

Using LinkedIn Effectively

Deciding how to use LinkedIn to meet your needs is the first step to using it effectively. This worksheet will help you begin to put a LinkedIn strategy together. Fill in the questions on this worksheet and then review them as you go through the training.

I plan to use LinkedIn to (check all that apply):

- To stay in touch with co-workers
 - To find job openings
 - To research job opportunities
 - To make connections with possible employers
 - To grow my network strategically
 - To grow my influence
 - To find out information about business
 - I'm not sure
 - Other (please list) _____
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My Status

Current number of 1st degree connections _____ Date: _____

My goal is to have _____ first degree connections by: _____

Descriptions of my ideal connections are:

Prospect (potential employer): _____

Referral: _____

Your Profile Information

My Headline: _____

My Summary: _____

Keywords for me: _____

What Groups do I need to join? _____

My Connection Strategy:

- Search for strategic connections
- View profile of ideal fits
- If the profile seems to be a good match, make a connection request

My Connect message: _____

My post connection message: _____
