

All About

Linked

A Helpful Guide to Creating & Using Your LinkedIn Page



Agenda



- What is LinkedIn
- Setting LinkedIn Goals
- Profile Basics
- Building Your Network
- Participating in Groups
- Sharing Content



- The world's largest professional social network connecting colleagues with each other and businesses with current and potential employees – while enabling community development and content sharing.
- LinkedIn's potential lies in its power to **build authority, establish thought leadership, and cultivate a robust network.**

Why Join LinkedIn?



Center your goals around this answer, and what you're trying to achieve. There could be a few different goals you could be trying to accomplish, but one example is below:

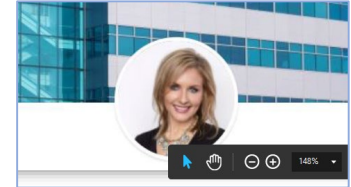
- Determine your goals.
- Demonstrate your expertise.
- Grow your network.
- Increase likelihood of responses from potential candidates.

Profile Basics



- Your LinkedIn profile is your electronic business card and foundation for your personal brand – make the most of it!

Profile and Background Images



- Your profile picture is your calling card so the image should be recent.
- Don't be afraid to zoom in on your face – it should take up about 60% of the image.
- Wear what you would wear to work.
- Add a background photo that grabs people's attention, sets the context and shows what matters to you – it will help your page stand out.
- *Helpful links...* <http://ow.ly/h5VZ30njneR> & <http://ow.ly/stl330njosg>

The Body

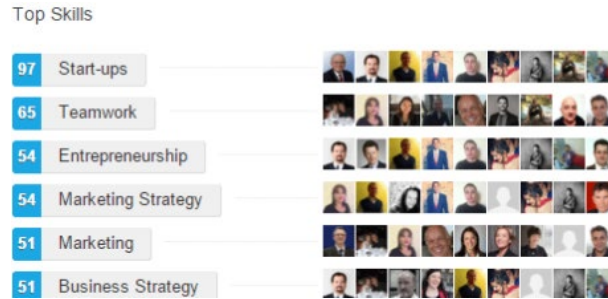


Destiny • 3rd

Social Media Strategist & Content Manager Seeking New Opportunity | Connecting Divers..
Greater New York City Area

- Make your headline match the goals you're trying to achieve. If you want to be recruited – a job title makes sense. You can even create a slogan for your personal brand – (120 characters with spaces).
- Turn your summary into your story – be engaging and compelling. (2,000 characters with spaces). <http://ow.ly/imjl30njpkp>
- Try not to use 'buzzwords'
 - These are adjectives that are used too often and become almost completely meaningless.
 - Find alternative, more creative words to replace these: *specialized, leadership, focused, strategic, experienced, passionate, and innovative.*

Other Tips



- It's a quick win on LinkedIn – Listing your **relevant skills**. Doing so helps to support the description in your Headline and Summary, and provides a platform for others to endorse you. Less is more.
- **Endorsements** and **Recommendations** from other members (*i.e., teachers or managers*) substantiate your skills and *increase your credibility*.
- Don't be afraid to reach out with a polite message asking for an endorsement or recommendation for a few key skills as well.
- Relevance matters. Reach out to people whose endorsement you'd really value. Helpful link... <http://ow.ly/dGn330njpMh>

Build a Strong Network

- The more connections you have, the better visibility your profile has, and the greater your influence –but focus on quality.

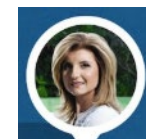
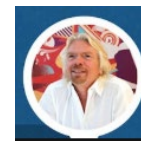


Be Genuine and Engage



- Send a personalized message to make people feel like you're really interested – make use of mutual connections, mutual groups, or attended same school from their profiles
- If you find someone you really want to connect with, join a LinkedIn Group they're in and connect that way.
- It's important to **engage** with your connections. Like, share or comment on their activity. Start a conversation.
- Connect with / follow “industry influencers.”

For example: <http://ow.ly/VNDL30nkh8G> This helps gather interesting content to learn from and share.



Groups help expand your reach

- Join **LinkedIn** Groups that are relevant to you or your career interest to gain visibility and access to members. *Look at...* <http://ow.ly/IsSn30nki58>
- By joining these groups, you can learn about an industry and expand your network.



Nemanja Zivkovic

I bring Value! General Manager & Head of Marketing @TheLuvo

... 1d

Customer Service: The New Kind of Marketing

By showing the customer he's important to you, you are putting him first. The loyalty that is born from this kind of customer service can't be bought with ads.



Customer Service: The New Kind of Marketing

By showing the customer he's important to you, you are putting him first. The loyalty that is born from this kind of customer service can...

Like Comment



The screenshot shows a LinkedIn group page for 'User Communications'. The page has a blue header with navigation tabs: Overview, Discussions, Updates, Members, Settings, and Manage. Below the header, there are 6 members listed, each with a profile picture, name, title, location, and a small icon representing their role or status. The members are:

Name	Title	Location	Icon
Mario Sundar	Community Evangelist at LinkedIn	San Francisco Bay Area	51 500+
Krista Canfield	PR Manager at LinkedIn	San Francisco Bay Area	21 500+
Florencia Pettigrew	International Marketing Manager at LinkedIn	San Francisco Bay Area	5 312
Ben Guthrie	Product Manager at LinkedIn	San Francisco Bay Area	2 300
Manav Agarwal	UC Berkeley Student in Computer Science, Intern at LinkedIn	San Francisco Bay Area	75
Richard Chen	Associate Marketing Manager at LinkedIn	San Francisco Bay Area	68

Two Quick Videos for Creating Your LinkedIn Page

🖥️ [Video # 1:](#)

6 Tips on How to Make a Great LinkedIn Profile

🖥️ [Video # 2:](#)

LinkedIn Tutorial on Creating a Profile





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