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LINKEDIN DOMINATION

A Starter Guide

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welcome to the talent stacker **LINKEDIN DOMINATION STARTER GUIDE**



In this guide we are going to start by helping you to understand the importance of LinkedIn especially as it applies to a Salesforce career. We are then going to help you get a LinkedIn Profile created! From there we are going to show you the top need-to-know tips and tricks to make sure LinkedIn is working to help you start the career of your dreams.

 **Let's get started!**

..... linkedin lesson 1 WHY IS LINKEDIN SO IMPORTANT?



Click to Play
Lesson One Video

»» KEY TAKEAWAYS

- LinkedIn is easily the largest online professional network.
- LinkedIn is technically a social media site but is designed specifically for professionals, this means you aren't connecting with friends and family or posting about what you had for dinner. You are focusing on your professional life, including things like what new career goals you have achieved, what type of work experience you have and networking with other professionals.
- You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.
- You can access LinkedIn from a desktop or LinkedIn mobile app which makes it easy to check-in and stay up-to-date on relevant information from your professional life.
- A professional LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills, and education.
- LinkedIn can be used to organize events, join groups, write articles, post photos and videos, and more.
- Most importantly for you, the Salesforce professional ecosystem is very active on LinkedIn, this means you will find job postings, groups and other professionals to network with and grow relationships throughout your career.
- Resources are linked throughout - click on the **bold pink text!**

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..... linkedin lesson 2 CREATING YOUR PROFILE

In Lesson 1, you developed an understanding of why LinkedIn is so important for your success. It's far more than a resume and in reality is far more important than your resume in the early stages of a career transition. This is where you network, build community and find out about the opportunities available in the "hidden job market" (those jobs that don't get posted). In Lesson 2 we are going to get our hands dirty and go through the process of creating our LinkedIn profile. If you already have your account setup, great work, get logged in and skip to Lesson 3!



**Click to Play
Lesson Two Video**

» TAKE ACTION

- If you don't have a **LinkedIn Profile** **Click Here** to get started creating one!
- If you do already have a profile you can move to the next lesson.
- Follow the steps in the video above to setup your LinkedIn account.
- Be sure to use the same email address you signed up for Trailhead with if possible to keep all of your accounts aligned.



»» **NOTES TO REMEMBER**

Use this space to pen some notes from the Video Lessons or other important take home messages.

quick check in

Doesn't it feel good? You just completed Lesson 2 of the LinkedIn Domination Course!

Get some rest and get ready for Lesson 3 where we will help you take your LinkedIn profile to the next level with profile photos and background photos that turn heads!



..... linkedin lesson 3 TURNING HEADS WITH IMAGES

Welcome to Lesson 3! You are knocking this course out! In Lesson 2 we got our LinkedIn account setup, now it's time to turn it into something worth sharing. We want to bring your professional persona to life so let's get started!

Today, you will be improving the visual imaging of your profile. This is something most individuals on LinkedIn overlook, their profile pictures and backgrounds don't pop. Believe it or not the way your images look determine if someone viewing your profile will find it engaging and pleasing to the eye.



**Click to Play
Lesson Three Video**

»» TAKE ACTION

- Make sure your Cover/Background photo looks appealing, we recommend to using one of the background images supplied below.
 - Not Certified Yet? (Most common) **Salesforce LinkedIn Background Blank**
 - Have 100 Badges on Trailhead? **You're a Ranger! Ranger LinkedIn Background**
 - Already Certified? (Save this one for later) **Certified LinkedIn Background**
- Get your profile picture added and looking sharp! A great image editing tool for your profile image can be **found here for PFP Maker**. Here is a quick video on **How To Use PFP Maker!** Having a professional Profile photo is key, this is the first impression a person will have of you so make it count! A picture of you working at a computer or wearing business casual/professional attire can set the right perception of who you are at a professional level.

..... linkedin lesson 3 **TURNING HEADS WITH IMAGES**

»» **KEY TAKEAWAYS**

- If you are looking to become a Salesforce professional everything about your Profile should say Salesforce, you are only applying for Salesforce positions, so forget everything else and dedicate to Salesforce!
- LinkedIn is a great place to network, feel free to join some Salesforce Groups, connect with some Salesforce Professionals and start to understand how the platform works.
- You may have guessed there is a mobile app for LinkedIn, why not install it and log in once your profile is setup? Imagine if you replaced just one of your social apps with LinkedIn and spent that time exposing yourself to professional posts and conversations instead of seeing what your cousin had for breakfast. This could help you think more professionally and start to get a feel how other professionals are networking with each other.

quick check in

Your profile is looking better already! You've got some fantastic images in place and you're beginning to look like a Salesforce professional to the outside world!

Tomorrow we will be discussing how to make LinkedIn work for you 24/7, with recruiters and hiring managers finding you at every turn. This is because we are going to improve your SEO with some quick tips for updating the Title & About section of your profile for maximum visibility!



..... linkedin lesson 4 YOUR TITLE & ABOUT SECTION

You made it to Lesson 4 already! You are well over halfway through this course, and there is no stopping you now.

At this point your profile is looking sharp, but we still need to add the information that makes you stand out from the crowd. In this lesson we are going to show you how to update your wording so that recruiters are coming to you, you're not out looking for them!



**Click to Play
Lesson Four Video**

»» TAKE ACTION - TITLE

- First update your Title.
- If you are not yet certified update your Title to "Salesforce Administrator / Business Analyst" or something similar. If you are interested in Developer roles you could use "Salesforce Administrator / Business Analyst / Developer". Simply limit the Title to what you are open to.
- If you are Certified, update your Title to "Salesforce Certified Administrator / Business Analyst / Developer" or something similar.
- The important thing is to include Salesforce and the roles you are open to in the title for search results when companies are looking for candidates.

YOUR TITLE & ABOUT SECTION

» TAKE ACTION - ABOUT SECTION

- Now work on updating the About section. Similar to your Title, the About section is mainly about using keywords for search results but also about giving a clear concise message of who you are. This is your elevator speech for why you are a great candidate for Salesforce positions. Here is an example About section that you can make modifications to for your own profile. You will notice that this is written in the 3rd person which is fairly typical, although is not necessary and can be modified based on what you are comfortable with.



ABOUT ME SECTION EXAMPLE

I am a Salesforce Certified Professional who has hands-on experience with the Salesforce Platform. I am actively engaged in multiple Salesforce communities and groups to increase my Salesforce knowledge, awareness and professional connections. Highlights from my Salesforce experience include {List Experience from Volunteer Projects, scenario based projects etc.}.

In my free time I enjoy participating in Salesforce Community groups both learning and helping others to leverage Salesforce to improve productivity and efficiency for their employers and co-workers! I am also a member of a Salesforce Professional Development Program to fully understand the Salesforce Ecosystem and network to build valuable relationships in the Salesforce space.

Outside of my passion for Salesforce I enjoy {List some personal hobbies and interests like family/travel}.

»» NOTES TO REMEMBER

Use this space to pen some notes from the Video Lessons or other important take home messages.

quick check in

You are now moving beyond the competition. Your profile is now better than 90%+ of the LinkedIn profiles of other professionals. When recruiters see your profile they will be engaged and intrigued to find out more about you.



Tomorrow is Lesson 5 - you are almost there! In the next lesson we are going to show you the tips and techniques to engage on LinkedIn and bring your profile to live. You will learn to interact on LinkedIn in meaningful ways that make sure the world knows you are here, you are focused and you are next in line for the career of your dreams!

..... linkedin lesson 5 ENGAGING ON LINKED IN

Congratulations, you've made it to Lesson 5. In this lesson we are going to activate your LinkedIn profile. We are going to take this static profile and bring it to life. You will learn the top tips for engaging on LinkedIn in a meaningful way to show the world you are here to succeed.



**Click to Play
Lesson Five Video**

»» TAKE ACTION

- If you take this course seriously you are going to see massive improvements over the next week! Check out our Talent Stacker Pro Tips over the next few pages. Be sure to share this resource with your friends and professional network so they can better understand how you became an amazing LinkedIn superstar overnight! We hope you've enjoyed the challenge and don't stop here! Check out other free resources we have available so you can continue on a clear path to success!



WANT MORE FREE RESOURCES?

HEAD OVER TO THE TALENT STACKER SITE AND BE SURE TO GET A COPY OF OUR FREE SALESFORCE 5 DAY CHALLENGE, THE FREE SALESFORCE ADMINISTRATOR EXAM COURSE AND THE FREE TALENT STACKER PROGRAM INFORMATION GUIDE!

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Pro Talent Stacker Tips for ENGAGING ON LINKED IN

»» TIP #1: POST REGULARLY

- It is important to post on a regular basis for others to start recognizing your face/name/title. Use hashtags "#" to make your post more searchable. For example #Salesforce #SFAdmin #Trailhead #Ohana (you will get the hang of it, get creative and have fun).
- You will start to get alerts that people are viewing your profile, which means you are now of interest in the community.
- As you post regularly people will start connecting with you and potentially messaging you to connect more directly.
- Make sure to engage back with people, respond to any comments or messages.
- You want to post at least minimally engaging material. (Idea Examples Below)
- Google "Salesforce News" each morning and if you see anything interesting make sure to make a post about it and link to the article (Quick tip when you link to articles, videos, or any content outside of LinkedIn try and post the link in the first comment on your own post. LinkedIn puts less effort into sharing posts that lead people out of LinkedIn, so putting in the comment keeps your post clear of these links).
- If you complete a Super Badge make a post about it. Share why it was challenging, exciting or informative. Try to ask a question to get others to engage. "Have you guys completed this Super Badge? What did you think?"
- You could even post about exciting, cutting edge Salesforce Training Programs! "Have any of you completed the Free Salesforce LinkedIn Domination Course by Talent Stacker? If not, you're missing out!".

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Pro Talent Stacker Tips for ENGAGING ON LINKED IN

»» TIP #2: HOW TO CONNECT WITH OTHERS EFFECTIVELY

- Connect with others constantly. This builds the # of connections you have which can be a quick indicator with how engaged you've been on LinkedIn over time.
- Connecting with someone is not like being their "Friend", it's your way of following their posts and them following yours.
- Connect with Salesforce Recruiters, Company Managers and other Salesforce Professionals. Especially connect with people that you see posting and you truly enjoy what they are talking about. When this happens go ahead and send them a message letting them know what you enjoy about their posts and why you appreciate the content.
- Connect with people you aspire to be like or look up to in the Salesforce ecosystem. Message them and ask them what they think helped their career or what helped them move forward. People enjoy being respected, they feel the respect when you ask them for advice or imply that you look up to them.
- These connections play a pivotal role in your career and you never know when these random actions could result in a career breakthrough.

»» TIP #3: JOIN GROUPS

- You can basically search the Groups section for anything with Salesforce in the title or any other Groups you may be personally interested in. You can post within these Groups specifically if you choose.
- The main purpose of groups is to make your LinkedIn Profile more dynamic. A recruiter or hiring manager can quickly see you are a member of 15 Salesforce groups. It's simply another layer of your passion for all things Salesforce.

Pro Talent Stacker Tips for ENGAGING ON LINKED IN

»» TIP #4: LIKE AND COMMENT

- Likes and Comments on Posts are great because the person who posted will get a notification with your face/name/title.
- If you continuously like and comment people will begin to remember you and you will create an impression on them.
- Commenting can lead to conversations on threads that can create a lasting memory. It may even lead to direct messages that build even stronger relationships. Always be forward thinking, considering how you can communicate with individuals about what your goals are and how you can help them or they can assist you.
- Remember never to take more than you give, don't go around asking for jobs Give openly with no strings attached to the Salesforce world and it will give back to you.

»» TIP #5: SHARE OTHER PEOPLE'S POSTS

- This is a unique one because it isn't used often.
- When you see a post that you like and want to share it to others simply share the post.
- The nice thing about this is it serves as somewhat of a "Super Like" and this leaves an impression on people, especially if they see it often. How do I know? Because when people share my Posts I always get a little extra positivity boost and it sticks.



..... **join talent stacker**

NEED ADDITIONAL SUPPORT?

TAKE THE FREE 5 DAY CHALLENGE

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Looking to continue your journey as a Salesforce professional and would like support in navigating your next step? We invite you to take the Free Salesforce 5 Day Challenge by Talent Stacker and check out our other Free and Value Add Career Development Resources.

TAKE THE CHALLENGE

SALESFORCE FOR EVERYONE

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For everything you need to know about embarking on a Salesforce career - Subscribe to the Salesforce for Everyone YouTube channel or check out our podcast!

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