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LinkedIn and Social Media an introduction to your brand

What they are, and how you might
use them to project your image.

Ed Beckmann

Aims and Objectives

Aims

to increase understanding of LinkedIn (and other social media) to help you further your future careers

Objectives

- Know two ways in which LinkedIn.com can help you develop a professional reputation
- Explore how people use the private and public aspects of their personalities
- Start creating your own strategy for finding opportunities

Next hour



- Get stuck straight into LinkedIn
- Discover groups of people to interact with
- Reflect and discuss issues of self-knowledge and public persona, and where the benefits to us might be
- Return to the web to explore more about people, companies, jobs and personal websites & blogs
- Decide how to follow it up

An idea of scale

(See <http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>)

- Facebook – 1.5 billion accounts (30% Europe, 35m UK), over half using mobile device, 10% of mobile data traffic
- Twitter – 316m accounts (15m UK)
- LinkedIn – 396m accounts (10m UK)
- User age - Twitter user 37 years, Facebook 41 years, LinkedIn 44 years, all having a similar distribution
- Gender - 70% female overall, Twitter / Facebook 60:40 f:m

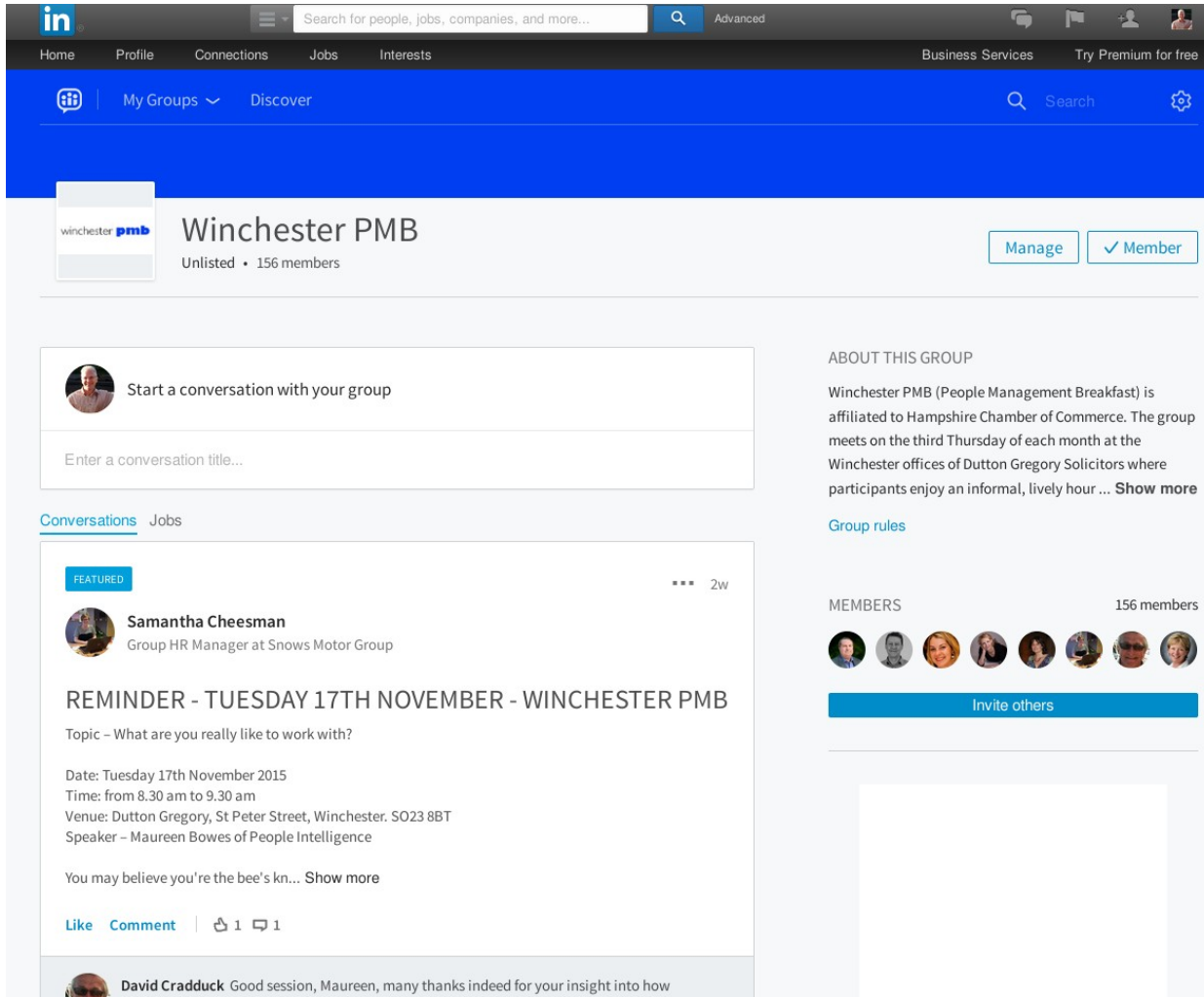
LinkedIn Activity – Explore Groups

- Login and click on 'advanced' next to the search box
- Click on groups in the left column
- Type a subject of interest in the search box and refine the search as necessary
- Click on the group title to explore more
- If possible, read some of the discussions and replies
- **Consider how you could interact with the members** (think about personal interests as well as studies & careers)
- I'll check you are getting success in 3 minutes
- Review in 15 minutes

Groups

The screenshot shows the LinkedIn interface for a group named "Work related stress & wellbeing". The group has 3,031 members and an "Ask to join" button. The page is divided into sections: "ADMINS" featuring Stephan Gardner (OWNER) and Ann McCracken (Director AMC2); "YOUR CONNECTIONS" featuring Graham Parish (Consultant Hypnotist at The Tinnitus ...) and Suzanne Schumacher (Co-founder: 100% focused on The Sma...); and "ABOUT THIS GROUP" which states that stress is now officially classed as a mental health issue and provides a quote from the World Health Organisation. At the bottom, there are links for "About", "Feedback", and "Privacy & Terms", along with the LinkedIn logo and copyright information for LinkedIn Corp. © 2015.

Groups



The screenshot shows the LinkedIn interface for the 'Winchester PMB' group. At the top, the LinkedIn logo and navigation menu are visible. The group name 'Winchester PMB' is prominently displayed, along with 'Unlisted • 156 members'. Below this, there are 'Manage' and 'Member' buttons. The main content area features a 'Start a conversation with your group' prompt with a text input field. A 'Featured' post by Samantha Cheesman is highlighted, containing a reminder for a Tuesday 17th November event. The right sidebar includes an 'About This Group' section with descriptive text and a 'Group rules' link, and a 'Members' section showing 156 members and an 'Invite others' button.

in Search for people, jobs, companies, and more... Advanced

Home Profile Connections Jobs Interests Business Services Try Premium for free

My Groups Discover Search

winchester **pmb** Winchester PMB Unlisted • 156 members Manage Member

Start a conversation with your group

Enter a conversation title...

Conversations Jobs

FEATURED 2w

Samantha Cheesman
Group HR Manager at Snows Motor Group

REMINDER - TUESDAY 17TH NOVEMBER - WINCHESTER PMB

Topic - What are you really like to work with?

Date: Tuesday 17th November 2015
Time: from 8.30 am to 9.30 am
Venue: Dutton Gregory, St Peter Street, Winchester. SO23 8BT
Speaker - Maureen Bowes of People Intelligence

You may believe you're the bee's kn... [Show more](#)

Like Comment | 1 1

David Craddock Good session, Maureen, many thanks indeed for your insight into how

ABOUT THIS GROUP

Winchester PMB (People Management Breakfast) is affiliated to Hampshire Chamber of Commerce. The group meets on the third Thursday of each month at the Winchester offices of Dutton Gregory Solicitors where participants enjoy an informal, lively hour ... [Show more](#)

[Group rules](#)

MEMBERS 156 members

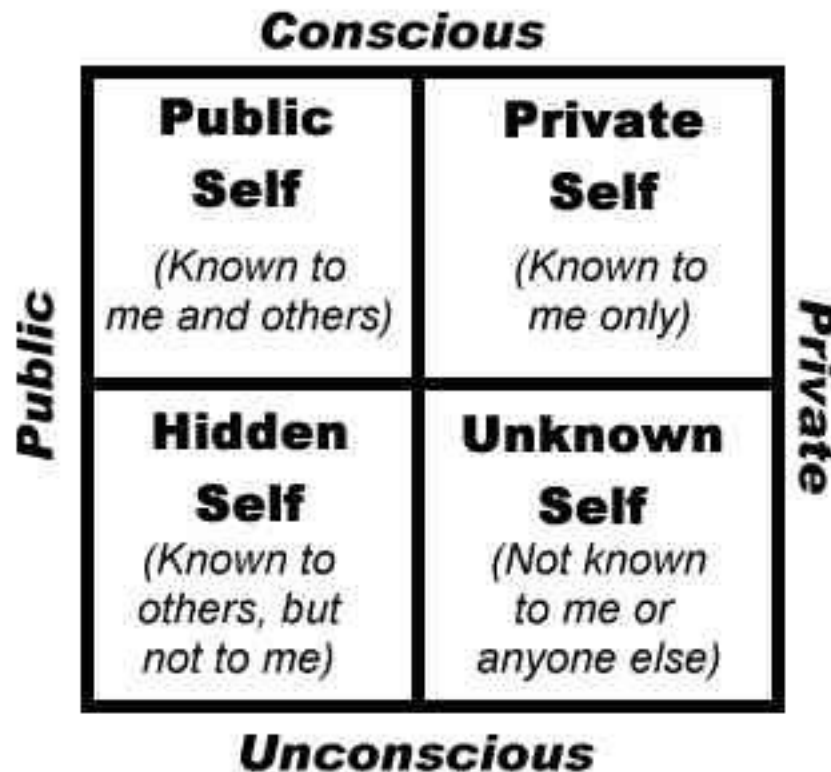
[Invite others](#)

Group reflections

- How was the tone of the groups that you looked at?
- What did you find most interesting
 - About the subject matter
 - About the members or their discussions?
- What do you think motivates members to participate?
- How would you interact with the group?
- What would encourage people to interact with you?

What person do you present to the world?

Johari Window



Who would you benefit from mixing with?

- Their interests
- The types of organisation they are in
- Their roles
- Where they are

What are you looking for in a network? What would they look for in a **valuable contact**?

What are you looking to achieve?

What LinkedIn users do

- LinkedIn – personal profile, networking activities and broadcasting thoughts (80% 30 or older, 50% have household income of 68k or above)
- LinkedIn users spend an average of 3 **hours** a week on the site

So if they are there for interaction, what kind of interaction would a **valuable contact** expect?

Individuals

- Look up Marion Cornick. Note how she presented herself, her groups and interests. What does that tell you?
- Looking at her connections, how do their images compare?
- What would you do / not do as a result of studying her page?

Finding People

Find People | **Advanced People Search** | Reference Search | Saved Searches

Keywords:
Title:

First Name:
Company:

Last Name:
School:

Location:

Country:

Postal Code: [Lookup](#)

Within:

[Search](#)

Try Talent Finder
Hand-pick talent, faster.

Filter full profiles by:

- Years of Experience
- Function
- Groups, and more

[Learn More](#)



Industries: All Industries

- Accounting
- Airlines/Aviation
- Alternative Dispute Resolution
- Alternative Medicine

Groups: All LinkedIn Members

- Moodle
- Hampshire, UK
- Hampshire Business Community
- Winchester PMB

Relationship: All LinkedIn Members

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Language: All Languages

- English
- Spanish
- German
- French

Function: All Functions

- Academics
- Accounting
- Administrative
- Business development

Seniority Level: All Seniority Levels

- Manager
- Owner
- Partner
- CXO
- VP
- Director
- Senior
- Entry
- Students & Interns
- Volunteer

Interested in: All LinkedIn Members

- Potential employees
- Consultants/contractors
- Entrepreneurs
- Hiring managers
- Industry experts
- Deal-making contacts
- Reference check
- Reconnect

Years of Experience: All Durations

- Less than 1 year
- 1 to 2 years
- 3 to 5 years
- 6 to 10 years
- More than 10 years

Recently -

Finding People

« Go back to Search Results

Karen Pumfrey 2nd

Branch Manager - Andover

Andover, Hampshire, United Kingdom | Staffing and Recruiting

Current **Branch Manager at Personnel Selection**

[Connect](#) [Send InMail](#)

30
connections

uk.linkedin.com/pub/karen-pumfrey/57/849/39b

Contact Info

Experience

Branch Manager

Personnel Selection

Privately Held; 11-50 employees; Staffing and Recruiting industry
January 2000 – Present (12 years 11 months) | Andover

Skills & Expertise

4 Recruitments

3 Networking

3 Sales

3 Management

Endorsements



Additional Information

Websites:

- Company Website
- Company Facebook
- Company LinkedIn

Groups and Associations:

REC's Institute of Recruitment Professionals (IRP)
[Join](#)

Contact Karen for:

- career opportunities
- consulting offers

How you're connected to Karen



Viewers of this profile also viewed...



George Osborne
Consultant at Spinnaker Contract...



Emma Clarkson-Kearsley
Recruitment Consultant at Personnel...



Ian Tyers
-



Matt Stilwell
Contracts Director at S&S Marine and...



christian kienborts
-



Mark Bradford
Security Printing professional seeking...



Gill Scott
Senior Recruitment Consultant at Gi...



Rob Williams
Director at Williams Ewan Limited



Martyn Eyre
Photocopying & Printing Consultant



Lynne Rose
Experienced Recruiter who offers...

Have a go


Get to know these terms by exploring the site:

- Profile
- Update
- Connection & degrees of contact
- Network
- Group
- Skills
- Experience

Notice what image people are presenting, and where you can interact in a useful / interesting manner.

Company pages


HOME
CAREERS
PRODUCTS
INSIGHTS




Opportunities for exploration and discovery of whatever inspires you.

To view all job openings, click on the image above to proceed to our corporate careers website.


People at Marriott International [View all employees »](#)




Vicki Richards
Director of Sale...
2nd



Emeric Vautier
Sales & Marketf...
2nd



Murat Askin
Front Office Ma...
2nd



Barend Jan Schreuder
General Manager
2nd

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Jobs at Marriott International

- Assistant Tax Manager**
Luton

- Area Systems Technician**
Coralville, IA, Des Moines and Chicago

- Director of Finance and Accounting**
Chicago, Illinois

- Assistant Manager Consolidations and General Accounting**
Bethesda Maryland

- Agent-Ritz Carlton**
Salt Lake City, US-UT

- Director, Hotel Sales**
Chantilly, VA


- Manager, Business Analytics (eCommerce)**
Bethesda, MD

- Senior Interior Designer Director**
Hong Kong

- Director of Human Resources - JW Marriott**

Careers at Marriott International

Applying to a Job @ Marriott: Ho YouTube



Marriott International empowers you to make your career your own at any one of more than 1,100 managed locations worldwide. From New York to Shanghai and everywhere in between, careers with Marriott mean service, opportunity, learning and growth - and it's our commitment to every employee to offer a world of opportunity as unique as you.

We encourage you head to our website to view all jobs. You can also enqage with us through social

Jobs (main menu)

[Jobs Home](#) [Saved Jobs](#) [Saved Searches](#) **Advanced Search**

Keywords: **Job Title:**

Location: **Company:**

Country:

Postal Code: [Lookup](#)


Within:

Functions: All Job Functions
 Accounting/Auditing
 Administrative
 Advertising
 Analyst

Date Posted: Any Time
 1 day ago
 2-7 days ago
 8-14 days ago
 15-30 days ago

Experience: Any Level
 Executive
 Director
 Mid-Senior level
 Associate

Salary (GBP): [Upgrade to access this filter](#)
 All Salary Levels
 £20,000+
 £30,000+
 £40,000+
 £50,000+
 £60,000+
 £70,000+
 £80,000+
 £90,000+
 £100,000+



Industries: All Industries
 Accounting
 Airlines/Aviation
 Alternative Dispute Resolution
 Alternative Medicine

Sort By:

Recap - What you can do

- Register free of charge, enter **personal details**, work history and what you are looking for
- **Search for people you already know** or those you would like to, and create a list of 'connections'
- Use the search tools and friends of friends concept to **make new contacts** for many reasons
- Join or create **groups**
- Search for **jobs or candidates**
- **Keep up-to-date** with interest areas

Developing your public image

- Consider starting a **public blog** (with a link from your profile)
- Go to <https://botd.wordpress.com/?lang=en>
- Consider how you could develop your own followers by asking '**what's in it for them**'
- Use Facebook or Youtube for your personal video
- Key to using social media is to **be congruent**, although you can still use different media for different audiences

Consolidation

- What **image** of yourself will you be projecting?
- What methods will you use? Groups, searches, getting endorsements, personal blog or site?
- Who could you work with to get constructive feedback?
- What **time scale / importance** you want to apply to your social media project?

Thank you

I hope that gave you food for thought
Ed Beckmann



Presentation



V-card text