

**SPORT GOVERNANCE WEBINAR SERIES**  
**LA GOUVERNANCE DU SPORT SÉRIE DE WEBINAIRES**

HOSTED BY/ PRÉSENTÉ PAR



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**FOR SPORT**  
**LEADERS**

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## Andrew Moss



After a 21 year coaching & sport admin career, Andrew combined his passion for sport, technology & business to bring innovative & sustainable solutions that create better alignment & improved efficiency to the sport sector.

Through his sport education agency, The Sport Academy, he designs & delivers eLearning & blended learning programs that are more effective & efficient. He offers an online software tool, Checklick, to support LTAD skill tracking & recognition.

# What is LinkedIn?

Reid Hoffman, LinkedIn founder



**“I realized that the world was transforming every individual into a small business.”**

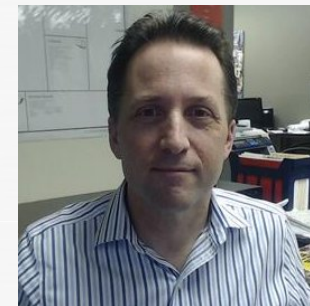
*LinkedIn is the world's largest professional network with 250+ million members and growing steadily.*

- *Establish your professional profile and control one of the top search results for your name.*
- *Build and maintain a broader network of professionals you can trust.*
- *Find and reconnect with colleagues and classmates.*
- *Learn about other companies.*
- *Leverage powerful tools to find and reach the people you need.*
- *Tap into the knowledge of your network.*
- *Discover new opportunities.*



*“The power of the Internet is to accelerate the way you do business.”*

Reid Hoffman



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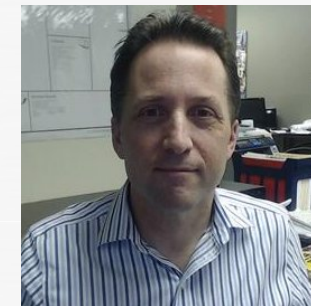


# What is LinkedIn?

It's more a social gathering than a bulletin board



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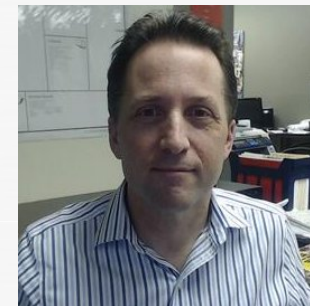


## A few tips for any social environment

- Be genuinely interested in other people.
- Listen and question, add value where possible.
- Give honest and sincere appreciation.
- Don't criticize, condemn or complain.
- Use the person's name, even when responding to their posts.
- Be a good listener. Encourage others to talk about themselves.
- Talk in terms of the other person's interests.
- Make the other person feel important - and do it sincerely.



*How to Win Friends and Influence People*  
Dale Carnegie

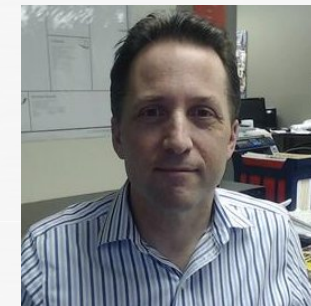


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# Today's Agenda

## LinkedIn strategies & examples to:

- > Enhance personal career growth.
- > Create more connected relationships.
- > Grow organizational capacity.
- > Foster communication and engagement.
- > Tools to support your efforts.
- > Your questions...



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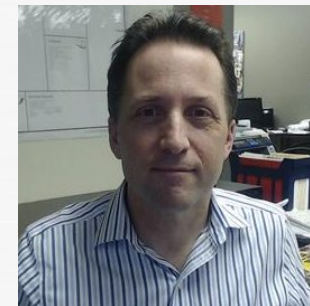
## Strategies to enhance **personal career growth**....using LinkedIn

- Current and professional photo
- Establish a professional profile that reflects your current **and** long term career interests
- The *professional headline* should describe **you**, not your current position.
- The *background summary* should detail your key areas of professional strength and accomplishment.
- Your *experience* and *projects* should be connected to your stated strengths & expertise. Add visuals where possible.



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## Strategies to enhance **personal career growth**....using LinkedIn

- Gain credibility in your sector with recommendations of your peers, and from your peers.
- Create a connected profile - when creating your profiles, connect to content inside and outside of LinkedIn.
- Follow companies, organizations & individuals who represent current and future career interests.
- List your own skills and recommend others skills if you have the experience to do so.
- Carefully review your Privacy & Settings.



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## Strategies to create more **connected relationships**....using LinkedIn

- Join groups that allow you to contribute and connect .... think social gathering!
- Use a personalized request to make new connections.
- Use the *Get Introduced* feature to connect via a common connection.
- Comment on discussions where you have value to add, or questions to ask.
- Offer regular, authentic congratulations.
- **NEW** Use LinkedIn relationship tools.



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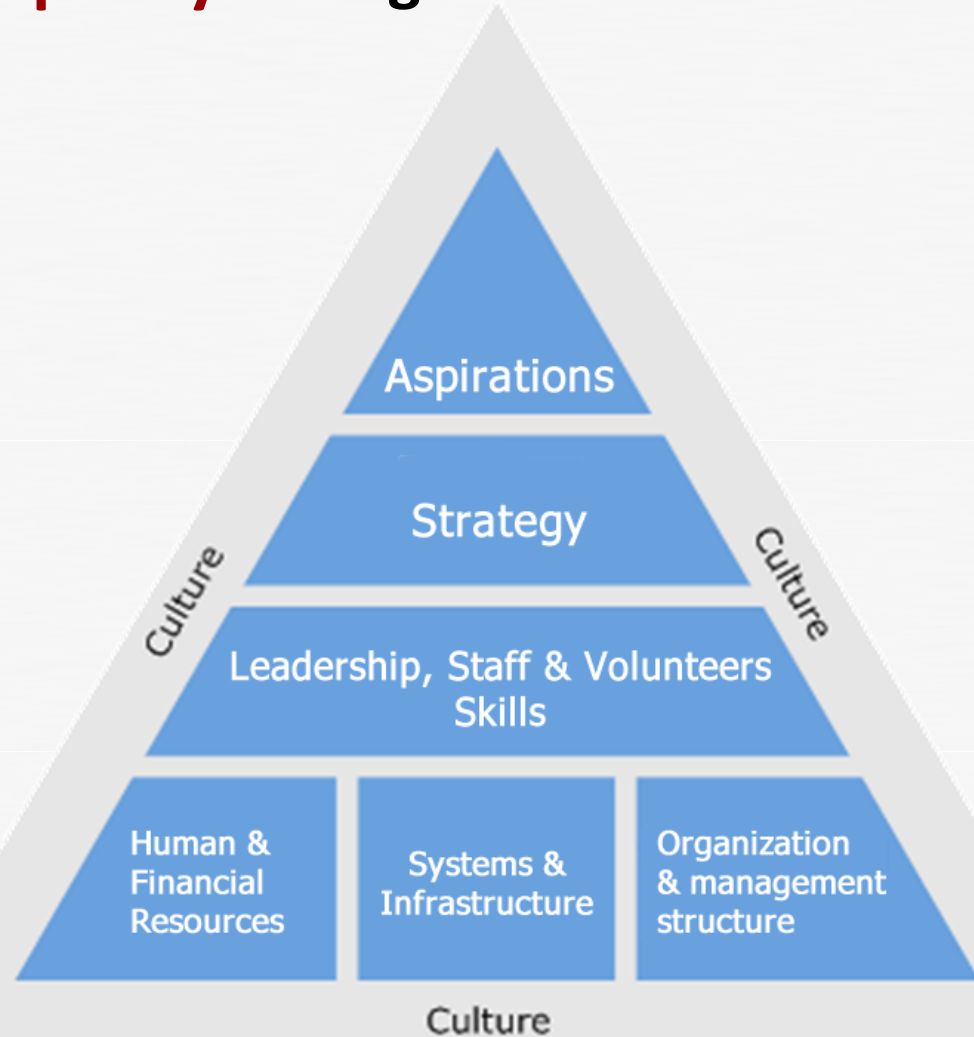
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**Poll**

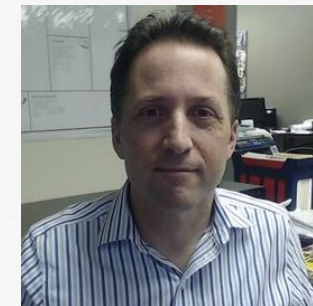


## Strategies to grow **organizational capacity**...using LinkedIn.



## Measuring your organizational capacity

McKinsey & Company  
[www.mckinseyonsociety.com](http://www.mckinseyonsociety.com)



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## Strategies to grow **organizational capacity**...using LinkedIn.

How can a tool such as LinkedIn help?

- Create private groups
  - Invite membership to join
  - Engage alumni
  - Attract or invite experts to contribute
- Create a professional online presence
  - Attract potential employees
  - Connect sponsors, members & your network
- Access professional development
  - Follow groups, individuals & companies offering content in your 'gap' areas
  - Connect with mentors, guides, confidants



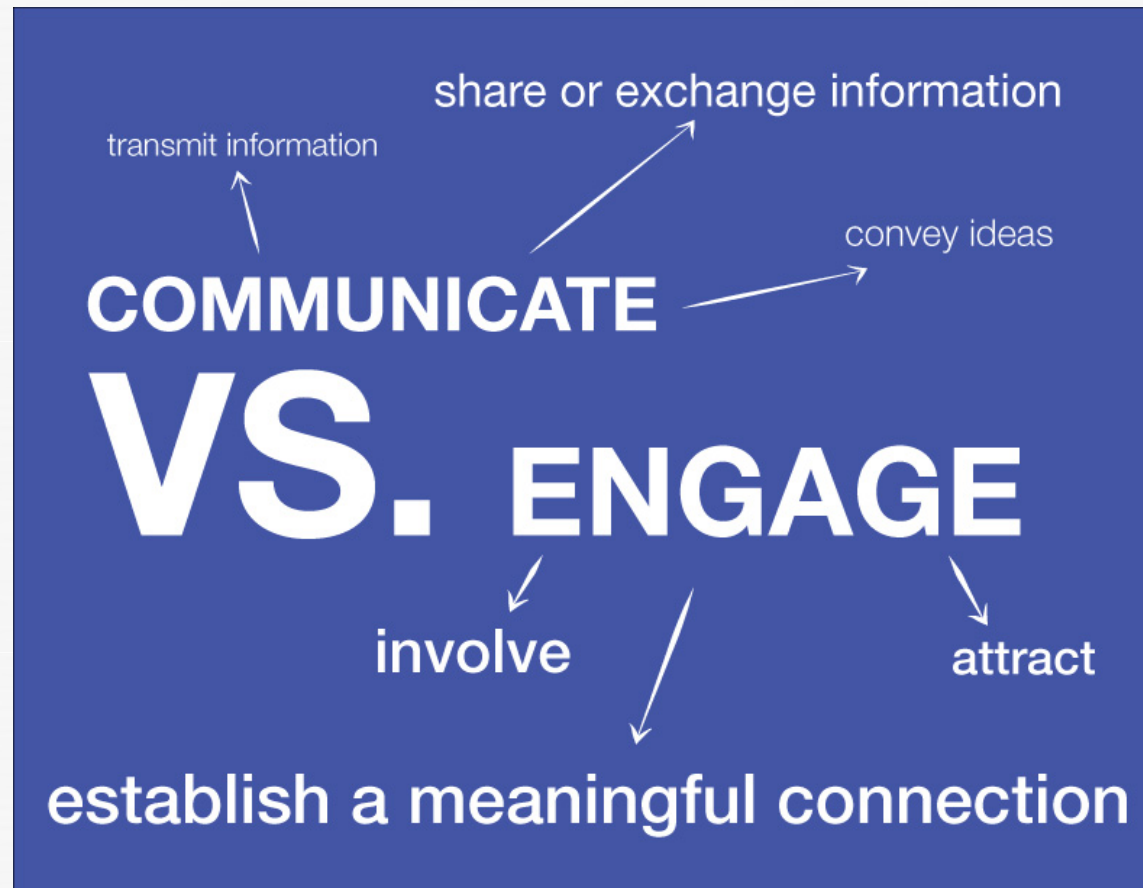
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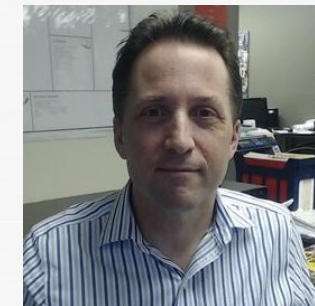




## Strategies to **enhance communication** and **increase engagement**.



<http://dougridley.wordpress.com/>

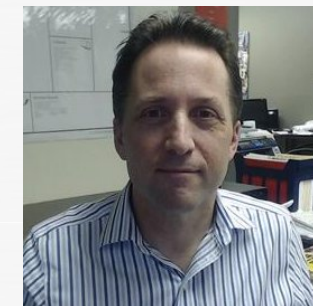
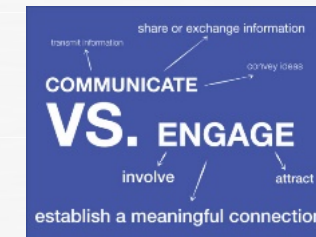


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## Strategies to **enhance communication** and **increase engagement**.

- Create a *Company Page* for your organization
- Use *Showcase Pages* to extend your presence
- *Attract followers* from within LinkedIn and from external websites, media, communication tools
- *Engage with the world* – share rich content daily, join groups and participate in conversations that matter
- *Gain insights* by measuring your LinkedIn performance using company page analytics



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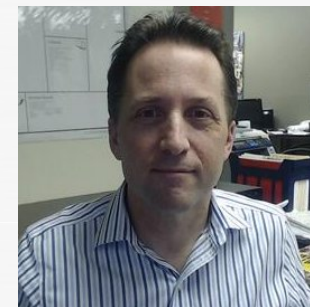
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## Tools that can **enhance the value** of your social platforms.

### Within LinkedIn

- Advanced search – grow your network in areas of specific need or interest
- Post a Job – access to targeted audiences
- Pulse – connect to content of value & share with your audience
- Make introductions
- Know your connections – export PDF



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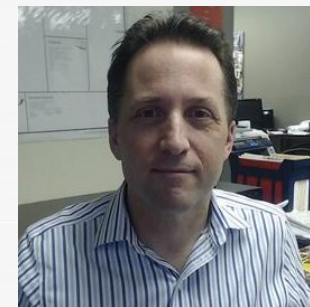
# Questions





## Tools that can **enhance the value** of your social platforms.

- [bufferapp.com](https://bufferapp.com)  
Scheduled / automated posting & suggestions
- [contactually.com](https://contactually.com)  
Customer relations management  
Connects & synchronizes with your tools
- [simplymeasured.com](https://simplymeasured.com)  
Start with Free-social-media-tools
- Suggestions from the audience?



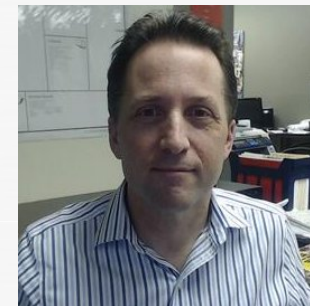
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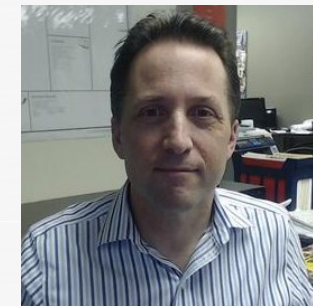
- [basecamp.com](http://basecamp.com)  
Manage your organizations projects & communication.
- [lynda.com](http://lynda.com)  
How-to site for just about anything work related
- [FluidSurveys.com](http://FluidSurveys.com)  
Canadian (Ottawa) based online survey tool
- [FluidReview.com](http://FluidReview.com)  
Canadian (Ottawa) based online application management tool
- Suggestions from the audience?



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# Thank you



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# Upcoming Webinars

**May 14**

**CSP Engagement in the Community**

**PCS engagement dans la communauté**

**Watch for these upcoming webinars:**

**Negotiating Partnerships, Cloud Computing**