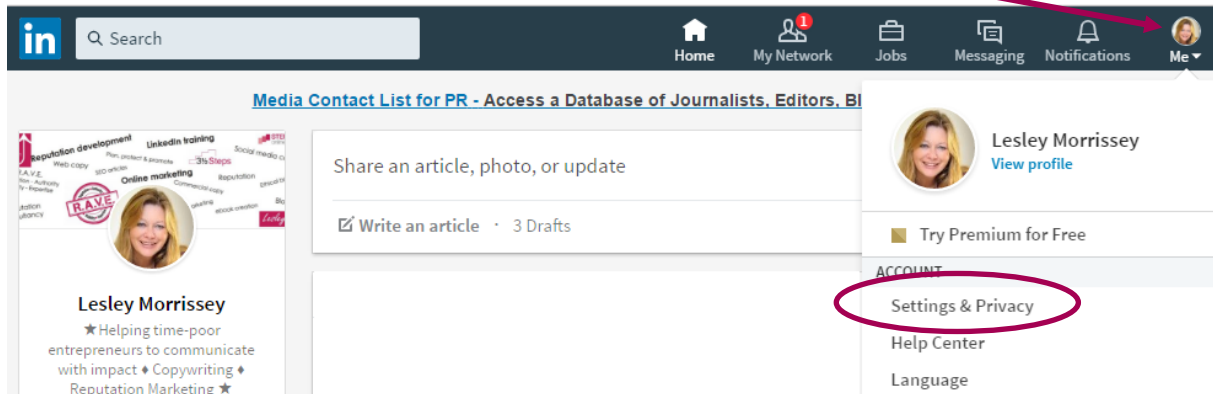


## Session 1

### Start with security

Check your account is set up the way you want it. Use the drop-down from your avatar on the toolbar and choose Privacy & Settings.



This opens up a section that provides you with three options across the top – Account, Privacy and Communications.

[Account](#)

[Privacy](#)

[Communications](#)

The Account page also has three sections – Basics, third parties and subscriptions.

Basics covers the information about your account – email and general settings.

Third parties shows all the external platforms and apps you have given access to your account. You can remove any of these with a click of a button.

Subscriptions provides you the option to upgrade your account or to close it down completely.

## Basics

<b>Email addresses</b> Add or remove email addresses on your account	Change 3 email addresses
<b>Phone numbers</b> Add a phone number in case you have trouble signing in	Change 0 phone numbers
<b>Change password</b> Choose a unique password to protect your account	Change Last changed: May 18, 2015
<b>Language</b> Select the language you use on LinkedIn	Change English
<b>Name, location, and industry</b> Choose how your name and other profile fields appear to other members	Change
<b>Where you're signed in</b> See your active sessions, and sign out if you'd like	Change 4 active sessions
<b>Autoplay videos</b> Choose if you want videos in your feed to autoplay	Change Yes
<b>Showing profile photos</b> Choose whether to show or hide profile photos of other members	Change Everyone
<b>Getting an archive of your data</b> Download an archive of your account data, posts, connections, and more	Change

When you move to the second section, Privacy you can set:

- Who sees your profile
- How it appears
- What aspects are visible
- Whether people can 'see' if you've viewed their profile
- Notifications to your network

You can also choose who can follow you, see who you've blocked and unfollowed and edit these.

## Profile privacy

<b>Edit your public profile</b> Choose how your profile appears in search engines	Change
<b>Who can see your connections</b> Choose who can see your list of connections	Change Connections
<b>Viewers of this profile also viewed</b> Choose whether or not this feature appears when people view your profile	Change Yes
<b>Sharing profile edits</b> Choose whether your network is notified about profile changes	Change Yes
<b>Profile viewing options</b> Choose whether you're visible or viewing in private mode	Change Full profile
<b>Notifying connections when you're in the news</b> Choose whether we notify people in your network that you've been mentioned in an article or blog post	Change Yes

This is where you can also decide the level of access you want people to have and advertising that you want to see, as well as advanced security.

## Data privacy and advertising

<b>Suggesting you as a connection based on your email address</b> Choose who can see you as a suggested connection if they have your email address	Change Everyone
<b>Suggesting you as a connection based on your phone number</b> Choose who can see you as a suggested connection if they have your phone number	Change Everyone
<b>Representing your organization</b> Choose if we can show your profile information on your employer's pages	Change Yes
<b>Sharing data with third parties</b> Choose if we can share your basic profile data with third parties	Change No
<b>Advertising preferences</b> Choose whether LinkedIn can use cookies to personalize ads	Change No

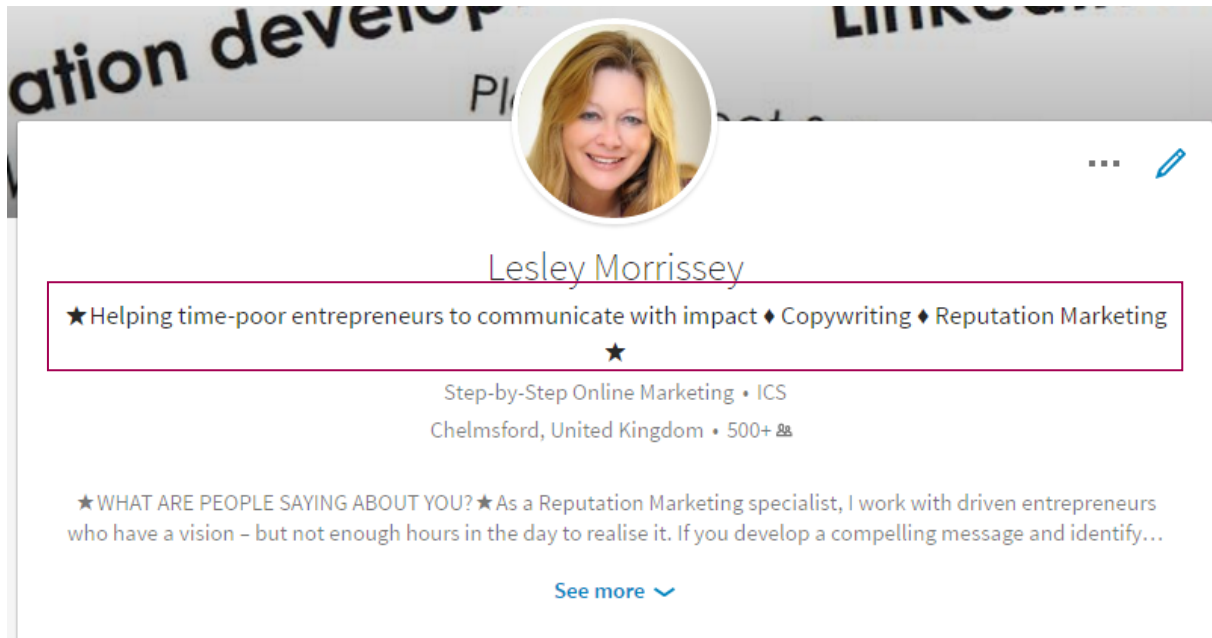
## Security

<b>Two-step verification</b> Activate this feature for enhanced account security	Change Off
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## Presenting yourself professionally

### What it is

Your professional headline is the line of text under your name.



### Why it's important

This is the point where you capture people's attention.

Getting attention may be the result of:

1. Your name – if they've been searching specifically for you
2. Your image – what the visitor can learn quickly and what it tells them

If someone has searched on key words and found your profile, the professional headline is your opportunity to tell them they've found the answer to their problems, someone who has the knowledge they need or a professional partner for their business.

### What should be included

It should not be your role title or qualifications – although that's what people often put in that place. Think of it as a hook – something to grab people's interest.

To get this right you need to know who you are trying to connect with – your ideal client. So to write a good professional headline you need laser focus. You have only 120 characters – including spaces and any graphic letters.

## How to use your ideal client outline to create a compelling professional headline

When you've got your ideal client profile clear it will be much easier to get your professional headline focused. You're aiming for a statement that identifies the problems you solve or benefits you provide and two or three of your core skills.

Look at these for some ideas:

Help entrepreneurs simplify their technology to be more productive ★ Fast Broadband for Business ★ IT Support ★ Telecoms

Creating unique products to enhance your business image★bespoke presentation boxes and display material★

★ Helping businesses make money using technology ★ IT & Business Consultancy & Advice ★ Software Development ★ Support ★

★ Helping the self-motivated start their own greeting card & stationery businesses ★ Flexible working ★ Team building ★

Helping people communicate with the media and employers \* sports and business media training \* voice-over \* broadcasting

★ Web Design expert helping SMEs to succeed online ★ Online Marketing ★ SEO ★ Graphic Design

## Your photo

LinkedIn's T&Cs state that the profile picture must be 'a recognisable image of the account holder' so stick to a good, professional headshot.

Aim for friendly, approachable and professional

- Smile
- Look directly at the camera
- No distracting backgrounds
- ONLY head and shoulders

Your profile image should not be a product, logo, premises, caricature, more than one person or anything that doesn't represent you as a professional person. Holiday snaps are not usually the right images!

### Your background image

- The image size should be 1636 x 768 px
- Use Paint, Gimp or Photoshop to create this – or ask your designer
- Remember some it will be masked by your profile pic and info

#### ***Assignment:***

- Review your privacy settings and ensure your security is set correctly***
- Complete The Perfect Client worksheet\* and write your professional headline***
- Get a professional photo taken and upload it (and also to other places where you have a headshot)***
- Create a background image and load it***

Your Perfect Client worksheet starts on the next page.

### The perfect client

Think of the best customer you've ever had – the one that was wonderful and who was a joy to work for. Use them as the template to complete this profile.

**The product/service you are offering (just one):**

**Industry:**



**What kind of clients do they have?:**

**Number of staff:**

**Approximate annual turnover:**

**Geographic location:**

**Personal style (e.g. sales mover and shaker, financial wizard, people developer)**

**Gender:**

**Age:**

**Name:**

**What do they read?**

**What are their hobbies?**

How can you help them?

**Their biggest problems:**

**What is their most common excuse for not buying your service/product?**

**How can you fix their problems?**

**What kind of results will they get?**