

LinkedIn Strategy

Recommendations – ask people you have worked with to provide a Recommendation. Try to get at least one per duty station/job or a few a year. It is ok to get recommendations from your Marines too. You want testimonials that highlight you as the leader/supervisor and your skills.

Grow Your LinkedIn Network – each Monday, I want you to log on to LinkedIn and find someone new to send a request to connect. Maybe it is someone you met at an event, job fair, coworker, previous coworker, college alumni member, or someone you admire and want to get to know. Do not send the generic message created by LinkedIn. Take time to erase that message and send a genuine message. Scan your messages and see if you have any requests to accept. After you accept a request, send the person a short message thanking him/her for the request to connect and let them know you look forward to getting acquainted or helping them in some way. You will be able to tailor this based on the person and their industry.

Follow Companies and Key Players – after attending a job fair, follow the company on LinkedIn and send a connection request to people you met. Stay engaged with them. Begin establishing rapport and networking.

Engage w/1 Group on LinkedIn – Wednesdays at noon - log on to LinkedIn and take time to visit one of the groups you follow. Read the posts and leave a few comments. Contributing to the discussions in a meaningful way will help you share your expertise with others.

Engage on LinkedIn – take time on Thursday afternoons to engage with a few people on LinkedIn. You may want to comment on their posts or post an article you found of value.

Google Alerts – use Google Alerts to help find articles in your industry to share. Set your Google Alerts with industry-specific keywords. You can select how often you want to receive an alert and what type of content you desire. Setting up Google Alerts makes finding content fast and easy since industry-specific articles are delivered to your email inbox daily or weekly.

<https://www.google.com/alerts>



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