What NOT to do on LinkedIn
Danny M. Goldberg

- Partner, Professional Development (www.sunera.com)
- Lead Professional Development and Executive Recruiting Practices Internationally for Sunera
- Founding Partner, SOFT GRC (www.thesoftaudit.com)
  - Sold to Sunera January 2011
- Former Director of Corporate Audit/SOX at Dr Pepper Snapple Group
- Former CAE - Tyler Technologies
- Published Author (Book/Articles)
- Texas A&M University – 97/98
- CPA – Since 2000
- CIA – Since 2008
- CISA – Since 2008
- CGEIT (Certification in the Governance of Enterprise IT) – Since 2009
- CRISC (Certification in Risk and Information Systems Control) – Since 2011
- CRMA (Certification in Risk Management Assurance) – Since 2011
- CCSA (Certification in Control Self-Assessment) – Since 2007
- CGMA (Chartered Global Management Accountant) – Since 2012
Danny M. Goldberg (cont.)

- Chairman of the Leadership Council of the American Lung Association - North Texas – Calendar Year 2012
- Served on the Audit Committee of the Dallas Independent School District (CY 2008)
- Current Dallas and Fort Worth IIA Programs Co-Chair
- Published Author
  - Bureau of National Affairs - Internal Audit: Fundamental Principles and Best Practices (Professional Commentator)
  - Audit Report Articles ([June 2013 Cover], March 2012, March 2011, June 2010 Cover) – “Critical Thoughts on Critical Thinking”
  - ISACA Journal (May 2012, August 2012)
  - Internal Auditor Articles (August 2007, December 2007, October 2010)
  - ISACA Online Article (December 2009)
  - New Perspectives (December 2010)
Sunera Snapshot

**Professional consultancy** with core competency in:
- Internal Audit – IT Audit – Regulatory Compliance – PCI
- Finance & Accounting – Interim CFO/Controller – Training

Delivered more than **2,700 projects** for 700 clients across all major industries and sectors, Sunera is adept in servicing the Fortune 1000 but very adaptable to smaller organizations and government entities.

Employ 175+ full-time professionals in **16 offices** across the United States and Canada.

We deploy trained and **certified professionals** with appropriate oversight utilizing proven, pragmatic methodologies to ensure our teams deliver quality results.

Founded in 2005, Sunera LLC has grown into the nation’s largest independent provider of **technology risk consulting**.

We are **solution orientated**. Each project is tailored to your specific needs and our client-centric approach enables us to deploy teams that complement our clients’ internal capabilities.

PCI Qualified Security Assessor and Approved Scanning Vendor (QSA & ASV).

We are known for completing projects that achieve anticipated benefits, on-time and within budget. Our **rigorous project management discipline** combined with our finance and IT capabilities enables us to successfully deliver a wide-range of projects.

Certified SAP integration partner with specific expertise in SAP security, GRC and controls.

Registered with NASBA to offer CPEs for our external Internal Audit and ACL training courses.

The only authorized **reseller of ACL** products in North America, solidifying our reputation as a market leader in Continuous Controls Monitoring.
Sunera Offices

United States
- Atlanta
- Boston
- Chicago
- Dallas
- Denver
- Houston
- Los Angeles
- Miami
- New York
- Phoenix
- Raleigh
- San Francisco
- Tampa (Head Office)

Canada
- Calgary
- Toronto
- Vancouver
You can also visit us at www.sunera.com

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Basics – What is Linkedin?

- **LinkedIn** is a social networking website for people in professional occupations.
- Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking.
- As of June 2013, LinkedIn reports more than 225 million acquired users in more than 200 countries and territories.
- The site is available in 20 languages.
- As of 2 July 2013, Quantcast reports LinkedIn has 65.6 million monthly unique U.S. visitors and 178.4 million globally.
1. There are 225 million registered LinkedIn users worldwide. [Source: Mashable]
2. 64% of LinkedIn members are based outside the US. [Source: LinkedIn]
3. In the UK there are more than 11 million LinkedIn members. [Source: LinkedIn]
4. Two new members sign up on LinkedIn every second. [Source: TechCrunch]
5. 35% of the users access LinkedIn daily. [Source: SocialTimes]
6. More than 2.6 million companies have LinkedIn Company Pages. [Source: LinkedIn]
7. There are more than one million groups on LinkedIn. [Source: LinkedIn]
8. 81% of users belong to at least one group. [Source: Creativo]
9. 55% of LinkedIn members are female. [Source: Creativo]
10. There are over 20 million students and recent college graduates, which makes them LinkedIn’s fastest-growing demographic. [Source: LinkedIn]
Linkedin – the Stats

11. 61% use LinkedIn as their primary professional network (22% – Facebook; 4% – Twitter). [Source: SocialTimes]
12. 50% of LinkedIn users have a Bachelor’s or Graduate degree. [Source: Creotivo]
13. 42% update their information regularly. [Source: Creotivo]
14. 37% change their profile picture regularly. [Source: SocialTimes]
15. 90% of LinkedIn users think the site is useful because it helps them connect with people from the respective industry as possible clients; because it’s more professional than Facebook or because it allows hiring people that recruiters (or managers) wouldn’t regularly meet. [Source: SocialTimes]
16. 50% of Fortune 100 companies hire through LinkedIn. [Source: BlueRiseMedia]
17. 39% pay for a premium LinkedIn account (Business, Business Plus and Executive). [Source: SocialTimes]
LinkedIn – the Stats

18. LinkedIn users are on pace to surpass 5.3 billion professionally-oriented searches on the platform for 2012. (Source: LinkedIn)

19. The platform gets over 2 billion network updates viewed weekly. (Source: ShiftDigital)

20. There are more than 1.3 million unique publishers actively using the LinkedIn Share button on their sites to send content into the platform. (Source: LinkedIn)

21. In the third quarter of 2012, an average of 25% of LinkedIn’s unique visiting members came through mobile apps, versus just 13% in 2011. (Source: LinkedIn)

22. There are over 28 people searched on the mobile app per second. (Source: ShiftDigital)

23. There are over 10 million endorsements provided every day. (Source: ShiftDigital)

24. LinkedIn is the most important platform for B2B marketers. (Source: TheRealTimeReport)

25. LinkedIn generates more leads for B2B companies than Facebook, Twitter or blogs. (Source: SocialMediaB2B)
Top 10 Things NOT to do on LinkedIn

1. Not Using a Picture
2. Not Using a Professional Picture
3. Not Building an Extensive and Up to Date Bio (and checking it monthly!)
4. Listing Volunteer Work as the Current Employer
5. Not Proofreading EVERYTHING
6. Not having a thorough profile title and summary
7. Not Personalizing Connection Requests
8. You have NOT hidden your contacts
9. You put stock into ALL Recommendations
10. You put stock into Endorsements
Not Using a Picture

- Pictures personally connect users
- Studies have shown that profiles with pictures are much more likely to get clicked on LinkedIn than those without.
- TheLadders conducted a study and found that recruiters spend more time examining a LinkedIn user's picture than actually reviewing the person's qualifications.
- Worse, if a picture isn't included on a profile, people tend to assume it's because the person is ugly, says Miriam Salpeter at U.S. News & World Report.
Not Using a Professional Picture

- Facebook is for personal pictures, LinkedIn is for professional ones.
- People link to their Facebook profiles from their LinkedIn pages.
  - DO NOT do this. Best to keep the two profiles separate.
What is a Professional Picture?

- No Pictures with Friends/Boyfriends!
- Even if You Try to Cut Them Out!
- No Sunglasses or Fancy Backgrounds!
What is a Professional Picture?

This is NOT a Picture – this does not work!

No Self Portraits while driving!

Don’t Cut Out Your Friends from a Holiday Photo!
What is a Professional Picture?

I know this guy – this is not him!

This is OVER-dressed!

This is just NOT a good picture!
What is a Professional Picture?

- Use a head shot (head and shoulders)
- Face is the focus, not the background
- Should be a flattering picture – not some weird glamour shot
- Suit/Business Casual
- Keep photo reasonably current
Professional Picture Examples

Danny M. Goldberg
Partner, Professional Development and I Recruiting at Sunera LLC
Plano, Texas | Professional Training & Coaching
Current Sunera LLC
Previous Voultre, Healthcare 180 LLC, SOFT GF
Education Texas A&M University

Alyssa (Grig) Saper
Advisory Partner at Dallas/Fort Worth Area
Current Weaver
Previous Weaver
Education The University

Send a message

Send a message
Not Building an Extensive and Up to Date Bio

- Bio is Your Resume/Your Online Presence
- Keep it Current and Thorough
- Make it POP! Just like a resume – catch the reader’s attention of they will move on!
Listing Volunteer Work as Current Employer

- Make sure your profile is up to date and in the right order
- Volunteer work is very important but it can be confusing [new job?]
Not Proofreading Everything!

- Spelling Errors will automatically eliminate you from everything!
- Read and Proofread and Proofread again!
Not Having a Thorough Profile
Title and Summary

- Make sure your title represents current state
- Better for a student to call themselves an "Advertising Major at Syracuse University" or a job seeker to write, "Experienced Advertising Professional."
- Always be honest in your headlines, even if you are currently unemployed
- Make the summary POP – easy to read, lots of key words that will come up in relevant searches
Not Personalizing Connection Requests

- If you are trying to connect with others, make sure to personalize the requests.
- If you are requesting, make sure you follow up or tell people why you are trying to connect.
You have NOT hidden your contacts

- HIDE your contacts – if not, people can dig on you and try to connect with your connections
- Go to Privacy, Settings
- Click on “Select Who Can See Your Connections”
You put stock into ALL Recommendations

- Some recommendations are very thorough and by a reputable source; many ARE NOT
- Make sure to read and make sure they make sense in regards to the person’s experience
- Like references on a resume – if someone gives a bad reference, you know something is SEVERELY WRONG!
You put stock into Endorsements

- These are USELESS
- People recommend me all the time – that do not even KNOW me!
- No value whatsoever
And the Grand Finale!