

LinkedIn Strategy

Presented by Caitlin Duggan



CAITLIN DUGGAN

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- Current Role: IBMer Communications Lead - Global Comms
- Previous Role: Senior Talent Acquisition Partner
- Prior Experience: Executive Recruiting, Higher Ed

PROFILE BASICS I

The absolute must-have elements of
any LinkedIn profile

PHOTO

Does not have to be professionally taken -
should show you in a professional light.

21x more views and 36x more messages when
you have a photo.

HEADLINE

Create a customized headline that reflects
your professional brand and/or what you want
to acquire - show niche.

ONLINE RESUME

Everything that is on your resume should be
reflected on your LinkedIn.

You can also include things that are not on
your resume. This includes your HS, college
organizations, awards, and skills.

PROFILE BASICS II

The absolute must-have elements of
any LinkedIn profile

SUMMARY

Summary should clearly and concisely market your brand. Avoid cliché words and look up profiles of people with the jobs you want for inspiration. Be technical and specific.

HEADLINE

Create a customized URL that is simple and clean. If you have a unique name you may get lucky. You can and should link your profile in online applications and on your resume.

MULTIMEDIA

LinkedIn lets you upload work samples, your resume, link to websites and projects, and publish articles. Also, you can request professional references as you get them.

EXAMPLE PROFILE



Yolanda W. Rabun  (She/Her) · 1st

Vice President | Associate General Counsel | IBM Manager | Board Member | Keynote Speaker | Wife and Mom | Actor, Recording Artist, Producer | Not Done

Roswell, Georgia, United States · [Contact info](#)

500+ connections



Joshua Lewis, Lorina Ilkkan, and 91 other mutual connections

 **Message**

More

 [IBM](#)



Boston College Law School



EXAMPLE PROFILE

About

With 30 years of experience as a high-performance passion-driven technology in-house counsel, I am a C-Suite Executive and board-fluent businessperson's lawyer who brings ethical, strategic, and operational guidance for executive decisions. Today, I lead as Associate General Counsel and Trust and Compliance Officer of a Fortune 100 Company's Education and Communication Trust and Compliance Team.

I am energetic, fun, intelligent, and driven. I thrive on challenges with many moving parts and like to help others around me grow into the best version of themselves. I am a strategic thinker and a tactical doer.

I am fluent in digital transformation, change management, and crisis turnaround. In all my roles, I've easily led teams to solve global, complex contract, business, and legal issues.

My career highlights include serving as general counsel and corporate secretary for the Weather Company, an IBM Business supporting the President and General Manager for the Weather Company. I managed an experienced team of senior lawyers responsible for the Weather Company negotiations for strategic transactions, including alliances, key product development, business matters, mobile app distribution, online advertising, entertainment, and data and privacy issues.

As an IBM Legal Executive, I have expertise in AI, Quantum computing, M&A, complex copyright licensing transactions, employment law issues, government inquiries, and business control investigations. I have expertise in US and International privacy law, data security, and marketing matters and have served as a privacy officer to several product teams. I serve as a leader with a passion for professional development and emotional intelligence for everyone, especially lawyers.

Daily, I live with zeal because I can. I work with creative business clients to solve problems and invent ethical solutions that will help us all improve at what we do best every day. I believe in solving problems using the law, people, and the latest data or AI-driven technology.

In addition to being an experienced technology and compliance lawyer, I am a professional actor and chart-topping performing and international recording artist. Most importantly, I am also grateful and know that my purpose is to serve others with all of my gifts. I am a multi-hyphenate human being. And I love life. We only have one.

IMPROVING YOUR SEARCHABILITY

INCREASE YOUR NETWORK

How much of your profile is available depends on your network - so grow it!

KEYWORDS

Make sure you're using common key words from the job descriptions of jobs you are looking into.

Make sure your profile is as specific and up to date as possible.

ACTIVITY

The more active you are, the more you will be seen!

WHERE TO FIND CONNECTIONS

It's important to connect with people you know first (and as much as possible), but when you want to use LinkedIn to network there are a few places to look for people to reach out to.



ALUMNI

EMPLOYEES

**COMMON
GROUND**

GROUPS

OUTREACH

BE FRIENDLY

Do not ask for anything in your initial invitation so they are inclined to accept your request.

MAKE A CONNECTION

Make a personal connection to them to build the relationship and increase the likelihood that they will accept your connection.

CONFIDENCE IS KEY

Ask and be specific. Working professionals appreciate directness and will usually respond to a force-close.



THANK YOU
FOR WATCHING