Emerging Healthcare Leaders Webinar

Maximizing Your LinkedIn Presence

May 26, 2021
The webinar will begin at 11:00am CT

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Upcoming Events

• **Emerging Healthcare Leaders next webinar June 22 11am CT**
  
  Skills For Career Success in Healthcare Data Analytics Opportunities
  
  [www.himss.org/events](http://www.himss.org/events)
Learning Objectives

• Illustrate the benefits of a robust LinkedIn account
• Identify necessary components for an impactful profile
• Demonstrate best practices for engagement
• Discover how to engage in a job search on LinkedIn
• Learn tips to build your brand and increase visibility through LinkedIn
Presenter Background

- Chelsea Overstreet, MA is the Assistant Director of Student & Alumni Relations at UTHealth’s School of Biomedical Informatics. She oversees communications, practicum placement, and alumni engagement. She has a Bachelor’s of Journalism from the University of Missouri and a Master’s in Communication from the University of Texas at San Antonio.
What is LinkedIn?

- LinkedIn is an online platform that connects the world's professionals.
- Users have profiles to summarize professional experience to:
  - Connections
  - Current and future employers
  - Recruiters
- Through your profile, you can showcase your professional life, milestones, skills and interests.
LinkedIn has 722 million members worldwide with 174 million users in the U.S.

According to eMarketer Editors, it is the most trusted social network in the U.S. 73% of social media users at least somewhat agree that LinkedIn protects their privacy and data.

40 million people use LinkedIn to search for jobs each week.

Source - https://blog.hootsuite.com/linkedin-statistics-business/ #General_LinkedIn_statistics
LinkedIn By The Numbers

- 59.9% of users are 25-34 years old.
- 3 people are hired through LinkedIn every minute.
- 40% of users change their job, company, or industry every 4 years.

Source - https://blog.hootsuite.com/linkedin-statistics-business/#General_LinkedIn_statistics
LinkedIn Best Practices

What does a robust profile need?

• **Current & accurate information**
  - Your profile must be up-to-date
  - Make it a living resume

• **A professional photo or headshot**
  - No photographer? Use your cell phone

• **Highlight your skills and specialties**
  - Focus on your unique, professional attributes

• **Create a customized url for each sharing**

• **Build a compelling “About” section**
  - Tell….don’t sell!
LinkedIn Profile Tour

What does my profile look like?

Here is a peek at what my public LinkedIn profile looks like.
“LinkedIn is no longer an online resume. It’s your digital reputation.”

Jill Rowley
Social Media Evangelist
Hacks for Enhancing Your Profile Visibility

Making your profile visible is important. Here are some quick and easy hacks to help!

SEO is your BFF
Search engine optimize your profile with targeted keywords so your profile is visible to the right audience. This might mean you need to use creative language.

Join various groups
Post within a group or meaningfully answers questions. These are opportunities to market yourself and to build your credibility and demonstrate expertise.

Show some love
Congratulate others, like their posts, give sound advice, share job leads, and endorse the skills of peers. Helping your connections and colleagues grow can help your network grow.
How to Build Your Personal Brand as a Thought Leader

Create Content
Increasing awareness and expanding your audience is important. The content needs to educate and serve your followers and potential connections.

Embrace Storytelling
Tell a unique or personal story to engage with your connections. It takes less time than researching a topic and highlights your voice.

Show Authenticity
Whether original or shared, there needs to be implied trust between you and your followers. Beware of contrived content!
LinkedIn Engagement Tips

Five Key Strategies for Strong Engagement

1. Post 2-3x per week
   Consistency in posting is key. However, don’t post more than 3 times per month.

2. Know your Audience
   When building a brand, consider your target demographic and zero in. Decision-makers? Like-minded peers? Potential mentors?

3. LinkedIn Only Content
   Rather than share content from another social network or website, create your own unique content. Use hashtags, too!

4. Share Visuals
   Visual content like videos, graphics, or other authentic images are more likely to garner attention.

5. Tag Thought-Leaders
   Tag industry influencers, employees, and organizations. It creates fewer degrees of separation between you and the entities.
Rule for Content Sharing

What is the right balance of content?

Follow the 4-1-1 rule. This pattern is the ideal ratio of original posts, engagement, and self-serving posts.

4: Other people’s content
shared from external sources outside of LinkedIn. This content must be relevant to your audience.

1: Resharing from others
Reposts from LinkedIn connections with people or brands/organizations.

1: Self-serving post
These original posts can focus on “selling” yourself. Examples are projects you worked on, photo at your Commencement Ceremony etc.
“Active participation on LinkedIn is the best way to say, ‘Look at me!’ without saying ‘Look at me!’”

Bobby Darnell
Principal of Construction Market Consultants
**Step One**
Once your profile is ready to go, let recruiters (not your employer) know you are looking for opportunities & add job preferences.

**Step Two**
Visit linkedin.com/jobs and see what opportunities are available. Based on profile content, recommended positions and job searches will be listed.

**Step Three**
Tap into your LinkedIn Connections to help you find a role.

**Step Four**
Remain present and persistent. According to LinkedIn, 81% of talent professionals say virtual recruiting will outlast COVID-19.
Applying for a job on LinkedIn

Apply at the click of a button!

See your connections & fellow group members who work at the organization and the number of applicants.
Key Takeaways

Make yourself visible

Whether you are building a brand presence, looking for opportunities, or staying informed, use LinkedIn as a platform to increase your visibility.

Remember the ABCs

Always Be Connecting. Be it with companies, peers, potential clients, or more. Make a statement with strategic connections.

Stay engaged

Even if you are not looking for a new career, LinkedIn can serve as a tool for professional growth. Find ways to benefit from all the resources it offers.
Questions?

Contact Information

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