



# Professional On-line Profile

PNG Presentation

April 18, 2011

Timothy J. Lorang

# Timothy J. Lorang

- 34 years  
TV production
  - UWTV
  - Public TV
- Image Media Partners
  - Social Media Consultant
  - Inbound Marketing



# Timothy J. Lorang

- Contact Information



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[www.facebook.com/ImageMediaPartners](https://www.facebook.com/ImageMediaPartners)



[www.imagemediapartners.com](http://www.imagemediapartners.com)

# What is your on-line profile?

- Facebook



- Twitter



- Google



- LinkedIn



- Blog



- YouTube



- Skype



- Foursquare



- Digg



- MySpace



- Flickr



- Delicious



- Friendfeed



- Picasa



# Your On-line Profile

Professional



Personal



Photo credit: mconnors-morgueFiles

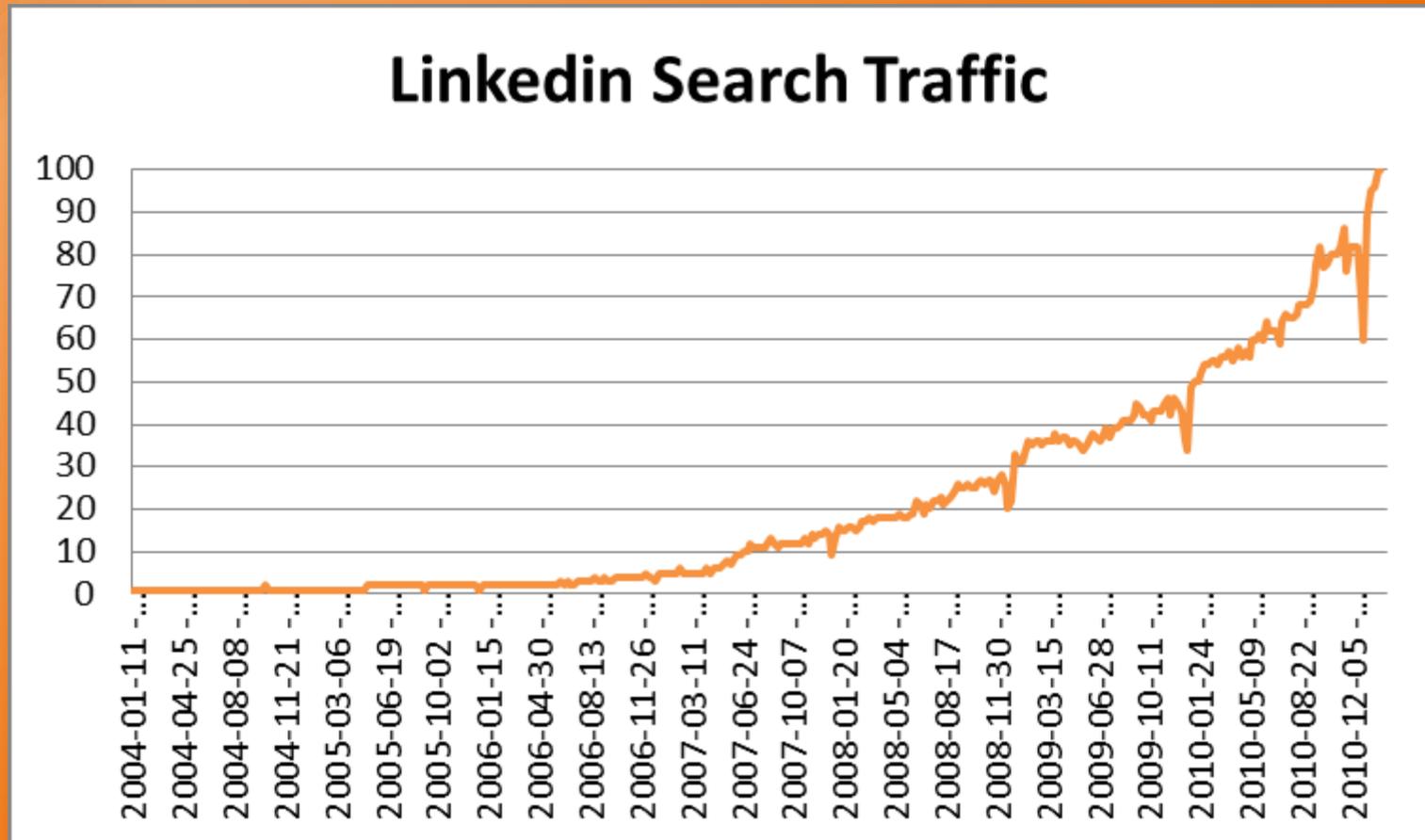
Photo credit: Mel\_Fowling, Flickr Creative Commons

# Common Professional Sites

- Google Profile
- Plaxo
- Bixnik
- AboutMe
- Gravatar
- FastPitch
- LinkedIn

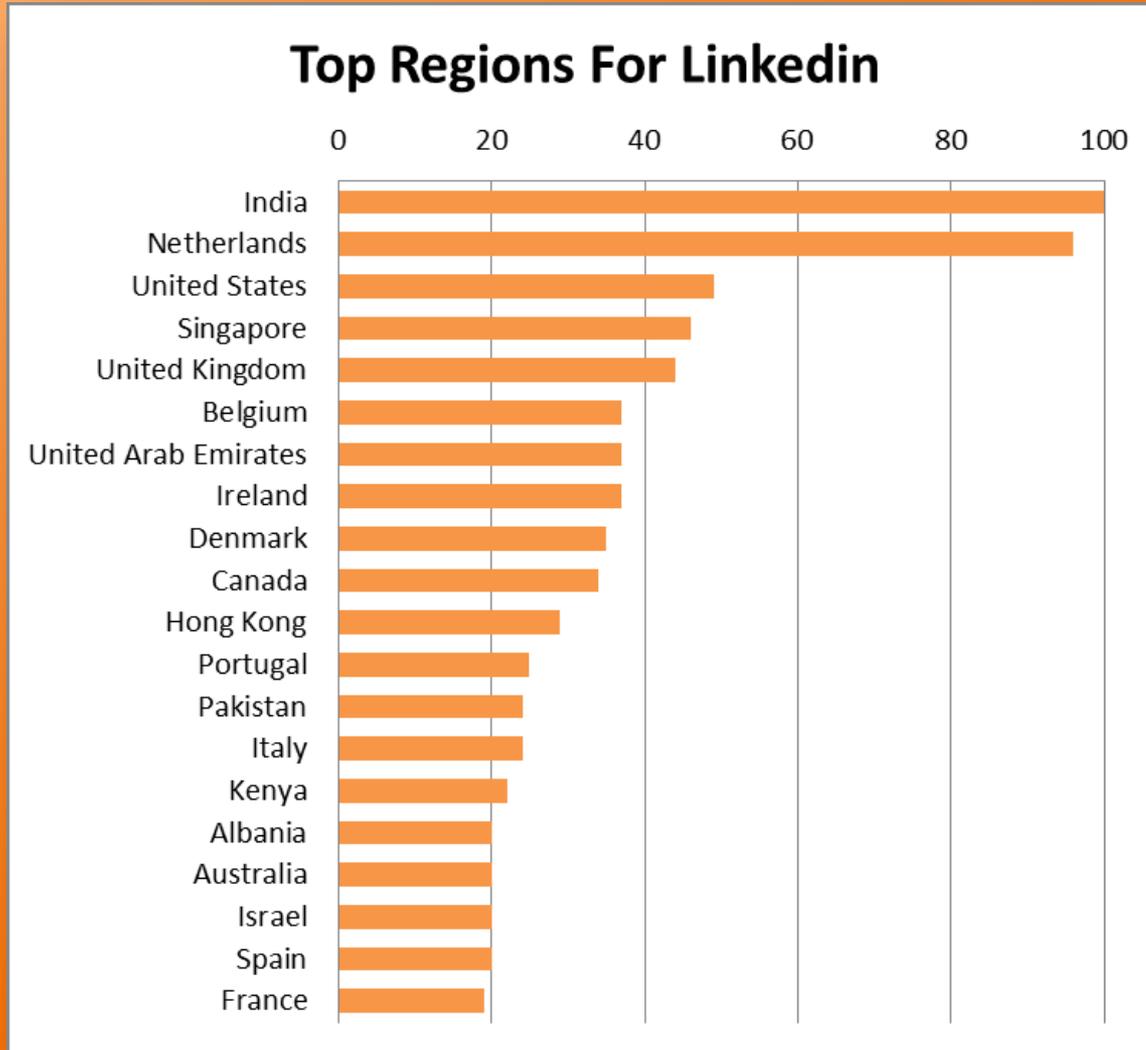


# LinkedIn Ignite Stats



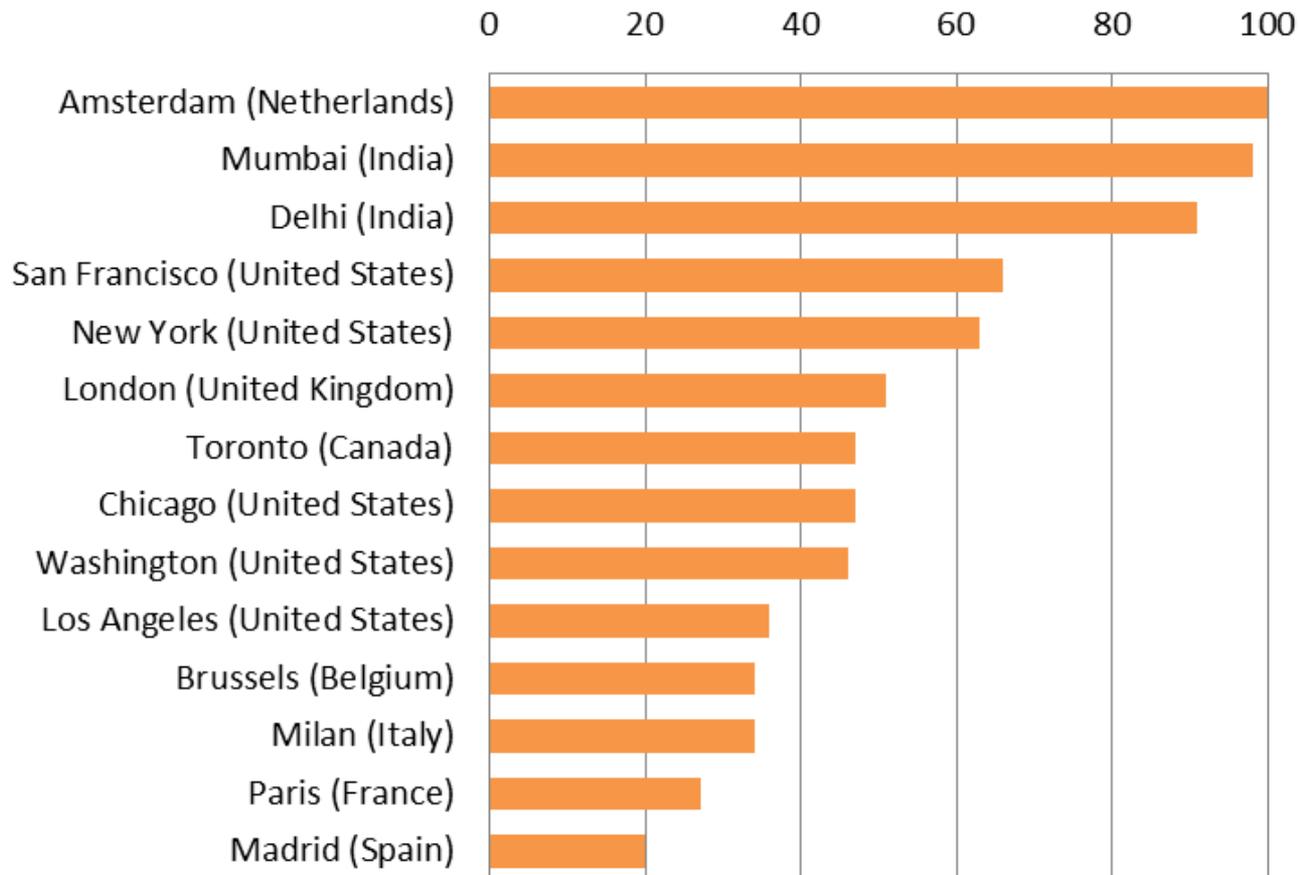
Source: ignite Social Media: [2011 Social Network Analysis Report](#)

# LinkedIn Ignite Stats

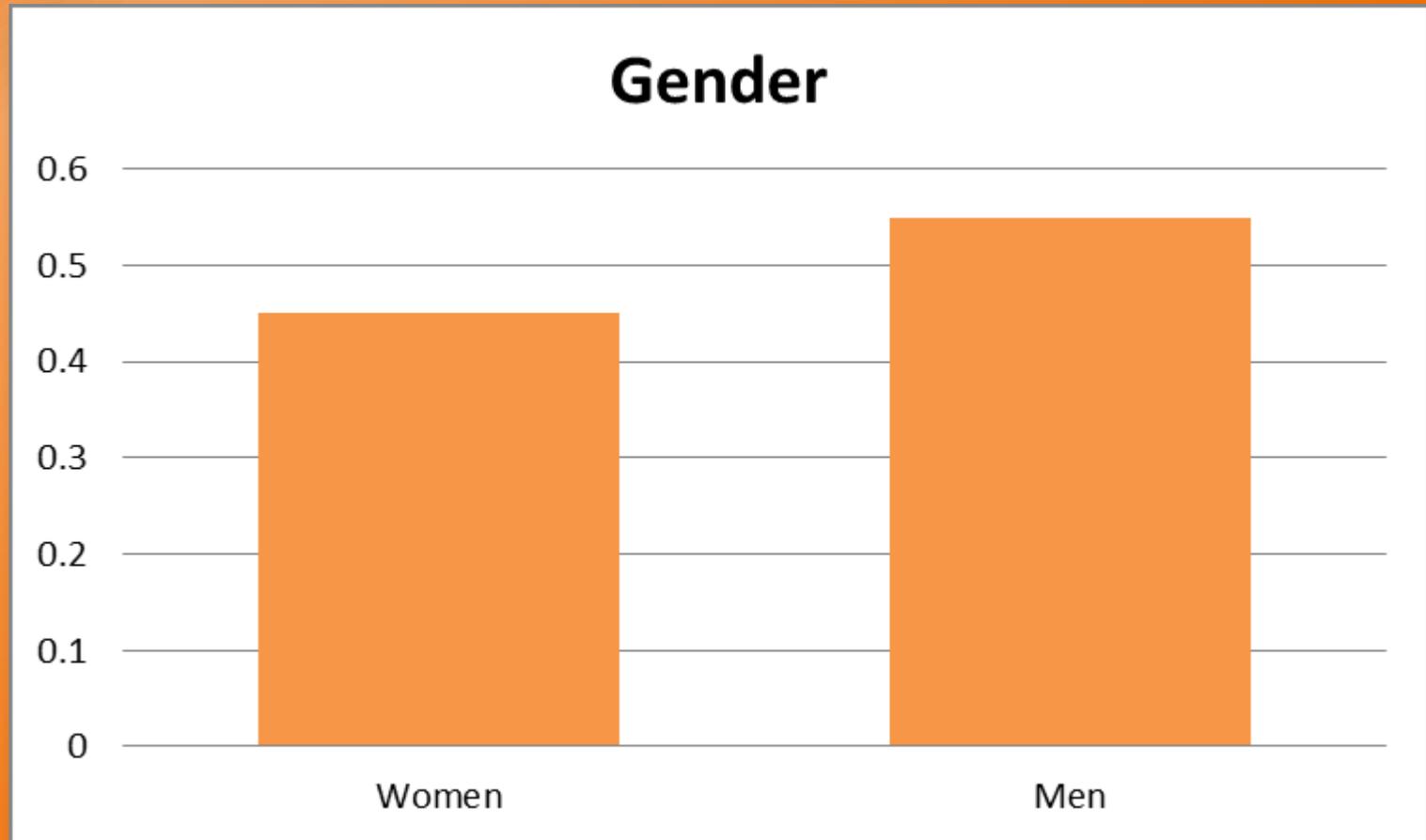


# LinkedIn Ignite Stats

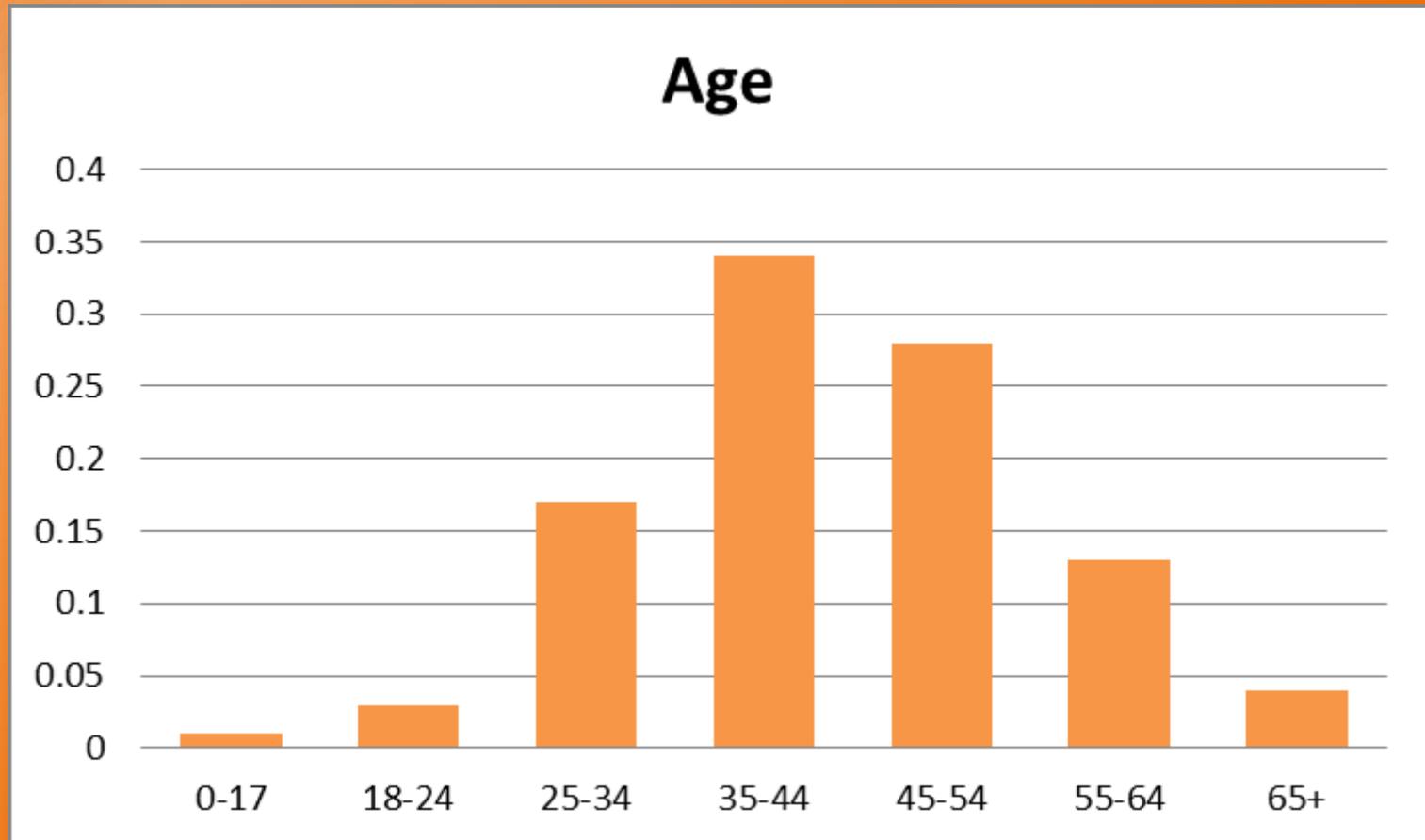
## Top Cities For LinkedIn



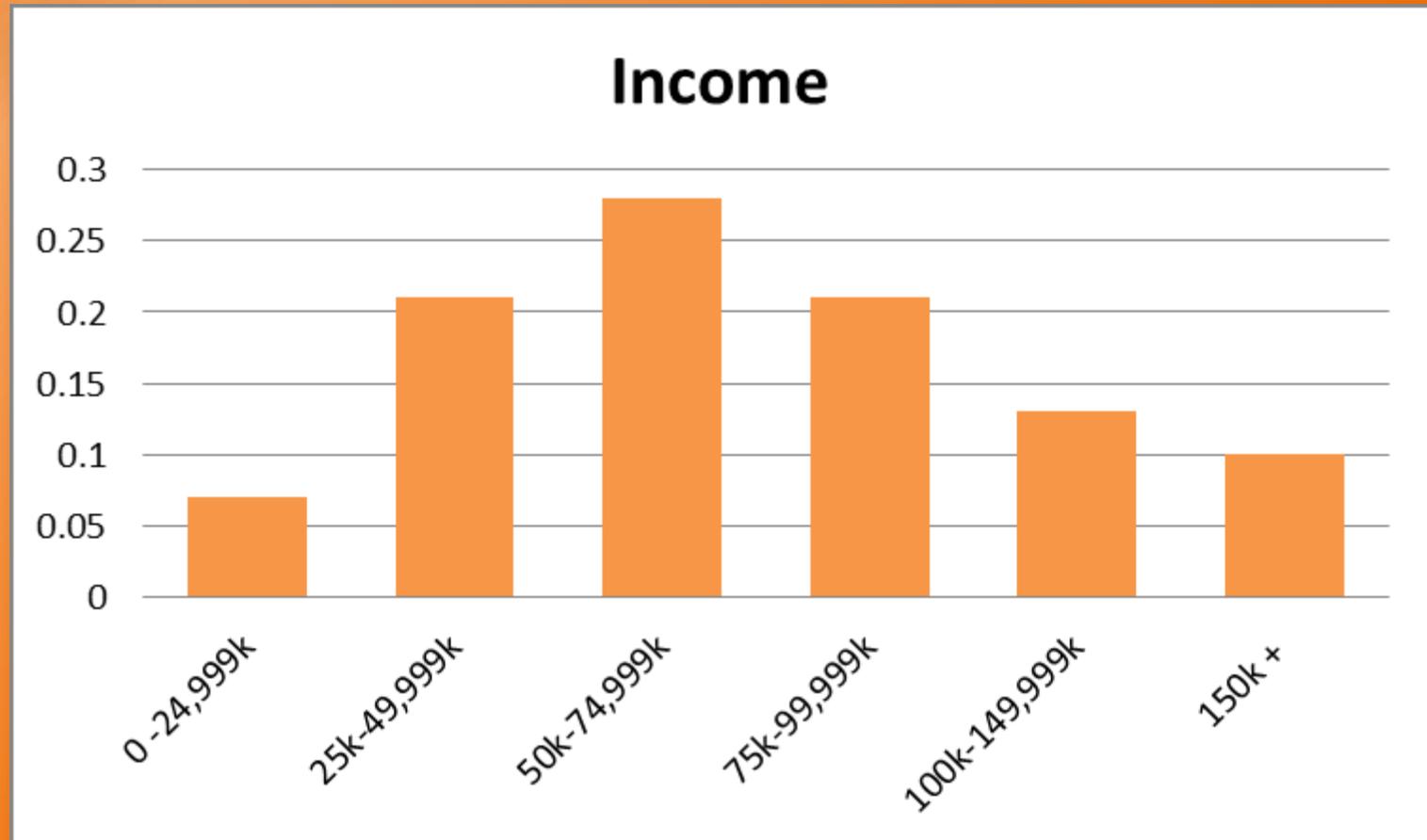
# LinkedIn Ignite Stats



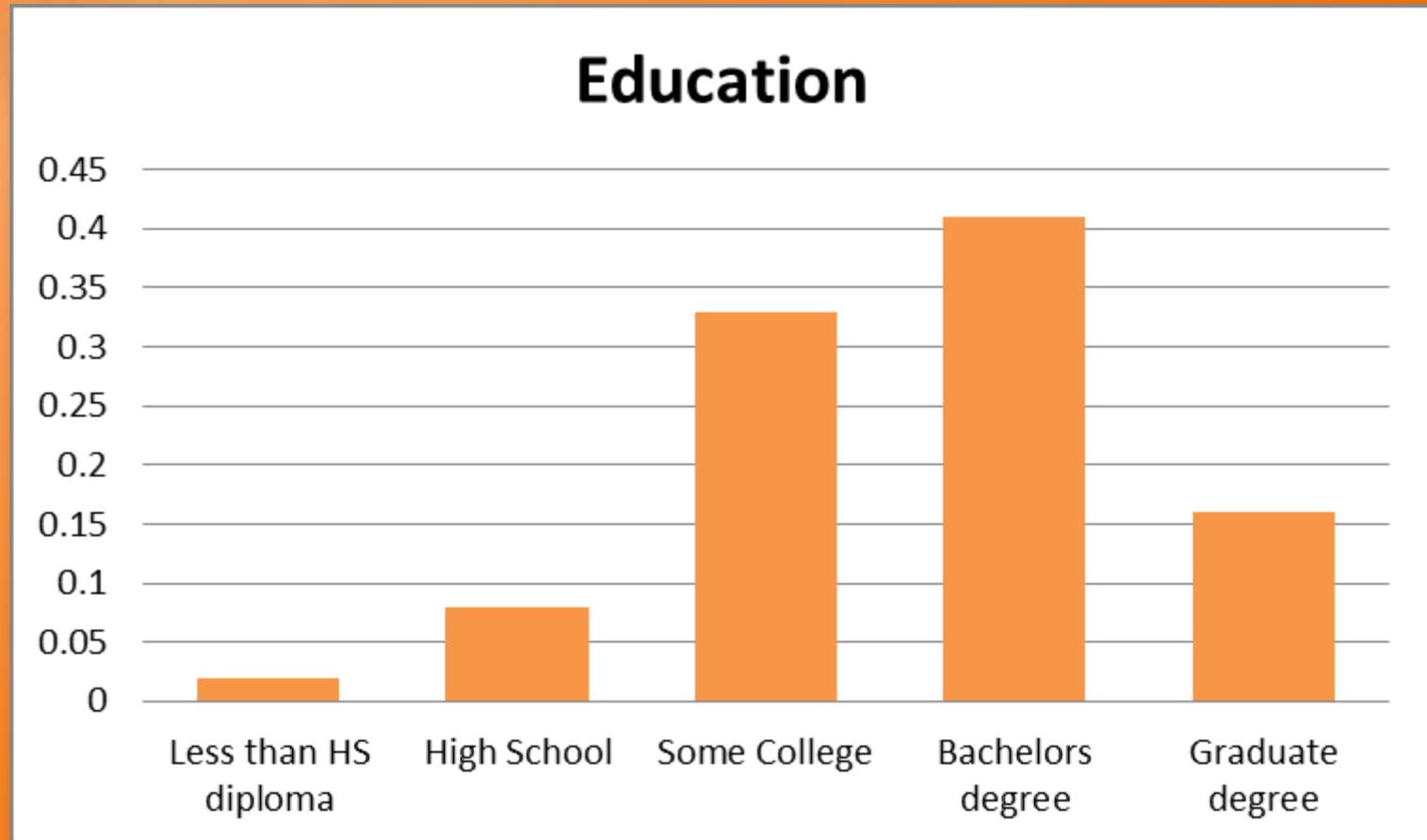
# LinkedIn Ignite Stats



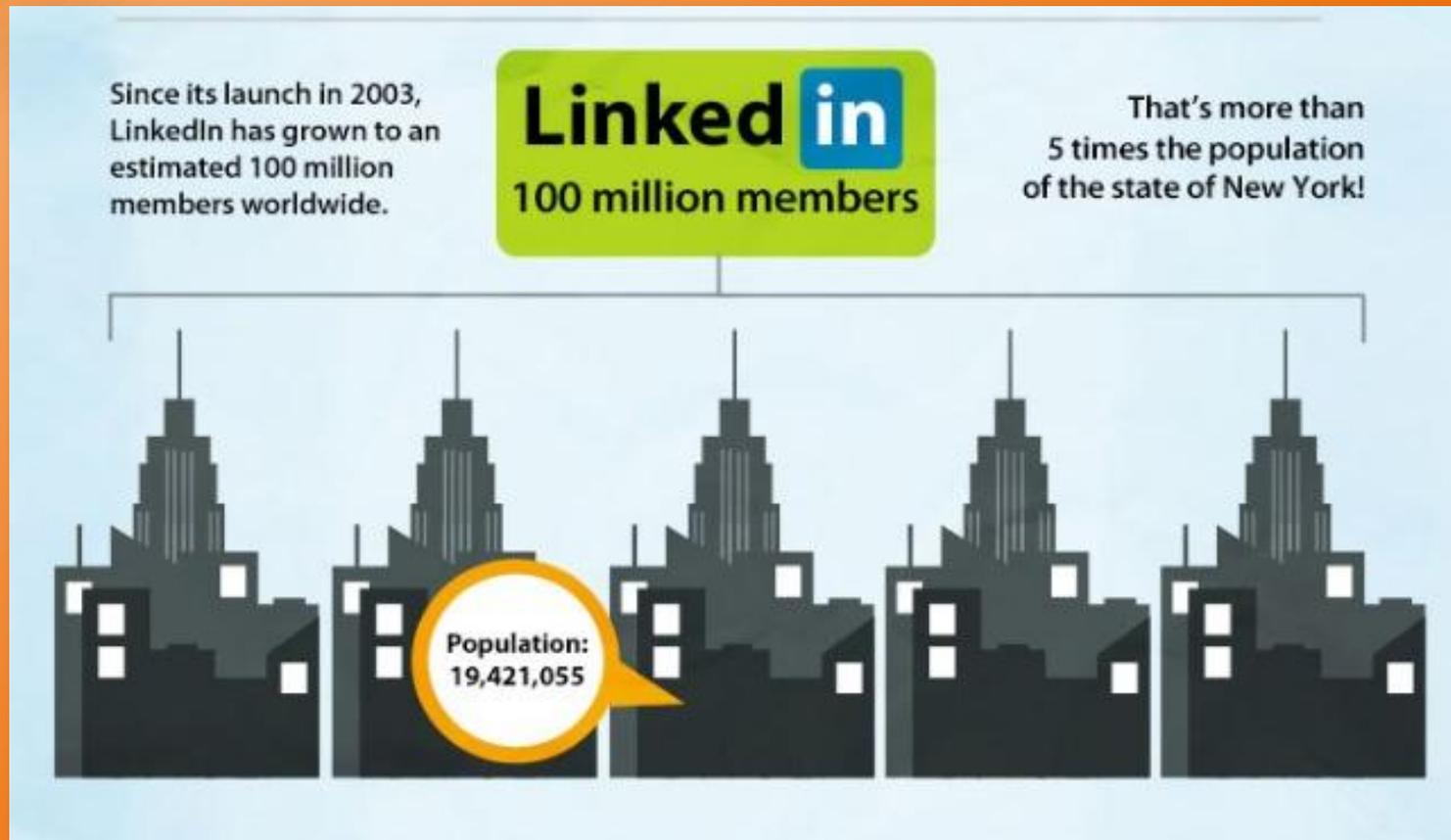
# LinkedIn Ignite Stats



# LinkedIn Ignite Stats



# LinkedIn is Growing



Source: Mashable.com <http://mashable.com/2011/03/24/linkedin-overview-infographic/>

Data from LinkedIn as of March 22, 2011

# LinkedIn is growing faster



# of Days It Took For LinkedIn to Reach Its First Million Users



# of Days It Currently Takes LinkedIn to Gain a Million New Users

# LinkedIn is growing

**1 Million new users  
every 12 Days**



**MONDAY**  
**83,333  
every day**

**1:01:01**

**3,472 every hour**

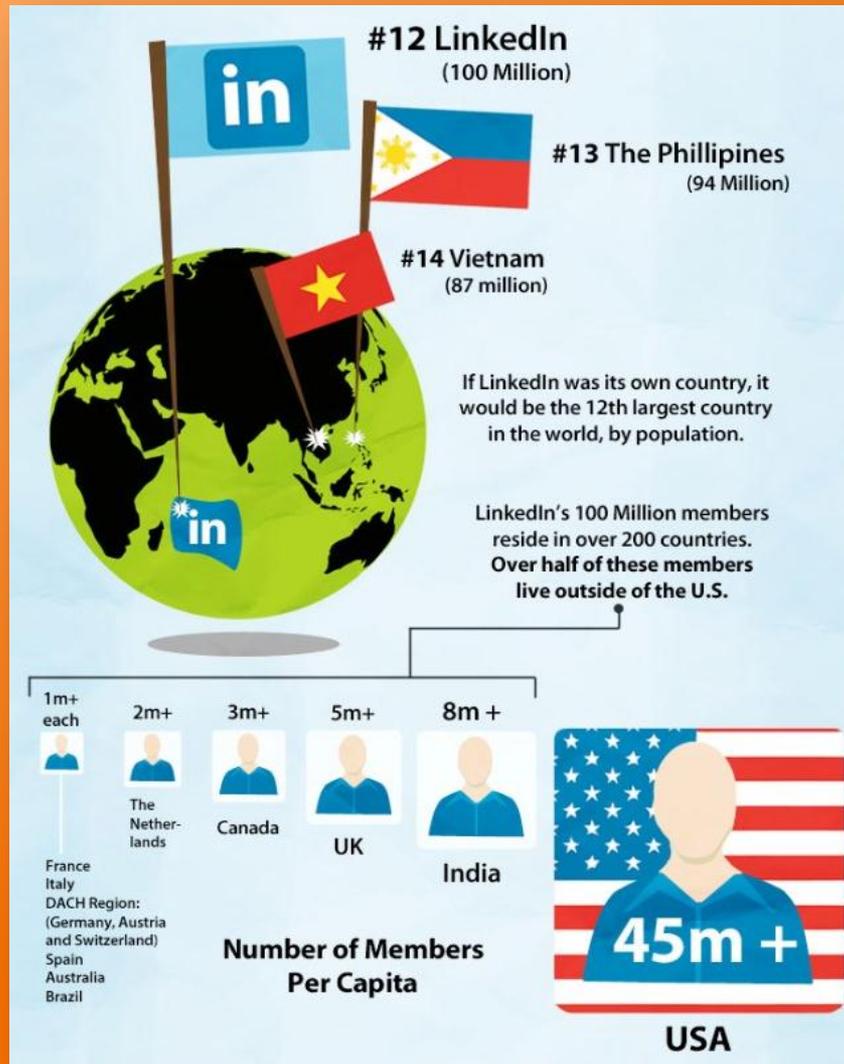
**58 users per minute**

**1 user per second**

# LinkedIn is Worldwide



# LinkedIn is worldwide



# People are looking

**2 Billion:** The Number of People Searches on LinkedIn in 2010



Chief Financial Office



Senior Manager



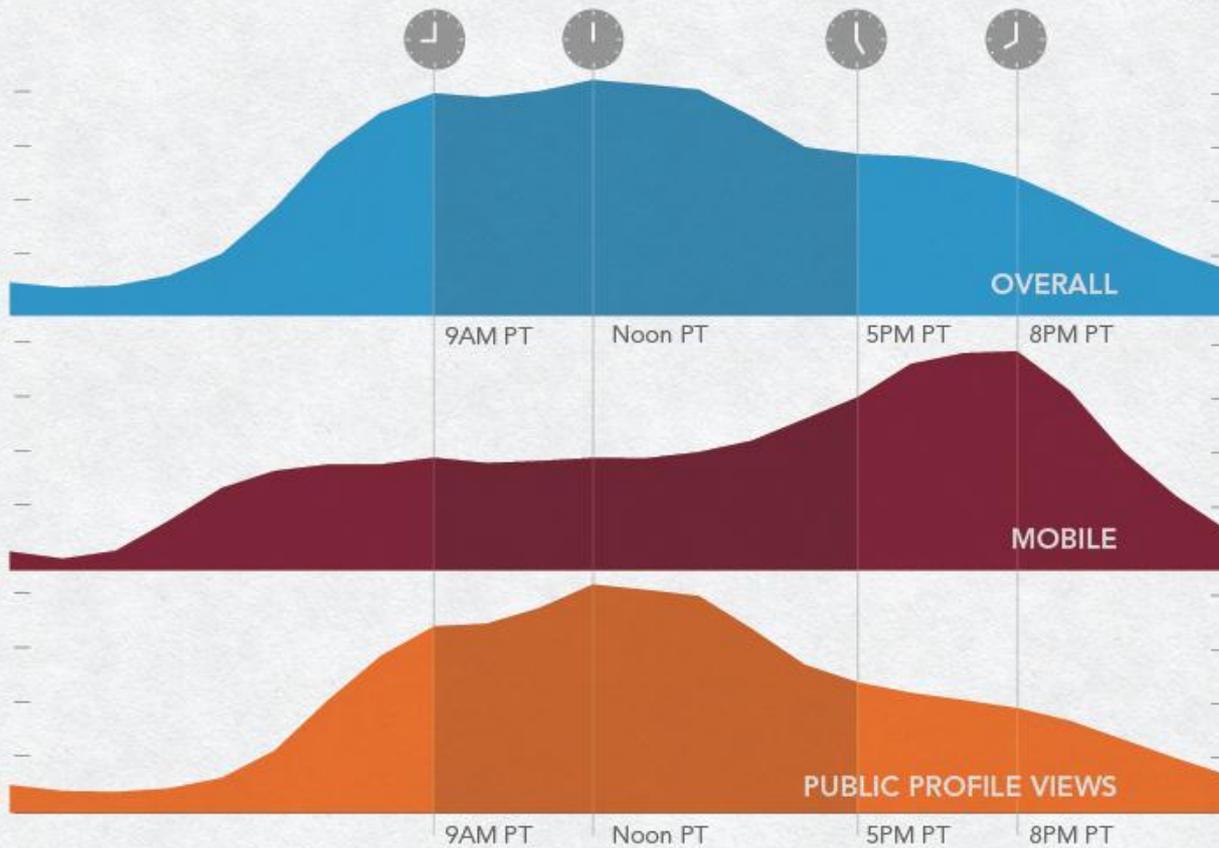
Vice Director Of Operations



Vice President of Marketing

# LinkedIn at Work

## 24 HOURS OF LINKEDIN ACTIVITY



# LinkedIn for Professionals

100 Million  
PROFESSIONALS

Stack of  
100 million  
business  
cards  
~ 98,425 ft

HOW MANY IS 100 MILLION MEMBERS?



If 100 members fill this pixel, then 100 million members fill the circle at left.

Data from LinkedIn as  
of March 22, 2011

# LinkedIn is professional



68% of users are over the age of 35.



74% of all users have a college degree or better, with 26% having a graduate degree.

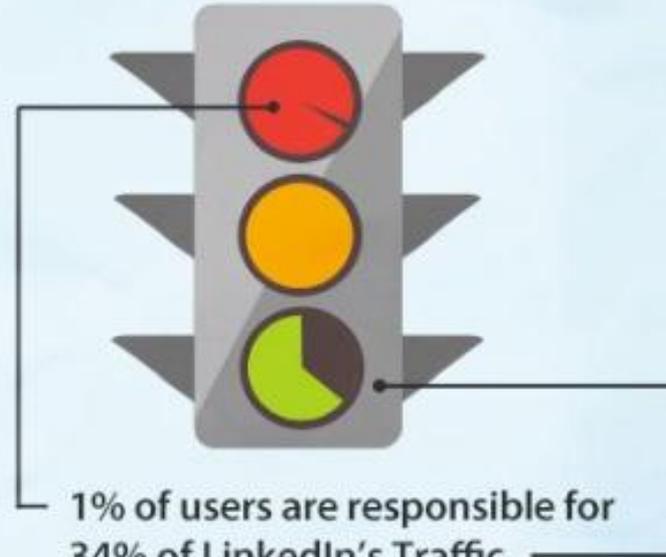


76% of LinkedIn have no kids (between the ages of 0 and 17)

# High end demographic



In 2010, executives from every Fortune 500 Company could be found on LinkedIn.



69% of all users make at least \$60 K.



39% make over \$100 K



# LinkedIn & Employers

## JOBS



997,000

TEACHERS



1,030

CHOCOLATIERS



74

ELVIS TRIBUTE ARTISTS



1

MARTINI WHISPERER

## MOST REPRESENTED COMPANIES\*



EMC<sup>2</sup>



amazon.com<sup>™</sup>

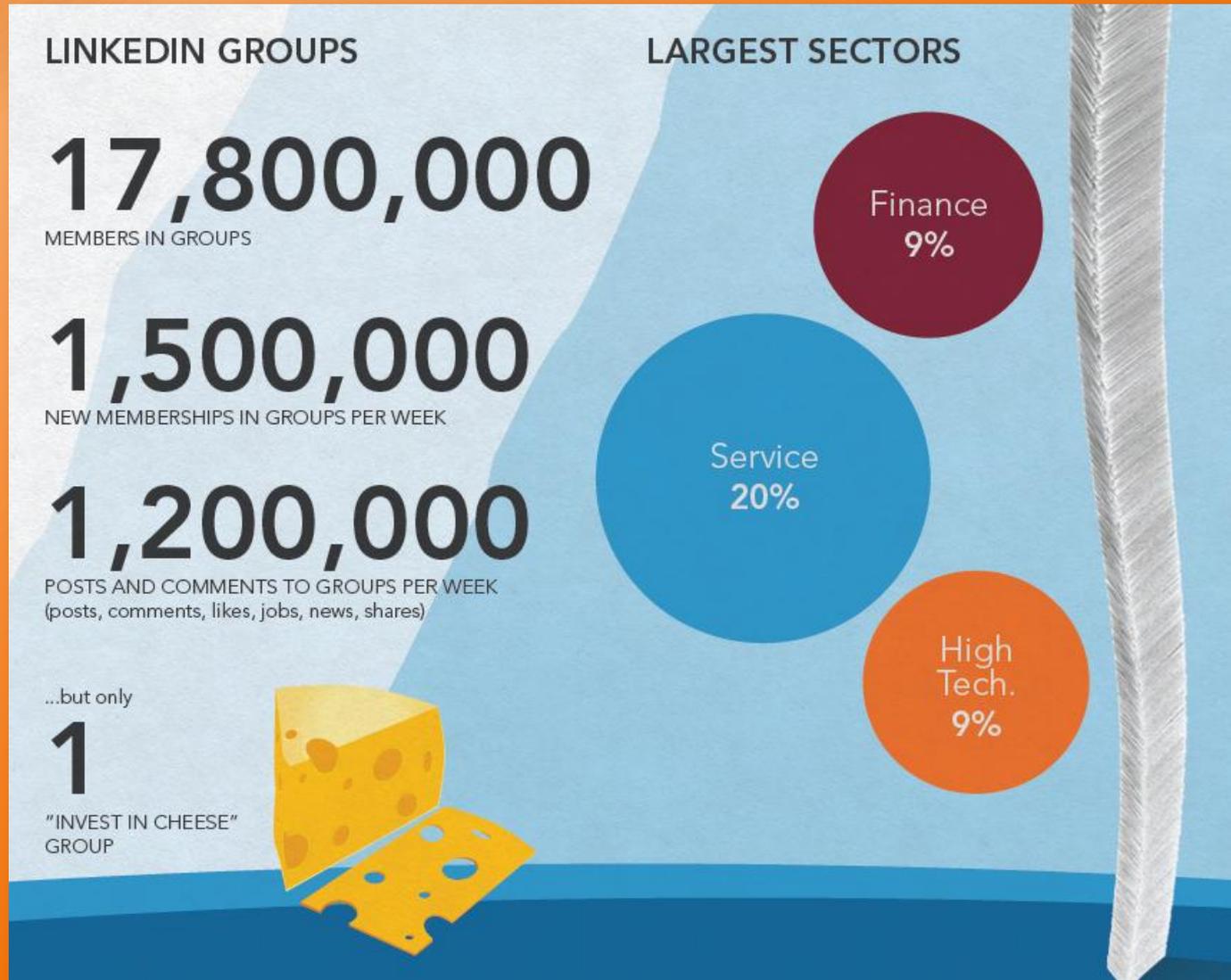


\*based on percent of employees with LinkedIn accounts who logged on in 2011

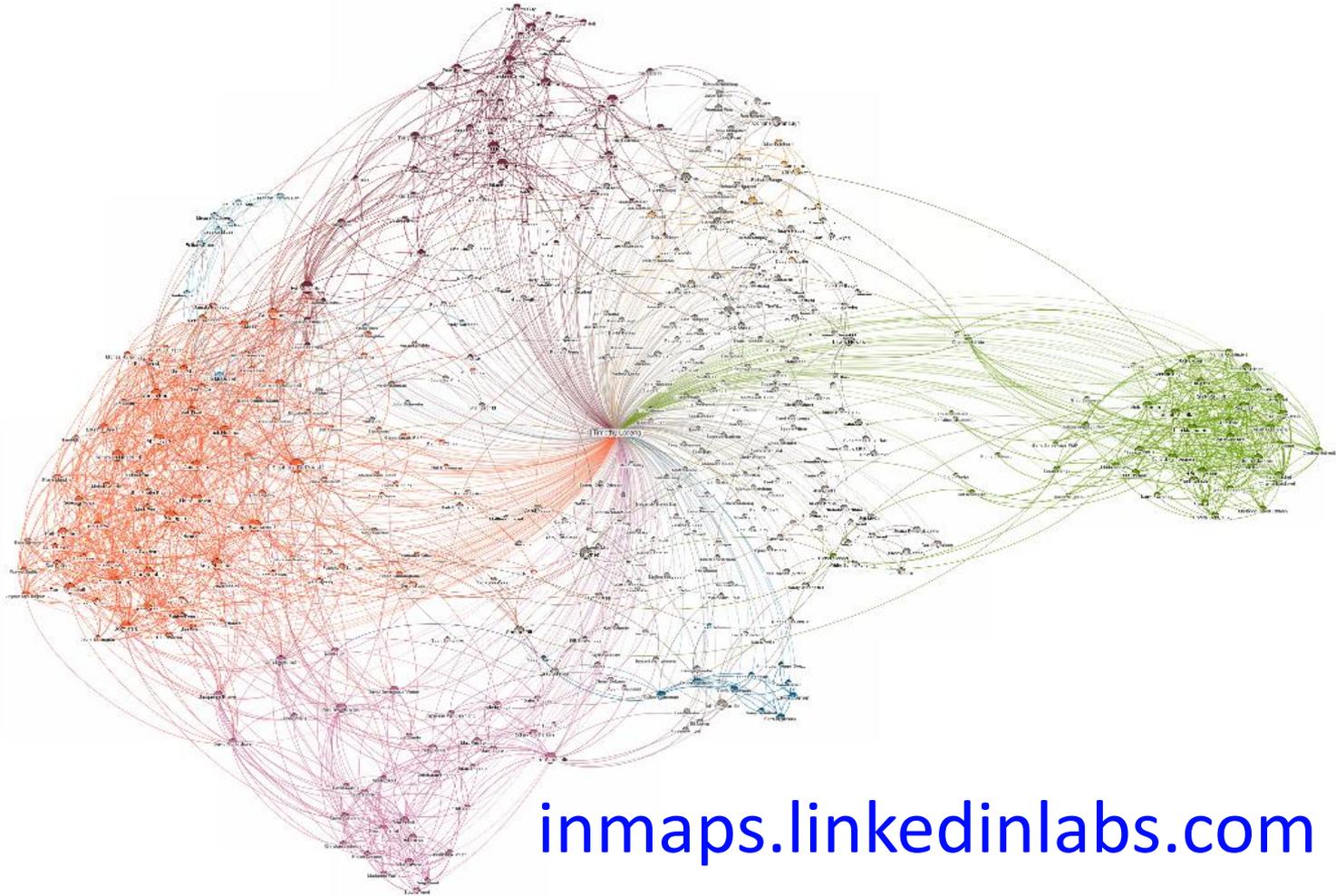
Mt. Everest  
8,848 m (29,029 ft)

73 of the FORTUNE 100  
use LinkedIn Hiring Solutions

# LinkedIn Professional Groups



# LinkedIn InMap



[inmaps.linkedinlabs.com](http://inmaps.linkedinlabs.com)

# Your LinkedIn Profile

- Your Photo



# Your LinkedIn Profile

- Key Words are the key
  - Headlines
  - Work Experience
  - Past Work Experience
  - Summary
  - Specialties



# LinkedIn Status

- Update regularly
- Professional news
  - Blogs
  - News



Photo credit: J. Gracey Stinson, morgueFree Photo

# Build Your Network

- Import your e-mail connections
- Find work colleagues
- Find classmates
- People you know
- Use your connections
  - Recommendations
  - Send messages
  - Get an introduction



Photo Credit: Casiuno, morgueFile Free Photo

# Company Page

- Profile Experience Link
- Company Page
  - Follow
  - Network



# Jobs

- Job search
  - Location
  - Industry
- Save searches
- E-mail updates



Photo credit: Kevin Prosser, morgueFile free photo

# Getting Involved

- Groups
- Join Groups
- Ask Questions
- Respond to Questions
- Post Blogs
- Start a Group



Photo Credit: Matthew Hull, morgueFile free photo

# Skills

- New on LinkedIn
- Add to your profile
- See others with similar skills



Photo credit: Walter Blum, flickr creative commons

# Applications for your Profile

- Portfolio-Google Presentation-SlideShare
  - Show off your work
- Box.net
  - Post your resume
- Wordpress or BlogLink
  - Share your blog
- Huddle Workspace or Manymoon
  - Collaborate



Photo credit: J Durham, morgueFile free photo

# Share Your Information

- Share Button
- PDF Button



Photo Credit: Phaewilk, morgueFile free photo

# Using Your Connections

- Recommendations
- Send Messages
- Ask for Introductions



Photo Credit: Bandini, morgueFile free photo

# Resources

- Download Slides: <http://bit.ly/PNG-slides>
- LinkedIn E-Book: <http://bit.ly/LIexperts>
- Google: <http://profiles.google.com>
- Plaxo: <http://www.plaxo.com/>
- Biznik: <http://biznik.com>
- AboutMe: <http://about.me/>
- FastPitch: <http://www.fastpitchnetworking.com/>
- LinkedIn: <http://www.linkedin.com/>
- LinkedIn inmap: <http://inmaps.linkedinlabs.com/>



**Image Media**  
PARTNERS



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