

GUIDE TO LINKEDIN

for the Digital Learning Industry



As learning becomes increasingly digitized, a LinkedIn profile is no longer an optional extra for professionals in the industry. If you're looking for a job, a partner organization, funding, students, or teammates, LinkedIn is a powerful place to start. Without a LinkedIn profile, you're at a disadvantage during a job search. If your organization doesn't have a LinkedIn page, it's missing a chance to connect with experienced professionals and valuable partners.



Get the most out of your LinkedIn profile, whether you're just joining or looking to improve your results.

With 722 million members around the world in 2020, LinkedIn isn't the biggest social media platform out there. But professionals in almost every industry use it to build connections and stay engaged. Over 50 million companies have profiles on LinkedIn and over 40 million people search for jobs there each week according to the platform's own reports.

Even with all of that potential, many people still aren't getting the most they can out of LinkedIn. This guide will show you the ins and outs of the platform. Networking doesn't have to be hard. See how you can make connections, build relationships, and forge a brighter future for yourself or your organization. Let's get started.

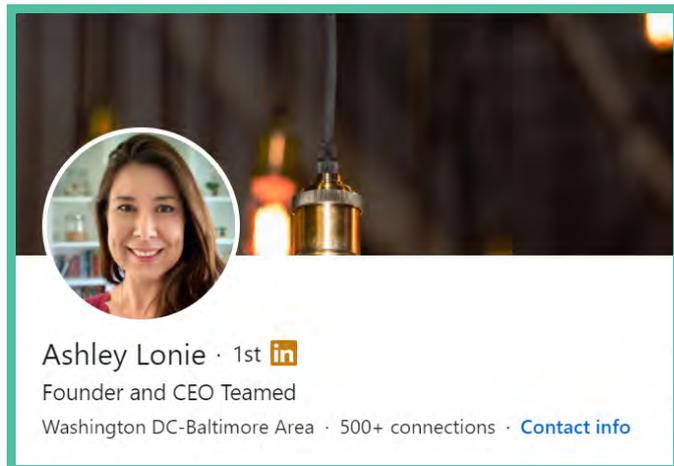


COMPLETE YOUR PROFILE

On LinkedIn, the only thing worse than not having a profile is having one that looks incomplete. Make it your mission to fill out every section in your personal profile. If you're creating a LinkedIn profile for your company, do the same there. Let's take a closer look at key sections.

Images

Include a headshot that clearly shows your face. Avoid hats, sunglasses, facemasks, and anything else that might obscure your features. People want to see you. It builds trust and reminds them you're a real person.



You can (and should) also customize your background photo. Take the opportunity to show your professional personality or say something about your company.

Headline

Your headline might be the most valuable 120 characters on LinkedIn. Make the most of that space. Look around, and you'll see everything from the straightforward: "Instructional Designer at Some Organization" to the cutesy "Curriculum ninja and lover of cats." The most effective headlines fall somewhere in between.

Aim to tell people what you do, while also giving them an idea of who you are. Ex. "Instructional Designer | e-learning Developer | Specializing in interactive K-12 math courses"

Remember that LinkedIn is essentially a search engine for professionals. You can increase your visibility by including keywords that people might use to search for people like you.

Summary

A clear, compelling summary is essential. Think of it as your elevator pitch. It should tell people who you are, what you do, and why you do it. As you write your LinkedIn summary remember: this isn't a resume. A conversational, less-formal tone is okay. Humor is okay. First-person is more than okay. In fact, it's encouraged.

The first few words of your summary are most likely to display on both desktop and mobile, so put some extra effort into that first sentence. Make sure it's engaging enough to encourage people to keep reading.

Customized URL

If you're building a business page you can skip this part, because it doesn't apply. But personal pages on LinkedIn automatically assign a URL. It's usually your name followed by a bunch of numbers. Make your profile look extra professional by editing your URL to something short and memorable. This could be your name or your name and career focus.



➤ *Ex. [LinkedIn.com/in/JaneSmithEducator](https://www.linkedin.com/in/JaneSmithEducator)* ◀

Skills

You can list up to 50 skills on LinkedIn. That's more than most people really need. Skills are powerful on LinkedIn because connections can endorse you. So, if you add "curriculum development" to your profile, former coworkers and managers can confirm you have that skill.

Too many options mean they might endorse you for less-valuable skills. Forty-three endorsements for "Microsoft PowerPoint" probably won't set you apart from other job seekers in the education industry.



SEEK OUT CONNECTIONS

If you stop as soon as you've filled in your profile, you've missed the point. LinkedIn is all about connections. The power of your LinkedIn profile is directly proportional to the number of people in your network. In other words, you must make an effort to connect. Here's how to start growing your LinkedIn network.



START with your current teammates and past coworkers. Since they know you personally, you can probably just send a generic invite. You can also ask these people for recommendations or endorsements since they've worked with you directly.



THEN reach out to people you've worked with in other capacities. Think about contractors, vendors, clients, and even alumni of your courses or programs. Include a note reminding the person where and how you met.



NEXT seek out the kinds of people you'd like to connect with. These might be business leaders, hiring managers, or people who do work similar to yours. Send them a quick note telling them why you want to connect.

Growing your network is an continuous process. As you meet new people in real life and engage on LinkedIn, you'll naturally expand your network.

Pro Tip: Tell the world you're hiring or looking for a job

Employment seekers, you can tell recruiters you're open to a new position by adjusting the Open To Work settings on your LinkedIn profile. This will help you show up in search results for recruiters. You can also include your desired job titles, work locations, and employment type.



Find these settings in the About section of your profile.

Employers, if you're actively hiring you can share details about the position right from your profile. Include the job title, location, type, and job description so that potential teammates can easily find them.



BUILD A RELATIONSHIP

Making a connection on LinkedIn is like exchanging business cards with someone. It's a good start, but you need to take more action to build a professional relationship. Here are a few ways to deepen your LinkedIn relationships and enhance the power of your network.



USE MESSAGING RESPECTFULLY

After you add someone to your network, send them a quick note thanking them for connecting. Now is not the time to ask for a job or pitch them your new course idea. Instead, tell them why you're excited to have them in your network.



CONNECT YOUR CONNECTIONS

If you know that someone in your network is looking for a Learning Technology Analyst, offer to connect them with one that you know. Even if someone isn't actively hiring, think about which of your connections may be able to help each other.



SHARE USEFUL CONTENT

If you see a post or article that makes you think of a particular connection, let them know. Tag them in the comments or send them a link via messaging. Offering something valuable or interesting is a great way to build trust.

FOLLOW ORGANIZATIONS, HASHTAGS, AND GROUPS THAT INTEREST YOU

You can follow organizations to stay up to date on what they're doing in the industry. Teamed regularly shares our blog posts, resources like this one, and job postings. Other organizations might share their news or comment on what's going on in the industry. You can also follow hashtags like #highered, #elearning, or #curriculumdesign to see posts on these topics. Finally, groups can help you meet people who share your background or focus. There's a group for almost everyone on LinkedIn. When you find one you like, invite others in your network to join.



➤ ENGAGE THOUGHTFULLY

Like any other space where ideas are shared, you get the most value from LinkedIn when you listen and thoughtfully respond.

Try to post at least once a week or so. Remember to keep the posts professional or career-focused. If you can't tie the post to your work, it's probably better suited to a less professional platform.

Respect privacy. Get permission before using the names, photos, or personal details of students and coworkers.



Here are some ideas to help get you started

1. Share news about the learning industry that might interest your peers.
2. Comment on how breaking news or trends might impact your work.
3. Post about what you learned today.
4. Share stories connected to your work.
5. Ask for ideas or insight about challenges you or your organization face.
6. Share job postings that might interest people in your network.
7. Post quotes or thoughts that inspire you and might inspire others.
8. Share your work-related achievements.
9. Spread good news about your organization, its partners, or students.



KEEP ENGAGING

Most importantly, engage with the posts of others. It's easy to scroll through your LinkedIn feed clicking the like button, but that won't help you build a relationship. Take the time to read and thoughtfully respond to people's posts.

If you have a particularly interesting conversation with someone who isn't already a connection, follow-up with an invitation to connect.

The more you engage, the more you build your network. The bigger the network, the greater the chances that you'll find the teammate or organization you've been looking for.



Teamed specializes in connecting organizations with digital learning professionals. Our network includes over 10,000 digital learning professionals as well as universities, textbook creators, and edtech companies. We are constantly connecting with and vetting experts to share with you. Whether you need to quickly assemble a team to migrate learning online, develop a comprehensive digital learning plan, or train staff in digital learning best practices, we can help. Easily hire exceptional new teammates or take the next step in your career with Teamed.

Become a teammate at www.teamedforlearning.com