Get LinkedIn: How to Use LinkedIn to Get Connected

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Lisa Snedeker brings more than 25 years of media/communications experience to her position as the law school's communications and public relations director. Before coming to Wake Forest, Lisa worked as a reporter and editor for The Associated Press, the St. Louis Post-Dispatch, the Las Vegas Sun and The Fayetteville (N.C.) Observer, among other newspapers, magazines and broadcast outlets. She has a BA from Saint Mary-of-the-Woods College in Indiana and a MA from the University of Illinois at Springfield.

Gretchen Edwards promotes alumni advocacy and engagement through web based media and electronic tools as the alumni office's assistant director of digital engagement. She began her work at Wake Forest sponsored by Cisco, where she liaised between the company and the institution to foster the adoption and assess the effectiveness of collaborative technologies within the University community. She graduated from Wake Forest in 2010 with a BA in History, and minors in Journalism and Global Trade & Commerce Studies.
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● Enhancing your online presence
● Getting started on LinkedIn
● Maintaining your presence on LinkedIn
● Finding the right balance
Why is your online presence important?

- **70%** of employers have rejected a job candidate based on information they found about that person online.
- **85%** of employers say that a positive online reputation influences hiring decisions.
Live demo of how to enhance your online presence
• Remember, LinkedIn is constantly growing:
  ○ Over 135 million professionals
  ○ 1 million+ company profiles
  ○ Over 150 industries
  ○ Executives from every Fortune 500 firm
  ○ More than 14 million students and recent college graduates from around the world
● How to create a LinkedIn profile
Live demo of
How to create a LinkedIn profile
Build your network
  ○ Join groups
    ■ Examples:
      ■ Wake Forest School of Law Students and Alumni
      ■ Wake Forest University Law and Business
      ■ Wake Forest Alumni
      ■ Wake Forest University Career Connectors
  ○ Affiliate yourself with appropriate associations and specialities
    ■ Example:
      ■ ABA Young Lawyers Division
● Who should you accept into your network?
  ○ Two philosophies
    ■ Protected
    ■ Open
• Importance of maintaining your profile, network
• Please chat in your questions

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We look forward to hearing from you!

Lisa Snedeker  ●  on LinkedIn

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