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ENDORSEMENTS vs RECOMMENDATIONS – WHICH IS BETTER?

Discussions continue about the value of Endorsements vs Recommendations. Which option is better?

ENDORSEMENTS

The option to offer an **Endorsement** to the Skills of your first-level Connections was introduced as a way to encourage engagement between LinkedIn Users and their Connections. Sounds like a great idea! It's a quick & easy way to give a Connection a 'sign of recognition/strength' for a particular skill that you can personally validate. *It does not replace nor equal the value of Recommendations.*

Unfortunately, some LinkedIn Members have chosen to turn this feature into a popularity contest of sorts, choosing to endorse every skill on a Connections' profile, which (in my opinion) lessens the believability and professionalism of the person doing the Endorsing. My suggestion is to **ONLY** offer Endorsements to Connections you personally know, have worked with, partnered with, or somehow **KNOW** them so you can truly *validate* the Endorsement. You *do not* need to feel obligated to reciprocate Endorsements – particularly when you are unable to do so with true validation.

LinkedIn has implied that this section of the profile is, indeed, factored into the search engine optimization (SEO) process meaning that, for instance, HR searches seeking specific skills will pick up on highly endorsed skills within LinkedIn profiles. *Again, this reinforces the practice of only offering honest and true Endorsements to your Connections.* Bottom line: LinkedIn is the world's largest professional networking site on the internet. How about this: let's all strive to keep that claim intact.

How to offer Endorsements:

Simply visit your Connections' profile, scroll down to their listed Skills, and click on the 'plus' sign next to the Skills *you can honestly vouch for or validate.*

RECOMMENDATIONS

In my opinion, these will always hold far more weight over Endorsements as to validating the work of a professional. **Recommendations** may only be offered by first-level Connections, and the originator must verify the relevant work history for which the Recommendation is being made. Recommendations contain text which is most often written by the originator. Recommendations are the 'gold' to your profile that may *turn a prospect into a client!* If you're a job seeker, they are an essential addition to your profile content that *just might lead you to an interview!* My opinion is that it's important to have some strong Recommendations on your profile as well as present a healthy number of Endorsements on your most pertinent Skills. Remember: 'It's good to give and receive!' Freely offer an unsolicited Recommendation to a deserving first-level Connection and make their day!

How to give/receive Recommendations:

Go to the member's profile and look for 3 tiny dots to the right of the head shot. Choose to Request Recommendation or Recommend and follow the template. **Strategy Tip:** Initiate the action of offering a Recommendation to someone who can easily reciprocate the gesture. At the end of the process, LinkedIn will prompt that person to do so.

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