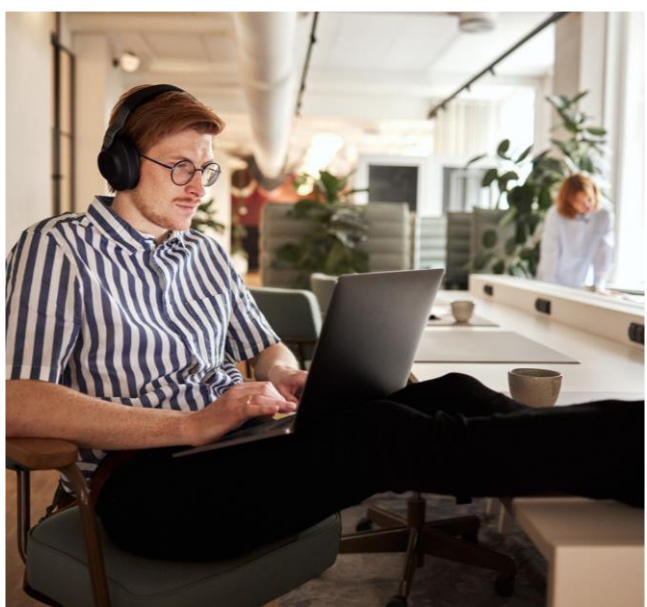


Understanding the Impact of Your LinkedIn and Social Media Presence

Ai Ling Lee • Linda Muneka

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The Association of
Accountants and
Financial Professionals
in Business

rh Robert Half®
Talent Solutions

Featured Presenters



Ai Ling Lee

Vice President
Robert Half



Linda Muneka

Vice President
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About Robert Half



Agenda

1. Introduction
2. The Power of Social Media
3. Tips to Make your LinkedIn Profile Stand Out
4. How to Build and Maintain Your Online Network
5. How LinkedIn Can Help Your Online Job Search
6. Q&A



The Power of Social Media

Poll Question 1:

How many social media platforms are you active on?

- a. 1
- b. 2
- c. 3
- d. 4+

Poll Question 1 Results: (Placeholder)

Using Social Media with Intent

- Share updates, ideas, images and information
- Network with other professionals
- Curate content
- Post and view multimedia
- Build your personal brand

Tips to Make Your LinkedIn Profile Stand Out

Poll Question 2:

How do you primarily use LinkedIn?

- a. Connecting with colleagues
- b. Posting articles or about successes at work
- c. Job searching
- d. I don't use LinkedIn often

Poll Question 2 Results: (Placeholder)

LinkedIn Basics

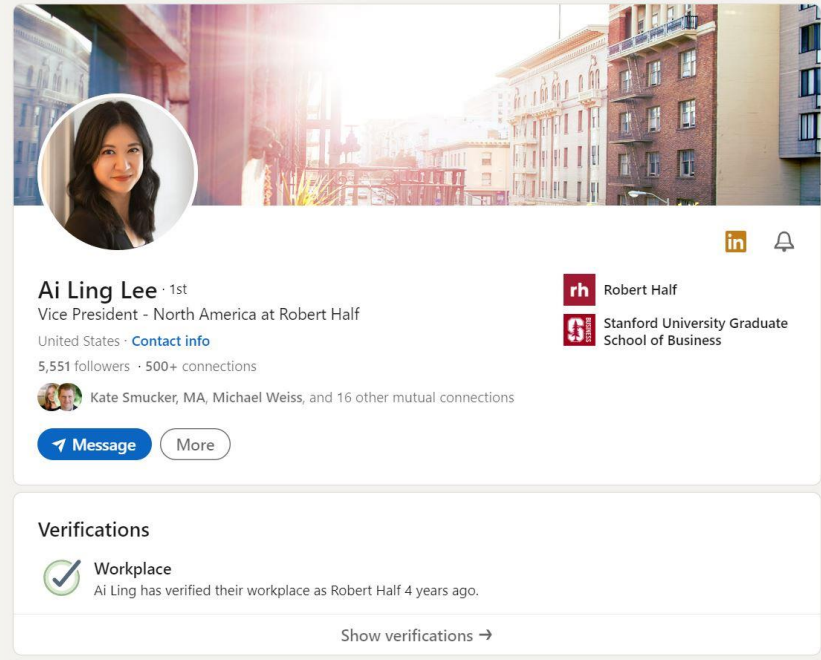
- World's largest professional networking site
- LinkedIn has more than 830 million members in 230 countries



Search

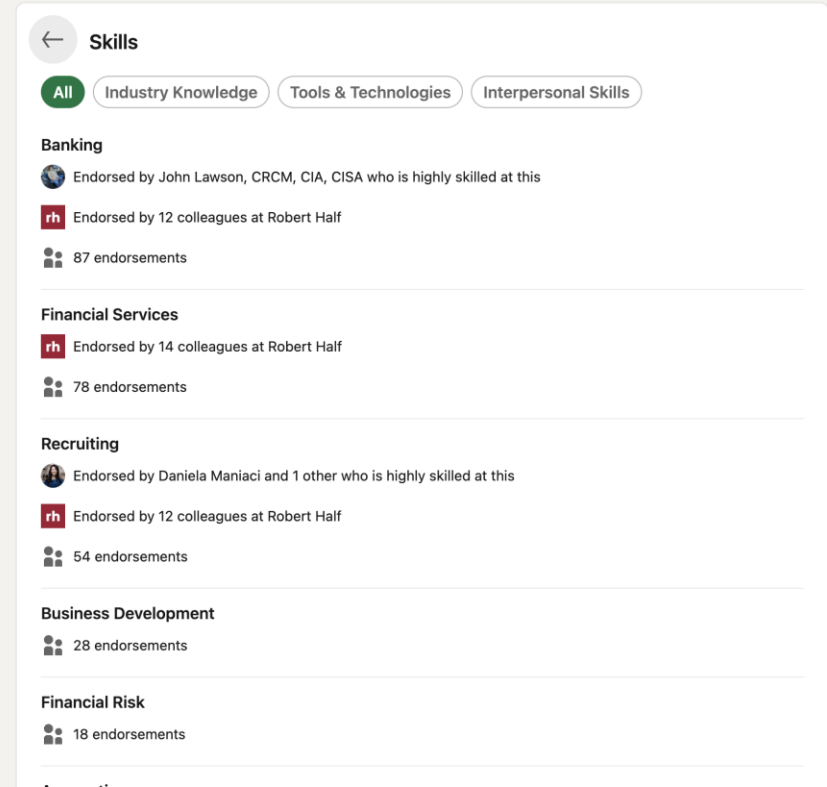
How to Build Your Profile

- 21
- 36
- 9



How to Build Your Profile

- Complete the summary section
- Use targeted keywords



The screenshot displays a LinkedIn profile's 'Skills' section. At the top, there is a back arrow and the title 'Skills'. Below this, three filter tabs are visible: 'All' (highlighted in green), 'Industry Knowledge', 'Tools & Technologies', and 'Interpersonal Skills'. The skills are listed in categories, each with a small icon, a title, endorsement text, and a count of endorsements.

Category	Endorsed by	Endorsements
Banking	Endorsed by John Lawson, CRCM, CIA, CISA who is highly skilled at this	87 endorsements
Financial Services	Endorsed by 14 colleagues at Robert Half	78 endorsements
Recruiting	Endorsed by Daniela Maniaci and 1 other who is highly skilled at this	54 endorsements
Business Development		28 endorsements
Financial Risk		18 endorsements

How to Build Your Profile

- Highlight your credentials
- Don't stress lack of experience
- Continually update

About

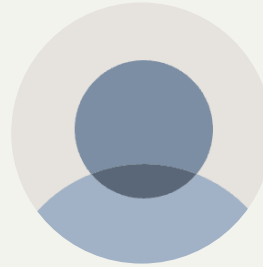
I am a proven leader with over 15 years of experience in team strategies, and am proud to have a proven track record of building successful teams.

With my unique blend of leadership, problem-solving, and communication skills, I challenge and deliver outstanding results. My expertise in team improvement and growth has enabled me to help teams and organizations achieve their goals.

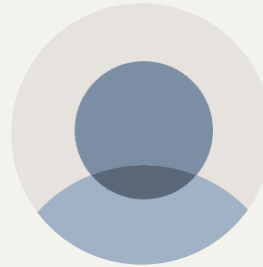
Currently serving as the Practice Group Vice President at RBC, I lead various practices, creating new processes, resources, and tools to help teams across our Finance and Accounting teams in North America. I focus on the adoption, implementation, and execution of best practices, resulting in significant improvements.

Mistakes to Avoid

- Spelling, grammar and syntax errors
- Not filling out your profile completely
- Avoid irrelevant information



LinkedIn Member
Operations Director



LinkedIn Member
Senior Manger

How to Build and Maintain Your Online Network

Poll Question 3:

How are you connected on LinkedIn?

- a. Mostly with current colleagues
- b. Mostly with former colleagues/classmates
- c. Mostly with friends/family
- d. All of the above

Poll Question 3 Results: (Placeholder)

Managing Your Network

- Determine which people to let into your network
- Set guidelines that best meet your needs



Create an Online Network

- Ask for recommendations / endorsements
- Follow organizations
- Respond promptly to requests



Be Smart About Networking

- Don't send mass broadcasts
- Don't be one-sided
- Don't make online networking your sole networking strategy



Poll Question 4:

When is the last time you posted on LinkedIn?

- a. Within the past week
- b. Within the past month
- c. Within the past six months
- d. Never or within the past year or longer

Poll Question 4 Results: (Placeholder)

Posting to LinkedIn

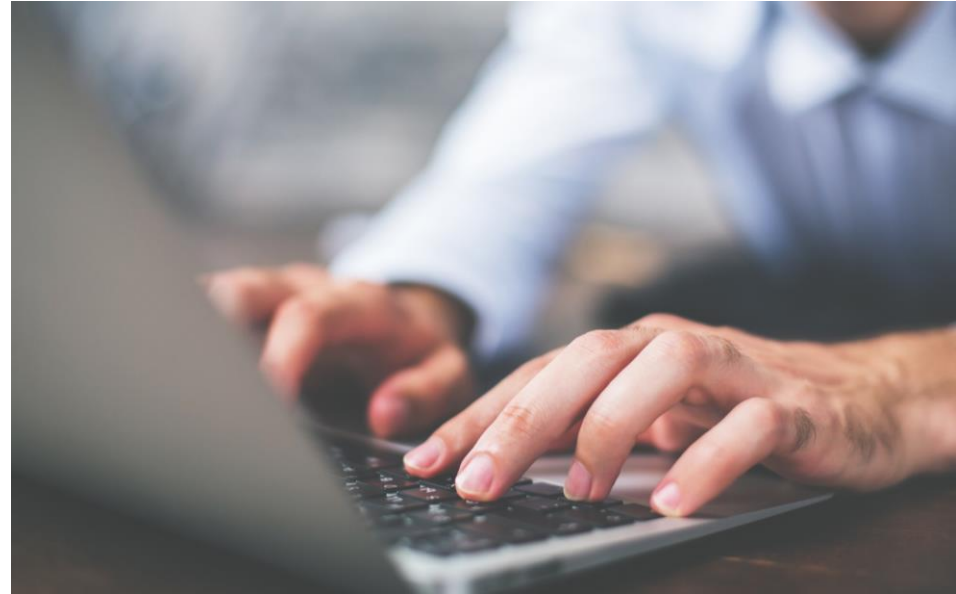
- Success stories
- Articles
- Hashtags



How LinkedIn Can Help Your Online Job Search

Job Searching on LinkedIn

- Utilize LinkedIn as an application portal
- Use first-degree connections for referrals
- LinkedIn resources



Resources

The Robert Half Blog

The screenshot shows the Robert Half Talent Solutions website. The navigation bar includes links for Search Jobs, Upload Resume, Career Advice, and Salary Guide. The article title is "Resume Skills Employers Will Actually Read (With Examples!)" by Robert Half, dated July 9, 2022. The main image shows a hand holding a resume over a desk with a clock and calculator. A QR code is overlaid on the bottom right of the article preview.

Robert Half
Talent Solutions

Job Seeker

Search Jobs Upload Resume Career Advice Salary Guide Looking to Hire?

The Robert Half Blog > Resume Skills Employers Will Actually Read (With Examples!)

Resume Skills Employers Will Actually Read (With Examples!)

By Robert Half on July 9, 2022 at 8:17pm

RESUME

As you carefully craft a resume that's tailored for the specific role you're applying report your skills for a job can determine how far you advance in the hiring process to show you have what it takes to justify an interview, you need to show all your j...

The skills on your resume can differentiate you from the competition on your own...

Salary Guide

The screenshot shows the Robert Half Salary Guide page. The title is "Welcome to the 2023 Salary Guide From Robert Half" with the subtitle "NUMBERS WORTH KNOWING". The text describes the guide as a resource for hiring managers, business owners, tenured employees, and new job seekers. The page features a bar chart background and a QR code. Below the main content, there are sections for "Hiring trends and insights" and "Flexible Work".

Welcome to the 2023 Salary Guide From Robert Half

NUMBERS WORTH KNOWING

Whether you're a hiring manager, business owner, tenured employee or new job seeker, this is where informed salary discussions begin. What part of the hiring market do you want to explore?

Hiring trends and insights

Flexible Work

The way we work is fundamentally changing. See how workplace flexibility is benefiting companies today's hiring market and your business strategy.

Questions and Answers



Ai Ling Lee

Vice President
Robert Half



Linda Muneka

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Thank you!



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