

# LinkedIn Engagement

## How are you engaging?



### Participate in the network

This is a social network! Comment on or react to your connection's posts. Congratulate connections on accomplishments or career moves.



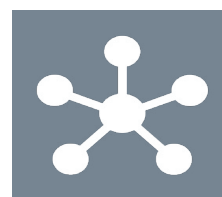
### Make connections

Connect with people you know, people you admire in your field and industry, 2nd connections, and contacts from networking events. Personalized notes about why you are connecting can really help, especially if you have not met in real life.



### Share your expertise

Original content is great here! Share professional-level presentations, documents, photos, and videos of your work. Be cautious of sharing group work and internship/job work only with permission.



### Be active in groups

Join at least 2 groups, and participate in discussions, answer questions, and connect with new people.



### Follow up with your network

When you connect with someone new, you can add notes to that relationship that are private to you. Use this to remember how you met or connected with someone. It may be helpful to reach out occasionally via message (or you can schedule check-ins) if you are not able to interact with their feed. This way, you're building real relationships, even on a digital platform.

## What are others saying about you?



### Endorsements

Endorse others and ask them to endorse you, especially for top skills in your field. (You can base this on the skills that come up most often in job descriptions.) Next, reorder your endorsements to highlight the skills that you want to stand out using top skills and skills categories.



### Recommendations

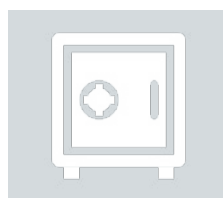
Ask people who you have worked with in the past to write recommendations for you via LinkedIn. You'll be able to choose what you want to be recommended for and will be able to choose from your connections for you request a recommendation from. These are personal and verified, so they are a really great way to let employers see your strengths from another's perspective.

## Which best practices are you employing?



### Activity

Stay active on this platform- update your status at least once a week, but ideally once a day, to maximize your social network.



### Profile Visibility & Privacy

Spend time with your LinkedIn profile settings- if people can't find you or see your experience, it can make networking with new contacts difficult. However, don't share that you are seeking if a current employer doesn't know that.



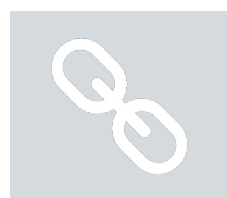
### Name Pronunciation

Record how to pronounce your name correctly and display it on your LinkedIn profile. Limit background noise, speak clearly, and keep it to 10 seconds or less!



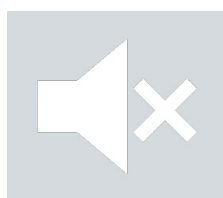
### Timing

Research the best time to post for visibility! Currently, Tues.- Thurs. 10am- 11am are the peak time to share content to maximize views.



### Help people find you!

Customize your LinkedIn URL with your name (include middle initial if needed) for ease of sharing



### Professionalism

Avoid cursing and over-sharing personal details. Check spelling and grammar. Know that any opinions you share may affect how employers see you. Do not share negative information about former employers. LinkedIn should always be work appropriate.



**LinkedIn** helps you to build the Professionalism and Technology competencies. For more information about competencies: [belkcollege.charlotte.edu/guide](http://belkcollege.charlotte.edu/guide)