



Building And Nurturing Your Professional Network Transcript Summary

Summary

- **Groundhog Day playlist in a community.** [0:00](#)
 - Jason created a Groundhog Day-themed Spotify playlist for the learning rebels community.
- **Networking and LinkedIn in a virtual setting.** [1:06](#)
 - Rob discusses their experience with a long commute in the DC area, finding it stressful and time-consuming.
 - Shannon Tipton welcomes attendees to a virtual networking event and provides a link to a networking planner.
 - Shannon Tipton discusses the changes in LinkedIn and how it's become more marketing-focused, leading to a need for users to be better at self-promotion.
 - Shannon asks for feedback on LinkedIn connections and how they're limiting connections for free accounts.
- **LinkedIn's connection limits and job searching.** [8:12](#)
 - Amy expresses frustration with LinkedIn's limit of 10 connections per month for free accounts, and suggests increasing the limit to 20.

- Shannon Tipton agrees and suggests that people complain to LinkedIn about the policy, as they may listen to complaints from users.
- **Building a professional network during career transition. [11:07](#)**
 - Brenda emphasizes the importance of building a personal network, even during a pandemic, by connecting with people in the same industry and personalizing invitations.
 - Brenda shares their experience of being laid off seven times and the value of proactively building a network for career transition and job search.
- **LinkedIn optimization strategies for professionals. [13:09](#)**
 - Kristen emphasizes the importance of maintaining a professional image on LinkedIn, advising against posting content that may not align with one's personal brand.
 - Kristen also recommends writing articles once a week, particularly on Tuesdays and Wednesdays, to increase visibility and engagement on the platform.
 - Premium LinkedIn membership provides access to learning opportunities and influencers, leading to increased visibility and engagement.
- **LinkedIn algorithm secrets and tips. [18:39](#)**
 - Brenda Miller, LinkedIn expert and author, first shared the idea of using eight words or more in a LinkedIn profile.
- **Social media engagement strategies and tips. [19:46](#)**
 - Miller shares tips on commenting on LinkedIn posts, including using other reactions beyond liking and tagging the poster for engagement boost.
- **Social media engagement and authenticity in networking. [21:40](#)**
 - Erica emphasizes the importance of genuine engagement on social media, rather than just reacting for the sake of it.
 - Erica and Shannon discuss the importance of authenticity in virtual networking, with Shannon emphasizing the need to be true to oneself and not compare oneself to others.
 - Shannon also highlights the potential for feelings of inadequacy on LinkedIn, where it's easy to feel less than due to the presence of seemingly successful individuals.
- **Networking challenges and overcoming imposter syndrome. [26:38](#)**
 - Brian: Encourages starting small in LinkedIn, even if it's just following interesting people and sharing their content.

- Shannon: Recommends using a checklist to help establish a habit of regularly posting on LinkedIn.
- Shannon Tipton encourages networking as a practice forum for sharing information, commenting on others' posts, and reflecting on one's own growth.
- Victoria struggles with imposter syndrome and feeling unacknowledged on LinkedIn, but Shannon encourages her to keep practicing and recognizes the potential impact of her efforts.
- **Networking motivations and strategies. [32:20](#)**
 - Shannon Tipton and Dr. Bob discuss the importance of understanding one's "why" in virtual networking and sharing personal reasons for using LinkedIn.
 - Shannon Tipton and Dr. Bob share their reasons for participating in the call: Shannon wants to learn from others and find new clients, while Dr. Bob sees it as a way to give back and share his knowledge.
 - The group discusses the importance of staying connected with colleagues and demonstrating skills to potential clients.
- **LinkedIn profile optimization and networking. [37:42](#)**
 - Shannon Tipton emphasizes the importance of using LinkedIn as a portfolio and giving before asking in social media.
 - Shannon Tipton shares discussion starters and thoughtful questions for LinkedIn posts, encouraging engagement and building connections.
 - Shannon Tipton and Victoria discuss the importance of asking for recommendations from colleagues and networking connections.
 - Jason shares a new perspective on asking questions in professional settings, such as LinkedIn groups, and getting others to respond and continue the conversation.
- **Optimizing LinkedIn profiles for L&D professionals. [44:26](#)**
 - Erica suggests focusing on your unique strengths and brand of help when optimizing your LinkedIn profile, rather than trying to be a "master of all" and including every possible keyword.
 - Erica advises leaning into your strengths and what thrills you, rather than listing weaknesses or trying to be everything to everyone in your profile.
 - Erica and Shannon Tipton discuss the importance of needs analysis in creating effective learning solutions and sharing content on LinkedIn.
- **Career resilience and motivation strategies. [49:20](#)**

- Shannon Tipton encourages listeners to share interesting content they find, as others may find it valuable too.
- Shannon and a speaker discuss strategies for sustained self-motivation in a world with distractions, and how to create moments to push forward in learning and development.
- Shannon Tipton encourages listeners to set goals for their job search, such as reaching out to contacts and networking.
- **Creating habits and staying accountable on LinkedIn. [54:45](#)**
 - Shannon Tipton suggests using Bard instead of Chat GPT for creating more human-sounding content, as Bard provides more personalized responses to questions.
 - Shannon plans to send a follow-up checklist to her Be Hag group to help members stay accountable for their planned actions throughout the year.
 - Shannon Tipton and Dr. Bob discuss their plans for the weekend, including a family gathering and outdoor activities.
 - Shannon encourages listeners to share their accomplishments and connect with her at the next Coffee Chat, where they will discuss self-motivation.