



LinkedIn® for Librarians

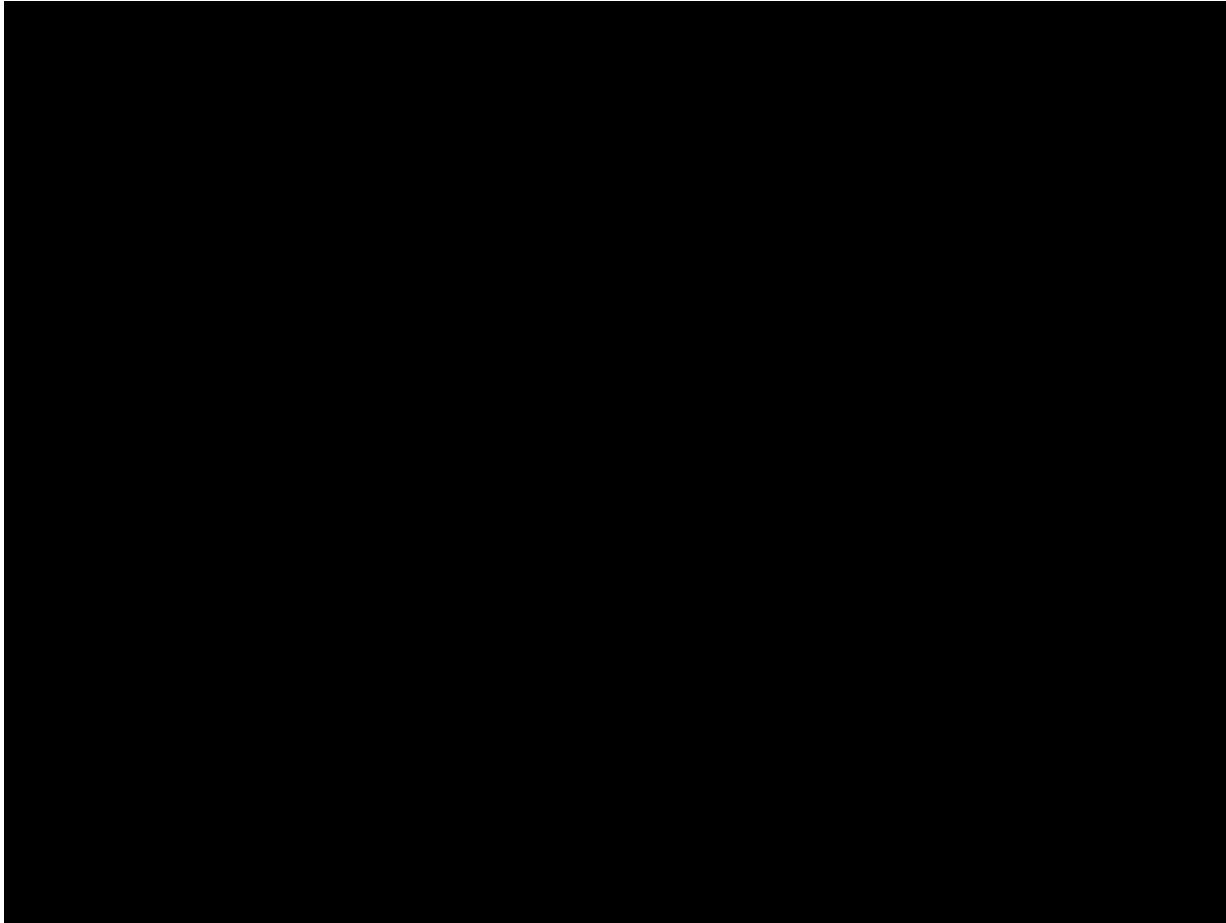
Basics & Beyond

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Tonight's Agenda

- Introductions
- Brief LinkedIn Overview
- 3 Simple Steps to Creating a Professional Presence on LinkedIn
- Taking your Profile to the Next Level
- LinkedIn Profile: Before and After
- Being an Active User
- Etiquette & What to Avoid
- Using LinkedIn as Librarian

What is LinkedIn?



Why Should *You* Use LinkedIn?

- Stay connected to your existing networking contacts
- Expand your network
- Share your brand
- Identify opportunities
- Promote your services

3 Simple Steps to Creating a Professional Presence Using LinkedIn

1. Introduce yourself through your profile
2. Make connections
3. Be recommended

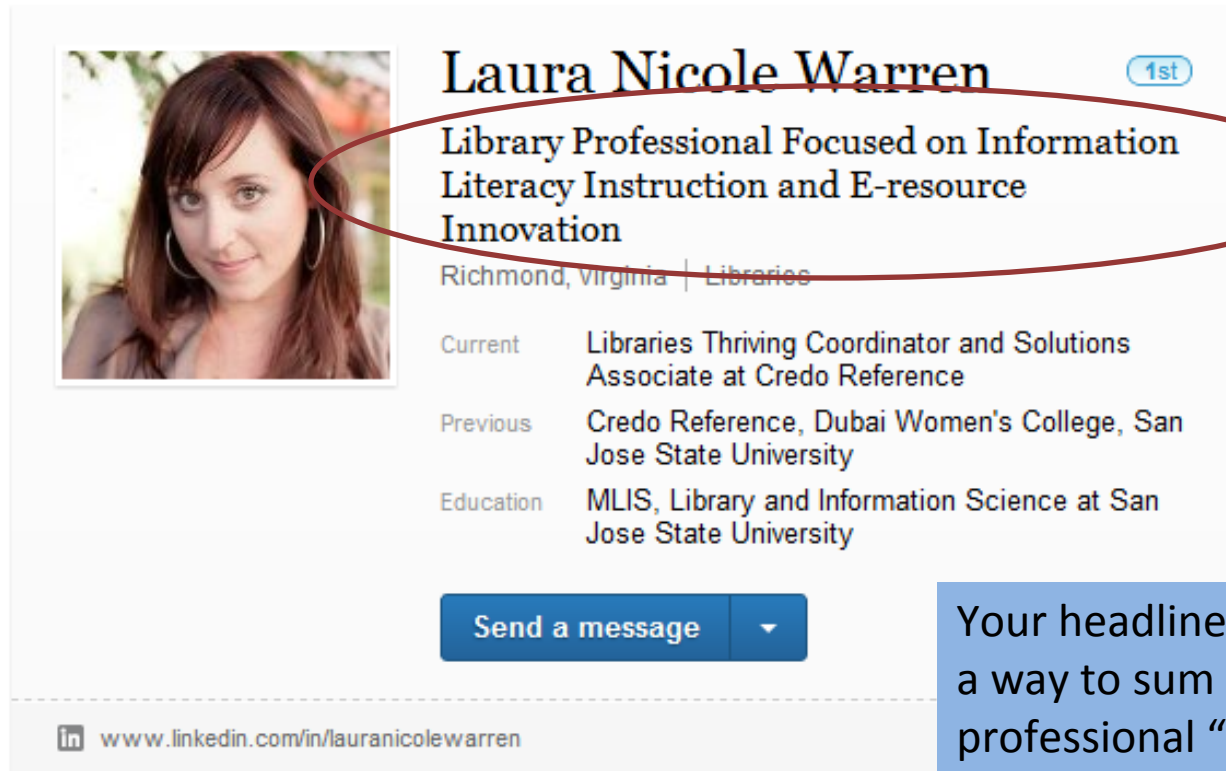
These steps will prepare you to go from just being there to actively using LinkedIn.

Bonus: 4. Show your Stuff!

I. Introduce Yourself

- Professional photo of you alone
- Headline that features who you are professionally – beyond your current title
- Keyword-rich *Summary* that includes your professional highlights (if looking for employment, include the type of positions you are seeking)
include *Specialties* section
- Include volunteer activities, internships and extracurricular activities

Elements of a Profile: Headline



Laura Nicole Warren 1st

Library Professional Focused on Information Literacy Instruction and E-resource Innovation

Richmond, Virginia | Libraries

Current Libraries Thriving Coordinator and Solutions Associate at Credo Reference

Previous Credo Reference, Dubai Women's College, San Jose State University

Education MLIS, Library and Information Science at San Jose State University

[Send a message](#)

www.linkedin.com/in/lauranicolewarren

Your headline gives you a way to sum up your professional “identity” in a short phrase.

Elements of a Profile: Summary

Summary

Motivated, personable library professional with multiple college degrees and a successful track record of technical and teaching support at an academic library. Accustomed to handling sensitive, confidential records. Demonstrated history of creation, publication, and maintenance of various instructional materials using HTML.

Flexible and versatile; able to maintain a positive attitude under pressure. Poised and competent with demonstrated ability to easily transcend cultural differences. Diplomatic and tactful with professionals and non-professionals at all levels. Excellent communication and team-building skills.

Specialties

Working knowledge of Copyright Law of the United States contained in Title 17 of the United States Code.

Talent for quickly mastering technology. Examples include a proprietary web-based document management system (DocuShare) and an in R&D Library (EOS).

Think of it as your 60-second introduction or elevator pitch.

Can also feature your personal philosophy on librarianship.

Summary

My knowledge can help people and organizations become stronger; information is a very powerful commodity and can be very difficult to organize and evaluate. I eliminate information overload, find relevant resources, teach best practices in information seeking, create information tools, organize information, and develop information as an asset. My goal is to foster information discovery and access to resources.

A professional bio can be used here as well

Elements of a Profile: Experience

Experience

Liaison Services Librarian for Primary Care

University of Rochester Medical Center

Educational Institution; 10,001+ employees; Hospital & Health Care industry

March 2011 – Present (1 year 8 months)

Provide liaison services to Primary Care providers at URMC and Highland Hospital; oversee services and resources of Williams Health Sciences Library at HH.

Recommend Lorraine's work at University of Rochester Medical Center

Senior Reference Library Assistant

University of Rochester

Educational Institution; 10,001+ employees; Higher Education industry

June 2004 – March 2011 (6 years 10 months)

Design and deliver bibliographic instruction classes for introductory writing courses.

Provide instructional and technical support to librarians teaching bibliographic instruction classes.

Train and support library staff in use of new equipment and incoming technologies.

Provide reference services to library patrons using layman's terms to facilitate understanding.

Document procedures for independent use of audio-visual equipment and training rooms.

Research and field questions regarding US copyright law.

Supervise student employee.

Proficient in MS Office Suite, Adobe Professional Suite, and social media

Recommend Lorraine's work at University of Rochester

Contractor

Bausch & Lomb

Privately Held; 10,001+ employees; Medical Devices industry

October 2008 – March 2009 (6 months)

Copy cataloging for items in reference and circulating collections on a new ILS system, EOS.

Assisted with analysis of various document delivery services, resulting in a vendor contract.

Maintained IP address authentication for electronic access to journal articles.

Recommend Lorraine's work at Bausch & Lomb

Including a description for each experience listed provides viewers of your profile with a better sense of what that experience entailed and what your accomplishments are.

2. Make Connections

- Import your personal contacts to link with individuals you already know
- Connect with the people you meet at conferences, CE workshops

Caution: Be discerning & strategic!

Make Connections:

Personalized invitations to connect

Always customize LinkedIn connection emails to explain who you are and why you'd like to connect.

I am a librarian at the Simon School of Business and UB alumna. I see that you've had a number of business librarian positions - your career path is interesting to me and I would like to add you to my network and get your perspective on advancing in the field. Thank you for considering my request.

Make Connections: Introductions

Introduction Request

 **Erin Wachowicz**
Research and Instruction Librarian specializing in business and career



 **Jill Hurst-Wahl**
Member, Board of Directors at SLA (2011-2013)

 **Debby Emerson**
Executive Director, Central NY Library Resources Council
31 Shared Connections

 **Lorraine Porcello**
Lorraine Porcello is a Medical Librarian in Rochester, NY.
26 Shared Connections

Who should make the introduction?

Compose your message

Test

To:

You can add 199 more recipients

From: Erin Wachowicz

Subject:



Greg Sperr



Erin Wachowicz



Patricia Phillips

On 10/15/12 2:52 PM, Greg Sperr wrote:


Good morning. Helping Erin with RRLC.


Allow recipients to see each other's names and email addresses


Send me a copy

or

Introduction Request

 **Erin Wachowicz**
Research and Instruction Librarian specializing in business and career

 **Lorraine Porcello**
Lorraine Porcello is a Medi...
[Change](#)

 **Jill Hurst-Wahl**
Member, Board of Directors at SLA (2011-2013)

Subject

Tell Lorraine Porcello why you want to get introduced (may get forwarded to Jill Hurst-Wahl)

Write your message like a pro:

- 1. State your intent**
Tell Lorraine Porcello what you're asking for and why you're asking for an introduction.
- 2. Give an out**
Tell Lorraine Porcello why you want to get introduced professionally and give Lorraine Porcello a way to say no.

Make Connections: Join Groups

Join Groups

- Good place to start: Professional associations that you are a member of
- Examples :



Don't forget alumni associations!

3. Be Recommended

- Recommendations from colleagues, employers, former professors etc.
- Can it make a difference?
- Also look for opportunities to give recommendations – it will increase your visibility as well as highlight *your* teamwork experiences

Elements of a Profile: Recommendations

Recommendations For Charlene

Library Assistant/Learning Commons (Reference Services) Syracuse University Library

"I have worked with Charlene Martin, and observed her professional performance, for over ten years now at Syracuse University Library, where I have also worked for over a decade as a subject specialist librarian in the fields of political science, public administration, public communications and journalism. Charlene is a tireless and thoughtful information professional with rather significant experience in various, demanding environments. In these positions, she has distinguished herself by taking on combinations of public services (i.e., frontline operations) and technical services (i.e., behind the scenes) responsibilities.

That is a traditionally strong divide in the academic library community, one that Charlene has succeeded in crossing, somewhat effortlessly. I have also directly observed Charlene demonstrate a capacity to balance the demands of full-time academic study in the field of information studies at the great top ranked research university. She is clearly a type of professional with a deep knowledge base and contributing to her own development in her organization employing her. These accomplishments she has achieved with a natural collegiality and consistent pleasant demeanor as a

Charlene was a central contributor to a program of academic student outreach events our Library organization sponsored through the University's Office of Residence Life. Charlene and I both served on a committee that produced a monthly series of professional luncheons entitled, Peer to Peer Library Dialog. These were akin to what you would see at a national professional conference, in terms of the range of top guest panelists invited to present, planning effort required, and the level of interest. I was impressed with Charlene's communication skills, both written and oral. Over five years working on a shared range of public services, objectives, and projects in the same Syracuse University Library reference department.

Recommendations illustrate your achievements, project credibility, and demonstrate that you are good at what you do.

Laura Recommends (3)

Janette Smith, *Director of Career Services & Instructor, Globe Education Network*

“ Janette is dedicated to her goal of helping the...

Drew Brown, *Adjunct Professor - Part-time - Writing, Various Universities*

“ Drew was a joy to work with. I taught Library...

Erica Nutzman, *Network Library Director, Globe Education Network*

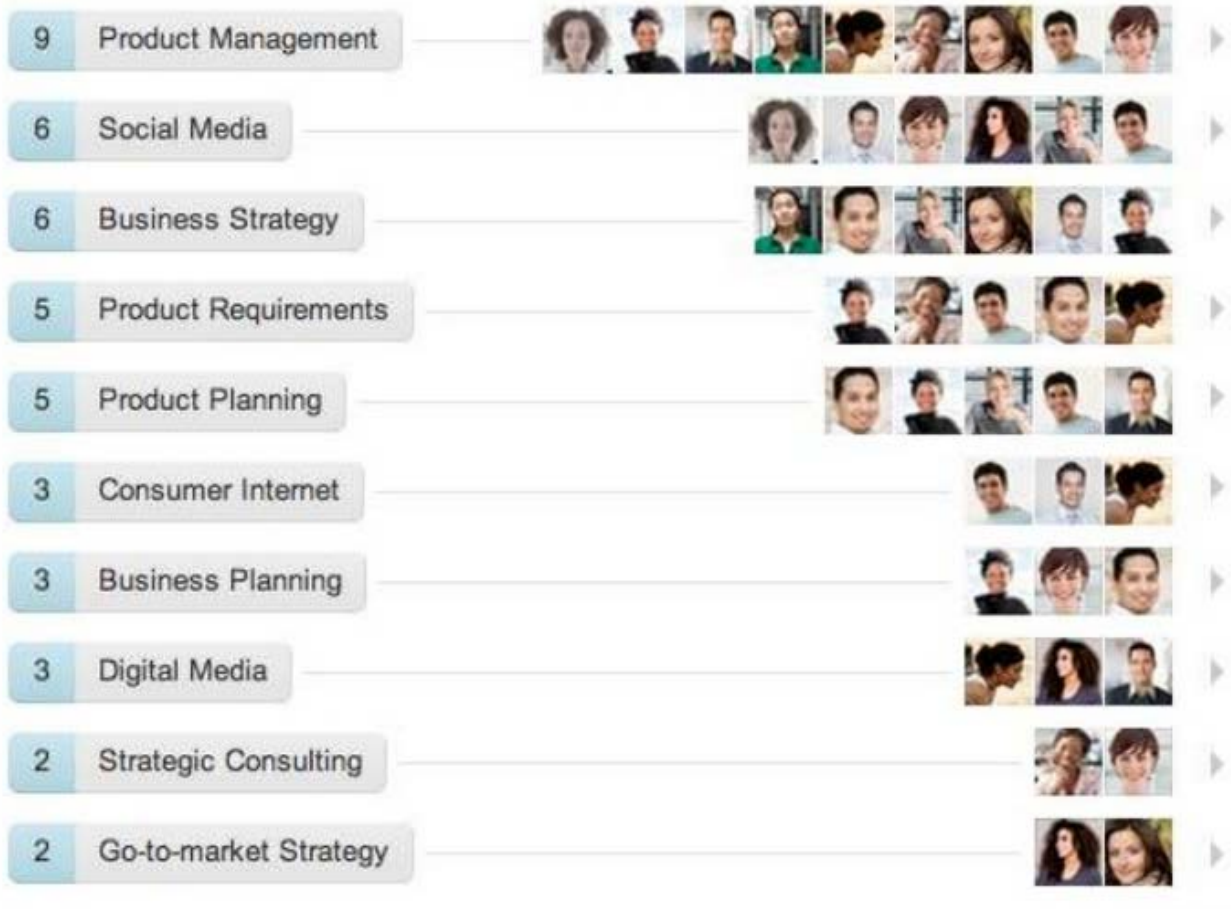
“ Erica Nutzman is one of the best "supervisors"...

[See all Recommendations »](#)

New: Endorsements

Skills & Expertise

Endorsements 



4. Show Your Stuff!

Slide Share, Portfolio Display, Amazon Reading List, Box.net

Creative Portfolio Display

My Work

Powered by Behance

Syracuse University Library Poster
Advertising

Syracuse University Library flier : StrawberryFest 2010
Academia

[View](#)

LinkedIn Profile

Menu | ▾

Gendy Shady Resume M.doc 10/06/12 51 KB

Applications

+ Add an application

Reading List by Amazon [Remove]

ReadingList by amazon

Linchpin: Are You Indispensable?
by Seth Godin
[See this book on Amazon »](#)
Erin is reading this book

All Marketers are Liars (with a New Preface): The Underground Classic That Explains How Marketing Really Works--and Why Authenticity Is the Best Marketing of All
by Seth Godin
[See this book on Amazon »](#)
Erin wants to read this book

[See all books on Erin's list \(7\)](#)

[Update your list](#)

SlideShare Presentations

Cultural Landscapes
4 months ago

Martinc Carchivesde
1 year ago

[More from Charlene | Upload your presentation or video](#)

slideshare

Before

Bonita Archer Include a headline that summarizes your professional identity, not just your current position Add a professional photo of you alone
Library Assistant at **University of Rochester**
Rochester, New York Area | Higher Education

Current **Branch Library Assistant at University of Rochester Medical Center** 📄
Past **Library Clerk at Town of Mendon: Mendon Public Library**
Education **Syracuse University**
State University of New York College at Geneseo
Connections **15 connections** Personalize your public profile URL
Websites **Company Website**

Share PDF Print vCard

Experience

Add a keyword-rich summary, and include specialties

Branch Library Assistant

University of Rochester Medical Center

Educational Institution: 15,001+ employees; Hospital & Health Care Industry
November 2007 – Present (4 years 7 months)

Recommend Bonita's work at University of Rochester Medical Center

Library Clerk

Town of Mendon: Mendon Public Library

August 2005 – January 2010 (4 years 5 months)

Assisted customers by answering questions and provided collection related services such as charging and discharging items, placing item requests, and searching the library catalog. I helped customers with database searching and computer and Internet use such as Microsoft Word, e-mail and search engines. Other routine duties included router shelving and some materials processing.

Recommend Bonita's work at Town of Mendon: Mendon Public Library

Languages

- Some Spanish

Skills & Expertise

Library Science Information Literacy Research Editing Proofreading
Microsoft Office Customer Service

Education

Syracuse University

MSLIS, Library and Information Science

2009 – 2013 (expected)

Recommend Bonita's work at Syracuse University

State University of New York College at Geneseo

BA, English

2004 – 2007

Recommend Bonita's work at State University of New York College at Geneseo

Additional Information

Websites:

- Company Website

Interests:

Connecting people with information resources, health literacy, dance, sustainability, gardening, reading, travel, outdoor adventures.

Groups and Associations:

American Library Association

Contact Bonita for:

- career opportunities
- job inquiries
- new ventures
- getting back in touch

Contact Bonita Archer

Send a message

After

Being an Active User

Plan to contribute - Connections and group memberships are only valuable when you actively participate

The screenshot displays the ALA Facebook page interface. At the top, the ALA logo and name are visible, along with navigation tabs for Discussions, Members, Promotions, Search, and More... Below this is a 'Start' section with options for Discussion and Poll, and a text input field for starting a discussion. The main content area shows a post by Erin Wachowicz, who is looking for examples of libraries on LinkedIn. The post includes a profile picture, a text body, and interaction buttons for Like, Comment, and Flag. To the right, there is a trending article titled '5 Ways to Get People to Actually Listen to You' with a thumbnail image of a man and woman. The article text discusses the importance of emotional connection in leadership. At the bottom right, there is a comment input field.

ALA American Library Association

Discussions Members Promotions Search More...

Start: Discussion Poll

Start a discussion or share something with the group...

Your Activity

Choose Your View **NEW**

Show all RSS discussions

Erin Wachowicz via LinkedIn Today Delete

5 Ways to Get People to Actually Listen to You
inc.com · You may be a fact and logic-driven leader, but others don't think like you do. Learn to get your point across through emotional connection.

Like · Comment · Share · 20 seconds ago

Trending in Nonprofit Organization Management, Marketing and Advertising, and Public Relations and Communications

Add a comment...

Etiquette Matters

- Proper grammar and spelling is required - No Text Message Speak
- Respond within a week to requests and messages
- Consider the appropriateness and timing of a request to connect

What to avoid

- Activity limited to when you are searching for a job
- An outdated profile
- Not sharing your profile
- Treating LinkedIn like Facebook
- Negativity in discussions

LinkedIn for Your Library

- Promote your library with a Company Page
- Promote your library programming using Events
- Share updates with Groups comprised of the community members that you are targeting

What else?

Thank you!

Please contact me with questions at:
erin.wachowicz@simon.rochester.edu
www.linkedin.com/in/erinwachowicz