

**INTRODUCTION.** *Schmoozing* is the art and science of nurturing job and/or career connections. Not to be totally cynical, but *it's who you know, not what you know*. Now that you have your LinkedIn profile set up and optimized, explore how you will use LinkedIn for job search and career building. Build out your **LinkedIn plan**.

**GOALS.** For some people, the best use of a LinkedIn profile is as a passive “trust indicator.” For others, being active on LinkedIn by sharing content, commenting on the content of others, and participating in groups is an excellent career-building strategy. And for still others, schmoozing on LinkedIn to identify target employers is an even better strategy. What are your LinkedIn goals?

- LinkedIn Profile** only as a “trust indicator.”
- LinkedIn Schmoozing.** Participating in LinkedIn groups and/or posting frequently to grow connections and career possibilities.
- LinkedIn as Rolodex.** Use LinkedIn to identify prospective hiring managers, employers, headhunters (recruiters) and others, and pro-actively reach out to them.

**LINKEDIN THEMES.** As is true on most social media, LinkedIn communicates around keywords or themes. What are the keywords that describe your skills, as well as the keywords that describe industry trends or buzzwords?

Identify **keywords** relevant to your **personal profile** that express your “value proposition” to hiring managers / promotion decision-makers / key employee influencers in your industry:

---

---

Why do hiring managers / promotion decision-makers / key employee influencers “care” about these keywords? What are they trying to get from you in terms of employee value?

---

---

---

**1<sup>ST</sup> LEVEL CONNECTIONS.** Who is likely to be a 1<sup>st</sup> level connection for you? How will you grow your 1<sup>st</sup> level connections and make them interested in you?

Type(s) of person who will connect with you, and why:

How will you grow / promote your 1<sup>st</sup> level connections?

How will you encourage them to be interested in your status updates and/or posts to Pulse?

What subgroups can you categorize your 1<sup>st</sup> levels into?

How will you “use” your 1<sup>st</sup> level connections (in a positive sense) in terms of leveraging these connections to grow your career and/or your business / employer?

**2<sup>ND</sup> LEVEL CONNECTIONS.** Who is likely to be a 2<sup>nd</sup> level connection for you? How will you use your 1<sup>st</sup> level connections to expand your reach into your 2<sup>nd</sup> levels? And what will you offer your 2<sup>nd</sup> level connections that will encourage them to become 1<sup>st</sup> levels?

1<sup>st</sup> levels will introduce you to their 2<sup>nd</sup> levels because:

2<sup>nd</sup> levels will want to connect with you (become 1<sup>st</sup> levels) because:

The “carrots” (fun, cool, interesting stuff), and / or excuses to connect with your 2<sup>nd</sup> level connections will be:

**LINKEDIN AS ROLODEX.** If you are looking to pro-actively reach out to hiring managers, career recruiters, etc., what sorts of keywords will you use to research them on LinkedIn? How will you incent them to connect with you, or even better recommend you for a new job or career promotion?

Keywords:

Reasons they’ll want to listen, or become 1<sup>st</sup> level connections:

Reasons they’ll want to recommend you as a job candidate / promotion candidate:

**LINKEDIN PROFILE PROMOTION.** In addition to manually trying to identify, connect with, and incent connections on LinkedIn to advance your career, identify other promotional ways to grow your LinkedIn profile.

**Direct connections.** If you know someone’s email address, you can easily request a connection via LinkedIn. Inventory all your friends / family / business connections for which you have email and send out connection requests via LinkedIn directly.

Connections requests sent to all known email address connections:  yes  no

**Real-world to social.** How will you use “real world” opportunities (e.g., speaking at conferences) to grow your LinkedIn connections?

Real world opportunity #1: \_\_\_\_\_  
Real world opportunity #2: \_\_\_\_\_  
Real world opportunity #3: \_\_\_\_\_

**Cross-promotion.** Be sure to connect your website to your LinkedIn Profile, your Twitter to your LinkedIn profile, your YouTube, etc.

- Website connected to/from LinkedIn
- Twitter connected to/from LinkedIn
- Other site connected to/from LinkedIn: \_\_\_\_\_

**Email.** Be sure to add your public LinkedIn URL to your email signature, plus email friends / family / connections to connect with you on LinkedIn

- LinkedIn URL added to email signature
- Friends / family / connections emailed to connect with you on LinkedIn (or use their emails to send direct connection requests within LinkedIn)

**LINKEDIN CONTENT STRATEGY.** Content is king on LinkedIn, so be sure to use the content of other people as well as your own content (e.g., blog posts, videos, images) as part of your content / promotion strategy on LinkedIn.

**Other people's content.** Either posting to LinkedIn directly or via Hootsuite, identify types of content that you will share on LinkedIn:

---

---

---

---

**Comments / interaction with the posts of others.** Identify people already active on LinkedIn that you will follow, as well as companies. Be sure to "comment" on their posts. Also include LinkedIn groups.

*People you will actively follow in your industry:*

---

---

---

*Company pages you will actively follow in your industry:*

---

---

---

*Groups on LinkedIn that you will join / participate in:*

---

---

---

**Your Own Content.** Identify types of content (e.g., your own blog posts, your own videos on YouTube, etc.) that you will be able to share on LinkedIn as updates:

**Blog posts** topics to share on LinkedIn:

**Videos** to share on LinkedIn:

**Other content** of your own to share on LinkedIn such as eBooks, infographics, etc.:

**LinkedIn Pulse.** Remember that Pulse is a good opportunity on LinkedIn. Identify topics that you can write on that are relevant to your industry, and might do well on LinkedIn's Pulse.

*Pulse Topics:*

---

---

---

---

---

**OTHER LINKEDIN IDEAS.** List any other ideas you have for optimizing your profile, connecting with potential connections, or creating content to share on LinkedIn:

---

---

---

---

---

---

---

---