

# LINKEDIN BEGINNER'S GUIDE

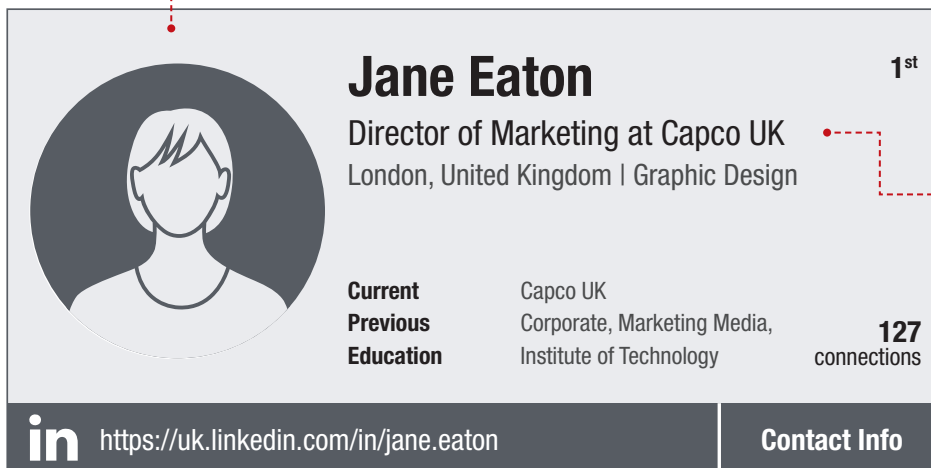


LinkedIn is the most effective business social media tool available to professional networks and is increasingly being adopted as a key means of building business opportunities.

LinkedIn is the most effective jobs and career networking social media site available, and is increasingly being adopted as a key means of building business opportunities.

## CREATING A PROFILE

When writing your profile, think of yourself as a client: what are the key services and expertise you can offer which will help them be successful? Avoid internal language, but instead tailor your profile with messages which will enable people to understand what you do and how you can help.



The screenshot shows a LinkedIn profile for Jane Eaton. On the left is a circular profile picture placeholder. To the right of the photo, the name 'Jane Eaton' is displayed in large bold text, followed by the title 'Director of Marketing at Capco UK' and location 'London, United Kingdom | Graphic Design'. Below this, a table lists 'Current' (Capco UK), 'Previous' (Corporate, Marketing Media, Institute of Technology), and 'Education'. To the right of the table, it says '1st' and '127 connections'. At the bottom left is the LinkedIn logo and the URL 'https://uk.linkedin.com/in/jane.eaton'. At the bottom right is a 'Contact Info' section.

### PHOTO:

Choose a photo that is professional e.g. your Capco photo, because by adding a professional photo it can result in 14 times more profile views.

### JOB TITLE:

Should be catchy and keyword rich. This is your first impression – make your headline stand out or people will move on. Tell people who you are and how you can help them. The viewer should be able to read your headline and know exactly what you offer and why they should get in touch with you. Be clear and compelling and ensure it relates to your current Capco position as this will enable them to find you more easily.

### URL:

Personalize your URL by clicking on 'Edit contact info' and then entering your customised URL in the 'Your public profile URL' box as this will enable your contacts to find you more easily and also enable you to add your custom URL to your business card.

### CONTACT INFO:

Add your professional email address and your Twitter account.



### SUMMARY:

Make your summary keyword rich so you'll be found in searches and write in first person to keep it human. Include your contact details so people who are not in your network can contact you.



### YOUR EXPERIENCE:

Provide all current and past work experience, giving details about the content of work but ensuring you avoid mentioning sensitive information. Include key achievements from your past and present job roles to show how you made a positive impact. Speak directly to your target audience and make it relevant to their needs.



### BUZZWORDS:

Avoid using profile buzzwords, such as creative, effective, team player, and multitasking. Try instead to be as unique in your language as possible and demonstrate your skills and talent through showing, rather than telling. For example, instead of stating that you are results-orientated, mention key results, successes, or awards you have achieved. Minimize adjectives, emphasize verbs.



### HASHTAGS:

Unlike Twitter, we do not use hashtags within the post on LinkedIn. Instead, we use hashtags at the end of the post, after a line break. When using hashtags, ensure that they are relevant to the topics mentioned in the post and try to use between two and three per post.

# BUILDING YOUR NETWORK

Once you have built the perfect profile, it's time to build and nurture your professional network. There are many ways to do this:



## CONNECTIONS:

- With the advanced search tool, you can search based on keywords, current company, former employers or education institution to bring up results. The more search criteria you put in, the more specific your results will be. You'll be able to see results from 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> degree contacts, all of which could convert to business opportunities. Once you've identified contacts you want to do business with, find out how you are connected and therefore, who could introduce you to a target.
- When approaching contacts, send personal invites rather than the generic requests to connect. The invite is your first communication on LinkedIn, so make a good first impression by writing a personal request and asking how you can help the person, or whom you can introduce them to.
- When people view your profile, you are automatically notified by LinkedIn. Take advantage of this particular functionality. Thank them for viewing your profile and ask if anything in particular interested them and view their profile in return. This will create dialogue which can generate business opportunities.



## GROUPS:

- Groups are good exploratory tools and an incredibly effective way to connect with like-minded professionals. Joining and participating in existing groups is incredibly productive and can raise your LinkedIn profile; it aids networking as well as learning and thought leadership.
- Capco specifically requests you NOT to start groups, especially when using the Capco brand. Using the Capco brand to start a group will result in a request to shut it down or change its name.
- Don't forget to join our groups the 'Capco LLP', your local 'Capco Alumni', and the 'Alumni and Current Professionals group.'



## PERSONAL BRAND:

- Your online presence is an extension of the brand you have already built offline. Focus on your online look, feel and intention. Provide status updates and comment on things that interest you and demonstrate your personality and views in a positive light.

- Clients want to know that you are real person with a life outside of work. Sharing of this information could potentially help you build trusted relationships if you share common interests.



## ALUMNI:

- The Alumni section provides you with information about where fellow alumni work, their company, location and what they do.
- Once you've identified alumni, make contact. While there are no guarantees, fellow alumni are more likely to reply to a networking request than random strangers because you share a common experience.



## SHARING WITH YOUR CONNECTIONS:

There are multiple options available on your LinkedIn homepage when sharing a message with your connections:

- The option 'Share an update' is more for simple, short messages. This is usually a function you would use if you want to share a link with some brief commentary.
- There is an option to 'Upload a photo' with your update. When you do this, a thumbnail of the image will appear below the text box where you write your update.
- The other option is 'Publish a post'. This section is reserved for longer posts (paragraphs) or even full blog posts. The 'post' option still shares to your network like the update option. It also sends a notification to your connections to let them know about your new post. You can give your posts a title, upload an image and also embed videos.
- If you want another user or company to see your LinkedIn status updates, use @mentions when you post.

# CONTACT

For more information on how we use social media at Capco, please contact your regional marketing manager or email [Andrew Davies](mailto:Andrew.Davies@capco.com), Head of Digital Marketing.

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