



# Resonating Resumes

## **Go There! Coaching and Resonating Resumes**

**Presents a  
Creating Change Series Module**



## **Managing Your LinkedIn Brand: Maintaining an Active LinkedIn Presence**

*A Laura Geduldig and Lisa Carman event*

# Managing Your LinkedIn Brand – Maintaining an Active LinkedIn Presence

## I. Home Page Actions

A. Front & Center: Your contributions

B. On the Left: Your Vertical Business Card

C. On the Right: Trending Topics

D. Connect, Connect, Connect

E. The LinkedIn Toolbar

## II. Profile Page Actions

A. More Button

B. Additions to your Summary

C. Your Dashboard

### III. The Problem with Privacy

#### A. From the Me Menu, select Settings and Privacy

##### **Account Directory**

Login and security – Email Addresses, Phone Numbers

Partners and Services – Twitter Settings

##### **Privacy Directory**

#### How Others See Your Profile and Network Information –

Edit your public profile

Who can see your email address

Who can see your connections

Viewers of this profile also viewed

Who can see your last name

Representing your organization and interests

Profile visibility off LinkedIn

**How others see your LinkedIn activity –**

Profile Viewing Options

Manage Active Status

Sharing Profile Edits

Notifying connections when you're in the news

Mentions or tags by others

**How LinkedIn uses your data –**

Manage who can discover your profile from your email address and phone number

**Job seeking preferences –**

Let recruiters know you are open

Signal your interest to recruiters at companies you created job alerts for

**Blocking and Hiding –** Followers, Blocking

**Communications Directory**

**Preferences** – Who can send you invitations, Messages from members and partners

**Contact Lisa Carman to start the conversation and launch your professional brand.**

