

## RESOURCE 15

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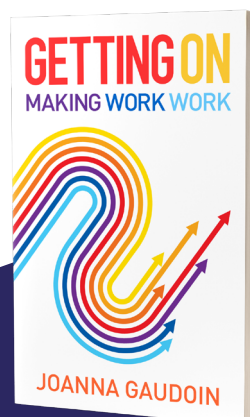
# Online presence

LinkedIn visibility sheet



available at  
**amazon**

and other book retailers



This resource accompanies  
Chapter 10 of ***Getting On:  
Making work work***



This resource accompanies **Chapter 10** of *Getting On: Making work work*

## Online presence LinkedIn visibility sheet

Use this document to plan what activity you will do on LinkedIn.

Element	Guidance/comments	Do already? Y/N	Planned frequency	Notes
<b>Interacting with others' posts with one of the emotion buttons.</b>	Always make sure you read the post fully first!			
<b>Commenting</b>	This is a great way to show engagement and knowledge, or to share an opinion you may have.  This action can help those outside your immediate network to become aware of you.			
<b>Sharing – when something is useful or interesting for your network, you can share it.</b>	Always add a comment to introduce what you are sharing and explain why. You can also 'send' posts to specific contacts via a message.			
<b>Creating your own content</b>	This could be a post, a post with a poll or even an article, for example.			
<b>Searching for relevant contacts and connections</b>	As long as you aren't pushy, you may be surprised by how open many are to connecting. Again, always include a personal message.			

### NEXT STEP:

Download Resource 16 which accompanies **Chapter 11: Meetings and presentations**



[Download \(PDF\)](#)



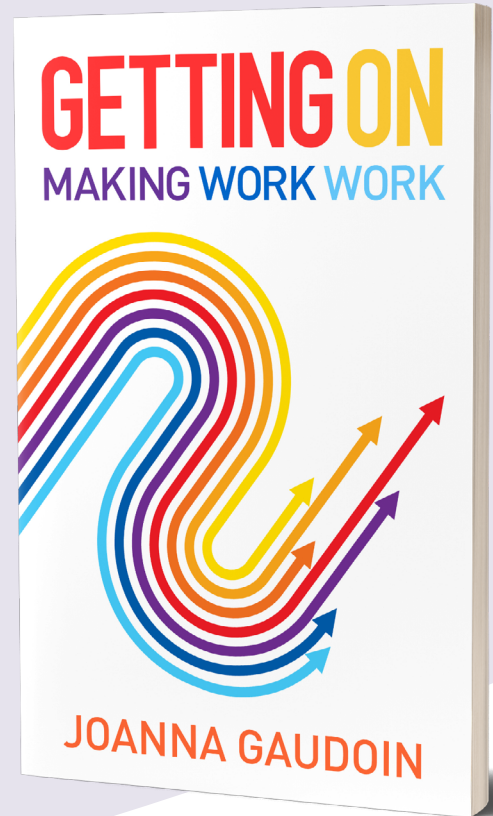
### Why I wrote this book

Every day, I work with people to help them navigate the workplace challenges they face, be the best they can be at work and fulfil their career potential – so that work works for them. This book uses that experience to help you take your own steps towards career success.

*“We know that excelling on the job, doesn’t mean that a successful career will follow – but we don’t always understand why. In Getting On: Making work work, Joanna reminds us to be rigorous in our self-analysis and hone the skills we need to rev our career engine. It’s pragmatic, thought provoking and encourages self-reflection with valuable insights for everyone, no matter what stage your career.”*

**Unette Spencer,**

Chief of Staff to Executive Vice Chair, Mastercard



### About the Author



Joanna has spent more than 10 years working with individuals to help them understand how to blend their technical know-how with ‘softer’ skills to realise career success – either in their existing role, or when looking for new opportunities. Joanna also runs group sessions for organisations and is a regular speaker at events.

**To find out more about Joanna and her work:**

[www.insideoutimage.co.uk](http://www.insideoutimage.co.uk)

[www.gettingonatwork.co.uk](http://www.gettingonatwork.co.uk)

[www.linkedin.com/in/joannagaudoin](http://www.linkedin.com/in/joannagaudoin)

[www.twitter.com/joannainsideout](http://www.twitter.com/joannainsideout)

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