



Strategic Online Networking to Propel Your Career

**OPTIMIZE YOUR ONLINE PROFILE
TO ATTRACT CAREER OPPORTUNITIES AND REFERRALS**

Learn how to build relationships online and expand your network of opportunities and referrals! While 2Actify teaches HOW to network on the LinkedIn social platform, you can apply the concepts to *any social network platform*. Get prepared for creating your **MAGNETIC PROFILE** by following the points below that are excerpted from the full 2Actify course:

GENERAL RULES FOR ONLINE NETWORKING:

1. Demonstrate professionalism, present skills and achievements and identify what you want to do so the people viewing your profile want you in their network! Show your professional persona *across all your social platforms*.
2. When you reach out to build your network and create opportunities with your ideal audience, it's important that your profile clearly describes:
 - WHAT you do
 - HOW you do it
 - WHO you do it for
3. Before you start updating your profile, turn OFF the settings that notify your network of changes. When you're finished making the changes, remember to turn the settings back ON.
4. Select the setting that shows your full profile when you view the profiles of others during a search. Don't be anonymous! You want to be seen and invite those you search to also view you back.

**How to use the Main Profile Sections to increase your online exposure
and meet the right audience for growing your network.**

TAG CARD SECTION: The tag card contains your picture, name, and description of what you do.

The **TAGLINE** is under your name. Use these 120 characters to describe:

- WHAT YOU DO
- HOW YOU DO IT
- WHO YOU DO IT FOR

- **YOUR PICTURE IS YOUR FIRST IMPRESSION:** Display a professional headshot with an inviting smile. If you're serious about your marketing campaign, then invest in having a



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professional photo taken. Dress like a pro, smile and look approachable. This picture is the “PROFESSIONAL YOU.”

Your TAGLINE, NAME and PICTURE are very important because they summarize you wherever you show up on the social platform (visits, groups, lists, etc.). Your TAG CARD will also show your most recent position and the name of your school, auto-filled from the EXPERIENCE and EDUCATION sections within your profile.

- **EXPERIENCE and EDUCATION:** Be sure to highlight achievements because your profile viewers will be evaluating *what you can do* for their organization. Your **CURRENT POSITION** or most recent experience listed in the **EXPERIENCE SECTION** can be adjusted based on how you want it displayed in your TAG CARD.
- **CONTACT INFORMATION:** An email address and phone number tells the profile viewer that *you're serious and want to be contacted*. You'll also be able to list a **WEBSITE** within the editing mode of this section, and can select and fill in a catchy name that you want linked to a URL such as a website or blog.
- **PUBLIC PROFILE LINK:** This link is used to direct viewers to your profile. When someone finds your name using a search engine, your public profile may display. You can also use this link within a resume or email to direct a contact to your profile. Make sure you edit this field to show your name *without numbers*. For example: www.Linkedin.com/in/pennypearl and not www.Linkedin.com/in/pennypearl123456

ADD A SUMMARY SECTION: Describe more about yourself based on what you can offer your profile viewer and your ideal connections. Use key words most likely used to search for what you do. This section should include your mission, skills, desired position and achievements.

- In LinkedIn, only the first two lines of your **SUMMARY** show until the viewer chooses to **SEE MORE**. Therefore, pay attention to strong messaging in those first two lines of your summary so viewers *want* to “see more”!
- A **SUMMARY** written in first person is more personal and engaging than one written in third person.
- Incorporate paragraphs and bullet points for easy scanning by the viewer. Although you are writing about yourself, your profile is about how your skills and achievements can benefit the professionals you're attracting and the career you're seeking.
- Include a “**CALL TO ACTION**” in your summary and provide your email address and phone



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number. Make yourself **EASY TO BE REACHED**. In the profile edit mode, you can add pictures, URLs, a link to your blog, presentations, or copies of your work in the **MEDIA SECTION** of your summary.

Check your online profile from a viewer's perspective. What do they see?

EXPERIENCE: Use key words to describe your experience and list major achievements and skills. Each experience can be formatted similarly to the details you provide in a summary section such as categorizing the special skills implemented and achievements in that position.

RECOMMENDATIONS: Request recommendations for each position you've listed (note that they can only be requested from first degree connections). Try to obtain up to 20 recommendations—they establish credibility for the career you're seeking!

Promote your achievements and how you'll benefit an employer.

ADD AN ACCOMPLISHMENTS SECTION: Describe your achievements and how they've impacted you and others as they relate to the type of career you're seeking.

ADD AN ORGANIZATIONS SECTION: List the organizations you belong to from the perspective of how your affiliation relates to the career you're seeking.

ENDORSEMENTS: List your skills—your connections will endorse you for these skills. Viewers can quickly see where others attest you are outstanding!

Add MORE SECTIONS that establish credibility such as

CERTIFICATIONS, COURSES & PUBLICATIONS.

JOIN ONLINE GROUPS: LinkedIn allows members to join 100 groups. Join as many as you can to grow your network and participate in the group communities to build credibility and connections. Start or contribute to conversations.

- One of the advantages of **GROUPS** is that you can message members without being connected
- Join our 2Actify Group: 2Actify Networking



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FOLLOW COMPANIES that you're interested in for a career opportunity. If you're connecting with a hiring manager, be sure to follow the company! Your profile viewers look at who and what you're interested in and your connections as part of their evaluation process.

LEARN THE DETAILED PROCESS FOR STRATEGIC ONLINE NETWORKING

GROW YOUR NETWORK and CREATE CAREER OPPORTUNITIES

2ACTIFY SHOWS YOU HOW TO:

BUILD A MAGNETIC PROFILE

MARKET YOURSELF

SEARCH FOR YOUR IDEAL CONNECTIONS

REACH OUT WITH MESSAGES THAT BUILD YOUR NETWORK, and

DEEPEN RELATIONSHIPS that lead to CAREER REFERRALS and OPPORTUNITIES.



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