



**Project Weavers**

Successful Projects Don't Happen by Chance.™



PMI Northern Nevada Chapter – April Dinner Meeting 2015

# ***LinkedIn, Make It Your Best Friend***

**Matthew J. Weaver, PMP, CSM, ITIL**  
President/CEO, Project Weavers, LLC

April 28, 2015

The content of this presentation is the opinion of the author and is not necessarily endorsed by PMI Northern Nevada Chapter.



## LinkedIn, Make It Your Best Friend

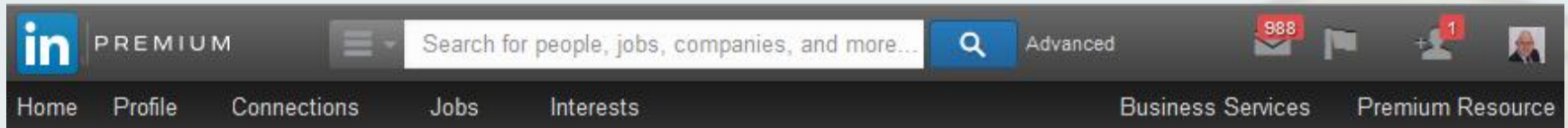
# Objectives

1. Recognize LinkedIn Value
2. Set Custom Settings
3. Create an Effective Profile
4. Build a Network
5. Participate in Groups
6. Recognize Challenges



LinkedIn, Make It Your Best Friend

# Objective 1: Recognize LinkedIn Value



- 347 Million Users
- 107 Million Users in US
- 17 Minutes Per Month
- 56% Male, 46% Female
- 28% Online US Adults Use
- 4 Million Company Pages
- 2+ Million Groups
- 7 Groups on Average



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## Objective 2: Set Custom Settings

- Profile
- Communications
- Groups, Companies, and Applications
- Account



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# Objective 2: Set Custom Settings

 <b>Profile</b>	<b>Privacy Controls</b>	<b>Settings</b>
 <b>Communications</b>	<a href="#">Turn on/off your activity broadcasts</a>	<a href="#">Manage your Twitter settings</a>
 <b>Groups, Companies &amp; Applications</b>	<a href="#">Select who can see your activity feed</a>	<a href="#">Manage your WeChat settings</a>
 <b>Account</b>	<a href="#">Select what others see when you've viewed their profile</a>	<b>Helpful Links</b>
	<a href="#">Turn on/off How You Rank</a>	<a href="#">Edit your name, location &amp; industry »</a>
	<a href="#">Select who can see your connections</a>	<a href="#">Edit your profile »</a>
	<a href="#">Choose who can follow your updates</a>	<a href="#">Edit your public profile »</a>
	<a href="#">Change your profile photo &amp; visibility »</a>	<a href="#">Manage your recommendations »</a>
	<a href="#">Show/hide "Viewers of this profile also viewed" box</a>	
	<a href="#">Manage who you're blocking »</a>	
	<a href="#">Manage who can discover you by your phone number »</a>	



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## Objective 2: Set Custom Settings

- Privacy Controls

- |                       |                        |
|-----------------------|------------------------|
| – Activity Broadcasts | Off                    |
| – See Activity Feed   | Only You               |
| – What Others See     | Your Name and Headline |
| – How You Rank        | On                     |
| – Your Connections    | Only You               |
| – Your Updates        | Everyone               |
| – Profile Phone       | Everyone               |
| – Also Viewed         | Off                    |
| – Discover By Phone   | All LinkedIn Members   |





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## Objective 2: Set Custom Settings

- Privacy Controls

- Activity Broadcasts Off
- See Activity Feed Only You
- What Others See Your Name and Headline
- How You Rank On
- **Your Connections** **Only You**
- Your Updates Everyone
- Profile Phone Everyone
- Also Viewed Off
- Discover By Phone All LinkedIn Members



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## Objective 2: Set Custom Settings

- **Communications**
  - Set email frequency
  - Set push notification settings
  - Select types of message to receive
  - Select who can send invitations
  - Participate in research
  - Receive partner mail





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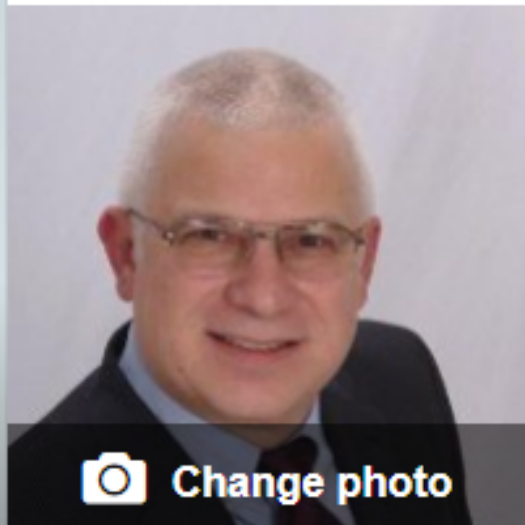
## Objective 2: Set Custom Settings

- **Groups, Companies, & Applications**
  - Set group display area
  - Set push notification settings
  - Select types of message to receive
  - Select who can send invitations
  - Participate in research
  - Receive partner mail



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# Objective 3: Create an Effective Profile



**Matthew Weaver, PMP,  
CSM, ITIL ✓**

PREMIUM

Project Management Training • PMP & CAPM Exam  
Prep Classes • ProjectWeavers.com • 855.871.9246

Reno, Nevada Area | Professional Training & Coaching

Current Project Weavers, LLC

Previous American Project Management, WebEKG, Cadence  
Management Corporation

Education American University

View profile as ▼

500+  
connections

<https://www.linkedin.com/in/matthewjweaverpmp>

Contact Info



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## Objective 3: Create an Effective Profile

Visible to your connections

Email  Phone

IM  Address

Visible to everyone on LinkedIn

Twitter

WeChat

Websites

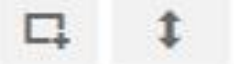
<https://www.linkedin.com/in/matthewjweaverpmp> [Contact Info](#)



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## Objective 3: Create an Effective Profile

### Summary



Matthew Weaver specializes in project management, best practices, methodology definition, and process improvement. He has more than 35 years of experience that began with enlistment in the Navy, progressed through work for a variety of companies, and several forays into starting and running his own companies. Matthew's experience involves all aspects of project, product, and development...



Jedi Matthew






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# Objective 3: Create an Effective Profile

## Experience

+ Add position ↕

**President/CEO**  






**Project Weavers, LLC** 

December 2011 – Present (3 years 5 months) | Reno, Nevada Area 

Matthew is founder, president/CEO, course author, and lead instructor of Project Weavers (<http://www.ProjectWeavers.com>), which offers project management instruction, coaching, and consulting services. We Project Weavers teach basic and advanced skills and PMP/CAPM exam prep classes live online and in over 100 cities around the US. Primary courses include:

- ✓ PMP and CAPM Exam Prep
- ✓ Project Management Skills, Basic and Advanced

Project Weavers also designs and presents customized project management and tools training to companies and organizations. We welcome and actively teach project management for other companies using either our or their course materials.

**Add Media:**  Document  Photo  Link  Video  Presentation






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# Objective 3: Create an Effective Profile

## Volunteer

+ Add volunteer experience



Guest Speaker 



Project Management Institute of Minnesota (PMI-MN) 

October 2014 | Education 

PMI MN: Seminar Room: Project Management Plan, Where do you start? (Download Presentation). Project Management Plan, Where do you start? Everyone's been there, the first time you are asked to write a project management plan. Where do you start? Picking up the PMBOK® Guide will give you some ideas but not so helpful when you actually start outlining. Maybe your organization has a...







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# Objective 3: Create an Effective Profile

**Education** + Add education ↑

**American University** ✎ 📄

Graduate, History ✎

1986 – 1987 ✎

24 hours completed with 3.78 GPA. ✎

[Add Grade ?](#)

[Add Activities and Societies ?](#)

**Add Media:** 📄 Document 📷 Photo 🔗 Link 🎥 Video 📽 Presentation



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# Objective 3: Create an Effective Profile



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## Objective 3: Create an Effective Profile

### Additional Info



#### Interests

Always interested in speaking, panel, and teaching opportunities. Courses and speaking topics: ▶  
Advanced project management skills ▶ PMP exam prep ▶ Microsoft Project ▶ Establishing  
Positive Stakeholder Roles in Your Project ▶ Create Actionable Plans ▶ Cheaper, Faster, and



#### Personal Details

Birthday January 1, 1960

Marital Status Married

#### Advice for Contacting Matthew

Thank you for accessing and reading my LinkedIn profile. I warmly welcome all relevant professional LinkedIn connections for our mutual business networking and professional development.

Thanks and best regards,

Matthew

Matthew@ProjectWeavers.com (Relevant LinkedIn invites welcomed, No IDK)

+1 (855) 871-9246



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## Objective 3: Create an Effective Profile

- Other Options
  - Languages
  - Publications
  - Certifications
  - Skills & Endorsements



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# Objective 3: Create an Effective Profile

Add a section to your profile – be discovered for your next career step.



## Test Scores

Here's another way to show your accomplishments.

Add test scores



## Courses

Showing more information about your background will help you get found for more opportunities.

Add courses



## Patents

Showcase your innovation and expertise.

Add patents



## Causes you care about

Show the causes that matter to you.

Add causes



## Supported Organizations

Add more color to your professional identity to be found for opportunities.

Add supported organizations



## Posts


Write a post to increase your visibility and improve your professional brand.

Create post



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# Objective 4: Build a Network

 **Invite Jessica R. to connect on LinkedIn**

**How do you know Jessica R.?**

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Jessica R.

**Include a personal note: (optional)**

~~I'd like to add you to my professional network on LinkedIn.  
- Matthew Weaver, PMP, CSM, ITIL /~~

**Important:** Only invite people you know well and who know you. [Find out why.](#)

or





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## Objective 4: Build a Network

- Make it personal, relevant, and meaningful. For example:

I invite your connection on LinkedIn for our mutual business networking in the DC area. I have 30+ years of IT experience and my company offers project management, QA, and test expertise.

Thanks,  
Matthew



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## Objective 5: Participate in Groups

- Project Management Groups

- PMI-NNV Chapter Group 374
- PMI Project, Program & Portfolio Management 155,409
- Project Manager Community 286,925
- Project Management Practices 5,683
  
- Job-Related
- Industry-Related
- Technology-Related
- Location-Related
- Others



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## Objective 5: Participate in Groups


- Project Management Groups


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# Objective 5: Participate in Groups






**PMI The Northern Nevada Chapter** 

374 members Member  

Discussions Promotions Jobs About Search Manage

 **Start a discussion with your group**

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 **Matthew Weaver, PMP, CSM, ITIL**  Project Management T... Manager's Choice 

**Update Regarding the PMI-NNV LinkedIn Group**

Hi everyone!


**See what's new**

We've made some improvements to make your experience better! To read more about how we've updated Groups, visit our [Help Center](#).

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**Your group contribution level**

Start by commenting in a discussion. Group participants get 4x the number of profile views.

  
Getting Started



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## Objective 6: Recognize Challenges

# LinkedIn

# Spam

# Time



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**Thank You!**

Your questions and feedback are always welcome.

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President/CEO

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LinkedIn <http://www.linkedin.com/in/matthewjweaverpmp>

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