

8 Keys For **LinkedIn** Success



June 17, 2015

Lewistown, PA

Pennsylvania
CareerLink
MIFLIN COUNTY


Juniata River Valley
Chamber of Commerce & Visitor's Bureau

IN HIS NAME HR
CHRISTIAN BUSINESS CONSULTING

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About Me

Mark A. Griffin MBA
BU Alumni

25 years of HR experience



HR Experience At:

- Fortune companies
- Medium-sized family and employee-owned businesses





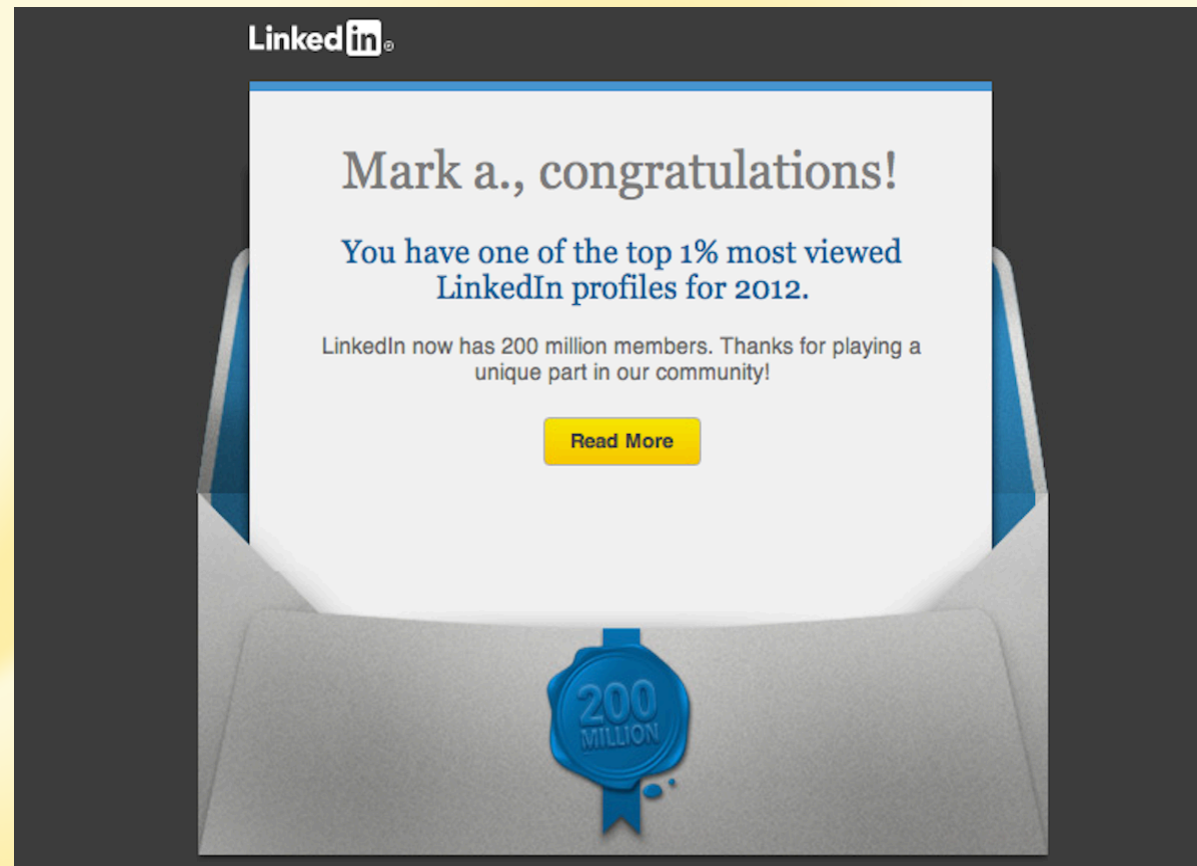
@InHISNameHR

#LinkedInSuccess



@markagriffinhr

Never Under Estimate the use of Social Media



8 Keys for Success

- Create Your Voice
- Create An Awesome Profile
- Skills and Experiences
- Join Groups
- Comment and Become an Authority
- Link Your Accounts
- Connect With People
- Recommendations

Create Your Voice

Questions to ask yourself:

- Why do you exist?
- What do you want to accomplish?
- What is our Mission, Vision and Values?

This sounds simple, but most people don't have a plan of how they want to present themselves.

Create one for yourself....

Our Voice

To be the expert authority regarding
Human Resources- from a Christian
perspective

Have A Social Media Strategy

That Voice you created-

Have it project through all social media
platforms

Increase Your SEO

Projecting your voice to different Social Media venues increases your:

Authority!



Create An Awesome Profile

What is in a “Modern Day” Resume?

- Summary
- Background
- Skills and Experience
- Education

Create An Awesome Profile



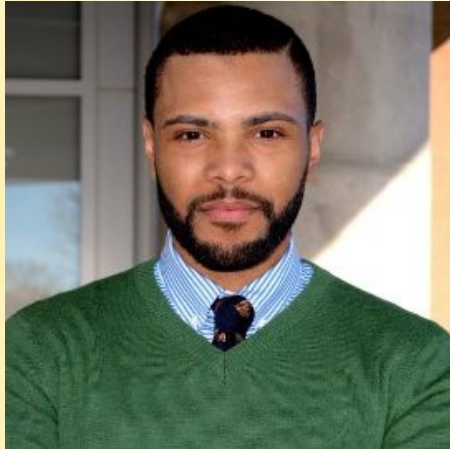
Summary

Business oriented Human Resources Executive with experience as a strategic member of leadership teams for Fortune 500 and entrepreneurial organizations. A visionary with the ability to serve as a catalyst for profitable and orderly workforce change. Driven towards simple solutions that bring value to the bottom line.

Specialties:

- * Organizational Development with a focus on strategic planning.
- * Performance planning design and delivery.
- * Managing and driving cultural change.

Use A Good Photo Like These



Skills and Experiences

➤ Ensure you check off Skills!

You can't get endorsed without having them listed!

The screenshot shows a LinkedIn profile's 'Skills' section. At the top, there is a gear icon and the word 'Skills'. Below this, the section is titled 'Top Skills'. A list of skills is shown, each with a blue box indicating the number of endorsements and a grid of profile pictures of people who endorsed the skill. The skills listed are: Organizational... (99+), Performance Management (99+), Employee Engagement (99+), Leadership Development (99+), Human Resources (99+), Recruiting (96), Strategic Planning (65), Training (56), Leadership (48), and Personnel Management (39). Below the 'Top Skills' section, there is a section titled 'Mark A. also knows about...'. This section contains a grid of skill tags, each with a blue box indicating the number of endorsements. The skills and their endorsement counts are: Career Counseling (32), HR Consulting (30), Deferred Compensation (30), Coaching (26), Employee Relations (25), Interviews (23), Onboarding (22), Executive Management (20), Management (18), Employee Benefits (15), Benefits Design (14), Succession Planning (14), HRIS (12), Christian Counseling (11), and Performance Appraisal (11). A 'See 25+ >' button is located at the bottom right of this section.

Skills

Top Skills

- 99+ Organizational...
- 99+ Performance Management
- 99+ Employee Engagement
- 99+ Leadership Development
- 99+ Human Resources
- 96 Recruiting
- 65 Strategic Planning
- 56 Training
- 48 Leadership
- 39 Personnel Management

Mark A. also knows about...

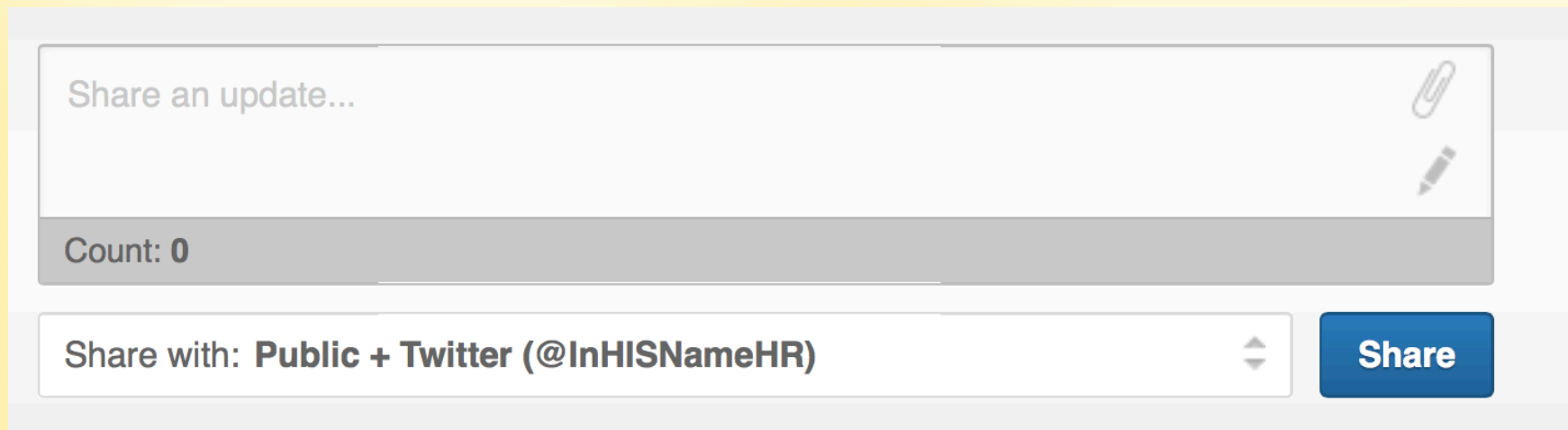
- 32 Career Counseling
- 30 HR Consulting
- 30 Deferred Compensation
- 26 Coaching
- 25 Employee Relations
- 23 Interviews
- 22 Onboarding
- 20 Executive Management
- 18 Management
- 15 Employee Benefits
- 14 Benefits Design
- 14 Succession Planning
- 12 HRIS
- 11 Christian Counseling
- 11 Performance Appraisal

See 25+ >

Use The Update

- What happens?
- How often to use it?
- Why? Remember your “Voice.”

Use The Update



Share an update...

Count: 0

Share with: **Public + Twitter (@InHisNameHR)**

Share













The screenshot shows a social media update form. At the top is a text input field with the placeholder text "Share an update...". To the right of this field are two icons: a paperclip for attachments and a pencil for editing. Below the input field is a grey bar displaying "Count: 0". At the bottom, there is a dropdown menu showing "Share with: Public + Twitter (@InHisNameHR)" and a blue "Share" button.

Once you update your activity you can share it with all your groups.

Join Groups

- Connect to potential clients.
- Connect to potential referrers.

Allows you to give back....

 On Startups - The Co... Hidden ▶	 PA SHRM State Cou... Visible ▶	 Pastors Network Hidden ▶	 PennACE Pennsylvania Association of College and Employers Hidden ▶
 PeopleMation Comm... Visible ▶	 Personal Brand Man... Visible ▶	 Power of Learning Hidden ▶	 SHRM SOCIETY FOR HUMAN RESOURCE MANAGEMENT SHRM (Society for H... Visible ▶
 SPHR Network Hidden ▶	 SADDLEBACK CAREER COACHING & COUNSELING Saddleback Career ... Visible ▶	 saddleback@work empowering work life together Saddleback@Work B... Hidden ▶	 Share Our Faith! Visible ▶

Comment and Become an Authority

- Spend time in your groups.
- Comment when appropriate and help others.
- Stay away from pit falls.
- Don't over promote ones self.

Comment and Become an Authority



Follow Lisa

How are you networking and developing relationships to cultivate qualified referrals?



Converting Community and Customers into Reliable Referrals Small Business Trends smallbiztrends.com

Finding new customers for any business, big or small, is the lifeblood of its success and sustainability. Without new business and making new sales there is no way a business can endure. As important as that is and has always...

posted 3 months ago

Mark A. Griffin

X

Great read, thanks for sharing. Have you tried any of the methods?

Send me an email for each new comment.

Add Comment

See more »



👍 Unlike 💬 Comment ☆ Unfollow More ▾

Link Your Accounts

- Makes it easier for people to get to your sites.
- Receive many inbounds from LinkedIn.
- Builds Authority, that shows you are current.

Link Your Accounts



Mark A. Griffin

Human Resource and Organizational Development
Consultant

Lancaster, Pennsylvania Area | Human Resources

Current In HIS Name HR LLC
Previous LCBC, Valco Companies Inc., Conestoga Wood Specialties
Education Bloomsburg University of Pennsylvania

[Complete your profile](#)

[Edit](#) ▼

500+
connections

Email MGriffin@InHISNameHR.com

Phone 717 572 2183 (mobile)

Address Lancaster PA

 Twitter [InHISNameHR](#)

 Websites WWW.InHISNameHR.com
[Blog](#)
[Facebook Page](#)

Connect With People

- Create Target Audience.
- Invite people.
- Ask for referrals.
- Don't invite to connect with people who are not connected to you in some way.

Connect With People

People to connect with:

- After meeting at a Mixer
- Co-workers from prior companies
- Friends
- Church connections
- College connections
- The list is endless....

Connect With People



Marco Rubio 3rd
Candidate for U.S. Senate at Marco Rubio for U.S. Senate
Miami/Fort Lauderdale Area | Political Organization

Previous Florida House of Representatives, City of West Miami
Education University of Miami School of Law

[Connect](#) ▼

40
connections

www.linkedin.com/in/marcorubio [Contact Info](#)



Invite Marco to connect on LinkedIn

How do you know Marco?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Marco

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Mark A. Griffin

Important: Only invite people you know well and who know you. Find out why.

[Send Invitation](#) or [Cancel](#)

Recommendations

LinkedIn Allows you to:

- Give recommendations
- Receive recommendations

Recommendations

Received (33) ▼

Given (20)

Manage

Chief Consultant

Recommendations



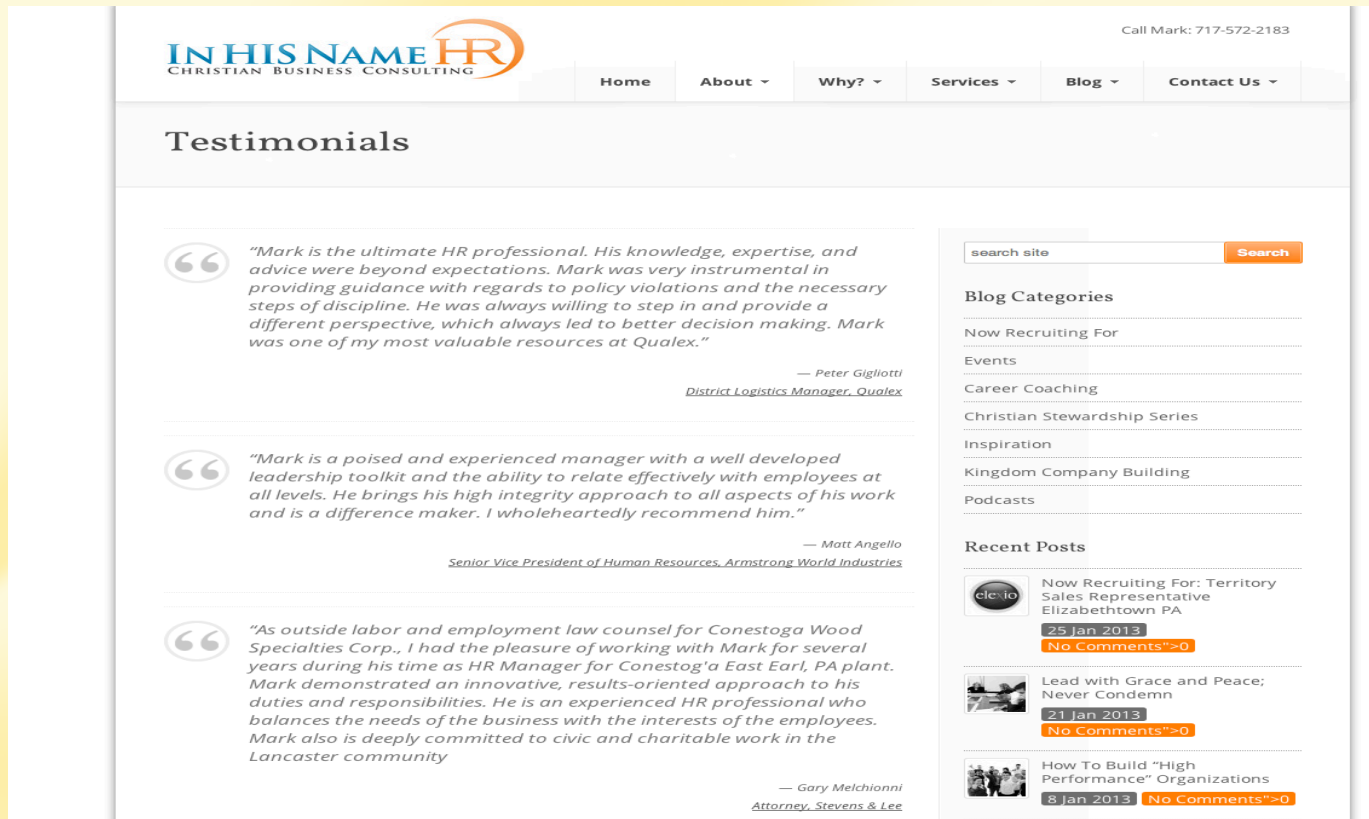
[Kent Kiefer](#)

Chief Operating & Financial Officer (COO & CFO) at ABWE Ministries, Inc. & Executive Director at ABWE Foundation, Inc.

Mark Griffin has supported ABWE in a variety of human resources capacities. His leadership in utilizing his team to analyze our benefit structure has been impressive, spawning a redesign that increased our range of benefits while producing partnerships that led to **six figure annual premium reductions** and overall seven-figure expense reductions in our annual benefit costs.

Recommendations

Expand the use of the recommendations into other marketing efforts.



The screenshot displays the website for IN HIS NAME HR, a Christian Business Consulting firm. The header includes the company logo, a navigation menu with links for Home, About, Why?, Services, Blog, and Contact Us, and a contact number: Call Mark: 717-572-2183. The main content area is titled "Testimonials" and features three quotes from clients:

- Quote 1:** "Mark is the ultimate HR professional. His knowledge, expertise, and advice were beyond expectations. Mark was very instrumental in providing guidance with regards to policy violations and the necessary steps of discipline. He was always willing to step in and provide a different perspective, which always led to better decision making. Mark was one of my most valuable resources at Qualex." — Peter Gigliotti, District Logistics Manager, Qualex.
- Quote 2:** "Mark is a poised and experienced manager with a well developed leadership toolkit and the ability to relate effectively with employees at all levels. He brings his high integrity approach to all aspects of his work and is a difference maker. I wholeheartedly recommend him." — Matt Angello, Senior Vice President of Human Resources, Armstrong World Industries.
- Quote 3:** "As outside labor and employment law counsel for Conestoga Wood Specialties Corp., I had the pleasure of working with Mark for several years during his time as HR Manager for Conestoga East Earl, PA plant. Mark demonstrated an innovative, results-oriented approach to his duties and responsibilities. He is an experienced HR professional who balances the needs of the business with the interests of the employees. Mark also is deeply committed to civic and charitable work in the Lancaster community." — Gary Melchioni, Attorney, Stevens & Lee.

The right sidebar contains a search bar, a "Blog Categories" section with links for "Now Recruiting For", "Events", "Career Coaching", "Christian Stewardship Series", "Inspiration", "Kingdom Company Building", and "Podcasts", and a "Recent Posts" section with three entries:

- Post 1:** "Now Recruiting For: Territory Sales Representative Elizabethtown PA" (25 Jan 2013, No Comments).
- Post 2:** "Lead with Grace and Peace; Never Condemn" (21 Jan 2013, No Comments).
- Post 3:** "How To Build 'High Performance' Organizations" (8 Jan 2013, No Comments).

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In Closing

- Have a plan and a purpose.
- Don't go at it haphazard.
- Always embrace and navigate new technology, or new means of social integration.

In Closing

- If you don't embrace it and learn it, you won't prosper at the same level as your competition.
- Don't be afraid of it!
- People have found our services that would have never known about us.

Thank You!

May you realize all your goals as you humbly walk through the changes in the way in which the world does business.

Thank You!

Visit us online

InHISNameHR.com



Twitter: [@InHISNameHR](https://twitter.com/InHISNameHR)

Facebook: [InHISNameHR](https://www.facebook.com/InHISNameHR)

Instagram: [MarkAGriffinHR](https://www.instagram.com/MarkAGriffinHR)

Contact Information

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