News Information

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**Meryl Williams Highlights Merits of Social Media Platform LinkedIn During AAMA Fall Conference**

SCHAUMBURG, IL— LinkedIn, the online professional networking tool, was a topic of two workshops at the American Architectural Manufacturers Association (AAMA) 2017 National Fall Conference. AAMA Communications Coordinator, Meryl Williams, led a discussion about the social media platform called, “7 Actions You Can Take Today to Improve and Protect Your LinkedIn Profile.”

“Even if you’re not currently job-hunting, you should care about the state of your current LinkedIn profile,” said Williams. “It’s always good to see what’s happening in your industry, how companies and roles are changing and who in your network might just be perfect for an opportunity on your radar.”

If one is looking for a new position, Williams said, it’s even more important that a profile is up-to-date. She cited a [2016 Jobvite survey](https://www.jobvite.com/wp-content/uploads/2016/09/RecruiterNation2016.pdf), which found that 87 percent of recruiters use LinkedIn to vet candidates.

“You are your own brand, and you need to be your biggest advocate for that brand,” said Williams.

Williams went over what makes a good (and bad) profile picture, and why professionals should include volunteer work and other interests on their profiles. She also reviewed LinkedIn account settings that allow users to view the profile pages of others without detection, how to make sure participants’ profiles are not quickly passed over and how to keep competitors from poaching client lists.

Finally, she reviewed privacy settings for LinkedIn. She recommended that users change their password every few months and opt into two-step verification to add an additional level of user authentication.

“With two-step verification, LinkedIn will text you a security code to enter along with your password,” explained Williams. “This is also a great suggestion for you to use with platforms like Gmail, Facebook, Twitter and other tools.”

Concluding her presentation, Williams gave a preview of AAMA’s next social media workshop focusing on Twitter, which will take place at the AAMA Annual Conference in 2018. Additionally, for those who missed the LinkedIn workshops, an AAMA webinar covering the topic will be held December 12. This event is open to the public.

More information about AAMA and its activities can be found via the AAMA website, [www.aamanet.org](http://www.aamanet.org/).

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