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AAF Jackson

A Guide to Getting Started on LinkedIn

March 17, 2016

My profile: summary

Write it and rewrite it
You're selling you
Add keywords

My profile: jobs/experience

Results
Titles are meaningless
update every 6 months

What should I share?

Interesting
Informative
Funny

Leads and prospects

Connect with past and current colleagues
Connect with everyone you meet
Join groups

Slides: <http://itswa.de/aaf-jackson>

E-mail: wade@wadekwon.com

Twitter: @WadeOnTweets
<http://twitter.com/wadeontweets>

Web: <http://yallconnect.com>



A digital conference
for corporate storytelling

June 10, 2016
Birmingham

A digital
marketing
conference

<http://yallconnect.com>

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Resources

LinkedIn for smarties, a five-step program: <http://itswa.de/1XCx5wU>

How to get a free professional-level membership: <http://itswa.de/1dCkWG3>

How to maintain your network: <http://itswa.de/LI-network>

Webinar: Your LinkedIn Profile: Your Ticket to a Better Job:
<http://itswa.de/yournewresume>

LinkedIn profile review: <http://itswa.de/linkedinprofiles>