



LinkedIn 101

Kathy McAndrews
Talent Acquisition Manager

LinkedIn Basics

- Building your profile - *Your personal Brand!*
- How LinkedIn improves company visibility - *SP Company Brand!*
- Use LinkedIn Effectively - *How to stay active!*



What is LinkedIn?

- LinkedIn is an online network for ***business professionals***
- It's the largest professional network with over ***half a billion members*** in more than 200 countries
- It's different than other social networking sites because it's ***designed specifically for professional networking***
 - finding a job
 - discovering sales leads
 - connecting with potential business partners
- 97% of recruiters are using LinkedIn to ***find*** their future employees and almost 100% use LinkedIn to initially ***screen*** applicants

What YOU can do with LinkedIn

- ✓ **Build your Brand** - Highlight your expertise to the rest of the world. It's your professional billboard. It will likely show up first when someone googles you.
- ✓ **Build Relationships** - Sharing common interests and develop relationships for the long term.
- ✓ **Access to Resources and Industry Trends** - LinkedIn members are consistently sharing articles and industry news with their connections. Some of the information available on LinkedIn is extremely educational, valuable, and free!
- ✓ **Employer Branding** - Help make SP a socially savvy organization. Open the door to clients and business partners. Employee networks have, on average, ten times as many connections as a company's Company Page followers.
- ✓ **Posting and Finding New Jobs** - Whether you're a job seeker or you are looking for qualified candidates for a job opening, it's one of the top professional job search websites.
- ✓ **Network with Colleagues** - Connecting and keeping relationships – allows you to stay in touch with colleagues and friends.

How your profile helps our Employer Brand



Creates a positive public image and brand reputation

- When SP is searched employees profiles come up first
- Showcase our collective company expertise to prospects and clients

Increased company visibility

- When you add work experience, SP's logo is displayed on their profile for each of your connections to see
- When employees like, share, or comment on content published by SP, a notification is generated and seen by your connections and drives traffic to other pages
- Posting updates that demonstrate the growth of SP

Lead generation and nurturing

- Make professional connections
- 80% of B2B leads on social media come from LinkedIn
- After conferences and trade shows connect on LinkedIn

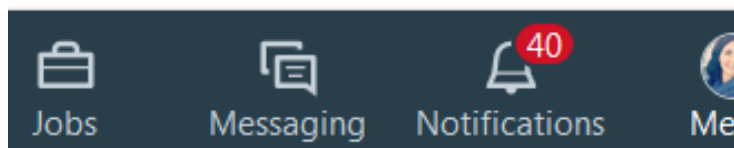
Attract talent

- Professionals want to work with strong teams in their industry. Show them your knowledge and expertise
- Allows prospects to scroll through our employees and get a feel for what it's like at SP

Tips to Building a Strong Profile

1. Upload a professional picture
2. Write a personal headline
3. Include a well written summary
4. Add your work experience
5. Add your education
6. Customize your URL
7. Keep building your profile

Triple check your spelling and grammar



PREMIUM

Kathleen (Kathy)

McAndrews

Talent Acquisition Manager -
SP Industries is HIRING!!!

[View profile](#)

ACCOUNT

Settings & Privacy

Premium subscription settings

Language

NEED HELP?

[Open Quick Help](#)



Turn Off Settings that lets your network know you're making updates!

- **Settings & Privacy**
- **How others see your LinkedIn activity**

Account
Choose whether work experience descriptions from your LinkedIn profile can be shown in Microsoft Assistant, a feature within Microsoft Ads
Privacy
Communications

How others see your profile and network information
How others see your LinkedIn activity
How LinkedIn uses your data
Job seeking preferences
Blocking and hiding

How others see your LinkedIn activity

Profile viewing options
Choose whether you're visible or viewing in private mode
Change
Private mode

Manage active status
Choose who can see when you are on LinkedIn
Change

Share job changes, education changes, and work anniversaries from profile
Choose whether your network is notified
Close
No

Do you want your network to be notified of your work anniversaries and changes to your profile? [Learn more](#)

No
☐

8

Start your great first impression

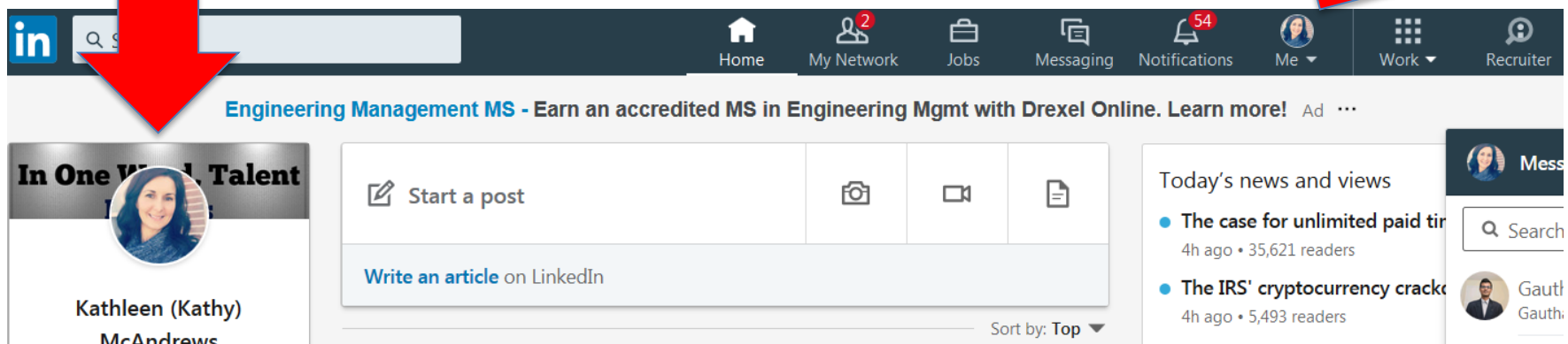
With a personal photo

- The image you present in your photo can communicate the credibility of the rest of your profile
- Users with photos receive 7 times more views
- Greater In mail response rate
- LinkedIn prioritizes profiles with pictures
- No photo - people assume there is something wrong

Update your Profile Pic

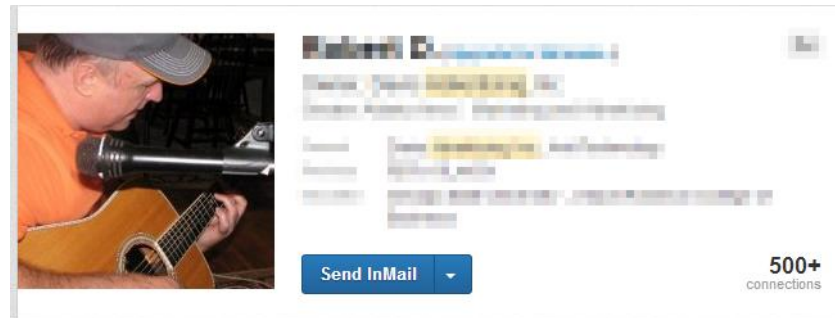
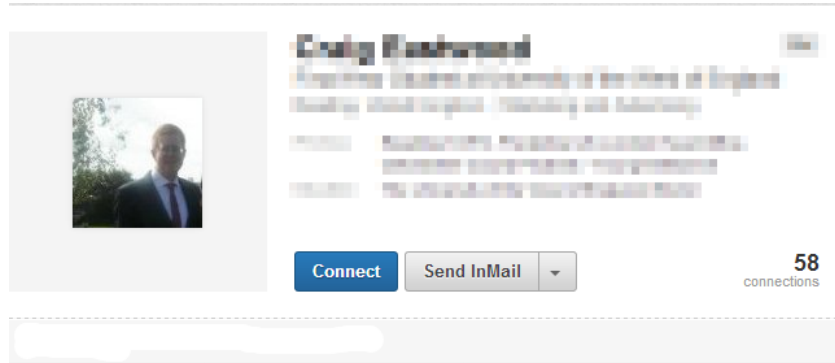
Click directly on your picture

Click on the Me icon
View profile



The screenshot shows the LinkedIn homepage. A red arrow points to the profile picture of Kathleen (Kathy) McAndrews in the left sidebar. Another red arrow points to the 'Me' icon in the top navigation bar. The top navigation bar includes links for Home, My Network (with a 2 badge), Jobs, Messaging, Notifications (with a 54 badge), Me, Work, and Recruiter. The main content area features a post creation box with options to 'Start a post', 'Write an article on LinkedIn', and a 'Sort by: Top' dropdown. On the right, there is a section for 'Today's news and views' with two articles: 'The case for unlimited paid time off' and 'The IRS' cryptocurrency crackdown'.

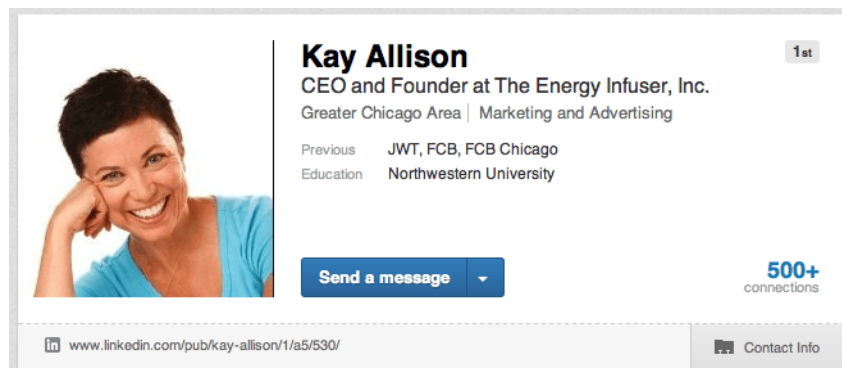
Don't be tempted to do this



Good LinkedIn Pics



Dressed appropriately



Smiling

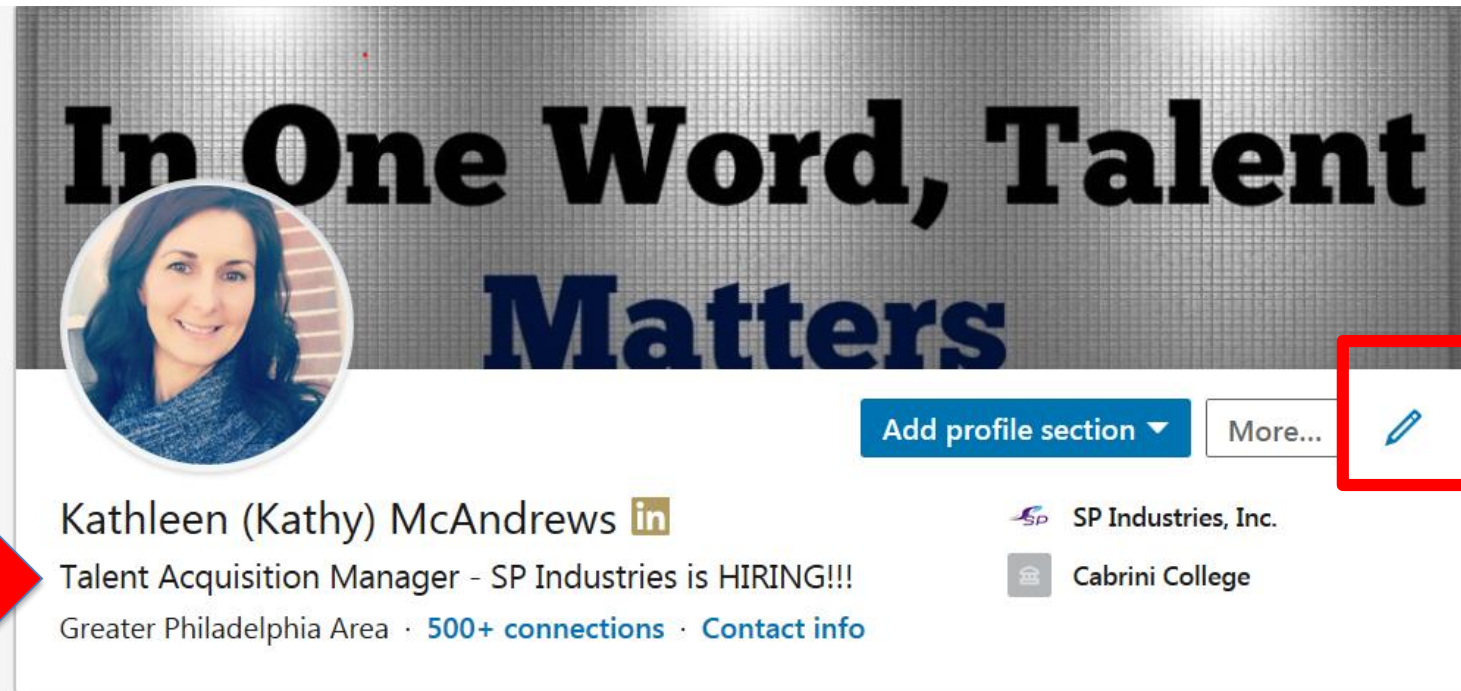


Looking directly at the camera


Your Headline


Showcase your specialty!!!

- A detailed LinkedIn headline is critical in increasing your “findability”, creating your professional credibility, and motivating your audience to keep reading the rest of your profile
- By default LI places your most recent job title as your headline
- Catchy industry specific headline
- 120 characters available to make your headline stand out






In One Word, Talent Matters



Kathleen (Kathy) McAndrews 


Talent Acquisition Manager - SP Industries is HIRING!!!
Greater Philadelphia Area · [500+ connections](#) · [Contact info](#)







[Add profile section](#) [More...](#) 


 SP Industries, Inc.
 Cabrini College

How to update your Summary







 Home
  My Network
  Jobs
  Messaging
  Notifications
  Me





In One Word, Talent Matters

Add profile section
 More...
 

Kathleen (Kathy) McAndrews



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 SP Industries, Inc.
 Cabrini College


About

WHAT I DO


I build outstanding teams that do great things. I discover and nurture talent, finding high-value candidates and innovators that define our company's unique culture ... see more



People Also Viewed



Tuan Duong
Vice President
Industries, Inc



Madai Quin
--

A Compelling Summary

- What type of career interests you and what drives you most
- Tell who you are, who you help and how you help them
- Demonstrate your passion
- Show personality
- Make yourself approachable
- Engage Prospects
- **Showcase SP Industries!!!**

Be Passionate



Bruce Lam • 2nd

Senior Recruiter at Shippo. I spark joy in recruiting and enable candidates to be successful.

San Francisco, California

[Connect](#)

[View in Recruiter](#)

[More...](#)



Shippo



University of California,
Davis



[See contact info](#)



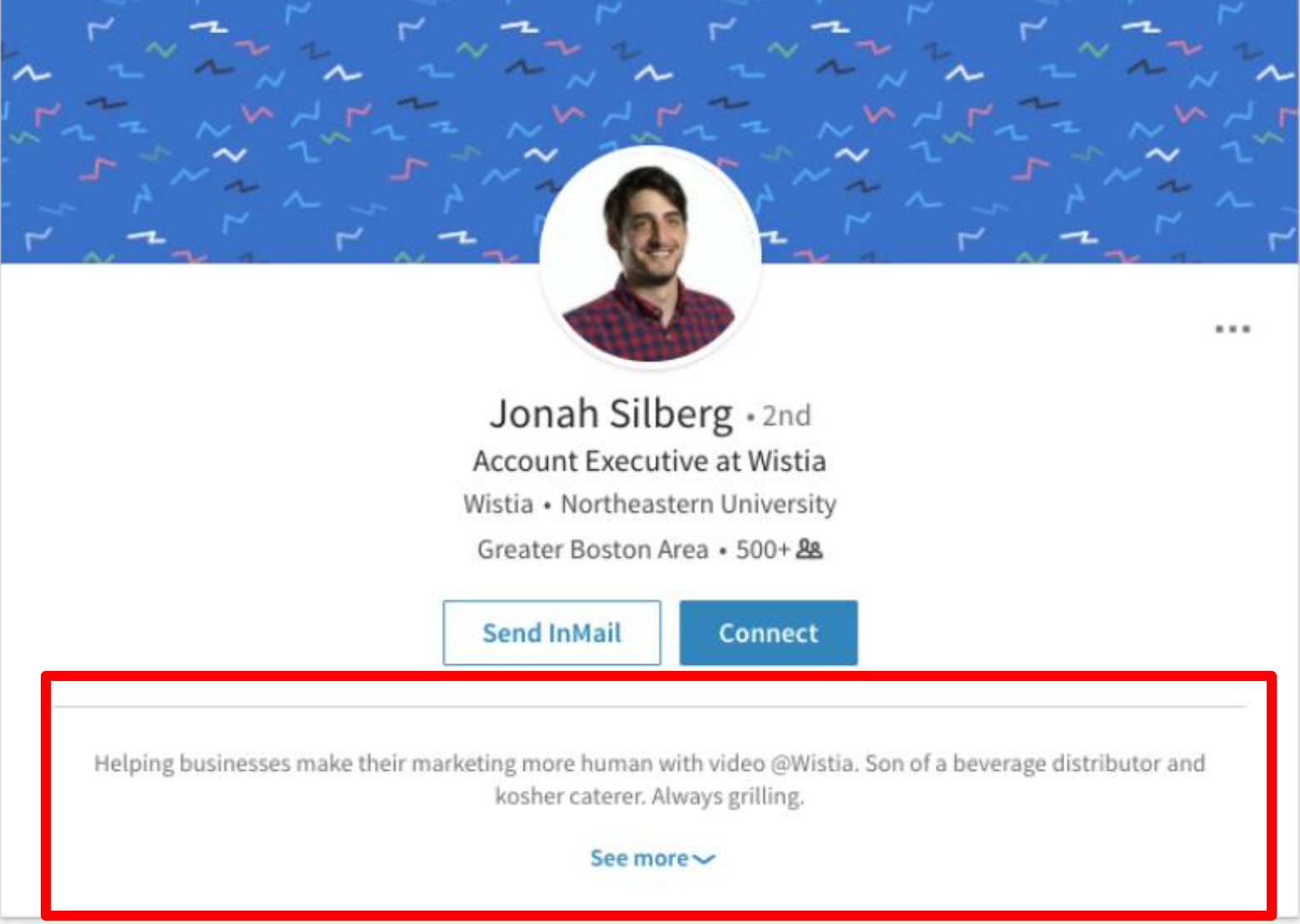
500+ connections

I find great people and find them great careers. This all starts with a conversation. Along the way, we'll find it together and uncover their values, personal aspirations, and next career move. And if we don't, well then we keep the conversation going, because I want to get them there.

I'm a data-driven and an insightful recruiter who is passionate about growing teams and dreams. From private start-ups to public Fortune 500 companies, I've grown my skills in full-cycle recruiting, strategic sourcing, data analytics, and project management. My joy in recruiting, so far, has been matching top-performing and rising professionals with the right career move in software engineering, sales, management, UX, marketing, and more.

When I'm not recruiting or pivoting tables, I'm improving an old recipe, watching GoT and re-runs of The Office, listening to biographies on Audibles, hanging out with my wife in the East Bay, and sipping stouts and cab francs.

Engage Prospects

A screenshot of a LinkedIn profile for Jonah Silberg. The profile picture shows a man with dark hair and a beard, wearing a red and black plaid shirt. The background of the profile header is blue with a pattern of small, colorful, stylized bird-like shapes. Below the profile picture, the name 'Jonah Silberg' is followed by '• 2nd Account Executive at Wistia', 'Wistia • Northeastern University', and 'Greater Boston Area • 500+ people'. There are two buttons: 'Send InMail' and 'Connect'. Below these buttons, a bio is displayed within a red rectangular border: 'Helping businesses make their marketing more human with video @Wistia. Son of a beverage distributor and kosher caterer. Always grilling.' Below the bio is a 'See more' link with a downward arrow.

Jonah Silberg • 2nd
Account Executive at Wistia
Wistia • Northeastern University
Greater Boston Area • 500+ people


[Send InMail](#) [Connect](#)

Helping businesses make their marketing more human with video @Wistia. Son of a beverage distributor and kosher caterer. Always grilling.

[See more](#) ▾


Promote Company Brand







Add profile section ▾


More...




Kathleen (Kathy) McAndrews 

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 SP Industries, Inc.

 Cabrini College

About 

WHAT I DO

I build outstanding teams that do great things. I discover and nurture talent, finding high-value candidates and innovators that define our company's unique culture.

WHY I DO IT

I literally change people's lives! There is nothing like the thrill of a candidate's enthusiastic "Yes!" to an offer, and a satisfied hiring manager who just landed a top performer. Even more satisfying is watching your recruit grow and contribute to the success of your company. Knowing my efforts impact the bottom line is what motivates me every day.

WE ARE HIRING

At SP Industries, we manufacture state of the art specialty equipment and home healthcare products serving pharmaceutical, biotechnology, research and education organizations. Our products make a real difference and have a tremendous impact in the medical and research communities.

If you are interested in opportunities at SP Industries or would like to connect for the future, I would love to hear from you. Contact me at: kathy.mcandrews@SPindustries.com

Add your Work Experience

- Tells a more complete story about who you are
- Identify key accomplishments and achievements
- Don't cut and paste from your resume
- Don't *just* write a job description
- Showcase your career growth

Tells about your unique career pathway

Add/Update your Work Experience



Salary insights

See how your salary compares to others in the community

Experience



Talent Acquisition Manager

SP Industries, Inc.

Apr 2019 – Present · 4 mos

Warminster, PA

Global recruitment leader developing talent strategies and managing full life cycle recruiting process for equipment manufacturer serving pharmaceutical, biotechnology, educational, industrial, OEM, and commercial markets.



Sr. Recruitment Advisor

Contact Management, LLC

Aug 2017 – Apr 2019 · 1 yr 9 mos

New Hope, PA



Add/Update Work Experience



Add experience

Title *

Ex: Manager

Company *

Ex: Microsoft

Location

Ex: London, United Kingdom

☒ I am currently working in this role

Start Date *

Month

Year

Present

☐ Update my industry

☒ Update my headline

Share with network

Off

If enabled, your network may be notified of job changes, education changes, and work anniversaries.

[Learn what's shared](#)

Save

Add Education

- ✓ Perfect way to connect with alumni
- ✓ Showcase your talent, abilities and strengths as a professional




Adding Education



Add education

School *

 Ex: Boston University

Degree

Ex: Bachelor's

Field of study

Ex: Business

Start Year

Year


End Year (or expected)

Year

Grade

Activities and societies

Share with network

Off 

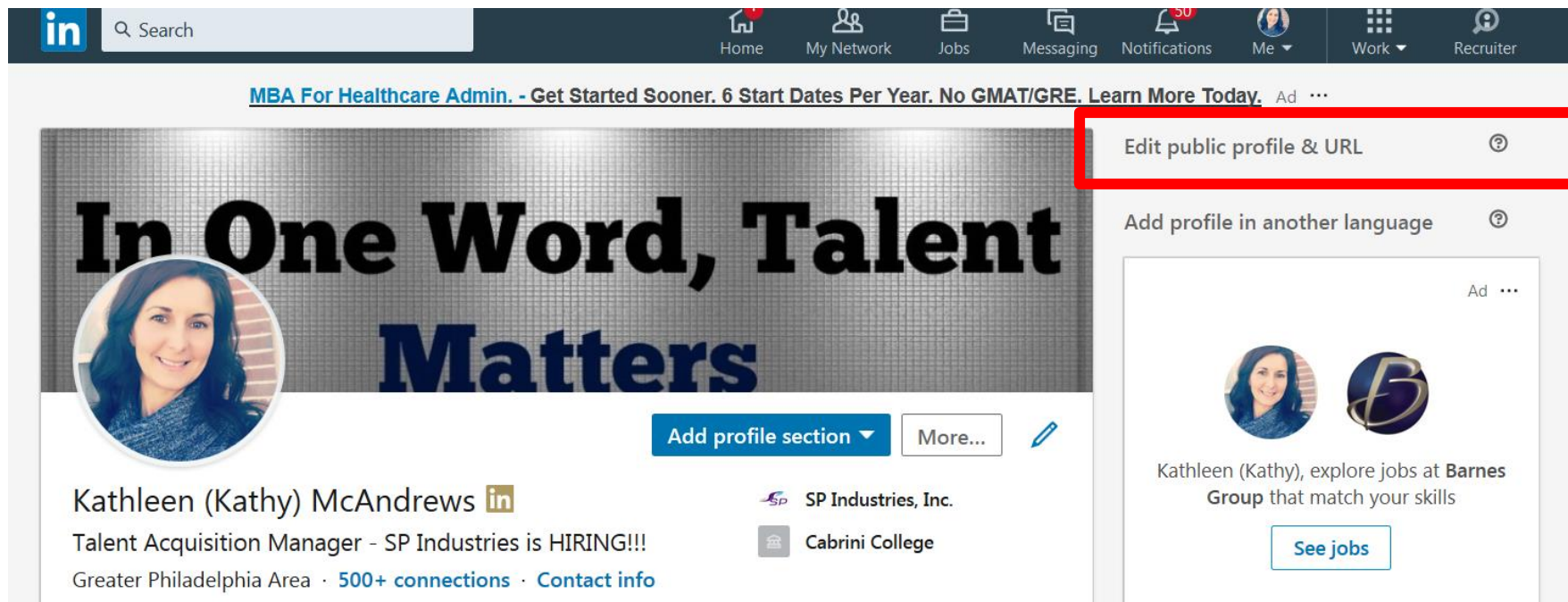
If enabled, your network may be notified of job changes, education changes, and work anniversaries.


[Learn what's shared](#)

Save

Customize your URL


- Go to your profile page, click on Edit URL section
- Click on pencil
- Change the last section of your URL
- Perfect to include on resumes or in signature lines





Kathleen (Kathy) McAndrews 

Talent Acquisition Manager - SP Industries is **HIRING!!!**

Greater Philadelphia Area · [500+ connections](#) · [Contact info](#)



[Add profile section](#) [More...](#) 

[Edit public profile & URL](#) 

[Add profile in another language](#) 


[See jobs](#)

Customize your URL





Back to LinkedIn


Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.




Kathleen (Kathy) McAndrews
 Talent Acquisition Manager - SP Industries is
 HIRING!!!
 Greater Philadelphia Area

 **SP Industries, Inc.**
 **Contact Management, LLC**
 **Cabrin College**

Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/kathleenmcandrews 

Edit Content

This is your public profile. To edit its sections, update your profile.

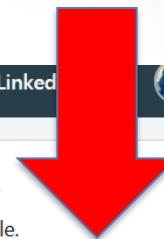
[Edit contents](#)

Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

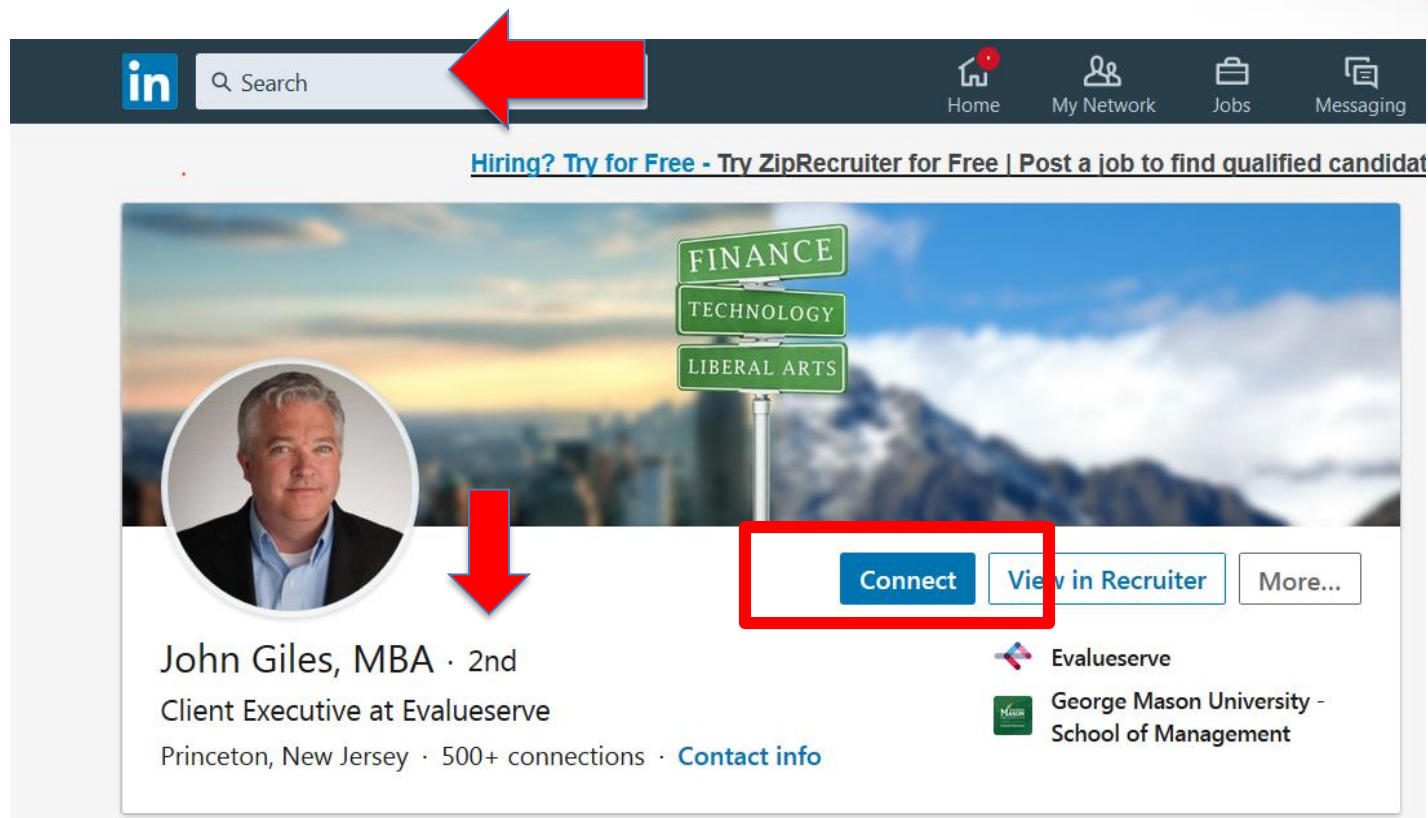
Your profile's public On ☒



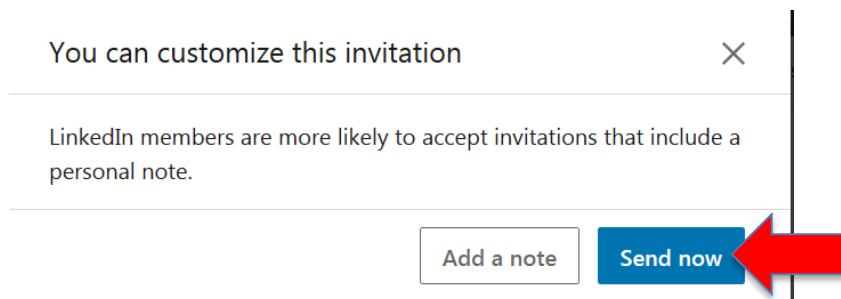
How To Use LinkedIn

- **Connect & Message** with colleagues
- **Engage** with your connections - Like, Comment and Share various information
- **Follow** companies of interest and our company pages
 - ❖ *SP Industries*
 - ❖ *SP Scientific*
 - ❖ *SP Scienceware: Bel-Art, Wilmad-LabGlass*
 - ❖ *SP Ableware*
- **Post** to the news feed
- **Join** Groups

How to make connections



The image shows a LinkedIn profile page for John Giles, MBA. The profile picture is a circular portrait of a man with grey hair. To the right of the profile picture is a red arrow pointing down towards the 'Connect' button. The background of the profile banner features a landscape with mountains and a signpost with three green signs reading 'FINANCE', 'TECHNOLOGY', and 'LIBERAL ARTS'. The profile information includes 'John Giles, MBA · 2nd Client Executive at Evalueserve' and 'Princeton, New Jersey · 500+ connections · Contact info'. Below the profile information are two logos: Evalueserve and George Mason University - School of Management. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, and Messaging. A red arrow points to the search bar. A red box highlights the 'Connect' button, and a 'View in Recruiter' button is also visible. A 'More...' button is located to the right of the 'View in Recruiter' button.



The image shows a LinkedIn invitation customization dialog. The title is 'You can customize this invitation' with a close button (X) in the top right corner. The main text reads: 'LinkedIn members are more likely to accept invitations that include a personal note.' Below the text are two buttons: 'Add a note' and 'Send now'. A red arrow points to the 'Send now' button.

How to message connections




Laura Pierce, PHR, SHRM-CP · 1st 

Vice President Human Resources at SP Industries, Inc.

Greater Philadelphia Area · [500+ connections](#) · [Contact info](#)

[Message](#) [View in Recruiter](#) [More...](#)

How to Like, Comment, Share





Kathleen (Kathy) McAndrews
 Talent Acquisition Manager - SP Industries is HIRING!!!
 5d

Hot Job! 🌟 Controls Engineers - Warminster, PA

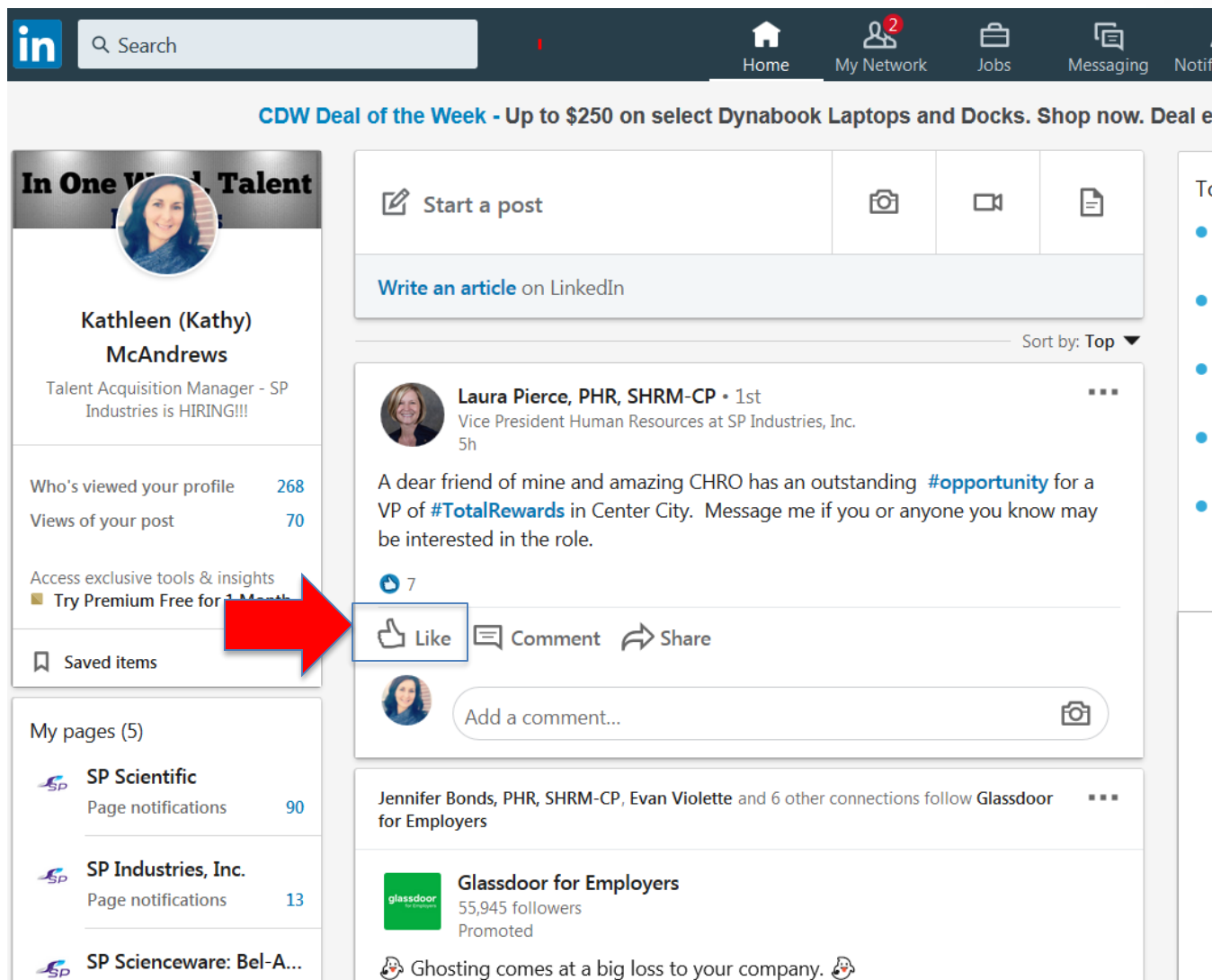
🔊 We are expanding our team - Come join us!!!
 Message me for immediate review or apply below 📩 [#controls](#) [#engineers](#)
[#hiring](#)



**Controls / Electrical Engineer in Warminster, Pennsylvania |
 Careers at PA - Warminster**
careers-spindustries.icims.com

 Like
  Comment
  Share

How to Like, Comment, Share



In One Word, Talent

Kathleen (Kathy) McAndrews
Talent Acquisition Manager - SP Industries is HIRING!!!

Who's viewed your profile **268**
Views of your post **70**

Access exclusive tools & insights
Try Premium Free for 1 Month

Saved items

My pages (5)

- SP Scientific**
Page notifications **90**
- SP Industries, Inc.**
Page notifications **13**
- SP Scienceware: Bel-A...**

Start a post

Write an article on LinkedIn

Sort by: **Top**

Laura Pierce, PHR, SHRM-CP • 1st
Vice President Human Resources at SP Industries, Inc.
5h

A dear friend of mine and amazing CHRO has an outstanding **#opportunity** for a VP of **#TotalRewards** in Center City. Message me if you or anyone you know may be interested in the role.

7

Like **Comment** **Share**

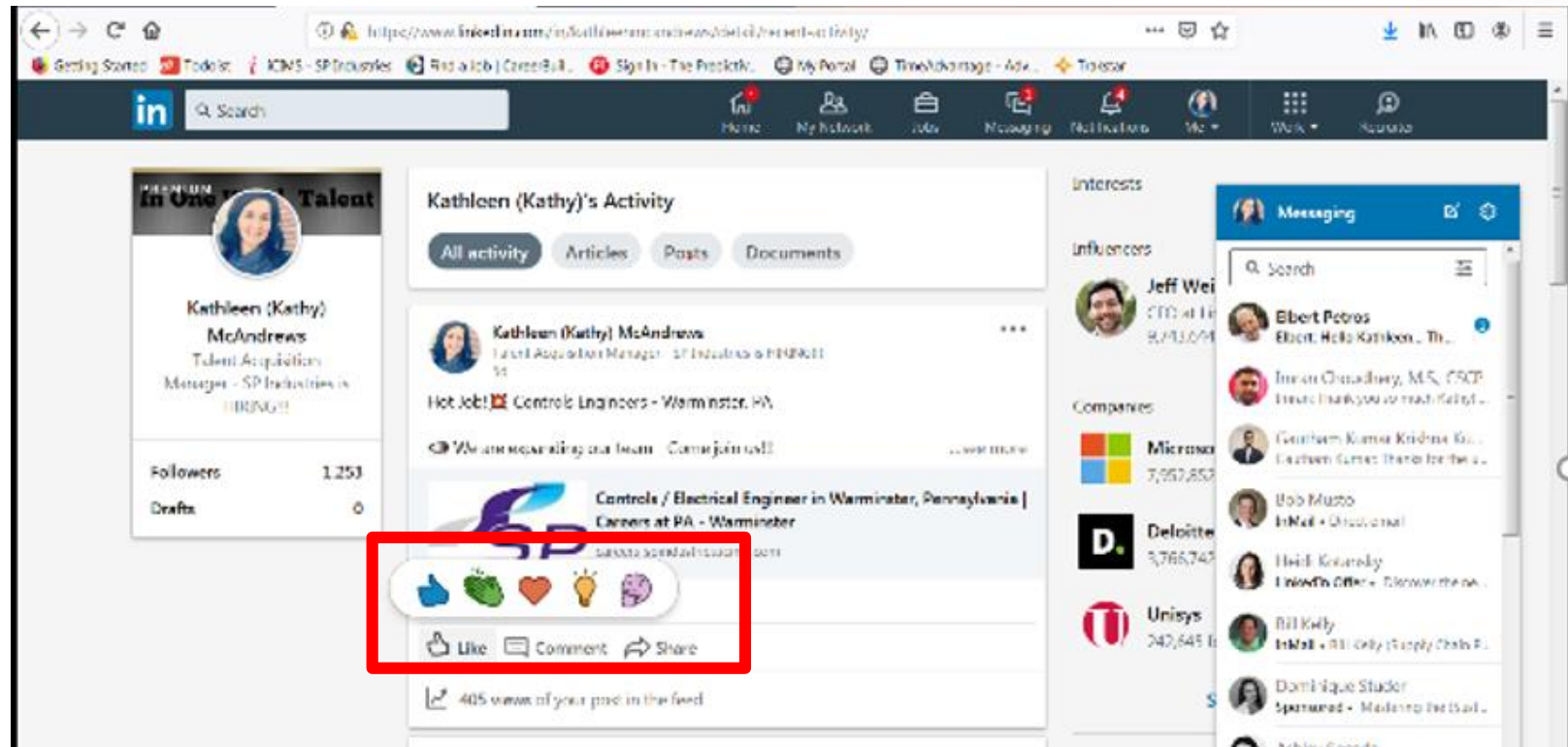
Add a comment...

Jennifer Bonds, PHR, SHRM-CP, Evan Violette and 6 other connections follow **Glassdoor for Employers**

Glassdoor for Employers
55,945 followers
Promoted

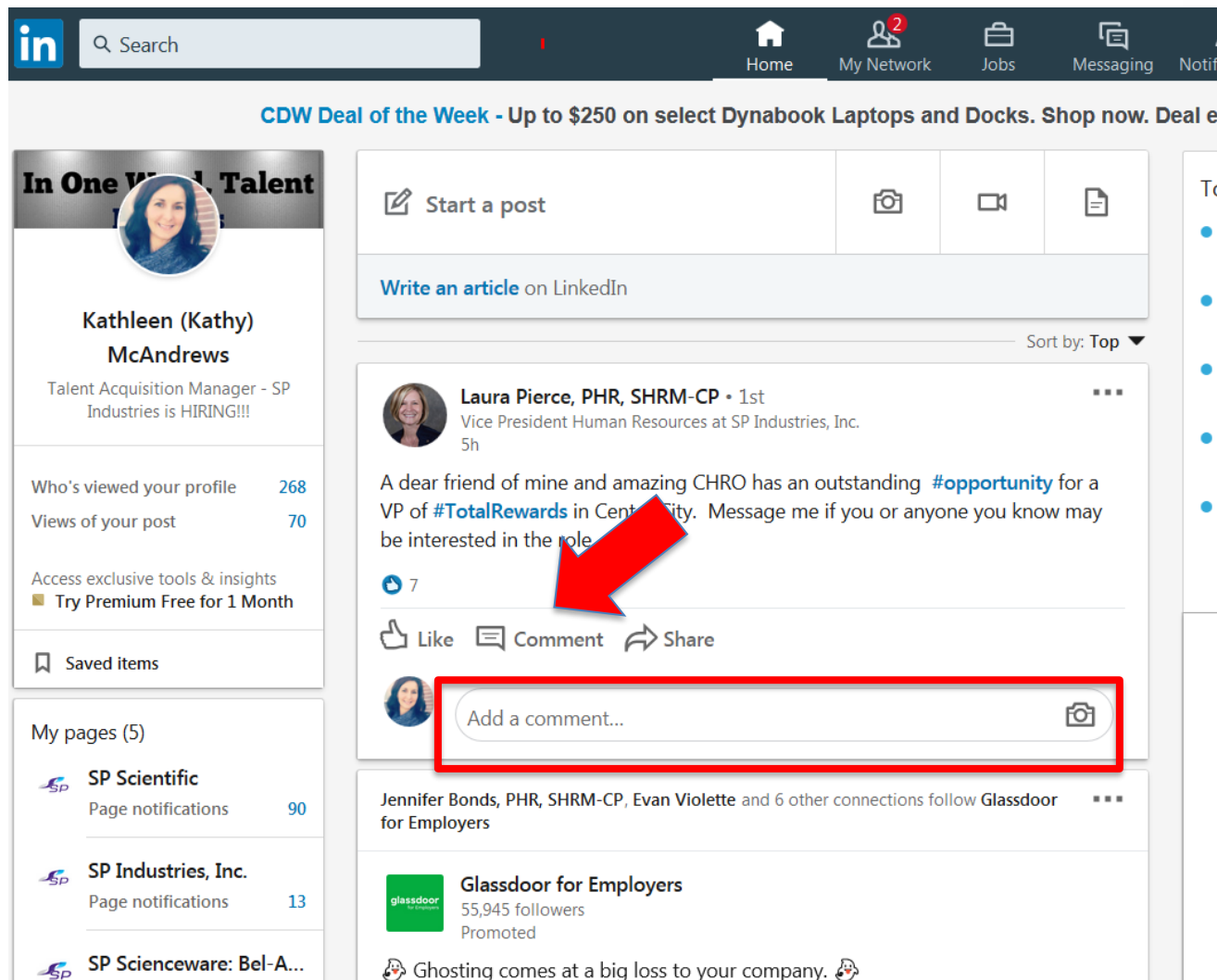
Ghosting comes at a big loss to your company.

How to Like, Comment, Share



- REACTIONS - Like, Celebrate, Love, Insightful, Curious

How to Like, Comment, Share




The screenshot shows a LinkedIn profile for Kathleen (Kathy) McAndrews, Talent Acquisition Manager at SP Industries. The profile includes a header with the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, Messaging, and Notifications. A banner for "CDW Deal of the Week" is visible. The profile section shows a profile picture, name, title, and a hiring announcement. It also displays statistics for profile views (268) and post views (70), along with a premium offer. The "My pages" section lists SP Scientific, SP Industries, Inc., and SP Scienceware: Bel-A... with their respective notification counts.

The main content area shows a post by Laura Pierce, PHR, SHRM-CP, 1st Vice President Human Resources at SP Industries, Inc. The post text reads: "A dear friend of mine and amazing CHRO has an outstanding #opportunity for a VP of #TotalRewards in Cent City. Message me if you or anyone you know may be interested in the role." The post has 7 likes and 0 comments. A red arrow points to the comment box, which is highlighted with a red rectangle. The comment box contains the text "Add a comment..." and a camera icon.



Below the post, it shows that Jennifer Bonds, PHR, SHRM-CP, Evan Violette and 6 other connections follow Glassdoor for Employers. A promoted post for Glassdoor for Employers is also visible, showing 55,945 followers and a post about ghosting.

How to Like, Comment, Share




Share
×


Kathleen (Kathy) McAndrews
ⓘ Anyone ▾

Start writing or use @ to mention people, companies or schools



STACI BENDER EPSTEIN • 1st
Talent Acquisition Leader / Connector / Past 40 Under 40 Recipie...
7h
Looking for a great career? You should check out these job openings! <https://lnkd.in/dnHJdSn> #career #jobs #jobopenings



[Add hashtag](#) Help the right people see your post


+



Post


Share
×


Your post will be visible on feed, on your profile and in search results


Anyone
Anyone on or off LinkedIn ☒


Anyone + Twitter
Anyone on or off LinkedIn, post to Twitter ☐

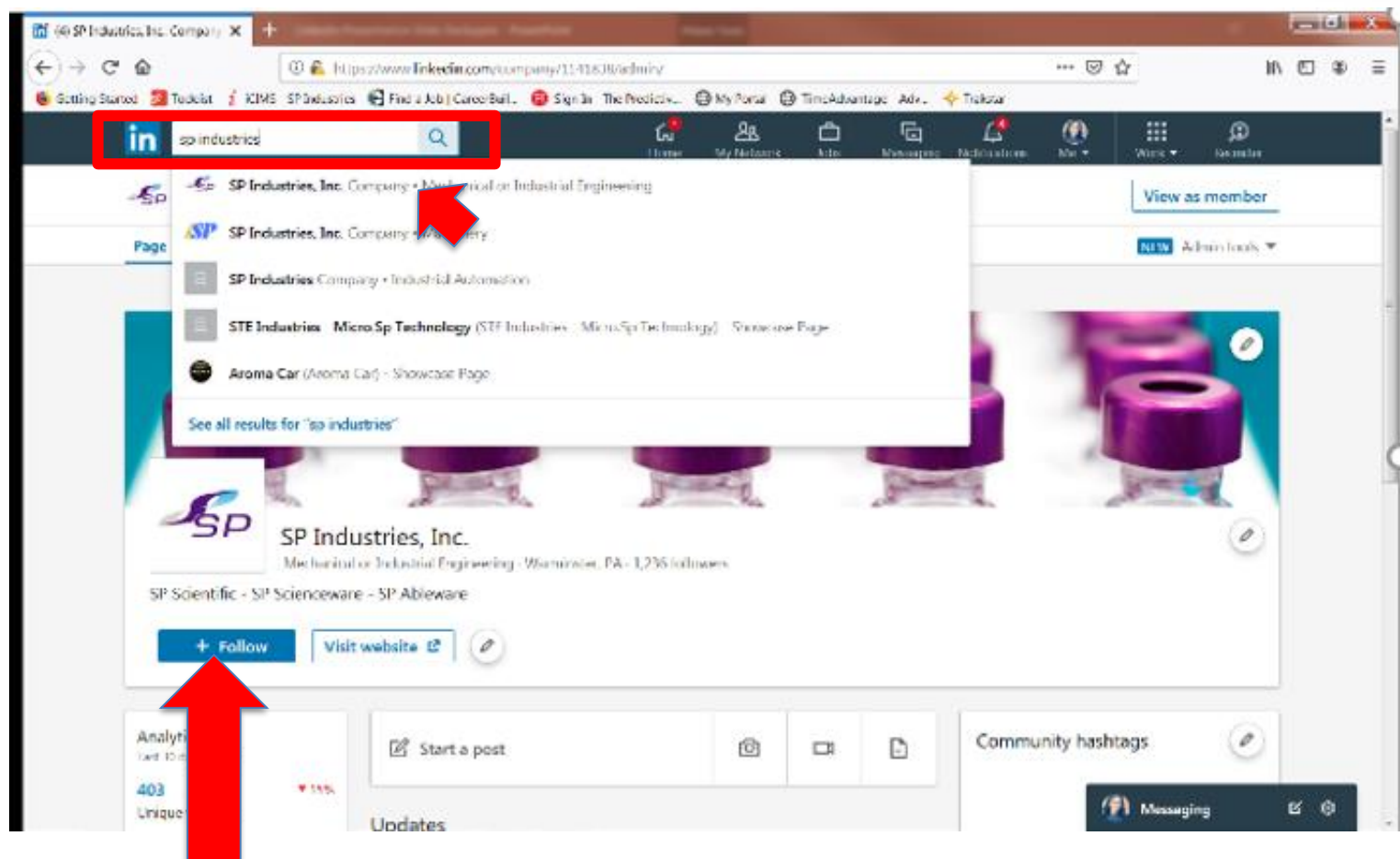

Connections only
Connections on LinkedIn ☐


Group members >
Select a group you're in ☐

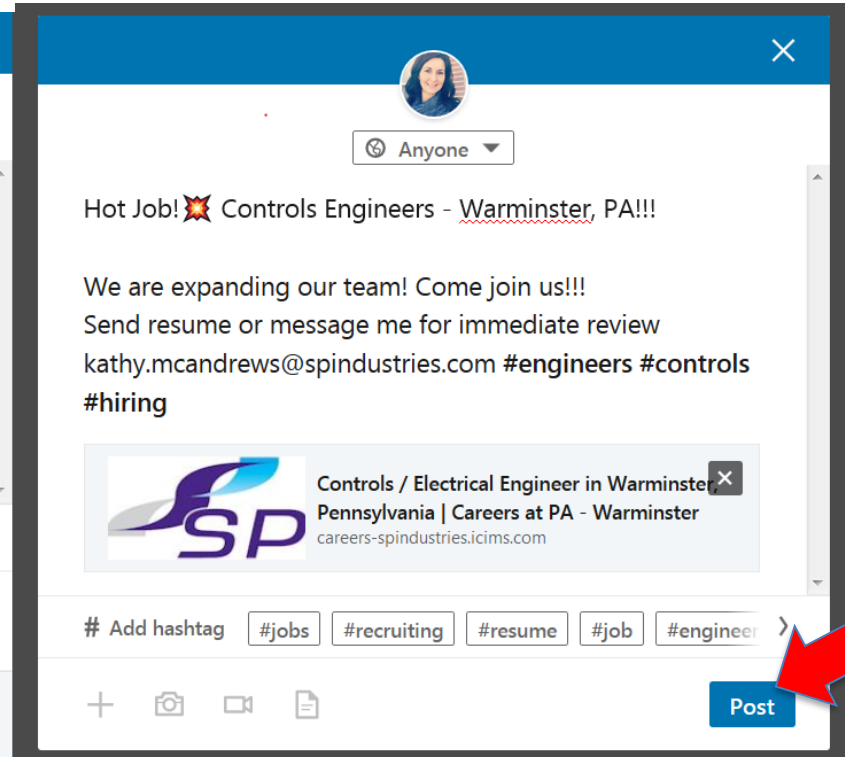
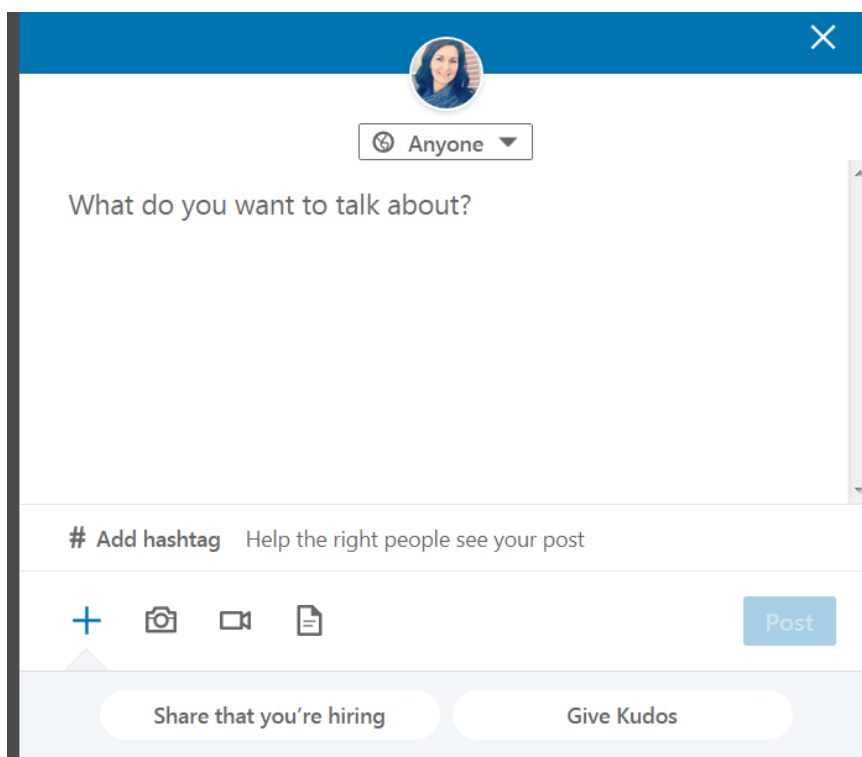
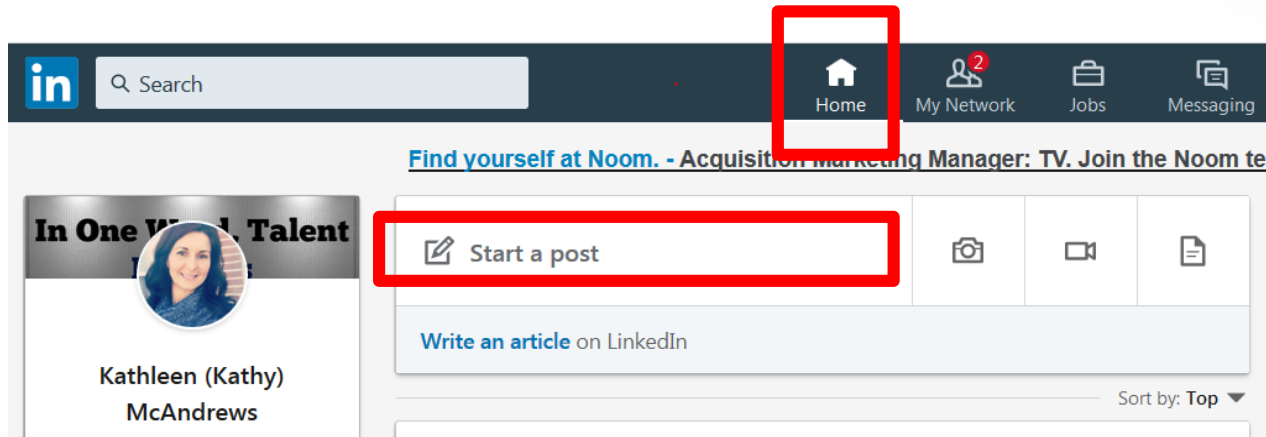

Advanced settings >

Done

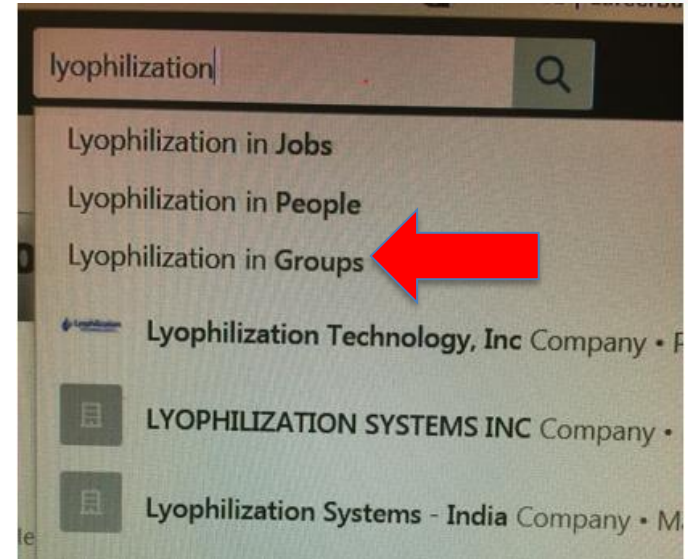
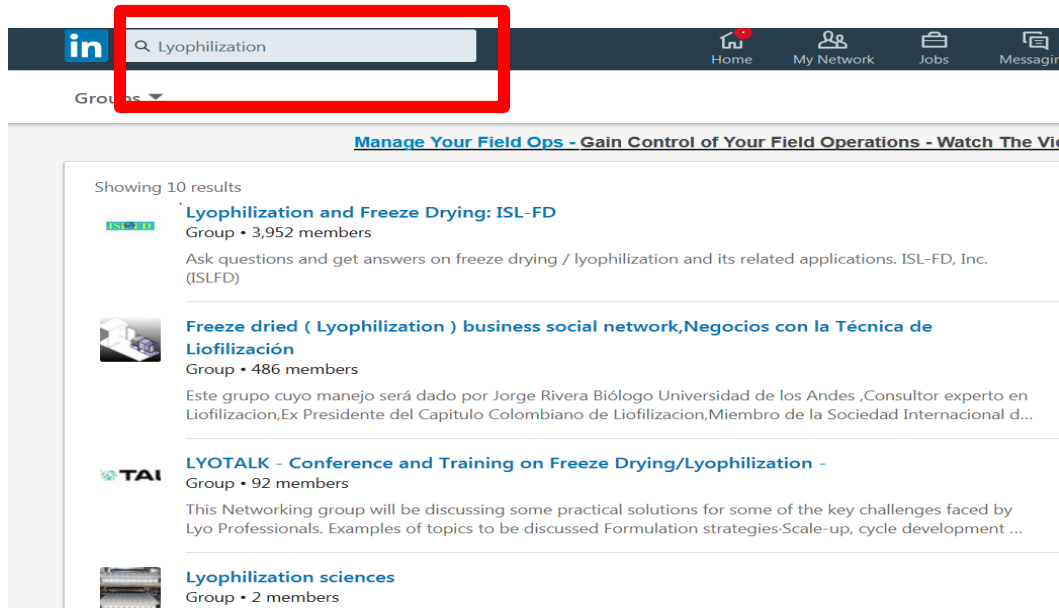
How to Follow a Company



How to Post to the Home Page



How to join a Group



LinkedIn Etiquette

You are a representation of SP Industries – 😊

- **Connect with people you know - or at least know of.** Accept invitations from people I've met and respect as professionals, or from people with good reputations through trusted recommendations.
- **Keep updates interesting and professional.** People want to know when you've accomplished something noteworthy, read something that's valuable, or discovered something you think should be shared. Save personal posts for Facebook or Instagram.
- **Respond politely.** Whether or not you accept an invitation to connect, a direct, professional response is usually the best next step.
- **Give recommendations to get recommendations.** The best recommendations should come from the people you know and respect the most, and those are the people you can most genuinely recommend.
- **Don't be a pest.** You won't do yourself any good professionally if you annoy people. Don't send more than one request. Let it go and move on if someone does not respond to your request.

You have been Challenged 😊

☐ Start making connections - SP colleagues!

☐ Like, Share or Comment on a post

☐ Follow a company and start with SP!

*SP Industries *SP Scientific *SP Scienceware: Bel-Art, Wilmad-LabGlass *SP Ableware

☐ Join a Group - tons of them and the perfect way to grow your network

☐ BE ACTIVE!



QUESTIONS???