

## Endorsements on LinkedIn

I'd not seen the 'endorse' feature in LinkedIn until this morning. Was nice to see an endorsement from a connection when I checked my email, and then I saw a platter of 4 of my connections served up for me to endorse their top attribute in a single click, and I proceeded to mass-endorse maybe 2-3 x 4 sets of connections before realizing that not only could this take all morning, but more importantly that I should resist the process, recognizing that it isn't necessarily meaningful unless I deliberately go to a page to click it of my own volition.

Knowing how this process appears in LinkedIn, doesn't the currency get watered down? What if we were to add 'likes' on Facebook in this way? So, while I was deliberate to reciprocate and appreciate the endorsement I received by going to the contact and clicking their top skill (which is still a flawed, obligatory-polite-b.s. response) I had to pause and marvel a bit at the new currency LinkedIn has stewed up to keep the pot a stirrin'. And the 'Endorsement' panel appears each time I go to a connection's profile, how do ya turn that thing off?!

That we should click, click, click to endorse would appear to be generous and dutiful at first glance, possibly even stingy not to proceed, but upon consideration it is thoughtless and insincere, and even a mass broadcast of gullibility and wholesale puppetry. In fact, upon receiving an endorsement, I might rather consider challenging that connection to a duel. I propose a new icon for LinkedIn - the glove - which may be applied to a connection's profile picture. How dare they endorse me! We just need an app that reveals the endorsements that were applied wholesale, something like the one you can add to a FB profile to sniff out creeps. Or maybe a t-shirt with a saber and a glove that says 'I accept your endorsement on LinkedIn', or crossed dueling pistols with the caption 'LinkedIn - 30 paces, turn, and Endorse'.

Or maybe just a dunce cap icon. I admit, I succumbed to the process myself. My t-shirt should say 'Oops, I endorsed you on LinkedIn' with a puppy sitting in a puddle of pee pee. For those who are truly untidy about keeping a firm handle on the qualifications for their connections on LinkedIn, the t-shirt reads 'Class of '90 Reunion, 2010! See you on LinkedIn'.

That social media can be so...social.

Here's some info to help us cope:

<http://sheehanmarketingstrategies.com/how-to-get-rid-of-those-unwanted-endorsements-on-linkedin/>

According to Top Cat, I need only claim 3 skills to make it as a Hollywood star:

- 1) Pet a dog
- 2) Ride a horse
- 3) Hold my breath under water
- \* 4) I'd like to add 'Ties own shoes'

Very tempting to add these to my skills on LinkedIn, and THEN I'd be eager to round up the endorsements and have the recruiters swooning.