

# USING LINKEDIN TO LOVE A CAREER IN TELECOMS

Russell Lundberg



# USING LINKEDIN TO LOVE A CAREER IN TELECOMS

- Your LinkedIn Profile
- Using LinkedIn
  1. Learn
  2. Network
  3. Showcase
- this presentation covers all 3. But I spend most time on Learn because it helps you become familiar with the most important aspects of the LinkedIn platform

## PROFILE OBJECTIVE: TO HAVE PEOPLE CONTACT YOU

- A Nice Photo
  - Appear competent and friendly
  - Close enough to see your face
- Expressive About section
  - Elaborate on your Headline
  - Use warm, human terms about what drives you and how you help
  - Write like talking with a friend
  - Add value
- Clear Headline
  - Call out your target audience and how you serve them
- Experience
  - Quantify your contributions
  - Write from the perspective of your target audience
  - Use relevant keywords

# LEARN

Expose yourself to the best current knowledge available

# THE LINKEDIN FEED

- Your LinkedIn Home Page (<https://www.linkedin.com/feed/>)
- The feed is The first thing you see when on LinkedIn
  - The LinkedIn UX, plus
  - Articles,
  - ads,
  - promotions,
  - content produced by the people, companies and hashtags you follow.
- LinkedIn controls what appears in your feed, not you
- Your control is limited to the People, Companies, and hashtags you follow
- Exercise that control by curating your feed
  - Follow those who contribute good content
  - Unfollow those who don't

# TERMINOLOGY

- Your network
  - People who follow you, or who connect with you
- Followers, connections
  - Same thing, anyone in your network
- Tagging
  - Enter “@” followed by name, select from popup
  - If no match, also include a word from that person’s headline or latest employer
- The Algorithm
  - How LinkedIn determines what Appears in your feed

## CONTROLLABLE CONTENT IN YOUR FEED

- Content produced by the people, companies and hashtags you follow
- Any content liked by people & companies you follow
- Any comments from people & companies you follow
- many companies and people are producing serious Telecom content on LinkedIn
- This works both ways. When you like or comment, that content will appear in the feed of your followers

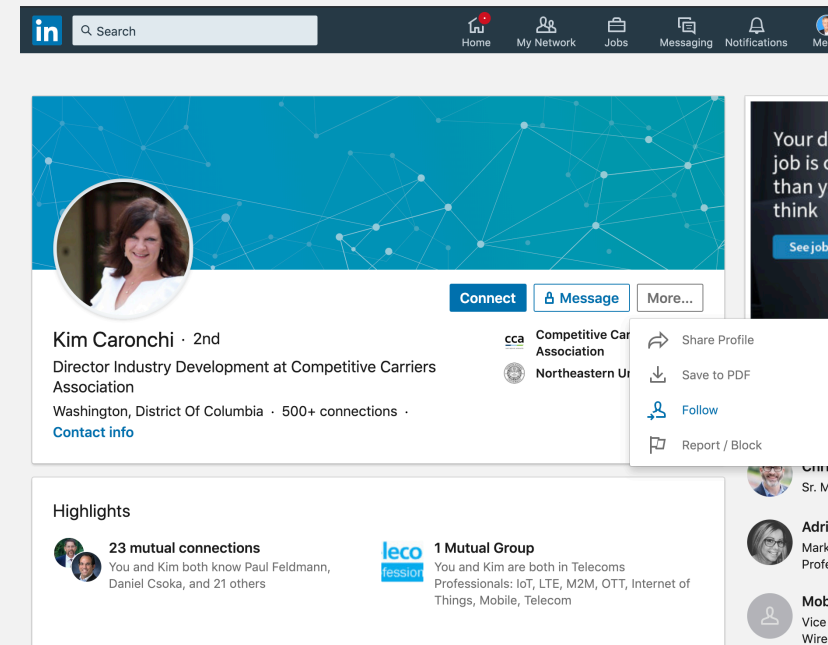
# HOW TO ADD LEARNING MATERIAL TO YOUR FEED

1. Follow people who produce relevant content
2. Read articles liked and commented by your network
  - Follow the author if you like the content
3. Consider LinkedIn's recommendations
  - Read the recent content of companies
  - Follow interesting-seeming hashtags



# HOW TO FOLLOW PEOPLE


1. View the person's profile
2. Verify they work in your niche
3. Verify they are active on LinkedIn
4. Verify they produce relevant content in your language
5. Click More->Follow



# HOW TO FOLLOW


- Companies
  - Search for the company
  - Click the company name to go to the LinkedIn Company Page
  - When you find it, click Follow
- Hashtags
  - Follow LinkedIn recommendations, or
  - Search for specific hashtags
  - If the content aligns, click Follow

# LINKEDIN RECOMMENDATIONS FOR



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[one2many - MBMS gateway - Leading technology for high availability, performance and interoperability.](#) Ad ...



**Russell Lundberg**  
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 **Ken Schmidt** • 1st  
Wireless Infrastructure Expert-President of Steel in the Air, Inc.  
12h


ZAYO is suing the state of Ohio regarding right of way access- alleging that the state is using its Innovate Ohio program inappropriately to inhibit permits- assumedly for fiber. The state response is that the suit is a thinly veil ...see more

 **Ohio Gov. Wants Out Of Telecom's Suit Over Permit Delays - Law360**  
law360.com

3


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# LINKEDIN RECOMMENDATIONS



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My Network



Jobs



Messaging



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Me



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11,256 Following

13,094 Followers

Done



**Rohde & Schwarz Mobile Network Testing**  
Telecommunications

4.3K followers

+ Follow



#rf

607 followers

+ Follow



**tele.net**  
Publishing

778 followers

+ Follow



**CelPlan Chile**  
Telecommunications

666 followers

+ Follow



**Bill Gates**   
Co-chair, Bill & Melinda Gates Foundation

22M followers

+ Follow



**TDA Telecoms**  
Staffing and Recruiting

3.4K followers

+ Follow



**Anritsu**  
Electrical/Electronic Manufacturing

24.6K followers

+ Follow



#lte

2.8K followers

+ Follow



#ran

657 followers

+ Follow



**IoT For All**  
Broadcast Media

6.2K followers

+ Follow



**Gulneet Chadha, CIPD**  
Not your typical HR. I think outside the box.



**Moniem-Tech**  
Telecommunications



**Internet of Things Sensing Assets**  
Telecommunications



**ZTE Corporation**  
Telecommunications



#leadership

## FOLLOWING COMPANIES & HASHTAGS

- LinkedIn is “not Facebook” maybe because People are sensitive to having their activity associated with their professional reputation
- Companies typically want to sell, so be wary of what you read
  - Not all online content is created equal
- Hashtags are completely unvetted by LinkedIn:
  - anyone can add any hashtag to whatever content they wish
  - Be aware and don't accept everything as fact

## REMOVE CONTENT FROM YOUR FEED

- You likely have people in your network who
  - Product content which does not interest you or is outside your niche
- You can remove this kind of content from your feed
- Simply unfollow that person
  1. Click the “3 dots” in the upper right of their content
  2. Select “unfollow”
- or
  1. View their profile
  2. Click More->Unfollow

# NETWORK

Add people from your field to your inner circle

# YOUR NETWORK

- We've already discussed following those who produce good content in your niche
- You also can Connect rather than follow
  - Limit of 30,000 connections
  - Connecting is like each party follows the other
- Recognize consistent contributors
- Follow them
- Connect if you want



# TACTICS FOR GROWING YOUR NETWORK

- Post updates consistently
- Use up to 3 hashtags in your update
  - Followers of those hashtags will see your update in their feed
  - LinkedIn algorithm is said to punish use of more than 3 hashtags
- Tag companies mentioned when you share news articles
  - Followers of those companies will see your update in their feed
  - No algorithm limit
- Always reply to every comment
  - This stimulates more engagement, which the Algorithm likes
- Always tag commenters in your replies
  - This puts your comment in front of everyone in *their* network.

## FOLLOW AND CONNECT

- View their profile
- Ignore if not Telecom technology
- Ignore if no activity
- Ignore if active outside your language

# SHOWCASE

Contribute content to demonstrate your interest and expertise

# MAKE LINKEDIN A PLATFORM FOR YOUR SKILLS

- Your network will see the content you produce
  - Your articles, updates, videos, shares, likes, and comments
  - Use your comments to demonstrate your knowledge
  - Ask insightful questions
- Keep in mind this audience as you write & Share
  - With your ongoing LinkedIn activity, you create the reputation will have of you
  - Not only your interest and Expertise, but also what you'd be like to work with
- What you say and do on LinkedIn becomes What people Know you for

# YOU CREATE YOUR REPUTATION

- Decide which aspects of your field you want to emphasize
- Focus your LinkedIn activity on those aspects
  - Post updates on those specific topics
  - Comment on those aspects in the content of others
  - Write long-form articles on those topics
- Always Add value
- Be the kind of person people want to work with

## HELP YOUR NEXT JOB FIND YOU

- become known as a subject matter expert in your areas
  - In the Telecom fields which interest you most
  - In your preferred geographic region(s)
- One of Your goals using LinkedIn is for Opportunities to come your way
- If you someday apply for a position, imagine how it might help that someone at that company already knows you
- It's always hard finding your next job. By Using LinkedIn strategically, you'll help your next job find you.

# USING LINKEDIN TO LOVE A CAREER IN TELECOMS

- Spend 10-15 minutes every day reading your feed
  - Like & comment on articles you read
  - Tag original poster and commenters
- Follow Those posting good content
- Unfollow Those posting off-topic content
- Always be courteous, respectful, thoughtful
- Post your own content
- Share good articles to LinkedIn.
  - Tag companies mentioned in the article
  - Include your own comments or questions
  - Leave a question for readers to engage
  - Reply to every comment, and tag the commenter

# RUSSELL LUNDBERG

- 30+ years experience working in Telecoms Technology for Fixed and Mobile Operators around the world
  - Executive consulting for Mobile Operators and other using Wireless technologies
  - Coaching and career development for Telecom Pros
  - <https://www.linkedin.com/in/russelllundberg/>
- Thank you!

