Marketing Masterclass](#)
- [B2B Go-to-Market Strategy Masterclass](#)
- [New Age of B2B Marketing Using AI and Agentic Workflows in Revenue Orchestration](#)

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DMAnc Certifications

Certified Social Media Marketer (CSMM)

- Earn a **Certified Social Media Marketer (CSMM)** certificate.
- See dmanc.org/dmanc-certified-social-media-marketer-csmm-requirements/

Certified AI Digital Marketer (CAIDM)

- Earn a **Certified AI Digital Marketer (CAIDM)** certificate.
- See dmanc.org/certified-ai-digital-marketer-cdm-requirements/

Certified Digital Marketer (CDM)

- Earn a **Certified Digital Marketer (CDM)** certificate.
- See dmanc.org/certified-digital-marketer-cdm-requirements/

Note:

- Complete any eight of the course modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.



Andreas Ramos

- Director of the Digital Agency at Acxiom.
- Former Head of Global SEO at Cisco.
- Professor in digital marketing at CSTU.



Stanford
University



CSTU



amazon #1 Best Seller

andreas.com



Agenda



Today's presentation:

Here is **the full presentation for LPO.**

- Send your questions to andreas.ramos@cstu.edu
- About me: see andreas.com
- Connect to me at LinkedIn: [linkedin.com/in/andreasramos/](https://www.linkedin.com/in/andreasramos/)

Agenda



How to use LinkedIn to find a job or a better job.

- LinkedIn's score system.
- Use LPO to improve your score.
- Your profile.
- Your connections.
- Your activity.

Note: If you're using LinkedIn to improve your company's presence in LinkedIn (i.e., not looking for a job), see my course **LPO for Corporate**.

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Why Improve Your LinkedIn Profile



Why Improve Your Profile in LinkedIn

Your LinkedIn profile has a score:

- Your credit score decides how much credit you get...
- Your LinkedIn score decides how your profile shows up in a search.

You can improve your LinkedIn score:

- With a higher score, you show up when recruiters, managers, and companies look for people.
- You can also help your friends, family, and college graduates who are looking for jobs.

Note: David used LPO to improve his profile and within a week, got the best job of his life.



[Mastering LinkedIn](#)
by Monte Clark and
Andreas Ramos
August 2019.



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Before We Start...

What's Your LinkedIn Score?

Find Your LinkedIn Score

Find your LinkedIn **Social Selling Index (SSI)** score.

1. Go [linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)
2. Make a screenshot and save it.
3. Use my LPO slides to improve your LinkedIn account.
4. Every few days, as you make changes, check again to see how your score improves.

The number that matters

- The **Industry SSI Rank** shows your rank in your industry.
- This fellow is in the top 14% (86% are below him).
- The higher (5-10%), the better.



How Your SSI Score Is Calculated

Four items:

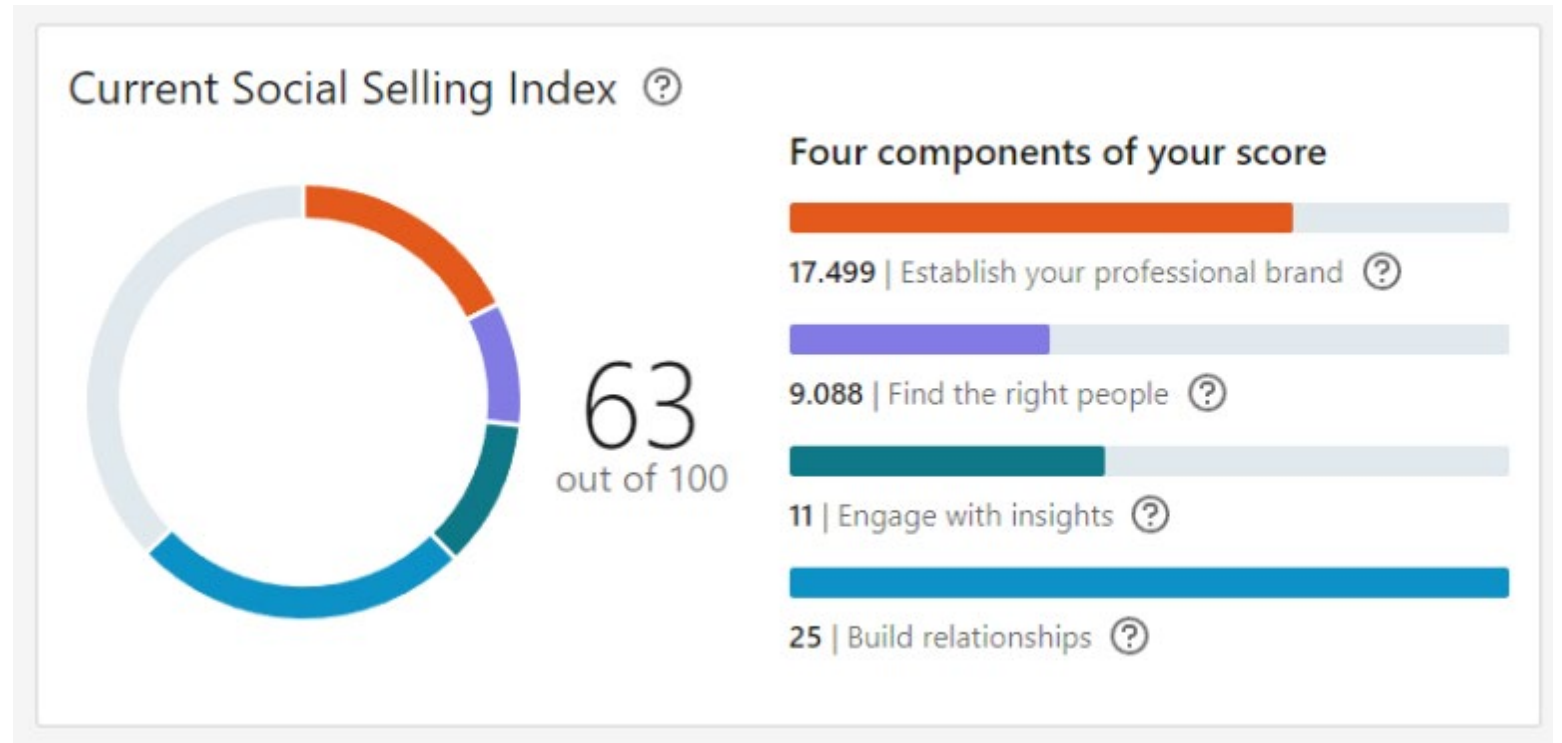
- **Your professional brand:** A complete LinkedIn profile. 25 points.
- **Connections:** The quality of your connections and your acceptance rate. 25 points.
- **Engagement:** Posts, articles, endorsements, and similar. Shares, likes, comments, and reshares. Messages sent, the response rate. Groups joined and your engagement within groups. 25 points.
- **Build relationships:** People searches for people, views of your profile, and activity. 25 points.

Add these to get the SSI score. For example, $17.499 + 9.088 + 11 + 25 = 63$ points.

Tip: Look at areas with weak scores. Click the (?) mark for an explanation. Improve those.

Note: SSI scores are updated daily.

Note: No SSI score for companies. If a group of employees have Sales Navigator Team Account, they also have a team average score.



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Your Profile in LinkedIn



Your Banner

The banner affects how people view your profile.

- Show what you do.
- Add a heading that states what you do for others.
- Personal banners are 1584 x 396 pixels with a 4:1 aspect ratio and max 8MB in JPG or PNG (better).
- Company page banners are 1128 x 191 pixels.



Use a Professional Profile Photo

People look at your photo to see if you match their corporate culture (a bank, a startup, surf shop, etc.)

- Find a professional portrait photographer.
- Tell them that you need professional portrait photos.
- This may cost \$150-300.
- Ask the photographer what you should wear. Bring several outfits.
- Turn your shoulders slightly. Smile.

Tip: No blurry snapshots, drinks in your hand, or sunglasses.



Hope Frank · 1st 

Futurist, Chief Marketing Officer, CXO of the Year 2017, 2018, Digital Expert, BOD Member, Evanta CMO Chairwoman SF/LA

San Francisco Bay Area · 500+ connections · [Contact info](#)

 Mocana Corporation

 University of Colorado Boulder

[Message](#) [View in Sales Navigator](#) [More...](#)

Use Your Selfies and AI to Make Your Head Shot Photo

Paste your selfie photo in your AI and ask:

The Prompt for Your AI: Make a professional, high-resolution, profile photo for a professional head shot for a manager job at an insurance company. Maintain the exact facial structure, identity, and key features of the person in the input image. The subject is framed from the chest up, with ample headroom and negative space above their head, ensuring the top of their head is not cropped. The person looks directly at the camera, and the subject's body is also directly facing the camera. They are styled for a professional photo studio shoot, wearing a smart casual blazer. The background is a solid '#141414' neutral studio. Shot from a high angle with bright and airy soft, diffused studio lighting, gently illuminating the face and creating a subtle catchlight in the eyes, conveying a sense of clarity. Captured on an 85mm f/1.8 lens with a shallow depth of field, exquisite focus on the eyes, and beautiful, soft bokeh. Observe crisp detail on the fabric texture of the blazer, individual strands of hair, and natural, realistic skin texture. The atmosphere exudes confidence, professionalism, and approachability. Clean and bright cinematic color grading with subtle warmth and balanced tones, ensuring a polished and contemporary feel.

Tip: Tell the AI the job role : banking, insurance...

Tip: Try different AI: Claude, Gemini, ChatGPT.



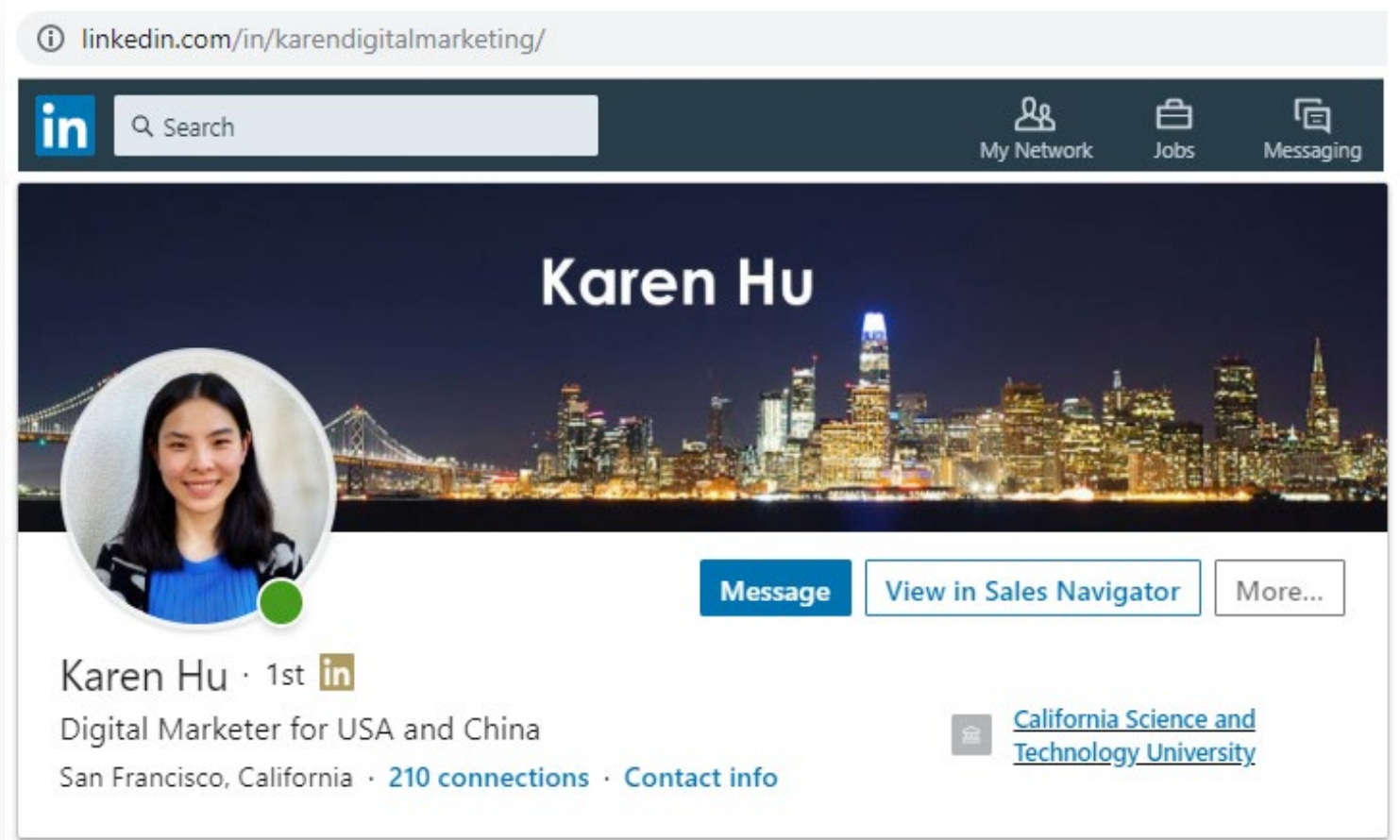
Edit Your Profile URL

A LinkedIn profile looks like
LinkedIn.com/in/4631549815545

Add your name to your LinkedIn URL,
such as
LinkedIn.com/in/KarenDigitalMarketing.
This is easier to recognize and type.

To add your name to your URL:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Click **View Profile**.
3. On your profile page, click **Edit Public Profile** & URL on the right.
4. Under **Edit URL** at the right, click the **Edit** icon next to your public profile URL.



Change Your Location

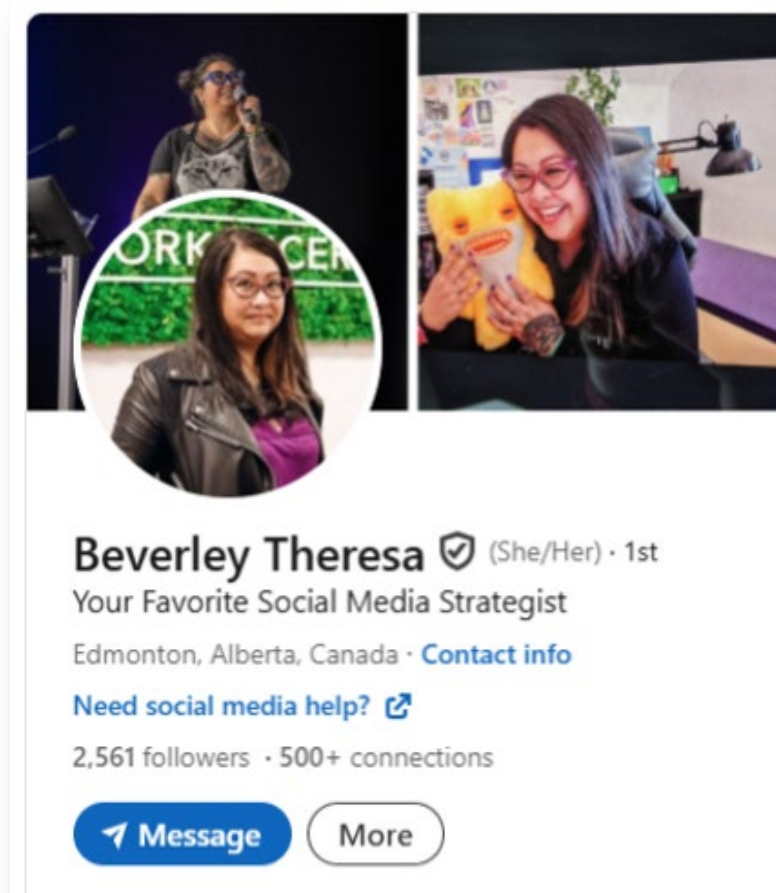
You live in Atlanta, but there's a job in Denver.

Change your location to that city!

To change your city:

1. Go Click the **Me** icon at the top of your LinkedIn homepage.
2. Click **View Profile**.
3. On your profile page, click **Contact Info**.
4. Click the **Pencil** to edit and scroll down to **Address**.
5. Change your address to a real street address in residential area near that office (for example, 914 E. 16th Ave., Denver, Colorado).

Didn't get the job? Change it back.



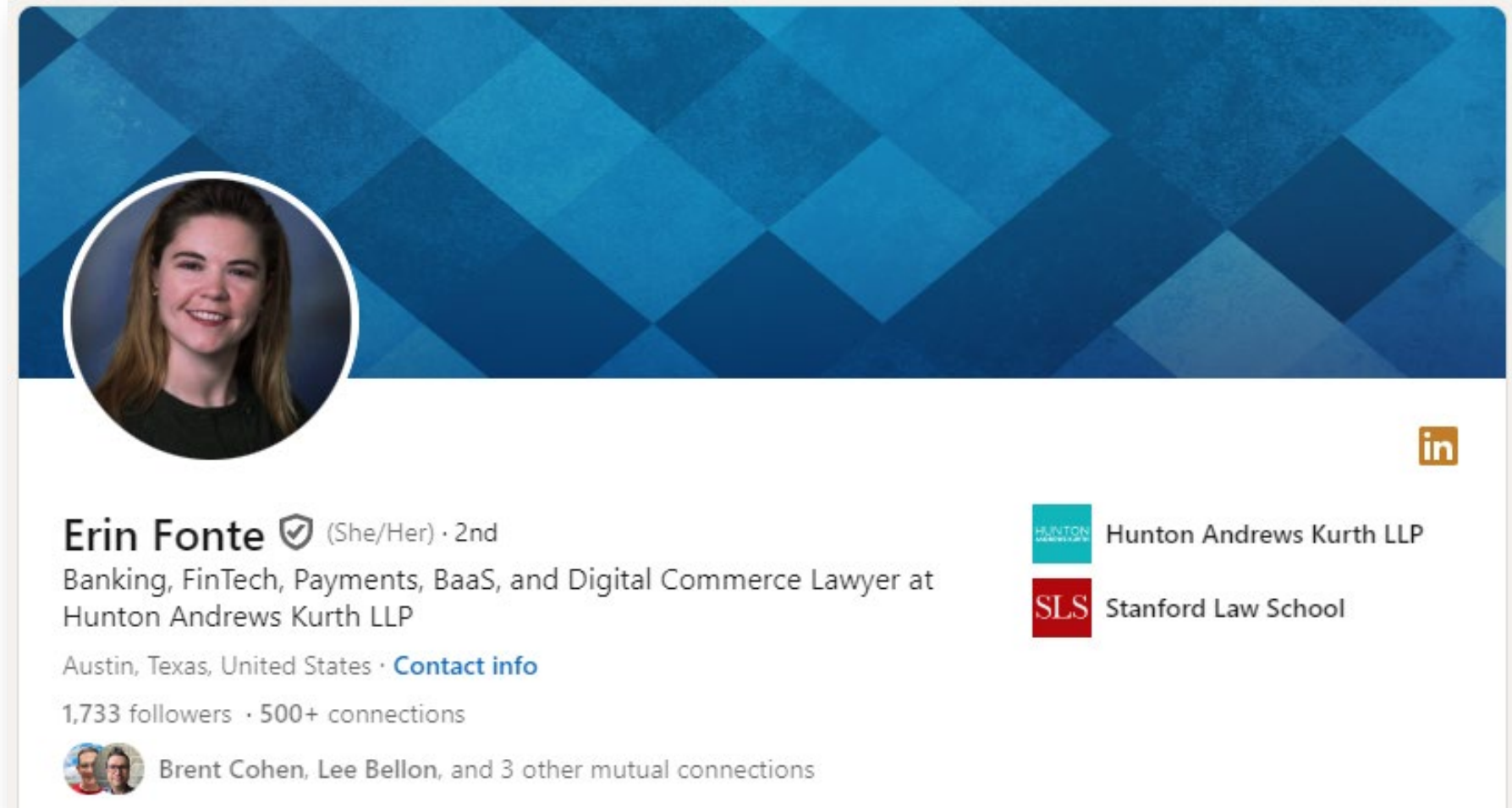
The Headline Section

- Tell people **what you do for them**, your skill, and the location.
- Up to 220 characters.

Examples:

- Big data solutions for banks in Atlanta.
- Java development for blockchain startups in Seattle.
- We get your brand in Forbes and Bloomberg to build credibility in the US.

Tip: Copy five to ten headlines and **ask AI to write your headline.**



A screenshot of a LinkedIn profile for Erin Fonte. The profile features a circular profile picture of a woman with long brown hair, smiling. The background of the profile banner is a blue geometric pattern. The name 'Erin Fonte' is displayed with a verified badge and '(She/Her) · 2nd'. Below the name, the text reads 'Banking, FinTech, Payments, BaaS, and Digital Commerce Lawyer at Hunton Andrews Kurth LLP'. The location is 'Austin, Texas, United States' with a 'Contact info' link. The profile shows '1,733 followers · 500+ connections'. On the right side, there are logos for 'HUNTON' (Hunton Andrews Kurth LLP) and 'SLS' (Stanford Law School). At the bottom, it shows 'Brent Cohen, Lee Bellon, and 3 other mutual connections' with small profile pictures.

“Open To” to Your Profile

Add an **“Open to”** banner to show you’re actively looking.

Of one billion profiles, **only ~22 million** are actively looking. LinkedIn uses “Open to” to know who is likely to respond.

1. Click the pencil and click **Add Services**.
2. Options include **Hiring** (you want to hire), **Finding a job** (looking for a job), and **Volunteering**.
3. An **#OpenToWork** (or similar) badge is added to your photo.

When people search, you stand out.

Note: Every few months, LinkedIn asks you if you’re still looking. This lets LinkedIn see who is active.

Note: Due to this, I’ve spoken at events in Shanghai, Karachi, and Saudi Arabia.

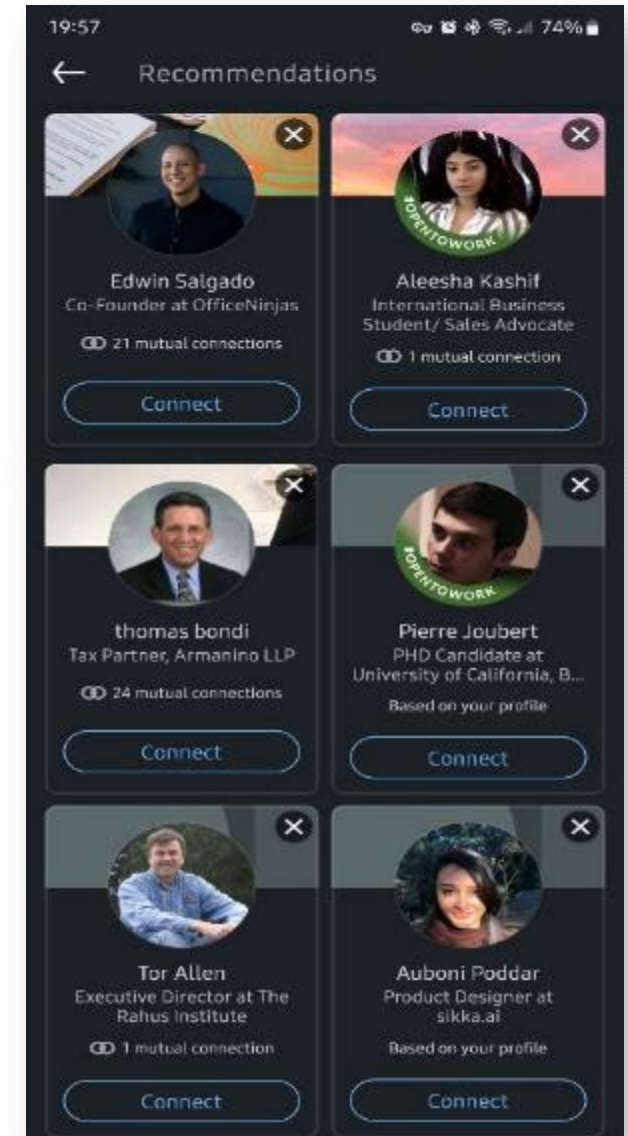
Andreas Ramos ✓
Author of 22+ books on digital market digital marketing with AI at CSTU & DI
Palo Alto, California, United States · [Contact andreas.com](#) ↗
13,448 followers · 500+ connections

Open to Add profile section

Hiring
Share that you’re hiring and attract qualified candidates

Finding a new job
Show recruiters and others that you’re open to work

Finding volunteer opportunities
Show that you are open to skill-based volunteering



The About Section

The **About summary** goes under your headline:

- Show you love what you do.
- Use three key words, three successes, and three accomplishments.
- End with "Call me now!" and your contact information.

The Prompt: I want to post a summary of my social selling services for sales professionals. Rewrite this summary in 250 words. Use a concise and engaging style with a warm, approachable tone to show me as a helpful expert. Highlight the value and benefits of my services. Use bullet points so it's easy to read. End with a clear call-to-action to encourage people to contact me.

Tip: Add your full contact information so people know where you are.

Enhance Your Social Selling Strategy

As a social selling consultant, I offer strategies to help you adapt and thrive in this new environment.

Key Services:

- 1. Your LinkedIn Profile:** Transform your profile into a valuable resource to position you as an expert in your field.
- 2. Strategic Network Expansion:** Learn how to get targeted introductions from your existing clients.
- 3. Content Strategy for Engagement:** Use a content strategy which leads to conversations.

Benefits of Our Collaboration:

With an enhanced LinkedIn presence, you'll get better leads.

Ready to elevate your social selling? These strategies can be tailored to your needs and goals. Schedule a consultation: CallWithJennifer.com.

Jennifer Williams
email jennifer@jenniferwilliams.com
jenniferwilliams.com
Tel. +1.555.123.4567
San Francisco, California US

See My **About** Section as an Example

Here is my **About** page in LinkedIn.

Use my page as a template for your About page.

- Show what you do.
- End with a call-to-action (Contact Me, Call me”).
- Add your website, email, phone, and city.

Tip: Recruiters who don't pay for LinkedIn will not be able to contact me. By adding these in the About page, any company or recruiter can contact me.

Copy my LinkedIn page at [linkedin.com/in/andreasramos](https://www.linkedin.com/in/andreasramos) and use it to create your page.

About

Companies want AI-enabled digital marketing to scale their digital presence, sales, and revenue.

We deploy our proprietary AI marketing platform that aligns with your corporate strategy and integrates with your tech stack. It monitors data, creates strategic plans, and generates content across all marketing channels. This accelerates results while maintaining brand consistency.

- Deployment: I deliver applied technical frameworks and actionable methods directly to engineers and marketing teams at SMEs and mid-size companies with revenues between \$15M to \$250M.
- Customization: All consultations, platform deployments, and materials are exclusively tailored to the client, their product offerings, and their market.

Experience

- Professor of Digital Marketing with Applied AI at CSTU.edu.
- Create new courses in digital marketing for agentic AI. I've taught several of the first live courses in the world for AI + digital marketing.
- Teach courses in Large Language Model (LLM) AI for digital marketing.
- Consistently rated #1 for instructor and course material.
- Speaker at conferences and corporate events on AI in marketing.

Talk with me about AI for digital marketing.

Andreas Ramos
andreas.com
andreas@andreas.com
Tel +1.650.483.5040
Palo Alto, California

Use AI to Improve Your About Summary

The Prompt: Act as the senior hiring manager at a bank. I'm applying for a job as Project Manager. The audience is bank presidents. Rewrite my summary in a concise professional style with a relatable and authentic message. **Highlight my abilities. Persuade them to contact me:** [Insert your original About summary].

Note: AI often makes mistakes. **Always review carefully!**

Original Summary

Experienced Program and Project Manager comfortable with growth and change. Enjoy improving processes, providing meaningful metrics and eliminating frustration. Specialties: Building organizations, methodologies and processes. Broad knowledge of application areas including Finance, Budgeting, Forecasting, Contract Management, Funds Management

Rewritten by AI

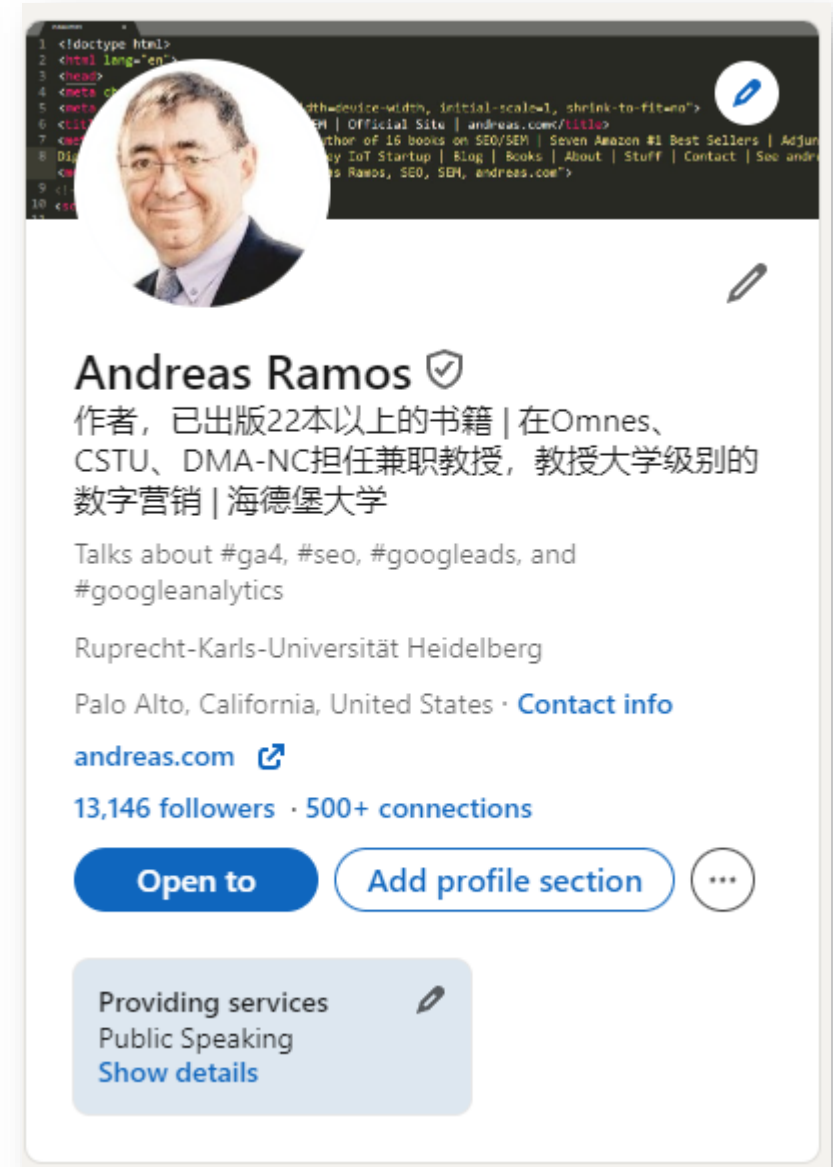
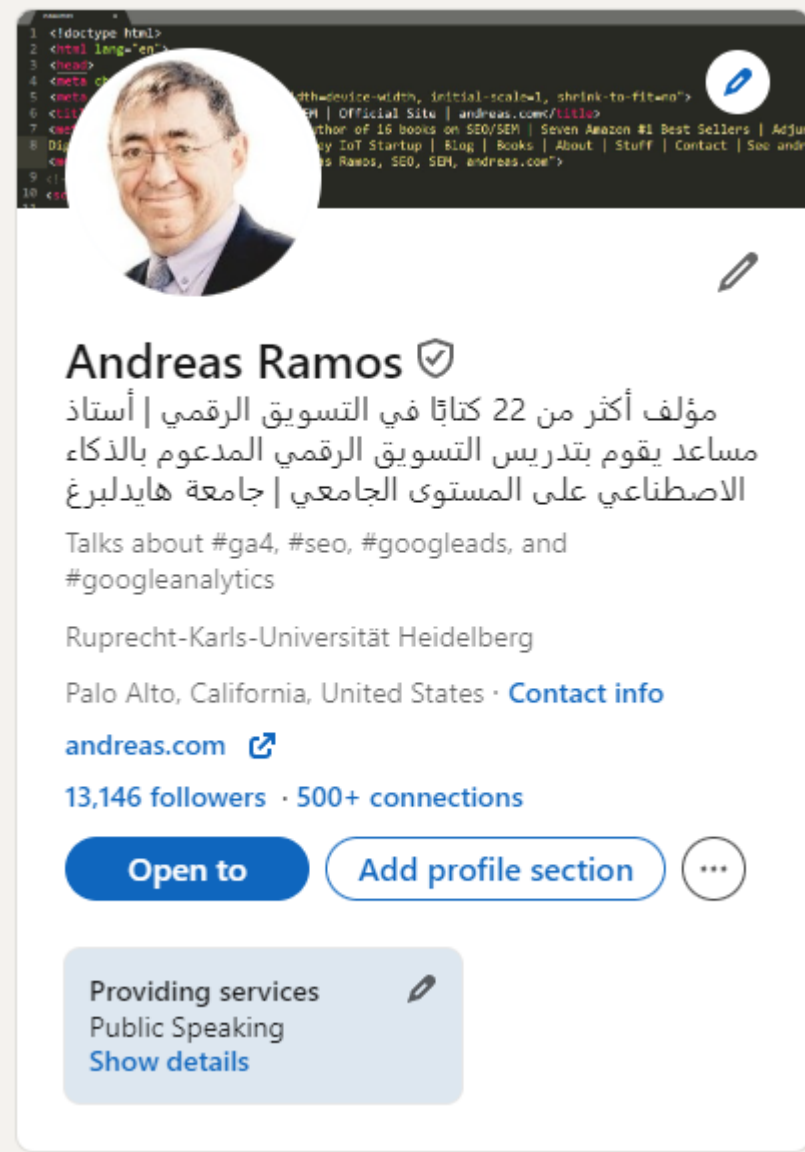
- As an **experienced Program and Project Manager**, I have a proven **track record in driving growth** and managing change effectively.
- My **expertise in building organizations**, developing methodologies, and streamlining processes allows me to improve efficiency and deliver meaningful metrics. My broad knowledge of various application areas, including finance, budgeting, forecasting, contract management, and funds management **makes me an ideal candidate** to help your bank navigate the ever-changing landscape.
- **I am confident in my ability** to eliminate frustration and bring positive results.
- I would welcome the opportunity to discuss how my skills and experience can benefit your bank. **Please do not hesitate to contact me.**

Your Profile in 40+ Languages

Add up to 40+ languages, such as Arabic, English, German, French, Spanish, and Chinese.

A German will see your profile in German.

Tip: Use AI to translate, but always ask someone to review the translation!



The Experience Section


Use **Experience** to show **how you move up in your career**.


- Show a continuous path in expertise, responsibility, experience, and skills.
- Use full proper names, such as **Ford Motor Company**.


Tip: You can rearrange the positions. Click the pencil. A new icon with **up/down arrows** appears in the upper right corner. Click and you can drag positions to reorder.

Tip: Create a “**master position**” that highlights your goals, abilities, and skills. Use the text from your **About** summary. Set to **Location Type** to **Hybrid** and **Start Date** to the beginning of your career. Rearrange the positions to put this at the top. **For an example**, see my profile [linkedin.com/in/andreasramos/](https://www.linkedin.com/in/andreasramos/).

Experience

**Founder**
CSI Crypto Monnaie
Dec 2017 – Present · 2 yrs 1 mo
CSI is a consulting company dedicated to facilitating private individuals' access to digital currencies' speculative market.
We decided to simplify access to this type of investment through our investment and risk management strategy. [...see more](#)

**Internship in web design and digital communication**
La Guilde de l'innovation
Jul 2018 – Aug 2018 · 2 mos
Région de Lyon, France
The Innovation Guild is a Start'Up that helps companies to innovate, pivot, explore new ways of thinking about their activities and new markets through their own innovation tools.
Prototyping of the SEO (Search Engine Optimization) oriented website, copywriting and [...see more](#)

**Head of e-commerce & digital communication**
The Royal Racer
Nov 2016 – Apr 2017 · 6 mos
Lyon
Redesign and activation of a Prestashop E-commerce platform. Online posting of articles, shipments, customer service.
Social media communication: [...see more](#)

[Show 1 more experience](#) ▾


The Education Section


List relevant education, certificates, and licenses.

Tip: Remove anything that isn't relevant.

Tip: You get a better score if you include month and year.

← Education

 **University of Miami**
MS, Marine Affairs and Policy
2010 - 2012
Activities and societies: Concentration in Fisheries and Aquaculture Management, 2012
John A.Knauss Marine Policy Fellow, Port of Miami Propeller Club Scholar,

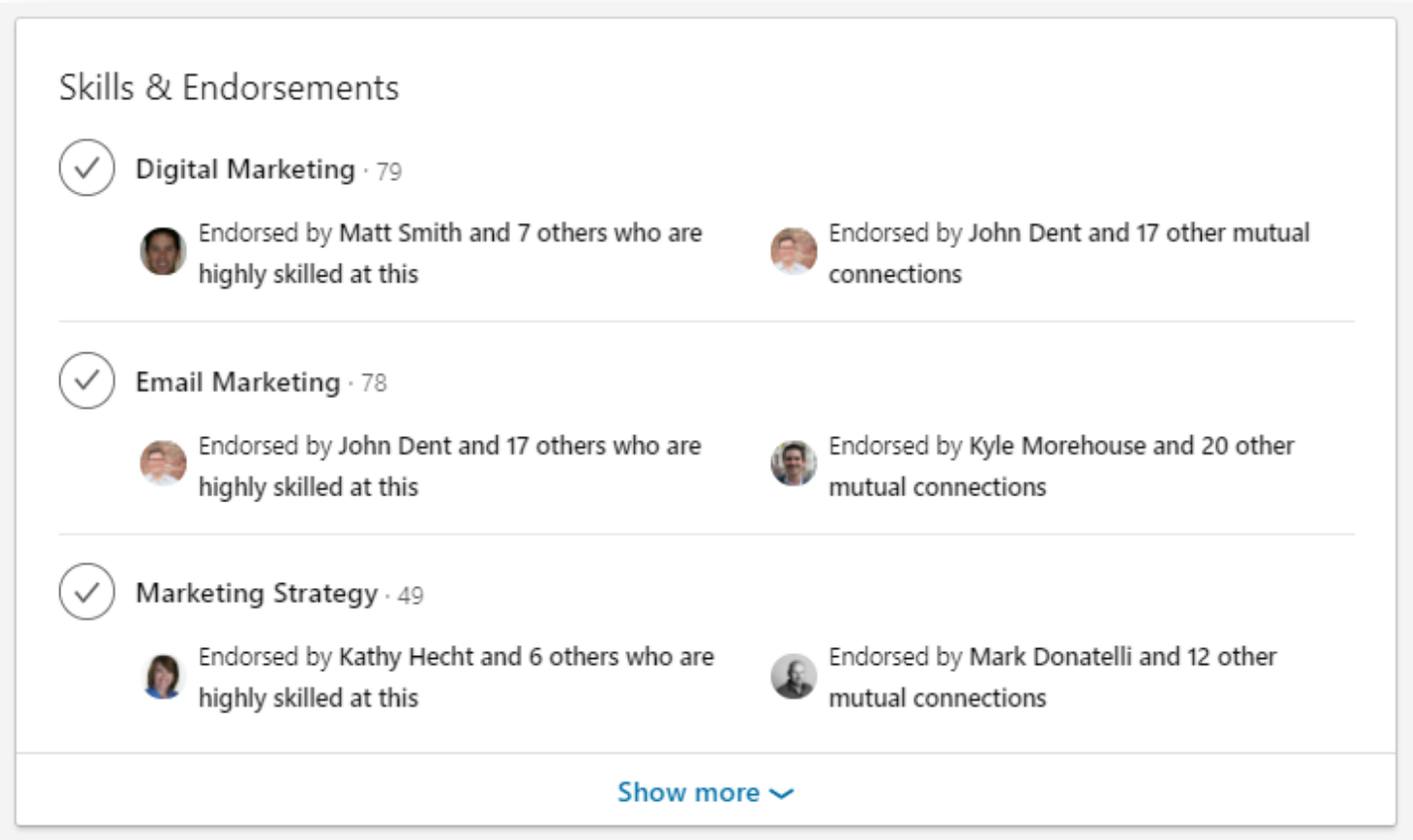
 **Boston College**
B.A., International Relations, Environmental Studies
2004 - 2008

The Skills and Endorsements Section

People vote on your skills to endorse you.

- Show your top three skills.
- Get at least 25 endorsements for each of your top three skills.
- If a skill isn't relevant, click the pushpin icon to remove it.
- If another skill should be at the top, use the pushpin to move it.
- If skills overlap (SEO, search engine marketing), delete the ones with fewer votes.
- To add more skills, click **Industry Knowledge: List of additional skills.**

Tip: LinkedIn looks at who endorses you. Your endorsements should be from people who are ahead of you in their career, highly-skilled, and highly-connected.



Skills & Endorsements

- ✓ Digital Marketing · 79
 - Endorsed by Matt Smith and 7 others who are highly skilled at this
 - Endorsed by John Dent and 17 other mutual connections
- ✓ Email Marketing · 78
 - Endorsed by John Dent and 17 others who are highly skilled at this
 - Endorsed by Kyle Morehouse and 20 other mutual connections
- ✓ Marketing Strategy · 49
 - Endorsed by Kathy Hecht and 6 others who are highly skilled at this
 - Endorsed by Mark Donatelli and 12 other mutual connections

[Show more](#) ▾

The Recommendations Section


- Get 5-10 recommendations.
- They should be relevant, experienced, connected, and five to ten years ahead of you.
- Ask your managers, college instructors, staffers, and clients for recommendations.
- Ask them to include skills, responsibilities, and soft skills.

LinkedIn gives more weight to recommendations from people in your field. Their score improves your score.

Recommendations


Ask for a recommendation [Recommend Jennifer Joanne](#)

[Received \(21\)](#) [Given \(16\)](#)



Michael Gorman
Senior Vice President,
Business Development and
Marketing at ShareThis
May 2, 2018, Michael managed
Jennifer Joanne directly

Jennifer is a consummate B2B marketer. She spans the marketing disciplines, from setting strategy, to creating content and communications, to managing a conversion funnel. As one of the first to join our startup, she rolled up her sleeves and did the hard work to establish our brand, our website, and our sales ... [See more](#)



Ashleigh Pirie
Head of Marketing and
Product at Rigzone
January 5, 2016, Ashleigh
reported directly to Jennifer
Joanne

I had the pleasure of working with Jennifer at OilCareers and Rigzone, we worked on multiple projects, one of them being the integration of two media businesses. Jennifer is great mentor who encouraged me to develop in my role as a Marketing Executive, giving me greater responsibility whilst sharin... [See more](#)

[Show more](#) ▾

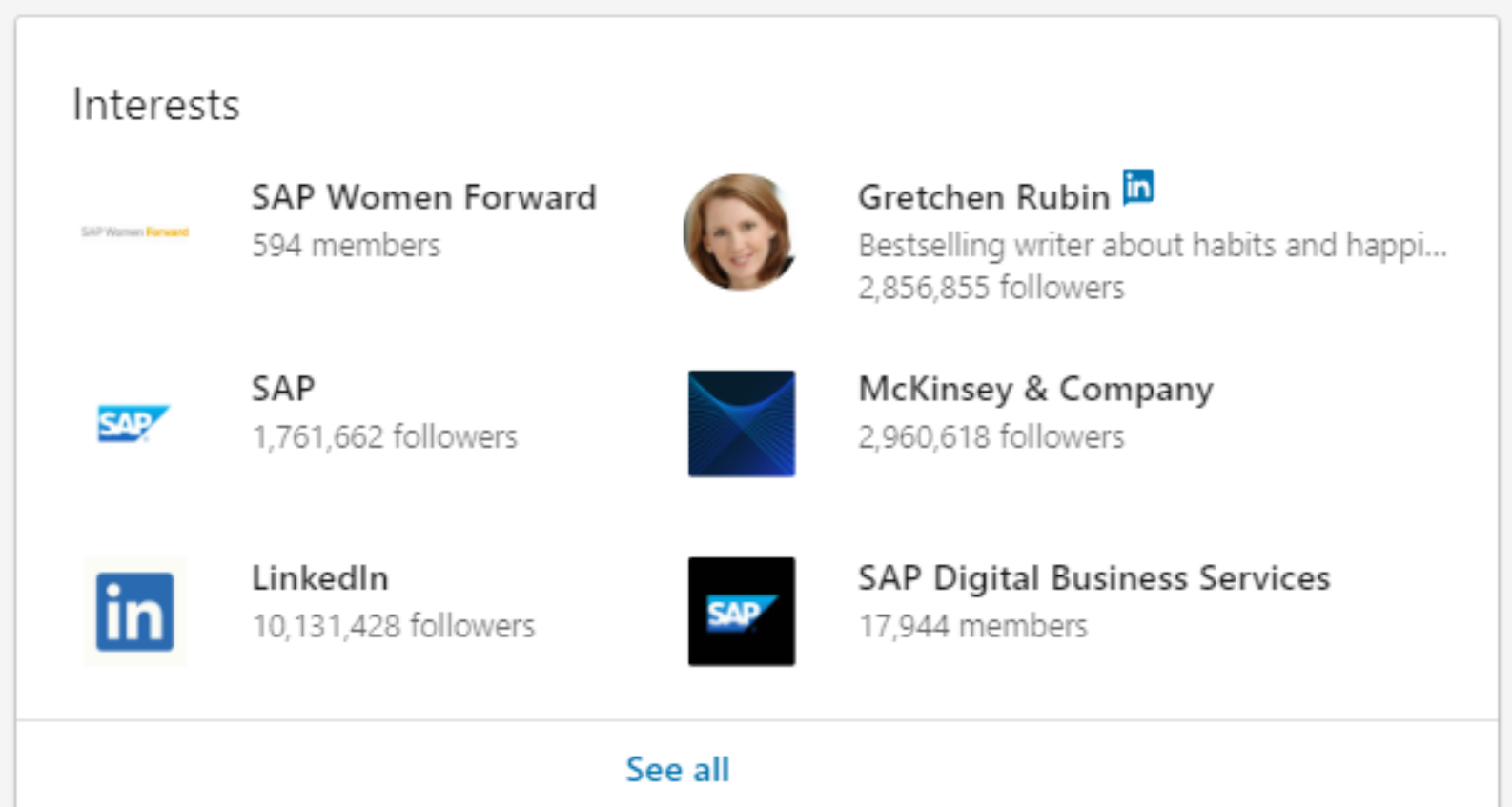
The Interests Section

Add your interests in people, activities, and things.

- **Influencers:** Add leaders in your field.
- **Companies:** Add relevant companies and organization in your field.
- **Groups:** Add relevant associations and professional societies or your field.

How this matters:

- LinkedIn uses this to suggest connections.
- LinkedIn uses this to select postings for your News Feed.



The screenshot shows the 'Interests' section of a LinkedIn profile. It features a grid of interest items, each with a logo, name, and follower/member count. The items are:

- SAP Women Forward**: 594 members. Logo: SAP Women Forward.
- SAP**: 1,761,662 followers. Logo: SAP.
- LinkedIn**: 10,131,428 followers. Logo: LinkedIn.
- Gretchen Rubin**: 2,856,855 followers. Description: Bestselling writer about habits and happi... Logo: Gretchen Rubin's profile picture.
- McKinsey & Company**: 2,960,618 followers. Logo: McKinsey & Company.
- SAP Digital Business Services**: 17,944 members. Logo: SAP.

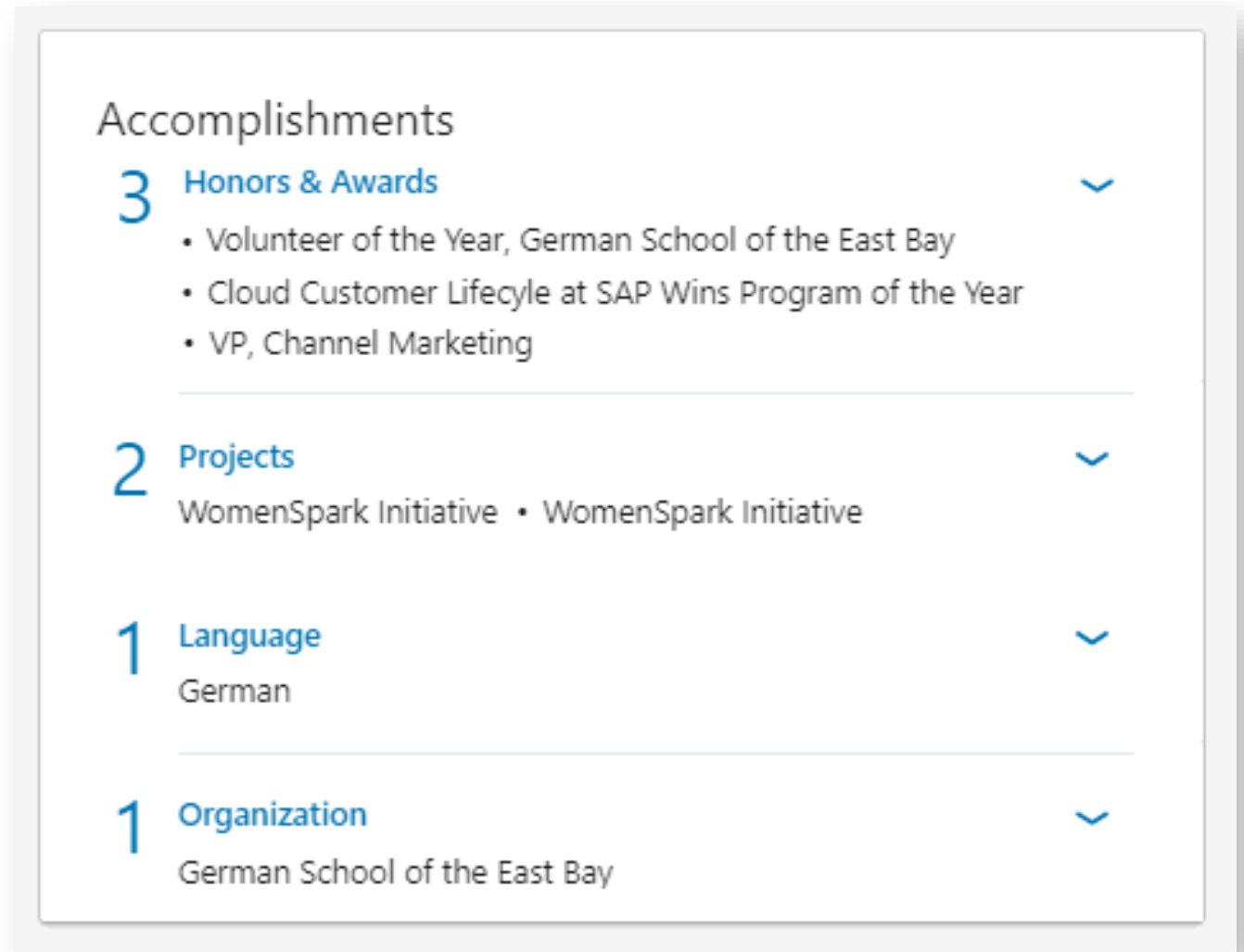
At the bottom of the grid is a blue link that says "See all".

Additional Sections

List your accomplishments and volunteer activity:

- People who look at your profile may also be active in one of your items, so you'll have something in common, such as the Red Cross, church, scouting, city activities, and so on.
- Languages, such as French.
- Courses, honors, awards, projects, organizations, test scores, patents.
- Publications: Articles or books that you've published.
- Your blog's URL.
- Awards and recognitions.
- Mountains you've climbed, marathons you ran, and so on.

Click **Add Profile Section** to add these sections.



The screenshot shows a LinkedIn profile's 'Accomplishments' section. It is titled 'Accomplishments' and contains four expandable categories, each with a downward arrow icon on the right. The categories are: 1. 'Honors & Awards' (counted as 3) with three items: 'Volunteer of the Year, German School of the East Bay', 'Cloud Customer Lifecycle at SAP Wins Program of the Year', and 'VP, Channel Marketing'. 2. 'Projects' (counted as 2) with two items: 'WomenSpark Initiative' and 'WomenSpark Initiative'. 3. 'Language' (counted as 1) with one item: 'German'. 4. 'Organization' (counted as 1) with one item: 'German School of the East Bay'. The categories are separated by horizontal lines.

Accomplishments

3 Honors & Awards

- Volunteer of the Year, German School of the East Bay
- Cloud Customer Lifecycle at SAP Wins Program of the Year
- VP, Channel Marketing

2 Projects

- WomenSpark Initiative
- WomenSpark Initiative

1 Language

- German

1 Organization

- German School of the East Bay

More Sections for Your Profile (Slide 1 of 2)

There are more sections to add to your profile. To add sections, scroll to the bottom of your profile. At the top of your browser, a new set of options will drop down with **More, Add Profile Section, and Open To**. Click on “Add Profile Section”.

Core Items

- [] **Photo:** A photo relevant to the job title and level.
- [] **Headline:** Show what you offer.
- [] **About:** (Your summary) What you offer. Show enthusiasm.
- [] **Education:** Universities, advanced courses.
- [] **Position:** (Your resume). Positions, jobs, and similar professional activities.
- [] **Services:** List of services you provide, such as speaking.
- [] **Career Break:** Describe your career break for study, new members of the family, caring for others, or a pause to recover your sanity 😊
- [] **Skills:** List your skills.

Recommended

- [] **Featured:** Posts, articles, newsletters, links to webpages, images, videos, presentation, document, and similar.
- [] **Licenses and certifications**
- [] **Projects:** Projects and speaking events.
- [] **Courses:** Show your commitment to continuous learning and self-improvement with courses you've taken and conferences you attended.
- [] **Recommendations:** Ask for recommendations that include your skills, achievements, and soft skills.

More Sections for Your Profile (Slide 2)

Additional

- [] Volunteering: Church, community.
- [] Publications: articles, ebooks, books
- [] Patents
- [] Honors and Awards
- [] Test scores
- [] Languages: You can pass a five-minute professional conversation.
- [] Organizations: Professional organizations.
- [] Causes

Yet More

- [] Profinder: If you want to offer services as a contractor, use Marketplace for Contractors.
- [] Sales Navigator: Find top connections in your field. Sales Nav is \$80/month. If you can afford it, use this.

Note: People look at your profile. They may also be active in one of your items, such as marathons, tennis, birding, church, scouting, city community, and so on. You'll have something in common to talk about.



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Connecting to Others in LinkedIn



LinkedIn Is Connections

LinkedIn started as a personal networking site.

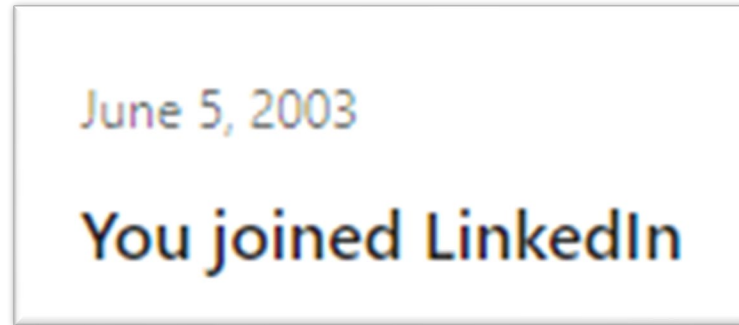
- Recruiters discovered they could use LinkedIn to find candidates.
- LinkedIn is the professional networking site for over one billion people.



See When You Joined LinkedIn

To see when you joined LinkedIn:

1. Log into your LinkedIn account.
2. Click your picture in the top right corner.
3. In the dropdown menu, select **Settings & Privacy**.
4. Click **Data Privacy** (at left) and click **Manage Your Data and Activity** (top right).
5. Scroll to the bottom. Click the number furthest to the right.
6. You'll **see the date you joined LinkedIn**. LinkedIn started on **May 5th, 2003**. I joined June 5th, 2003.
7. To see your member number, go to your profile page, view source code, and search for "member" (without quotes). For example, **li:member:6701** means I was #6,701 at LinkedIn.



To Connect or Not Connect?

- LinkedIn says you should accept only connections whom you know.
- However, more connections get more points.
- When you reach 1,000 connections, LinkedIn will begin to recommend you to others.

Note: You can have up to 30,000 connections.

Tip: Connect with top people in other fields.

The screenshot displays two panels from the LinkedIn interface. The left panel, titled 'Manage my network', lists various connection categories and their counts: Connections (11,952), Teammates, Contacts (2,656), People I Follow (6), Groups (9), Pages (126), and Hashtags (9). Below this list, a message states 'Your contact import is ready' with a 'Continue' button and a link to 'More options'. The right panel, titled 'Invitations', shows a list of three pending connection requests. Each request includes the sender's profile picture, name, title, and a snippet of their message. The first invitation is from Jane Thomson, a Strategist at B2B Outbound, with a message from Andreas offering a free Sales Outreach audit. The second is from Kurt Simpson, who offers animation videos for lead generation. The third is from Feny Huang, a Senior Talent Executive, who offers headhunting services. Each invitation has 'Ignore' and 'Accept' buttons. A 'Show more' link is located at the bottom of the invitation list. The LinkedIn logo and 'LinkedIn Corporation © 2020' are visible at the bottom left of the interface.

Category	Count
Connections	11,952
Teammates	
Contacts	2,656
People I Follow	6
Groups	9
Pages	126
Hashtags	9

Name	Title	Message Snippet	Action
Jane Thomson	Strategist B2B Outbound	Andreas - My company is giving a free Sales Outreach audit. Can we connect so I can ... See more	Ignore Accept
Kurt Simpson	Animation videos that explain your concept and generate more leads! ✓	Hello Andreas, I'm a believer in networking and I see that you're in the Software Indu... See more	Ignore Accept
Feny Huang	Senior Talent Executive, Seeking great people and companies, focus on home...	Hello! I am a Chinese headhunter, I saw your profile in LinkedIn. I think your experien... See more	Ignore Accept

Add Connections









Use **Advanced Search** to find people:

- Five to ten years ahead of you in your career.
- Alumni of college or previous companies.
- Shared interests (hiking, church, chess, etc.).

Tip: You can also buy connections. Use **LinkedIn Follower Ads**. You pay only if someone follows you.

Tip: Add people who are in your email address book. Go **LinkedIn | My Network | Add More Contacts**

People you may know with similar roles See all

 <p>Amin Khan COO WATERSTONE INTERNATIONAL-...</p> <p>314 mutual connections</p> <p>Connect</p>	 <p>Vanessa B. Dewey Experiential Marketing Community Builder ...</p> <p>11 mutual connections</p> <p>Connect</p>	 <p>Alejandra Gonzales SEO Content Manager Growth Hacker</p> <p>70 mutual connections</p> <p>Connect</p>	 <p>Mike Leys Founder at Tribe Consulting</p> <p>1,114 mutual connections</p> <p>Connect</p>
 <p>Dmitrii Shchuvatov CMO @ Truegame.io, digital marketing...</p> <p>211 mutual connections</p> <p>Connect</p>	 <p>Brian Plotke Digital Marketing Analyst at HDMZ</p> <p>199 mutual connections</p> <p>Connect</p>	 <p>Mordy Oberstein Chief Marketing Officer at Rank Ranger</p> <p>70 mutual connections</p> <p>Connect</p>	 <p>JAMES HUGHES Marketing Consultant & Sales Funnel Expert</p> <p>28 mutual connections</p> <p>Connect</p>

Write an Introduction Message

Write a personal message when you ask for a connection.

- Read the person's profile.
- Write something that shows you read their profile.

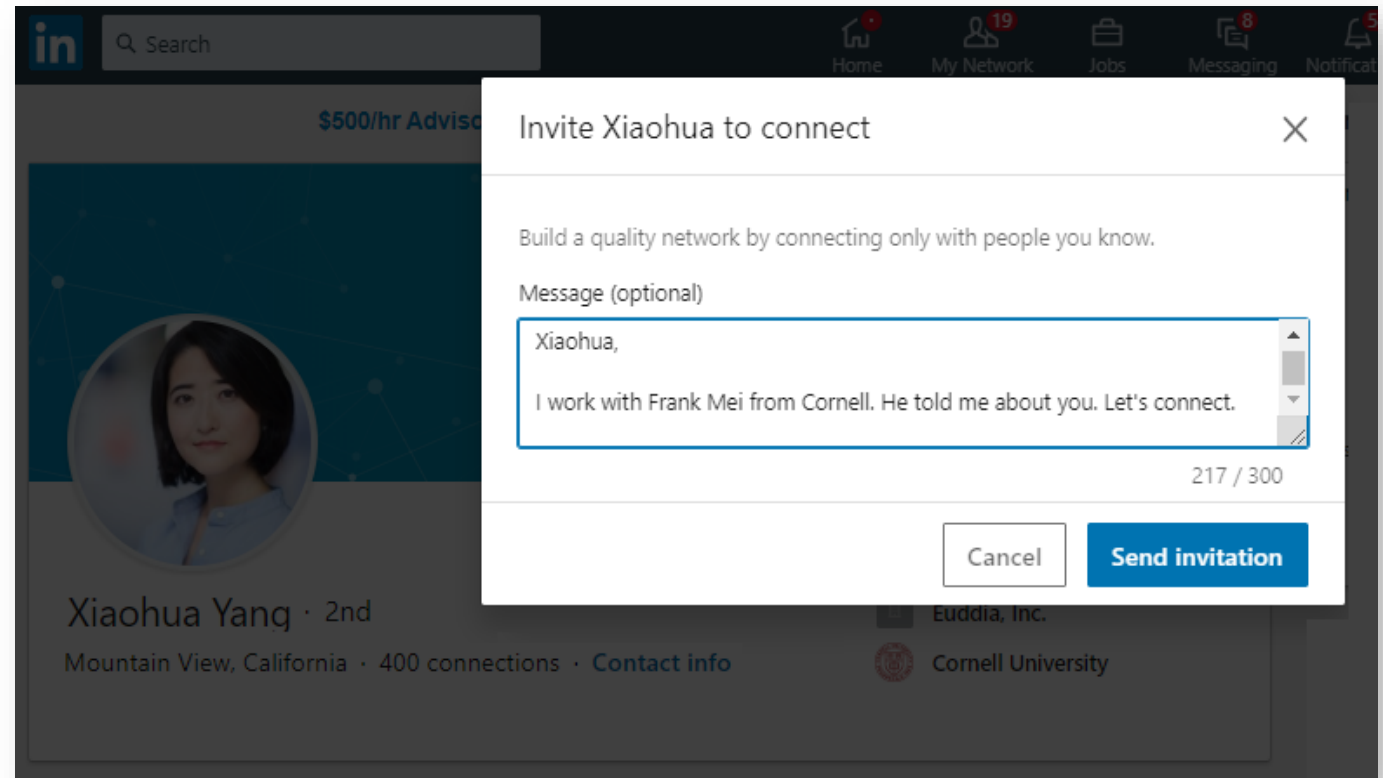
A few examples:

- Hello, Laura, I was looking at your profile and see you completed the LinkedIn Marketing Technology course. I was considering it. Is it worthwhile? Thanks, Bob.
- Hello, John, I saw your post about blockchain economics. I work in blockchain. Let's connect. Thanks, Jenny.

Close the message by asking the person to connect with you.

Note: LinkedIn looks at the success rate of connection requests. If someone sends 10 messages and gets 7 responses (70%), that indicates quality.

Tip: Use AI to write your message.



Use LinkedIn Sales Navigator to Find Connections

Use **LinkedIn Sales Navigator** to **find connections**.

Navigator has:

- Advanced filters.
- Search for connections.
- Monitor connections' activity.
- Manage connections.

Around \$80 per month (personal, teams, etc.).

Tip: **Free for 30 days**. That's enough time to find good connections.

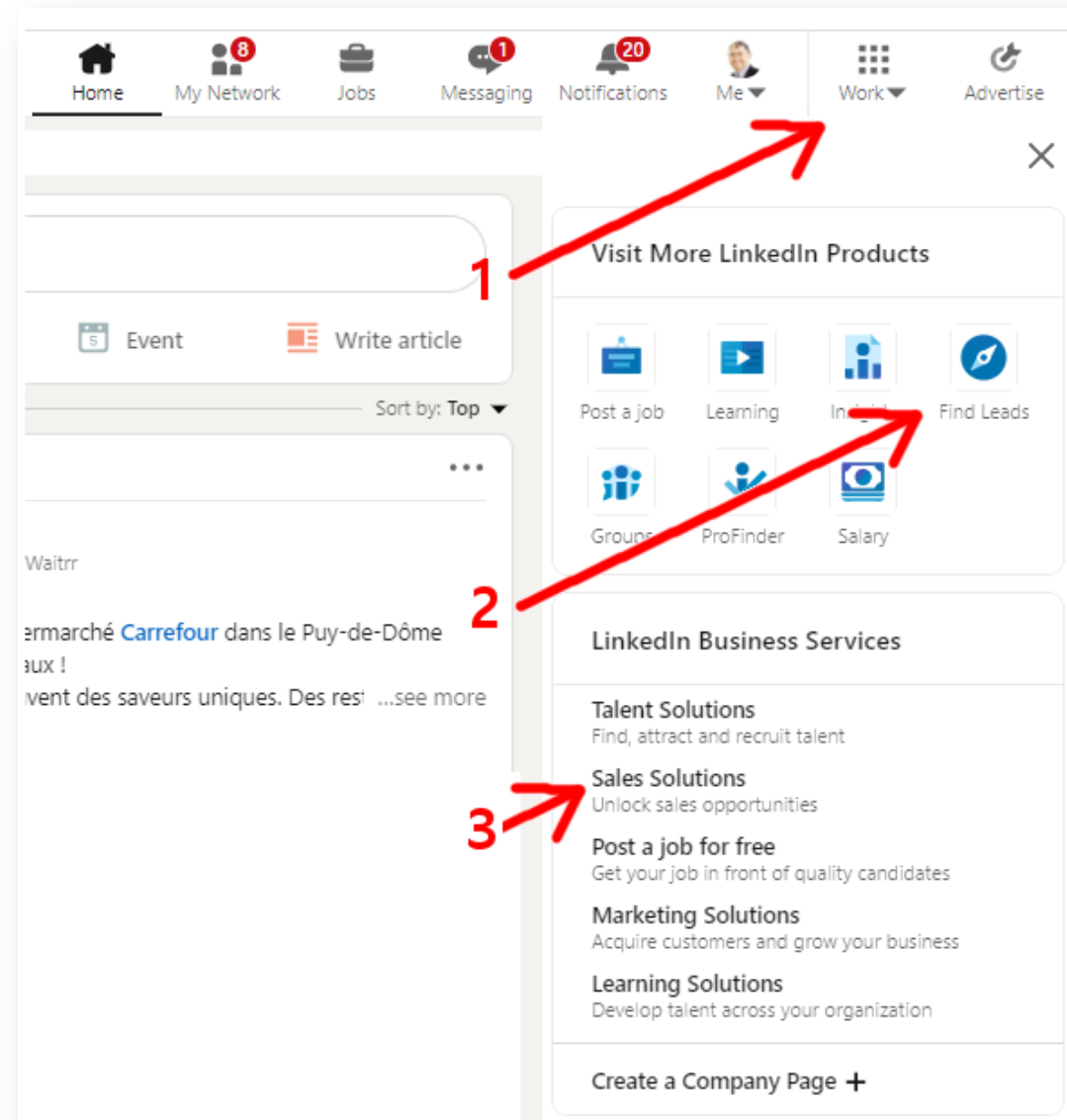
The screenshot displays the LinkedIn Sales Navigator dashboard. At the top, there's a navigation bar with 'HOME', 'LISTS', 'DISCOVER', and 'ADMIN'. A search bar is present with the text 'Search by keywords or boolean'. Below the navigation bar, the main content area is divided into several sections. On the left, there's a 'FILTER YOUR UPDATES' sidebar with options like 'Most important', 'Most recent', and 'BY TYPE' (Sales alerts, Job changes, Suggested leads, Lead news, Lead shares, Account news, Account shares). Below that, 'BY TOP ACCOUNTS' lists 'Time Inc.' (31), 'Oliver Wyman' (99), and 'Apache Corpor...' (27). The main content area features 'TOP UPDATES FROM YOUR LEADS & ACCOUNTS'. The first update is from 'Time Inc.' with the headline 'Time Inc. was mentioned in the news'. It includes two news snippets: one from 'it.com' about 'NME sold for first time in its 70-year history' and another from 'time.com' about 'For the Trans Community, Snapchat's 'Gender-Swapping' Filter Is Complicated'. The second update is from 'Apache Corporation' with the headline 'Apache Corporation was mentioned in the news'. It includes two news snippets: one from 'apnews.com' about 'MSCI Equity Indexes May 2019 Index Review' and another from 'sbwire.com' about 'Natural Gas Refueling Infrastructure Market Analysis Covering Size, Share, Growth...'. On the right side, there's a 'YOUR SOCIAL SELLING INDEX' section showing a score of 75 out of 100, which is 'Down 1% in the past week'. Below that, there are 'RECENTLY VIEWED' and 'RECENTLY SEARCHED' sections. The 'RECENTLY VIEWED' section lists profiles for Mouhoub Bouhoum, Austin Wilcox, Jayson Brown, Sam Roden, and Lorena Acosta. The 'RECENTLY SEARCHED' section lists search criteria such as 'Keywords: "creative agency" OR "creative agencies" +Company S...' and 'Keywords: "freelance writer" +Relationship: 1st Connections, 2...'. It also shows search results for 'Company Size: 5001-10,000, 11-50, 51-200, 201-500, 501-1000, 1001-5...' and 'Keywords: "writer, content developer, blogger" +Company Si...'.

To Find Sales Navigator at LinkedIn

Two different ways to find **Sales Navigator** at LinkedIn:

1. Click the **checkerboard** icon.
2. Click **Find Leads**.
3. Click **Sales Solutions**.

Sales Navigator is for salespeople and business development, but everyone can use it.



LinkedIn Sales Navigator: Advanced Filters

Sales Navigator lets you search all first, second, and third-degree contacts in one billion profiles.

Search by:

- Location
- Industry
- Company size
- Job function
- Seniority

And more...

The screenshot displays the LinkedIn Sales Navigator advanced filters interface, organized into a grid of six sections. Each section has a search input field and a list of filter options, each with a blue checkmark icon indicating it is selected.

Sales preferences		
Geographies Enter a city, state or country.	Industry Start typing an industry...	Company size Add a company size...
Canada ✓	Consumer Electronics ✓	11-50 ✓
United Kingdom ✓	Electrical/Electronic Manufacturing ✓	51-200 ✓
United States ✓		201-500 ✓
		501-1000 ✓
		1001-5000 ✓
Function Start typing a function...	Seniority level Start typing a seniority level...	
Business Development ✓	VP ✓	
Entrepreneurship ✓	Director ✓	

Use Sales Navigator to Search All LinkedIn Members

Click the tabs at the top to filter:

- Changed job in the last 30 days.
- Mentioned in the news in the last 30 days.
- Posted on LinkedIn in the last 30 days.
- Share experiences.
- And more.

Tip: Look for people who are active in their careers.

The screenshot shows the LinkedIn Sales Navigator search interface. On the left, a sidebar contains filter categories: Keywords, Relationship, Company, Industry, Company headcount, Past company, Seniority level, Function, Title, and Tags. The 'Keywords' filter is active, with 'IoT Startup' entered in the search box. A dropdown menu shows suggestions: 'iot iot', 'startup startup', 'blockchain startup', 'Did you mean?', 'people specialized in startup', and 'people specialized in iot'. At the bottom of the sidebar is a 'View all filters' link.

The main search results area displays a summary of 200 total results, broken down by filter criteria: 15 changed jobs in the past 90 days, 9 mentioned in the news in the past 30 days, 89 posted on LinkedIn in the past 30 days, and 1 share experience. Below the summary, a list of search results is shown, each with a profile picture, name, title, and location. The results include:

- Ryan Ozawa** (2nd): Director of Communications at Hawaii Information Service, 12 years 7 months in role and company, Hawaiian Islands, 6 shared connections.
- Jeff Jarvis** (2nd): Professor, Director Tow-Knight Center for Entrepreneurial Journalism at Craig Newmark Graduate School of Journalism at CUNY, 12 years 11 months in role and company, Greater New York City Area, 10 shared connections.
- Piers Fawkes** (2nd, In): Founder, President, Editor-In-Chief at PSFK, 15 years 2 months in role and company, Greater New York City Area, 9 shared connections.
- Obi Felten** (2nd, In): Head of getting moonshots ready for contact with the real world at X, the moonshot factory.

Each result includes a 'Save' button, a menu icon (three dots), and an 'Add tag' button. At the top of the results list, there are options to 'Select all', 'Save to list', and 'Tag'.

Use Sales Navigator to Manage Your Connections

- See a detailed summary for each connection.
- Add as a connection.
- Write to the person via **InMail**, which is email within LinkedIn.
- When the person posts to LinkedIn, you're notified so you can comment on the postings.

This helps you to develop your connections.

Note: Based on your preferences and behavior, **LinkedIn Sales Navigator** will recommend additional relevant people.

The screenshot shows the LinkedIn Sales Navigator interface for a profile named Ryan Ozawa. The top navigation bar includes 'SALES NAVIGATOR', 'HOME', 'LISTS', 'DISCOVER', and 'ADMIN'. A search bar is present with the text 'Search by keywords or boolean'. The profile header shows 'Ryan Ozawa' with a '2nd' degree connection indicator, a profile picture, and buttons for 'Save' and 'Message'. Below the header, the profile summary states 'Communications & Community Building' and 'Focused on new media, online communities, social networks, Background in publishing, editing, copywriting, with experience in web design, graphic design, marketing and publicity.' It also shows location 'Mililani, Hawaii', '500+ connections', and '6 shared connections'. The 'Current' section lists 'Director of Communications at Hawaii Information Service' (12 yrs 7 mos) and 'Co-Founder at Smart Yields' (3 yrs 11 mos). The 'Previous' section lists 'Technology Commentator at Hawaii News Now' (4 yrs 11 mos) and 'Technology Cohost at Hawaii Public Radio' (10 yrs). The 'Education' section shows a degree from 1992 to 2001. On the right, there are buttons for 'Add manager', 'Ryan's contact info' (including a website and Twitter handle), 'Show all (3)', 'Activity', and 'Add note'. The 'Highlights' section includes 'What you share in common' (6 shared connections), 'Your best path in' (introduction path through Robert Scoble), and 'Ryan's recent activity on LinkedIn' (shared article 'TMT Means Progress For Hawaii's Future'). The 'Experience' section details the role of 'Director of Communications' at 'Hawaii Information Service' from Jan 2007 to Present. The 'Recommended leads at:' section suggests 'Hawaii Information Service' and 'Faith Geronimo'.

What about the Paid Accounts at LinkedIn?

Note: Fees may be different in other countries.

Tip: Try the free versions for 30 days and cancel. No penalty.

Name	Description	Fee (Monthly, in the US)
LinkedIn Basic	Basic profile	Free
LinkedIn Learnings	LinkedIn courses	Starts at \$19.99 per month
LinkedIn Premium Career	To get a job or promote yourself.	\$39.99 per month (30-day free trial)
LinkedIn Premium Business	To find staff or promote your business. With AI.	\$69.99 per month (30-day free trial)
LinkedIn Sales Navigator Core	Find leads for business development.	\$79.99 per month (30-day free trial)
LinkedIn Sales Navigator Advanced	Access to LinkedIn's sales toolkit.	\$149.99 per month
LinkedIn Sales Navigator Advanced Plus	For enterprise sales teams with CRM integration.	Negotiable
LinkedIn Recruiter Lite	Recruiter tool for individuals and small teams.	\$140 per month
LinkedIn Recruiter	For professional recruiting.	\$835 per month

LinkedIn Premium Business

LinkedIn Premium Career is free for the first 30 days.

After that, it's \$80 per month.

Tip: Try it for 30 days and see if it works for you.

- **Advanced search** for people, jobs, posts, schools, companies, products, services, groups, events, courses).
- Insights into 350,000+ companies.
- **See jobs where you're a top candidate.**
- **See how you compare to other applicants.**
- Apply to five of these jobs.
- **Add "Top Choice" so the company knows it is your top choice.**
- See who's viewed your profile.
- **Semi-private or private mode** to stay secret while browsing at other profiles.
- **Use InMail to contact anyone.**
- **LinkedIn AI helps you to write messages and improve your profile.**
- Allow people outside your network to contact you.
- LinkedIn suggests keywords and skills for your resume.
- Add skills with LinkedIn Learning.
- Add a custom button to your profile.

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Your Activity in LinkedIn



LinkedIn Looks at Your Activity

Your LinkedIn score also includes your activity on LinkedIn.

- People want to connect with others who are also active.
- There's no point in connecting to a profile that hasn't been opened in several years.

In this section, we'll see how LinkedIn tracks your activity.



Show Activity by Posting to LinkedIn

Your postings get a score:

- Postings with high scores are shown to more people.
- The more comments your post gets, the higher your score.
- Comments by people with high scores will improve your score.
- Add comments to postings by others.

Note: You can't just upload your profile, hide under your bed, and wait for the phone to ring. 😊



When You're Active



When you're active, views of your profile go up.

- When you're inactive, profile views drop.
- Bob was not very active from April to May.
- On May 14th, he took my class. He became active on LinkedIn. Profile views went up.
- On August 1st, he went on vacation. He was no longer active. His profile views dropped.

Tip: Add the LinkedIn App to your Phone

- Put the LinkedIn app on your phone's first screen.
- You'll see notifications when there are posts.
- Your score improves when you check every day.

The LinkedIn app is free at the Apple and Android app stores.



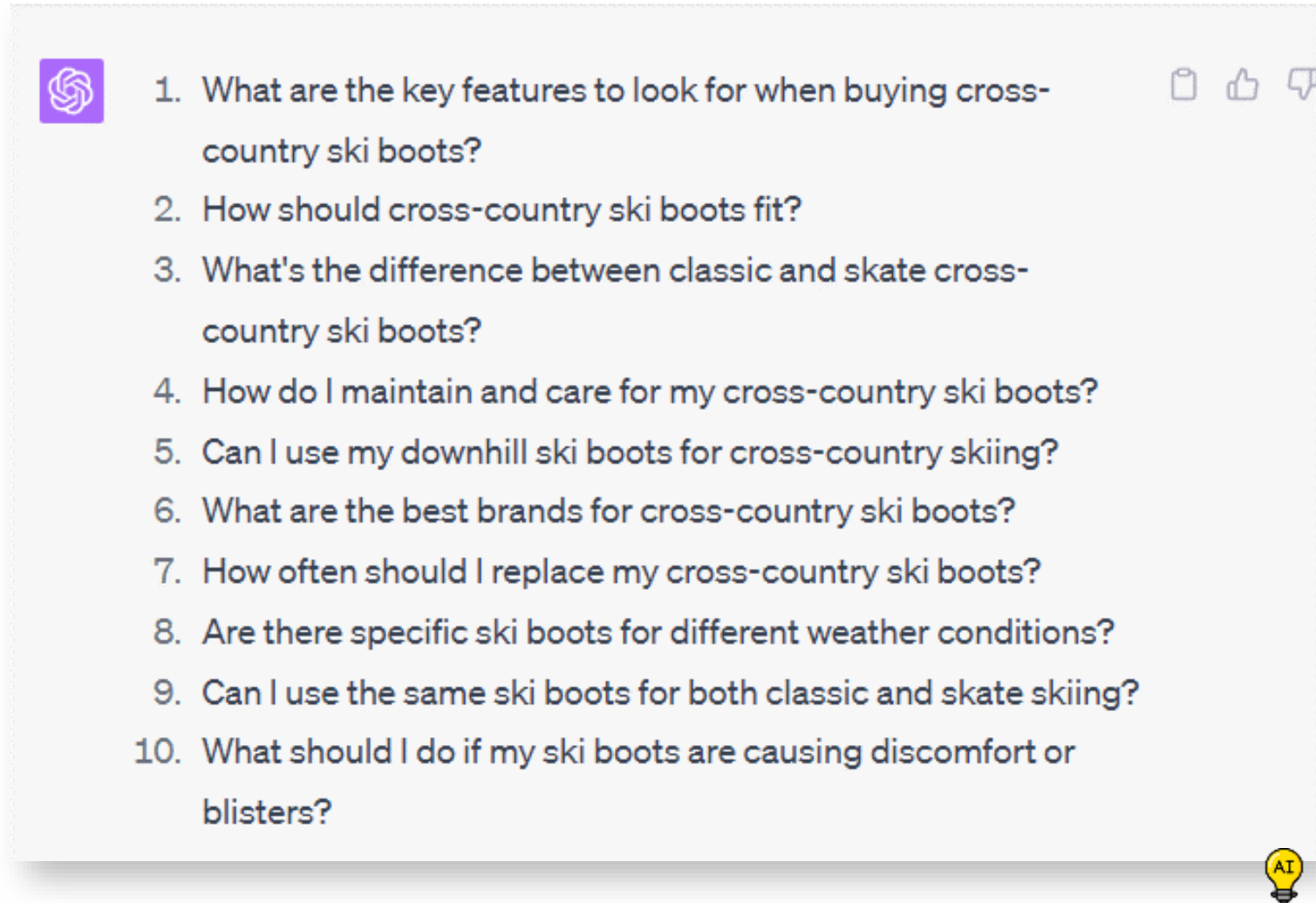
Use AI to Write Posts that Get Engagement

Start by asking AI for ideas:

The Prompt: My audience is cross-country skiers. Write ten frequently asked questions about ski boots.

The AI will list ten questions about cross-country ski boots.

Pick the best replies. Ask the AI to write 250-word article.



The screenshot shows a chat window with a purple OpenAI logo icon on the left. On the right side of the chat window, there are three icons: a document, a thumbs up, and a thumbs down. The main content is a numbered list of 10 questions. At the bottom right corner of the chat window, there is a small yellow lightbulb icon with the letters 'AI' inside it.

1. What are the key features to look for when buying cross-country ski boots?
2. How should cross-country ski boots fit?
3. What's the difference between classic and skate cross-country ski boots?
4. How do I maintain and care for my cross-country ski boots?
5. Can I use my downhill ski boots for cross-country skiing?
6. What are the best brands for cross-country ski boots?
7. How often should I replace my cross-country ski boots?
8. Are there specific ski boots for different weather conditions?
9. Can I use the same ski boots for both classic and skate skiing?
10. What should I do if my ski boots are causing discomfort or blisters?

Ask the AI to Write the Article

The Prompt: My audience is cross-country skiers. Write a 125-word **post for LinkedIn** on whether to upgrade my ski cross-country ski boots. The post should **provoke high engagement: comments, reactions, or shares.** It should be controversial, thought-provoking, challenge common beliefs, and slightly polarizing. The post should ask people to share their stories.

Tip: **Review carefully.** Look for errors. Rewrite where needed.

Note: Keep it short. Not more than 150.

Hot Take: Your Cross-Country Ski Boots Are Holding You Back! Prove Me Wrong.

We all have that *one piece* of gear we refuse to upgrade—but what if it's your boots?

- ◆ **Stiff boots ≠ better performance** (Fight me on this.)
- ◆ **Expensive models?** Sometimes just fancy marketing.
- ◆ **That 'broken-in' feeling?** Maybe just... *broken*.

I've seen skiers drop minutes off their time just by switching boots. Or maybe I'm totally wrong?

So, debate time:

✓ **Do you swear by your current boots?** Tell us why!

✗ **Have you upgraded and seen a game-changing difference?** Spill the details.

🤔 **Or... do you think boots don't matter nearly as much as skis/bindings?**

(No judgment—just passionate ski nerds here. Let's argue respectfully!) ↓

Post Your Articles at LinkedIn

LinkedIn Articles also has a blogging platform:

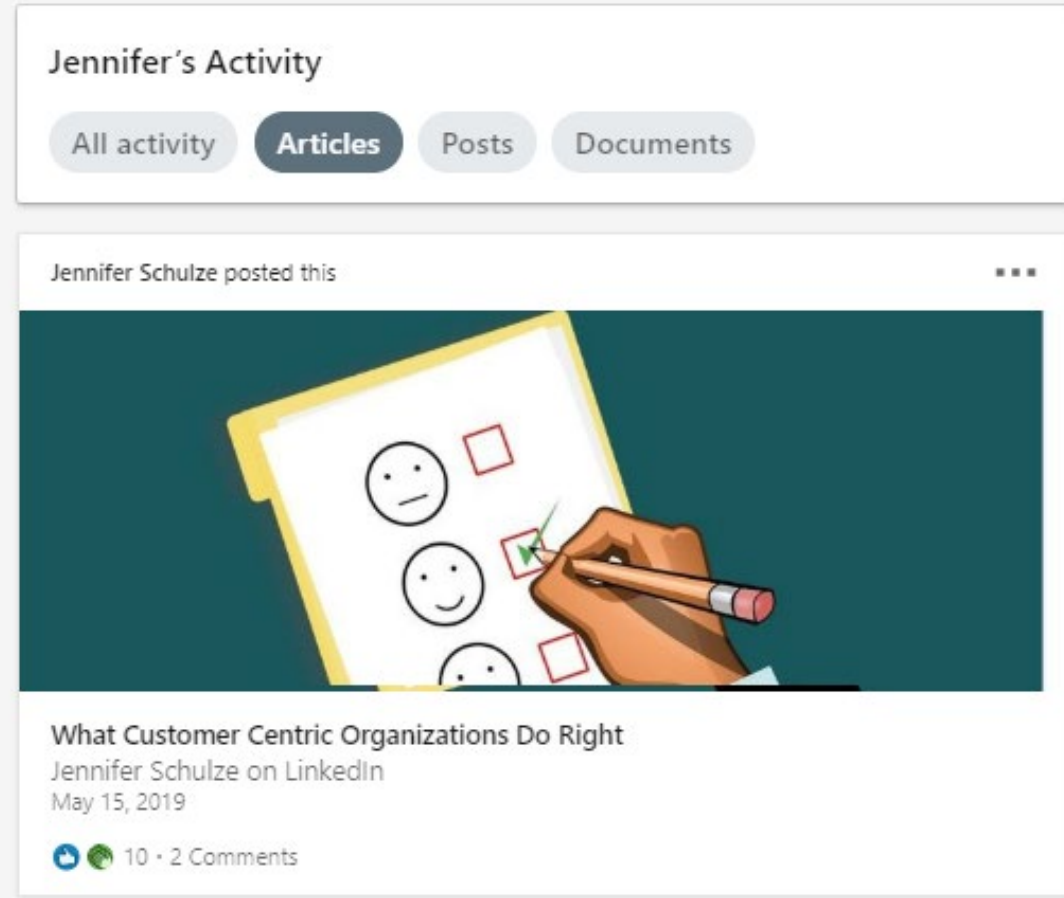
- If you have enough points, LinkedIn gives you access to **LinkedIn Articles**.
- LinkedIn Articles allows long postings (up to ten pages).
- Write articles to show your knowledge and skills.

SEO Tip: LinkedIn articles are indexed by Google because they are vetted by LinkedIn.

Tip: Carefully review anything by AI before you post.



LinkedIn profile card for Jennifer Schulze, VP Product Marketing. The card includes a circular profile picture, the name 'Jennifer Schulze', the title 'VP Product Marketing', the number of followers '2,296', and a '+ Follow' button.



Screenshot of a LinkedIn article post. The post is titled 'Jennifer's Activity' and is filtered to show 'Articles'. The article is titled 'What Customer Centric Organizations Do Right' by Jennifer Schulze on LinkedIn, dated May 15, 2019. The article features an illustration of a hand writing on a notepad with smiley faces and checkboxes. The post has 10 likes and 2 comments.

How Does LinkedIn Measure Engagement?

LinkedIn measures the **engagement** of a post. The general formula for engagement:

Your Profile Score

- x Quality of Your Followers
- x Quality of Your Post
- x Amount of Dwell
- X Return visits
- X Replay of video
- x Amount of Engagement
- x Day of Week
- x Time of Day
- x Acceleration

= **Distribution of Your Post**

When your post gets engagement :

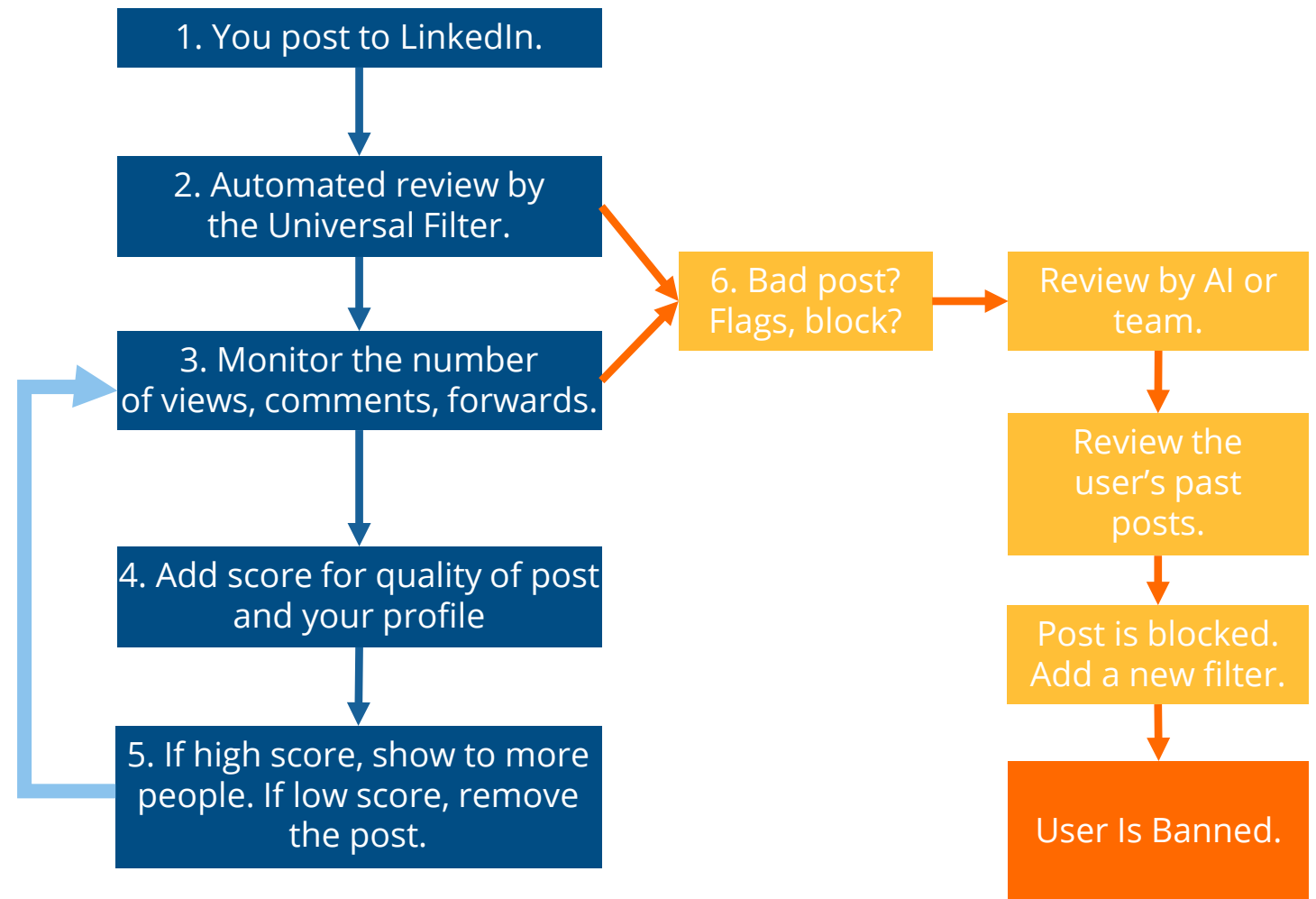
- Your post is shown to relevant people.
- Your post is shown to additional relevant people not in your network.
- It's possible to get hundreds of thousands of views for free.

The image shows a LinkedIn post from a user named Monte Clark. The post text reads: "Trying to do business on LinkedIn? How's your TEA?". Below the text is a video thumbnail featuring a man holding a glass of tea. The video title is "This is the story of TEA ...and why you need it." and the URL "monteclark.com" is visible. The engagement section shows 125 likes and 93 comments, with a red arrow pointing to this section. Below that, it shows 13,029 views of the post in the feed, also with a red arrow pointing to this section.

How Postings Are Scored at LinkedIn

1. You post to LinkedIn.
2. The Universal Filter looks for spam keywords (get rich quick, etc.).
3. Members engage with your posting (views, likes, forwards, comments, etc.). They may also flag postings as spam.
4. LinkedIn gives your posting a score.
5. If you get a good score, your posting will be shown to your followers. More engagement gets more points, which gets more distribution. When no more decoration, your post disappears.
6. If a posting is spammy, it's reviewed by filters, LinkedIn's 5,000 reviewers, or LinkedIn's AI. The posting may be blocked. The user may be blocked.

Insight: Good postings are boosted. Poor postings are blocked.



Example of Engagement Scoring at Twitter

How Twitter scored tweets:

- High scores for positive engagement.
- Penalty score for bad tweets.

LinkedIn uses a similar scoring system.



Type of engagement	Weight
Probability the user will Like the tweet	0.5
Probability the user will retweet the tweet	1.0
Probability the user replies to the tweet	13.5
Probability the user opens the tweet author profile and Likes or replies to a tweet	12.0
Probability (for a video tweet) that the user will watch at least half of the video	0.005
Probability the user replies to the tweet and this reply is engaged by the tweet author	75.0
Probability the user will click into the conversation of this tweet and reply or Like a tweet	11.0
Probability the user will click into the conversation and stay there for at least 2 minutes	10.0
Probability the user will react negatively (requesting “show less often” on the tweet or author, block or mute the tweet author)	-74.0
Probability the user will click report tweet	-369.0

When to Post: The Day and the Hour

Find the day and hour your visitors are on the web. Post at that time to get the most views and engagement.

- Ask your web master for access to **Google Analytics 4.0 (GA4)** and use the search box to ask:
 - "What's the top day of the week by users in the last six months?"
 - "What's the top hour by users in the last six months?"

Note: If you don't have a website... In general, professional users are most active on Monday and Tuesday between 10 am and noon.

📈 Insights ✕

You asked: What's the Top Day of week by users in the last six months? ⋮

Top Day of week by Users

Jan 1 – Jun 30, 2024

DAY OF WEEK	USERS
Tuesday	62K
Wednesday	56K
Monday	54K
Thursday	53K
Friday	49K
Sunday	36K
Saturday	36K

📈 Insights ✕

You asked: What's the top hour by users in the last six months? ⋮

Top Hour by Users

Jan 1 – Jun 30, 2024

HOUR	USERS
10	27K
11	25K
13	24K
12	23K
14	23K
15	22K
9	22K
16	21K
17	21K
18	20K

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Looking for Work



LinkedIn from the Applicant's Point of View

Don't just work at any company that will hire you. Use LinkedIn to research companies.

- Take a long weekend and ask yourself, *what would you really want to do so much that you'd do it for free.*
- Use **LinkedIn Sales Navigator** to find people who are doing that. Connect with them and ask about their companies and jobs.
- Find out if the company matches your work style. Look at a company's management style (top-down, bureaucratic, autonomous, etc.), work style (overtime, 9-5, flexible, WFH), social values, and more.
- Review the company's LinkedIn page to learn about their culture and work environment.
- Look at posts by current and former employees. Ask them about their experience.
- Look at company reviews in Glassdoor.com, Indeed.com, Vault.com, FairyGodBoss.com, and more.



Looking for Jobs in LinkedIn

There are several tools to find jobs in LinkedIn.

- Click on **Jobs** at the top of LinkedIn. Click **Preferences** and set your options.
- Search for a job title and set **Job Alerts** to be notified of new openings.
- When you see an opening, use **Qualifications, How You Match**, or **Skills Match Insights** to see how you match the job requirements by education, skills, experience, job title, and more.
- Some jobs have a **1-Click Apply** or **Easy Apply** button. This lets you apply with a click.
- See jobs by categories. Click the **Jobs** tab, scroll down to the **Discover Jobs the Smart Way**. Click the right arrow to the end of the set and select **Show All**. At the top of LinkedIn, 39 categories show up. Click one to see jobs. Click **Set Alert** to be notified.
- Use **Open to Work** so LinkedIn and recruiters know you're actively looking.

Tip: If you pay for **Premium**, you can see your rank against other applicants.

Tip: Set alerts to notify you both by email and **notification on your cell phone**. You won't miss opportunities.



Find Additional Jobs with Career Explorer

Career Explorer finds jobs that match your skills and experience against 36,000 skills in 6,000 job titles.

1. linkedin.github.io/career-explorer/
2. Set your city and title.
3. **Skills for...** shows additional fields.
4. **Mouse over the green pyramid** to see your best matches. Click the top one.
5. **Skills to Build** shows videos and courses to build those skills.
6. Use **Find Jobs** to see a list of openings.
7. Use **Find Connections** to find connections!

Note: Career Explorer **is yet another secret at LinkedIn.**

Skills for Insurance Specialist

Insurance
Property & Casualty Insurance
Life Insurance
Commercial Insurance
Health Insurance
General Insurance
Underwriting
Term Life Insurance
Casualty Insurance
Disability Insurance
Umbrella Insurance
Liability
Sales
Medical Billing
Healthcare
Workers Compensation

7 job matches in **United States** for **Insurance Specialist**.

Insurance Advisor

Match: 93%

Skills Overlap

Insurance Specialist

Insurance Advisor



More Similar Skill Value

+5 unique skills to each

Skills To Build

[Fixed Annuities](#)

[Whole Life Insurance](#)

[Retirement Planning](#)

[Working with Brokers](#)

[Professional Liability](#)

Popularity



Transitioning to **Insurance Advisor** from **Insurance Specialist** may be an untapped opportunity

Find Jobs on LinkedIn

Find Connections on LinkedIn

Soft Skills for Your Profile (Slide 1 of 2)

Recruiters and managers also look for soft skills. Add these soft-skill words to your **About** summary, **Experience** section, and so on wherever it's relevant.

Leadership and Management

- Leadership, strategic planning, project management, change management, stakeholder management, delegation, decision-making, risk management, goal-setting, coaching, mentoring, advising...

Organizational Skills

- Time management, organizational skills, attention to detail, multitasking, prioritization, meets deadlines...

Collaboration and Team Skills

- Team cohesion, cross-functional collaboration, networking, consensus building, advocacy for team members or projects, work-life balance...

Interpersonal Skills

- Communication, teamwork, networking, collaboration, interpersonal skills, emotional intelligence, empathy, conflict resolution, de-escalation, negotiation, client relationship building...

Problem-Solving and Innovation

- Problem-solving, critical thinking, analytical skills, strategy, innovative thinking, clever solutions, creativity, entrepreneurial, research...

Soft Skills for Your Profile (Slide 2)

Expertise and Knowledge

- Subject matter expert (SME), domain expertise, business acumen, financial literacy, digital literacy, office technical support, and the “office Wikipedia”...

Personal Qualities

- Adaptability, flexibility, resilience, initiative, self-motivation, reliability, punctuality, integrity, perseverance, accountability, efficiency, resourcefulness...

Teaching and Knowledge Sharing

- Teaching, mentoring, office hours, advisor, presentations, public speaking, storytelling, facilitation skills...

Continuous Improvement

- Continuous learning, growth mindset, continuous improvement mindset, feedback reception and implementation...

Communication Skills

- Written communication, active listening, constructive criticism...

Social responsibility

- Sustainability, ethical impact, workplace equity, global citizenship, health, well-being, inclusion...

Salary Negotiation Consultants

- Help you to understand your value and set realistic expectations.
- They know **current salary trends in your field** so you can get better salary and compensation, including **bonuses, equity (stock), and benefits**.
- They teach you negotiation strategies and tactics.
- They boost your confidence by preparing you with negotiation practice for various scenarios, questions, and responses.
- A higher salary will improve your salary in future jobs.

Tip: Search in LinkedIn for salary negotiation consultants. Look for consultants with **ten years or more in your field**. They are often retired with **director-level experience in hiring**.



Use Salary Comparison Data to See What You Can Get

See what you can get in salary, signing bonus, quarterly bonus, stock, and perks.

Find salary data at:

- [Glassdoor.com](https://www.glassdoor.com)
- [SalaryExpert.com](https://www.salaryexpert.com)
- [Salary.com](https://www.salary.com)
- [Indeed.com](https://www.indeed.com)
- [Levels.FYI](https://www.levels.fyi)
- [Payscale.com](https://www.payscale.com)
- [US Bureau of Labor Statistics \(BLS\)](https://www.bls.gov)

Caution: Salary guides show mid-range numbers. Work with a salary negotiation consultant to get better numbers.



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Star-Shaped Pegs



Star-Shaped Pegs in Round Holes?

LinkedIn is mostly for people with traditional education in long-term career paths.

What about people who don't fit?

- People who start new companies.
- Independent contractors.
- Freelance writers.
- Creatives.
- Artists.
- Blue-collar jobs.
- Stay-at-home workers.

Let's look at ways for non-careerists to use LinkedIn.



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LPO for Shifting Careers



What to Show in LinkedIn when Shifting Careers

You want to switch to a new career, pivot in your career, or reinvent yourself.

How can you get LinkedIn to focus on your new career, not the past fifteen years in the past career, such as switching from law office staff to environmental compliance?

Edit your profile to highlight your transferable skills. Show how what you did in the past will be useful for your future.

- Update your **Headline** to show your new goal and your past. For example, "Aspiring Environmental Compliance Officer | Legal Researcher Background".
- In your **Summary**, clearly state your intention to transition from legal research into environmental compliance. Describe your background. Highlight relevant transferable skills to your future job.
- In **Experience**, add a new job item at the top entitled **Project Management Experience** or **Relevant Experience** which summarizes your projects, certifications, or volunteer work related to your new career.
- Rewrite your job descriptions to emphasize skills and accomplishments relevant to your new career.
- Ask your connections to endorse you for your new skills. Ask them to include relevant soft skills.
- Get recommendations from people who describe your ability towards your new career.
- Use **Open to Work** so LinkedIn and recruiters know you're actively looking.
- Use likes, comments, and share content that show your interest and knowledge in your new field
- Join discussion groups or networking events, take online courses, or get certification in your new field.

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LPO for Contractors



LinkedIn for Contractors

You can post your skills and services in LinkedIn to be hired for short-term projects. You can **make money while waiting for a job**, as a **side income**, or as a **full-time provider of services**.

- Open **LinkedIn**, select **For Business**, scroll down and select **Services Marketplace**, scroll down and at **Are You a Provider?**, click **Get Started**.
- To add your services, click **Edit Page** and then **Add Services**. You can find just about everything for law, accounting, tech, real estate, insurance, and more.
- You can offer up to nine services.
- Write an **About** to describe what you do, your qualifications, and your experience. You can also set your location (or work remotely) and your fees.
- At **Media**, you can add documents, photos, web sites, and presentations. The more you add, the better.
- Use **Profiler** to see what others offer.



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LPO for Career Breaks



How to Show Career Breaks in LinkedIn

There are many justified reasons for a career gap:

- New baby.
- Caregiving
- Bereavement.
- Gap year.
- Layoff.
- Health and well-being.
- Personal goal pursuit.
- Career transition.
- Professional development.
- Travel.
- Volunteer work.
- Relocation.
- Return from retirement.

- Use LinkedIn's **Career Break**. At the top right, click your photo (**Me**) and select **View Profile** (in blue). Scroll down. At the top of your screen, a dropdown menu appears. Click **Add Profile Section** and select **Add Career Break**.
- For **Type**, select why there is a gap from the list on the left (career transition, caregiving, full-time parenting, etc.)
- Add the start and end dates of your gap.
- At **Description**, write what you did during your break and how it applies to your work.
- Edit your **Headline** to show that you're looking to start again.
- Edit your **About** summary to explain your break in a positive way.
- In **Experience**, create a new job where you describe what you did as a job. New moms can post "New Baby (Sept. 2020-August 2022)" as a job title and describe responsibilities, organizational tasks, and achievements 😊
- In **Skills**, add new hard and soft skills.
- Get **Endorsements** from colleagues, managers, or clients who know what you were doing during your break.
- Get **Recommendations** from people who can vouch for your interest in working.
- Use **Open to Work** so LinkedIn and recruiters know you're actively looking.
- Post about industry trends or share articles to show you've active.
- Connect with others who've taken similar breaks and ask about their experiences.

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LPO for Students



Students and LinkedIn

Students need to **connections and recommendations.**

- Get a professional **headshot**. Write a **Headline** and **Summary** that shows your skills, courses, projects, internships, and extracurricular activities. Describe your long-term goals.
- Use **Open to Work** so recruiters know you're active.
- Ask for connections with alumni and professionals in your field who are five-to-ten years ahead of you. Ask for informational interviews or mentorship.
- Join relevant student organizations, community service, volunteer work or professional associations. Be active in these groups to build connections and show initiative.
- Get endorsements and recommendations from your professors, managers, uncles, aunts, and family friends.
- Take **LinkedIn Learning** courses to build skills.



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What Do Others See?



What Others See on Your LinkedIn Page

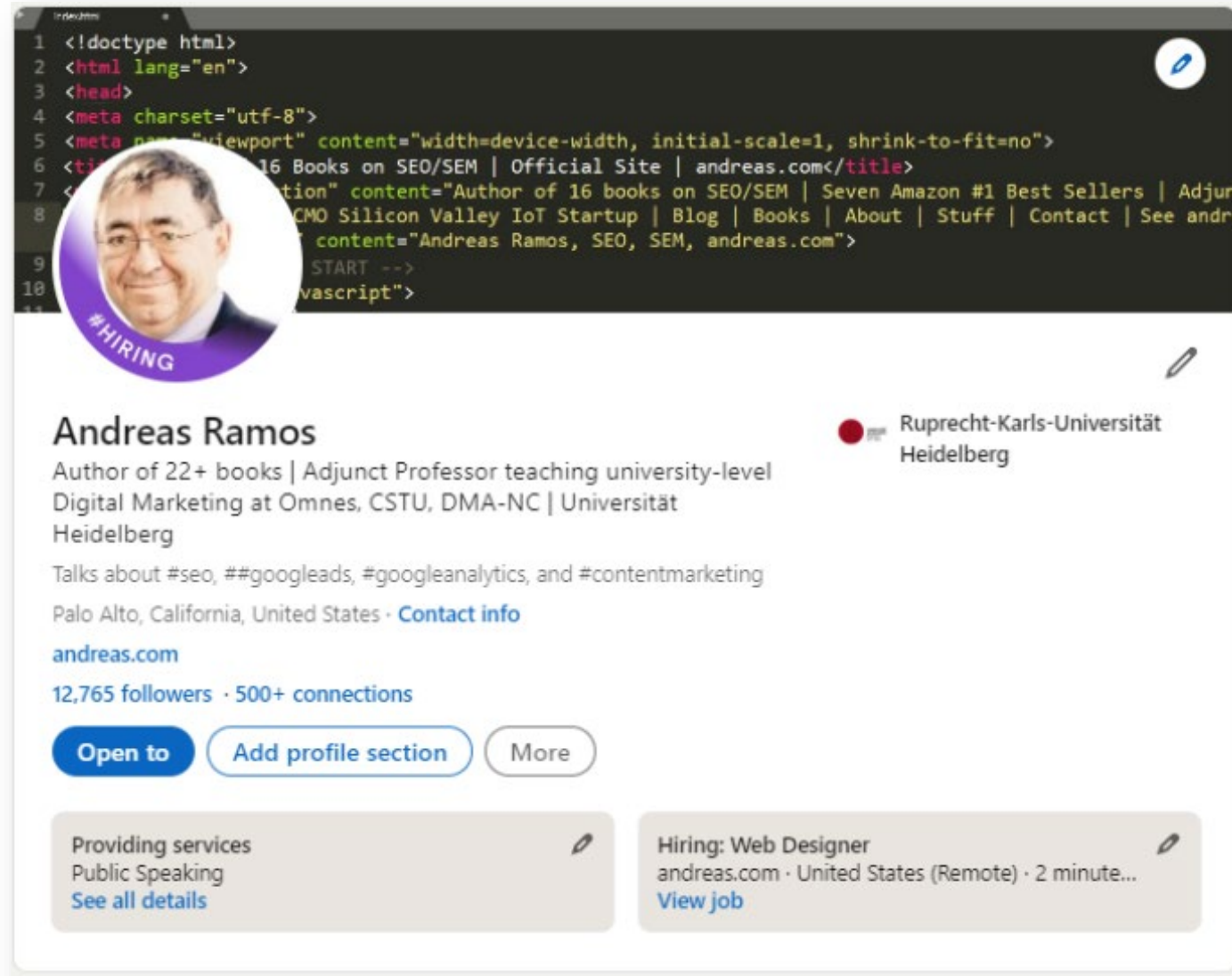
I clicked **Open To** and added that I'm hiring.

LinkedIn added a **#Hiring badge** to my profile photo.

Others see that I'm hiring.

Tip: Be sure others can see you. Check your settings to make your profile visible. Go to **Me | Settings & Privacy | Visibility** and check all settings.

Tip: Look at your profile in someone else's LinkedIn account.



The screenshot shows a LinkedIn profile for Andreas Ramos. At the top, there is a code editor window displaying HTML code. Below it is the profile picture, which has a purple circular badge with the text "#HIRING". The profile name is "Andreas Ramos" and his current affiliation is "Ruprecht-Karls-Universität Heidelberg". His bio includes "Author of 22+ books | Adjunct Professor teaching university-level Digital Marketing at Omnes, CSTU, DMA-NC | Universität Heidelberg". He is located in "Palo Alto, California, United States" and has "12,765 followers · 500+ connections". There are three buttons: "Open to", "Add profile section", and "More". Below these are two sections: "Providing services" (Public Speaking) and "Hiring: Web Designer" (andreas.com · United States (Remote) · 2 minute...).

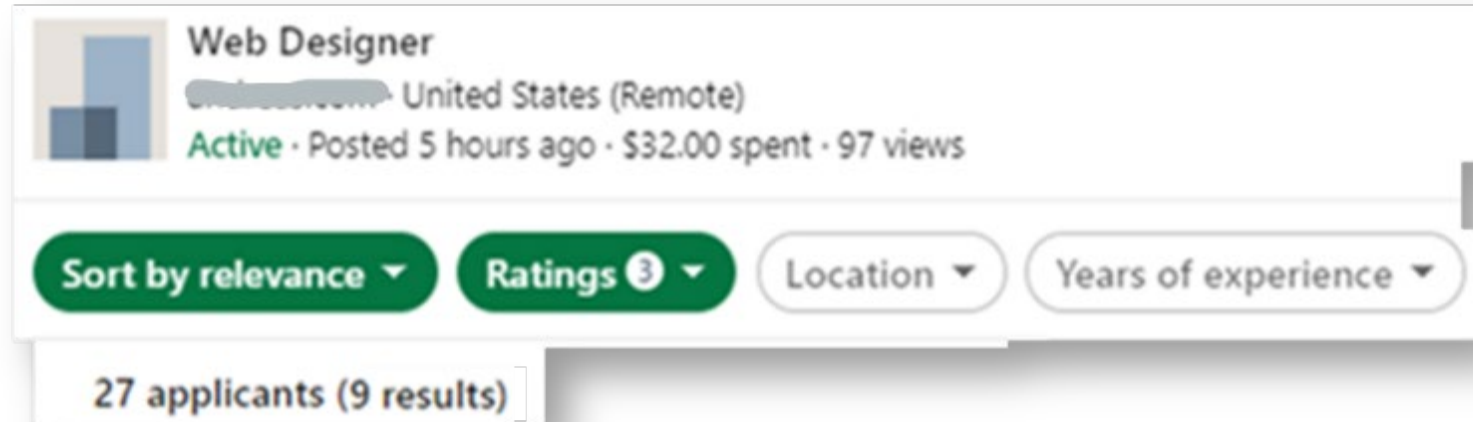
LinkedIn Shows the Best Candidates and Hides the Rest

For my job ad:

- 27 people applied.
 - 9 candidates are shown.
 - 18 filtered out.
- 66% don't show up.

LinkedIn uses the SSI score and their ATS AI to show the best candidates.

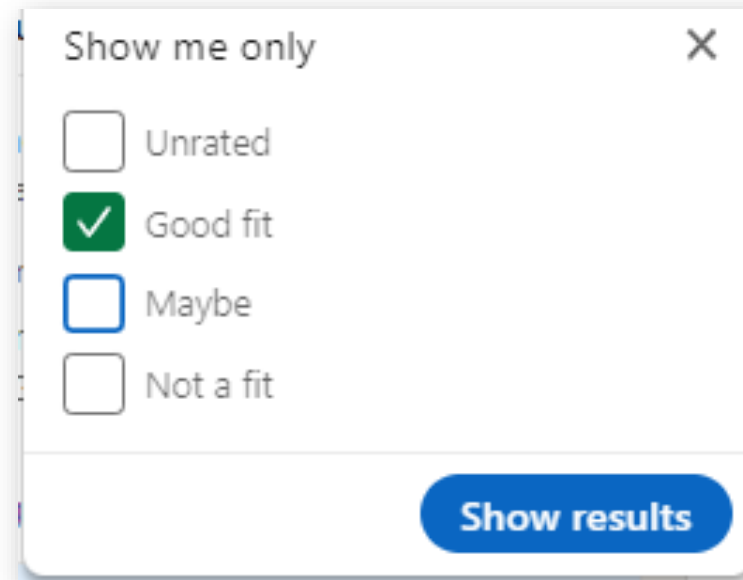
Note: LinkedIn writes: "By default, we filter out applicants who are "Not a Fit."



Web Designer
United States (Remote)
Active · Posted 5 hours ago · \$32.00 spent · 97 views

Sort by relevance ▾ Ratings 3 ▾ Location ▾ Years of experience ▾

27 applicants (9 results)



Show me only ✕

Unrated

Good fit

Maybe

Not a fit

Show results

Hide Your Job Search from Your Company

Be careful. If you're at a company and you search for jobs, your company may notice.

Manage Activity

- Don't post *seeking a position, looking for opportunities*, or similar.
- Don't post updates about your job search.

Delete Connections

- Change your **Profile Viewing** to **Private** mode so people can't see that you viewed their profile.
- Find connections at your current company. Go to their profile and remove yourself.

Adjust Settings

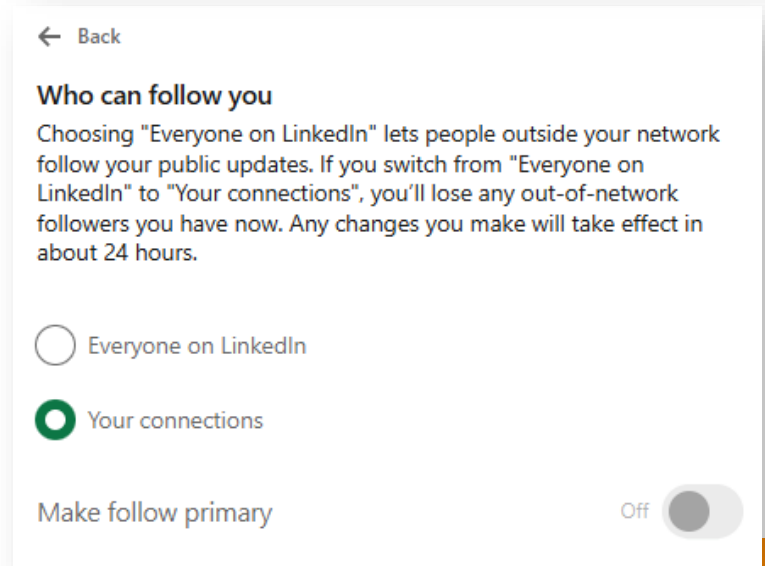
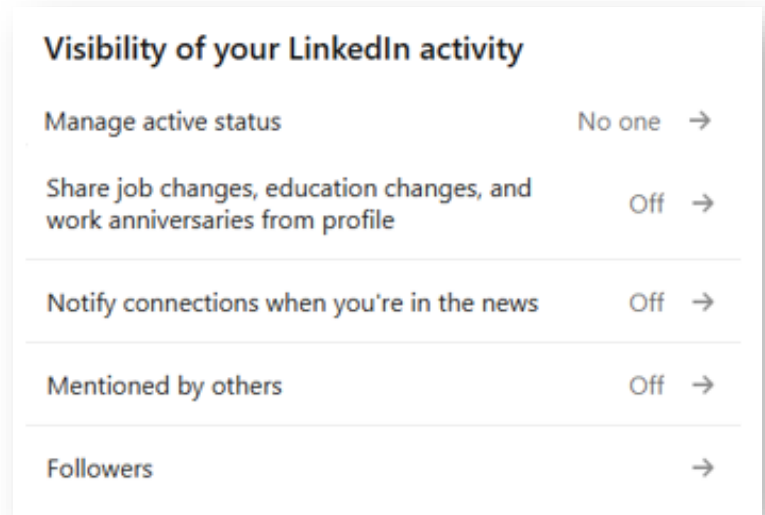
- Turn off update notifications. Go to your **profile settings** and select **Notify Your Network | No**.

At Visibility | Settings & Privacy:

- Turn off the option to show your connections.
- Set **Who Can See Members You Follow** to **Only Visible to Me**.
- Select **Private Mode** for viewing profiles. Set your activity feed to **Only You** or limit it to connections.
- Set your activity feed to **Only You** or your connections.

- Go to **Jobs | Application Settings | Share your resume data with all recruiters**. Turn this on to share your resume with recruiters.
- If you use **#OpenToWork**, set it to **Recruiters Only**. Your company's recruiters won't see it.
- If you use **LinkedIn Premium Career**, it may signal that you are looking for a job.

Note: Turn these on again when you have a new job.



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Check Your LPO Score Again



Two Weeks Later, Check Your LinkedIn SSI Score Again

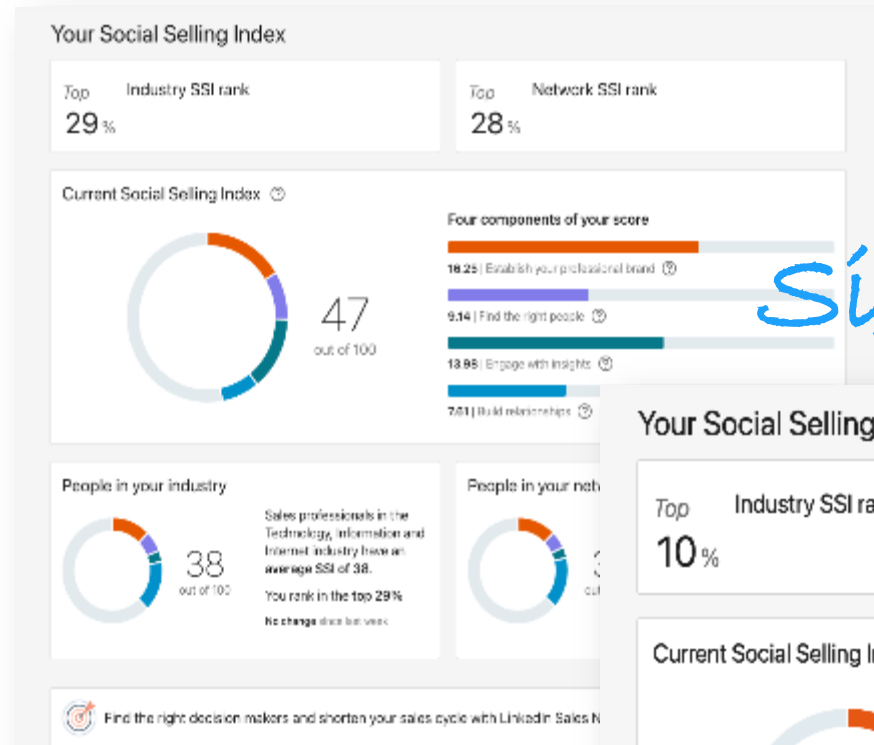
Find your LinkedIn **Social Selling Index (SSI)** score.

1. Find your old SSI score.
2. Go [linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)

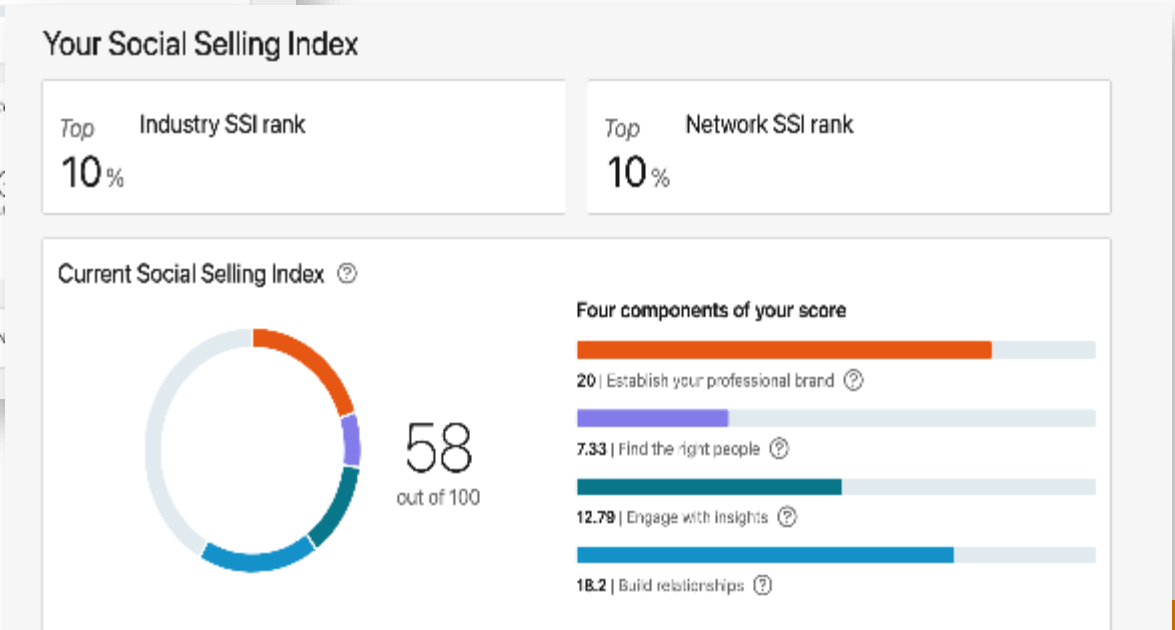
The number that matters

- **Industry SSI Rank** shows your rank in your industry (banking, insurance, etc.). They are competing for the same job as you.
- Jenny was at 29% Industry Score (71% were below her).
- She improved her LinkedIn profile and went up to 10% (so 90% are below her).
- The smaller (5-10%), the better.

Old Score



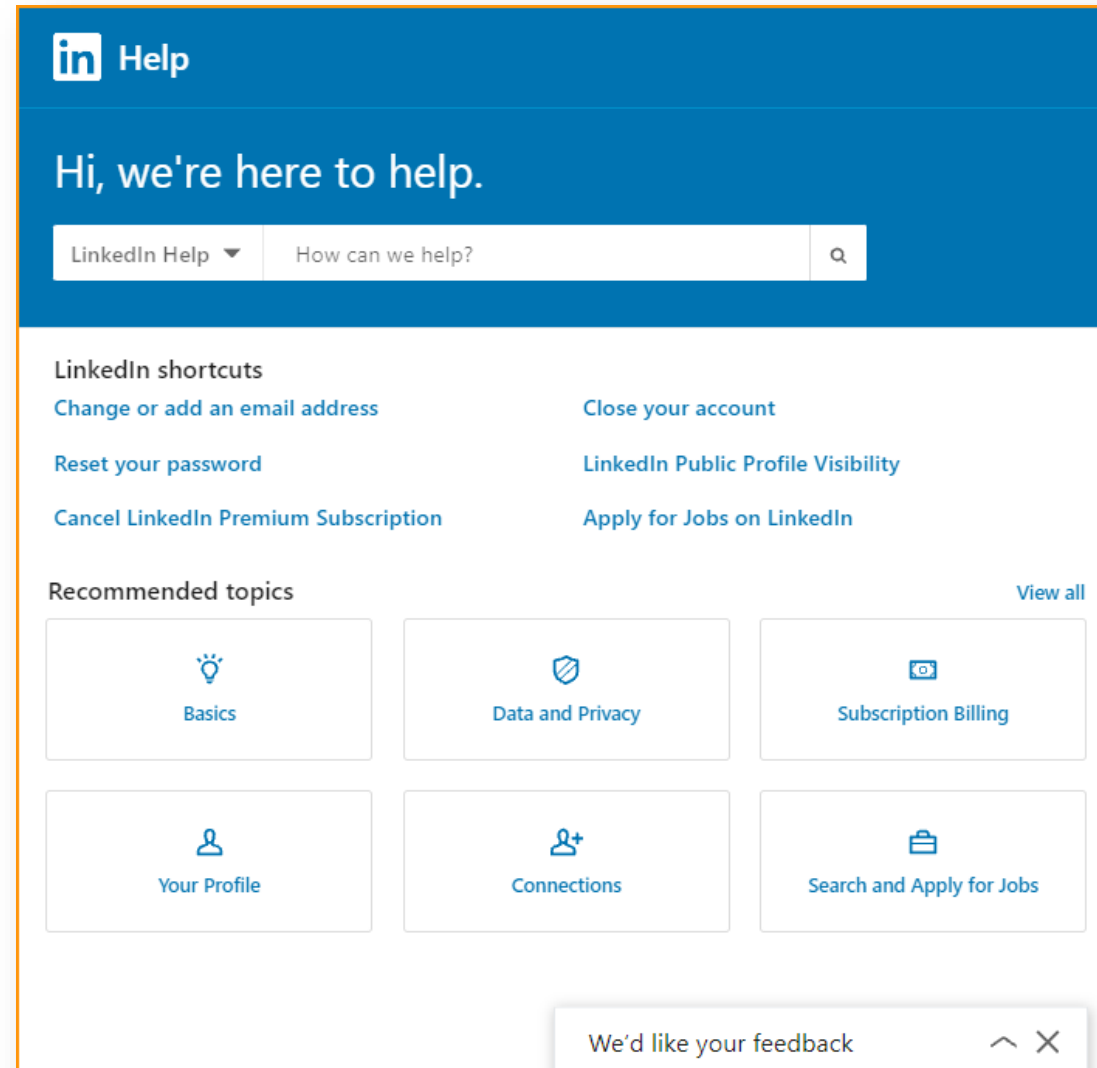
Six Weeks Later!



Get Help at LinkedIn

The **LinkedIn Help Desk** at [linkedin.com/help/](https://www.linkedin.com/help/)

Tip: Use the **Feedback** button to make suggestions.



The screenshot shows the LinkedIn Help page. At the top, there is a blue header with the LinkedIn logo and the word "Help". Below the header, a white search bar contains the text "LinkedIn Help" with a dropdown arrow and "How can we help?" with a search icon. The main content area is white and features a section titled "LinkedIn shortcuts" with a "Close your account" link. Below this, there are links for "Reset your password", "LinkedIn Public Profile Visibility", and "Cancel LinkedIn Premium Subscription". A "Recommended topics" section follows, with a "View all" link. This section contains six topic cards: "Basics" (lightbulb icon), "Data and Privacy" (shield icon), "Subscription Billing" (calendar icon), "Your Profile" (person icon), "Connections" (person with plus icon), and "Search and Apply for Jobs" (briefcase icon). At the bottom right, there is a feedback prompt: "We'd like your feedback" with an up arrow and a close 'X' icon.

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Summary



Agenda



How to use LinkedIn to find a job or a better job.

- LinkedIn has a score system.
- Use LPO to improve your score.
- Improve your profile.
- Improve your connections.
- Increase your activity.

Contact Me

- You can send additional questions to me at andreas.ramos@cstu.edu
- Andreas Ramos
- Palo Alto, California, USA.
- Website: andreas.com
- WhatsApp: +1.650.483.5040
- Email: andreas@andreas.com
- Blue Sky: [@andreas.com](https://www.bluethumb.com/@andreas.com)
- Twitter: [@andreas_amos](https://twitter.com/andreas_amos)
- LinkedIn: [LinkedIn.com/andreasramos](https://www.linkedin.com/in/andreasramos)

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Good Luck!

