



Speaking out for people with intellectual and developmental disabilities



[www.vor.net](http://www.vor.net)



/VOR



@VOR\_NET



[info@vor.net](mailto:info@vor.net)

## Reminders: Help VOR Grow!

**Challenge!  
Recruit 5 New  
VOR Members  
Today!**

**Celebrating  
Home: Holiday  
Shop and  
Benefit VOR**

**Make a Lasting  
Impact with a  
Will Bequest**

**To all of our VOR members on the East Coast who have been impacted by Hurricane Sandy, you are in our hearts and minds during this challenging time ~ Your VOR Family**

## LinkedIn 101

*LinkedIn, VOR and You: Using Social Media*

### LinkedIn Personal Profile Optimization Recommendations and Guidelines

By Larry Stopa, President, [E-Power Marketing](#)  
[@EPowerMarketing](#)

[LinkedIn](#) is the world's largest professional network on the Internet with more than 175 million members in over 200 countries and territories. Catering to business professionals, LinkedIn is an effective Social Networking site for both personal and company branding.

LinkedIn strengthens and expands your network by providing a place to exchange insights, knowledge, and ideas with a broader network of professions.

#### 1. Create a LinkedIn Personal Profile Page (if you do not already have one)

- Go to <http://www.linkedin.com/> and fill in your first name, last name, email address and password. When finished, click "Join Now."
- After you click Join Now, you'll be redirected to a page that will ask you for additional basic information. Fill in all fields and click "Create my profile."
- LinkedIn will send you an email to confirm your account email address. Verify your email address by clicking on the link within the email or copying and pasting the link into your browser. This will complete the initial set up of your LinkedIn profile.

#### 2. Edit Company Name to integrate with

## VOR Awareness Event

VOR.net:  
Your one-stop  
advocacy  
resource

**your Company's Profile. If you are not working or your company does not have a LinkedIn page, you can choose "VOR" as your company.**

- Login and click on "Profile" toward the top left hand side of the page.

- Towards the middle of the page you see "Current." Click "Edit" which is located next to the position title and company name listed.

- Next to the Company name, click "Change Company."

- The Company Name box is now empty. Start typing "YOUR COMPANY NAME". A drop down of suggestions will appear as you type. Choose YOUR COMPANY (**Choose [VOR](#) if you are not working or your company does not have a LinkedIn page**)

- Now your profile is linked to the new Company Profile page.

**3. Edit your profile. Be sure to fill in all relevant information; the more full and complete your profile is, the more attractive your profile will appear. Also, be sure to use keywords throughout your profile as you will rank higher for those terms when someone conducts a "people search."**

Hover over the "Profile" dropdown menu and click "Edit Profile" We recommend the following settings:

- Add a professional photo. This allows users who are searching for you to immediately recognize you.

- Edit your profile headline. This is one of the most important fields to optimize in your LinkedIn profile. Your headline is a short phrase that should inform people of who you are and what you do. Include as many keywords as possible within the headline (e.g., Vice President of Marketing at YOURCOMPANY).

- Fill in your past work positions. Be as

complete as possible. Within the experience fields, include job descriptions outlining what you do/did at each job. Position descriptions should provide the basic details of the position, so LinkedIn members who view your profile can get a quick idea of what the position involves to get a better understanding of your role and experience.

- Fill in your Skills and Experience. Include tags in this field that describe your professional experience; when you start typing a phrase in, suggestions will come up. Once you have selected key phrases, you can click those tags and give more information, including your proficiency levels and years of experience.

- Fill in your past education. List any and all activities and associations you participated in while you were attending college.

- Add your company Website.

**a.** In the first drop down box choose “Other”. In the next box type your company’s website address or you can type “VOR” and use <http://www.vor.net/> as the Website link.

**b.** Below that are 2 more boxes for Websites. You can include other pages of the your company’s website or link to its Facebook or Twitter accounts; or you can [use other pages on VOR Website](#) or links to the [VOR Facebook](#) page or [Twitter account](#).

- LinkedIn gives you the option to link a Twitter account to your LinkedIn profile. This will allow you to post LinkedIn updates to Twitter and publish Twitter updates to LinkedIn. If you do use this option, make sure that all Twitter updates that are published to your LinkedIn profile are professional.

- Customize your public profile URL. Click “edit” next to your public profile URL. Toward the top right of the next page, click “customize your public profile URL.” We recommend including your name in your URL.

- Fill in your interests. Use commas to separate phrases of your interests. These can be more personal, but as with all of LinkedIn, they should be professional. Examples could include: Marketing, Accounting, Organizational Communications, Event Planning, Project Management, etc.
- Edit the Groups and Associations section. Add all groups and associations that you are a part of through work or personally. Examples of these could be: VOR, Parents and Friends of ABC, American Medical Association, Rotary, National Education Association, Direct Marketing Association, Boston Biotech Association, Urban Land Institute, Habitat for Humanity, etc.
- Edit the Honors and Awards section. List the honors and associations that you have received professionally. Examples could include: Voice Award recipient; Salesperson of the Year, 2002; Golden Apple Award for Outstanding Teaching, 2000; Who's Who in America, 1999-2004
- Add a summary. Your Professional Overview should give a brief description of your business experience, including your past work and current specialties. In the Specialties field, you should include particular skills or experiences you consider to be your professional specialties.

#### **4. Build your Network**

- Continue adding "Contacts" to your network. Search and network with clients, partners, friends and various other contacts.
- Ask for recommendations from your colleagues and superiors to strengthen your profile.
- Join and participate in related Groups. This will help to build your personal expertise as well as your reach. Many times this will assist in gaining contacts.

- Participate in Answers. Watch for related Answers in which you can answer other LinkedIn user's questions. Participating in this Q&A platform is a way to establish one's self as an industry expert. LinkedIn Answers offers RSS Feeds for individual categories. Take advantage of RSS Aggregators such as Google Reader (<http://reader.google.com/> ) for subscribing to various Feeds to allow for easy monitoring of new Questions.

- Share news and resources that are related to your industry or are of personal interest to you. Include a summary of why it's valuable to add to your credibility.

- Include a link to your LinkedIn page in your email signature.

- Use widgets to integrate your other Social Media tools. For instance import your blog entries or Twitter stream into your profile. [Here are possible widgets for your profile.](#)

-----

As with Twitter and Facebook, LinkedIn serves its purpose in the social media world. It's not the chatty Facebook or the quick "newsflash" Twitter. Instead, it's a venue for professionals and advocates to profile their skills and network with each other, while also helping raise VOR's awareness among a broader community of professionals.

Tel: (605) 399-1624  
Toll Free: (877) 399-4867  
Fax: (605) 399-1631  
Email: [info@vor.net](mailto:info@vor.net)

JOIN VOR. DONATE TO VOR. MAKE A DIFFERENCE