



TIPS FOR USING LINKEDIN LIKE A PRO

Presented by Mary Kate Soliva



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Why LinkedIn?

Approximately 740 million registered members from 150 countries.

Most used social media platform by Fortune 500 Companies.

Over 20 million Job Listings!

Has 80% of all B2B leads on social media platforms.

DEVELOP YOUR PROFILE

Mary Kate Soliva


PMI Business Development Analyst | TEDx Hagåtña | Army SOF | DCJ Student | Connecting people with resources especially change makers, veterans, and survivors of human trafficking.


Talks about #leadership, #mentorship, #networking, #militarytransition, and #humantraffickingawareness


Washington DC-Baltimore Area · [Contact info](#)

4,063 followers · 500+ connections

I'M A CONNECTOR.








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 Project Management Institute


 Saint Leo University

Who are you?


What is your “why”?

120-character limit on a computer or use a Mobile app and you can write more.

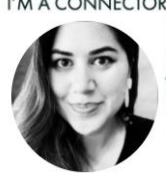
Profile Picture: remember the 3 S’s...




Linda Smith · 1st




Jo Lembo · 1st




Mary Kate Soliva




Adam S. · 2nd



Smile! You can adjust photo after it is uploaded.



Simple headshot of you alone.



Size of pixels are between 400x400 and 20,000x20,000.

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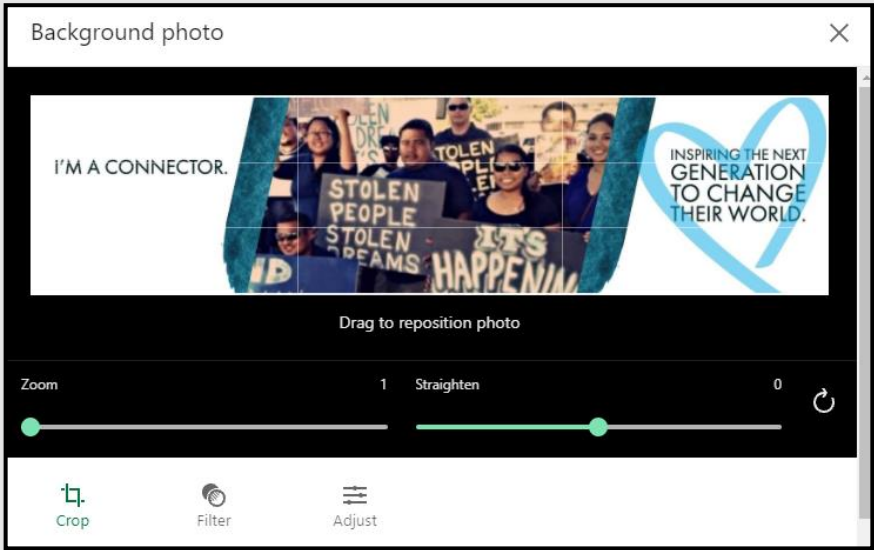
3

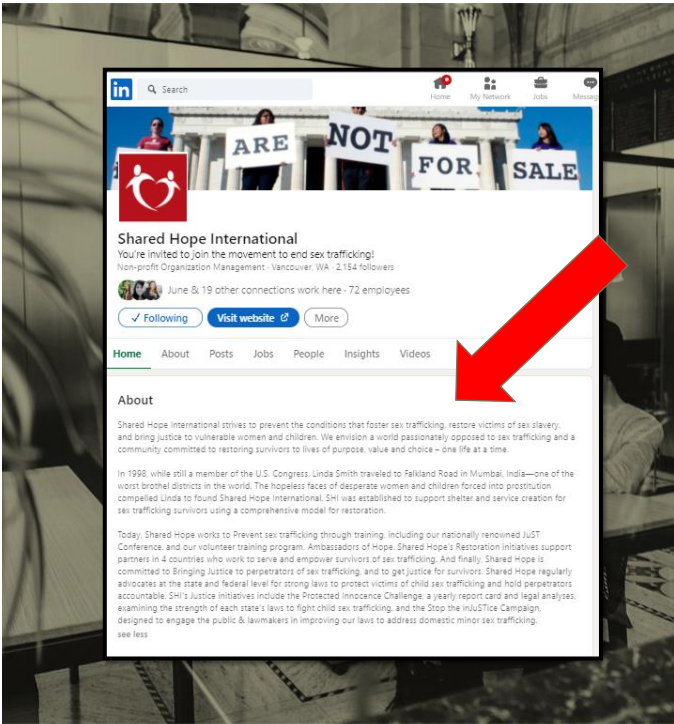
Cover Photo



- 1,584 X 396 pixels
- Maximum size of 4MB
- Be Original 😊

- Leave space for your Profile Picture.
- Reposition photo if necessary.
- Check visibility on desktop and cell phone.





Summary

- 2,000 characters
- What are some of your accomplishments where you made a difference?
- What are your “superpowers” that you are good at?
- Mention any fun facts or unique information about yourself.
- Check for any spelling mistakes or grammatical errors.


About

Shared Hope International strives to prevent the conditions that foster sex trafficking, restore victims of sex slavery, and bring justice to vulnerable women and children. We envision a world passionately opposed to sex trafficking and a community committed to restoring survivors to lives of purpose, value and choice – one life at a time.

In 1998, while still a member of the U.S. Congress, Linda Smith traveled to Falkland Road in Mumbai, India—one of the worst brothel districts in the world. The hopeless faces of desperate women and children forced into prostitution compelled Linda to found Shared Hope International. SHI was established to support shelter and service creation for sex trafficking survivors using a comprehensive model for restoration.

Today, Shared Hope works to Prevent sex trafficking through training, including our nationally renowned JuST Conference, and our volunteer training program, Ambassadors of Hope. Shared Hope's Restoration initiatives support partners in 4 countries who work to serve and empower survivors of sex trafficking. And finally, Shared Hope is committed to Bringing Justice to perpetrators of sex trafficking, and to get justice for survivors. Shared Hope regularly advocates at the state and federal level for strong laws to protect victims of child sex trafficking and hold perpetrators accountable. SHI's Justice initiatives include the Protected Innocence Challenge, a yearly report card and legal analyses, examining the strength of each state's laws to fight child sex trafficking, and the Stop the InJuStice Campaign, designed to engage the public & lawmakers in improving our laws to address domestic minor sex trafficking.

see less



About

TEDx Hagåtña speaker, Business Development Analyst and advocate with a demonstrated history of high quality product results and possesses an innate talent for quickly mastering technology and new concepts.

Stepping into my new role with the Project Management Institute where we certify and empower project professionals and change-makers around the world. Ask me how PMI offerings could benefit your organization!

- After hearing about the first known human trafficking case in Guam, I felt called to do something. I empowered others to join me in spreading awareness, volunteered as an advocate for Survivors, and started a fund for survivors. I've worked with the Attorney General of Guam; local law enforcement in Guam, Philippines, Maryland, and North Carolina; and non profits to bring awareness about modern day slavery. I've supported and assisted in the development of a Human Trafficking Task Force. I've also led and coordinated training for hundreds of military personnel on the impact and signs of sex trafficking.
- Experience working with foreign law enforcement and military units. Worked with some of the best scientists in the world in disease research.


Veteran and Veteran Family advocate-if you need assistance with your transition please reach out. I am happy to help. There are over 45,000 veteran organizations out there!

Gallop Strengths:

1. Connectedness 2. Strategic 3. Self-Assurance 4. Arranger 5. Command

"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, 'I have lived through this horror. I can take the next thing that comes along.' You must do the thing you think you cannot do." -Eleanor Roosevelt

Location



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Listing a location will help you:

- Connect with people in your area.
- Inform recruiters your location for job opportunities.
- Let organizations know you are near their area.

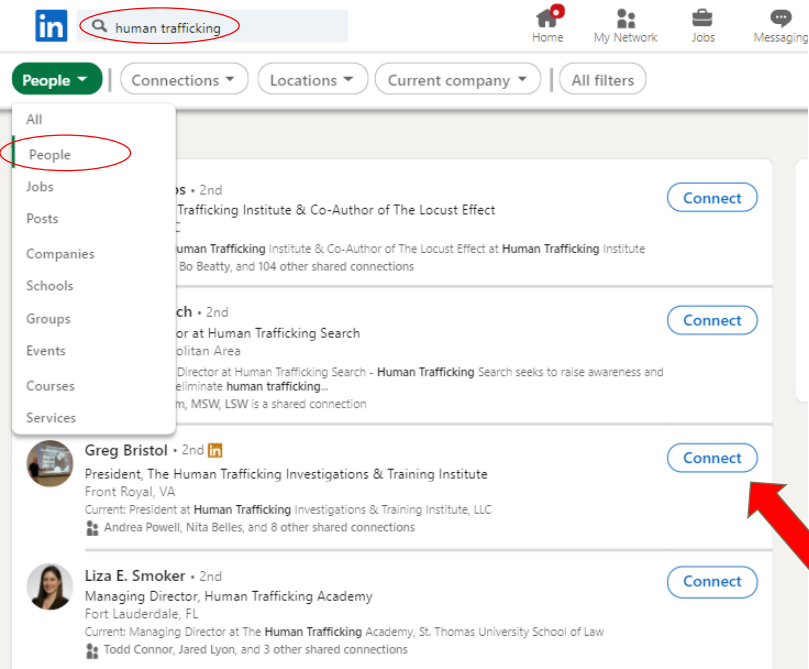


Remember...

- Be Authentic.
- Smile!
- Share YOUR story.

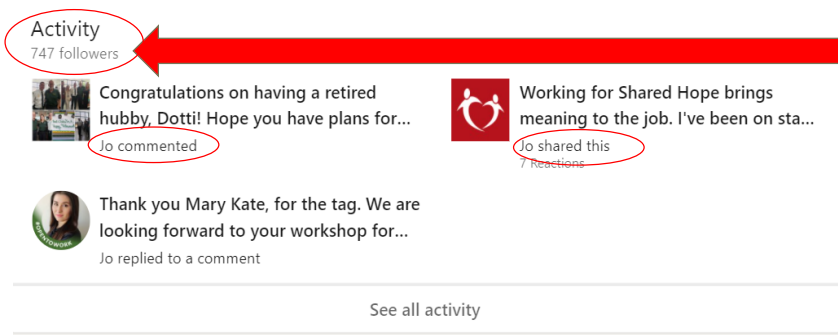


EXPAND YOUR NETWORK



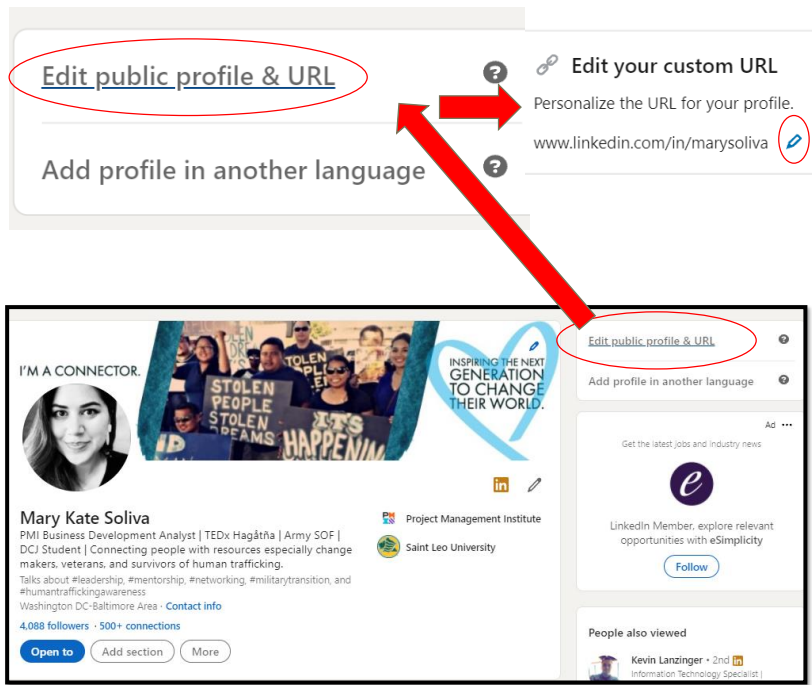
Making Connections

- Use the search engine
- Narrow your search
- Click on Profile
- Identify a reason to connect
- Send a Message



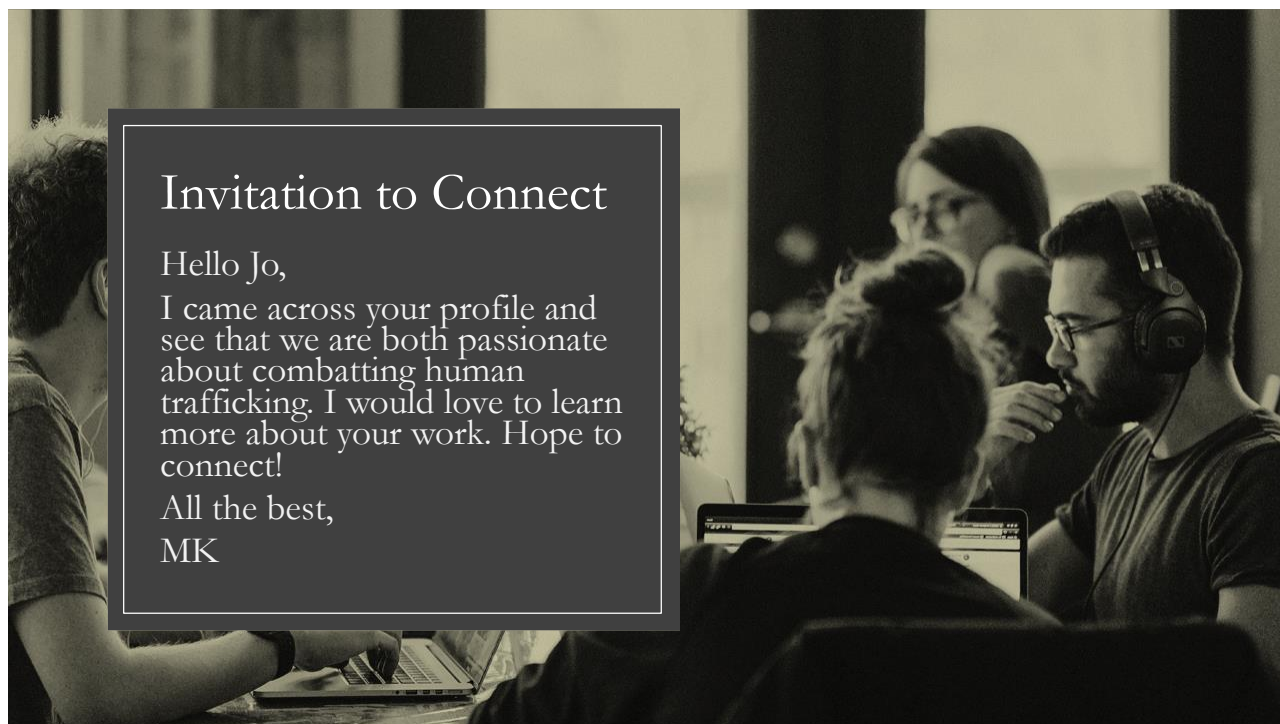
Verify Activity

- Check their activity
- What kind of content do they share?
- What do they post about?
- How many followers do they have?



Edit Your URL

- Use your desktop computer to edit your URL.
- Simplify your URL by removing extra numbers and characters.
- This will help you share your link to others with ease.



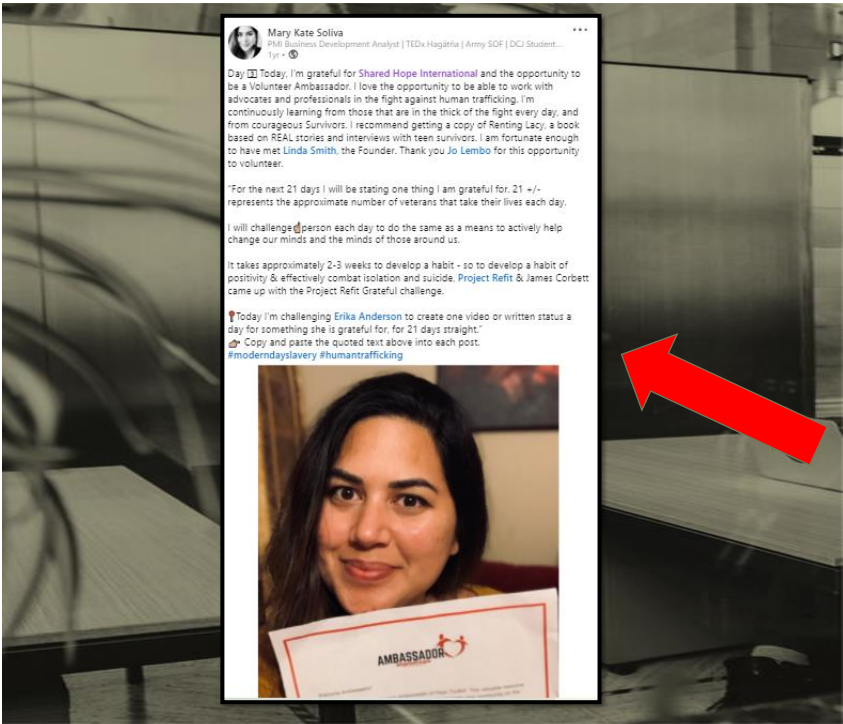
Invitation to Connect

Hello Jo,

I came across your profile and see that we are both passionate about combatting human trafficking. I would love to learn more about your work. Hope to connect!

All the best,
MK

SUPPORT YOUR
PASSIONS




Making a Post

- Consider time of day.
- Add a photo.
- Avoid resharing posts. Best to make an original post.
- Create spaces for ease of reading.
- Check for any spelling mistakes or grammatical errors.
- #Hashtags
- Tag at least 3 people who will engage with your post.
- Put links in comment section.

Making a Post





Mary Kate Soliva
PMI Business Development Analyst | TEDx Hagåtña | Army SOF | DCJ Student...
1yr • 0

Day [3] Today, I'm grateful for [Shared Hope International](#) and the opportunity to be a Volunteer Ambassador. I love the opportunity to be able to work with advocates and professionals in the fight against human trafficking. I'm continuously learning from those that are in the thick of the fight every day, and from courageous Survivors. I recommend getting a copy of *Renting Lacy*, a book based on REAL stories and interviews with teen survivors. I am fortunate enough to have met [Linda Smith](#), the Founder. Thank you [Jo Lembo](#) for this opportunity to volunteer.

"For the next 21 days I will be stating one thing I am grateful for. 21 +/- represents the approximate number of veterans that take their lives each day.

I will challenge [Erika Anderson](#) person each day to do the same as a means to actively help change our minds and the minds of those around us.

It takes approximately 2-3 weeks to develop a habit - so to develop a habit of positivity & effectively combat isolation and suicide, [Project Refit](#) & James Corbett came up with the Project Refit Grateful challenge.

🔥 Today I'm challenging [Erika Anderson](#) to create one video or written status a day for something she is grateful for, for 21 days straight."

📋 Copy and paste the quoted text above into each post.
[#modernslavery](#) [#humantrafficking](#)



Responding is a Two-way street

- Respond to people who comment on your post.
- Engage in their content.
- Tag other people by using the “@” symbol in comment box and start typing a name.

Hashtags



#humantrafficking
4,777 followers
Following

in

#huma

HomeMy Network

humantrafficking

humantraffickingawareness

humantraffickingprevention

humanfirst

humanitarian

humanitarianaid

humanityfirst

humanitarianassistance

See all results

Mar

PMI B

DCJ S

maker

Talks about leadership, mentorship, networking, community, and

#humantraffickingawareness

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Open toAdd sectionMore

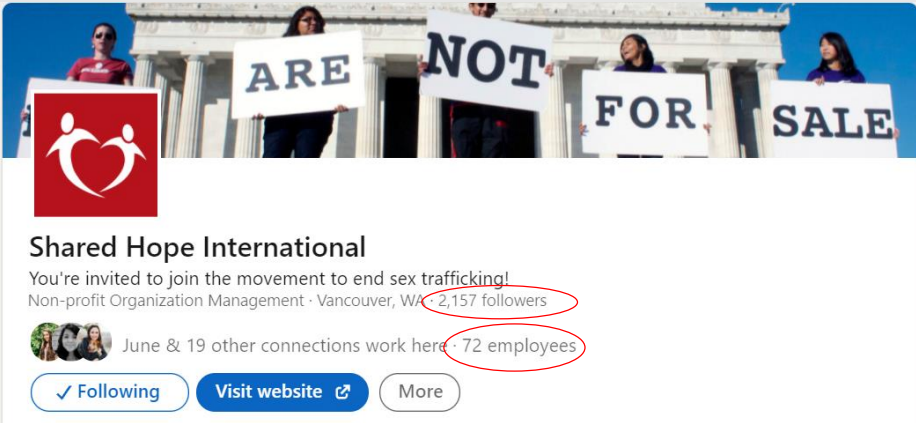
AMPLIFY YOUR ORGANIZATION



Spread the Word

- Create a Company page on LinkedIn.
- Utilize your network.
- Post content on a consistent basis.
- Pick a few areas of focus and utilize those hashtags!
- Encourage your team to **Follow** the Company page and list it in their work experience.
- Engage in LinkedIn groups.

Engage. Empower. Elevate.



- Engage others to follow your page and provide value through content.
- Empower your followers and employees through content.
- Elevate your message



A Stellar Profile

- Includes a photo
- States your industry and location
- Lists at least 2 job positions you held
- Education (No need for dates)
- Max out your skills
- Set a goal to reach 500 connections



Own Your Journey

This is an opportunity to share your story. **Be bold** and reach out to people you have never met. **Connect** with people from around the world. **Collaborate** and share ideas. **Empower** one another. **Influence** positive change.



Mary Kate Soliva

PMI Business Development Analyst | TEDx Hagåtña | Army SOF | DCJ Student | Conne...



Let's Connect!

- Use your cellphone and hold your camera over my QR code to scan.
- The code will take you to my LinkedIn profile.
- You can easily share your QR code with others.
- Your QR code is great for business cards!

