Welcome to #APSE2017!
A little about me...
What’s in store...
What’s in store...
LinkedIn Overview
What’s in store…

Connections
What’s in store...

Best Practices
What’s in store...

Groups
What’s in store…

Recognition
What’s in store…

Q&A
A quick story...
How does LinkedIn work?
How does LinkedIn work?

- Establish connections to build a network.
- Post updates and articles.
- Like, comment, and share others’ content.
- Continuous outreach to build a bigger network.
Best Practices

Go after connections. Be a networker.

Post regularly, and visually.

Like, comment, and share others’ content.

Stay in touch. Message, celebrate, check in.
Groups Overview
Groups Overview

An entire LinkedIn section of their own.

Can be open, or invite only.

Group members create discussions, others comment.

Discussions and announcements are e-mailed.*
Recommendations & Endorsements
Recommendations & Endorsements

Recognize someone for a job well done.

Identify where you know connections excel.

Recommendations are brief, thoughtful narratives.

Endorsements are quick, easy shoutouts of skills.
Degrees of Connection
Degrees of Connection

YOU  
Ryan

Macey

Wally  
2ndº
Degrees of Connection

YOU — Ryan — Macey — Wally — David

1st° — 2nd° — 3rd°
Live Demo!
Last but not least...
Let’s connect!
Let’s connect!

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