

INTRODUCTION. Before you plunge into setting up your LinkedIn Profile and begin to posting wildly to interact with potential hiring managers or promotion decision-makers, it's worth researching LinkedIn to find out what similar people are doing on LinkedIn, and brainstorm ideas for your own profile and posting strategy.

PERSONAL PROFILES

LINKEDIN SET UP (PROFILE). You'll need to set up a basic LinkedIn profile to do research on LinkedIn. Just go to <https://www.linkedin.com/> and click "join now" if you haven't already done so. **Just set up a basic profile**, first, so you can research what's out there before circling back to optimizing your profile. Next, you'll need to identify potential profiles that are either similar to your own (competitors) and/or other people whom you respect that seem to be doing a good job of LinkedIn marketing. (Use LinkedIn search or Google *site:linkedin.com* to identify potential profiles).

Personal LinkedIn profile set up on _____ date, 2016 / 2017.

Keywords relevant to the **personal profile** that express your "value proposition" as a potential hire / promotion candidate: _____

Search LinkedIn for "similar" persons and/or search for prominent people who work for your company and/or competitors. Let's start with company pages, and work back to personal profiles:

List your own company or companies you'd like to work for and identify their LinkedIn page by URL:

Company: _____ LinkedIn URL: _____
Company: _____ LinkedIn URL: _____
Company: _____ LinkedIn URL: _____

Other companies / brands you like that seem to “get” LinkedIn:

Company: _____ LinkedIn URL: _____

Company: _____ LinkedIn URL: _____

Company: _____ LinkedIn URL: _____

Find and follow the above Pages within your LinkedIn profile. Next, click on each company and on the right hand side of the screen under “how your connected” to identify key employees and their profiles. Browse 1st and 2nd level connections, if possible.

Alternatively, search LinkedIn by keywords and identify profiles that look relevant.

Or, search Google as in site:linkedin.com “organic food” to find people and profiles.

List profiles of individuals you find interesting / worthy of “reverse engineering”:

Name: _____ Connections Count: ____ LinkedIn URL: _____

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INVENTORY: PROFILES. Take the profiles you identified above, and begin to inventory what you like / dislike / need to create for your own profile.

Likes / dislikes about their profile pictures:

Likes / dislikes about their professional headlines:

Likes / dislikes about their descriptions:

Likes / dislikes about their updates:

Likes / dislikes about their posts to LinkedIn *Pulse*:

Likes / dislikes about their recommendations:

Likes / dislikes about their endorsements:

Likes / dislikes about their employment history:

Likes / dislikes about their education:

Likes / dislikes about their groups, and actual participation in Groups:

Likes / dislikes about whether they allow “post to the Page” by users:

INVENTORY: SCHMOOZING STRATEGY. Next, analyze the profiles above in terms of connections? How many connections do they have? Who has the most? Try to figure out how they are promoting their LinkedIn profile. Look at their blog, personal website, updates.

Profiles with high connections:

Ideas about how they might be promoting their LinkedIn profiles:

Ideas about their “schmoozing” strategy. Why are they active on LinkedIn and how?

INVENTORY: CUSTOMER INTERACTION. As you review profiles, competitors, groups, and other companies or persons on LinkedIn, do people like you (or those in your desired career) seem to be on LinkedIn? If so, what are they doing? What sorts of strategies do you see in use that are keeping them engaged?

