



# *Emerging Healthcare Leaders Webinar*

## *Maximizing Your LinkedIn Presence*

*May 26, 2021*

*The webinar will begin at 11:00am CT*

**Chelsea Overstreet, MA**

Assistant Director of Student & Alumni Relations,  
UT Health School of Biomedical Informatics

# *Upcoming Events*

- Emerging Healthcare Leaders next webinar June 22 11am CT  
*Skills For Career Success in Healthcare Data Analytics Opportunities*  
[www.himss.org/events](http://www.himss.org/events)

# *Learning Objectives*

- Illustrate the benefits of a robust LinkedIn account
- Identify necessary components for an impactful profile
- Demonstrate best practices for engagement
- Discover how to engage in a job search on LinkedIn
- Learn tips to build your brand and increase visibility through LinkedIn

# *Presenter Background*

- Chelsea Overstreet, MA is the Assistant Director of Student & Alumni Relations at UHealth's School of Biomedical Informatics. She oversees communications, practicum placement, and alumni engagement. She has a Bachelor's of Journalism from the University of Missouri and a Master's in Communication from the University of Texas at San Antonio.



# *What is LinkedIn?*

- LinkedIn is an online platform that connects the world's professionals.
- Users have profiles to summarize professional experience to:
  - Connections
  - Current and future employers
  - Recruiters
- Through your profile, you can showcase your professional life, milestones, skills and interests.



# *LinkedIn Statistics*

1

## *Global Reach*

LinkedIn has 722 million members worldwide with 174 million users in the U.S.

2

## *Secure Site*

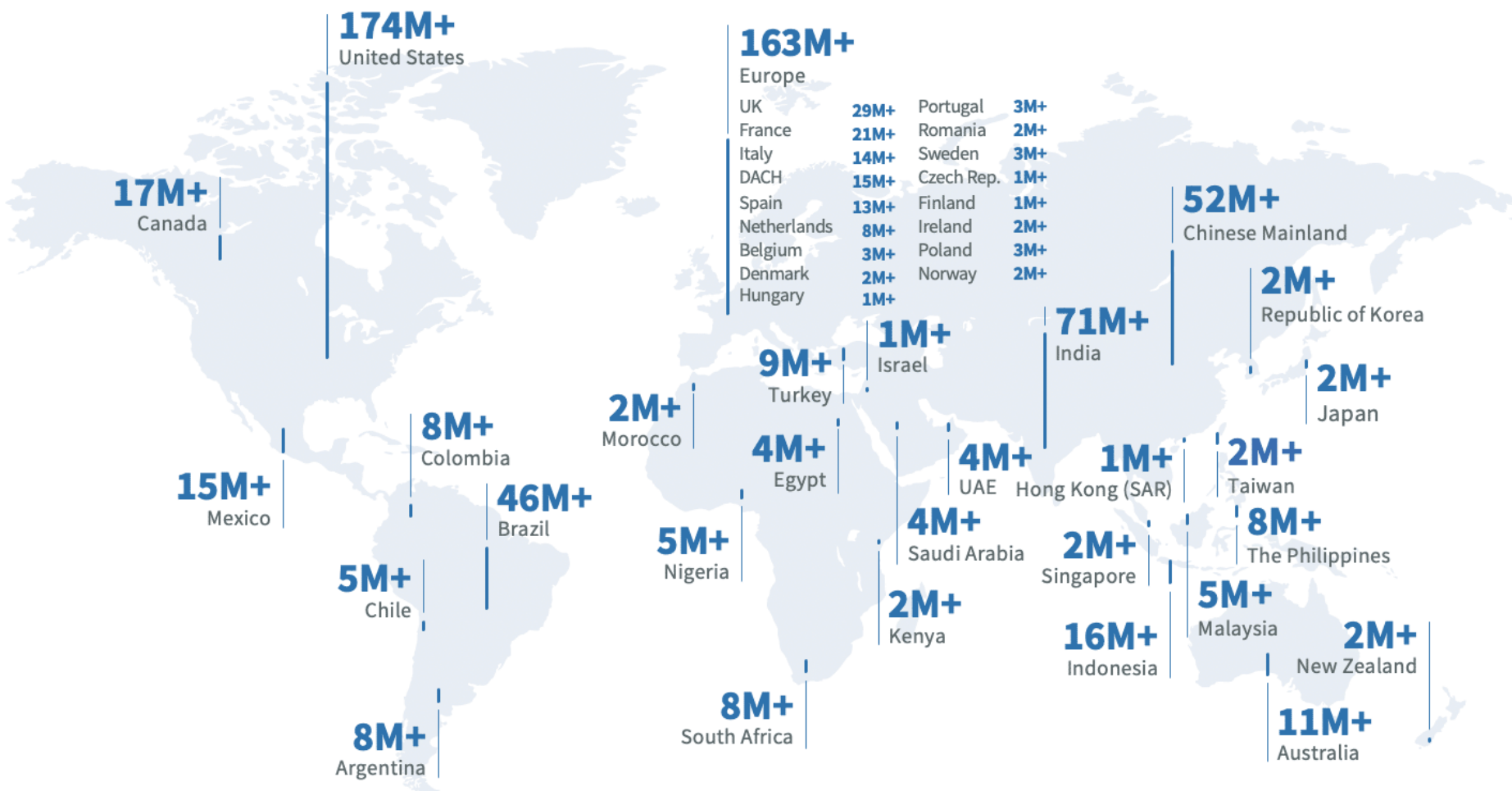
According to eMarketer Editors, it is the most trusted social network in the U.S. 73% of social media users at least somewhat agree that LinkedIn protects their privacy and data.

3

## *Frequently Used*

40 million people use LinkedIn to search for jobs each week.

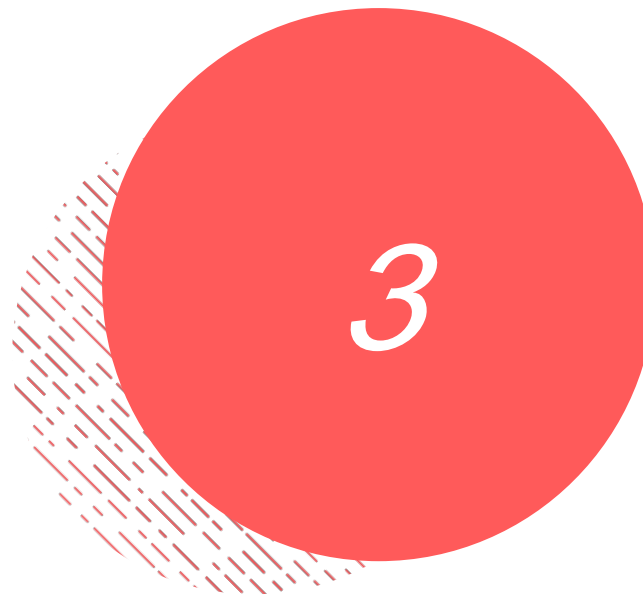
# 722 million members in 200 countries and regions worldwide



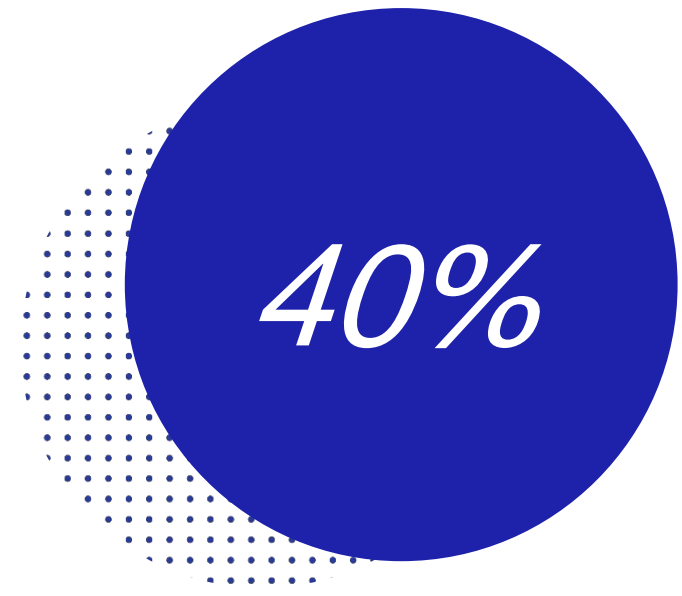
# *LinkedIn By The Numbers*



*of users are 25-34 years old.*



*people are hired through LinkedIn every minute.*



*of users change their job, company, or industry every 4 years.*



# LinkedIn Best Practices

## What does a robust profile need?

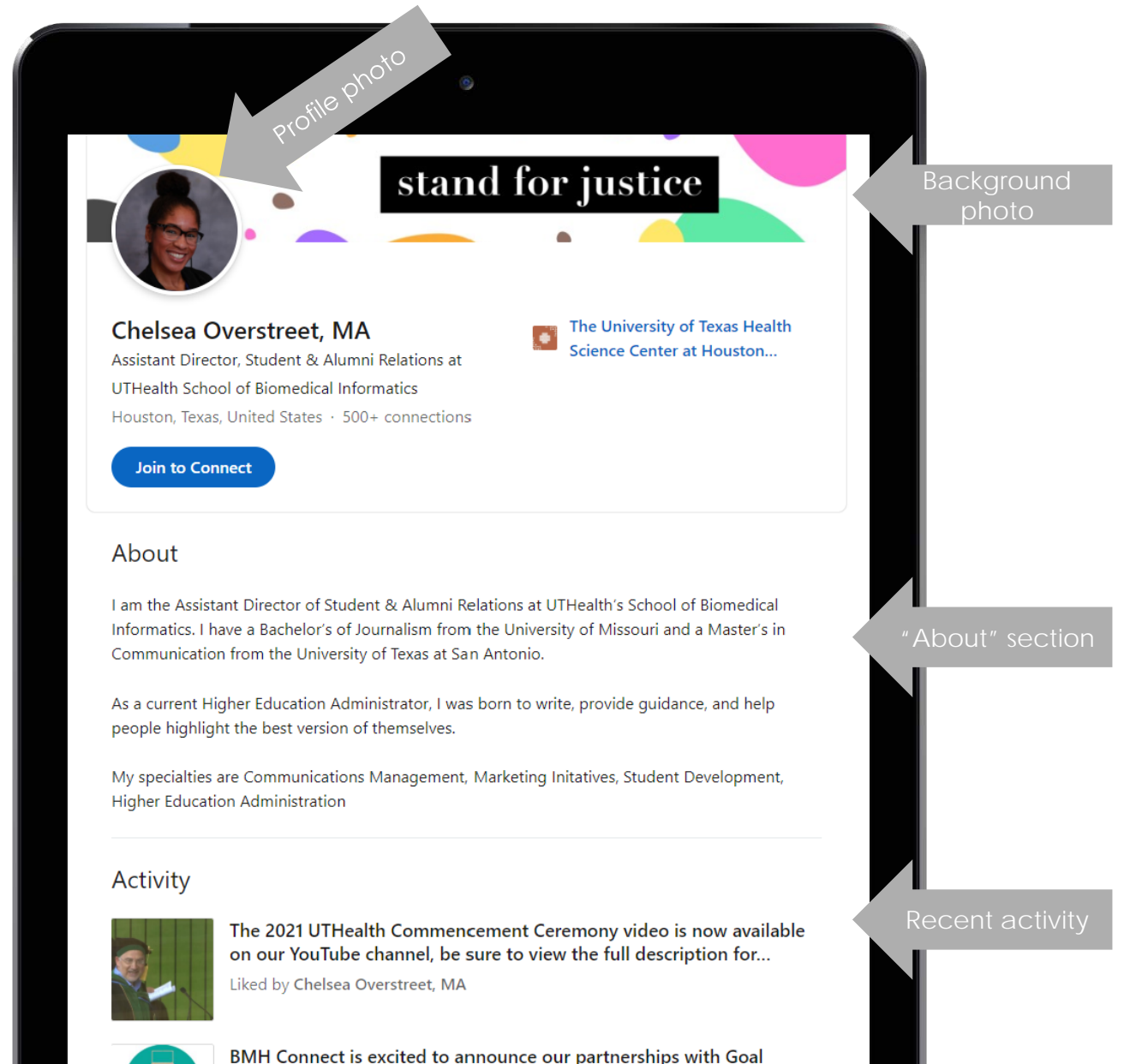
- **Current & accurate information**
  - Your profile must be up-to-date
  - Make it a living resume
- **A professional photo or headshot**
  - No photographer? Use your cell phone
- **Highlight your skills and specialties**
  - Focus on your unique, professional attributes
- **Create a customized url for each sharing**
- **Build a compelling “About” section**
  - Tell....don't sell!



# LinkedIn Profile Tour

What does my profile look like?

Here is a peek at what my public LinkedIn profile looks like.



The screenshot shows a LinkedIn profile for Chelsea Overstreet, MA. The profile header includes a profile photo (pointed to by a callout), a background photo (pointed to by a callout), and a banner with the text "stand for justice". Below the header, the name "Chelsea Overstreet, MA" is displayed, followed by her current position: "Assistant Director, Student & Alumni Relations at UTHHealth School of Biomedical Informatics" and her location: "Houston, Texas, United States · 500+ connections". A blue "Join to Connect" button is visible. The "About" section contains a paragraph about her role and education, and a list of specialties: "Communications Management, Marketing Initiatives, Student Development, Higher Education Administration". The "Activity" section shows a recent post from "The 2021 UTHealth Commencement Ceremony" with a video thumbnail and the text "The 2021 UTHealth Commencement Ceremony video is now available on our YouTube channel, be sure to view the full description for...". Other callouts point to the "About" section and "Recent activity" section.

Profile photo

Background photo

stand for justice

**Chelsea Overstreet, MA**  
Assistant Director, Student & Alumni Relations at  
UTHHealth School of Biomedical Informatics  
Houston, Texas, United States · 500+ connections

Join to Connect

The University of Texas Health Science Center at Houston...

About

I am the Assistant Director of Student & Alumni Relations at UTHealth's School of Biomedical Informatics. I have a Bachelor's of Journalism from the University of Missouri and a Master's in Communication from the University of Texas at San Antonio.

As a current Higher Education Administrator, I was born to write, provide guidance, and help people highlight the best version of themselves.

My specialties are Communications Management, Marketing Initiatives, Student Development, Higher Education Administration

Activity

The 2021 UTHealth Commencement Ceremony video is now available on our YouTube channel, be sure to view the full description for...  
Liked by Chelsea Overstreet, MA

Recent activity

“

*“LinkedIn is no longer an online resume.  
It’s your digital reputation .”*

Jill Rowley

Social Media Evangelist

# *Hacks for Enhancing Your Profile Visibility*

Making your profile visible is important. Here are some quick and easy hacks to help!



## **SEO is your BFF**

Search engine optimize your profile with targeted keywords so your profile is visible to the right audience. This might mean you need to use creative language.



## **Join various groups**

Post within a group or meaningfully answers questions. These are opportunities to market yourself and to build your credibility and demonstrate expertise.



## **Show some love**

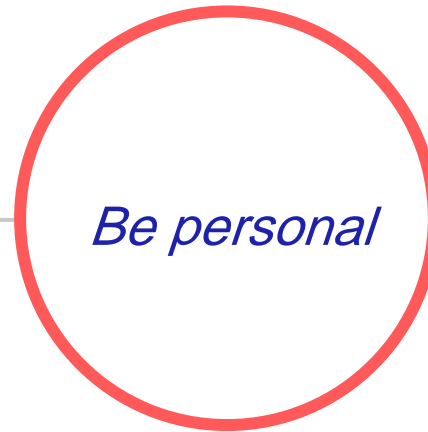
Congratulate others, like their posts, give sound advice, share job leads, and endorse the skills of peers. Helping your connections and colleagues grow can help your network grow.

# *How to Build Your Personal Brand as a Thought Leader*



## *Create Content*

Increasing awareness and expanding your audience is important. The content needs to educate and serve your followers and potential connections.



## *Embrace Storytelling*

Tell a unique or personal story to engage with your connections. It takes less time than researching a topic and highlights your voice.



## *Show Authenticity*

Whether original or shared, there needs to be implied trust between you and your followers. Beware of contrived content!

# LinkedIn Engagement Tips

## Five Key Strategies for Strong Engagement

1

### Post 2-3x per week

Consistency in posting is key. However, don't post more than 3 times per month.

2

### Know your Audience

When building a brand, consider your target demographic and zero in. Decision-makers? Like-minded peers? Potential mentors?

3

### LinkedIn Only Content

Rather than share content from another social network or website, create your own unique content. Use hashtags, too!

4

### Share Visuals

Visual content like videos, graphics, or other authentic images are more likely to garner attention.

5

### Tag Thought-Leaders

Tag industry influencers, employees, and organizations. It creates fewer degrees of separation between you and the entities.

# Rule for Content Sharing

What is the right balance of content?

Follow the 4-1-1 rule. This pattern is the ideal ratio of original posts, engagement, and self-serving posts.



*“Active participation on LinkedIn is the best way to say, ‘Look at me!’ without saying ‘Look at me!’”*

Bobby Darnell

Principal of Construction Market Consultants



Show recruiters you're open to work — you control who sees this. X

### Step One

Once your profile is ready to go, let recruiters (not your employer) know you are looking for opportunities & add job preferences.

M

Program Project Manager  
Houston Methodist  
Houston, TX

7 connections

1 week ago

### Step Three

Tap in to your LinkedIn Connections to help you find a role.

## How to job search on LinkedIn

### Step Two

Visit [linkedin.com/jobs](https://www.linkedin.com/jobs) and see what opportunities are available. Based on profile content, recommended positions and job searches will be listed.

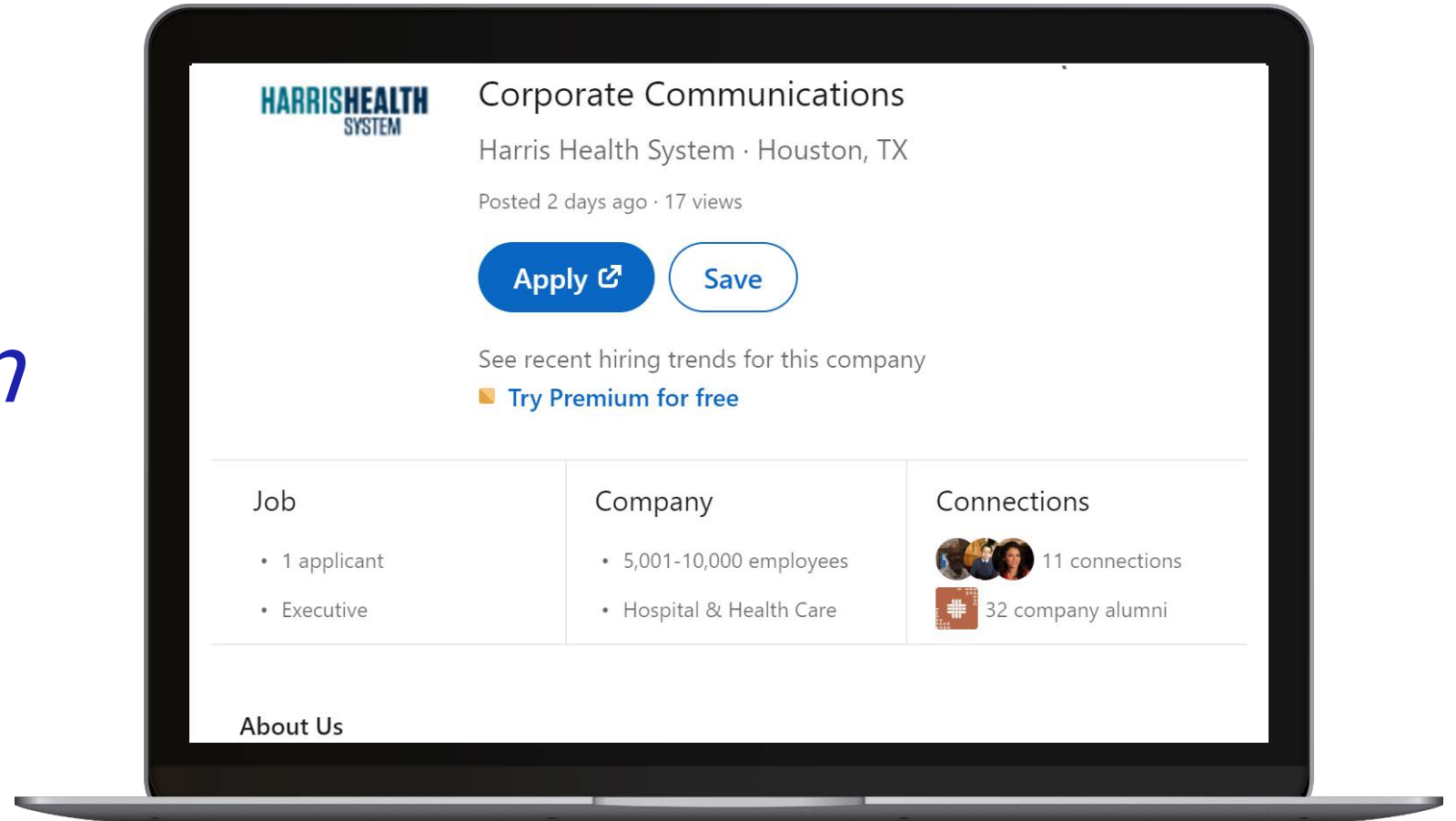
### Step Four

Remain present and persistent. According to LinkedIn, 81% of talent professionals say virtual recruiting will outlast COVID-19.

# *Applying for a job on LinkedIn*

Apply at the click of a button!

See your connections & fellow group members who work at the organization and the number of applicants.



# Key Takeaways



## *Make yourself visible*

Whether you are building a brand presence, looking for opportunities, or staying informed, use LinkedIn as a platform to increase your visibility.



## *Remember the ABCs*

**Always Be Connecting.** Be it with companies, peers, potential clients, or more. Make a statement with strategic connections.



## *Stay engaged*

Even if you are not looking for a new career, LinkedIn can serve as a tool for professional growth. Find ways to benefit from all the resources it offers.

# Questions?

## Contact Information

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