

The use of **LinkedIn** to further your career

Thursday 20th July 2019

LinkedIn

Launched May **2003**

Current Membership:

- **>400 Million** in **200** countries
- **>20 Million** members in the UK

LinkedIndata 04/10/2016

Students & Graduates

Membership:

- **>40 Million**
students & recent graduates
- **Fastest-growing** demographic

You can't afford to be left out

LinkedIndata 04/10/2016

University Pages

27,393 University pages on LinkedIn

UWTSD has a page

24,000+ Alumni registered

GO LOOK and JOIN!

LinkedIn data 14/05/2019

Employer presence

Membership:

11,398,071 companies
have LinkedIn Company Pages

Includes **All** FTSE 100 & Fortune 500

LinkedIn data 14/02/2017

Objectives (BUSINESS)

Employee Recruitment

Employers

93% have used social media
to **screen potential employees**

- Facebook
- Twitter
- **LinkedIn**

Employers

59% of employers have
rejected candidates
due to social media content

Rejected because of ...

Inappropriate comments or photos	22%
---	------------

Negative or confidential info on previous employer	18%
--	------------

Drinking or drugs	19%
-------------------	------------

Lying about qualifications	13%
----------------------------	------------

Poor communication skills	11%
----------------------------------	------------

Discriminatory comments	10%
--------------------------------	------------

Employers

68% of employers have
hired candidates due
to social media content

Hired because of ...

Positive impression of personality & organisational 'fit'	39%
Professional qualifications	36%
References or recommendation	34%
Well-rounded candidate	33%
Solid communication skills	33%
Awards and other accolades	24%

Your Profile

Before you click and start typing ...

- Have your **plan/strategy** in place
- What are **YOU** trying to **achieve?**

WHO you are 'speaking' to ...
Who is your '**TARGET**' Employer?

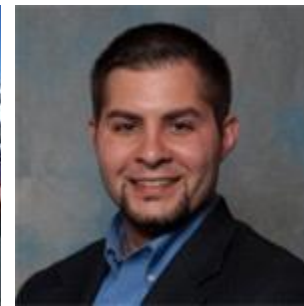
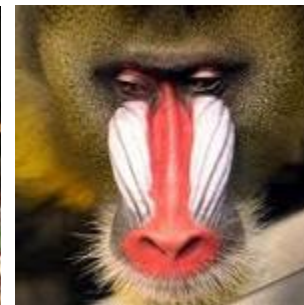
Profile Photo

Your profile ...



7x more likely to be viewed

IF you HAVE a PHOTO



Your Profile Photo

DO

ensure your photo is:

- ✓ **Clear, good quality**
- ✓ **Professional** looking
- ✓ **Appropriate** (to your industry or job)
- ✓ Making **eye contact** (no sunglasses)

DON'T

use photos that are:

- ✗ In **groups**
- ✗ **Weddings/Holidays**
- ✗ '**Arty**' (unless you're an artist!)
- ✗ **Drinking** (or similar)!
- ✗ **Pets**, animals etc

LinkedIn Sections

Summary SECTION

The screenshot shows a LinkedIn profile for Nigel T Packer. The header includes the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, Messaging, Notifications, and Me. A banner at the top reads: "Find your next chair role - Join NonExecutiveDirectors.com to access exclusive jobs. | Ad". The profile picture is a circular headshot of Nigel T Packer. Below the photo, his name "Nigel T Packer" is displayed, followed by his title "Digital strategy consultant, Business Speaker and Author" and his company "Pelatis Online Ltd • Gowerton Grammar Swansea, United Kingdom • 500+". The profile description states: "INTERNET MARKETING ADVISER and FACILITATOR. Helping business succeed in the digital world is not a job for me it is a passion. Having worked with all sizes of business from multinational high end manufacturers to small family run tourism businesses. Giving them direction, facilitating their success and bringing clarity to the processes is the main motivational driver. Nigel has the ability to see the bigger picture, working strategically to gain commercial advantage from the internet to increase business success for clients. Nigel is a bridge between the technology and business; he is able to speak to people at all levels. His enthusiasm for his subject, his logic and the application of familiar scenarios enable him to communicate complex digital marketing ideas and principles to business and marketing managers and executives using plain language." The right sidebar contains options to "Update background photo", "Add new profile section", "Edit your public profile", and "Add profile in another language". It also features a section "Ads You May Be Interested In" with three ads: "Find your next chair role", "Recruit Students Better", and "Why U need object storage". At the bottom, it says "See connections (500+)".

- Short / **concise**
- About **YOU** as a **person**
- Quality **attributes**

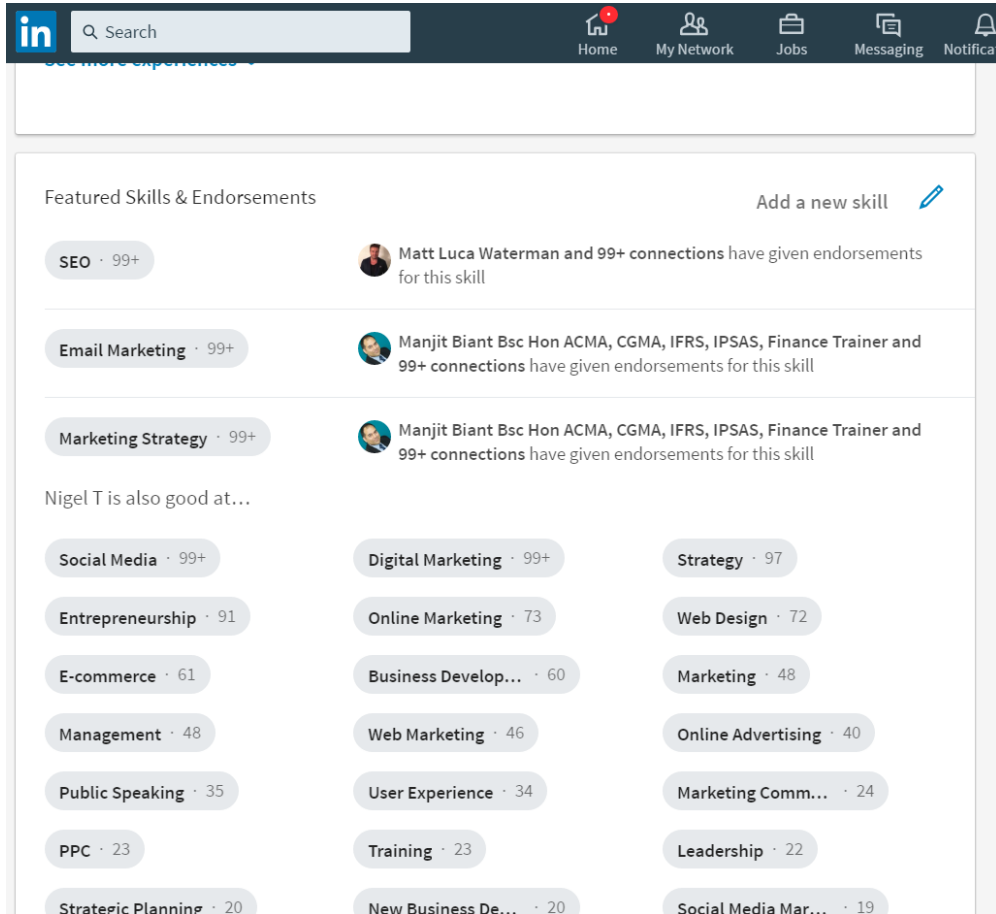
Experience SECTION

The screenshot shows a LinkedIn profile for Nigel T Packer, a Digital Strategy Consultant - Managing Director at Pelatis Online Ltd. The profile includes a search bar, navigation links (Home, My Network, Jobs, Messaging, Notifications), and a list of skills: Developing digital business strategies for B2B and online retail, Website internationalisation strategies, Website planning, Website promotion, For you, With You, and Teach you. It also features two media items: a 'MASTERCLASS' titled 'Booking your website ROI with some care and love' by Nigel T Packer, and a 'Love your website' graphic. The profile is also a member of the Wales Policy Unit Member of the Federation of Small Businesses (fsb).

- Job title & Company
- If possible, also **achievements** and **outcomes**
- What **value** you brought to co.

Not just your **responsibilities**

Skills & Endorsements



The screenshot shows the LinkedIn 'Skills & Endorsements' section. At the top, there's a search bar and navigation icons for Home, My Network, Jobs, Messaging, and Notifications. Below this, the 'Featured Skills & Endorsements' section is displayed. It includes a list of skills with their endorsement counts and a grid of skills with their endorsement counts. The skills listed are: SEO (99+), Email Marketing (99+), Marketing Strategy (99+), Social Media (99+), Digital Marketing (99+), Strategy (97), Entrepreneurship (91), Online Marketing (73), Web Design (72), E-commerce (61), Business Development (60), Marketing (48), Management (48), Web Marketing (46), Online Advertising (40), Public Speaking (35), User Experience (34), Marketing Communications (24), PPC (23), Training (23), Leadership (22), Strategic Planning (20), New Business Development (20), and Social Media Marketing (19).

Featured Skills & Endorsements

Add a new skill

SEO · 99+ Matt Luca Waterman and 99+ connections have given endorsements for this skill

Email Marketing · 99+ Manjit Biant Bsc Hon ACMA, CGMA, IFRS, IPSAS, Finance Trainer and 99+ connections have given endorsements for this skill

Marketing Strategy · 99+ Manjit Biant Bsc Hon ACMA, CGMA, IFRS, IPSAS, Finance Trainer and 99+ connections have given endorsements for this skill

Nigel T is also good at...

Social Media · 99+ Digital Marketing · 99+ Strategy · 97

Entrepreneurship · 91 Online Marketing · 73 Web Design · 72

E-commerce · 61 Business Development · 60 Marketing · 48

Management · 48 Web Marketing · 46 Online Advertising · 40

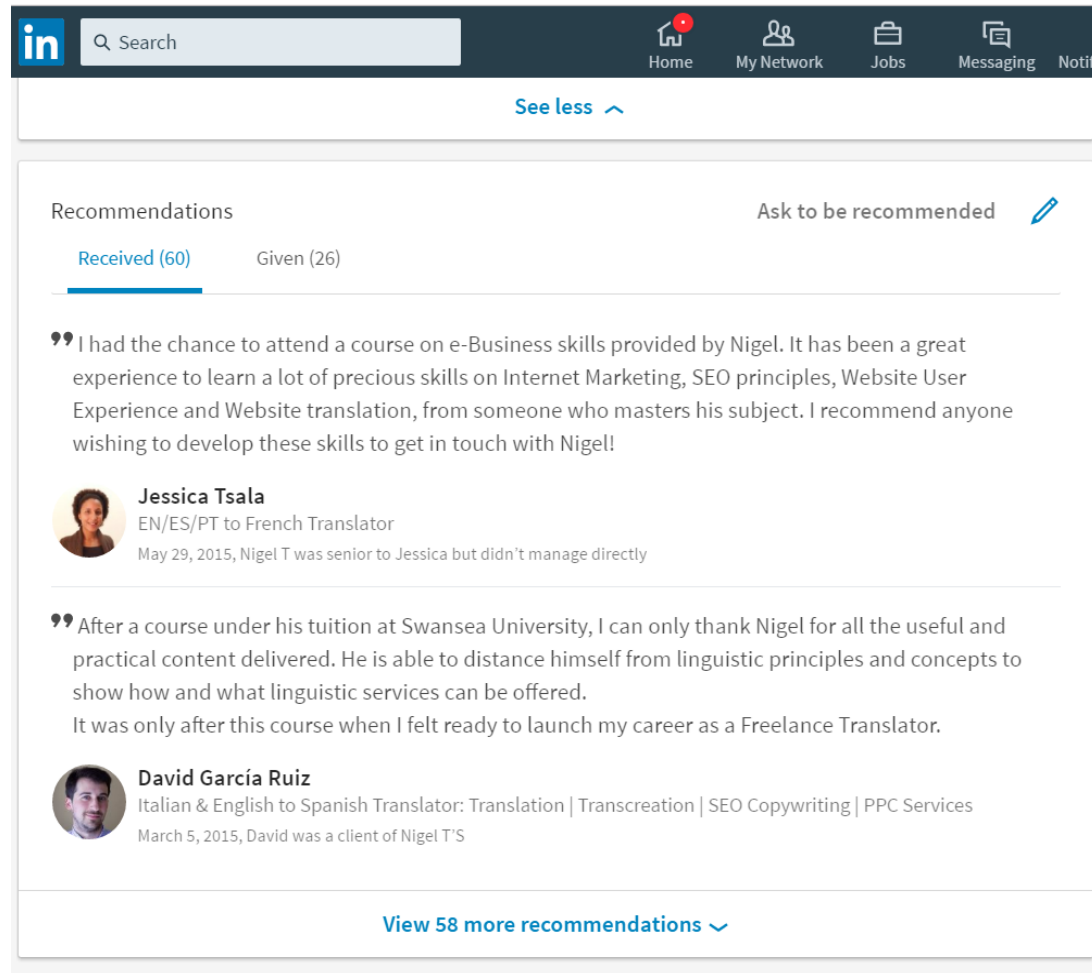
Public Speaking · 35 User Experience · 34 Marketing Communications · 24

PPC · 23 Training · 23 Leadership · 22

Strategic Planning · 20 New Business Development · 20 Social Media Marketing · 19

- List skills / **expertise**
- That you are **confident** about
- Related to **achievements**
- **Endorsements**

Recommendations



The screenshot shows the LinkedIn interface for a user's Recommendations section. At the top, there's a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, and Notifications. Below this is a 'See less' link. The main section is titled 'Recommendations' and has two tabs: 'Received (60)' (which is selected) and 'Given (26)'. To the right of the tabs is a link 'Ask to be recommended' with a pencil icon. The first recommendation is from Jessica Tsala, an EN/ES/PT to French Translator, dated May 29, 2015. She mentions attending a course on e-Business skills provided by Nigel and recommends anyone wishing to develop these skills to get in touch with Nigel. The second recommendation is from David García Ruiz, an Italian & English to Spanish Translator, dated March 5, 2015. He mentions attending a course under Nigel's tuition at Swansea University and recommends Nigel for his practical content and ability to distance himself from linguistic principles. At the bottom of the section is a link 'View 58 more recommendations' with a downward arrow.

Recommendations [Ask to be recommended](#)

[Received \(60\)](#) [Given \(26\)](#)

“I had the chance to attend a course on e-Business skills provided by Nigel. It has been a great experience to learn a lot of precious skills on Internet Marketing, SEO principles, Website User Experience and Website translation, from someone who masters his subject. I recommend anyone wishing to develop these skills to get in touch with Nigel!

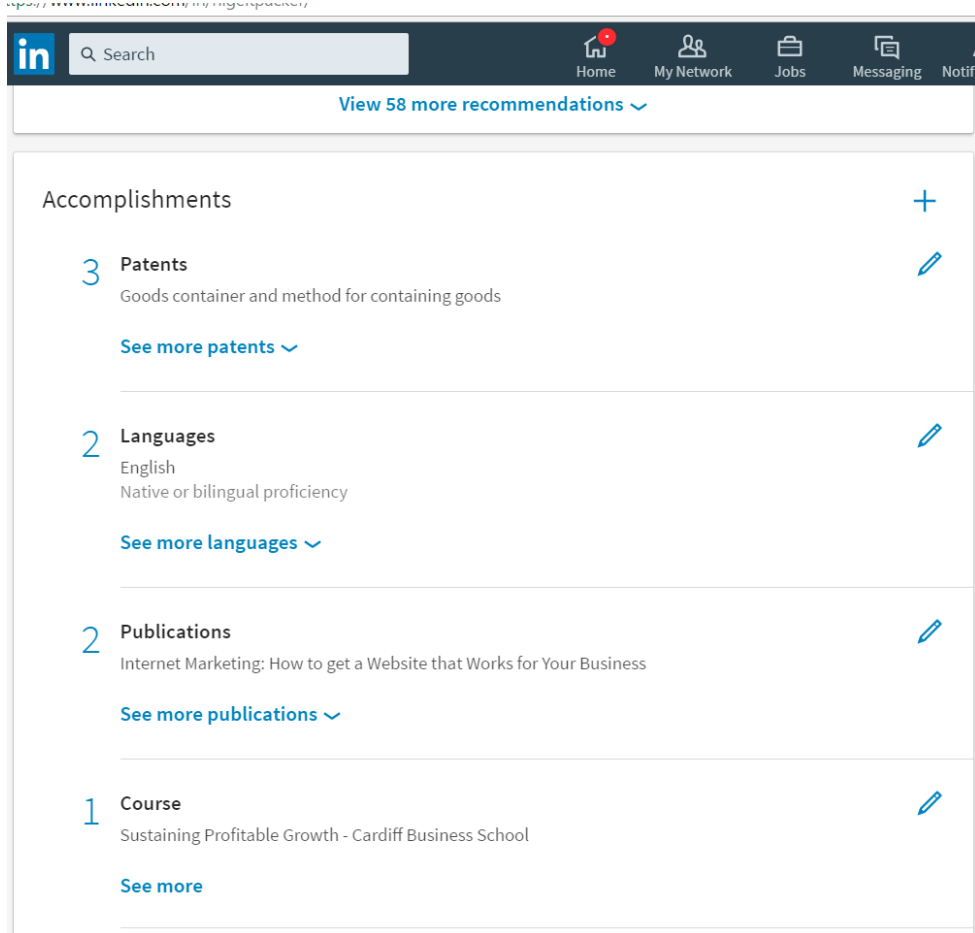
Jessica Tsala
EN/ES/PT to French Translator
May 29, 2015, Nigel T was senior to Jessica but didn't manage directly

“After a course under his tuition at Swansea University, I can only thank Nigel for all the useful and practical content delivered. He is able to distance himself from linguistic principles and concepts to show how and what linguistic services can be offered.
It was only after this course when I felt ready to launch my career as a Freelance Translator.

David García Ruiz
Italian & English to Spanish Translator: Translation | Transcreation | SEO Copywriting | PPC Services
March 5, 2015, David was a client of Nigel T'S

[View 58 more recommendations](#)

Accomplishments



- Patents
- Languages
- Publications
- Courses

Other SECTIONS

Range of other sections – for example:

Honors & Awards **Projects**

Volunteer Experience & Causes
etc.

Publications **Certifications**

Languages **Courses**

Patents **Test scores**

Connections

- Connecting with **People**
- Join **groups**
- Follow **companies**

In order to ...

- Carry out **research**
- Request **recommendations**

Exaggerating

> 19% of employees said they had:
'expanded on the truth'

survey: www.onepoll.com, sample size 2000

Exaggeration, Big-up & Lies

Fraud by False Representation

Fraud Act 2006 - up to 10 years imprisonment

Includes:

- Falsifying Exam grades
- Embellishing previous job responsibilities

2010: *NHS project manager **JAILED** for 6 months for claiming she had A levels*

Summing up

Like everything else, takes EFFORT

- Be **strategic**: marketing **YOU**
- **Who** are you targeting

Remember:

- Everything you post is in **PUBLIC**
- So **be careful** and always truthful

Last of all ...

Questions?

GOOD LUCK

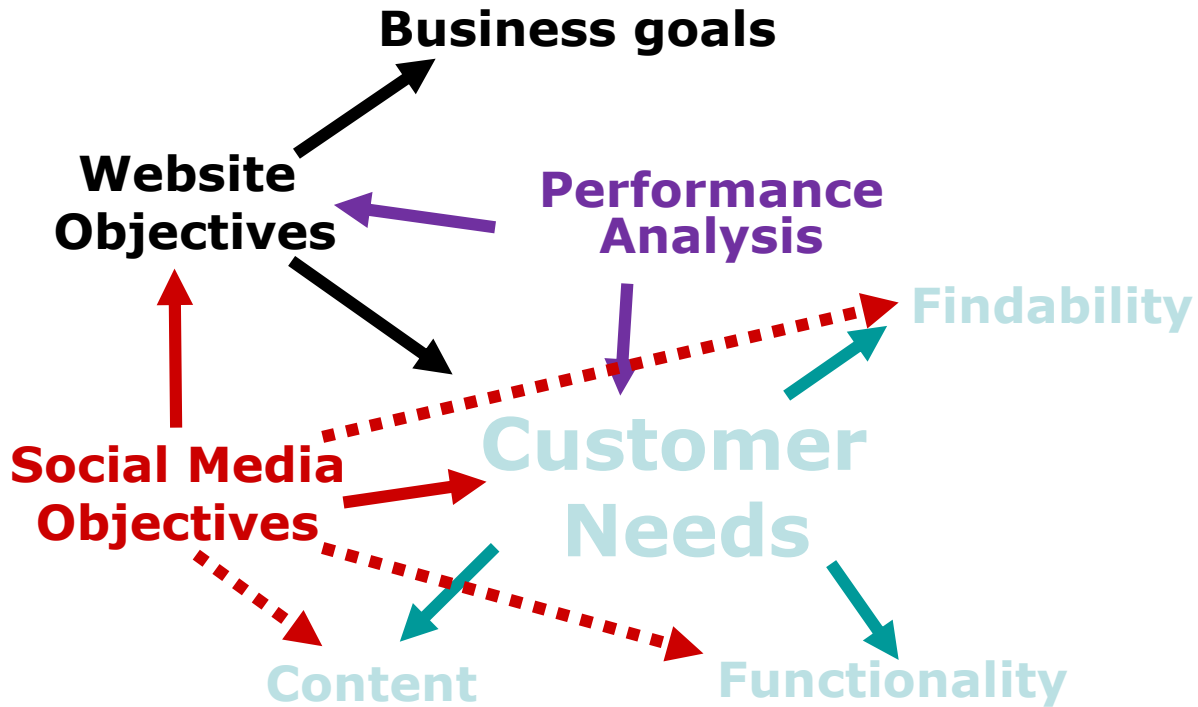


@NigelTPacker



www.linkedin.com/in/nigeltpacker

Business Website



Last of all ...

Questions?

GOOD LUCK



@NigelTPacker



www.linkedin.com/in/nigeltpacker

Business Networking

Thursday 19th February 2018

Business Networking

Networking is the best way to:

- Advance your career
- Grow a business

Business Networking

- Three P's of networking
 - Prepare
 - Participate
 - Pursue

Prepare

- Set Objectives
- Business cards & Brochures
- Elevator pitch
- Events
- Digital presence
- You

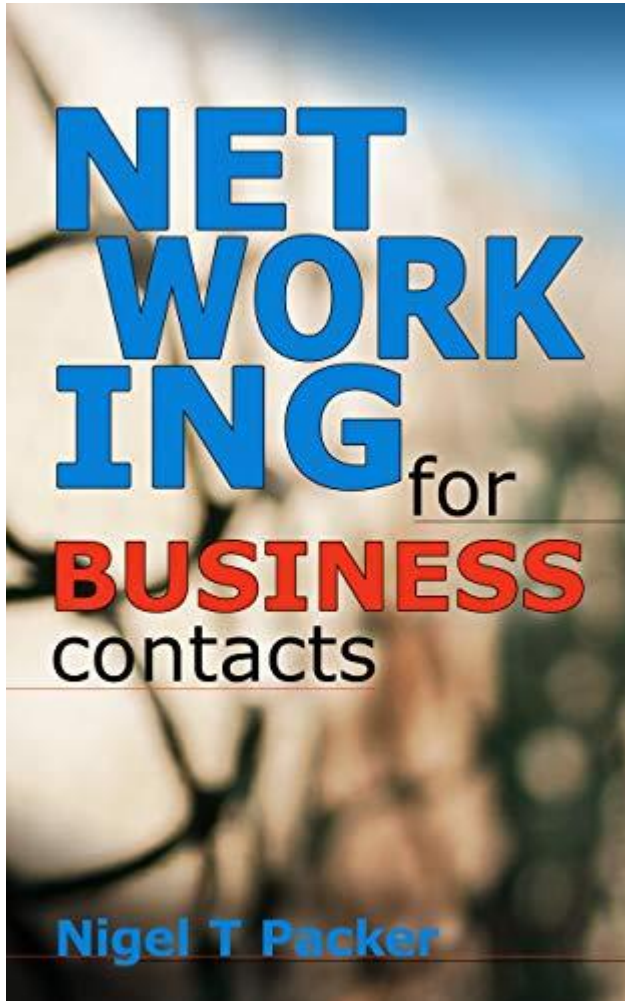
Participate

- First Contact
- Handshake and introductions
- What to say
- Introducing others
- Sell a meeting
- Exchange cards & Making notes

Pursue

- Contact as soon as possible
- Send further information
- Arrange a follow up meeting

New Book



- Available Now
- Amazon Kindle
- More detail
- Networking coaching

Last of all ...

Questions?

GOOD LUCK



@NigelTPacker



www.linkedin.com/in/nigeltpacker