

## LINKEDIN SKILLS: WHAT'S GOING ON WITH ENDORSEMENTS?

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### LINKEDIN HAS BEEN VERY BUSY THIS WEEK

They just rolled out a new feature called Skills Endorsements that allows your 1st degree connections to “endorse” your skills and expertise with one click. It is an interesting feature as it allows the credibility that can come from others speaking up on your behalf.

Some might say it is a bit Klout-like in allowing others to say they think you’re good at one or more of your skills. These are skills that you have previously added to your Profile (more about that later in this post). This allows others to say they, too, think you have these skills.

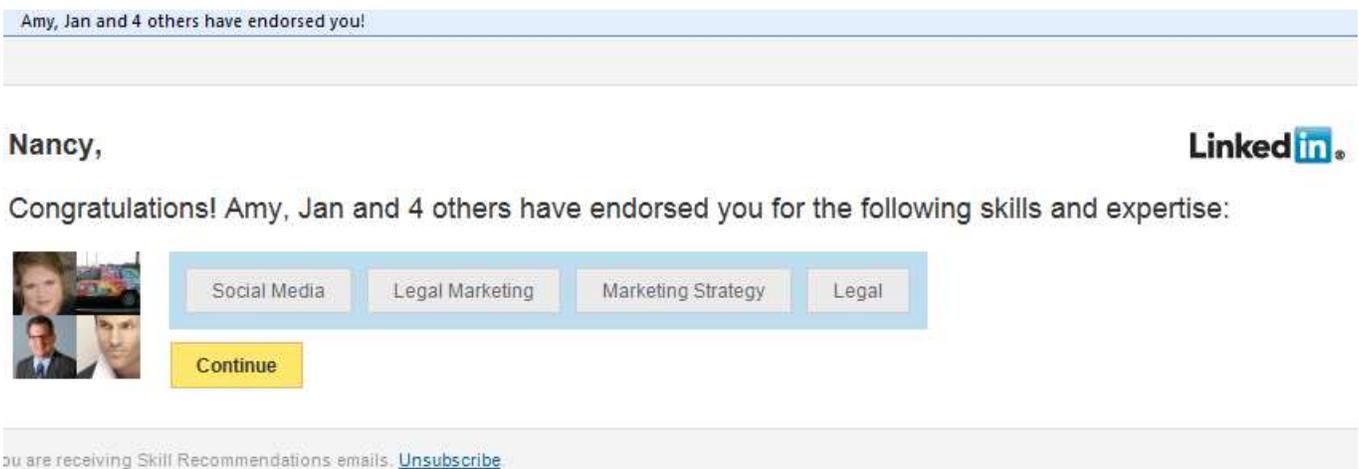
### LET’S TAKE A LOOK

Someone decides to endorse my skills in a particular area I have listed. Again, these are skills I have already chosen to add to my LinkedIn profile. If you haven’t done so, you should as they are all searchable by people who might be interested in those skills, not to mention it’s okay to help people know what you do for a living.

### YOU’RE SUDDENLY GETTING ENDORSEMENT EMAILS FROM LINKEDIN

When someone endorses my skills, LinkedIn then sends me an email to let me know someone, or some people, have endorsed my skills.

Here’s an example of that email:



Amy, Jan and 4 others have endorsed you!

Nancy, 

Congratulations! Amy, Jan and 4 others have endorsed you for the following skills and expertise:

- Social Media
- Legal Marketing
- Marketing Strategy
- Legal

[Continue](#)

You are receiving Skill Recommendations emails. [Unsubscribe](#)

I then click Continue in my email to see what's going on. I am taken to my Profile on LinkedIn, where I might see a blue box above my Profile that suggests others I can endorse, four at a time. I can choose to follow LinkedIn's suggestions to endorse any or all of these four connections, and/or ask to see more as you can see in the bottom right corner of the blue box.



When your connections choose to endorse your skills, it then adds their very small avatar next to those skills in the Skills and Expertise section of your profile.

This is what that that looks like:



## HOW DO I ENDORSE SOMEONE?

If you would like to endorse someone, but don't see the aforementioned blue box at the top of your profile, you can scroll down to the Skills & Expertise section of your 1st degree connections, where you will be able to click on that skill, or click the + symbol next to the skill.

When you endorse others' skills, your name and picture will then appear next to the skill on that person's profile, and an update regarding the endorsement will appear in your network update stream, as well as the update stream of the connection you have endorsed.

As we discussed at the top of this post, an email will also be sent to the person you've endorsed.

One's most endorsed skills will move to the top of their Skills & Expertise section.

Another way to endorse a connection's skills is to go to their profile, where you may see a box above their photo that asks you if this person is skilled in particular areas. The skills listed in this box allow you to suggest and endorse multiple skills your connection hasn't necessarily added to their profile. Suggested skills that you choose won't appear on your connection's profile until they approve them.

Here is what that section on your connection's profile looks like:



The image shows a blue dialog box titled "Does Timothy have these skills or expertise?". It contains five skill tags: "Business Development", "Strategic Planning", "Mergers", "Competitive Intelligence", and "CRM". Below the tags is a text input field with the placeholder "Type another area of expertise...". At the bottom left are two buttons: "Endorse" (yellow) and "Skip" (white). At the bottom right is a link "What is this?".



The image shows a portion of Timothy Corcoran's LinkedIn profile. It includes a profile picture of a man in a suit, his name "Timothy Corcoran" with a "1st" badge and a LinkedIn icon, and his title "Principal at Corcoran Consulting Group, LLC". Below the title is the location "Greater New York City Area" and the industry "Legal Services". The profile lists his current role at "Corcoran Consulting Group, LLC, Professional Services Marketing Group (PSMG), Lawrence Township Education Foundation" and his previous role at "Hubbard One, division of Thomson Reuters, Altman Weil, Inc., White & Case LLP, a global law firm". His education is listed as "CEU, Strategy at Harvard Business School".

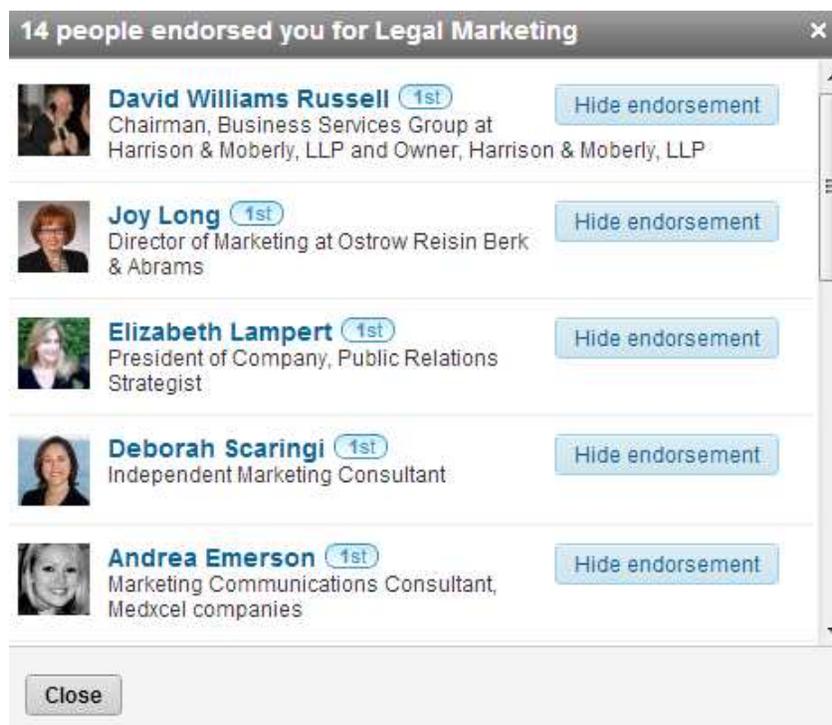
## TO HIDE OR REMOVE AN ENDORSEMENT

If you don't want someone's endorsement of your skills to show, you can hide it. Be careful when hiding someone's endorsement of your skills because LinkedIn has not yet enabled us to unhide someone's endorsement of us.

When looking at your Skills & Expertise section, you will notice a small gray arrow below the avatars of a particular skill:



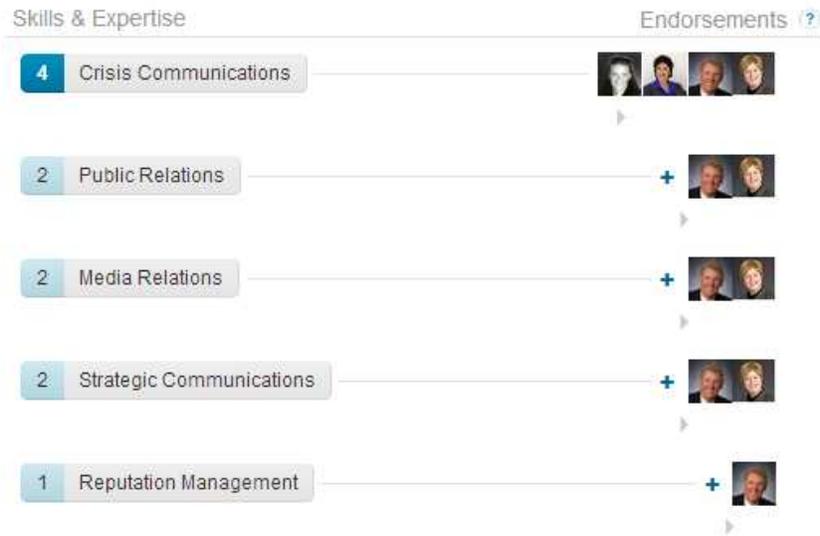
When you click on the gray arrow, a box pops up that allows you to then hide specific endorsements. Click on Hide Endorsement, then close the box.



## YOU'VE CHANGED YOUR MIND

If you change your mind, and you want to remove your endorsement of someone's skills, you can do so by going to their profile, finding the skill in the Skills & Expertise section where your avatar shows next to that skill you endorsed. When you hover over that skill, it will then give you the option to Undo your endorsement.

The Undo doesn't show below as it only works when hovering.



What do you think about the new Skills Endorsement feature?

Like? Dislike? Worried about ethical implications?

Nancy Myrland, President, Myrland Marketing, is a Certified Social Media Speaker, Trainer & Consultant, and a Professional Marketing Advisor with more than 20 years experience in partnering with clients to build their business by strengthening their relationships with their clients. She started Myrland Marketing in 2002.

Nancy has spent a great deal of time immersing herself in the worlds of Social Media and Traditional Marketing, and understands how to wisely and efficiently blend the two areas to help you accomplish your goals.

Nancy has a depth of business knowledge to share with her clients that comes from working in sales and business development, in management and marketing in corporate America with Time Warner and L. M. Berry, and in law firms and other professional services firms.

Nancy is available for:

- Keynote Addresses
- Firm Retreats
- Social Media Coaching and Speaking
- Creation of Strategic Marketing Plans For Teams, Individuals and Firms
- High Stakes Key Client Satisfaction Interviews

To find out more about Myrland Marketing, or to read Nancy's blog, she can be contacted at any of the following places:

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