



Do's & Don'ts

Dave Wheeler

Agenda

- Rules of the Road
- Digital Identity
- Don't be THAT Guy/Gal

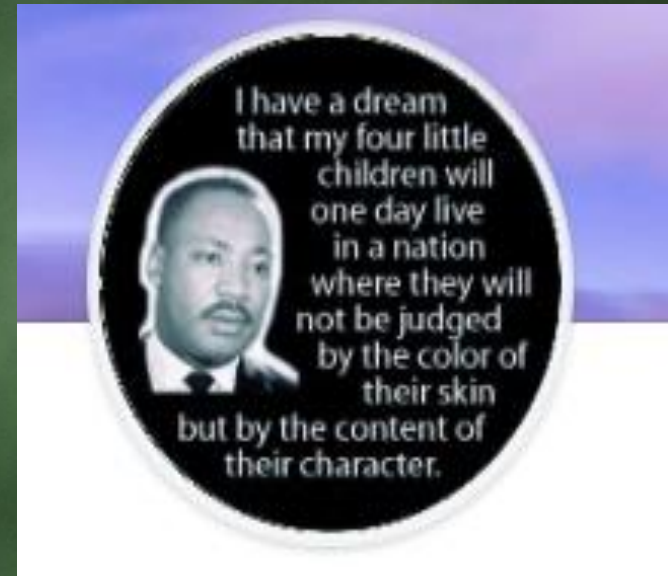
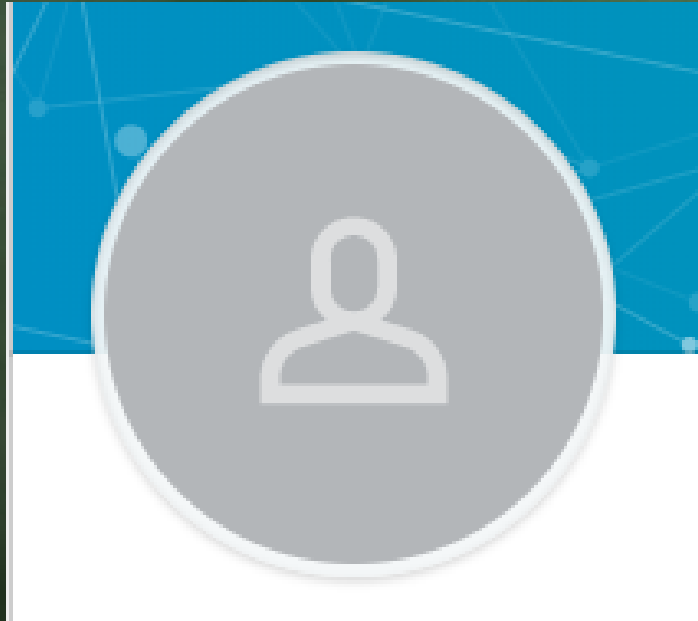
Who Uses LinkedIn

- Sales People
- Recruiters
- Speakers/Consultants
- Job Seekers
- Marketers

Profile Summary

- Profile Photo
- Headline
- Your Story/Summary
- Experience
- Education
- Volunteer Experience
- Recommendations

Profile Photo's



Tips for Picking the Right Profile Picture

- Choose a photo that looks like you
- Make sure your face takes up the majority of the frame



Jared Thornton

Sr. Technical Recruiter at TopTech Ventures

Greater Los Angeles Area | Staffing and Recruiting

Current	TopTech Ventures, UpprV LLC
Previous	Valoure, Inc.
Education	Los Angeles Baptist High School

[Connect](#)

[View in Recruiter](#)



Tips for Picking the Right Profile Picture

- Choose the right expression
- Wear clothes you'd wear to work
- Keep the background simple



Meghan Faith

Global Business Operations Recruiter at Google

San Francisco Bay Area | Internet

Previous Minted, MarketLive, Schweichler Price Mullarkey & Barry
Education California Polytechnic State University-San Luis Obispo

[Connect](#)

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Tips for Picking the Right Profile Picture



[Redacted]
Human Resource Manager at [Redacted]
Greater Minneapolis-St. Paul Area




[Redacted]
Minnesota State University,
Mankato




See contact info

Headline







The banner image shows a collection of objects on a green surface: a wooden wheel, a satellite dish, a smartphone, a drone, a pair of headphones, a small screen, and some papers. The text "MyPath™" is visible on the right side of the banner.



A circular profile picture of Dave Wheeler, a man with glasses and a goatee, smiling.

Dave Wheeler
Area Manager at Manpower Group Inc.
Rochester, Minnesota Area



-  ManpowerGroup
-  University of Minnesota-Twin Cities
-  See contact info

Two blue arrows are overlaid on the image: one pointing from the right towards the text "Area Manager at Manpower Group Inc." and another pointing from the bottom right towards the "See contact info" link.

Tip on Education.... Be Real!

Digital Reputation

YES...You Too Can Go to Yale, Stanford, and Harvard (but you better be careful)



People will search for information on you. And in the digital world, it's easy to craft a personal brand and promote yourself online. Just make sure you're careful what you say. Because it's also easy to see if you're telling the truth.

[Read More](#)

Sam Richter
samrichter.com

Tips for Picking the Right Headline



Jeffrey L. Stein DTM • 1st

Explosive Branding, Communications, and Marketing with an impact!

Greater Chicago Area



KSM Promotions, Inc.



University of Indianapolis



See contact info

Tips for Picking the Right Headline



The image shows a LinkedIn profile for Richard Abbey. The header image features a hand pointing at a network diagram of people icons. The profile picture is a circular portrait of a man with glasses. The text below the picture identifies him as Richard Abbey, PHR, SHRM-CP, 1st Strategic Human Resources Business Partner in the Tampa/St. Petersburg, Florida Area. To the right, it lists his affiliations: GAF and the University of South Florida, along with a link to see contact information.

Richard Abbey, PHR, SHRM-CP • 1st
Strategic Human Resources Business Partner
Tampa/St. Petersburg, Florida Area

GAF GAF
University of South Florida
See contact info

Speaker/Marketer



Kathy Dempsey, CSP, RN, MED • 1st

Change Management Speaker, Top 5 Healthcare Speaker, 1st Healthcare Worker Ever Diagnosed HIV, Founder of Keep Shedding

Scottsdale, Arizona

Message

More...



Keep Shedding! Inc



The University of Tennessee
at Chattanooga



See contact info



See connections (500+)

I WAS THE FIRST HEALTHCARE WORKER EVER DIAGNOSED WITH HIV IN THE 80'S. I am a former ER Trauma Nurse and Hospital Administrator turned professional certified change management speaker and training consultant. I have been extremely honored to have been voted Top 5 Healthcare Speaker for 20...



My Story/Summary

"Whether you think you can or you think you can't -- you're right." Henry Ford's statement rings true for everything we do in our lives. And it's a guiding principle for how I approach business and team building.

I have the privilege of leading teams of recruiters and staffing specialists for Manpower, one of the world's largest recruiting companies. This company and my team are committed to high levels of growth and excellence.

Some principles and tidbits about me:

- There is nothing more gratifying than seeing people you've invested in reach their goals.
- I believe you manage a business, but lead people. There is a distinct difference.
- I believe culture is the most underrated advantage a company can possess.
- In chaos, I'm the calm one. Never over-reacting but always figuring out the next couple moves.
- I can find humor in just about anything.
- I love meeting new and interesting people. If you want to talk recruiting, leadership, business strategy or anything else, email me at: david.wheeler@manpower.com.

Summary

I'm a freelance multi-disciplinary graphic designer who's delivered creative and engaging solutions across brand identity, print, packaging, and digital media.

In 2013, my online brand campaign for the Dorsey Children's Hospital won a GDUSA award, one of the most prestigious honors in the graphic design industry.

My work has also been featured in Creatique Bloq, Compound Magazine, and on the Creative Review blog.

Skills: logo design, web design, branding and identity, typography, UI design, packaging, CSS, HTML, InDesign, Photoshop, Illustrator

If you have a project I can help with, please get in touch.

Themuse.com

Summary

I'm a talent acquisition specialist with an interest in building the most effective workforces possible. For over 20 years, I've been helping businesses find their perfect hires. I also do consulting on compensation and benefits, new hire processes, and company culture.

When I'm not on the job, I love hiking with my dog, working my way through every recipe in the family cookbook, and indulging my love for seeing new places.

If you'd like to learn more about how my services can help your company, please reach out via email (janedoe@gmail.com).

Themuse.com

Connecting on LinkedIn... Who and Why

- Industry Connections
- Job Seeker
- Creating an Audience for your Expertise/Writings/Services/Marketing
- Make a new Friend

Invitations to Connect with You

Invitations (2)

Manage all



Jennifer Utecht

Independent Life Health Insurance Agent

👥 Mike Bischel and 102 others

Ignore

Accept



Ed Parr

Author of "Natural Born Manager" &

"Break Free From Low T"

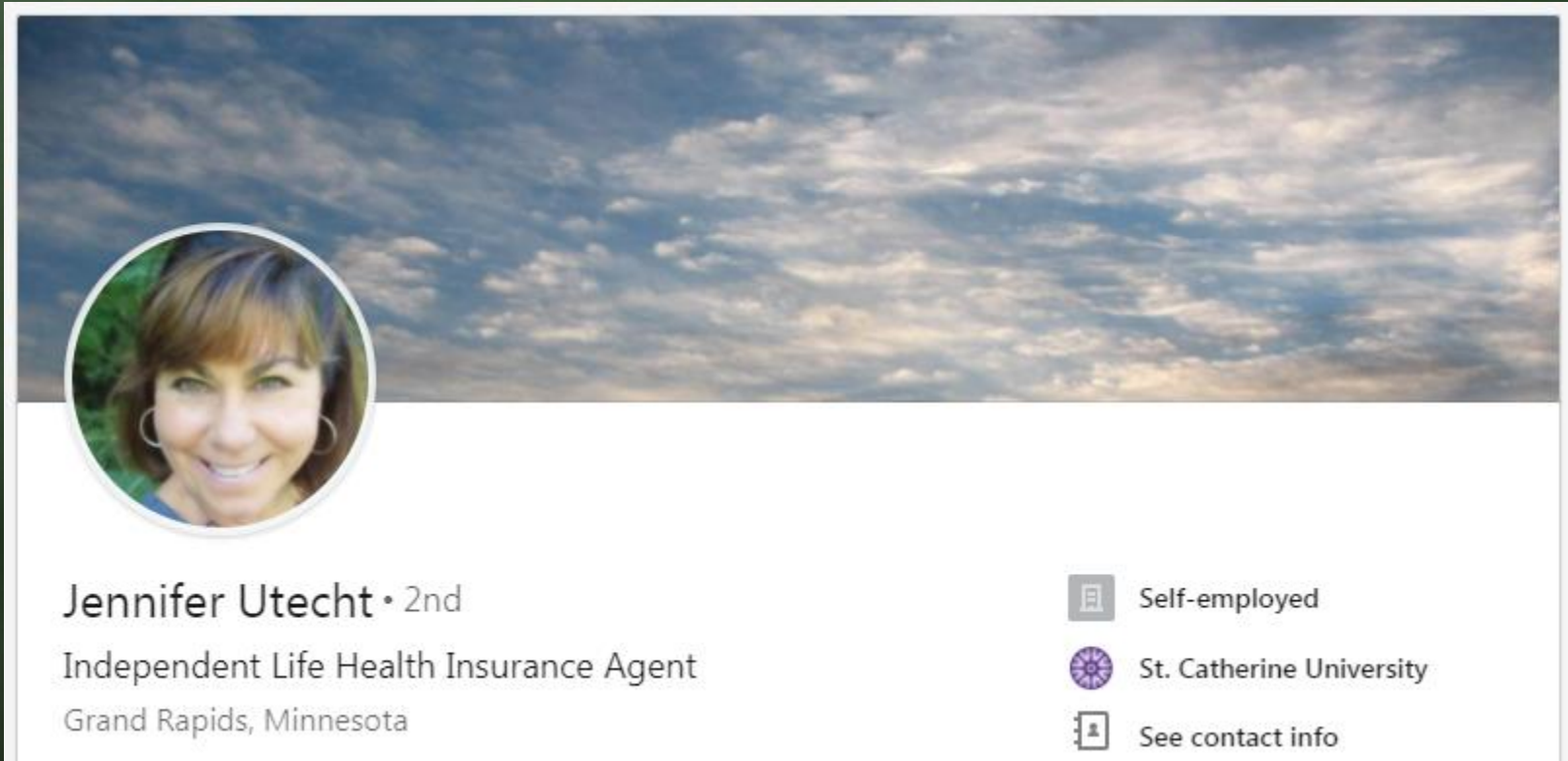
👥 Walt E Blackstock and 7 others

Ignore

Accept

Checking out the Inviter's Profile


•





A screenshot of a Facebook profile for Jennifer Utecht. The profile picture is a circular portrait of a woman with brown hair and bangs, smiling. The cover photo is a wide landscape image of a blue sky with scattered white clouds. Below the profile picture, the name "Jennifer Utecht" is followed by "• 2nd". Underneath, it says "Independent Life Health Insurance Agent" and "Grand Rapids, Minnesota". To the right of the profile information, there are three icons with corresponding text: a briefcase icon for "Self-employed", a gear icon for "St. Catherine University", and a person icon for "See contact info".

Jennifer Utecht • 2nd

Independent Life Health Insurance Agent
Grand Rapids, Minnesota

 Self-employed

 St. Catherine University

 See contact info

Jennifer Utecht

Mobile • 27m ago



Wednesday



Hello,

I am committed to only sell the best health and life insurance plans that are available. The health plan I have referred my clients with a family to last year cost \$449.00 a month with a \$1,500 deductible. The premium for a single is 199 a mo. & for a Couple it's 299 a mo. Guess what? They are ALL paying the same amount this year. If you are still paying the outrageous premium for Obama Care you will want to contact me. This is truly the best company I have ever worked with am I am proud to represent them. They do NOT have an open enrollment

Thanks



Not sure

Write a message or attach a file



GIF

Send



Invitations to Connect

People you may know

All

Alumni

Coworkers



Director of Digital Marketing at
Trinity Insight

David Christenson and
48 others

Connect



Master of Business
Administration - MBA at

David Christenson and
85 others

Connect



Broker Associate RE/MAX
Results-Rochester MN

Kimberly Alwin and 117
others

Connect

Invitation to Connect

I just read your profile and was impressed. I think connecting here on LinkedIn could be mutually beneficial. I encourage you to check out my profile, and hope that you feel the same way.

Thank you and have a great day!

Dave Wheeler

Thanking your New Connection

Hi Joe Bag of Donuts

Thanks for connecting with me on LinkedIn. I
look forward to reading and sharing your posts.

Thanks again,

Dave

Don't be THAT Guy

Jan 25



Check this out, you might be interested because I am having a great experience with them and trust me, you'll love it.
<https://5ly.me/CreativeImages>

Have a great day.

Steve.



Hello friend how are you doing? Hope you are great. And hope everything is moving on well.

Through several works as social volunteers, we learn that it is possible to alleviate the day to day problems of orphans and vulnerable children through well designed and meaningfully focused children programs. These programs may enable great living towards the children's day to day challenges and problems.

Support out with tangible school children's requirements (books, pens, pencils, calculators, crayons, uniforms donations, shoes, etc) and donations if its an easier way to help out on purchasing the requirements for the children in one of charities in Uganda called the MAYOFO project

4/17/2017



Hello Dave, thank you for connecting! I work for a company that allows me to make money selling wine! I'm looking for strong, dedicated and business-minded people to join my team! Do you know anyone who would be interested? Please let me know. Thank you.

Thanks for attending and let's connect!

Dave Wheeler

www.linkedin.com/in/davewheelerrecruiting

David.wheeler@manpower.com