

# Social Media & Professional Development: A Focus on LinkedIn

Dave Hatter, LinkedIn Fanatic!

developing people | driving improvement



**It's not what you know...**

**“A wise man knows everything, a shrewd man knows everyone.”**

**– Proverb from a fortune cookie**



**It's not what you know...**

**“Worry not that no one knows you, seek to be worth knowing.”**

**– Confucius**



## Some key LinkedIn statistics

- **347,000,000+ members and growing!**
- **111,000,000+ US users**
- **3,000,000 business pages**
- **76% of users check it daily, 48% spend >2 hours a week on it**
- **2 million+ groups**
- **55% of users have between 0 - 499 1st degree connections**



## Some key LinkedIn statistics

- **43.6% have 500+ 1st degree connections**
- **Most have 500-999 1st degree connections**
- **~90% of all recruiters use LinkedIn**
- **77% of all job openings are posted on LinkedIn**
- **48% of job postings can only be found on LinkedIn**



# How people are using LinkedIn

WHICH OF THE FOLLOWING  
HAS LINKEDIN HELPED  
YOU WITH?



RESEARCH PEOPLE  
AND COMPANIES



RECONNECT WITH PAST BUSINESS  
ASSOCIATES/COLLEAGUES



BUILD NEW RELATIONSHIPS  
WITH INDIVIDUALS WHO MAY  
INFLUENCE CUSTOMERS



BUILD NEW RELATIONSHIPS  
WITH POTENTIAL  
CUSTOMERS



HELP UNCOVER POTENTIAL  
JOB OPPORTUNITIES



INCREASE BRANDING/MARKETING  
PRESENCE IN THE MARKETPLACE



INCREASE YOUR  
FACE-TO-FACE NETWORKING  
EFFECTIVENESS



GENERATE IDENTIFIABLE  
BUSINESS OPPORTUNITIES

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# Why I love LinkedIn

- 1. Trust**
- 2. Influence**
- 3. Reach**
- 4. Market Intelligence**
- 5. Leads**



# Profile: your chance to shine!

- The single most important thing YOU control on LinkedIn
- For maximum success, fill it out as completely as possible
- Use keywords and phrases, think SEO
- Set your Contact Settings
- Set your Public Profile Settings
- Vanity URL
- A photo makes your profile 7x more likely to be viewed!



## Dave Hatter

Business technologist who solves wicked problems with aplomb. Programmer, Educator, Author, Speaker & Learning Junkie

Cincinnati Area | Information Technology and Services

Current Definity Partners, Cincinnati State Technical and Community College, City Of Fort Wright, Kentucky

Previous MorVee, Libertas Technologies, LLC, Northern Kentucky Chamber of Commerce

Education Northern Kentucky University

Edit

500+  
connections



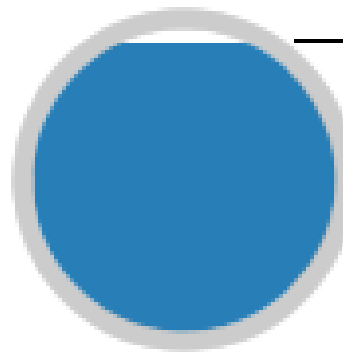


# Profile Strength

- According to LinkedIn, users with complete profiles are **40 times** more likely to receive opportunities through LinkedIn
- As your profile strength improves, your chances of appearing at the top of SERPs greatly improves
- **5 levels:**

- Beginner
- Intermediate
- Advanced
- Expert
- All Star

Profile Strength



All-Star



# Build an All-Star profile

- **All Star requires:**

- Industry and location
- An up-to-date current position (with a description)
- Two past positions
- Education
- Skills (minimum of 3)
- A profile photo
- At least 50 connections

- **Completed profiles rank higher**

- **SEO approach can be more beneficial**



# Information viewable on your profile

- Your profile is visible to members who've signed in. Members in your network see your name and profile
- Members outside your network only see a shortened profile without your name
- Only 1st degree connections can see your email address
- 3rd degree connections and shared group members with free accounts only see your first name, last initial, and top section of your profile when searching by keyword. They'll see your full profile if they search by first and last name
- *Note:* A public version of your profile is called the public profile. It appears when people search for you on Google, Yahoo!, Bing, et cetera

[http://help.linkedin.com/app/answers/detail/a\\_id/77](http://help.linkedin.com/app/answers/detail/a_id/77)



# LinkedIn search algorithm

- **The LinkedIn search algorithm is based on:**
  - Keywords
  - Profile Completeness
  - Connections in Common (shared)
  - Connections by Degree (1st Degree, then 2nd, then 3rd)
  - Groups in Common (shared)



# Optimizing your profile

- Include relevant search keywords in profile areas
  - Use simple keywords that clients/employers would use
  - Use skills search to determine the best keywords
  - Don't be spammy, profile will be read by humans!
- Increase the size of your network
  - LinkedIn takes connectivity into account for relevance
  - It helps to be a 2<sup>nd</sup>, 3<sup>rd</sup> or group connection to searcher
- Participate in Groups
- Get endorsements
  - They can impact search results
- Search on your keywords
- Review and tweak regularly



# What message are you sending?

Terry Gibbons

none of your business at none of your business

Greater Chicago Area | Civic & Social Organization

Current

• none of your business at none of your business

Connections

3 connections

Public Profile

<http://www.linkedin.com/pub/terry-gibbons/20/861/302>



Share



Print



Expanded profile views are available only to premium account holders.  
**Upgrade your account.**



## Contact Settings

### Interested In

career opportunities  
new ventures  
expertise requests  
reference requests

consulting offers  
job inquiries  
business deals  
getting back in touch

# Recommendations

- Very powerful, you can get and give testimonials
- Sent out as updates in your network
- Establish credibility
- Ask for them
- Give them when warranted
- Avoid quid pro quo

## Recommendations

Received Recommendations | Sent Recommendations | Request Recommendations

### Received Recommendations

#### Manage recommendations you've received

Ask colleagues, clients, managers, and employees to endorse your work. Get recommended. (Looking for recommendations you've made? [Click here.](#))

 **Adjunct Instructor at Gateway Community & Technical College**  
You have **1 recommendation** for this position (1 visible, 0 hidden).  
[ Manage ] [ Ask to be endorsed ]

 **Adjunct Instructor at Cincinnati State Technical and Community College**  
You have **8 recommendations** for this position (8 visible, 0 hidden) and 3 pending request.  
[ Manage ] [ Ask to be endorsed ]

 **Associate Editor at Encyclopedia of Northern Kentucky**  
You have **no recommendations** for this position. [ [Ask to be endorsed](#) ]

 **President and founder at Libertas Technologies, LLC**  
You have **53 recommendations** for this position (53 visible, 0 hidden) and 46 pending request.  
[ Manage ] [ Ask to be endorsed ]

 **Councilmember at City Of Fort Wright, Kentucky**  
You have **13 recommendations** for this position (13 visible, 0 hidden) and 18 pending request.

## Recommendations

Received Recommendations | Sent Recommendations | Request Recommendations

### Manage Received Recommendations

[Go back to Recommendations: Receiv](#)

#### Recommendations for President and founder at Libertas Technologies, LLC

You have **53 recommendations** (53 visible) for this position. To show or hide recommendations, select them and click Save Changes.

#### Recommendations

**Jill Lindeman** *(client)*  
show Jill hired you as a IT Consultant in 2007 and hired you more than once

#### Top qualities: Great Results, Personable, Good Value

"I have had the pleasure of knowing Dave Hatter for the past couple years while he has worked on-going with our company in creating the Premier Resouce Center among other applications. I have been consistently impressed by both Dave's attitude towards his work and his performance on the job. His interpersonal and communication skills have allowed him to develop productive working relationships within the entire Premier Development Team. He also has the skills to diagnose problems and devise viable solutions. I recommend him without reservation. Please let me know if you need further information. Thanks, Jill Lindeman Executive Assistant Premier Manufacturing Support Services, Inc." February 16, 2009

[Request a new or revised recommendation from Jill Lindeman](#)

# Skills / Endorsements



Skills

Connect • 8

Top Skills

- 99+ Web Development
- 99+ Entrepreneurship
- 99+ SEO
- 99+ Software Development
- 99+ Leadership
- 99+ Program Management
- 99+ Public Speaking
- 99+ Social Media
- 99+ Social Networking
- 99+ HTML

Ads You May Be Inter

## Endorsers

404 people have endorsed you for **Web Development**



**Tim Bankes** 1st  
V.P. of Technology at Definity Partners  
Cincinnati Area



**Shad Sletto** 1st  
Manager - Project Development @ EGC Construction  
Cincinnati Area



**Rick Robinson** 1st  
lawyer/writer  
Cincinnati Area



**Chris Fischer** 1st  
Founder / Owner, Systems Insight, Inc.

Dave also knows about...

- 99+ Training
- 89 Databases
- 84 Management
- 83 Microsoft SQL Server

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# Skills



Skills

Edit | ↑

## Skills and Endorsements Settings ?

I want to be endorsed  Yes  No

- Include me in endorsement suggestions to my connections
- Show me suggestions to endorse my connections
- Send me notifications via email when my connections endorse me

Add & Remove ?

Manage Endorsements ?

Technology|

Add

Healthcare Information Technology

Educational Technology

Information Technology

Instructional Technology

Technology Transfer

Mobile Technology

Technology Integration

Food Technology

9+ SEO X

Program Management X

Social Networking X

84 Management X

g X

SQL X

43 Networking X

- Add up to 50 skills to make your profile more searchable and to highlight valuable expertise

- Added skills can become endorsements



# Profile statistics

## Who's Viewed Your Profile

- 6** Your profile has been viewed by 6 people in the past 1 day.
- 2** Your rank for profile views moved down by 2% in the past 7 days.

**Kevin McCullough** 2nd  
 Vice President, Commercial Lending at Stock Yards Bank & Trust  
 Today [Connect](#)

**Donna Wesselman MBA** 1st  
 Branch Manager at Adecco  
 Today [Message](#)

**Megan Steinmetz** 1st  
 Litigation Docketing Administrator at Frost Brown Todd  
 Today [Message](#)

**Taryn Pretorius** 1st  
 Group Fleet Co-ordinator and Executive P.A to Vice President Systems and Operations  
 Today [Message](#)

**LinkedIn member**  
 This member chose to be shown as anonymous  
 Today

**675 more people viewed you.**  
 See the full list of 680 people that viewed your profile in the last 90 days on LinkedIn Premium.  
[Start your free month](#)

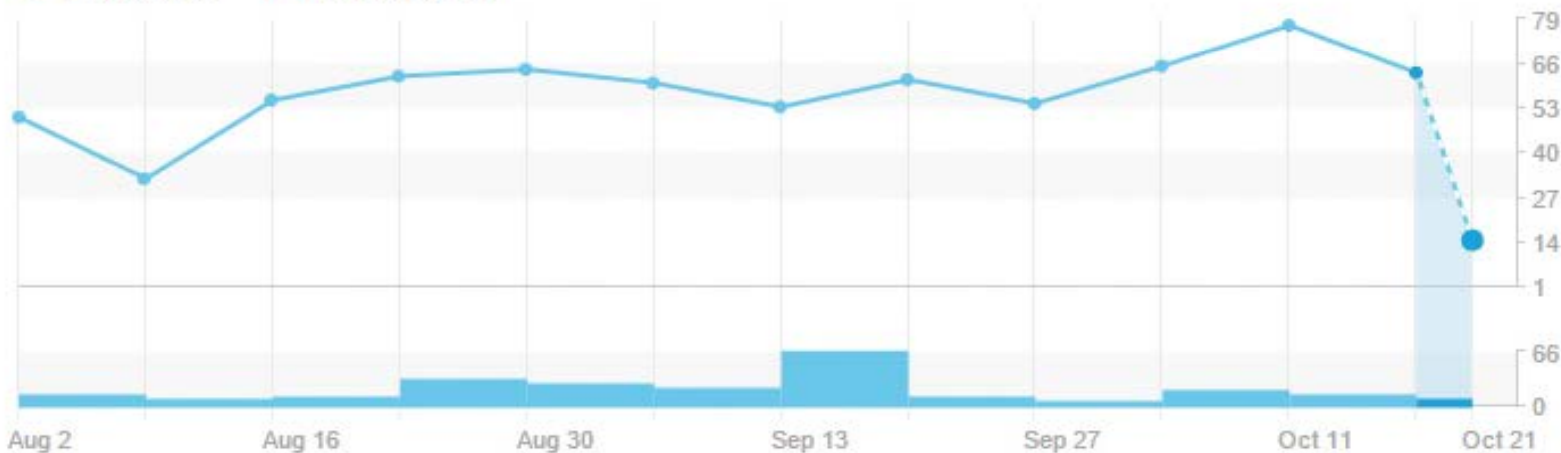
**679** Profile views  
Last 90 days

**32** Viewers found you from  
LinkedIn Search

**3** Viewers who work at Huff Realty

**21** Viewers with the title  
Consultant

— Profile Views    ■ Actions Taken



Oct 19 – now

**14** Profile views  
– from the previous week

**9** Actions taken  
– from the previous week

- What you did:
- Endorsed 9 people
- [Get more profile views](#)

# Profile statistics

679 Profile views  
Last 90 days

32 Viewers found you from  
LinkedIn Search

3 Viewers who work at Huff Realty

21 Viewers with the title  
Consultant

355 Other Sources



32 LinkedIn Search

43 People similar  
to you

75 Homepage

173 LinkedIn  
Mobile App

673 Other  
Keywords



6 First name

8 Last name

13 Summary or job  
description

16 Companies

Who's viewed your profile

How you rank for profile views



You rank in the **top 2%** for profile views among your connections.

**#91** out of 6,299 | Your rank has held steady in the last 7 days



Your connections  
6,299 members



Cincinnati State  
903 members



Definity Partners  
42 members



Professionals like you

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# Six degrees of separation

Psychologist Stanley Milgram tested the theory in 1967 with 296 volunteers sending postcards through friends and then friends of friends to a specific person in a Boston suburb

- **Facebook: 4.74 degrees**
  - Month long experiment of 721M users, only 4.37 in the US
- **Twitter: 4.67 degrees**
  - 5.2 million Twitter friend and follower relationships found the average distance is 4.67 steps
- **Microsoft: 6.6 steps**
  - 30B conversations across 240M people, found 6.6 degrees
- **E-mail: 5-7 degrees**
  - 60K participants in 166 countries found 5-7 degrees

<http://barnraisersllc.com/2012/04/studies-social-media-6-degrees-of-separatio/>




# The 3 degrees

- **1<sup>st</sup> - directly connected**
- **2<sup>nd</sup> - connected through a 1<sup>st</sup> degree connection**
- **3<sup>rd</sup> - connected through a connected connection**

## Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 14,795,500+ professionals — here's how your network breaks down:

 <b>1</b> <b>Your Connections</b> Your trusted friends and colleagues	<b>4,540</b>
 <b>2</b> <b>Two degrees away</b> Friends of friends; each connected to one of your connections	<b>1,107,700+</b>
 <b>3</b> <b>Three degrees away</b> Reach these users through a friend and one of their friends	<b>13,683,200+</b>
<b>Total users you can contact through an Introduction</b>	<b>14,795,500+</b>

20,525 new people in your network since July 23

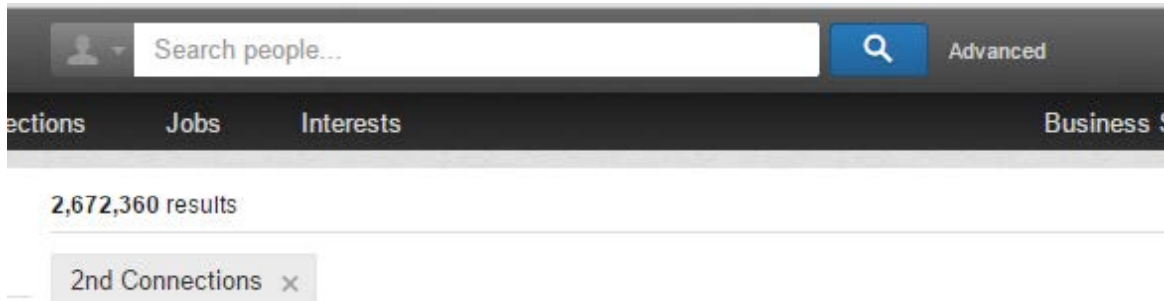
# Total network size

Your LinkedIn Network

**6,560** Connections

**18,453,394** Professionals in your Network

- Total network size and 1<sup>st</sup> degree connections are shown at top left
- To get 2<sup>nd</sup> degree connections, search People with no criteria
- Click the “x” by 1<sup>st</sup> Connections and Group Members



# Connections

- Central location to your network of connections
- Add and Remove connections
- Tag connections
- Export connections
- Import connections

**Connections**  
A healthy professional life starts with healthy relationships

Connect with **Tonya Arvin**, --  
In common: Michael Stoeckle

Connect with **Brigid Brenner**, --  
In common: Jacquie Bauereis

Connect with **Bev Lanham**, Production Supervisor at StopTech, Ltd.  
In common: Theresa Goins


See more people to contact

Sort by **Recent Conversation** Filter by **All Contacts** Search

Select All

**Ron L.B. McFadden** 1st  
Sr. Designer, Architect at Best Western International  
Phoenix, Arizona 16 hours ago

# Connections

 **Dave Abeln** 1st  
Vice President at Cincinnati Testing Laboratories  
Cincinnati Area  
Manufacturing

9 days ago  

[Tag](#) [Message](#) [More](#)

Manufacturing

favorites

[+ Add New Tags](#)

[Manage Tags](#)



## Dave Abeln

1st

Vice President at Cincinnati Testing Laboratories  
Cincinnati Area | Airlines/Aviation

Current     Cincinnati Testing Laboratories  
Previous    Pratt & Whitney, Metcut Research Inc  
Education   University of Cincinnati

[Send a message](#)

[Endorse](#)

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[Block or report](#)

[Remove connection](#)

[★ Relationship](#)

[Contact Info](#)



[Note](#) | [Reminder](#) | [How you met](#) | [Tag](#)



**RE: I thought you would find this interesting**

Thanks Dave, will check it out! On 10/12/14 5:38 AM, Dave Abeln  
--- Check out this update from Aaron...  
10/13/2014 via LinkedIn




# Connections: Import




## Connections

A healthy professional life starts with healthy relationships

### EMAIL, CONTACTS, & CALENDARS

✓  **LinkedIn** | 6,338 contacts | [Refresh](#)  
Dave Hatter, PMP

 **Gmail, Google Contacts, & Calendar**  
Sync your Gmail, Google contacts, and Google Calendar

[Sync](#)

 **Yahoo! Mail & Contacts**  
Sync Yahoo! mail and contacts

[Sync](#)

 **Yahoo! Calendar**  
Sync Yahoo! calendar

[Sync](#)

 **Outlook Mail, Contacts, & Calendar**  
Sync Outlook mail, contacts, and calendar

[Sync](#)


 **iPhone Address Book**  
Sync your iPhone contacts using the LinkedIn Contacts app

[Download](#)

### APPLICATIONS

 **Evernote**  
Sync your notes with your contacts

[Sync](#)

 **TripIt**  
Get suggestions on who to say hello to on your trip

[Sync](#)


### CONTACTS FILE IMPORTS

✓  **Imported Contacts** | 1,625 contacts

[Remove](#)

 **Outlook Contacts CSV**  
Import your Outlook Contacts file


[Import](#)

 **Outlook Contacts Mac**  
Import your Outlook Contacts file


[Import](#)


### Advanced Settings


 [Export LinkedIn Connections](#)


 [Change Timezone: Eastern Time](#)

### Why sync your contacts and what will happen?

 Syncing your contact information helps you keep in touch with your most important connections – so you always know the right times to reach out.

 Syncing your email lets you reference your mail history so you can see the sender and subject line of each of your recent messages in a chronological list. We update everyday.

 When you sync your calendar, you'll also get to see your meeting history with people, and what's on your plate over the next few days. We also tell you who's in your next meeting, in case you haven't connected. It gets updated daily too. Want more details? Visit our [Help Center](#).

 LinkedIn takes your privacy seriously. To learn more about LinkedIn's privacy and security practices, visit LinkedIn's [Privacy Policy](#). We may suggest that you connect with people you already know, but you can always say no if you'd rather not connect since you always have control over who you invite.

### Help Center

[Learn more about your data security](#)

# Connections: Export



[Connections](#) [Imported Contacts](#) [Profile Organizer](#)

[Add Connections](#) [Remove Connections](#)

## Export LinkedIn Connections

If you would like to back up your LinkedIn connections to Microsoft Outlook, Outlook Express, Yahoo! Address Book, or Mac OS Address Book, please select your application and file type from the menu below, then click "Export."

Export to:

Instru  
Micro  
Outlo  
Yaho  
Mac O

- Microsoft Outlook (.CSV file)
- Microsoft Outlook (.CSV file)**
- Outlook Express (.CSV file)
- Yahoo! Mail (.CSV file)
- Mac OS X Address Book (.VCF file)
- vCard (.VCF file)

are supported in the .csv or vCard format. As a result  
are not supported.

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[LinkedIn Corporation © 2014](#) | [User Agreement](#) | [Privacy Policy](#) | [Community Guidelines](#) | [Cookie Policy](#) | [Copyright Policy](#) | [Send Feedback](#)

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# Sending invitations



## Invite Gina to connect on LinkedIn

How do you know Gina?

- Colleague
- Classmate
- We've done business together

Solution Architect / Partner at Definity Partners ▼

- Friend
- Other
- I don't know Gina

Include a personal note: (optional)

It was nice to meet you at the NKY Chamber today!

I'd like to add you to my network of nearly 6,300 professionals on LinkedIn, please don't hesitate to contact me if I can help.

- Dave Hatter, PMP

**Important:** Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)

# Accepting invitations



## People You May Know



### Pending invitations



**Georg Kerschhackl**  
CEO  
Madrid Area, Spain



2



**Love X**  
Managing Director at  
Free Housing & Free  
Food Project  
Greater New York C...



2



**Amazing Placesx**  
website  
Cambodia



**Karina Ferreira**  
Profesional de Venta  
al por menor  
Dominican Republic



1



**pastor James  
Wanyony James  
Wayomi**  
pastor at pastor james  
wanyonyi  
Kenya



2



**Mohammed Ismail  
(Shah)**  
Sr. Recruiter at  
Wisemen  
Houston, Texas Area



6



**Shohel Rana**  
Computer Service &  
troubleshooting at  
Microtec Computer  
Bangladesh



1



**Onore Stephen**  
network marketing  
Ghana



1



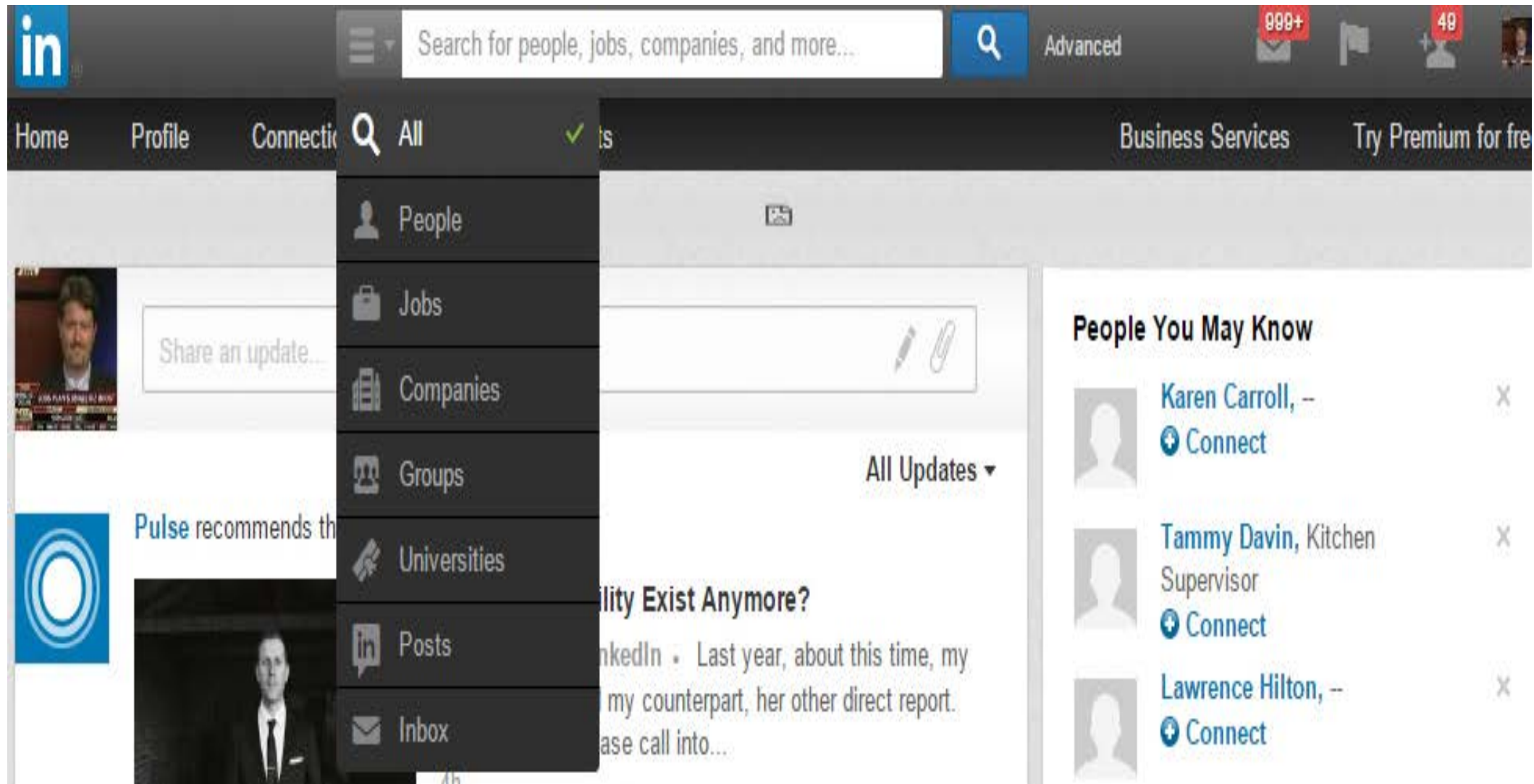
**Hacker Medicine**  
Hacker Protection and  
Hosting All in ONE  
Location@HackerM...  
Greater Atlanta Area



2

See more

# Search: many ways to do it



**Learning to use search will make LinkedIn exponentially more valuable and effective!**



# Search

## Search results vary based on your account type:

- **Basic (Free) account search results include:**
  - Full profiles with names for 1st and 2nd degree connections, as well as full views for all profiles shown when searching by name.
  - Profile summaries for 3rd degree and out-of-network profiles, including those you share groups with
  - A maximum of 100 profiles
  - Basic search result filters
- **Premium account search results include:**
  - Full profiles with names for members in your network, and those you share groups with
  - Profile summaries for out-of-network profiles
  - Extensive search results (varies between account types)
  - Premium filters to refine your results

[http://help.linkedin.com/app/answers/detail/a\\_id/129](http://help.linkedin.com/app/answers/detail/a_id/129)



# Advanced Search

SEARCH

2,204,071 results

Save search

Advanced

1st Connections x 2nd Connections x Group Members x

## People

Jobs

### Keywords

### First Name

### Last Name

### Title

### Company

### School

### Location

Located in or near:

### Country

United States

### Postal Code

## Advanced People Search

Reset Close

### Relationship

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

### Location

### Current Company

### Industry

### Past Company

### School

### Profile Language

### Groups

- .NET Developers
- AMT - The Association For Manufacturing T...
- Agile Cincinnati
- Atlas Shrugged
- Bourbon Aficionados

### Years of Experience

### Function

### Seniority Level

### Interested In

### Company Size

### Fortune

### When Joined

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# Search Results

## SEARCH

Advanced >

All

**People**

More...

### Keywords

### First Name

### Last Name

### Title

### Company

### School

### Location

Located in or near:

### Country

United States

### Postal Code

68 results for **John Galt**

1st Connections x

2nd Connections x

Group Members x

Reset



**Lawrence McCullough, CISM** 1st

Information Security SAP Architect at The University of Cincinnati  
Cincinnati Area · Information Technology and Services

▶ 57 shared connections · Similar · 500+

Message

Past: SAP Basis Security Consultant at Caterpillar Logistics  
Contracted through Bradford & Galt Assigned to Caterpillar  
Logistics Global SAP Basis team.

Past: Senior SAP Security Consultant at **John** Hopkins University



**Marie Lane** 2nd

Implementation Consultant at **John Galt** Solutions  
Cincinnati Area · Computer Software

▶ 1 shared connection · Similar

Connect



**Alan C. Joseph** 2nd

VP of Operations and Director of Membership at ORPA  
Cincinnati Area · Nonprofit Organization Management

▶ 25 shared connections · Similar

Connect

Past: Production Manager at **John Galt** Bindery



**Michael Blake** 2nd

Insurance.Business Engineer (sm)  
San Antonio, Texas Area · Information Technology and Services

▶ 1 shared connection · Similar

Connect



**David Russell** 2nd

Retired Oppressor  
Tampa/St. Petersburg, Florida Area  
· Information Technology and Services

▶ 2 shared connections · Similar

Connect

Summary: Who is **John Galt**? I'm currently working on being more useful to my family and gaining more direct...



# Status updates

- **Powerful way to share information with network**
- **Sharing something just once a week makes you 10x more likely to be viewed by a hiring manager**
- **Provide timely, useful, helpful information**
- **Stay top of mind**
- **Promote an event or cause**
- **Curate content**
- **Be creative to grab attention when adding content**
- **FIFO**
- **Dave's Rule of 3.**



# Status updates



Come out for a great night of food, fun and to support [Cincinnati State](#) and [FreestoreFoodbank](#) at Recipe For Success 11.03.13



## Hospitality Academy of Cincinnati Recipe for Success Fundraiser



[workforcecincinnati.com](http://workforcecincinnati.com) · November 3, 2013, 5:00 – 9:00 Horseshoe Casino Cincinnati The Hospitality Academy of Cincinnati fundraiser, "Recipe for Success", is a unique event that showcases food, food preparation skills and talent in an entertaining format while sharing...

Show image

Share with: **Public**



**Public + Twitter (@DaveHatter)**

✓ **Public**

**Connections**

**Share**

**All Updates** ▾

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# Status update timing



## OPTIMUM TIMING FOR SOCIAL POSTS

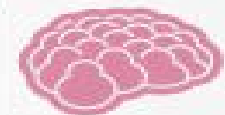
	BEST	WORST
FACEBOOK	1 PM - 4 PM	8 PM - 8 AM
TWITTER	1 PM - 3 PM	8 PM - 9 AM
PINTEREST	2 PM - 4 PM	5 PM - 7 PM
	8 PM - 1 AM	
GOOGLE+	9 AM - 11 AM	6 PM - 8 AM
LINKEDIN	7 AM - 9 AM	10 PM - 6 AM
	5 PM - 6 PM	

### SOURCES FROM

Salesforce | MarketingThink | Wired | BusinessInsider  
Social Caffeine | bitly | Mashable | Elaine Fogel  
Peg Fitzpatrick | Mashable | Popular Mechanics  
Tech New Daily | WIX | Social Media Delivered | Inkifi

### DESIGN BY

myclever  
agency



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# Status Updates

- Learn about activity in your network:
  - New connections
  - New groups
  - Group updates
  - Profile updates
  - Status Updates
  - Application Updates

Who's Viewed Your Updates < All >

Total for 33 updates since Oct 7

5594

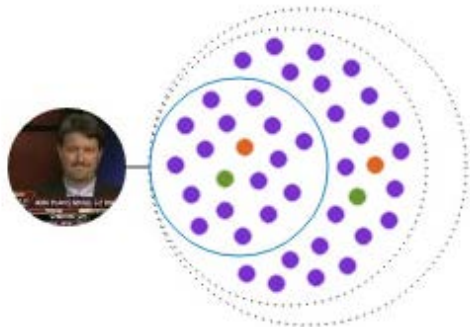
views

22

likes

4

comments



Who's Viewed Your Updates < 5/33 >

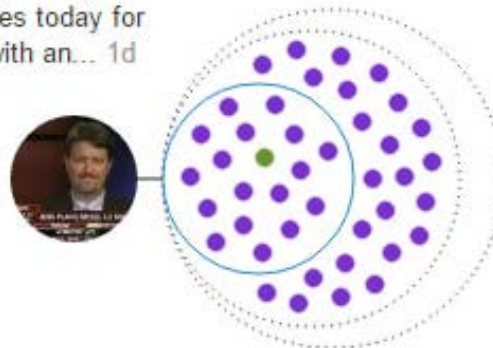
354

views

2

likes

“ Apple Pay launches today for folks with an... 1d ago



All Updates ▾

Top

Recent

All Updates

Shares

Connections

Groups

Profiles

News

Companies

Your Updates

Hidden (5) »

Customize »



# Groups

- **One of the most powerful features!**
- **Many different types of groups**
- **Make new contacts**
- **Announce news, events and jobs**
- **Rally folks to a cause**
- **Ask and answer questions**
- **Build your brand**
- **Follow certain people or topics**
- **See the influencers in the groups**
- **Drop little nuggets of useful information to build a brand (company and personal)**



## Group statistics

- **More than 2,000,000 groups**
- **17,800,000 members in groups**
- **1,500,000 new groups memberships per week**
- **1,200,000 posts and comments in groups per week**
- **1,530 groups related to Cincinnati**
- **LinkedCincinnati has >40K members**

<http://press.linkedin.com/about>



## Group statistics

- **Membership varies from 1 to 1.1M**
- **Majority of the largest groups are employment oriented**
- **128,000 groups for academic and corporate alumni**
- **You can belong to 50 groups**
- **You can own 10 groups**



# Group statistics

- I can reach nearly 30,000 people through groups I own
- I can reach ~700,000 people through all the groups I belong to
- Increased by nearly 200K in less than a year





# Groups

- Groups have benefits “even if you are not involved in the discussions, such as the ability to direct message fellow group members, and the ability to help your search rankings and ability to be found within groups.”
- “I would be in 500 groups if they’d let me”

Wayne Breitbarth, LinkedIn Consultant



# Groups



## Your Groups

50 groups

Take a tour



34



LinkedKentucky

9



LinkedNorthernKentucky

125 updates

1 item to moderate  
124 requests to join

2



Bourbon Aficionados

10



Cincinnati Forty Under 40 Alumni

29



Cincinnati Milacron Alumni

View More



Enter a discussion topic

200



## Harvard: US debt bill is \$123,000 per worker

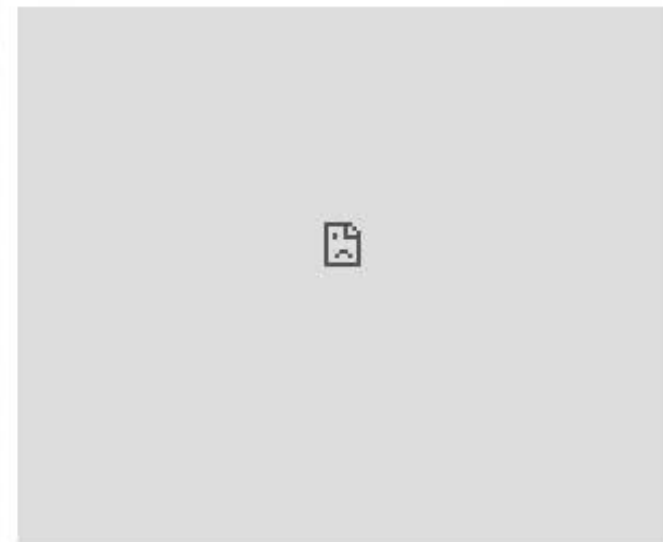
Dave Hatter, PMP in [Small Business Owners](#) by NFIB



Harvard: US debt bill is \$123,000 per worker | [WashingtonExaminer.com](#) washingtonexaminer.com

The U.S. debt, which has jumped 55 percent under President Obama, is now so high that if working Americans had to pay their full share, the bill would be over \$123,000, according to a new Harvard University Institute of Politics study of the...

Like • Comment (2) • Unfollow • October 17, 2013



Don't see what you're looking for?

PARTNERS

# Groups



## Official Northern Kentucky University Alumni

4,082 members



Discussions

Promotions

Jobs

Members

Search

Manage <sup>1</sup>



**4,000 Members!** Manager's Choice

[Dave Hatter, PMP](#)

Business technologist solving wicked problems with aplomb! Programmer, Educator, Author, Speaker, & Learning Junkie

We have reached another major milestone! Please welcome Michael Brookbank as our 4,000th alumni member! Please invite your fellow...

Like • Unfollow • 2 months ago

### Members of this Group



[Shelley Enda](#)

Web Design - Development - SEO/SEM - Online Marketing - IT Services & Support

[Unfollow Shelley](#)

[See all members](#)

### Your group contribution level

Start by commenting in a discussion. Group participants get 4x the number of profile views.



Getting Started

PARTNERS ✓

Start a discussion or share something with the group...

Popular

Recent

# Useful local groups

- **Cincinnati USA Regional Chamber –**  
**<http://www.linkedin.com/groups?gid=149230>**
- **Cincinnati Better Business Bureau –**  
**<http://www.linkedin.com/groups?gid=1915191>**
- **LinkedNorthernKentucky –**  
**<http://www.linkedin.com/groups?gid=44857>**
- **LinkedKentucky –**  
**<http://www.linkedin.com/groups?gid=1576397>**
- **LinkedCincinnati –**  
**<http://www.linkedin.com/groups?gid=41134>**
- **Northern Kentucky Chamber of Commerce –**  
**<http://www.linkedin.com/groups?gid=800987>**
- **Cov Cath Alumni Group -**  
**<https://www.linkedin.com/groups?gid=1781498>**



# Companies


More than 3,000,000 company pages!



## Companies

Home Following

### Recent Updates

 **Intelligrated** Luther Webb discusses zone routing for goods-to-person picking in DC Velocity  
<http://ow.ly/D2L9p>

#### Zoned in

ow.ly · Looking to stay on top of your order fulfillment game? Zone routing offers the benefits of goods-to-person picking at a fraction of the cost.

Like · Comment · Share · 36 minutes ago

 **Microsoft** Find out how Maria Bartiromo's news team uses social, and hear expert Gary Vaynerchuk's ideas on how social tools drive innovation. Register now for #modernworkplace!  
<http://msft.it/6047q5vF>



#### Registration Launch

msft.it ·

Like (24) · Comment (1) · Share · 2 hours ago

### Manage your pages



**Libertas Technologies, LLC**  
Information Technology & Services



**The City of Fort Wright, KY**  
Government Administration

### Create a Company Page

Raise brand awareness, announce career opportunities, and promote your products and services with a LinkedIn Company Page.

[Learn More](#) ▶

Create

# Company pages



**Definity Partners**

1,675 followers

✓ Following



Home



## How You're Connected



**36** first-degree connections

**6** second-degree connections

**45** Employees on LinkedIn

[See all](#) ▶

We're passionate about improvement.

Definity Partners changes things for the better every single day. It's exhilarating. And it's infectious.

Whether you work with us, or for us, it's virtually... [see more](#)

# All it takes is 15 minutes a day

- **Post an update:** Post what your doing, an upcoming event or a link to something useful for your connections. **Rule of 3 by 7**
- **Click like, comment or share:** Scan the activity feed to see what others are doing and click like or comment and/or share when appropriate.
- **Check groups:** Scan groups to see what has been posted and respond if appropriate. Post something useful to the group or engage in a discussion
- **Check messages and invites:** Respond to any messages and look to see who has invited you to connect
- **Use Search:** Research your industry, connections, competitors
- **Send a note:** Send a quick note to people you haven't connected with in a while. Use the new features for job changes / birthdays, etc to engage.



## **A word of caution: Reputation**

**It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently. – Warren Buffet**

**"Glass, china, and reputation are easily cracked, and never mended well." - Benjamin Franklin**





# Reputation Management

## Why RM is so important:

- Content has the potential to last “forever”
- Content not only has an increasingly broad reach, it travels faster than ever (VIRAL), often without your consent or control
- Once content is posted, you have little control over who can see it or what they can do with it!
- Information posted can be used against you legally
- People have lost their jobs and/or not been hired because of postings on the Internet
- Information posted on the Internet can be difficult to vet
- Most, but not all adult social network users are privacy conscious; 60% restrict access to their profiles to friends, 58% of adults restrict access to certain content within their profile.



# Q & A

**Please send me an invitation!**

**Dave Hatter**

**Definity Partners**

**[dhatter@definitypartners.com](mailto:dhatter@definitypartners.com)**

**[www.linkedin.com/in/davehatter](http://www.linkedin.com/in/davehatter)**

**[www.youtube.com/davidlhatter](http://www.youtube.com/davidlhatter)**

**[www.twitter.com/davehatter](http://www.twitter.com/davehatter)**

