

2



LOOK WHO JUST WENT TO LINKEDIN

3 LINKEDIN BASIC REQUIREMENTS

Picture and background Image

Headline that defines you

Complete About section with skills

Jobs with descriptions and skills

Skills (need at least 10)

Need to engage

4 TOP QUESTIONS I GET ALL THE TIME

Basic or Premium – does having one affect search results



Open to Work (on or off)



Why isn't anyone finding me



Why should I post when no one engages



How do I get started here

5 MY ANSWERS

Basic or Premium – does having one affect search results – **NO DIFFERENCE**

Open to Work (on or off) – **KEEP IT ON FOR ALL**

Why isn't anyone finding me – **ALL IT TAKES IS ONE**

Why should I post when no one engages – **WHY NOT?**

How do I get started here- **JUST DO IT**

6 PICTURE AND IMAGE

- Make sure you're smiling, and your picture is centered
- Upload an image to market yourself
- Use the pronunciation feature

YOUR HEADLINE IS MORE THAN YOUR JOB



Kenneth Lang

Empathetic Job Search Mentor * Honored as Top Job Search Expert to Follow on LinkedIn * LinkedIn Introvert * NY Giants Fan * Oh, and a SCRUM-certified Business Analyst/Product Owner * Always learning * Always positive

Talks about #jobsearch, #noautomation, #introvertsunite, #linkedinfeatures, and #jobsearchstrategies

New York City Metropolitan Area · [Contact info](#)



8 HEADLINE

- You have 220 characters to sell yourself, don't default to your most recent job.
- Unsure about what to do – search for jobs you're interested in, check out the skills associated with them and add some of those skills to your headline

9

WITH OPEN TO WORK YOU CAN SET THIS UP

Edit job preferences

Job titles*

Product Owner X

Guest Speaker X

Group Facilitator X

Corporate Trainer X

Business Analyst X

+ Add title

You've reached the maximum

Location types*

On-site ✓

Hybrid ✓

Remote ✓

Locations (on-site)*

Wayne, New Jersey, United States X

New York City Metropolitan Area X

Delete from profile

Save

10 INCLUDE SKILLS HERE!

About



✓ Jump in, the LinkedIn water's fine! I'm an Introvert who's always learning how to best use this platform for myself and my clients - job seekers. As a Professional Branding Specialist at LHH I support them through resume revisions, branding sessions, and job search best practices.

...

...see more



Top skills

Networking • Presentations • Business Analysis • Professional Mentoring • Writing

HERE'S HOW YOU CAN CHANGE THEM!

Edit about

You can write about your years of experience, industry, or skills. People also talk about their achievements or previous job experiences.

✓ Follow your passion like I did when I founded My Networking Central- a searchable networking database where job seekers, group facilitators and speakers can find events and topics of interest.

✓ As a LinkedIn Introvert and an empathetic Job Search Mentor here's my pitch - Don't be afraid or worried about what to post here - Jump in, the LinkedIn Water's fine! LinkedIn is more than a job search tool. It's a digital Rolodex, and a database and treasure trove of great information.

✓ As a career coach for 45+ older job seekers, I remind attendees in my networking groups about the need for an actionable LinkedIn networking strategy. I'm passionate about building my clients' LinkedIn brand engagement while teaching them networking best practices.

✓ I'm one of the top 100 LinkedIn voices for job seekers and have been published in Forbes and Inc.

✓ Now for my professional background - as a business consultant, I solve IT challenges coaching Agile teams as a certified SCRUM Master and a SCRUM Product Owner. I have 20+ years experience as a

2,501 views

Skills

Show your top skills — add up to 5 skills you want to be known for. They'll also appear in your Skills section.

Professional Mentoring X

Job Search Strategies X

Networking X

Communication X

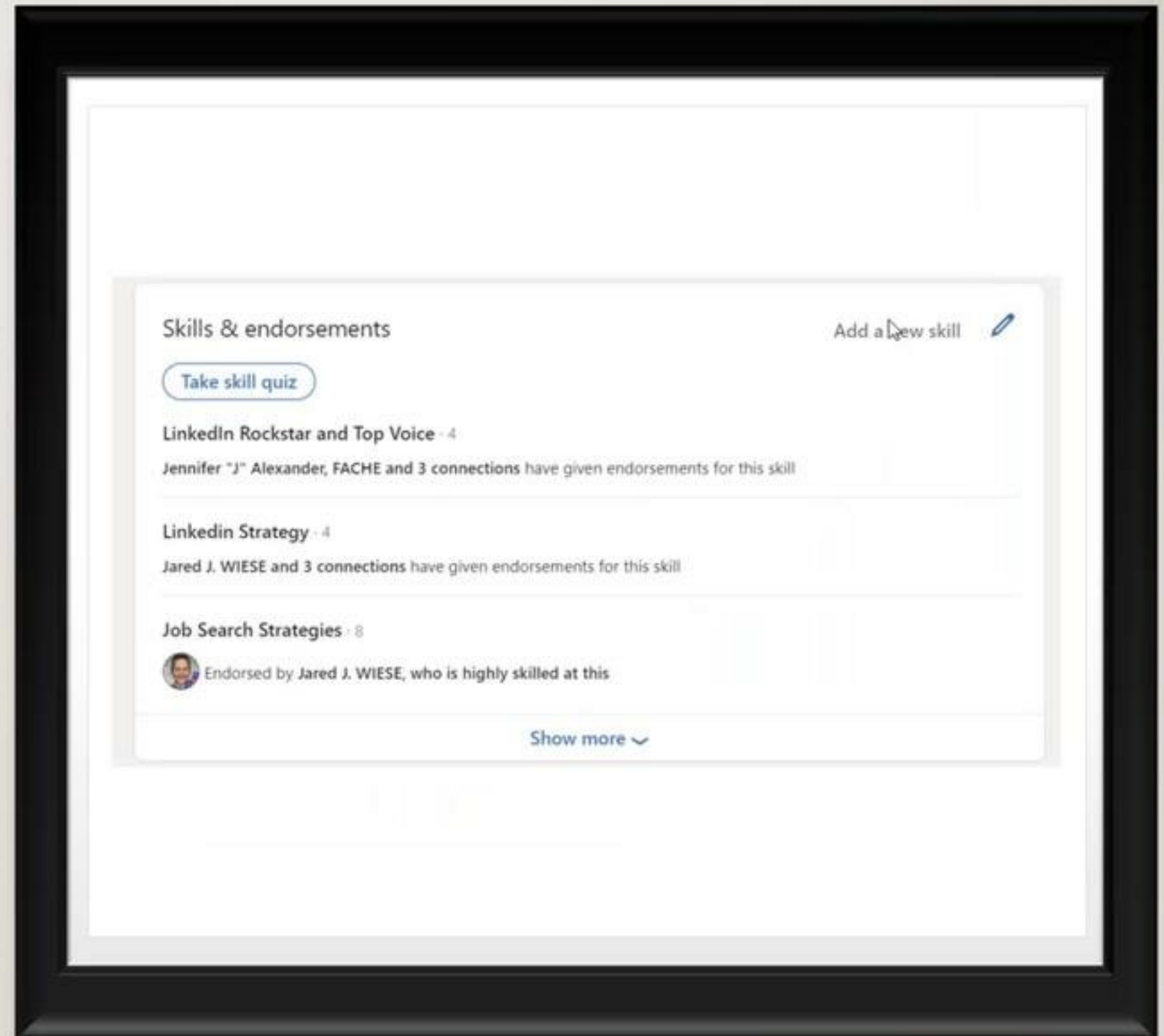
Presentations X

+ Add skill

Save

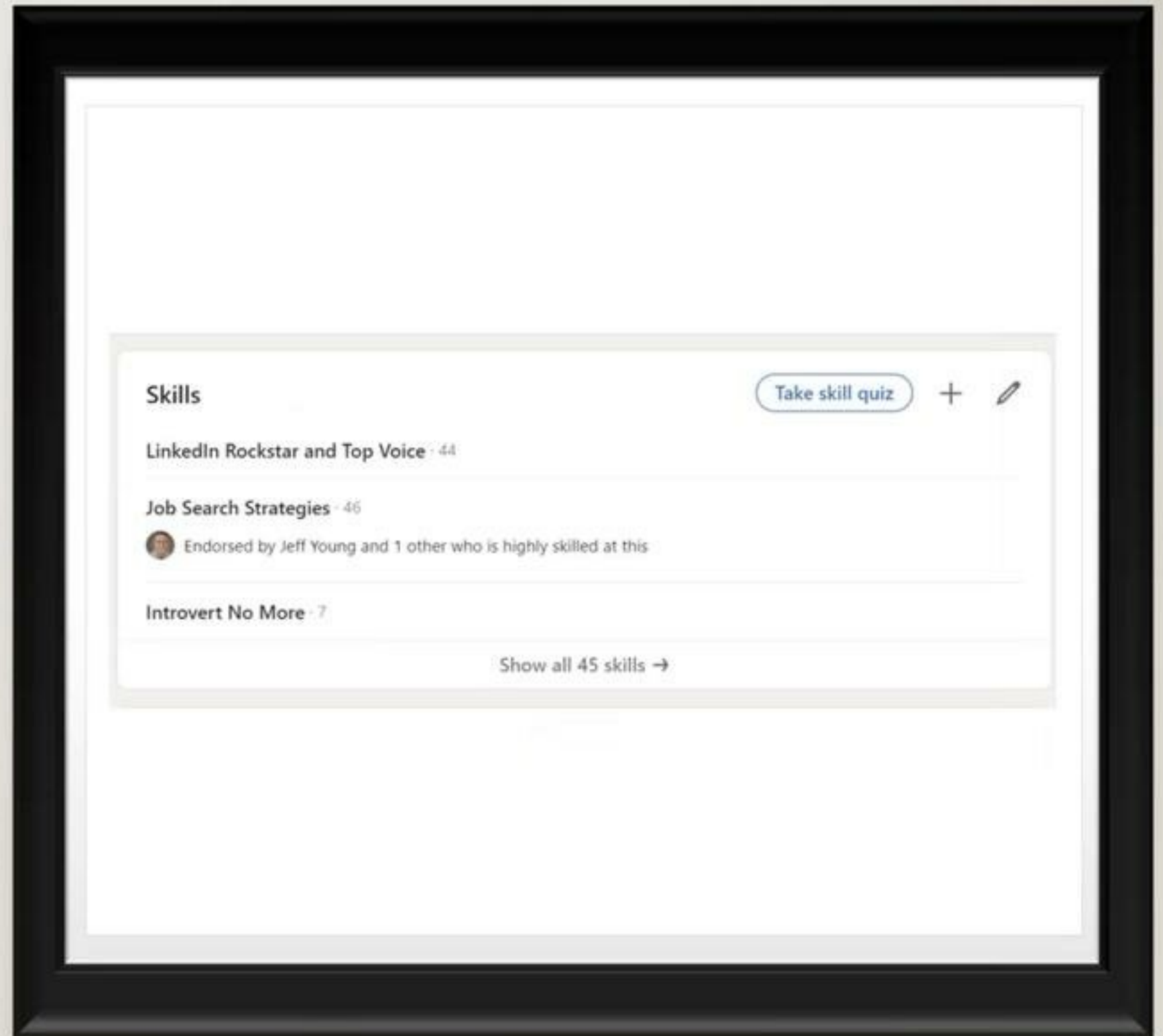
12

SKILLS – YES, YOU CAN MAKE THEM UP



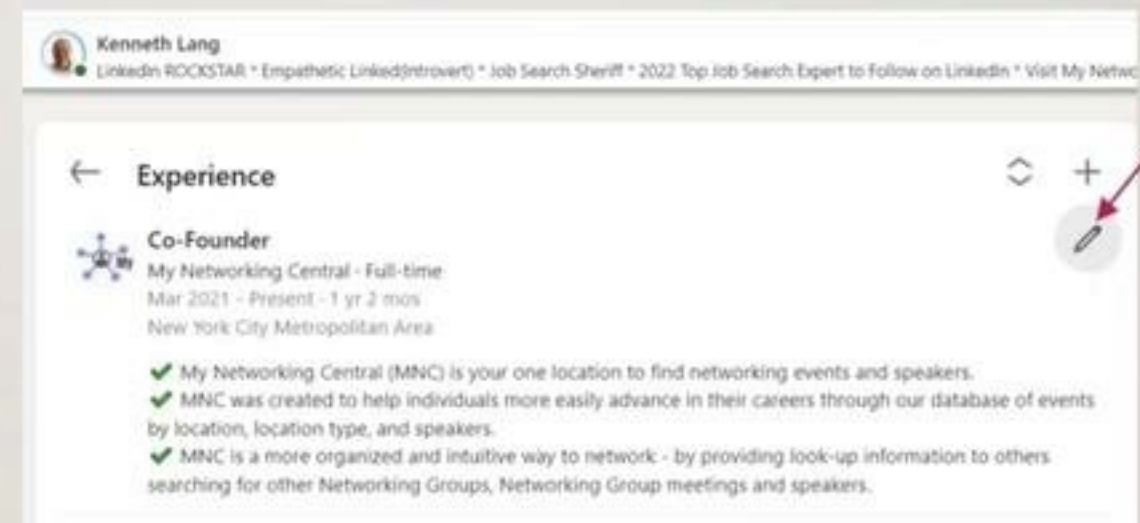
13

ASSIGN SKILLS TO YOUR WORK EXPERIENCE, DEGREE, & CREDENTIALS



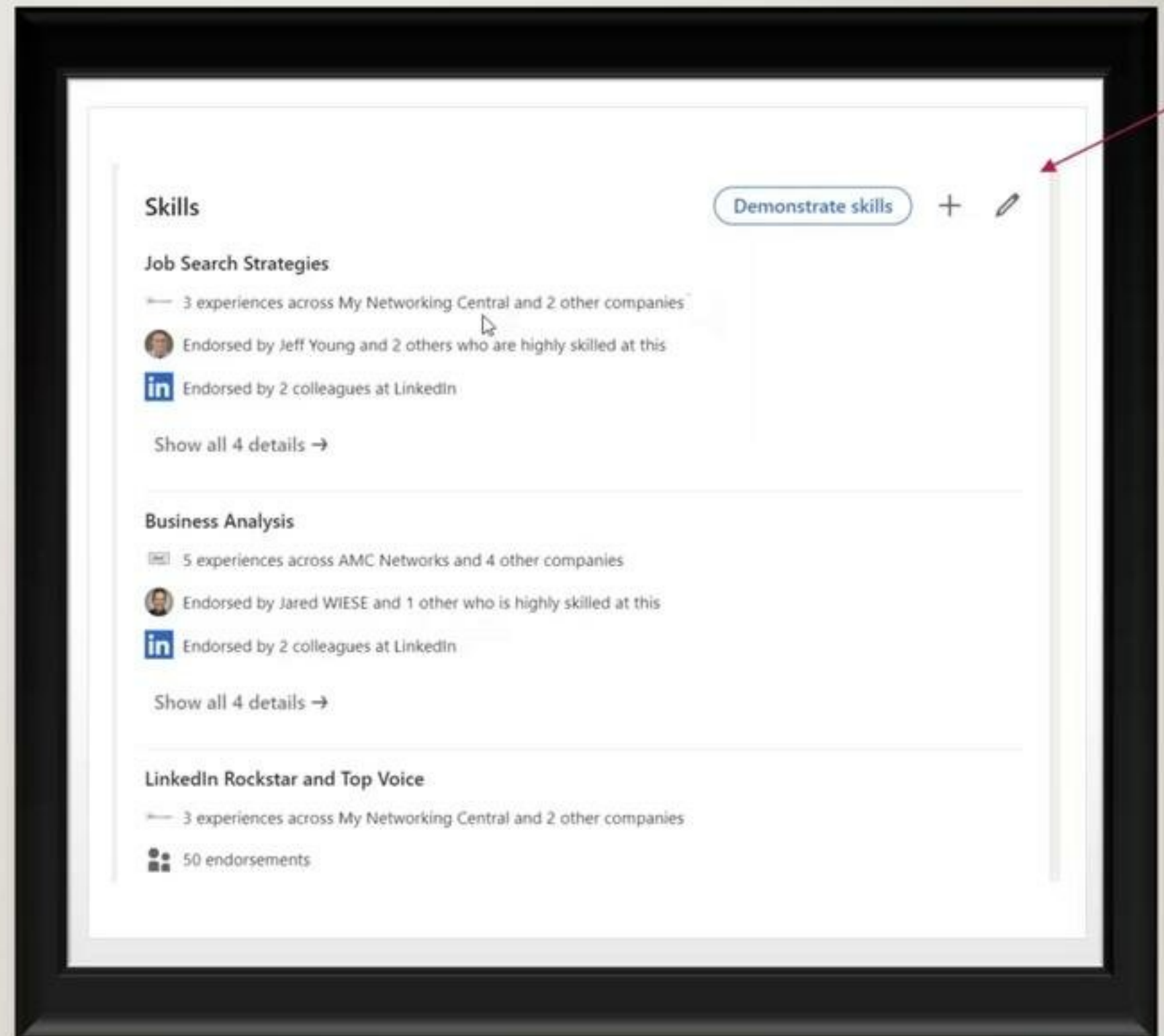
14 YOU'LL BE ABLE TO INCLUDE THEM THIS WAY

- When you select the 'Pencil' to edit specific experience, you'll be able to add Skills from the Skills section under each job you have



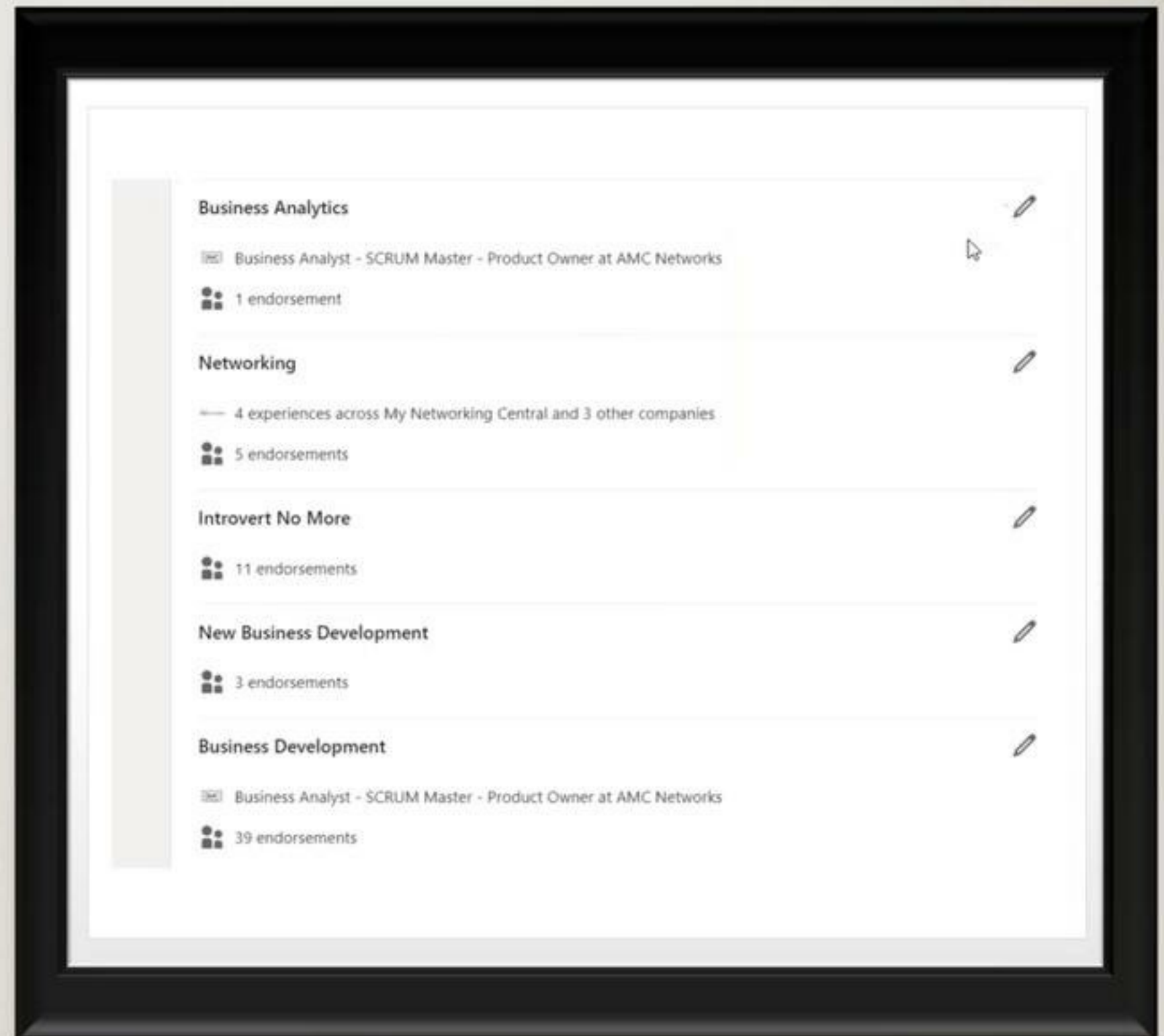
15

GO TO
YOUR SKILLS
SECTION,
SELECT THE
'PENCIL'



16

SCROLL
THROUGH
SKILLS TO FIND
THE SKILL YOU
WANT TO ADD



17

WHERE DO YOU WANT TO ADD IT?

9/9/2023

Edit Business Analytics

Tell us where you put this skill to use

Select any item where this skill applies

Experience

☐ Co-Founder at My Networking Central

☐ LinkedIn and Networking Facilitator/Moderator at NJ Career Network Job Seeker Community

☐ LinkedIn Live Moderator, LinkedIn Facilitator, LinkedIn Trainer, Job Search coach at KML Consultants

☒ Business Analyst - SCRUM Master - Product Owner at AMC Networks

☐ Member of LinkedIn Listening Tour - Business Analyst at LinkedIn

☐ SharePoint Project Manager - Business Analyst - Web Designer at Diversified.

☐ Business Analyst - ECommerce Search Optimization Group at Bed Bath & Beyond

☐ Business Analyst at Toys"R"Us, Inc.

☐ Content Manager at Hiscox

☐ Business Analyst/Documentation Process Specialist at Mars

☐ Digital Marketing Specialist at The New York Times

☐ Business Analyst/Documentation Specialist at Sharp Electronics Corporation

☐ Business Development Training Manager at MGD Services Inc

Delete skill

Save

Experience



Co-Founder

My Networking Central · Full-time

Mar 2021 - Present · 1 yr 8 mos

New York City Metropolitan Area

- ✓ My Networking Central (MNC) is your one location to find network
- ✓ MNC was created to help individuals more easily advance in their

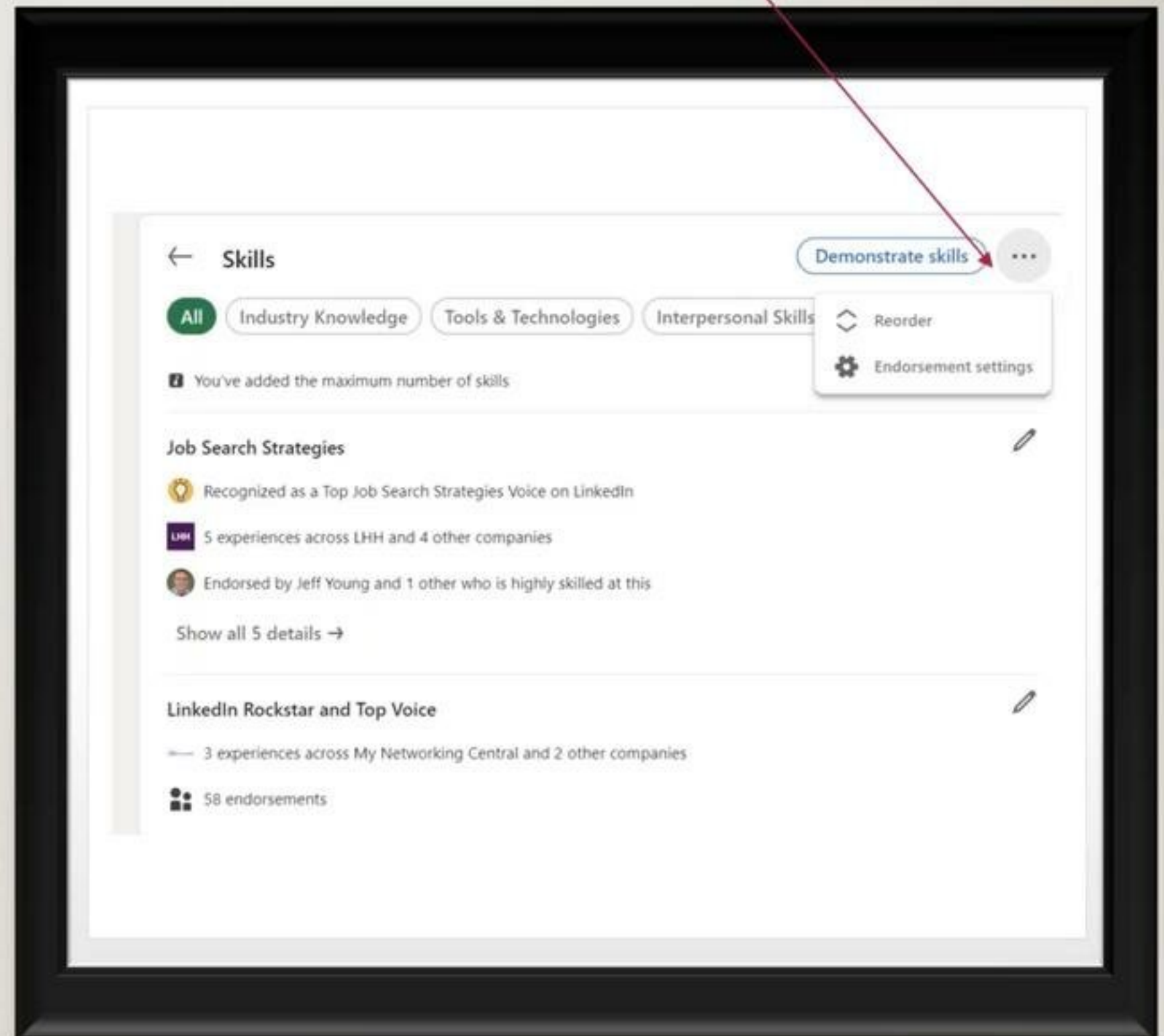
Skills: Job Search Strategies · LinkedIn Rockstar and Top Voice · Software
Media Marketing · LinkedIn Training

THIS IS HOW IT'LL LOOK

19

TO MOVE THEM

9/9/2023



20 DRAG UP/DOWN THE ONES YOU WANT TO MOVE

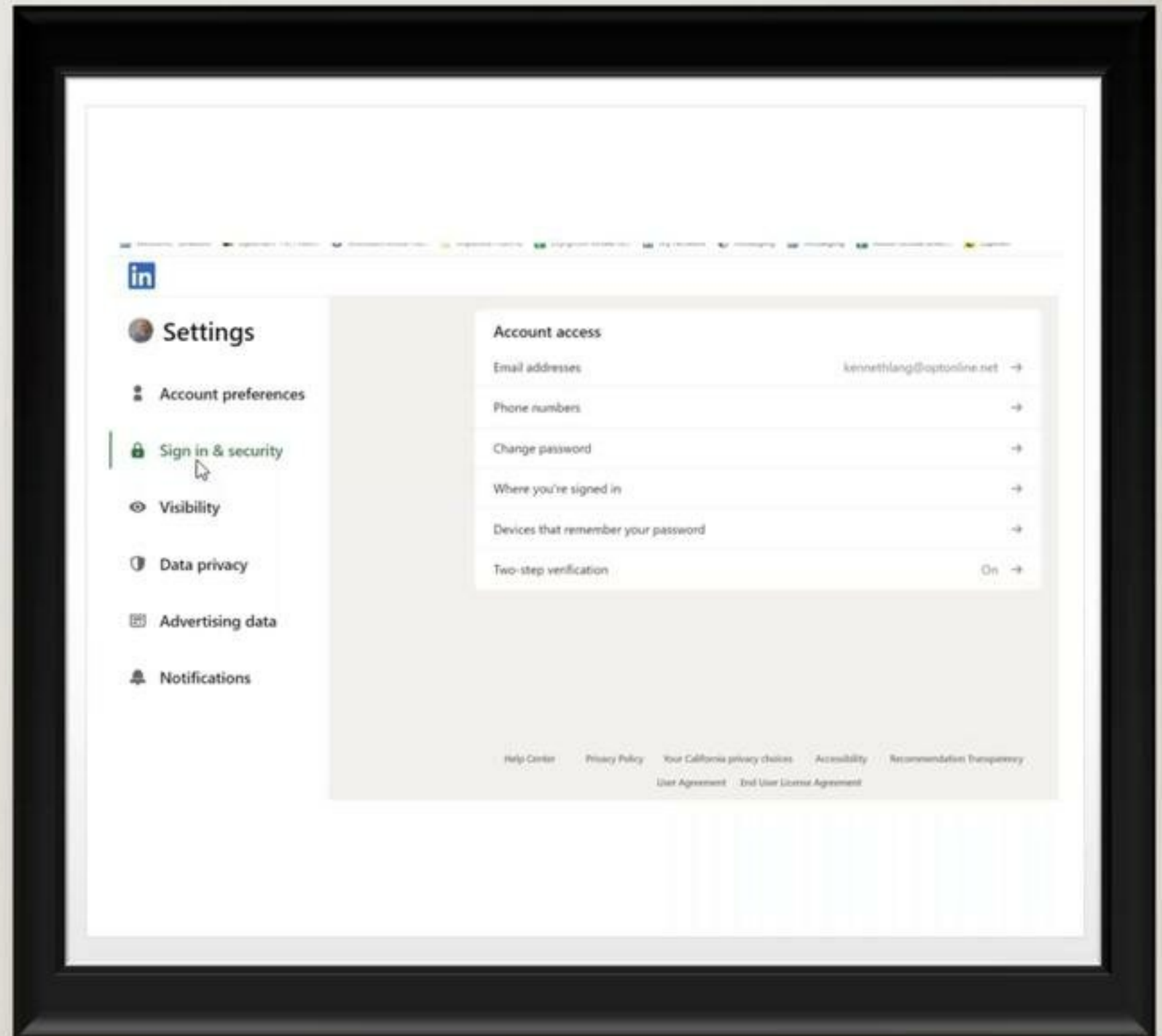


21 WHAT I'VE LEARNED FROM LINKEDIN

- They've started removing fake and dormant profiles
- Focus will continue to be using AI
- Too many releases, not enough time to test. We're all guinea pigs, even more than ever
- Two-step verification is needed more than ever
- Lots of people joining LinkedIn jail

22

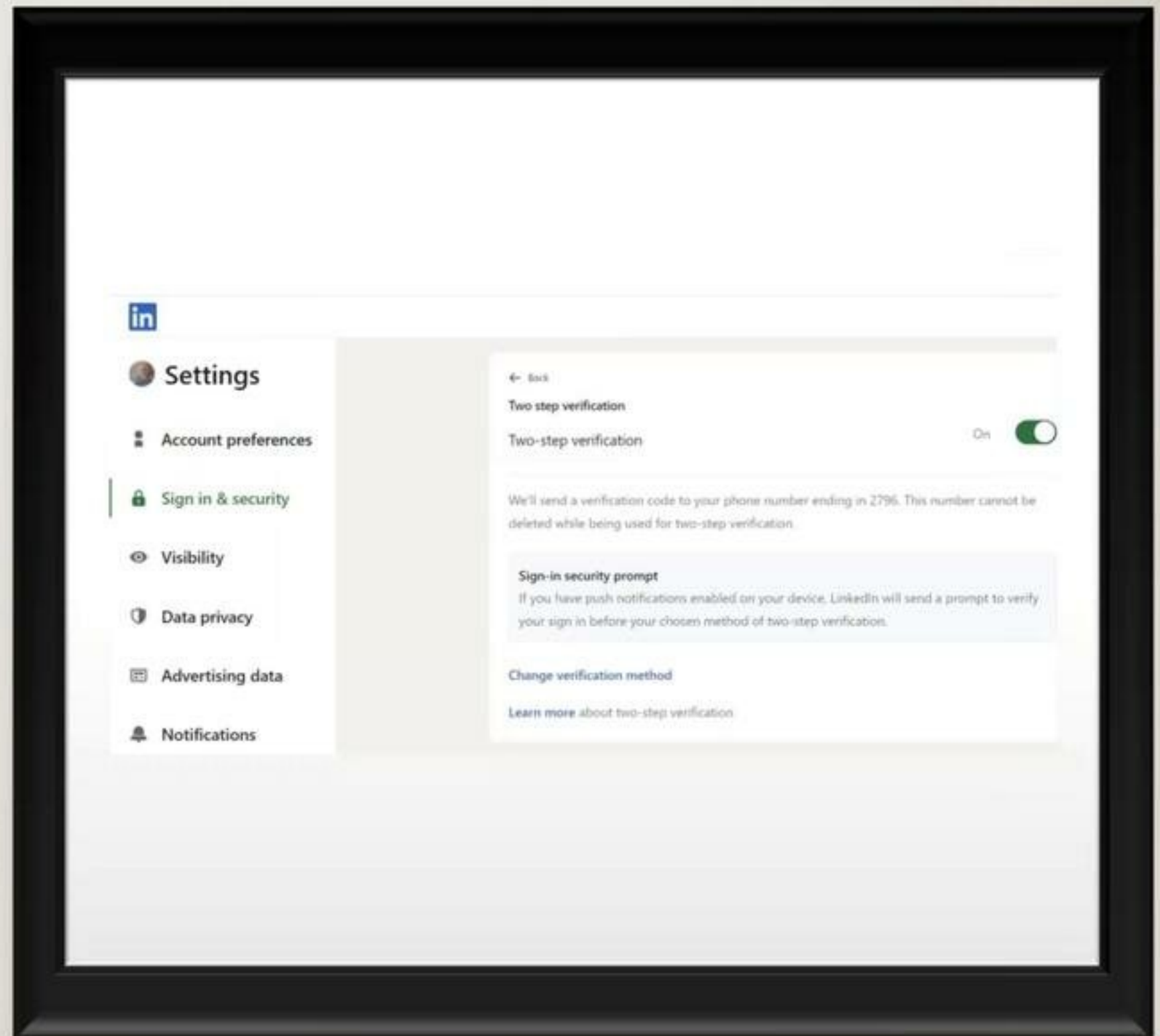
GO TO SETTINGS, SELECT VISIBILITY



23

TURN IT
ON!!!

9/9/2023

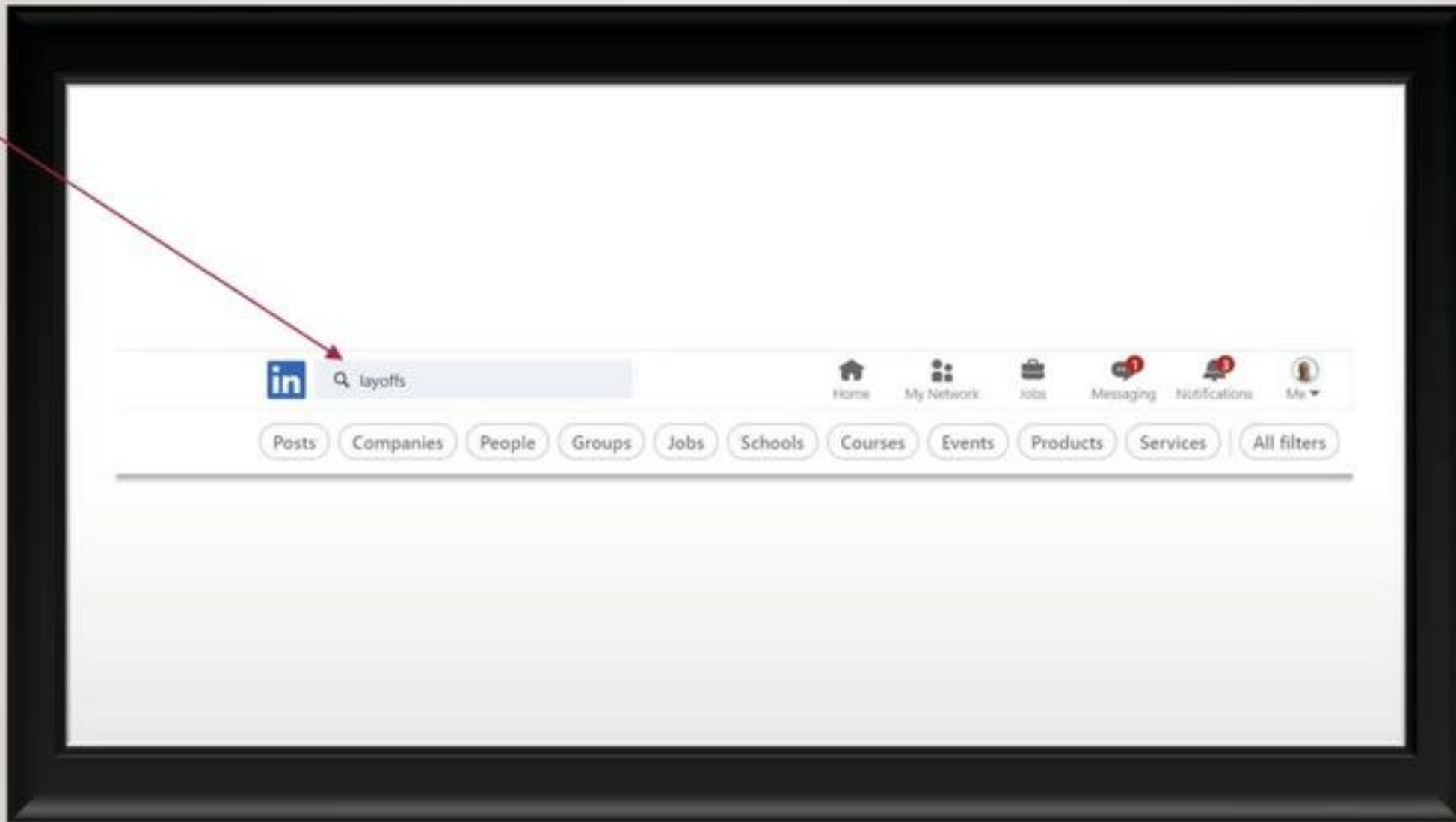


24

ANY
QUESTIONS
SO FAR???



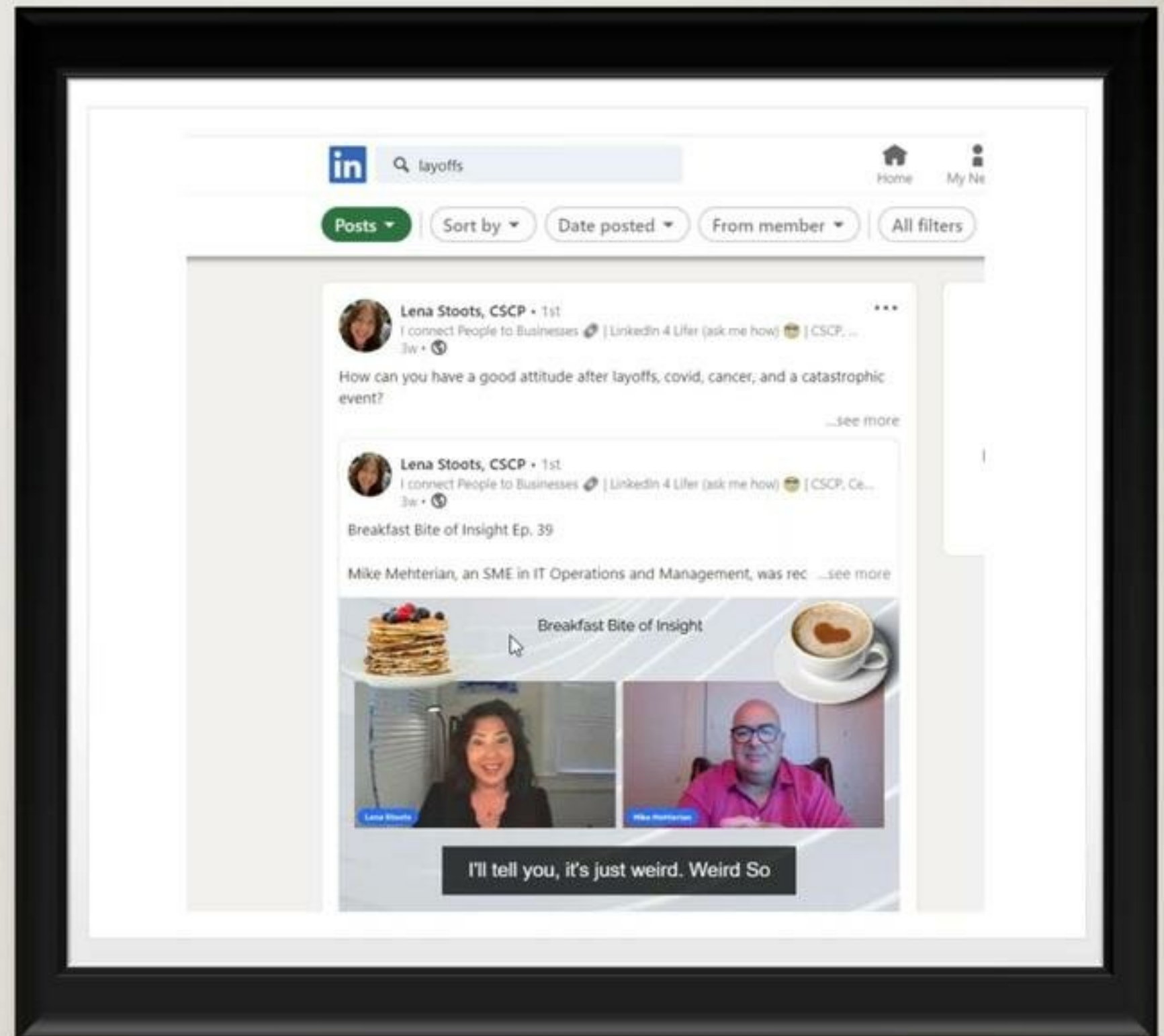
25



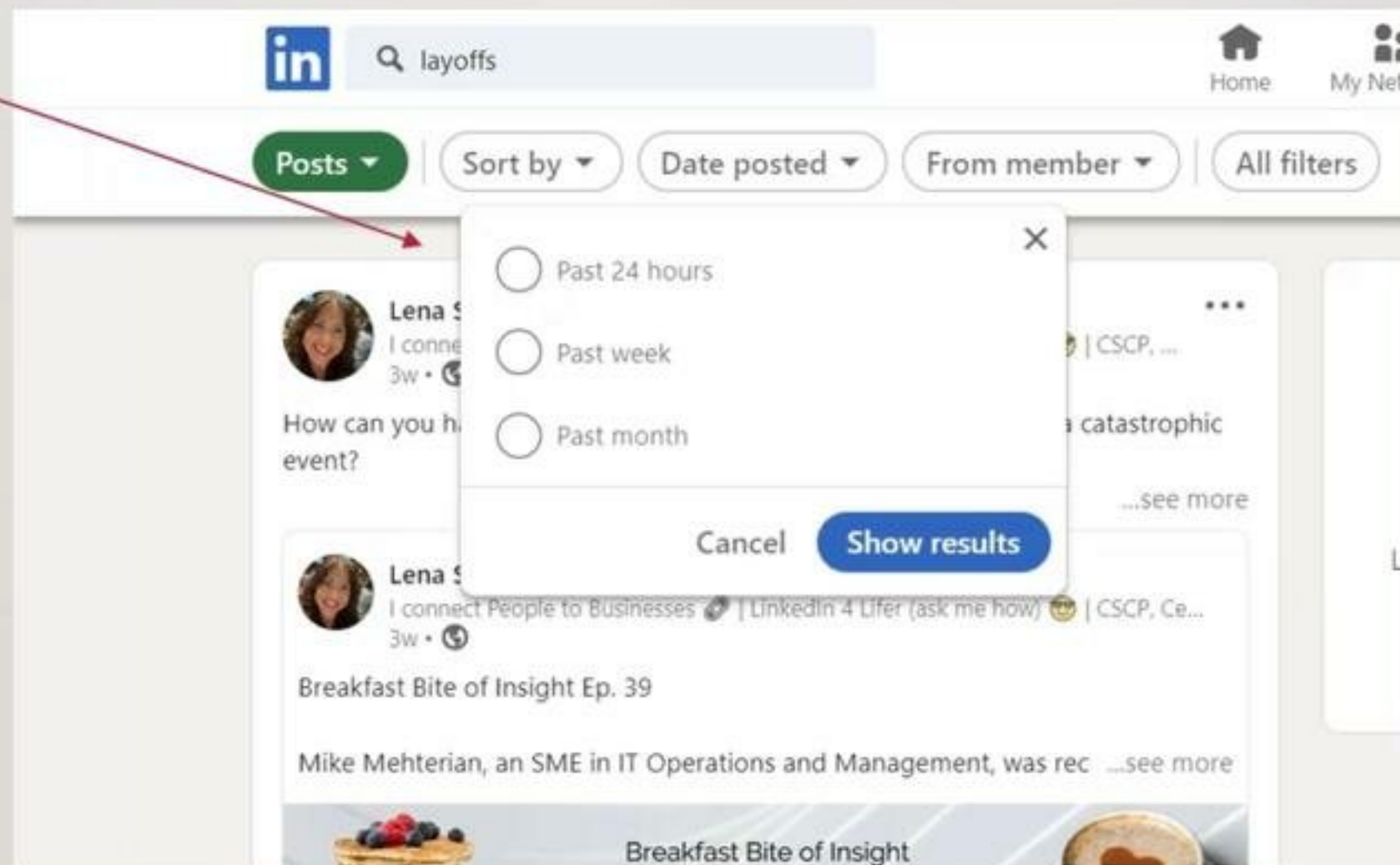
TYPE A KEYWORD OR KEYWORDS IN THE
TOP NAVIGATION

26

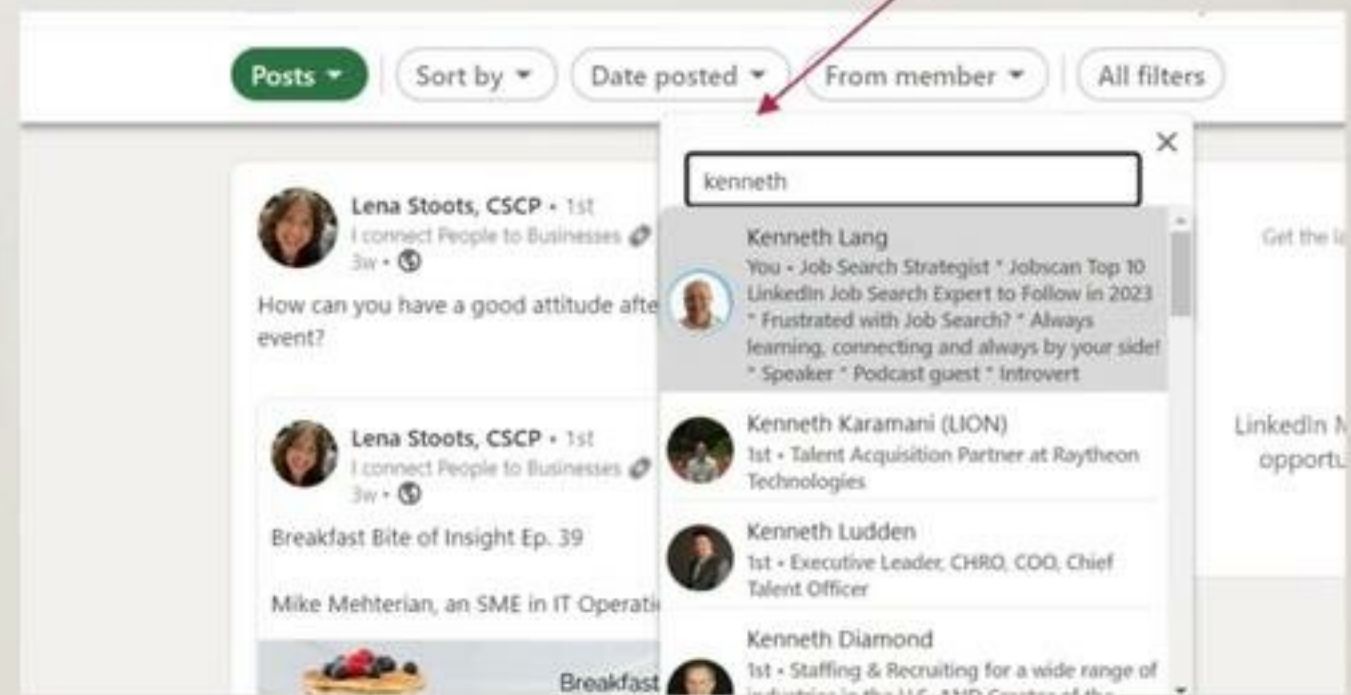
YOU'LL GET
DIFFERENT
RESULTS
BASED ON
WHAT YOU
SELECT



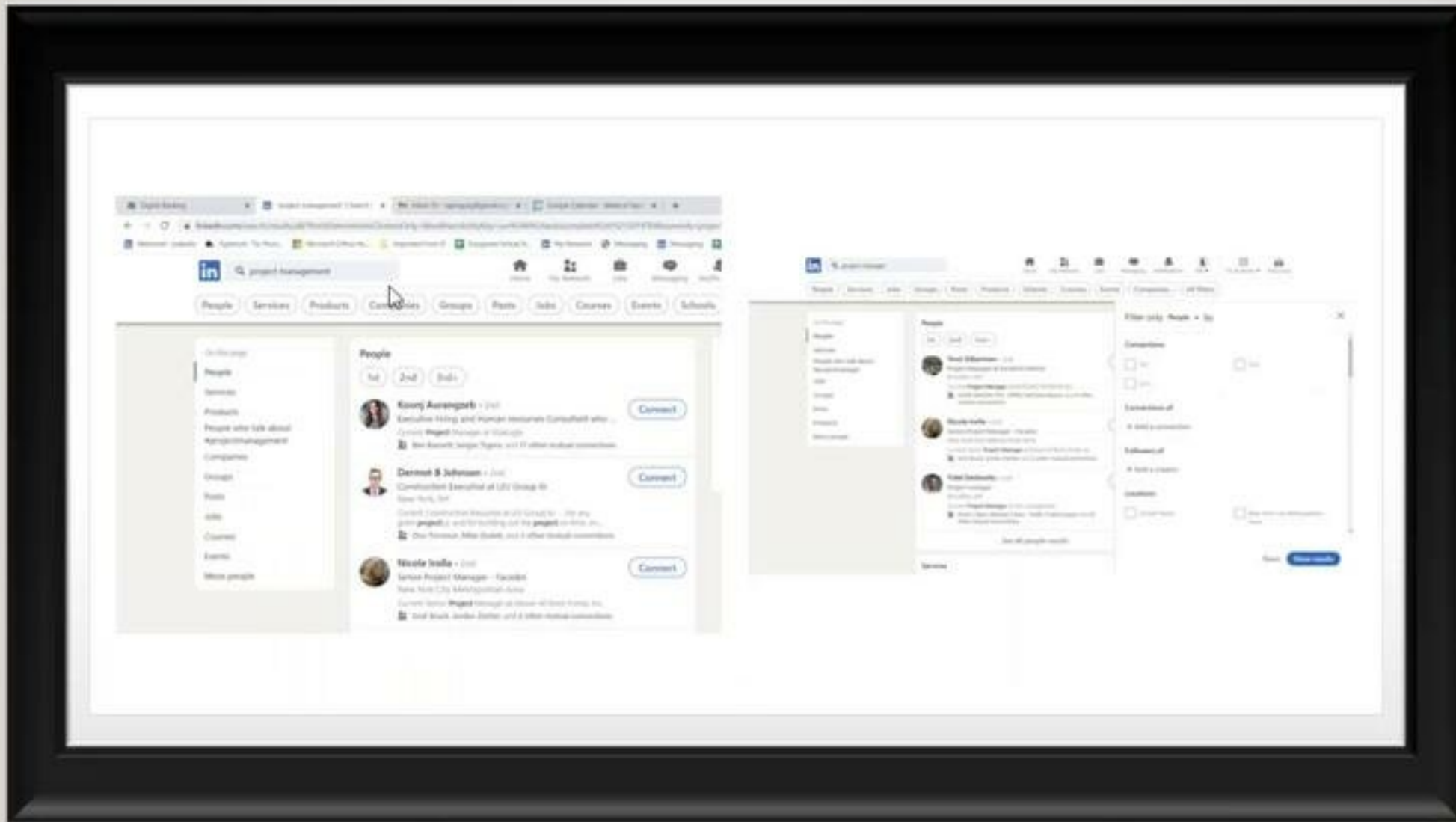
27 YOU CAN FURTHER REFINE IT



28



30



YOU CAN FILTER THIS TOO

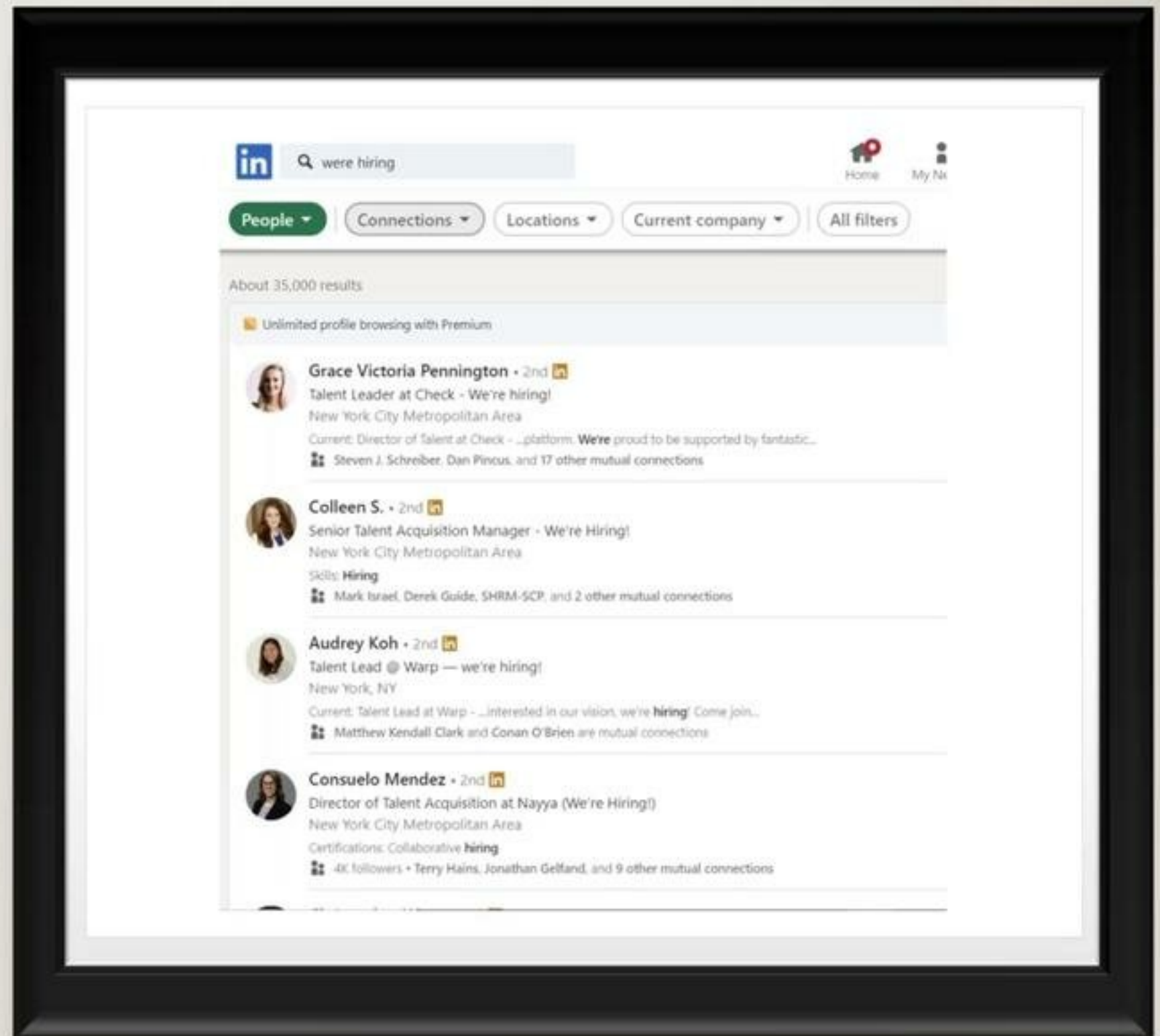
32 OTHER WAYS TO SEARCH

- Search for a company
- Within a company, search for employees and then connect with them
- Refine your searches by specific industry
- Review your connection requests and invites....

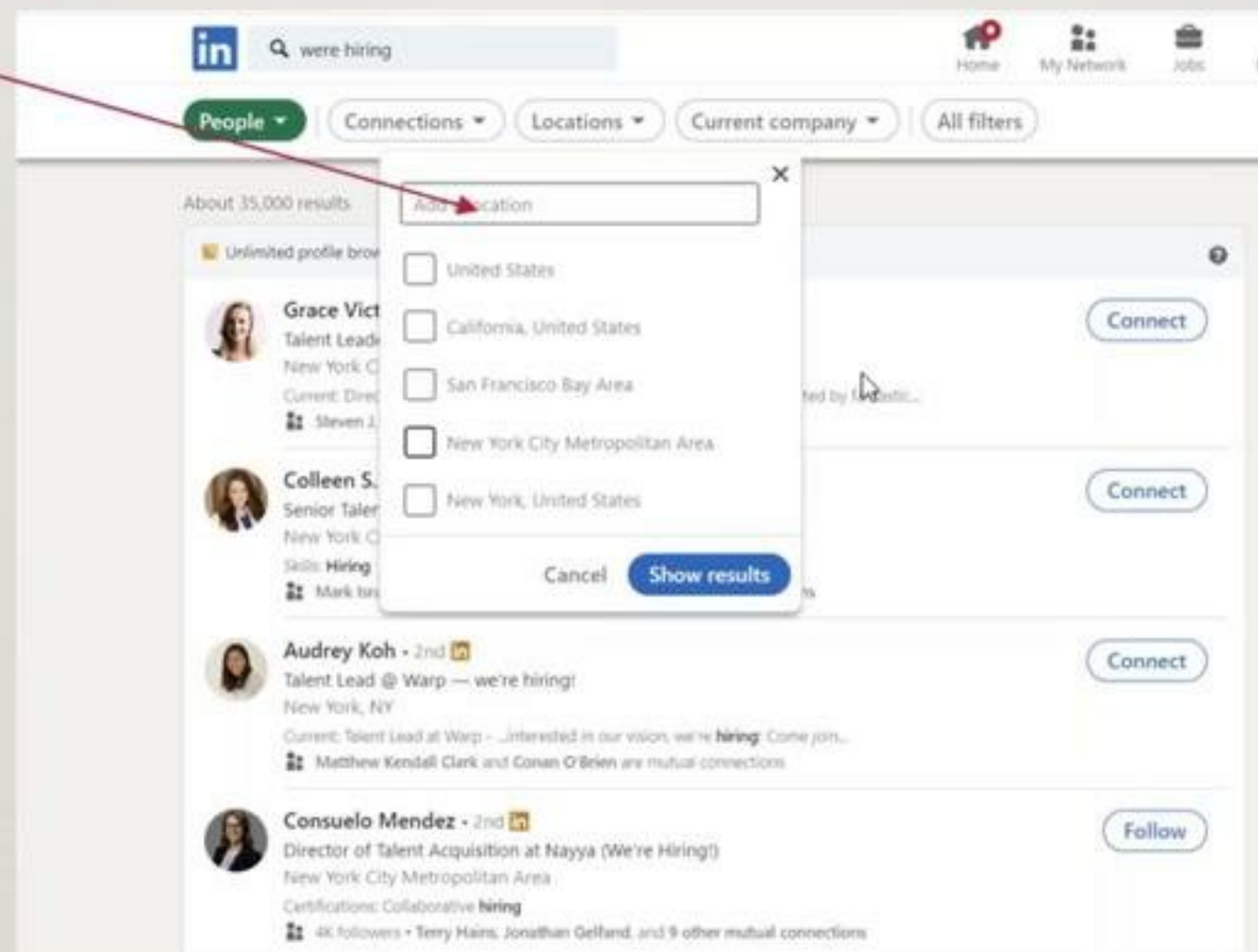
33

SEARCH FOR A RECRUITER

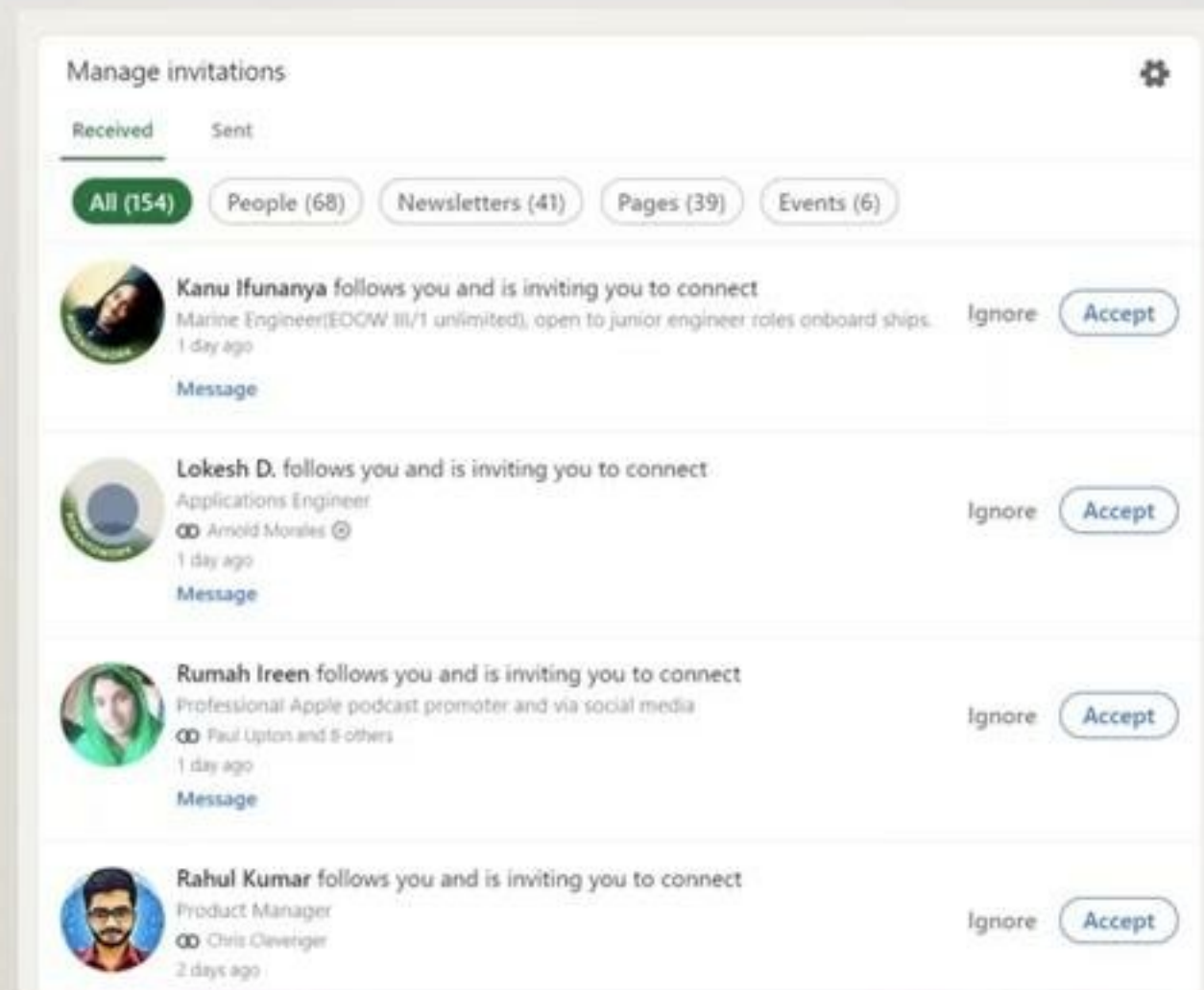
9/9/2023



34 THEN, FURTHER BREAK IT DOWN BY LOCATION



38 THEN, YOU CAN BREAK DOWN YOUR INVITATIONS



39 NEW SKILLS PAGES ON LINKEDIN – DRIVEN BY AI

We're inviting active contributors, like yourself, to join our invite-only community group. We're excited to have this group be another place for active contributors to regularly come together and share insights, questions, and feedback. Members will have the opportunity to connect with our LinkedIn for Creators team, contribute to the future of collaborative articles with our product team, and join a supportive community of fellow contributors.

See and follow all available Skill pages here:

<https://www.linkedin.com/showcase/linkedin-skill-pages/>

<https://www.linkedin.com/showcase/linkedin-skill-pages/>

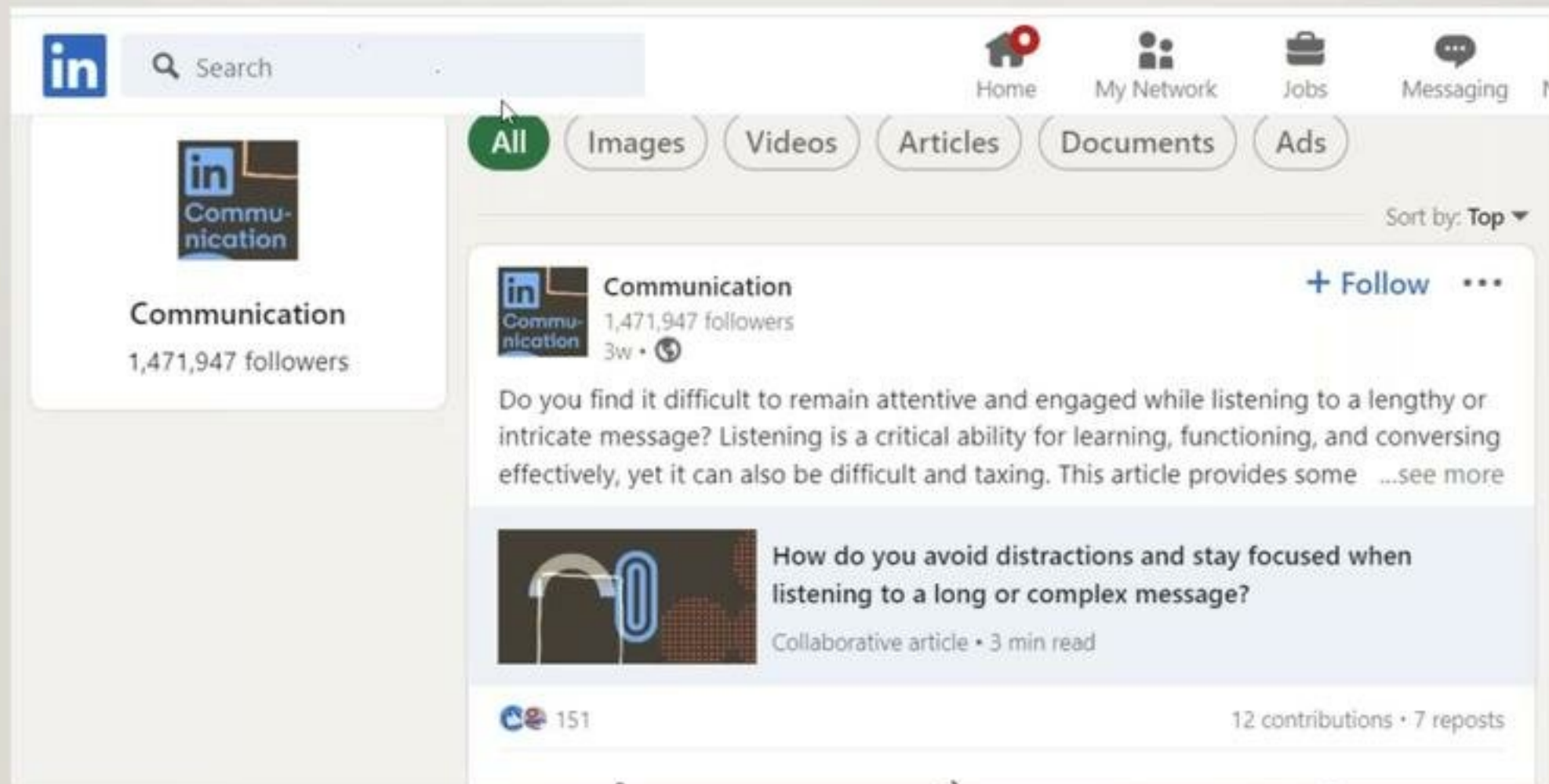
40

SCROLL HERE -
[HTTPS://WWW.
LINKEDIN.CO
M/PULSE/TOPIC
S/HOME/](https://www.linkedin.com/pulse/topic/home/)

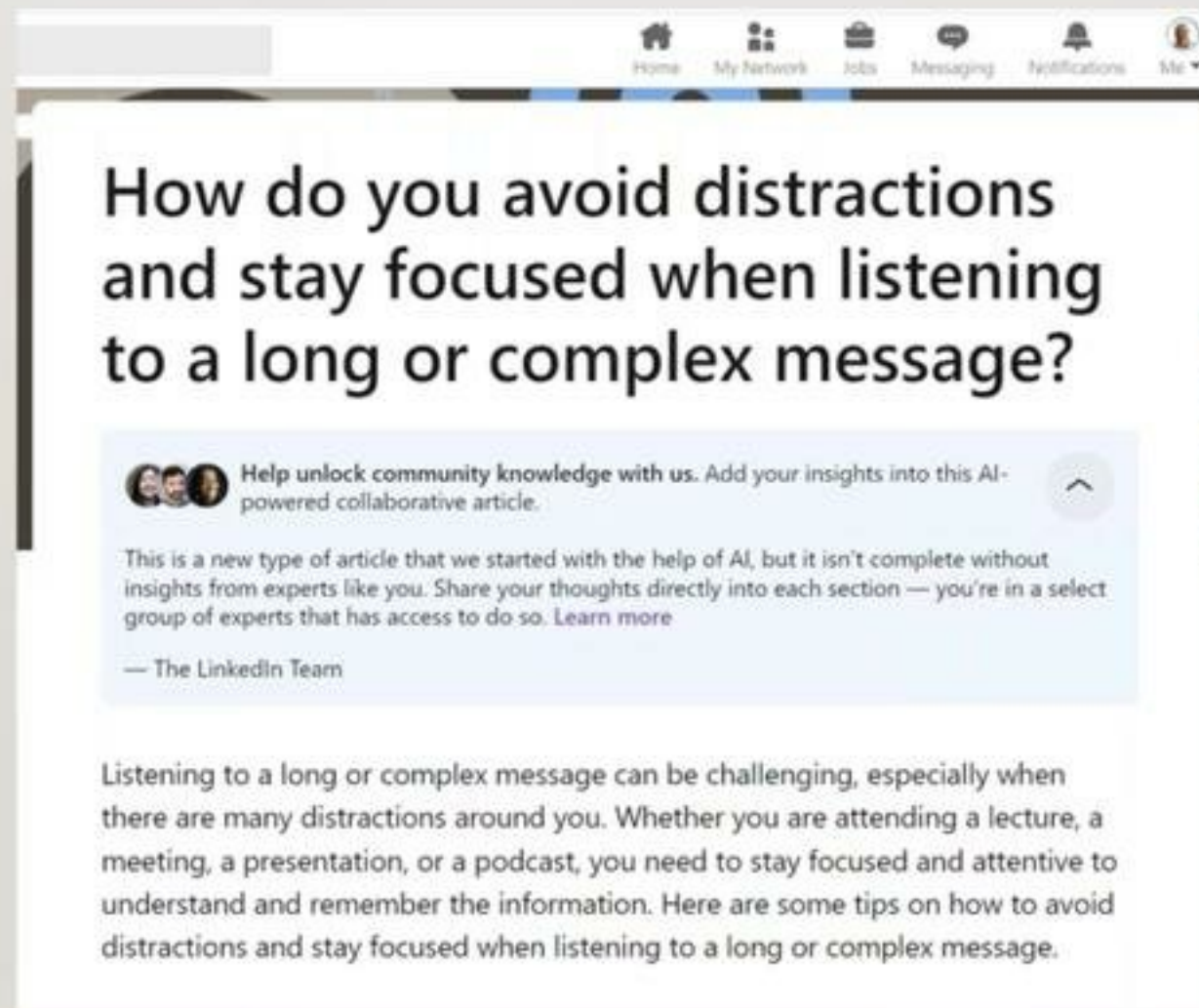
9/9/2023



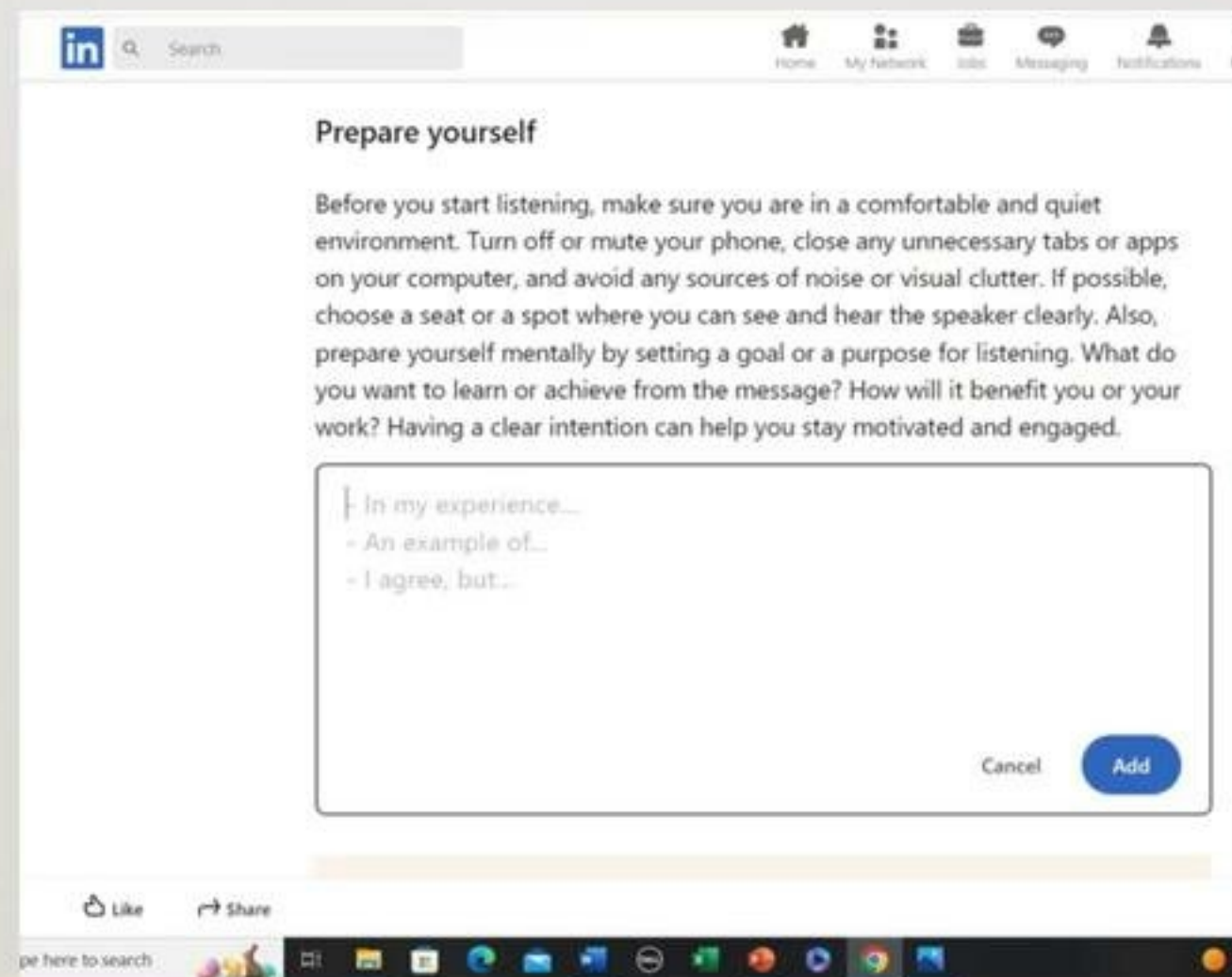
4 | AFTER SELECTING THE TOPIC, YOU'LL FIND THESE AI-DRIVEN ARTICLES



42 SELECT ONE YOU WANT TO COMMENT ON



43 AI HELPS YOU GET STARTED....

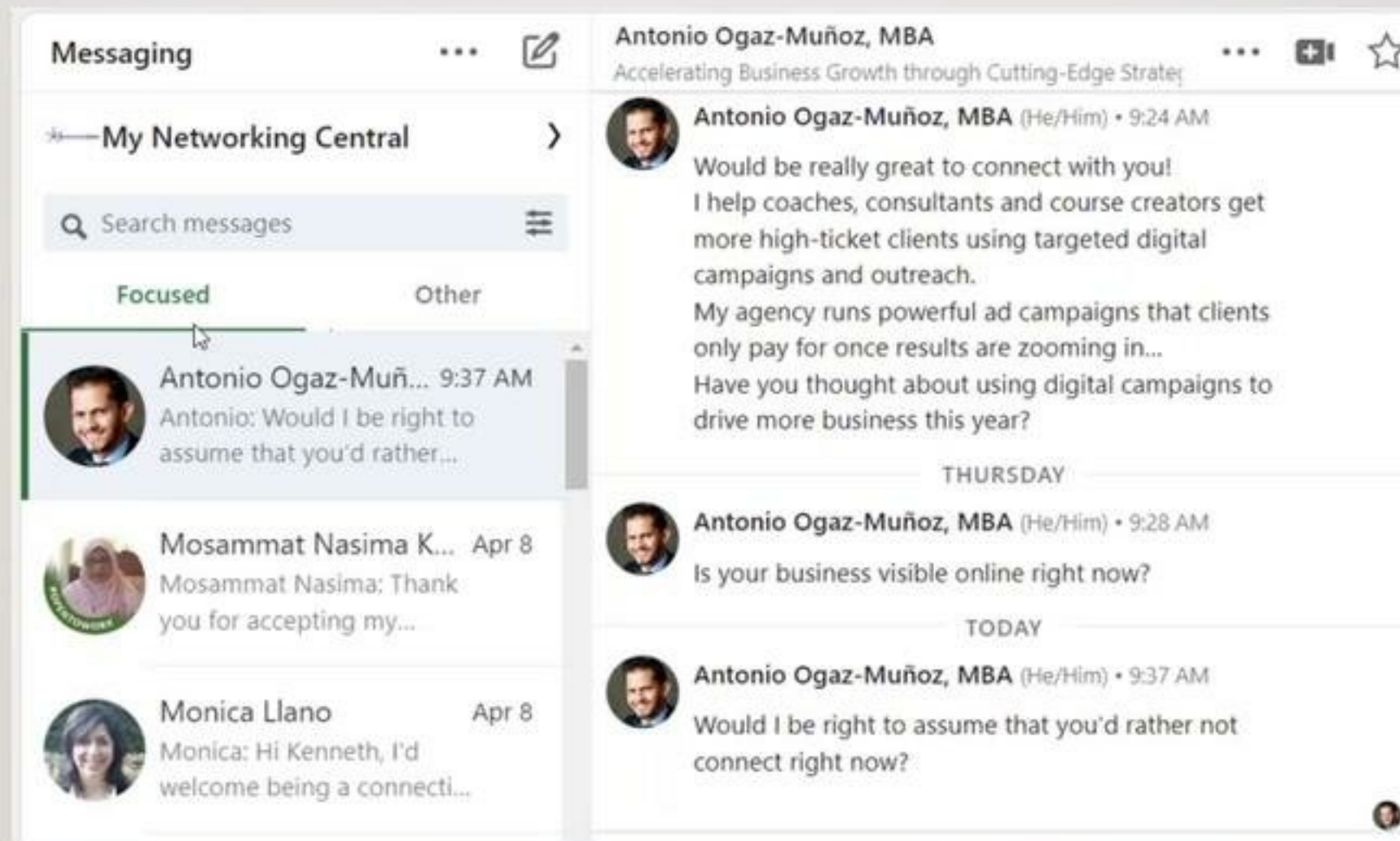




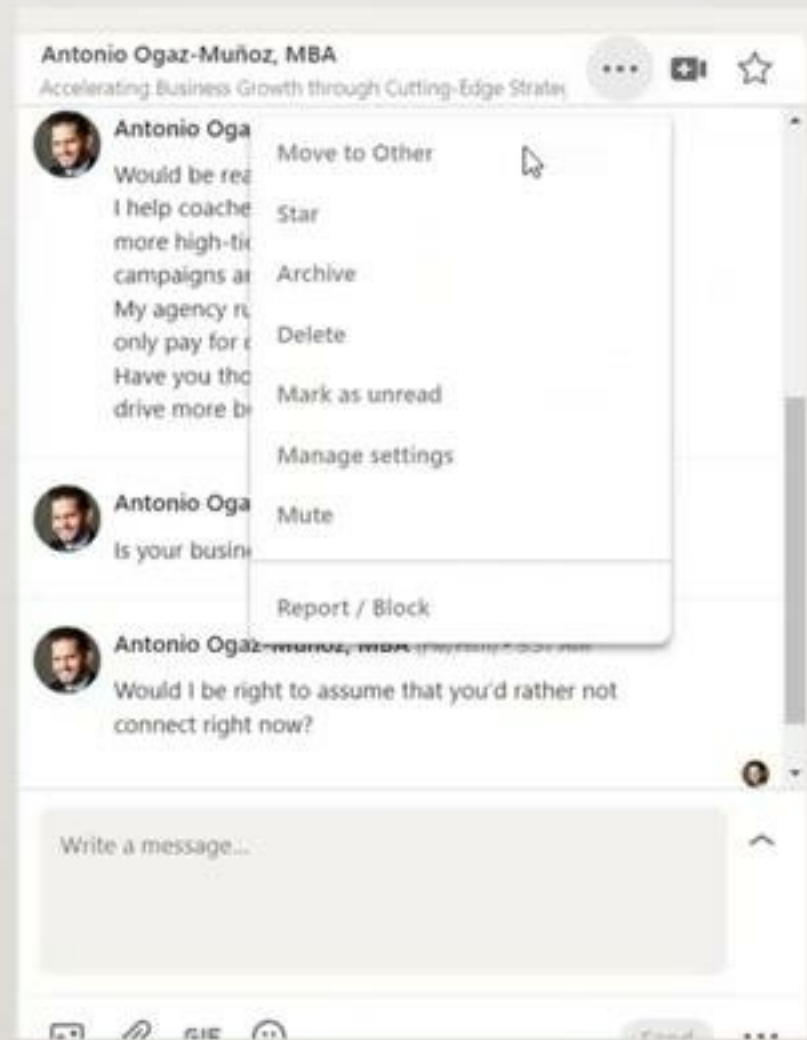
AND PUH-LEESE!

- Don't be salesy when following up an accepted connection request right away

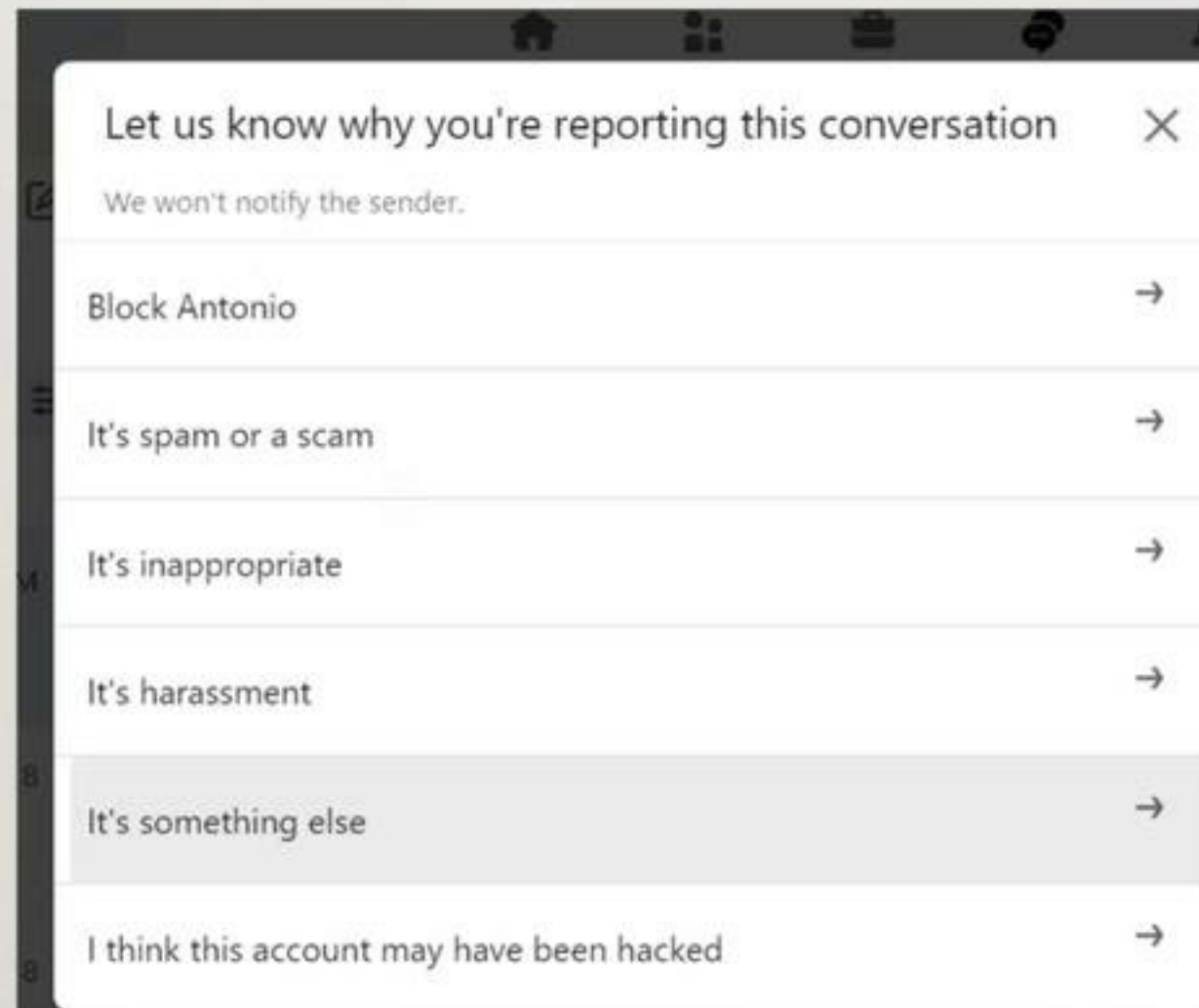
45 THIS IS NOW WHAT I DO



46 BLOCK AND REPORT



47 I USUALLY SELECT THE SPAM



A screenshot of a mobile application interface showing a dialog box for reporting a conversation. The dialog has a title bar with a close button (X) and a subtitle stating 'We won't notify the sender.' Below the subtitle is a list of seven reporting options, each with a right-pointing arrow. The option 'It's something else' is highlighted with a light gray background. The background of the app shows a dark navigation bar with icons for home, activity, profile, and search.

Let us know why you're reporting this conversation	
We won't notify the sender.	
Block Antonio	→
It's spam or a scam	→
It's inappropriate	→
It's harassment	→
It's something else	→
I think this account may have been hacked	→

48

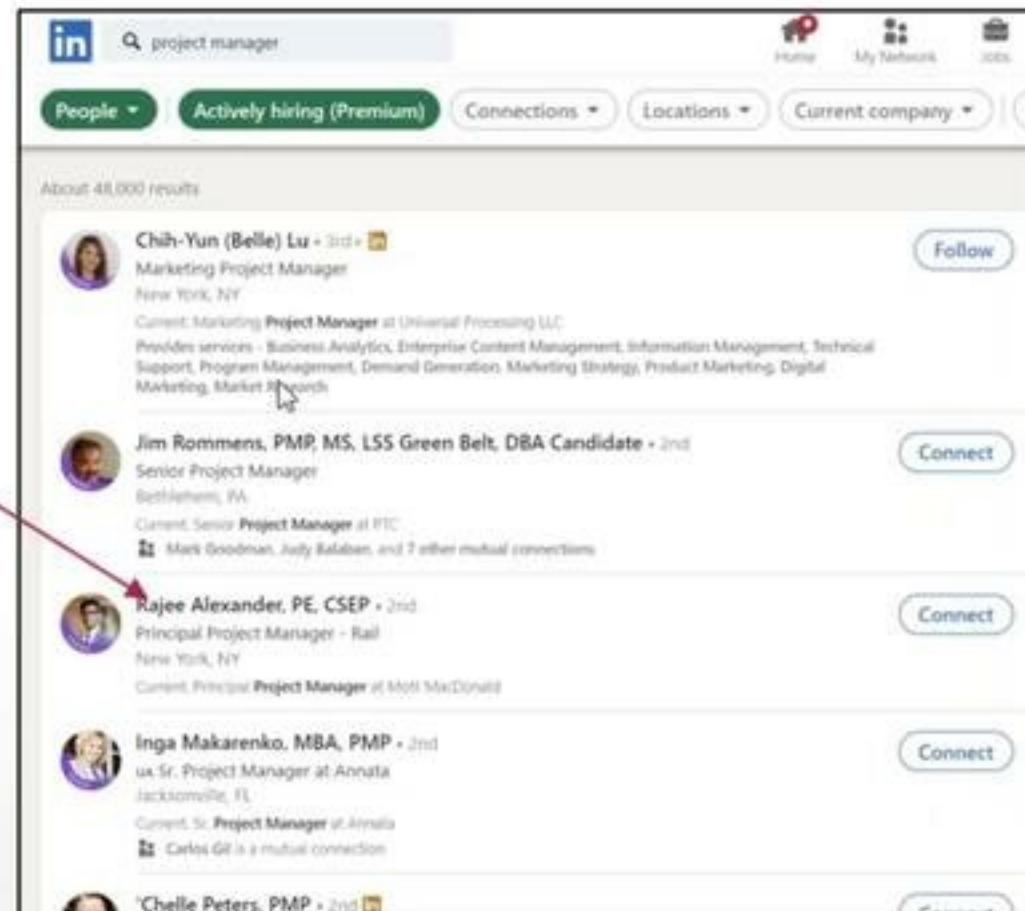
REVIEW OF SOME NEW CHANGES

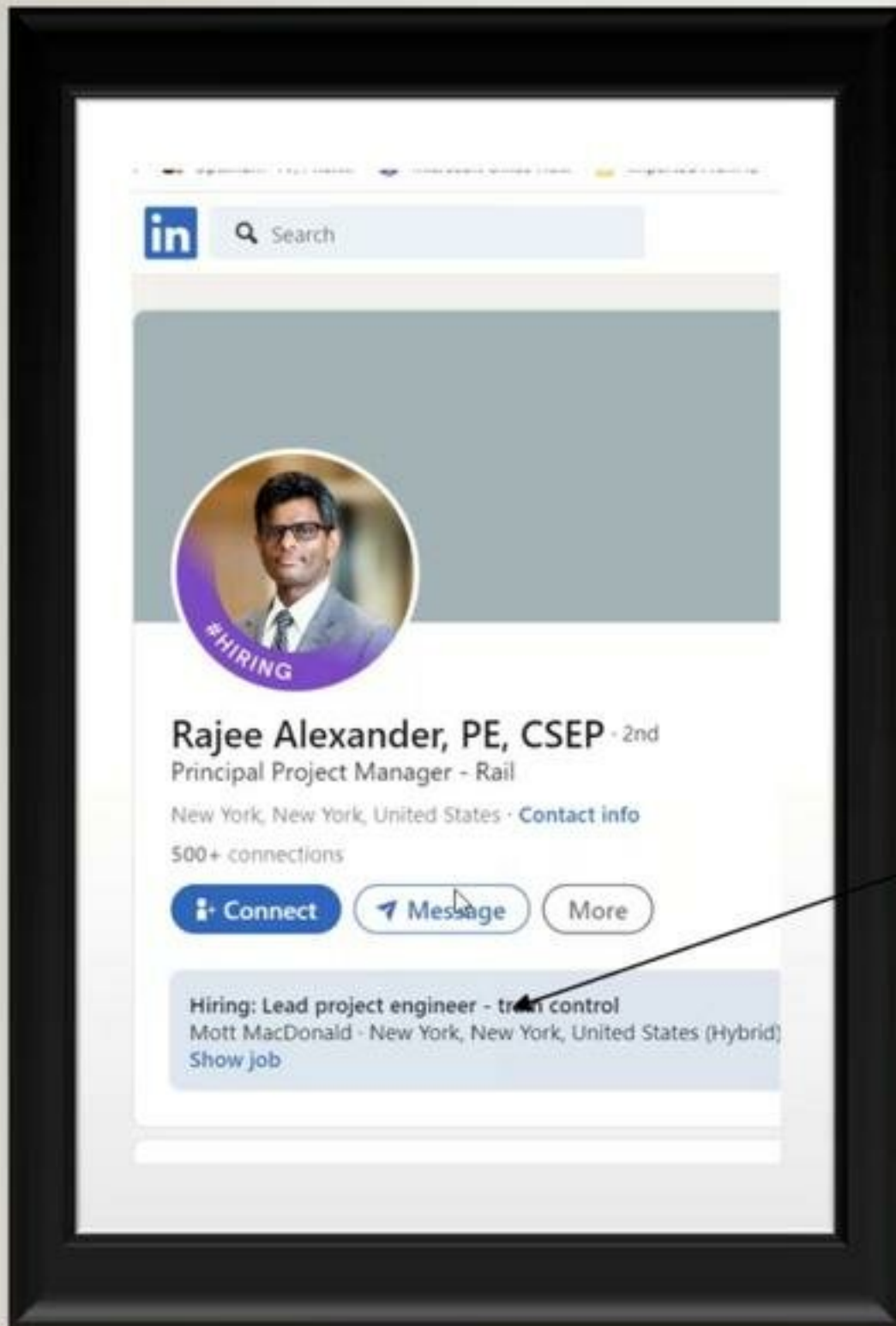
JUST LAUNCHED –
THIS WEEK- HOW
ACTIVELY HIRING
FEATURE WORKS



SEARCH FOR A
JOB TITLE, THEN
SELECT 'PEOPLE'

You'll see anyone who has
the 'Hiring' frame – Select
one of the profiles





ON THAT PERSON'S
PROFILE YOU'LL SEE A
LINK TO AVAILABLE
JOB OR JOBS –
SELECT 'SHOW JOB'

YOU'LL BE TAKEN TO THAT JOB SPEC



Lead project engineer - train control

Mott MacDonald · New York, NY (Hybrid) · Reposted 1 week ago · 21 applicants



\$130,000/yr - \$200,000/yr (from job description) · Full-time · Mid-Senior level



10,001+ employees · Civil Engineering



1 connection works here · 11 school alumni work here



Skills: Project Documentation, Communication, +8 more



View verifications related to this job post. [Show all](#)

Apply

Save

PREMIUM

Meet the hiring team

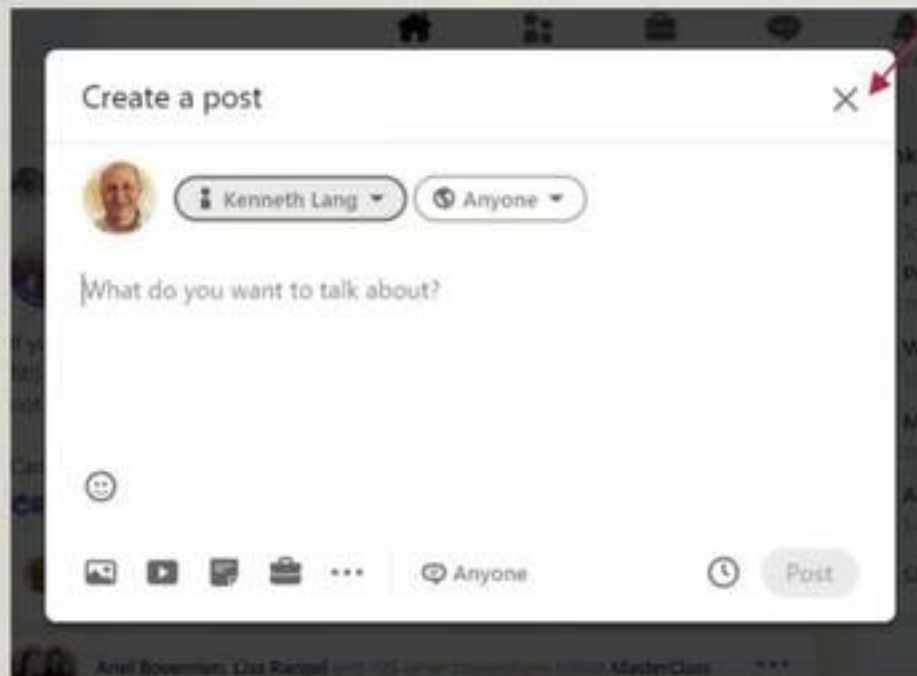
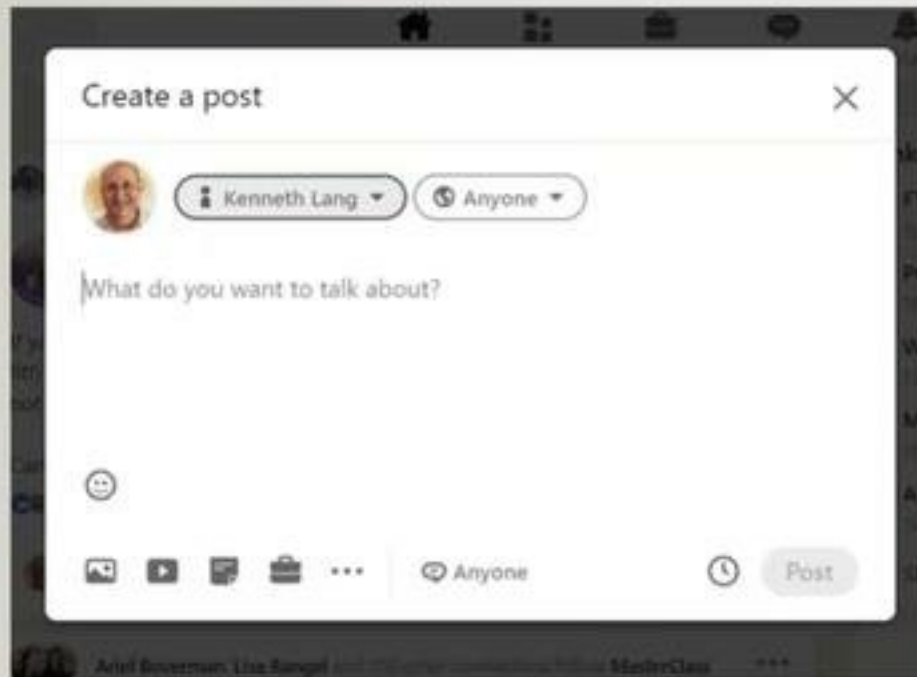


Rajee Alexander, PE, CSEP · 2nd
Principal Project Manager - Rail

Message

ABILITY TO SCHEDULE POSTS

- Select the 'clock' icon



9/9/2023

THEN PICK
WHEN YOU
WANT IT
TO RUN

Schedule post

UTC-05:00, Eastern Time (US and Canada), based on your location

Date

11/29/2022

Time

05:30 PM

View all scheduled posts →



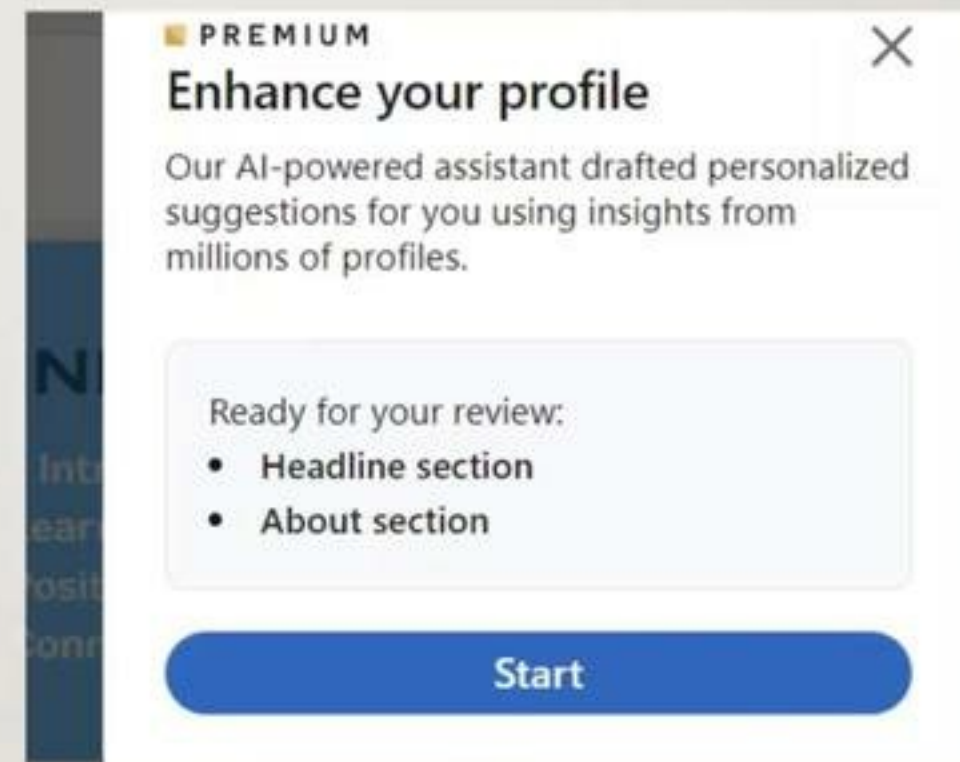
Back

55 PROS/CONS

- It's great for content you can schedule in advance and isn't time sensitive
- If you're going to be away for a bit, you can have content ready to go
- You can schedule multiple posts in advance

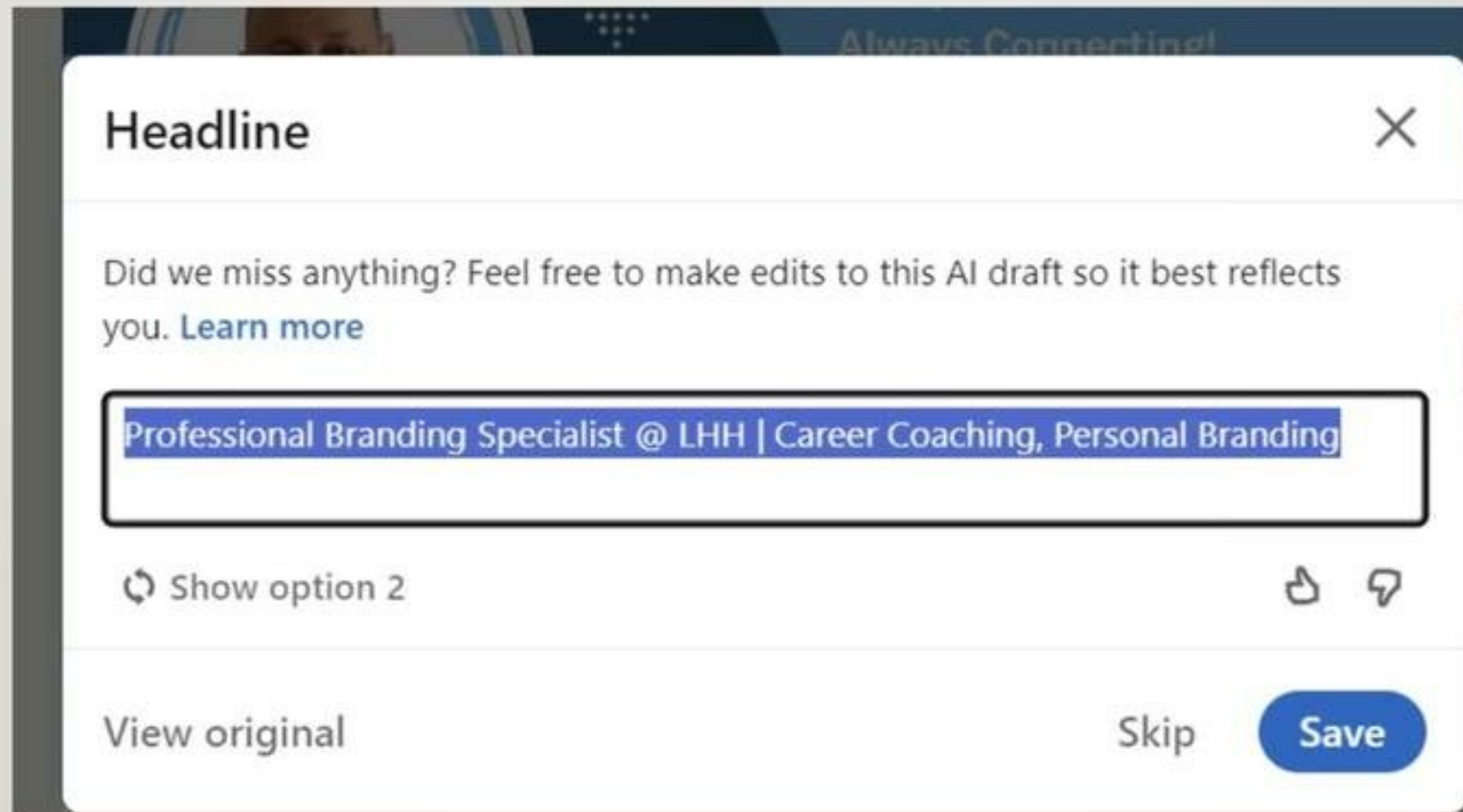
- You can't update a post's content when you schedule it
- Engagement is lower than posts you do in real time
- Make sure you remember when you scheduled them – you won't be getting reminded

56



AI COMES TO YOUR PROFILE

57 AI MAKES THIS SUGGESTION FOR ME



58 SAME WITH MY ABOUT SECTION

About

×

Did we miss anything? Feel free to make edits to this AI draft so it best reflects you. [Learn more](#)

I am a Professional Branding Specialist at LHH, where I provide career coaching and support to job seekers through resume revisions, branding sessions, and job search best practices. I have over 20 years of experience in IT consulting, project management, and business analysis, and I am a certified SCRUM Master and Product Owner.

As a LinkedIn expert and career coach, I am passionate about helping 45+ older job seekers build their personal brand, network effectively, and leverage the platform's features and opportunities. I am one of the top 10 LinkedIn Job Search Experts to follow in 2023, and I have been featured in Forbes and Inc. I also founded My Networking Central, a searchable networking database for job seekers, group facilitators, and speakers. I love facilitating, mentoring, and speaking about LinkedIn, networking, and career development topics.

👍 👎

[View original](#) Skip Save



GET TOGETHER WITH
YOUR NETWORKING
FRIENDS!!! – MORE
GREAT PICS FROM MY
DAY AT LINKEDIN

9/9/2023





LOVE THIS
PIC – NO
ELEVATOR
PITCH HERE!

61



IN PERSON NETWORKING IS BACK!

LinkedIn 2023

9/9/2023



WHO CAN YOU FIND?

62