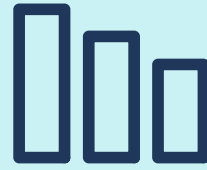




Personal Branding



Career Growth



Connections



LEVERAGING LINKEDIN



Paid
Opportunities



Job
Opportunities



Online
Courses

BEFORE WE KICK IT OFF

- Take a deep breath & exhale
- Land acknowledgement - Duwamish Tribe (Seattle)



- Engagement is encouraged & welcomed in the chat
- Take notes & record your questions
- Q&A will be at the end of the presentation

ALOHA



Sage Ke'alohilani Quiamno (she/her)

- CEO & Co-founder of Future for Us
- Global DEI Tech Leader at Amazon
- Forbes 30 Under 30 Honoree
- Career Development Coach
- Salary Negotiation Expert
- Contributing Writer for Fast Company & Entrepreneur Magazine
- Add me on LinkedIn:



THE AGENDA

- Create and/or Optimize your LinkedIn Profile
- Navigate LinkedIn's Tools/Resources
- Online Networking Best Practices
- Learn How Effectively Job Search
- Establish a Long-lasting Online Brand
- Q&A

YOUR NETWORK



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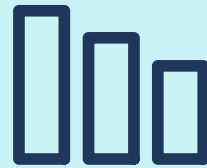
YOUR NETWORTH



WHY LINKEDIN?



24/7 Resume



Career Growth



Connections



Paid
Opportunities



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Opportunities



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Courses

STEP 1: CREATE AND/OR UPDATE YOUR PROFILE



WHAT YOU NEED

- Updated Headshot
- Updated Resume
- A Descriptive Bio
- A Career Objective/Tagline
- Links of Projects, Work, Media, Features, etc.
- A List of Skills
- A List of Contacts to Ask for Recommendations

STEP 2: NAVIGATING LINKEDIN FEATURES



TOOLS & FEATURES

- "Open to Work" feature
- Recommendations
- LinkedIn Groups
- Job Search Tools
- Market Salary Data
- Messaging
- LinkedIn Learning

ONLINE NETWORKING BEST PRACTICES



DOS & DON'TS

- **DOS**

- When you add someone as a connection on LinkedIn, include a message to introduce yourself, state why you are connecting with them, & how they can reach out.
- Follow up 2x

- **DON'Ts**

- Do not spam contacts
- Do not follow up over 3x

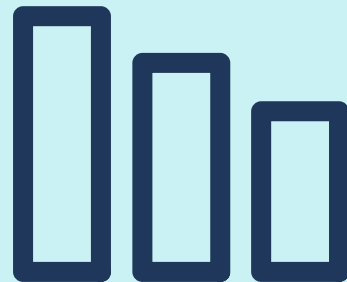
LEARN HOW EFFECTIVELY JOB SEARCH



JOB SEARCH FEATURES

- "Open to Work" feature
- Follow companies you want to work for
- Search for job titles, companies, & location
- Set job alerts
- Track which jobs you've applied for

ESTABLISH A LONG- LASTING ONLINE BRAND



TIPS ON BRANDING

- Always keep your profile up-to-date
- Update your profile photo every year
- Fill out the entire profile
- Showcase your wins or any work or career news
- Share info or articles that is relevant to your industry
- Post about your career journey
- Add colleagues, leaders, etc. to build your network
- Reach out to your network for opportunities or support

TAKEAWAYS

- Create or update your profile
- Update or take a new headshot
- Fill out the entire profile
- Add 5 colleagues, leaders, etc. to build your network
- Follow 10 companies/leaders who inspire you
- Reach out to 1 contact for a recommendation
- Set up 1 job alert for a position/location

BENEFITS OF LINKEDIN

- Access to network, resources, & tools
- 24/7 Resume
- Job Opportunities
- Networking Opportunities
- Platform for Your Personal Brand
- Power to Influence in the Professional Space

Q&A

