



# Q & A: Recommendations on LinkedIn

Anita Hampl, THE Short Attention Span Writer

*helping you look good in words*

# Q & A: Recommendations on LinkedIn

© 2019 Anita Hampl

**ALL RIGHTS RESERVED.** No part of this report may be republished, reproduced, or transmitted in any format without the express written consent of the author.

**THIS IS NOT PLR** ("private label rights").

**DISCLAIMER.** The information presented in this report is the opinion of the author and is for informational purposes only. Every attempt has been made to verify the facts presented here, but neither the author nor her affiliates assume any responsibility for errors or omissions.

The author of this report is an affiliate for some of the products mentioned within, and may earn a commission if you make a purchase through a link you find here or on her website.

## What is a Recommendation on LinkedIn?

- A statement by a first-level Connection, like a “testimonial”
  - Ideally by someone who has worked with you, purchased from you, or employed you
  - Declaration that your work was good enough to praise in public
- Formally created within LinkedIn
- Reviewed by the recommendee:
  - Can be sent back for editing
  - Can be rejected or ignored and nothing will be posted
- Accepted by the recommendee
- Posted on LinkedIn in the Recommendations section
  - Date-stamped
  - Shows headshot, name, and headline of the recommender



**Jose Alfaro**

VP, Analysis & Strategy at Arch Coal, Inc.

April 29, 2018, Edwin worked with Jose in the same group

I worked on several projects with Edwin while obtaining my MBA at Duke. Edwin was willing to take initiative and share the workload. He was always focused on achieving the best results for the group. I would highly recommend working with Edwin as he would be a key addition to any team.

## What Should a Recommendation Include?

There are four basic elements to include. Appropriate keywords should be included in these elements.

- How the writer knows you
  - Did you graduate university together?
  - Were you their first hire (or vice versa)?
  - Were you an emergency fill-in on a major project?
    - Pam and I shared countless vending machine meals together during our Residencies.
    - I had the good fortune to partner with Chris at ABC Automotive.
    - I have had the pleasure of supporting Jacob in his role as a Sales Center Manager.

- What they have experienced re: your skills, work habits, expertise, especially qualities that stand out
  - He is a quick learner and has shown the ability to digest large volumes of information in an effective and efficient manner.
  - In her first 12 months, her creative thinking and strategic planning resulted in a 26% growth in sales, and over the course of four years continually added to the success of the office.
- What they personally enjoyed or respected about your work
- That they would recommend you, and for what role or capacity
  - I strongly encourage you to connect with Tom and learn about his security service, as the insights he shares will be well worth your time.

## RECEIVING RECOMMENDATIONS

### What Do Recommendations Do for Me?

- Establish credibility and trust in the eyes of potential employers, clients, or colleagues
- Reinforce what you said about yourself in your Headline, Summary, and Experience sections
- Demonstrate that people who worked with you found it to be a positive experience
- Capture major successes in a precise summary
- “Name drop” (in a subtle way) associations with prominent people
- Round out your profile, showing your personality and any unique traits that might not be addressed in a resume or Experience section
- Keep a reader on your profile a little bit longer
- Help your placement within LinkedIn search, especially among recruiters

# Who Should I Ask to Recommend Me?

First, consider who is your primary audience AT THIS TIME on LinkedIn:

- Recruiters?
- Hiring managers?
- On-line prospects? <sup>page</sup>
- Local clients and prospects?
- Directors or C-suite executives in your organization?
- Community leaders/non-profit board members?

Your LinkedIn presence should be designed for and facing that specific audience. Think about whose Recommendations would impress that audience and go from there.

- Past or current employers, especially from most recent roles
  - Direct managers: they will know you better and can most genuinely speak of your strengths and contributions
  - Higher level managers:
    - if they are well-known in the field and their name commands respect
    - if they can articulate a significant impact that you made to the company's success
- Colleagues or co-workers
  - They can speak of your personality and how you fit in on a team
  - They can speak of your spirit of collaboration, as an example
- Past and current clients
  - The more specific examples they can provide, the better
  - They can describe how you solved a problem or overcame an issue
- Management of non-profits or civic boards
  - Their name alone may lend prestige to your profile
  - They can speak to your dedication, volunteer hours, and how you applied your unique skills to accomplish goals

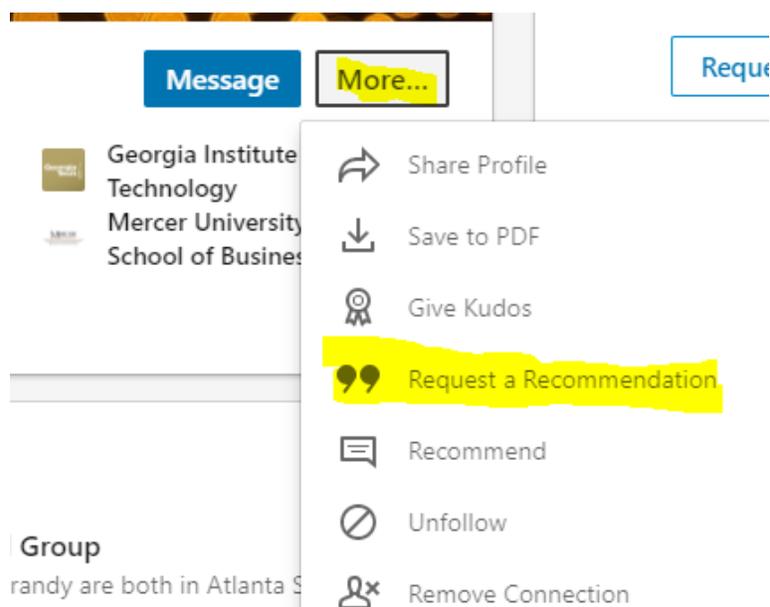
# How Do I Ask for a Recommendation?

If you are new at this, start with some easy/friendly people to ask.

- Choose people (identified above) who already have a LinkedIn profile
- Ask to Connect to them if you are not already connected
- Look in their Recommendation section to see if they have experience giving recommendations
- Forewarn them (verbally or by email) that you will be sending a request for a Recommendation.
  - Ask respectfully, never assume that they will help you
  - Tell them what you are looking for, and mention an accomplishment or results that they can spotlight
  - Provide a sample that they may edit to save them time
    - They will often cut & paste this sample, which is terrific!
    - This may help expedite their response if they are busy

## Once you are Connected (first-level), follow these steps:

Locate and open the prospective Recommender's LinkedIn profile. Click on the "More..." tab next to the blue message button at the top of their page, then click on "Request a recommendation."



The next window will ask you to select entries from a drop-down box re: how you know them and what position **you** had at the time.

Ask Brandy to recommend you ✕

Help us personalize your request

How do you know Brandy?

Relationship

Select relationship ▼

Position at the time

Select your position at the time ▼

---

Next

The next window is for your message to request a Recommendation.

Ask Brandy to recommend you ✕

Include a personalized message with your request

 **Brandy Nagel**  
Brandy worked with you but at different companies

---

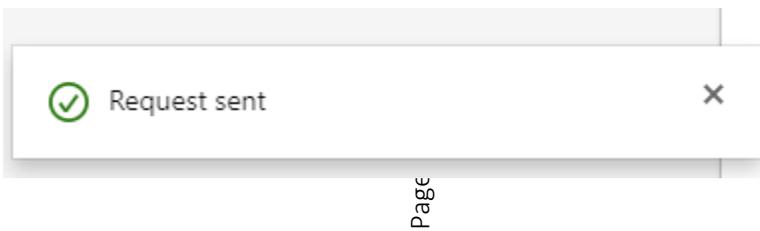
|



---

Send

Once you hit “send,” the request is sent. Your confirmation will be a subtle message in the lower left of your screen.



## I Already Have a Testimonial, Can I Use It?

That’s a great start, especially if it is from someone who is already a first-level Connection to you. But the Recommendation still needs to come through the LinkedIn system so both of you can approve it.

- Your familiarity and relationship with the person will help you decide how to handle the request
- It might be more efficient if you call or email them first
- Explain that your official request will be coming via LinkedIn
- Send them a Recommendation request within LinkedIn as above
- Suggest that they use the testimonial, with restrictions, if any.
  - [Here is that great testimonial you wrote for me. Feel free to just copy it here.](#)
  - [Please eliminate the reference to Acme Products.](#)

## OFFERING RECOMMENDATIONS

### What Does Recommending Do for Me?

Offering a Recommendation is the most time-and-thought consuming—though powerful—of the ways you can engage on LinkedIn.

Because it takes effort to compose a good Rec, most people rarely bother. You can shine by offering to write a Rec for someone.

- It makes them look good.

- They will appreciate you.
- You are viewed as a third-party expert in the field.
- It makes you look generous for going to the trouble to write.
- It enhances your reputation by being associated with that person.
- People viewing the Rec can click to see who **you** are.
- Your Recommendation has a much longer lifespan than traditional posts on LinkedIn.
- It's a way for you to spotlight work that you do or have done.
  - *As the chief architect on the remodel of the Grand Hyatt, I relied upon Bob for ...*

## Who Should I Write Recommendations For?

There are various reasons to Recommend people on LinkedIn; some reasons may overlap.

- To show kindness/empathy
  - Co-workers facing downsizing or layoffs
  - Employees who you want upper management to notice
  - Friends starting new businesses
- To express admiration/gratitude
  - Colleagues or vendors who helped significantly on a project
  - Service providers who went beyond the call of duty
  - Organizers of local charity events that were meaningful to you
- To gain exposure to your own profile
  - Prominent professionals who you worked on projects with
  - Popular local suppliers or civic leaders
  - Broadcast media or podcasters who hosted you

You want to offer Recommendations to people who will appreciate them. Before investing time and energy into writing a Rec, make sure that the recipient is an active user of LinkedIn.

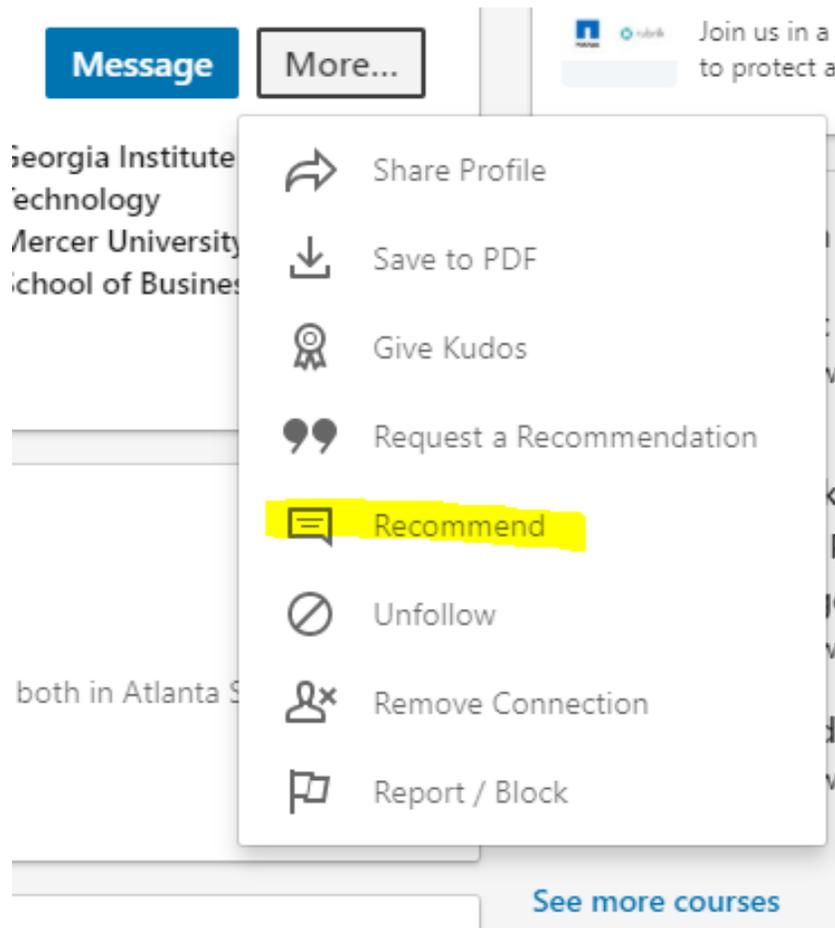
- Look at their Connections; if they have less than 300 it's probably not worth your time
- Notice if their Experience section looks up to date.

- Check their "Activity" to see if they are in the habit of commenting or liking posts in the newsfeed.

## How Do I Offer a Recommendation?

Make sure you are Connected (first-level) to your Recommen

Locate and open their LinkedIn profile. Click on the "More..." tab next to the blue message button at the top of their page, then click on "Recommend."



A drop-down box will ask how you know them and what position **they** had at the time.

**Write Brandy a recommendation** ✕

The recommendation will appear on Brandy Nagel's profile.

How do you know Brandy?

Relationship

You worked with Brandy but at different companies ▼

Position at the time

Marketing Catalyst at nagliTech, Inc. ▼

---

**Next**

The next window is for your message as you offer a Recommendation.

**Write Brandy a recommendation** ✕

The recommendation will appear on Brandy Nagel's profile.

 **Brandy Nagel**  
You worked with Brandy but at different companies

---

Write your recommendation here...

---

**Send**

# What Shall I Write in My Recommendation?

Remember that you want to include meaningful keywords in every Recommendation. Here are the four elements to include, as spelled out on the first page of this report.

- How you know the Recommende
- What you have experienced re: their skills, work habits, expertise, especially qualities that stand out
- What you personally enjoyed or respected about their work
- That you would recommend them, and for what role or capacity

Recall your reason for each Recommendation, also:

- To show kindness/empathy
- To express admiration/gratitude
- To gain exposure to your own profile

You want your Recommendation to spotlight the recipient to make them stand out among the competition. A by-product of this will be attention and interest to you and your profile.

A good tip is to look at the recipient's profile and glean a sense of what is most important to them.

- If their headline is more than a default job title, and says "Superhero for retailers with shrinkage issues," make sure you speak to that.
- Their Skills & Endorsements section may have the top three Skills (which are really keywords) listed on top. Try to include one or more in your Rec.
- Look at any Recommendations that THEY have given. You may notice qualities/traits that they seem to admire on others (diligence, passion, attention to details). If so, they will love to see those in the Rec you write for them.

Try to highlight specific achievements that went beyond the expectation. Use metrics where possible. Avoid bland or generic wording.

## In Conclusion

A Recommendation is not hard to write, if you understand why you are writing it and how meaningful it will be to your recipient. You are truly honoring your recipient by taking the time to write one!

If you are new to LinkedIn or just want to refresh your presence, check out the free lists [on this page](#).

Best wishes as you grow your visibility through Recommendations on LinkedIn!

*Anita Hampl*

Anita Hampl, THE Short Attention Span Writer

*helping you look good in words*

**Need more help?** Want to brainstorm Recommendations or other parts of your LinkedIn presence?

*Schedule an affordable 45-minute review session!*