



*The Global Leader in Professional Networking*

# *Building a Brand and Professional Networking*

**Ed Steinberg**

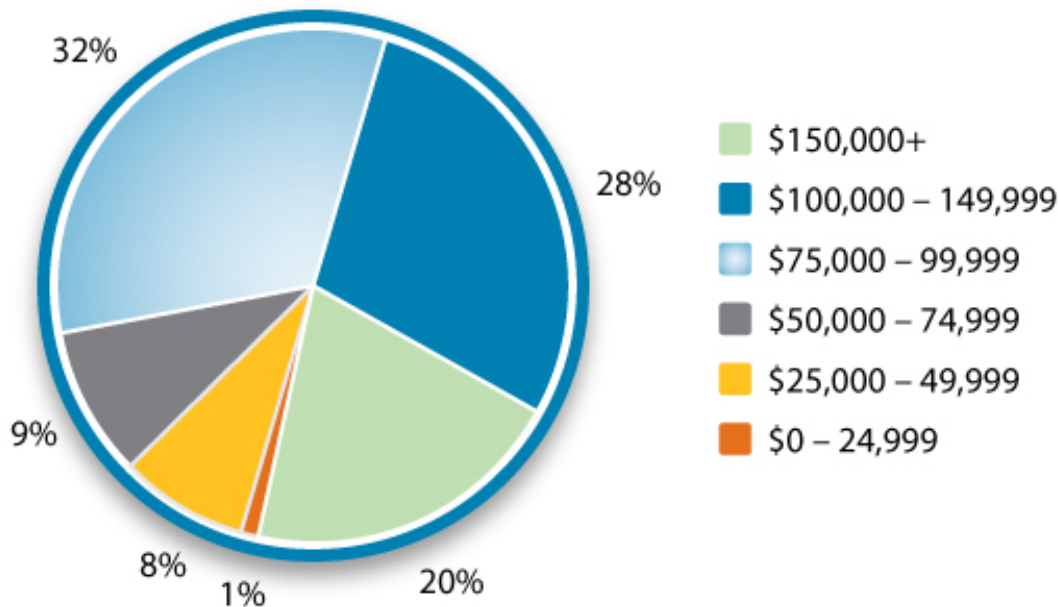
# LinkedIn Overview



- **General LinkedIn Network**
  - LinkedIn membership is now more than 48M+ professionals
  - 1M+ new members every month
  - 133 Countries
  - 150 industries
- **The Company**
  - Founded 2003, HQ in Mountain View, CA
  - Offices in San Francisco, Omaha, New York, Chicago, Atlanta, London
  - 325+ employees
- **LinkedIn Corporate Solutions**
  - Offers exclusive products and services designed specifically for your corporate staffing department
  - 700+ Corporate Customers



The network is affluent, tech-savvy, and influential



Unique Audience Composition  
by Household Income (USD)

Source: Nielson @plan Fall/Winter 2008

## Household Income

- 80% over \$75k
- Average = \$139k

## Age Range

- 25-54 84%

## College educated

- 90%

## Small business owners

- 900k+

## Senior Executives

- 60%



## Strengthen Professional Relationships

- Connect with colleagues, classmates, & clients
  - Maintain and grow your professional network
- 



## Share Business Knowledge

- Ask & answer business related questions
  - Send (receive) messages to (from) industry experts
- 



## Build your Personal Brand

- Publish professional profile to Google
  - Showcase endorsements from colleagues
- 



## Hire & Search for Jobs

- Find & hire qualified, passive candidates
- Discover job opportunities posted by your network

# Are You Keeping Up?



Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▾



Web [+ Show options...](#)

Results **1 - 10** of about

[430 results stored on your computer](#) - [Hide](#) - [About](#)



[Boston Trip September...](#) - on Wednesday? Thanks, **Ed Ed Steinberg**, SPHR Senior  
[LinkedIn speaker Nove...](#) - are interested. Thanks! **Ed Ed Steinberg**, SPHR

## [Ed Steinberg - LinkedIn](#)

View **Ed Steinberg's** professional profile on **LinkedIn**. ... **Philadelphia** Interactive Marketing Association; NPower Pennsylvania; The George Washington Alumni ...  
[www.linkedin.com/pub/ed-steinberg/0/298/a31](http://www.linkedin.com/pub/ed-steinberg/0/298/a31) - [Cached](#) - [Similar](#)

### [Ed Steinberg: Directory](#)

View Professionals named **Ed Steinberg** on **LinkedIn**. Millions of professionals ...

### [susan steinberg: Directory](#)

Sue **Steinberg**. Special Education Teacher at New Milford Board of Ed ...

### [Kryste Ferguson - LinkedIn](#)

o Answer postdocs' questions regarding life in **Philadelphia** and career ...

[More results from linkedin.com »](#)

## [LinkedIn Recruiter - Recruitment solution to find top passive talent](#)

October 9 | **Philadelphia** Marriott Downtown Hotel. dvHR Partnership 2009 Annual Summit >. **Ed Steinberg, LinkedIn** Senior Relationship Manager, discusses how ...  
[talent.linkedin.com/recruiter/](http://talent.linkedin.com/recruiter/) - [Cached](#) - [Similar](#)

## [LinkedIn Employer Advertising - Employment Branding](#)

October 9 | **Philadelphia** Marriott Downtown Hotel. dvHR Partnership 2009 Annual Summit >. **Ed Steinberg, LinkedIn** Senior Relationship Manager, discusses how ...  
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Profile
Edit Public Profile Settings

Edit My Profile
View My Profile

## Ed Steinberg

Senior Relationship Manager at LinkedIn [\[ Edit \]](#)

Greater Philadelphia Area [\[ Edit \]](#) | Staffing and Recruiting [\[ Edit \]](#)

[ Edit ]

### Hi, Ed

- [➤ Forward your profile to a connection](#)
- [➤ Edit Contact Settings](#)
- [➤ Create your profile in another language](#)

100% profile completeness

#### Ed's Activity edit

**Today**

**Ed Steinberg** is now connected to **Will Farkouh** and **Theresa Sjostedt** 2 hours ago

**Wednesday**

**Ed Steinberg** is now connected to **Pedro Velis** 2 days ago

**Ed Steinberg** is looking forward to Employer Branding meetings and training for key clients in New Jersey this week 2 days ago - [Add comment](#)

**Ed is looking forward to Employer Branding meetings and training for key clients in New Jersey this week** 2 days ago [\[ Update \]](#)

**Current**

- **Senior Relationship Manager at LinkedIn** [\[ Edit \]](#)
- [Add Current Position](#)

---

**Past**

- Sales Manager at LinkedIn
- Vice President, Human Resources at StarCite
- Vice President Recruiting and Retention at Synggy

[see all...](#)

---

**Education**

- The George Washington University

---

**Recommended**

39 people have recommended you

---

**Connections**

500+ connections

---

**Websites**

- [My Company](#) [\[ Edit \]](#)
- [LinkedIn Corporate Solutions](#) [\[ Edit \]](#)

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**Public Profile**

<http://www.linkedin.com/in/edwardsteinberg> [\[ Edit \]](#)

✦ **Summary** [\[ Edit \]](#)

**HIGHLIGHTS**

- Providing unique recruiting solutions for employers that improve the quality of their hires while improving their productivity and effectiveness. Leveraging my knowledge of staffing to help other organizations utilize the LinkedIn network of over 34 million members to meet their hiring goals

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# People Search - Advanced

People

Saved Searches

## Advanced Search

Use keywords and Boolean Search Strategies

Tip: Get Search & shortcuts in our [Learning Center](#).

People Search

Reference Search

Keywords:

First Name:

Location:

Last Name:

Title:

Industry:  Accounting

Airlines/Aviation

Company:

Alternative Dispute Resolution

Alternative Medicine

School:

Groups:  eOffice

Refine your search using various types of information

Integrated Alliances

280 Group

World Wildlife Fund

American Red Cross

Interested In:

Language:  English

Joined:

Spanish

German

Network:  Limit search to my network only

Search only other openlink members

French

Sort By:

View:

Search

- Home
- Company Groups
  - LinkedIn
- User Groups
- Profile
  - Edit My Profile
  - View My Profile
  - Recommendations
- Contacts
  - Connections
  - Imported Contacts
  - Network Statistics
- Inbox (5)
- Applications

Add Connections

**Brooke Watts**  
Customer Advocacy Professional

Brooke wants to win a fully decorated Christmas tree from Neiman Marcus? Do you? <http://tinyurl.com/6nha8d>

## Answers

Answers Home | Advanced Answers Search | My Q&A | Ask a Question | Answer Questions

### Ask a Question

Thousands of professionals are available to give you an answer.

Next

### Answer Questions

Recommended categories for you:

- Using LinkedIn
- Customer Service
- Conference Venues
- Graphic Design
- Non-profit Fundraising

### New Questions From Your Network

- Q. What is the right salary for a senior analyst/programmer ?**  
2 answers | Asked by Frank Mandix (2nd) | 1 hour ago in Compensation and Benefits, Job Search
- Q. What would your reaction be if a 3rd-party candidate won the US election?**  
2 answers | Asked by Michael Lubker (2nd) | 1 hour ago in Government Policy
- Q. Email Marketing Best Practices: As a small business owner what do you want to know?**  
0 answers | Asked by Chuck Hester (2nd) | 3 hours ago in E-Commerce, Small Business

### Browse

- Administration
- Business Operations
- Business Travel
- Career and Education
- Conferences and Event Planning
- Finance and Accounting
- Financial Markets
- Government and Non-Profit
- Hiring and Human Resources
- International
- Law and Legal Management
- Marketing and Sales
- Non-Profit
- Personal Finance
- Product Management
- Professional Development
- Startups and Small Businesses
- Sustainability



## Answers

[Answers Home](#)[Advanced Answers Search](#)[My Q&A](#)[Ask a Question](#)[Answer Questions](#)

### My Q&A: My Questions

[My Questions](#)[My Answers](#)

#### Q. What process did you go through in naming your last business, book, venture or large project?

25 answers | 2 days ago in [Starting Up, Freelancing and Contracting](#) | Closes in 5 days

##### 13 new answers

**Laura McNair:** "For a large project, I suggest your title contain key words that..."

**Ian Forbes:** "I love naming books, articles, even chapters of books etc, and..."

**Marshall England:** "If the domain name was available."

**Mike Bowles:** "when i've worked on names for my companies there were a couple..."

**Amy Bernhardt-Moore:** "Hi, April. The Ulster County Board of Realtors recently started..."

**Scott Frutchey:** "The simplest name tells your audience what your company, book,..."

**Ed Gundrum:** "I wanted a short, concise name for the company and this was hard..."

**C.B. Leflar:** "I will agree with several posters here. I feel the overall focus..."

**Bill Kizer:** "When we started our last business we wanted something different..."

**Craig Tedeton:** "I was naming the parent LLC of a business idea of mine and only..."

**Robert Treleven:** "I searched terms related to things that are important to me..."

**Julie Hall:** "I try to organize my ideas and thoughts into themes that could..."

**Severin Sorensen, CPP:** "The French have a proverb, 'That which is understood, can be..."

#### Q. Back by Popular Demand (this is the 2nd running of this question, ppl asked to bring it back): 6 Word Memoirs. Can you summarize your life in six words? Mine: Live life, laugh loads, love always.

15 answers | 8 days ago in [Communication and Public Speaking, Resume Writing](#) | Closed |

[Rate Answers](#)

You can ask 7 more questions this month. Ask a question now.

#### Statistics

##### Public Questions

Open	1
Closed	28
<b>Total Asked</b>	<b>29</b>
 100% were answered	

##### Private Questions

<b>Total Asked</b>	<b>1</b>
--------------------	----------

## Ask a captive audience for opinions on new business ventures

## Find a new career



**From:** Amy  
**Sent:** Thursday, November 13, 2008 12:40 PM  
**To:** April Kelly  
**Subject:** story from a member!

I thought you might like to read this! Awesome!!!!

Hi, I just wanted to drop you guys a line and tell you about a great story. I had been out of work in the contract furniture industry from March of 2008 till October 2008. I had worked diligently to find a job using several of the free job search sites and several of the fee-based search sites. I ended up, in the middle of October, discussing coffee with a networking friend of mine and she said that I really needed to get into my LinkedIn site and get it updated. She said that was one of the ways she thought I might be able to find a job. I followed her advice and really started updating my site and asking for recommendations. Well, just a week later I was contacted by someone that saw me in LinkedIn about a contract furniture sales job in the Charlotte, NC area. It is the middle of November and I am moving into my second week of work at Office Environments.

I just wanted to thank you all for the system you have set up. Your system helped me to find the job that I am in today and now I know that I will be using LinkedIn to work towards new accounts and to help others to get LinkedIn with others ...

Thank you so much  
Mark

## Groups

[My Groups](#)[Groups Directory](#)[Create a Group](#)[FAQ](#)

### Search Results (259)



#### India HR Forum

HR professionals in India working in Training, Learning & Development, Strategic HR, Human Resource, Compensation & Benefits, Staffing, Hiring, Talent Acquisition, Recruitment, Organizational Effectiveness, Employee Development & Employee Labor Relations Verticals are welcome to join this Group.

Owner: | 6,960 members | [Share](#) | [Join this group >](#)



#### ASTD National

ASTD (American Society for Training & Development) is the world's largest association dedicated to training and performance professionals.

Owner: | 3,224 members | [Join this group >](#)

Join groups to accelerate your career through referrals from fellow group members



#### Candidate Pipeline Development (members) DO NOT POST JOBS OR INVITES

Candidate Sourcers sharing ideas on passive and active candidate research. Training and management of sourcing teams and career development for sourcers. Developing processes and procedures for Name Generation, Profiling and Candidate Screening

Owner: | 2,544 members | [Share](#) | [Join this group >](#)



#### European HR professionals

This group is aimed to HR professionals (active in the field of policy & strategy, recruitment, training & development, com & ben, etc.), working in a one of the (27) member states of the European Union, in a candidate country or in an other European state.

Owner: | 1,982 members | [Share](#) | [Join this group >](#)

#### Search Groups

Search for groups in your Industry to find other professionals with the same affinities

#### Create a Group

LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today.

Create and Manage a group to encourage collaboration amongst team members,

**Groups** My Groups | Groups Directory | Create a Group | FAQ

**Greater Omaha Chamber of Commerce**

Overview **Discussions** News Jobs Updates Members Settings Group Profile

## Discussions: Recent Activity (22)

**Celebrate National Intellectual and Developmental Disabilities Awareness Month with Mosaic**  
Posted 21 hours ago by Britney Ryba, Marketing Specialist at Mosaic  
[Follow](#) | [Move to Jobs](#) | [Add comment](#) »

**What impact will the new stimulus package have on the HVAC companies and homeowners when they could get 30% back in a tax credit?**  
Posted 1 day ago by Brian Breazier, Sales Engineer at Standard Heating and Air Conditioning  
[Follow](#) | [Move to Jobs](#) | [Add comment](#) »

**The First-Time Home buyer tax credit of \$8,000...Will it have an impact?**  
Posted 6 days ago by Robert Wiebusch, Operations Director at NP Dodge Real Estate  
[Follow](#) | [Move to Jobs](#) | [2 comments](#) »

**We are looking for awards to give to our employees. Any recommendation on a company here in town that sells or makes employee awards?**  
Posted 3 months ago by Kristyl Gotchall, Director of Professional Services at Jelexos  
[Follow](#) | [Move to Jobs](#) | [12 comments](#) »

**What is the greatest challenge your business faces in the next 12 months?**  
Posted 1 month ago by April Kelly, Service Leader, Team Builder, Visionary  
**Following** [Stop](#) | [Move to Jobs](#) | [Delete](#) | [2 comments](#) »

**Discussions**

Start a discussion

[Search](#)

**Recent Activity**

- Recent Discussions
- Most Comments
- My Discussions
- My Comments
- My Followed Discussions

## Events

[Find Events](#)[My Events](#)[Add an Event](#)

### Browse Events (6)

MAR

25

#### Delivering Value in Today's Economy with Microsoft Office SharePoint Server 2007

Wed. March 25 to Wed. March 25, 2009  
Georgetowne Club, Omaha, NE, US

Please join HCONN and Microsoft for cocktails and appetizers on Wednesday, March 25th as we discuss the values of Microsoft Office SharePoint Server 2007 in today's tough economy.

3 Attending | [Share this event](#)

MAR

24

#### Sustainable Enterprise Conference 2009

Tue. March 24 to Tue. March 24, 2009  
Dana College, Blair, NE, US

1 Attending | [Share this event](#)

MAR

20

#### Midlands Venture Forum

Fri. March 20 to Fri. March 20, 2009  
Security National Bank, Omaha, NE, US

"Maximizing the Value in Social Networking Sites" Come and learn how to use LinkedIn and other social networking sites to maximize your social network, search for experts, build your brand and research your competition. April Kelly, Director of the Omaha Center for LinkedIn, will teach you about...

1 Attending | I'm presenting | [Share this event](#)

#### Search Events

[Search](#)[Reset search filters](#)

#### Date:

- Jan - Mar '09
- Apr - Jun '09
- Jul - Sep '09
- Oct - Dec '09
- Jan - Mar '10

#### Location:

- Anywhere
- Specific location:

e.g. "New York, NY"

#### Event Type:



#### Add an Event

Add an event to LinkedIn for users to find, promote, attend, and more!

[Add an Event](#)

## Applications

 [Add Application](#)

**Tip:** Add more to your professional profile by [adding applications](#) from our featured partners.

**Reading List by Amazon** [ [Remove](#) ]

**WordPress** [ [Remove](#) ]



### Create Your Brand Blog [edit]



#### What's in a Name? *1 day ago*

If I were to say to you "tastes great, less filling" you would probably have visions of an alcoholic beverage. If I referred to a Gecko you may start thinking about an insurance company. Slogans and animals have become common advertising elements for many household brands. Remember who used the Lizards? I bring this to your [...]

#### Status? *4 days ago*

Have you discovered the status update section on LinkedIn? This is by far the best free marketing vehicle I have seen in a long time. All you need is a little creativity and a concise statement. Add it in your status field, hit enter and you are off and running. This update will also show up with [...]

## Featured Applications

**LinkedIn Applications enable you to enrich your profile, share and collaborate with your network, and get the key insights that help you be more effective.** Applications are added to your homepage and profile enabling you to control who gets access to what information.



### Reading List by Amazon

by Amazon

Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.



### WordPress

by WordPress

Connect your virtual lives with the WordPress LinkedIn Application. With the WordPress App, you can sync your WordPress blog posts with your LinkedIn profile, keeping everyone you know in the know.



### Box.net Files

by Box.net

Add the Box.net Files application to manage all your important files online. Box.net lets you share content on your profile, and collaborate with friends and colleagues.



### Blog Link

by SixApart

With **Blog Link**, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.



### Company Buzz

by LinkedIn

Ever wonder what people are saying about your company? **Company Buzz** shows you the twitter activity associated with your company. View tweets, trends and top key words. Customize your topics and share with your coworkers.



### SlideShare Presentations

by SlideShare Inc

**SlideShare** is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.



### Google Presentation

by Google



### My Travel

by Triplt, Inc.

## Topic: LinkedIn

Showing 1 - 10

Search criteria: [linkedin](#) [edit](#)

 "spearphishing at LinkedIn" ..chuckle..  
etomato about 2 hours ago [share](#)

 wow..No one moderates the #salesforce boards + they have a huge linkedin network. <http://gsnap.com/541>  
djksar about 2 hours ago [share](#)

 Ramping up my linkedin profile today.  
Stay tuned... <http://www.linkedin.com/in/cross4bx>  
ScottCross about 2 hours ago [share](#)

 @webmetricsguru tells me my LinkedIn policy is "Every Endorsement is a Link" - opposite of the old google policy. Thanks. #smjnyc  
howardgr about 2 hours ago [share](#)

 @johnjamieson Hey there. I'm on Twitter, Facebook, LinkedIn, the top 3 for me. Am on many others, but they've died quietly with yours :-)  
vhwriter about 2 hours ago [share](#)

 Using LinkedIn to maximize your job search - <http://ow.ly/1880>  
LinkedInTips about 2 hours ago [share](#)

 @gallon2002 You need a picture for Twitter. Go ahead and add it to your LinkedIn account too for your online personal brand.  
mrijoshthomas about 2 hours ago [share](#)

 @mnheadhunter Thank you for hosting a VERY educational webinar on LinkedIn. Your knowledge is much appreciated! Will a replay be available?  
kgrammarid about 2 hours ago [share](#)

 [Recommend Company Buzz](#)

### Topics [manage](#)

[LinkedIn](#)  
[PayPal](#)  
[Internet Business Solutions](#)  
[Bellevue University](#)  
[University of Wyoming](#)  
[Manitou Springs High School](#)  
[facebook](#)  
[omaha](#)  
[gretna](#)  
[Gretna NE](#)  
[leadership](#)  
[linkedin customer service](#)  
[April Kelly](#)  
[linkedin service](#)

Add a Topic:

[Add](#)

### Buzz Words

1. twitter
2. business
3. profile
4. make
5. facebook





- Answer Questions – When you find a question you can answer from someone senior in a company you might want to do business with, write a high value response
- Join Groups – Join where potential clients in your industry gather – you can gain new leads as well as find others likely to help you with referrals
- Make clear what you offer /See what others have to offer –Search for events that may interest you. Ensure you use Events to announce your event and attract attention.
- Enrich your profile and personal brand by using the many applications offered.
- Take notice of what people are saying about you and/or your company – Use Company Buzz
- Send April Kelly your success stories!



*The Global Leader in Professional Networking*

**Thank you  
for your  
time.**

**Ed Steinberg**

**[esteinberg@linkedin.com](mailto:esteinberg@linkedin.com)**