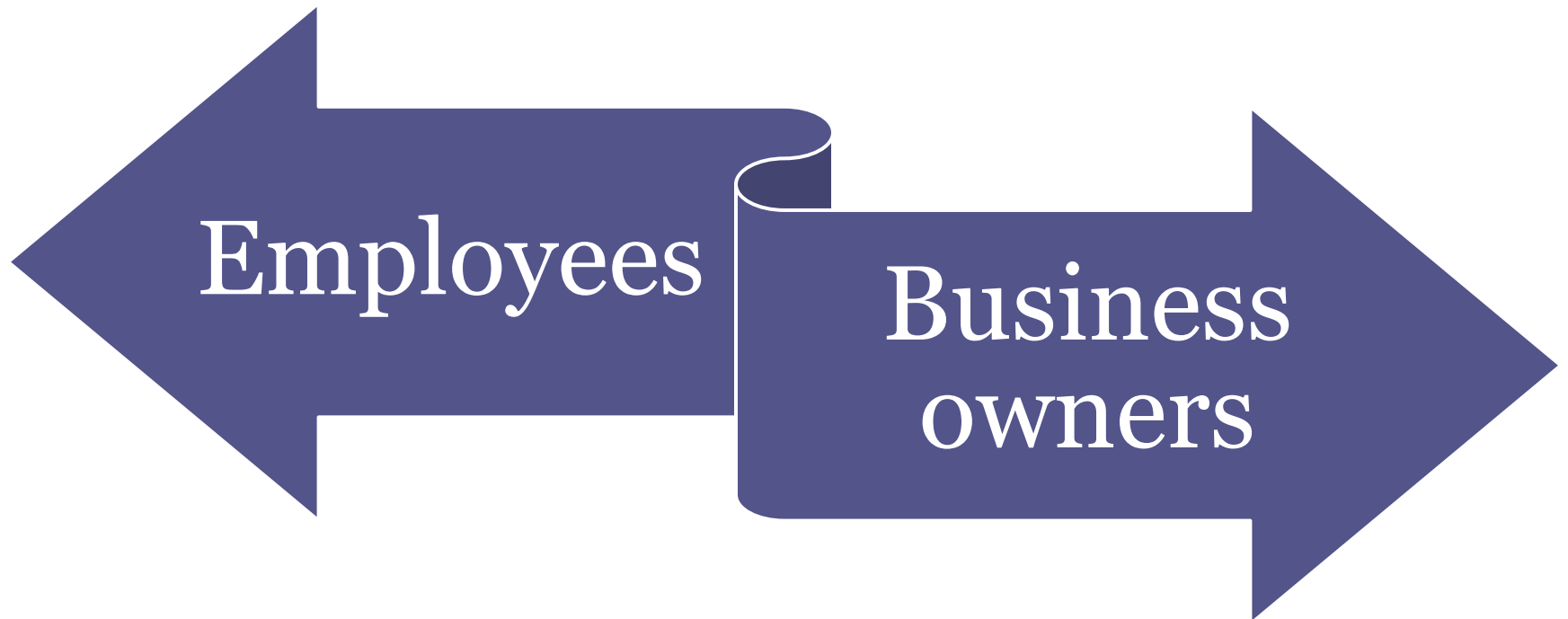


Getting “LinkedIn”

Using LinkedIn to its fullest potential

Why LinkedIn®?



Before we get started, update settings so contacts do not get changes(1/3)

The image shows a screenshot of a LinkedIn profile page. A purple callout box with the text "Select 'settings'" has a red arrow pointing to the "Settings" option in the user's profile dropdown menu. The dropdown menu is also circled in red. The profile name "Andrea Sparrey" is visible above the menu. The page includes a navigation bar with "Home", "Profile", "Contacts", "Groups", "Jobs", "Inbox" (with a "204" notification badge), and "Company". Below the navigation bar is a promotional banner: "Let's make today the day we start tackling our biggest financial challenges. See now." The main content area features a "Share an update" box with an "Attach a link" option and a "Share" button. Below this is the "LinkedIn Today" section with three featured articles: "Collaboration is a Team Sport, and You Need to Warm Up" (HBR, 215 likes), "Serco to buy India's Intelenet for \$634 million" (87 likes), and "Leave Your Bad Day at Work" (Guide to Managing Stress, 270 likes). To the right is the "People You May Know" section with three suggestions: Peri Kost, Bart Sayer, and Michelle Schubnel, each with a "Connect" button. At the bottom left, there is an update from Sonya Thomas: "Sonya Thomas is now connected to Herte G, Dhiren Mewada, Sujit Chakravarthy, and 1 other person." The browser address bar at the bottom shows "m/secure/settings?trk=hb_acc".

**MAKE SURE THEIR
RETIREMENT INCOME
LASTS AS LONG AS THEY DO**

Before we get started, update settings so contacts do not get changes(2/3)

LinkedIn Account Type: Basic ▼ Andrea Sparrey [Add Connections](#)

Home Profile **Contacts** Groups Jobs **Inbox 204** Companies News More People [Advanced](#)

Andrea Sparrey
Member since: April 24, 2005

PRIMARY EMAIL [Change](#) [PASSWORD Change](#)
andrea@sparreyconsulting.com

ACCOUNT TYPE: Basic [Compare account types](#)

GET MORE WHEN YOU UPGRADE!
• More communication options
• Enhanced search tools

[Upgrade](#)

INMAILS [?](#)
0 available [Purchase](#)

INTRODUCTIONS [?](#)
5 of 5 available [Upgrade](#)

Frequently asked questions

- [Can't Find "Settings" or "Sign Out" Links](#)
- [Group Member Settings](#)
- [Submission and Moderation Queue Settings](#)
- [Managing Account Settings](#)
- [Updating Twitter Settings](#)

[See all frequently asked questions](#)

You are using the new settings page.
[Send us feedback](#)

Profile **PRIVACY CONTROLS** **SETTINGS**

Email Preferences [Turn on/off your activity broadcasts](#) [Manage your Twitter settings](#)

Groups, Companies & Applications [Select who can see your activity feed](#) **HELPFUL LINKS**

[Select what others see when you've viewed their profile](#) [Edit your name, location & industry »](#)

[Select who can see your connections](#) [Edit your profile »](#)

Click turn on/off activity broadcasts

Before we get started, update settings so contacts do not get changes(3/3)

LinkedIn Account Type: Basic ▼ Andrea Sparrey [Add Connections](#)

Home Profile **Contacts** Groups Jobs **Inbox 204** Companies News More People

Andrea Sparrey
Member since: April 24, 2005

PRIMARY EMAIL [Change](#)
andrea@sparreyconsulting.com

ACCOUNT TYPE: Basic
[Compare account types](#)

Activity broadcasts

By selecting this option, your activity updates will be shared in your activity feed.

Let people know when you change your profile, make recommendations, or follow companies

Note: You may want to turn this option off if you're looking for a job and don't want your present employer to see that you're updating your profile.

Frequently asked questions

- [Can't Find "Settings" or "Sign Out" Links](#)
- [Group Member Settings](#)
- [Submission and Moderation Queue Settings](#)
- [Managing Account Settings](#)
- [Updating Twitter Settings](#)
- [All frequently asked questions](#)

Profile

Email Preferences

Groups, Companies & Applications

PRIVACY CONTROLS

- [Turn on/off your activity broadcasts](#)
- [Select who can see your activity feed](#)
- [Select what others see when you've viewed their profile](#)
- [Select who can see your connections](#)

SETTINGS

- [Manage your Twitter settings](#)

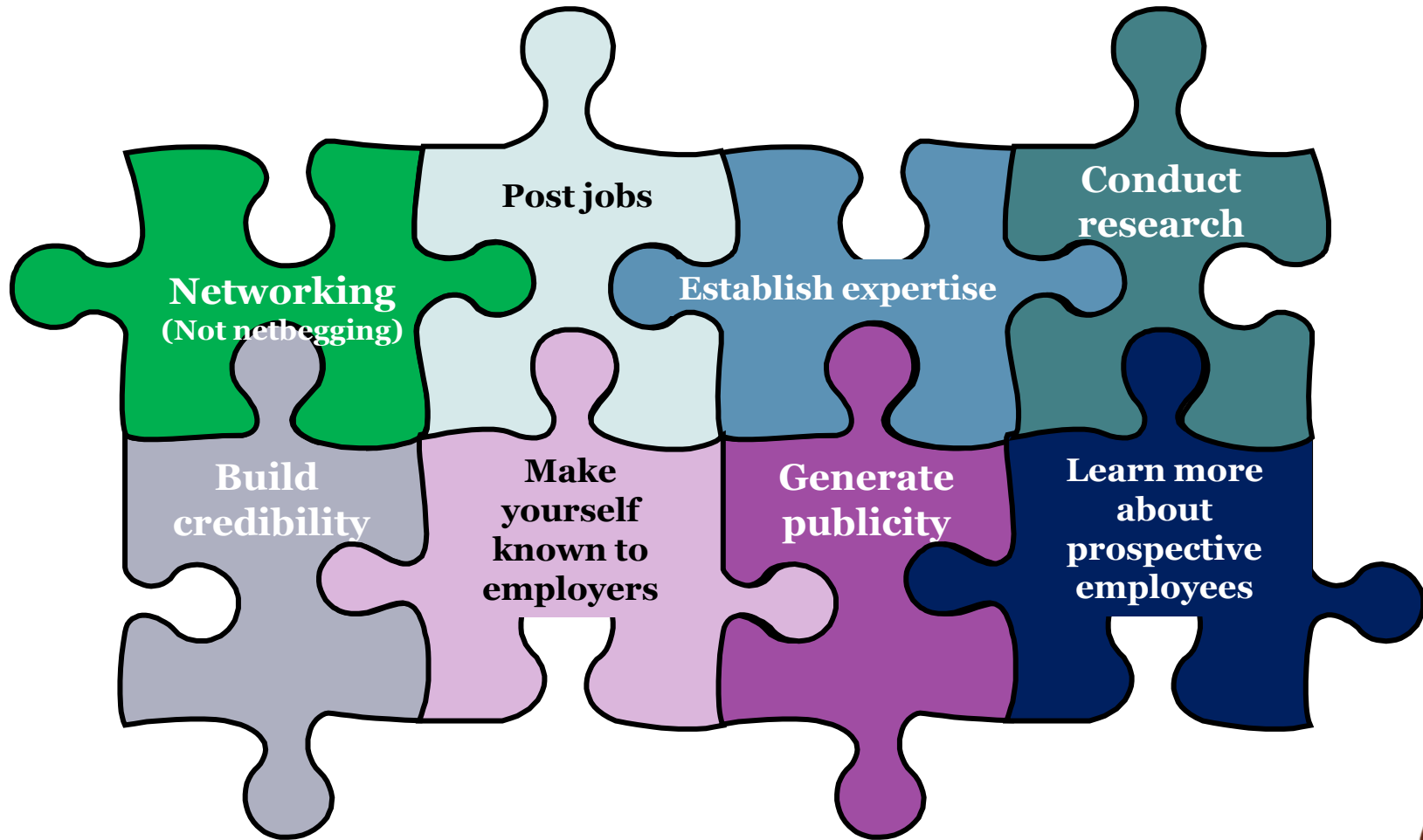
HELPFUL LINKS

- [Edit your name, location & industry »](#)
- [Edit your profile »](#)

Unclick that button and updates don't go to contacts

You are using the new settings page.
[Send us feedback](#)

How to use LinkedIn® to build your personal brand



Use LinkedIn® to actively network: be proactive and stay in touch

🔗 If there are problems with how this message is displayed, click here to view it in a web browser.

From: messages-noreply@bounce.linkedin.com on behalf of LinkedIn Updates <updates@linkedin.com>
To: Andrea Sparrey
Cc:
Subject: LinkedIn Network Updates, 4/20/2011

Sent: Wed 4/20/2011 10:00 AM

LinkedIn

Network Updates, Apr 13 - Apr 20

LinkedIn®

Featured Updates

[View All Updates](#)

PROFILE CHANGES



Christine Foster is now Sales Strategy and Operations at TigerSpike

[Send note](#) - [Update your profile](#)



Spencer Low is now Associate Vice President, Strategy at Sears Canada

[Send note](#) - [Update your profile](#)



Nurieya Abu Bakar is now Executive at Raffles Hospital

[Send note](#) - [Update your profile](#)



Kelly Hoey has an updated profile (Expertise)

[Update your profile](#)



Gord Sparrey has an updated profile (Education)

[Update your profile](#)

NEW CONNECTIONS

Create categories on profiles using tags and manage tags

The screenshot shows the LinkedIn 'My Connections' page. On the left, a list of tags is visible, with a red circle around the 'Manage' link next to the 'All Connections (667)' tag. In the center, a list of connections is shown, with a red circle around the 'Tags:' section of the profile view for 'Morra Aarons Mele', which shows the tag 'partner'. On the right, the profile view for 'Morra Aarons Mele' is displayed, with a red circle around the 'Tags:' section. A blue callout box on the right contains the following text:

1: put tags on individual profiles
2: manage tags

The LinkedIn interface includes the following elements:

- Account Type: Basic
- Navigation: Home, Profile, Contacts, Groups, Jobs, Inbox (188), Companies, News, More
- Search: People, Advanced
- My Connections: Imported Contacts, Profile Organizer, Network Statistics
- Filter Connections: Select: All, None
- Tags List: colleagues (192), classmates (174), partners (57), friends (50), group members (30), Finance (16), ParentsNetwork (12), media (7), Retail (6), Consumer Products (5), healthcare (5), Clients (4), Entrepreneur (4)
- Connections List:
 - Aarons Mele, Morra (458) - Co-Founder - Role/Reboot
 - Abhuri, Aparna (291) - Innovation & Product Development - Centene Corporation
 - Abourahma, Lamees (64) - Bright Founder - Webbright Services, LLC
 - Abraham, Aaron (108) - Category Manager - International CPG - Starbucks Coffee Company
 - Abu Bakar, Nuriesya (84) - Executive - Raffles Hospital
 - Adams, Kaz (348) - Independent Professional
- Profile View (Morra Aarons Mele): Social media consulting to engage women online. 458 connections. Tags: partner. Email: maarons@gmail.com. Title: Co-Founder. Company: Role/Reboot.

Reach out using the Year in Review feature as well

- Year in review (<http://yir.linkedinlabs.com/>) offers a great chance to do that.

The screenshot shows the LinkedIn Year in Review interface for 2011. At the top, the LinkedIn logo is followed by the text "Year in Review". To the right, there are three tabs for the years 2011, 2010, and 2009, with 2011 being the active tab. Below the tabs, a message reads: "Andrea, 31 of your connections started something new in 2011." The main content area is a grid of profile pictures of various users. A blue button with the text "What's Jill doing? »" is overlaid on one of the profile pictures. At the bottom of the grid, there are three social sharing buttons: "Share" with 369 shares, "Share" with 245 shares, and "Tweet" with 374 tweets. The footer of the interface reads "LinkedIn Corporation © 2011".

Start with a powerful headline that helps people to find you

	Old headline	New headline
Employee	Senior Manager, Deloitte Consulting	Senior Manager, Deloitte Consulting, Financial Services Practice
Owner	Social media consulting to engage women online	Principal, Women Online, Social Media Consulting Firm engaging women for leading corporations and non-profits
	President at Hera Hub	President at Hera Hub, collaborative office workspaces for women
	Career Coach	Chief Talent Advisor, Sparrey Consulting, committed to helping exceptional young people achieve their goals

Provide a summary that highlights your skills, consider who is looking for you

Listing specific skills (SEO optimized)

Wallace Jackson's Summary

- Seasoned Multimedia Producer; i3D Programmer; iTV and Mobile Apps Developer
- Social Media Marketing Optimization Expert: LinkedIn's #2 All Time Top Expert
- Oracle Java Partner and Author of Technical Books on Google Android and GoogleTV
- Extremely Low Data Footprint Content Design and Optimization (64KB to 2MB)
- Virtual Worlds & MMOG Creation, Content Design, UI Design, UX Design, 3D Modeling
- Two Decades Experience Producing International New Media and Multimedia Content
- Leading International Clients: Brands, Manufacturers, Producers, Artists, Ad Agencies
- Employ the Latest Content Production Software from Adobe, Autodesk, Oracle, Google
- Employ the Latest 64-bit HD i3D Multi-Core Hardware (Linux, Windows & Macintosh)
- Designing Rich Media since the Atari ST1040, AMIGA 3000, DOS, Mac and UNIX
- Electronics Clients: Sony, Samsung, Tyco, Epson, Nokia, Dell, Compaq, TEAC, IBM
- Display Clients: ViewSonic, NEC, EIZO, KDS, ADI, Christie, CTX, ProView, Mitsubishi
- PC Clients: IBM, Dell, Western Digital, Compaq, Sun, Micron, Epson, SGI, Digital [DEC]
- Data Optimization: Content, Code, HTML5, CSS, 2D Images, 3D Animation, iTV Apps
- Content Optimization: i3D, ipTV, Flash, iTV, JPG, GIF, PNG, Animation Games etc
- Internet Optimization: Content, Keywords, SEO, SEM, SMO, SM



**SPARREY
CONSULTING**

Unlock your full potential.



HERA HUB
WORKSPACE FOR WOMEN

Provide a summary that highlights your skills, consider who is looking for you

Attempting to connect with reader

Summary - Brian G. Bauer

People matter. Today's workforce is more dynamic, flexible and individualistic than ever – yet the core needs of every business remain the same. Employees crave opportunity, a sense of ownership and the freedom to excel, and given those ingredients, and managed appropriately, will deliver above average value back to the company. Through disciplined effort, I have honed the ability to lead and manage peak performers while building teams of outstanding talent with complex and dynamic viewpoints in order to achieve industry leading outcomes at below average costs.

To that end, I am a senior level executive with 5+ years experience in start-up or high growth environments focused on emerging digital media platforms (online and mobile). With experience that runs the gamut, I am able to draw upon my resources and networks to capture new opportunities, create bridges and infuse disparate knowledge sets. I have proven success translating high-level, undeveloped concepts into thriving, growing businesses that are meaningful to all levels of stakeholders, from the boardroom to the front office.

Specialties

Building and growing digital media properties; contract negotiation; human capital development & retention; business strategy formulation, execution and core mission evangelism; mergers & acquisitions (specifically television based); retransmission consent; content conceptualization and development (both visual and written). Core strengths in mobile marketing, including SMS, MMS, mobile web and application strategy (Android, Blackberry and iPhone)



HERA HUB
WORKSPACE FOR WOMEN

Review basics in your profile to put your best foot forward

Appearance

- Does it look organized?
- Is it easy to follow?

Work experiences

- How many experiences should you include?
- Have you included enough detail?

Have you made yourself easy to find?

- What keywords, industry, company names would people be searching for?
- What schools would you

Key details

- Have you customized your website(s)?
- Do you have companies / schools listed?

Customize your website link

[Edit Profile](#) [View Profile](#)



Andrea Sparrey [Edit](#)

Chief Talent Advisor, Sparrey Consulting, committed to helping exceptional young people achieve their goals

Greater San Diego Area | Management Consulting

[Edit](#)

Post an update

- Current**
 - **Principal & Career Coach at Sparrey Consulting** [Edit](#)
[+ Add a current position](#)
- Past**
 - Consultant and Case Team Leader at Bain & Company
 - Summer Associate at Bain & Company
 - Project Leader at CIBC
- Education**
 - The University of Chicago - Booth School of Business
 - University of Waterloo
- Recommendations** [13 recommendations](#) [Edit](#)
- Connections** [500+ connections](#)
- Websites**
 - [Blog](#) [Edit](#)
 - [Sparrey Consulting](#) [Edit](#)
- Twitter** [SparreyCons](#) [Edit](#)
- Public Profile** <http://www.linkedin.com/in/andreasparyey> [Edit](#)

[Share profile](#)

[Ask for recommendations](#)

[Create your profile in another language](#)

100% profile completeness

Who's Viewed My Profile?

Your profile has been viewed by 11 people in the past

Customize your website link

Additional Information | LinkedIn

LinkedIn Account Type: Basic

Andrea Sparrey Add Connections

Home Profile Contacts Groups Jobs Inbox 206 Companies News More

People Advanced

Edit Profile View Profile

Additional Information

Websites:

Blog	http://sparreyconsulting.co	Clear	
Other:	Sparrey Consulting	http://www.sparreyconsult	Clear
Check...	URL (ex: http://www.site.c		

Interests:

Tip: Use commas to separate multiple interests
Examples: management training, new technology, investing, fishing, snowboarding... See more

Groups and Associations: ICF, AIGAC, 85 Broads

Tip: Use commas to separate multiple groups
Examples: Kiwanis, IEEE, Product Marketing Association... See more

Honors and Awards:

Speak multiple languages?

You can create your profile in another language.

[Create another profile](#)

Use advanced search to find people that will be valuable to your network

The screenshot shows the LinkedIn Advanced People Search interface. At the top, the user is logged in as Felena Hanson. The navigation bar includes Home, Profile, Contacts, Groups, Jobs, Inbox (23), Companies, and More. The 'Advanced' search button is circled in red. Below the navigation bar, there are tabs for Find People, Advanced People Search (selected), Reference Search, and Saved Searches. The search form includes fields for Keywords, First Name, Last Name, Location (with a dropdown for 'Located in or near:'), Country (set to United States), Postal Code, and Within (set to 50 mi (80 km)). There are also fields for Title, Company, and School, each with a dropdown for 'Current or past'. A blue 'Search' button is located below the form. On the right side, there is a 'Premium Search' advertisement. At the bottom left, there are filters for Industries (with 'All Industries' selected) and Seniority Level.

Who might you want to find?




- Suppliers
- New Customers
- Prospective employees
- Referral Partners
- Who Knows Who

Study Your Network

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 8,751,700+ professionals — here's how your network breaks down:

1  Your Connections Your trusted friends and colleagues	1,570
2  Two degrees away Friends of friends; each connected to one of your connections	274,700+
3  Three degrees away Reach these users through a friend and one of their friends	8,475,400+
Total users you can contact through an Introduction	8,751,700+

12,714 new people in your network since April 10

Discover what risks could be lurking in your vacant property. Sign up for our **FREE** guide.



Get the guide 

Use productivity tools to make it easier to maintain connections

Choose one or all of LinkedIn's productivity tools

Search, build your network, and manage your contacts, all from the applications you use today.

Outlook Social Connector

Quickly and easily build your network using Outlook

- ✔ Build your network from frequent contacts
- ✔ Manage your LinkedIn contacts in Outlook
- ✔ Stay connected to your network

[Learn more](#)

[Download it now](#)

Browser Toolbar

Quickly search and access LinkedIn anytime

- ✔ Quick search from anywhere
- ✔ Direct access to LinkedIn
- ✔ See your inside connections at any hiring company

[Learn more](#)

[Download it now](#) ▾

Don't see what you want? Try these other tools

Email Signature

Customized signatures for your email. Supports Outlook, Outlook Express, and Thunderbird.

[Try it Now](#)

Mac Search Widget

Search LinkedIn anytime from your Mac Dashboard. OS 10.4 (Tiger) required.

[Download it now](#)

Google Toolbar Assistant

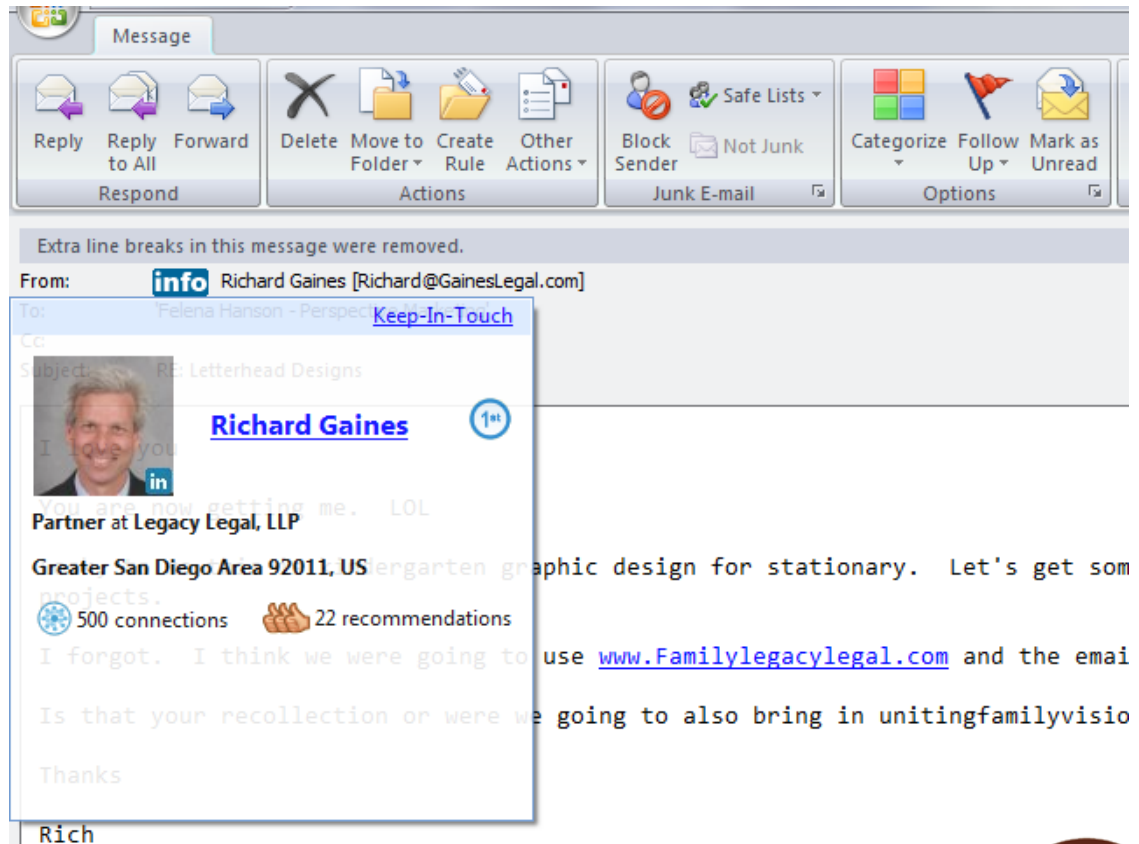
Optimize your [Google Toolbar](#) by installing the LinkedIn search button. Google Toolbar required.

[Download it now](#)

Outlook Toolbar

- Screens anyone you receive email from (also CC)
- Instant invite with templates
- Grab - puts contact into “Collected”

Recently bogging down Outlook a bit



Details such as languages can stand out in a search (page 1 of 3)

Past	<ul style="list-style-type: none">• Consultant and Case Team Leader at Bain & Company• Summer Associate at Bain & Company• Project Leader at CIBC
Education	<ul style="list-style-type: none">• The University of Chicago - Booth School of Business• University of Waterloo
Recommendations	13 recommendations Edit
Connections	500+ connections
Websites	<ul style="list-style-type: none">• Blog Edit• Sparrey Consulting Edit
Twitter	SparreyCons Edit
Public Profile	http://www.linkedin.com/in/andreaspalley Edit

[Share](#) [PDF](#) [Print](#)

Note: you can highlight awards, patents, publications, etc.

NEW Add sections to reflect achievements and experiences on your profile. [Add sections](#)

After selecting “edit profile”, click on “add sections”

Summary [Edit](#)

Andrea Sparrey helps people achieve their full professional potential. She helps clients define and achieve career goals, be it a new career path or acceptance to business school.

Sparrey Consulting works as a coaching partner for exceptionally promising early career professionals, to evaluate career options, encourage networking with people who can open doors and set goals and to create positive momentum. We partner to help you achieve the

Include languages as a way to differentiate yourself (page 2 of 3)



In dialog box, select “languages” and then click on “add to profile”

Include languages as a way to differentiate yourself (page 3 of 3)

Languages | LinkedIn

LinkedIn Account Type: Basic

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) **205** [Companies](#) [News](#) [More](#)

[Edit Profile](#) [View Profile](#)

Add Languages

Language:

English

[Add another language](#)

[Add Languages](#) or [Cancel](#)

* Indicates required field.

Proficiency:

Native or bilingual proficiency
Proficiency...
Elementary proficiency
Limited working proficiency
Professional working proficiency
Full professional proficiency
Native or bilingual proficiency

Then, select your proficiency for each.

[Help Center](#) | [About](#) | [Blog](#) | [Careers](#) | [Advertising](#) | [Recruiting Solutions](#) | [Tools](#) | [Mobile](#) | [Developers](#)

LinkedIn Corporation © 2011 | [User Agreement](#) | [Privacy Policy](#) | [Copyright Policy](#) | [Send Feedback](#)

Applications can be a great way to reconnect with your network

The screenshot shows a LinkedIn profile page for Felena Hanson. The navigation bar includes Home, Profile, Contacts, Groups, Jobs, Inbox (23), and Companies. A 'More' dropdown menu is open, listing options such as Answers, Learning Center, News beta, Skills beta, Upgrade My Account, My Applications, Reading List by Amazon, Events, Polls, My Travel, SlideShare Presentations, Blog Link, Company Buzz, and Get More Applications... The main content area features several application cards: 'Blog Link' by SixApart, 'Google Presentation' by Google, and 'Events' by LinkedIn. A calendar icon shows 'OCT 28'. The text on the page explains that LinkedIn Applications enable users to enrich their profiles and share information.

TWITTER FEED – THE FACEBOOK LOOP

Triplt example



Welcome, Andrea

You are in San Diego, CA

You have 0 upcoming trips
[View past trips](#)

Add a trip

Destination

San Francisco, CA

Description

Start date

05/09/2011

End date

5/11/2011

Don't show this trip to other people or in my network updates.

Cancel

Add trip

Connections

500+ connections

Websites

• [Blog](#) [Edit](#)



Welcome, Andrea

You are in San Diego, CA

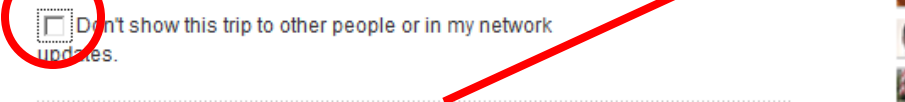
You have 0 upcoming trips
[View past trips](#)

[Mytrips](#)
[Add a trip](#)
[Share My Travel](#)
[Settings](#)
[Trip Support](#)

Who's close to you

In San Francisco, CA

- | | | |
|----------------------|----------------------|----------------------|
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |
| May 9 - May 11, 2011 | May 9 - May 11, 2011 | May 9 - May 11, 2011 |



You can use groups efficiently, avoid incessant emails!

- Public vs. Private
- Join up to 50 groups
- Find your customers in groups
- Open gateway: connect & message group members
- Search out expertise
- Consider starting a group

The screenshot shows a LinkedIn group page for 'CWI'. The user is logged in as Felena Hanson. The page has tabs for 'Discussions', 'Members', 'Promotions', 'Search', and 'More...'. The 'More...' menu is open, showing options: 'Updates', 'My Activity', 'My Settings' (highlighted), 'Subgroups', and 'Group Profile'. Below the menu, there's a 'My Activity' section with a profile picture and a 'Share' button. A discussion titled 'San Diego Business Showcase' is visible, with a comment from Debra Simpson. A 'Settings' label with an arrow points to the 'My Settings' option in the menu.

Visibility Settings

Group Logo: Display the group logo on my profile.

Contact Settings

Contact Email: Select the email address to use when receiving communications from the group.

[Add a new email address >](#)

Activity: Send me an email for each new discussion.

Digest Email: Send me a digest of all activity in this group.

Note: Your email address will remain hidden from members of the group.

Delivery Frequency:


Announcements: Allow the group manager to send me an email (no m...



Use profile stats to check on who's checking you out!

The screenshot shows a LinkedIn profile page. On the left, there is a vertical list of recent activity: a user profile, a connection notification for Daljit Kochhar to Sekaran Murugaiah, a post by Nanci Arvizu about publishers listening to book bloggers, a connection notification for Elyse Hormuth to christopher Yamamoto, a connection notification for Jacqueline Boudrot to Ethel Salonen and Jacqueline Fearer, a connection notification for Johnathan Nguyen to Duc Tran, Corban Bell, and Steven Chien, and a connection notification for Megan Hall to Peter Madden. On the right, there is a sidebar with several sections: an orange button for 'SEE WHAT ALL THE BUZZ IS ABOUT', an Aflac logo with the tagline 'We've got you under our wing.', a section titled 'Who's Viewed Your Profile?' which is circled in red and contains two items: '11 Your profile has been viewed by 11 people in the past 7 days.' and '17 You have shown up in search results 17 times in the past 7 days.', a section for 'Your LinkedIn Network' showing '694 Connections link you to 6,204,588+ professionals' and '9,075 New people in your Network since June 5', and a blue 'Add Connections' button. At the bottom of the sidebar, there is a section for 'Jobs You May Be Interested In' with a 'beta' label and a close button.

Use profile stats to check on who's checking you out!

LinkedIn  Account Type: Basic ▼ Andrea Sparrey [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox **183** Companies More [Advanced](#)






[Find A Great Job Now - \\$100K+ Jobs Database- Jobs Paying Over \\$100,000 - From TheLadders .](#)

Profile Stats

Last 90 Days January 7, 2011 – April 7, 2011 [Settings](#)

Who's Viewed Your Profile

LAST TWO DAYS

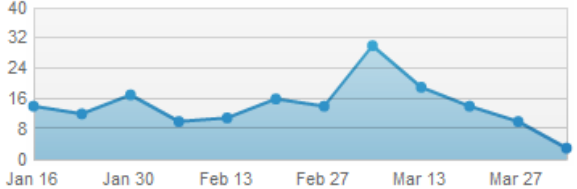
-  **Anonymous LinkedIn User**
-  **Director at University of Chicago Booth School of Business**
-  **Managing Director at Goldman Sachs**
-  **Director at LexisNexis**
-  **Someone at Charles Aris, Inc.**

See the full list of who's viewed your profile. [Upgrade your account.](#) [[Learn more](#)]


Trends

Views [Appearances in Search](#)

Total Views **170**




Date	Views
Jan 16	16
Jan 30	18
Feb 13	10
Feb 27	32
Mar 13	18
Mar 27	10

Profile Stats Pro - Upgrade Now 

Get the full list of who's viewed your profile, plus:

- Learn how they found you
- See your viewers by industry
- Get visitor stats by geography



Conduct research about prospects and competitors using “follow company”

The screenshot shows the LinkedIn profile for Qualcomm. At the top, there's a navigation bar with 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox (81)', and 'More...'. Below that, the company name 'Qualcomm' is displayed. The 'Overview' tab is selected, showing a brief description of the company. A yellow circle highlights the 'Follow company' button, which is marked as 'NEW'. Below this, there's a 'Careers' section with a 'Sponsored Content' header, featuring a call to action to join Qualcomm and links to learn more and meet employees.

- Use the [follow company](#) feature on LinkedIn to find out the following helpful information:
 - Common career paths before and after the company
 - Where employees are most connected
 - Departments & levels for new hires
 - Former employees and where they have departed to
 - Recent promotions and changes

Position yourself as an expert

- Include URL links in your summary or descriptions to sample work
 - Thanks to Margot from [The Word Factory](#) for the tip
- Ask [questions](#) to build credibility
 - Rate answers to thank respondents
 - If one stood out, select that as the “best” answer
- Include answers application on your main profile page
 - Identify categories where you may be an expert
 - Review questions (put 30 minutes on your calendar on a weekly basis)
 - Research person asking question to offer a personal response based on their LinkedIn profile
 - Provide valuable tips in your response, including website links or introductions to experts
 - Request “best answer” rating if appropriate



Create your own resume real-time from LinkedIn®

- Use the content on your profile to create your resume

www.resume.linkedinlabs.com

ANDREA SPARREY

andrea@sparreyconsulting.com

617-833-5947

<http://www.sparreyconsulting.com>

SUMMARY

Andrea Sparrey helps people achieve their full professional potential. She helps clients define and achieve career goals, be it a new career path or acceptance to business school.

Sparrey Consulting works as a coaching partner for exceptionally promising early career professionals, to evaluate career options, encourage networking with people who can open doors and set goals and to create positive momentum. We partner to help you achieve the early success that will set you on an exciting lifelong career trajectory.

We seek out top-tier emerging leaders and business school candidates

Our clients have earned admission to elite business schools including, Harvard, Stanford, Wharton, Kellogg, Chicago and Tuck. We help you to set clear goals for your application and to create an application that is your



HERA HUB
WORKSPACE FOR WOMEN

Consider activities that are your priorities & get them done!

Activity	Frequency	Time required
Review contact update email	Weekly	10 minutes
Reach out to someone just to say hi!	Weekly	5 minutes
Update status	Weekly (Ent) Monthly (empl)	5 minutes
Ask a question (or write an answer)	Weekly (Ent) Monthly (empl)	10 minutes
Review profile – ask someone for feedback	Monthly	5 minutes
Follow new companies	Monthly	10 minutes
Recommend people	Monthly	30 minutes
Search for people who meet a specific need	As applicable	10 minutes
TripIt: Use travel plans as conversation starter	As applicable	10 minutes
Include new books on reading list	As applicable	5 min

Questions

Contact

Felena Hanson - felena@herahub.com

Andrea Sparrey - Andrea@sparreyconsulting.com

Suggested Default Settings

- Go to upper right “Settings”
- Working on the **Left** Column
- Make the following changes until you know better and understand the impact of the settings completely.
- Upload photo, visible to “everyone”
- Public Profile displays “full” profile information. Customize your URL so that you can use it on your email signature such as <http://www.linkedin.com/in/FelenaHanson>
- Member Feed visible to everyone
- Contact Settings: “I’ll accept introductions and InMail”
- Opportunity Preferences: I suggest checking boxes “consulting”, “ventures”, “expertise”, and “re-connect” at a minimum, and others at personal preference.
- Invitation Filtering: “All Invitations”
- Group Invitations: “Open to Receive”

Complements of Marco Thompson

Suggested Default Settings

- Go to upper right “Settings”
- Working on the **Right** Column
- Name & Location: Display Name = Full First & Last Name
- Email Addresses: List ALL email addresses, that any business contact might try to contact you through.
- Connections Browse: Hide or not Hide
- Profile Views: “Don’t Show Users that I have viewed their Profile”

Complements of Marco Thompson

Build credibility through recommendations

**Should you have recommendations?
(Personal or business)?**

Who should you ask?

How should you ask them?

What is your company's policy?

Why would someone get a LinkedIn® premium profile?

- **Profile contacts:** save profiles that you've found and take notes re: prospective contacts
- **Profile views:** see a complete list of who's viewed your profile, could be valuable to estimate probability of new business
- **InMail messages:** reach out to anyone on LinkedIn® with messages, consider if this is relevant for you
- **Search results:** increase the number of people returned in each search
- **Profile detail:** see expanded profiles for everyone on LinkedIn®
- **Open your profile:** allows others to reach out and connect directly with you