



Welcome to Rock Your Profile



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ROCK YOUR PROFILE

Our agenda

- 01 Get to Know LinkedIn
- 02 Why LinkedIn?
- 03 Your Profile, Your Story
- 04 Beyond LinkedIn Profile
- 05 Q&A
- 06 Wrap Up

Get to know
LinkedIn



OUR VISION

Create economic opportunity
for every member of the
global workforce

OUR MISSION

Connect the world's professionals
to make them more productive
and successful

Why
LinkedIn?



THE LINKEDIN ECONOMIC GRAPH

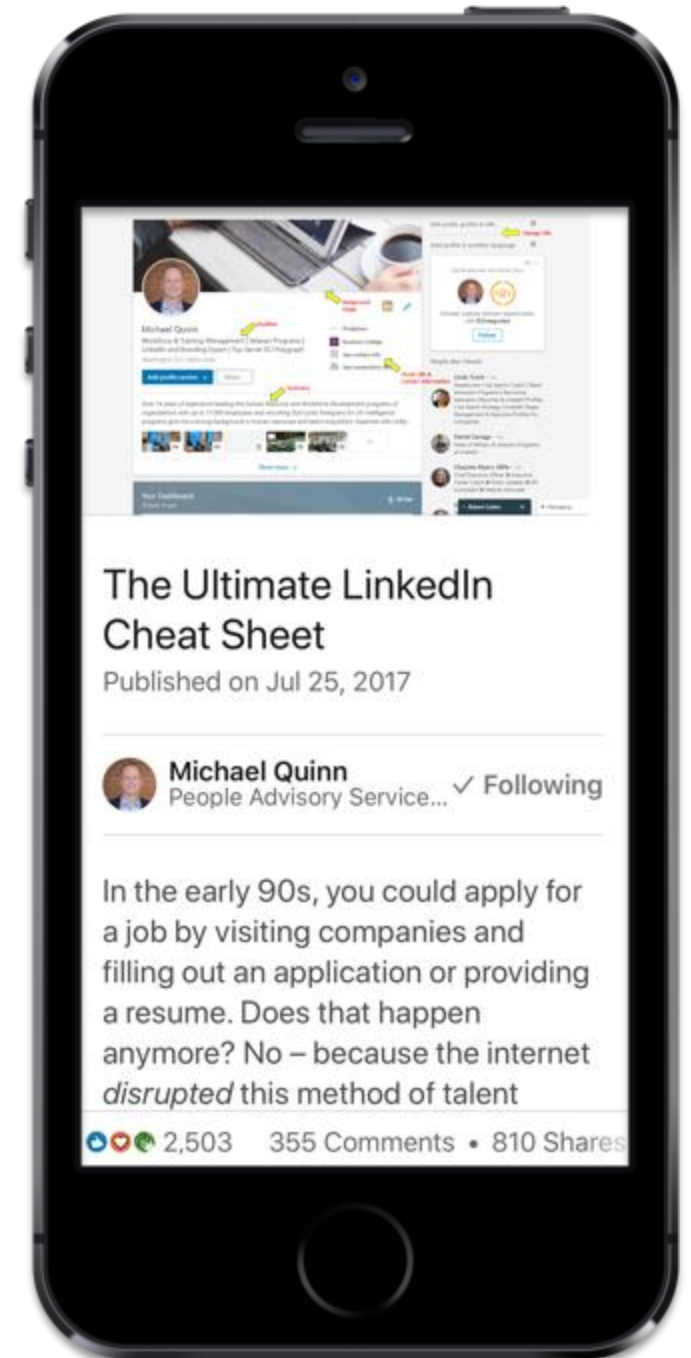


Your profile,
your story –
Why it
Matters



70%

of LinkedIn's audience is doing something
other than search for jobs

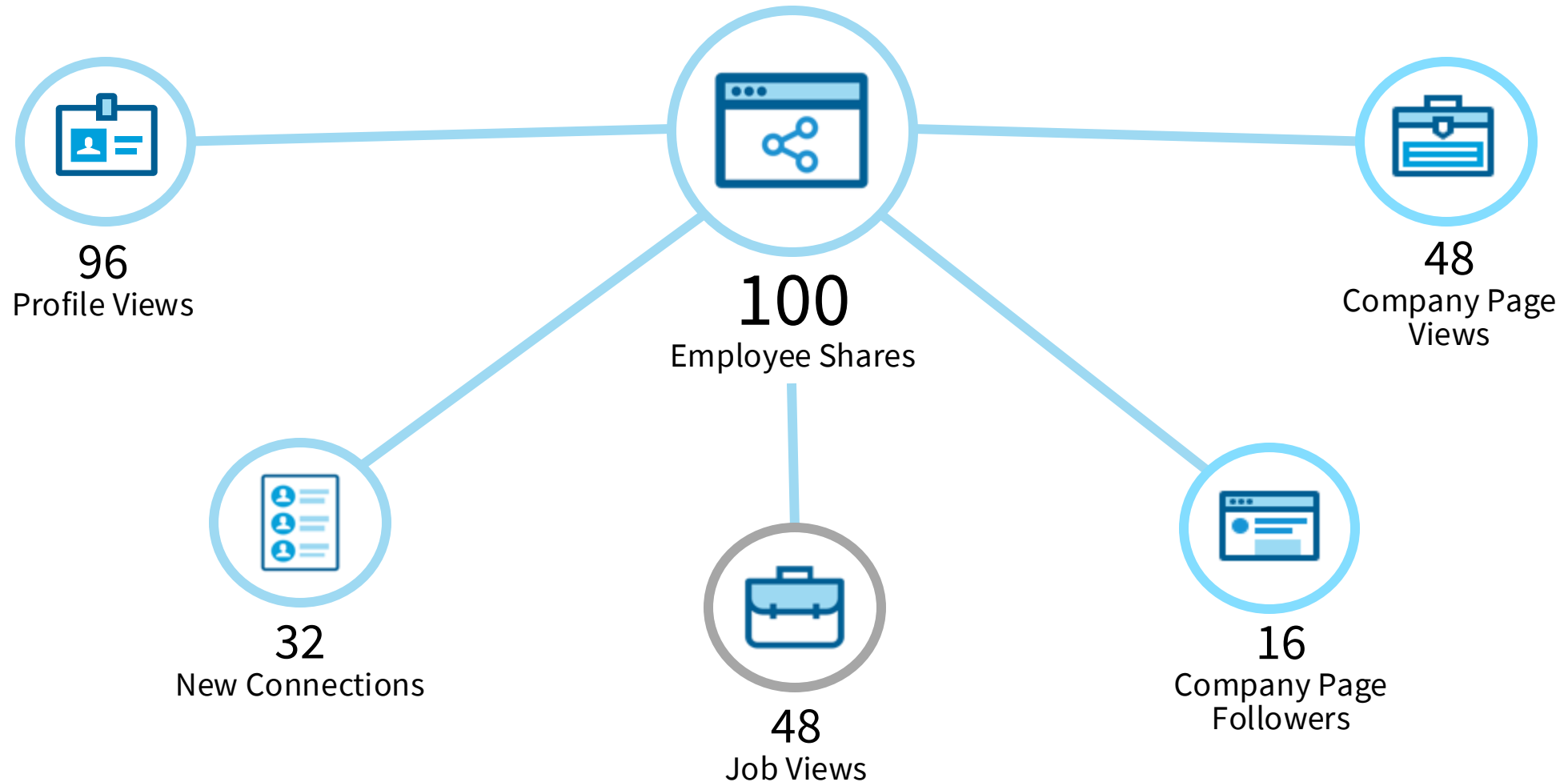


#1 Activity

on LinkedIn is Viewing Profiles

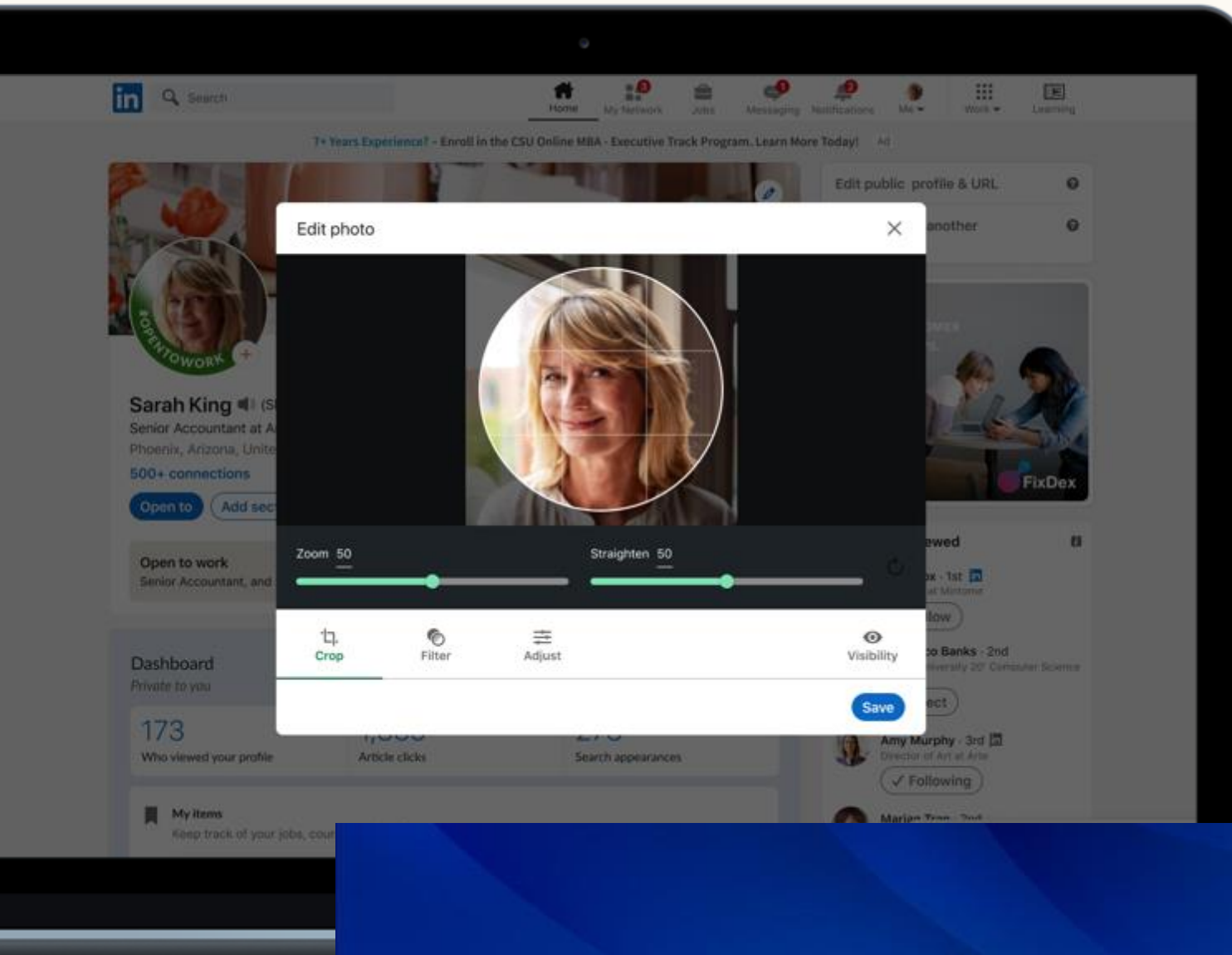


When employees share content, they have a massive impact
on the efforts of recruiting



Your profile,
your story





STEP 1

Add a photo & cover photo

Members with a photo get up to:

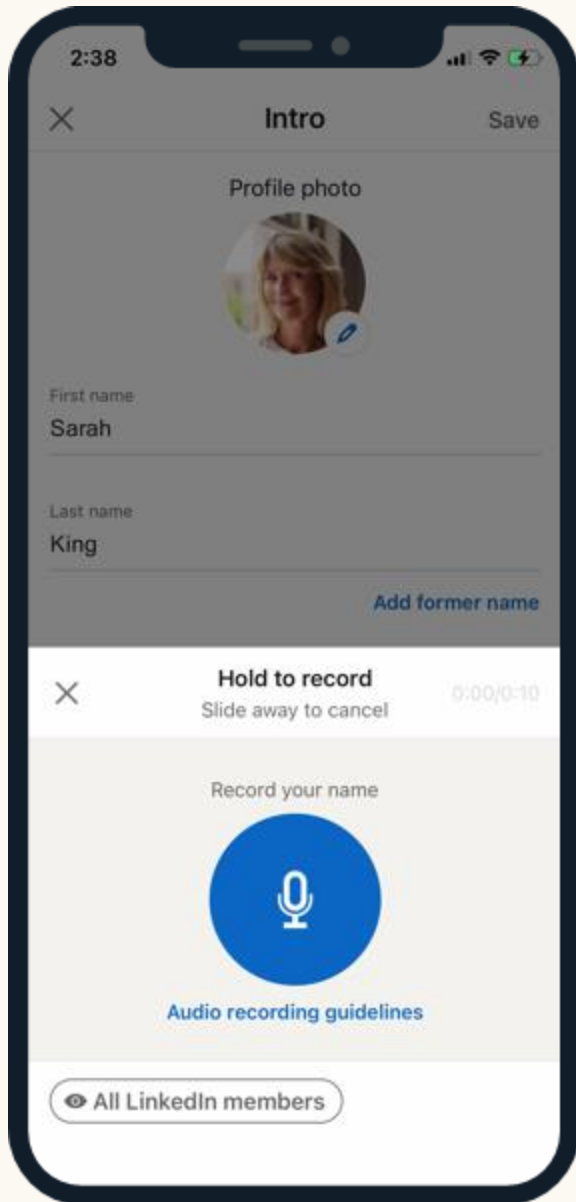
9x more connection requests

21x more Profile views

36x more messages



Come make a future with us.



STEP 2

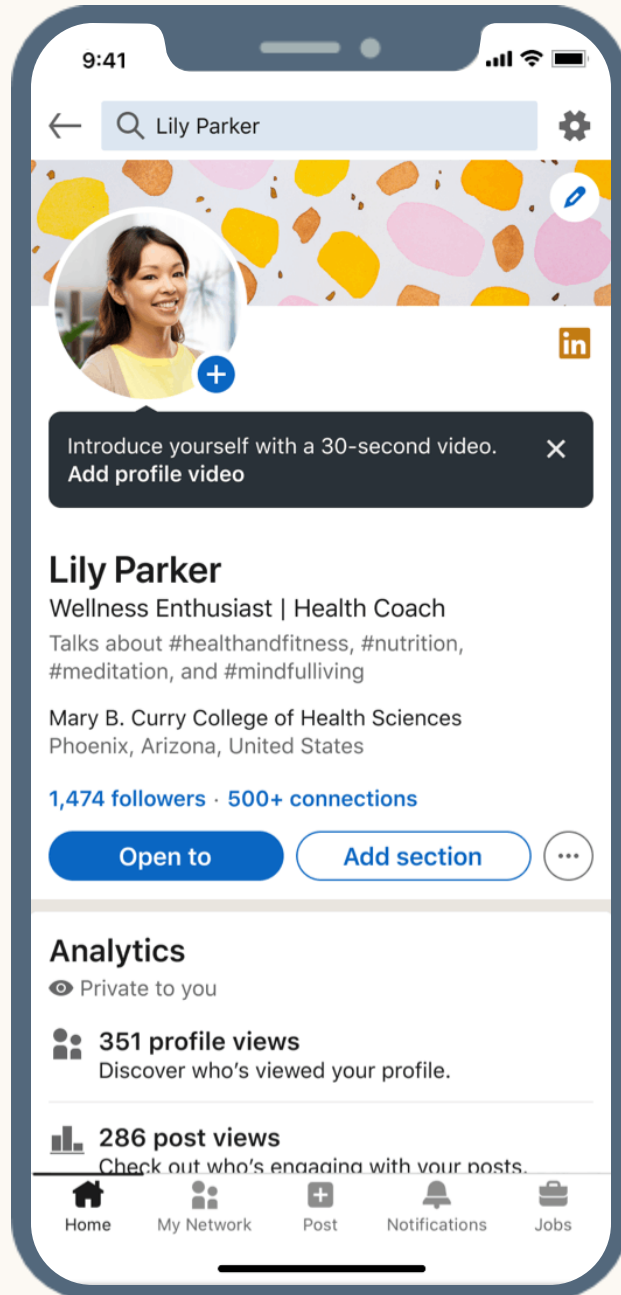
Record Your Name

Pronounce your name for others
and make a great first impression.

Update on mobile

10 secs, limit background noise

Hold phone 4in away



STEP 4

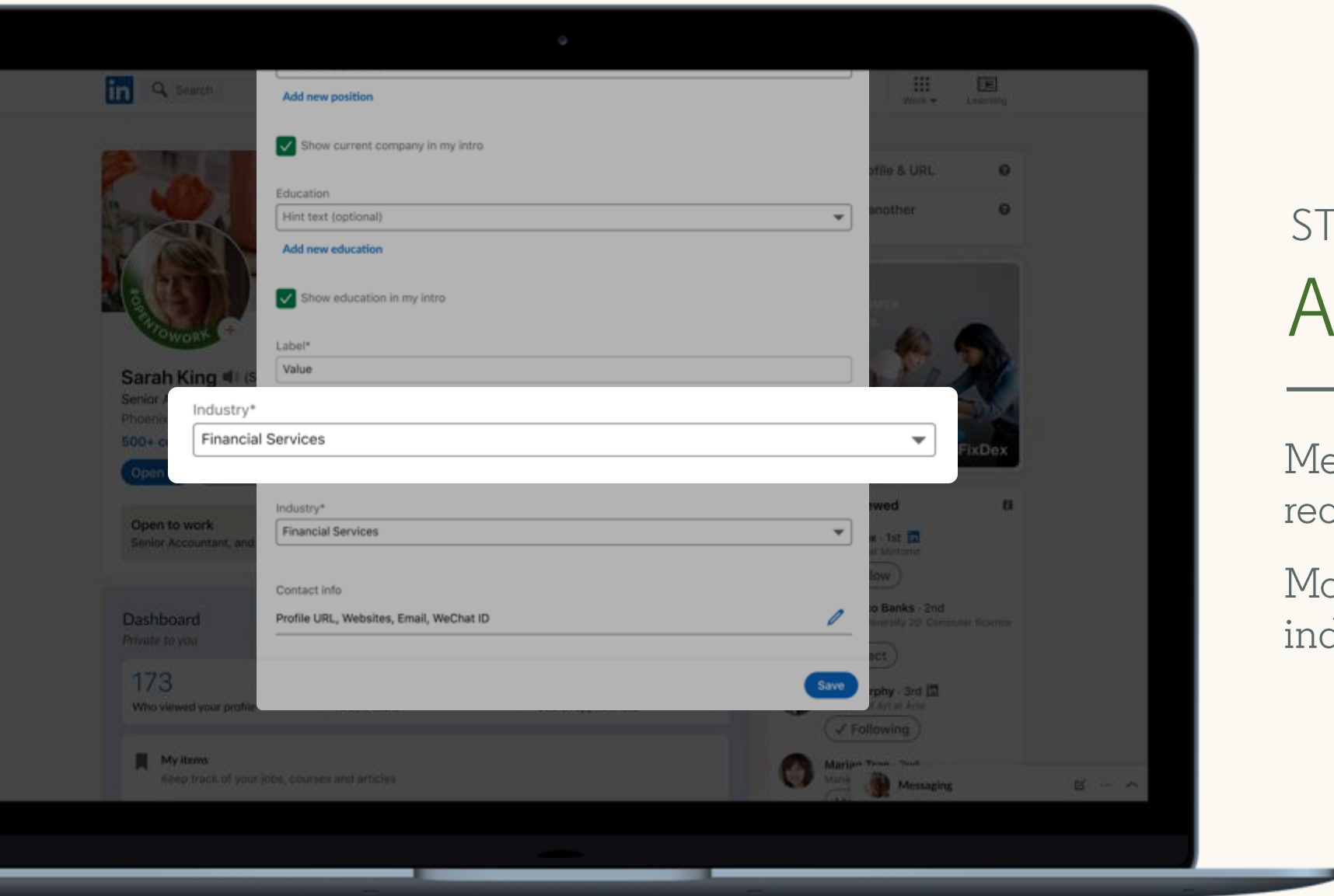
Create your Profile Video

30-sec video introducing yourself.

Provide an intro, share your story, highlight your goals.

Leverage prompts to get started

Track viewer analytics

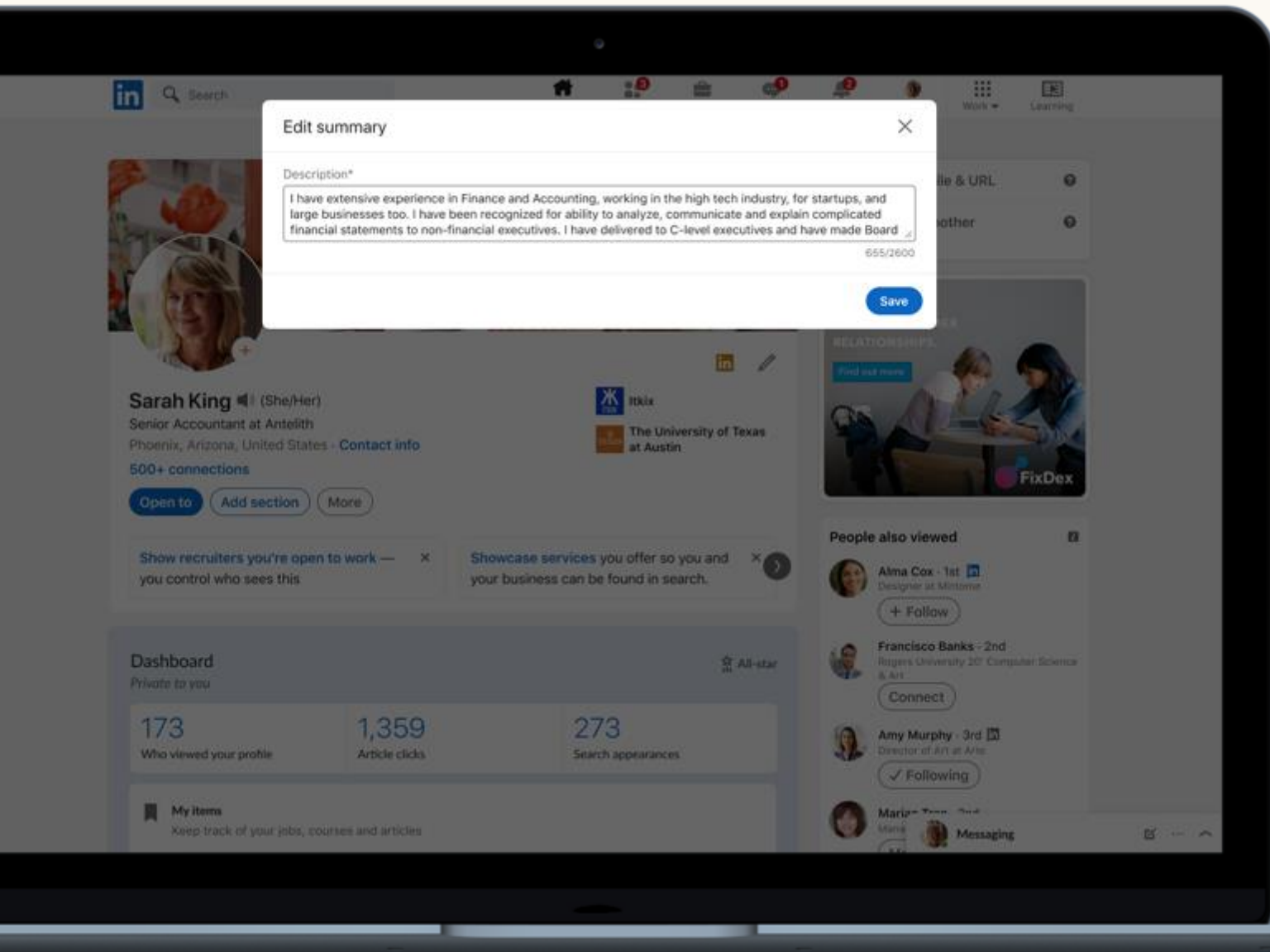


STEP 5

Add your industry

Members with industry information receive up to **9x** more Profile views

More than **300K** people search by industry on LinkedIn every week.



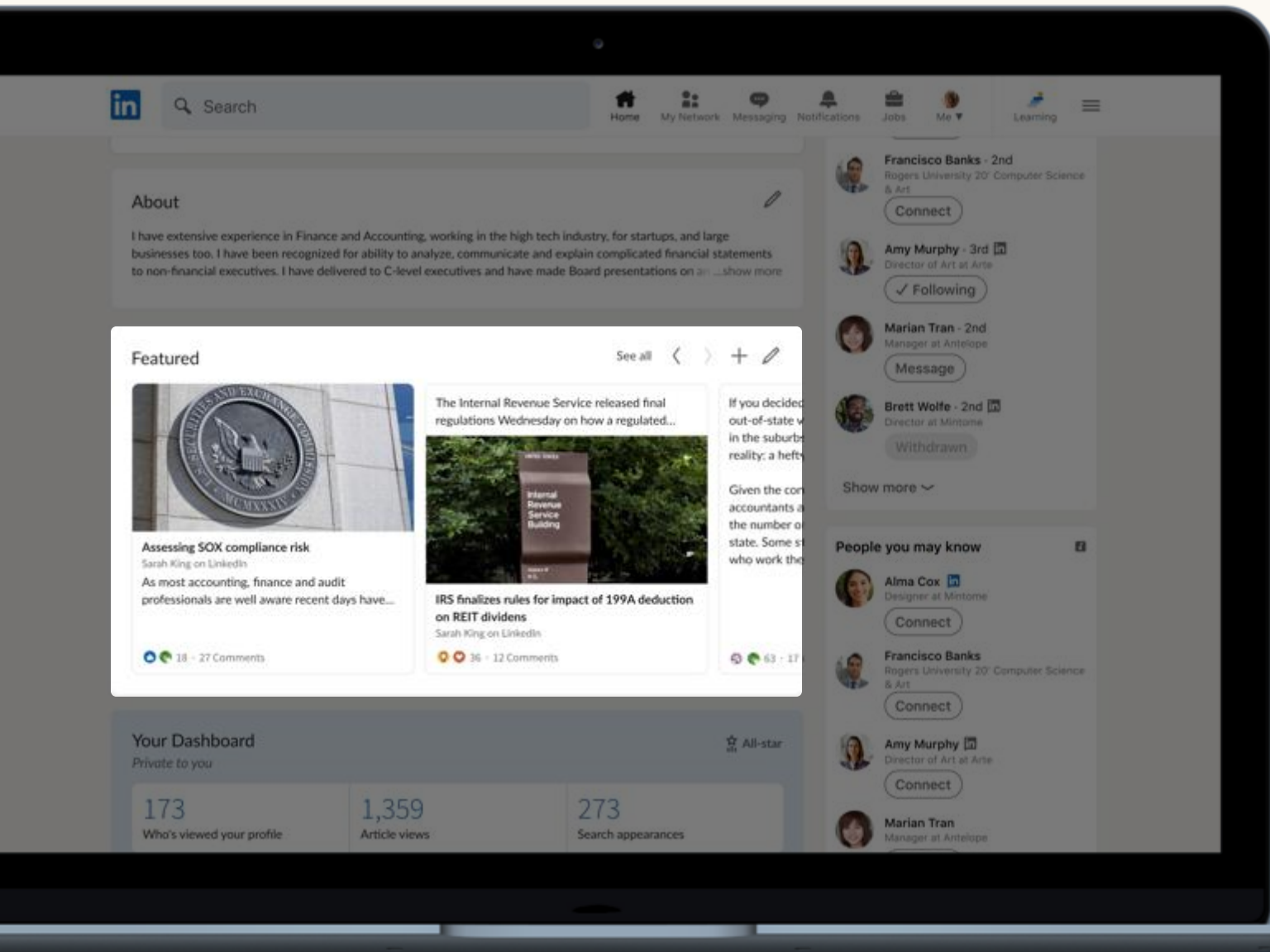
STEP 7

Draft a compelling summary

Featured in your 'About' section
Your "elevator pitch"

Focus on career accomplishments
and aspirations

40+ words

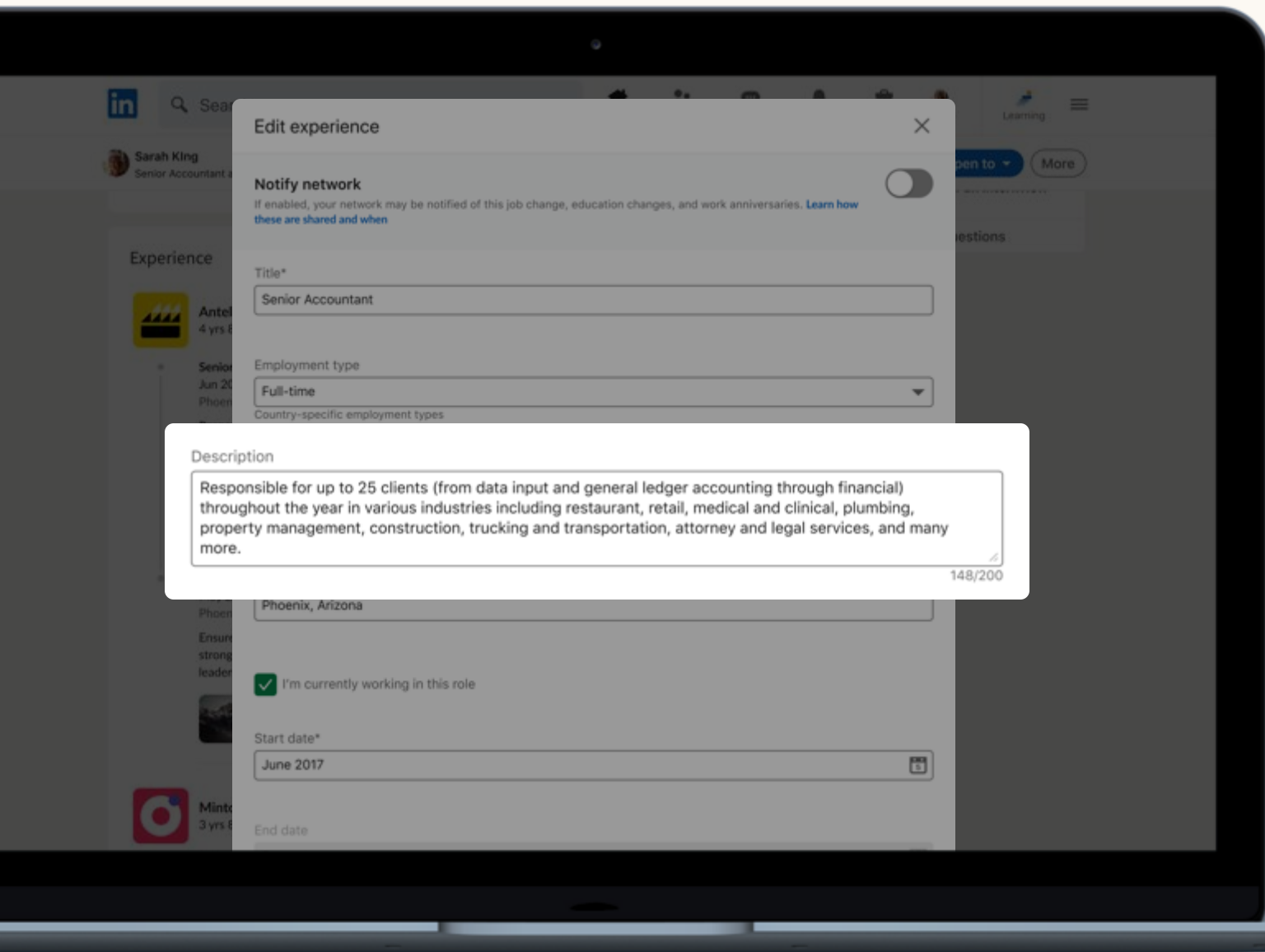


STEP 8

Feature Content

Bring your story to life by pinning rich media content you're proud of to your 'Featured' section

Don't forget to feature rich media content throughout your profile



STEP 9

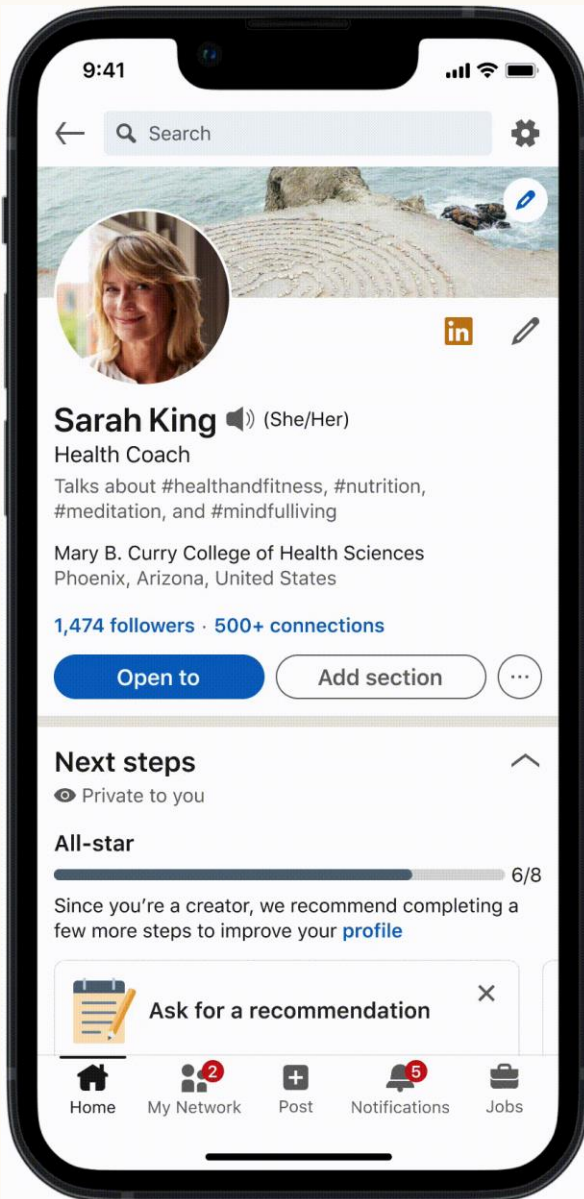
Detail your work experience

Member with up-to-date positions receive up to:

5x more connection requests

8x more Profile views

10x more messages



STEP 10

Add a career break

Add break type & details

Highlight new experiences or skills learned during your break

Feature in 'about' section & 'profile video' to tie into your overall story

51% of hiring managers are more likely to contact you



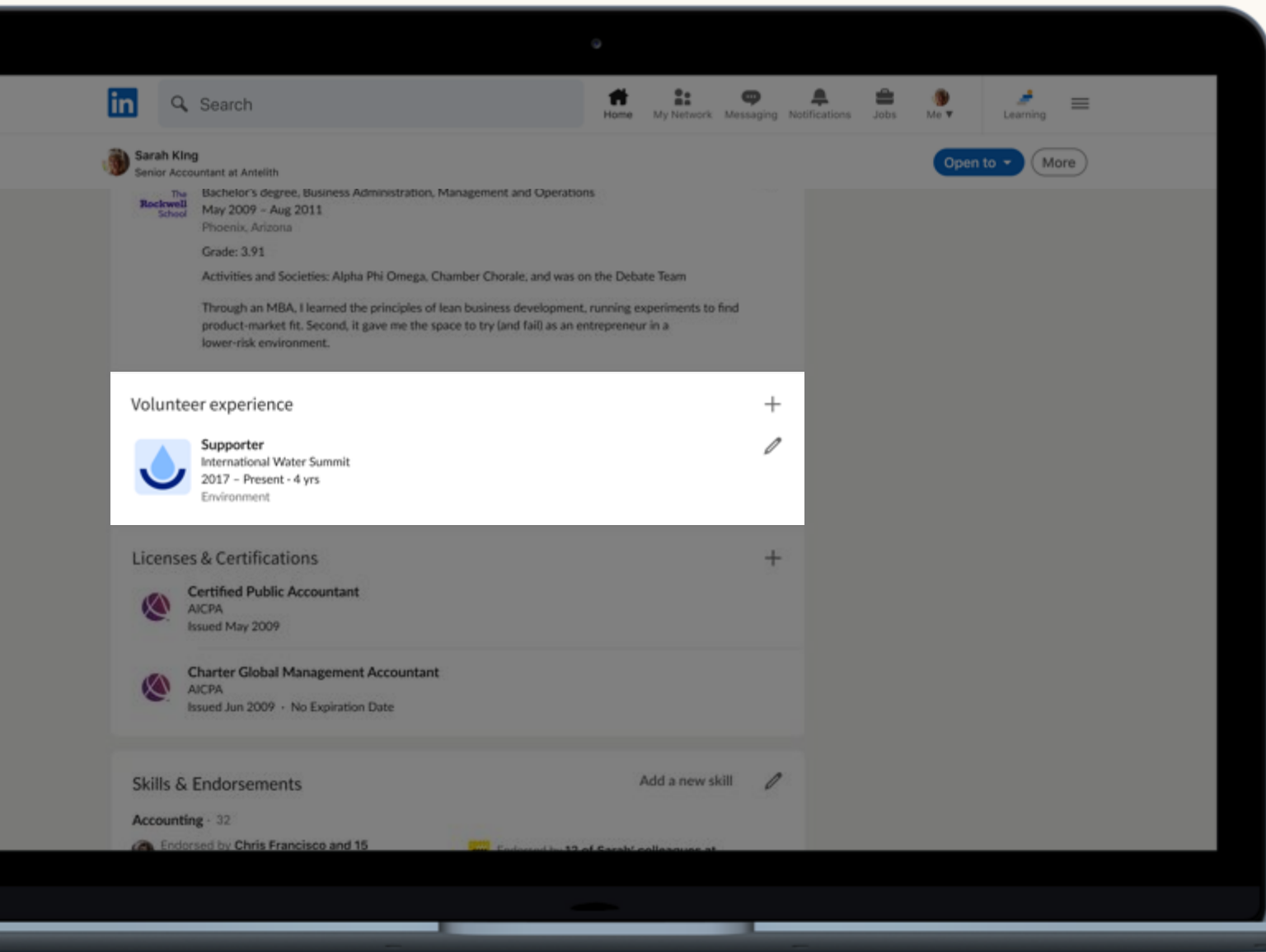
STEP 11

Show You're Open to Hiring

Add by clicking 'open to' button and select 'hiring' OR imply add the customized 'AFCS is Hiring' frame to your profile picture

Will place a purple banner on your profile picture.

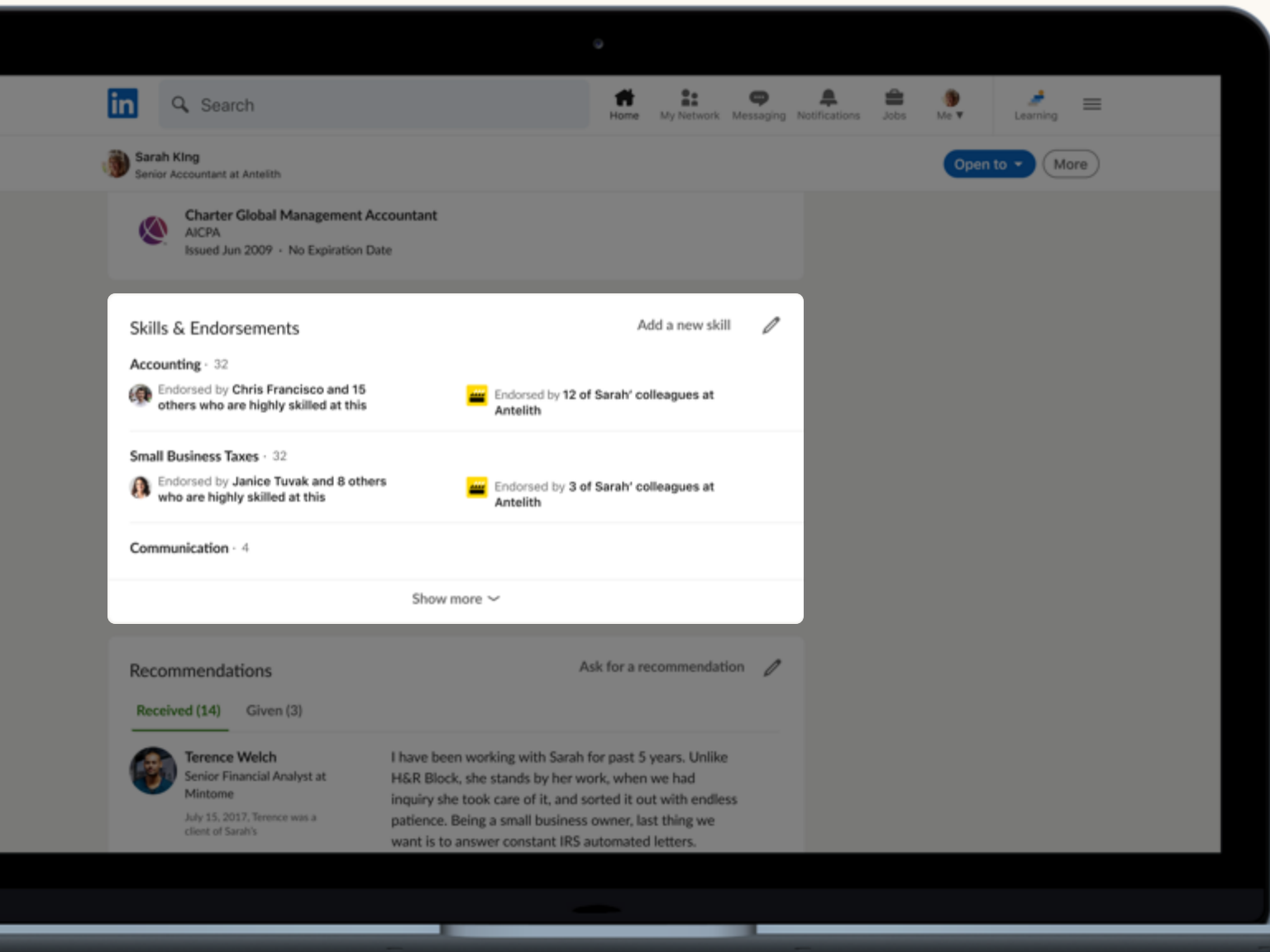
40% more likely to be noticed and can be accessed by actively hiring filter in search



STEP 1

Add volunteer experience

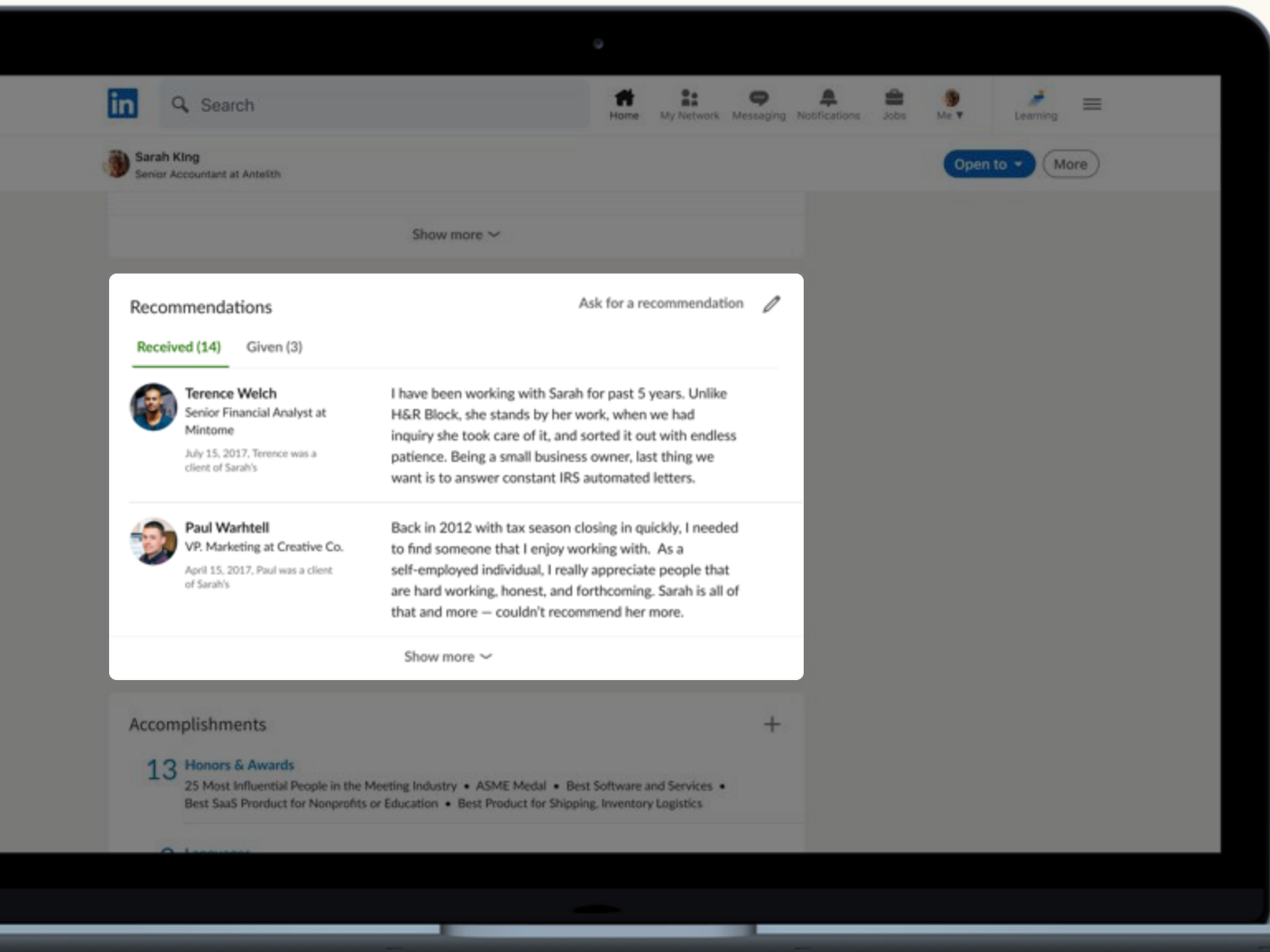
Members who add volunteer experience get up to **6x** more Profile views than those without



STEP 2

Add skills & get endorsed

Members who add **5** or more skills receive up to **17x** more Profile views



STEP 3

Request a recommendation

Recommendations help build you credibility and validate your skills

And don't forget about...



Location



Education



Publications



Accomplishments

Build Thought Leadership

Your Voice on LinkedIn



Sharing updates vs. publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK



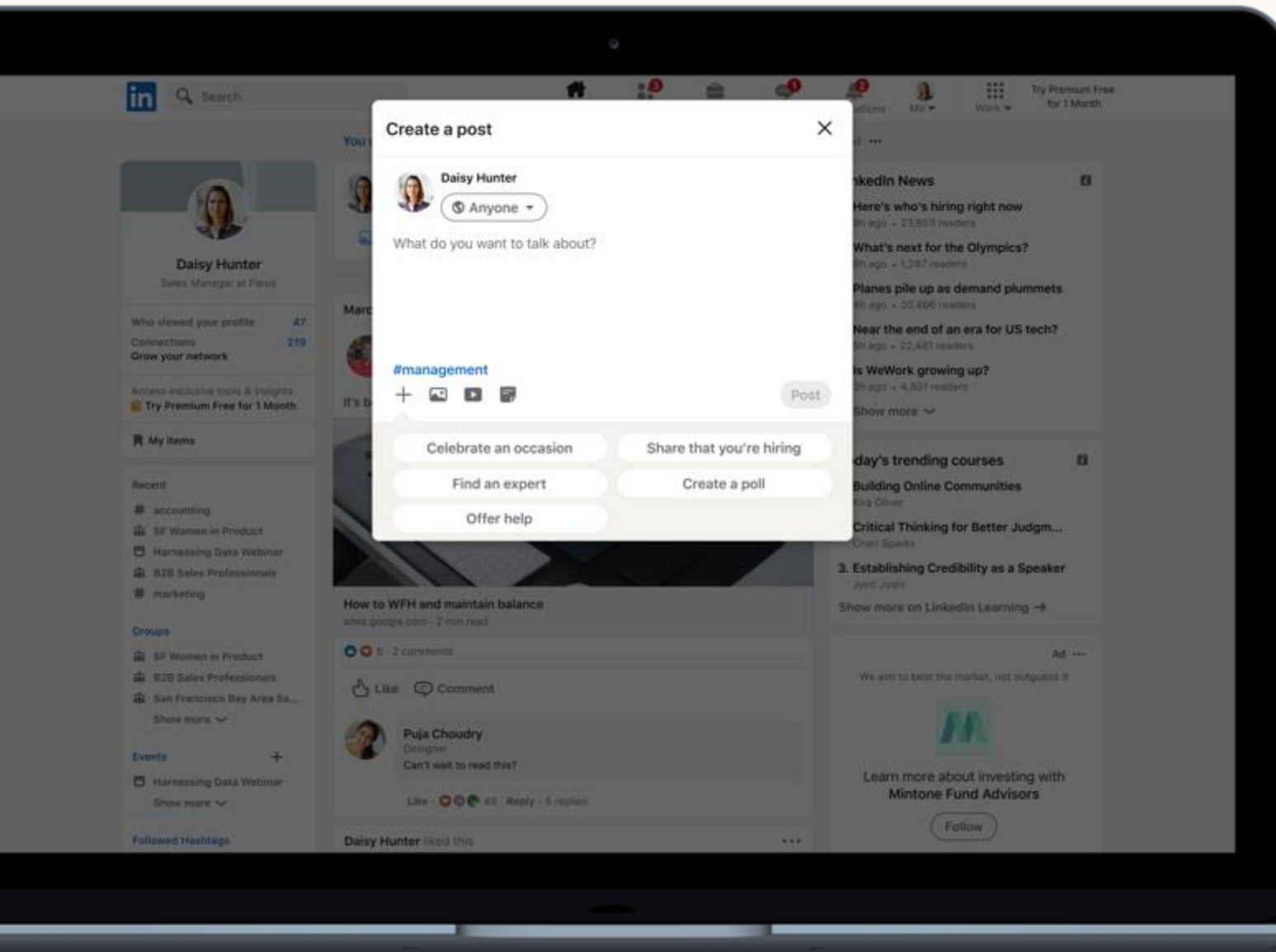
Updates

Share links, articles, images, quotes or anything else your followers might be interested in



Publishing

Deeply explore topics that matter to you, then watch the comments to see your impact



SHARING UPDATES

Share status
updates



Best practices for sharing updates

1. Share your authentic voice
2. Post frequently
3. Start a conversation or share your point of view
4. Include rich media to increase engagement
5. Create an opportunity for reciprocity

Publishing on LinkedIn



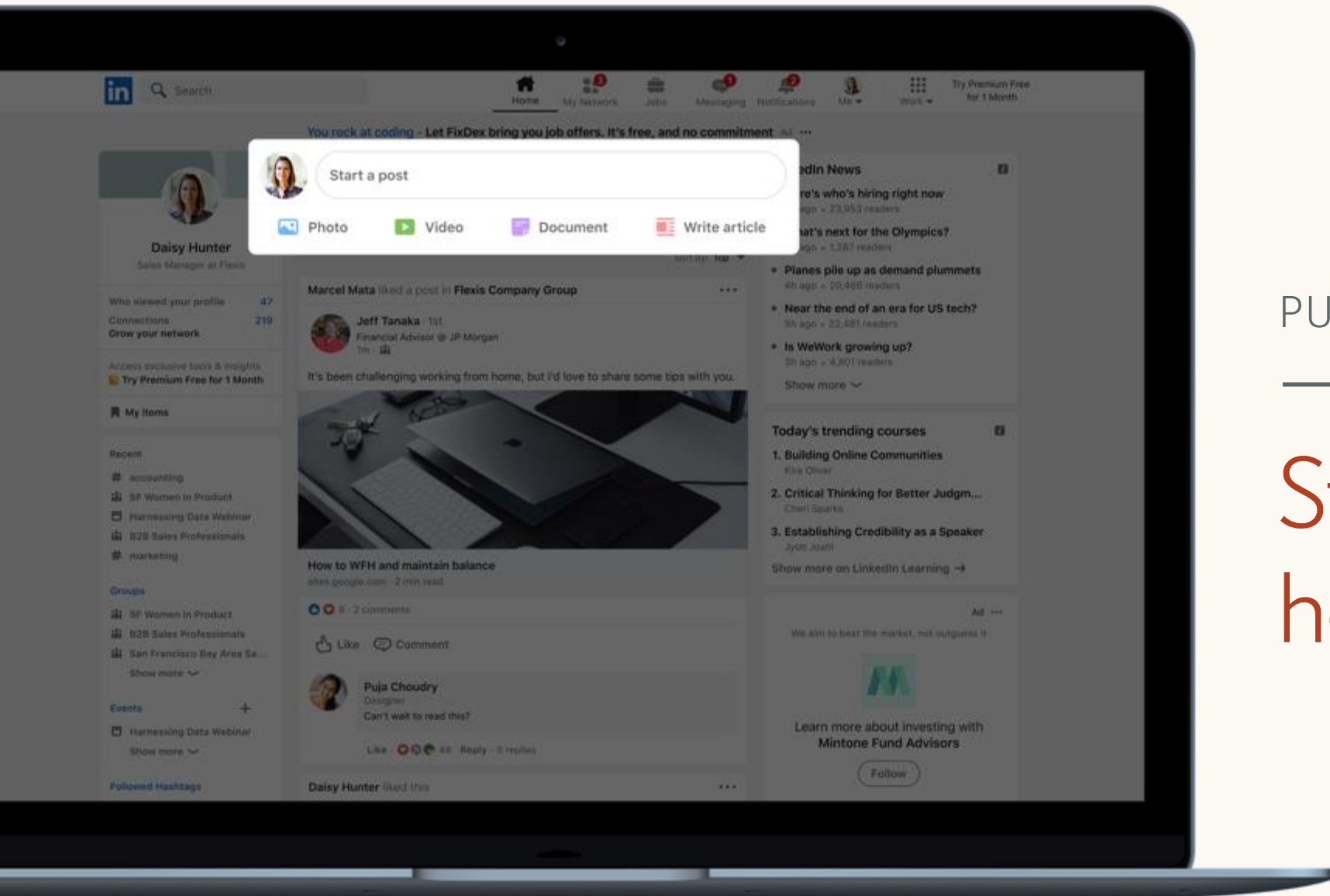
Becomes part
of your profile



Gets shared
with your network



Reaches the largest
group of professionals
assembled online



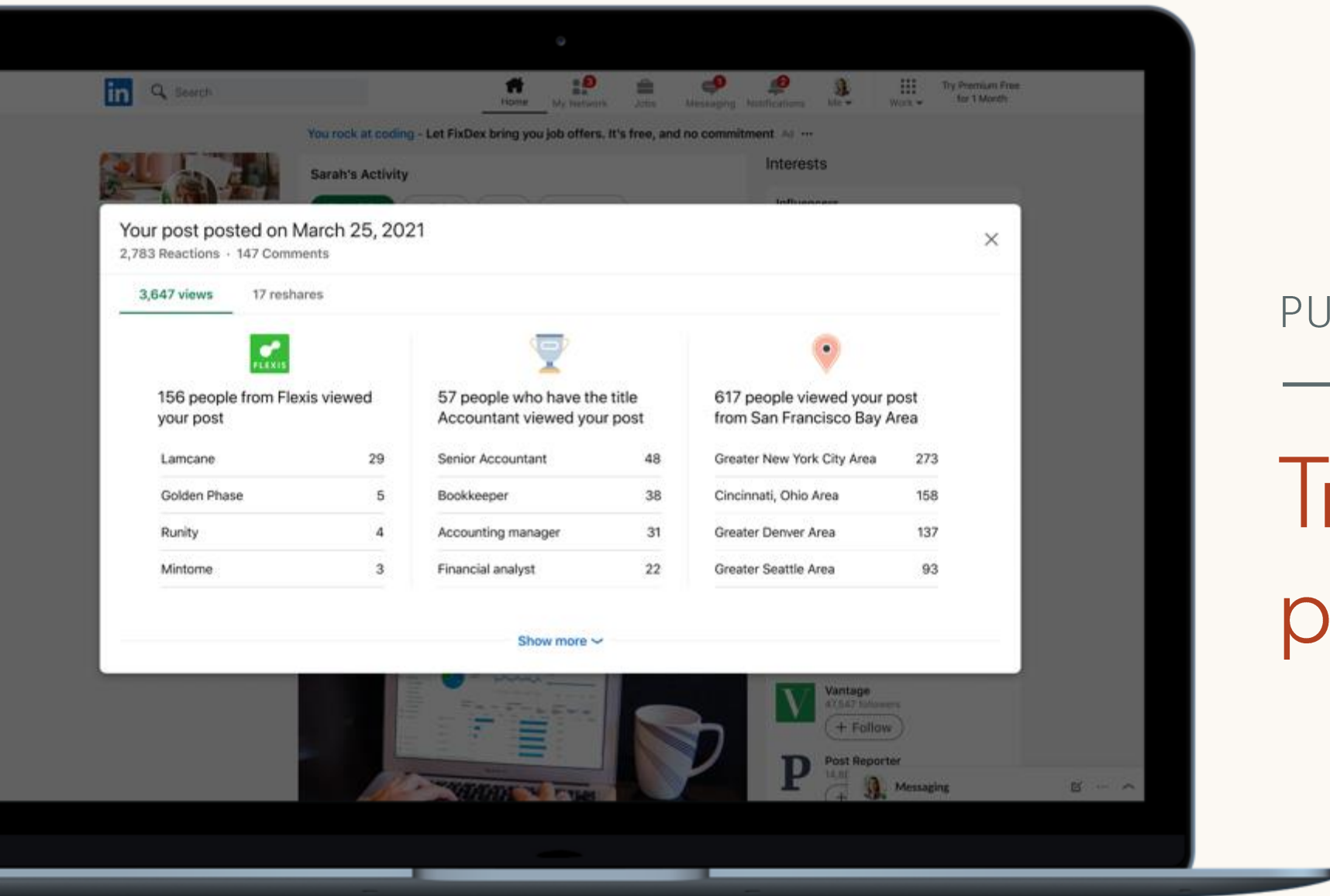
PUBLISHING

Start on your
homepage



Best practices for publishing content

1. Create a headline that captures attention
2. Include a photo to stand out
3. Be authentic, use your voice
4. Think about your audience
5. Article length matters

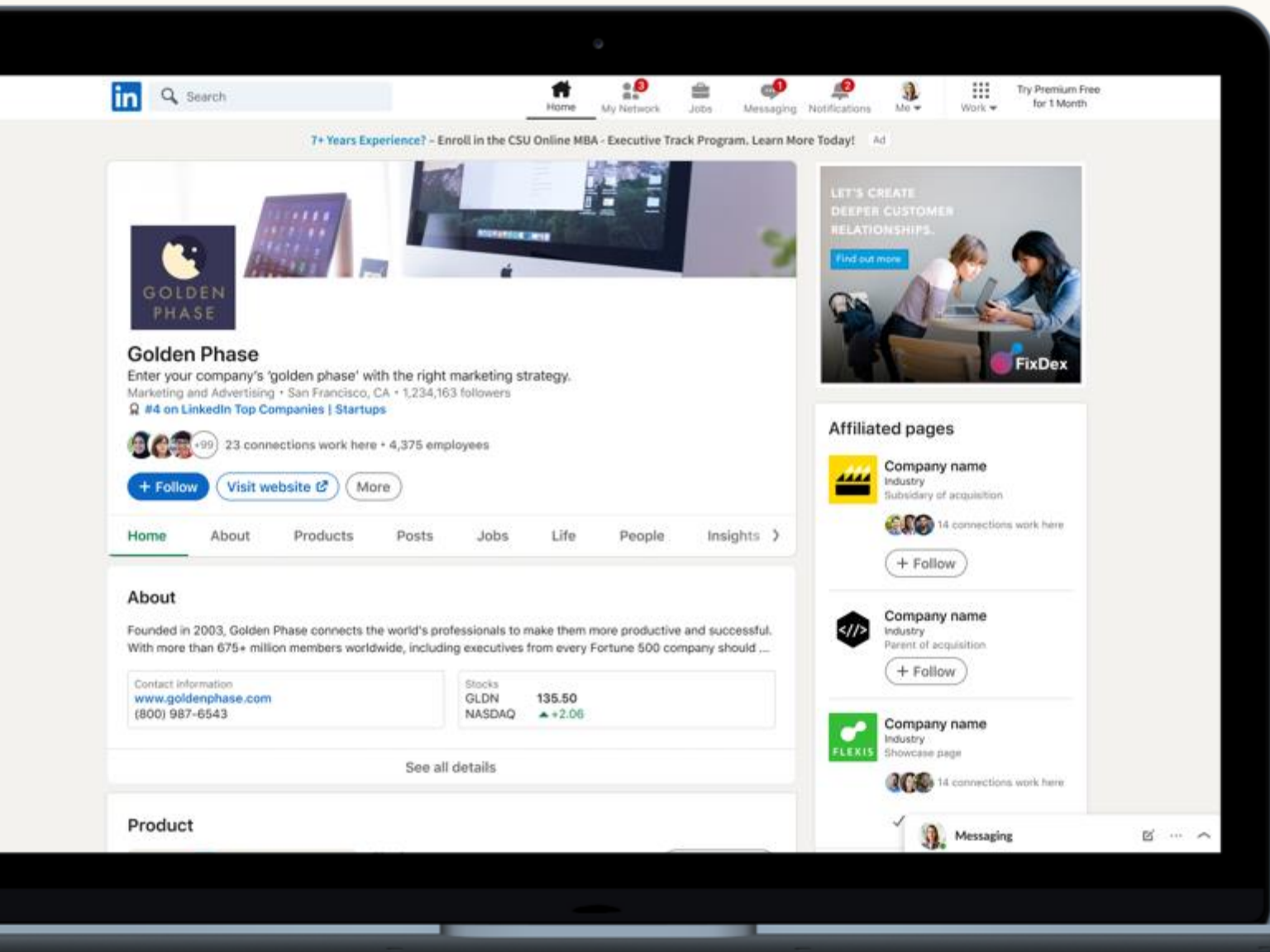


PUBLISHING

Track your
progress

Gain
Knowledge
and Insights





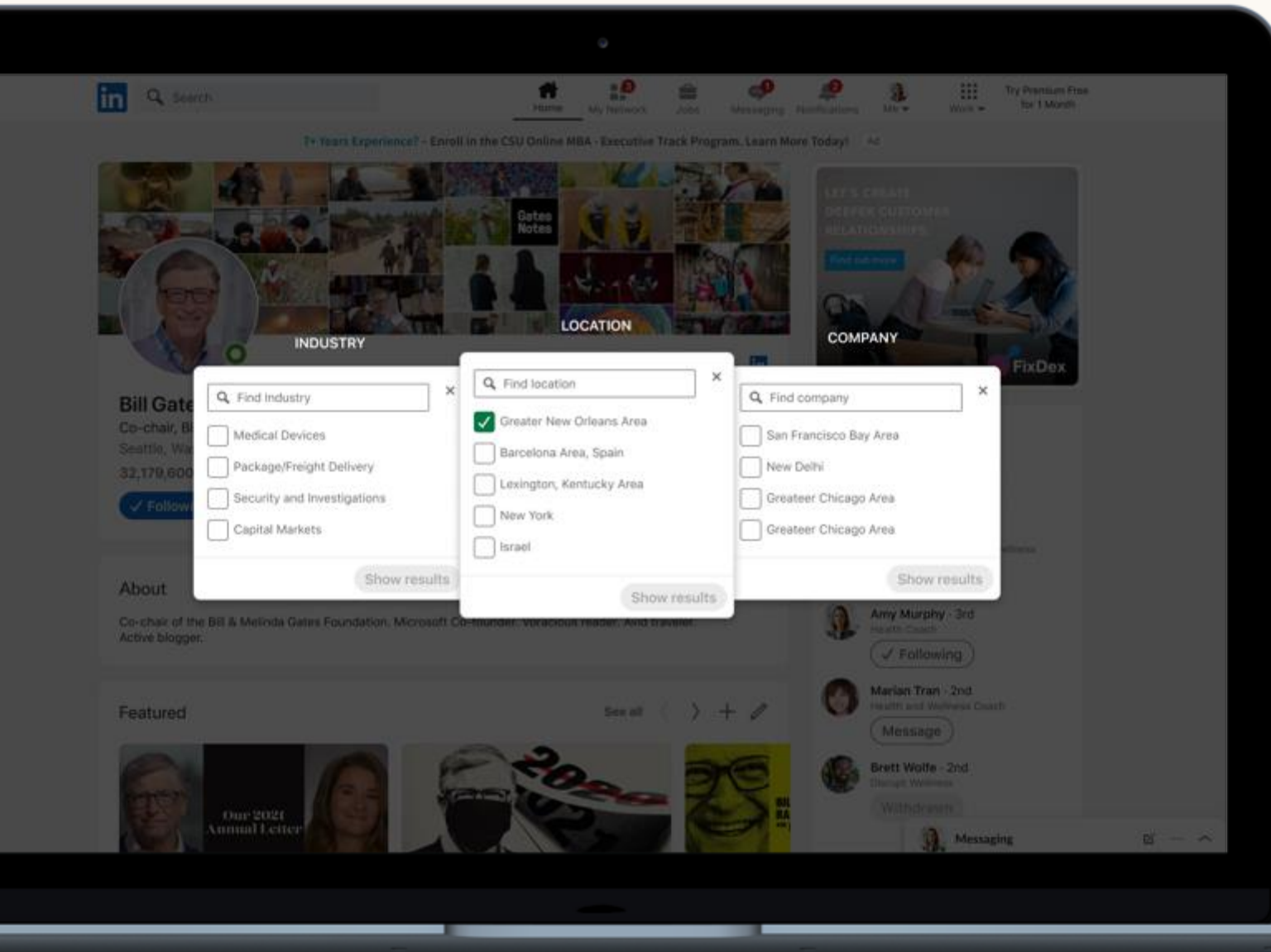
GAIN KNOWLEDGE

Follow
companies



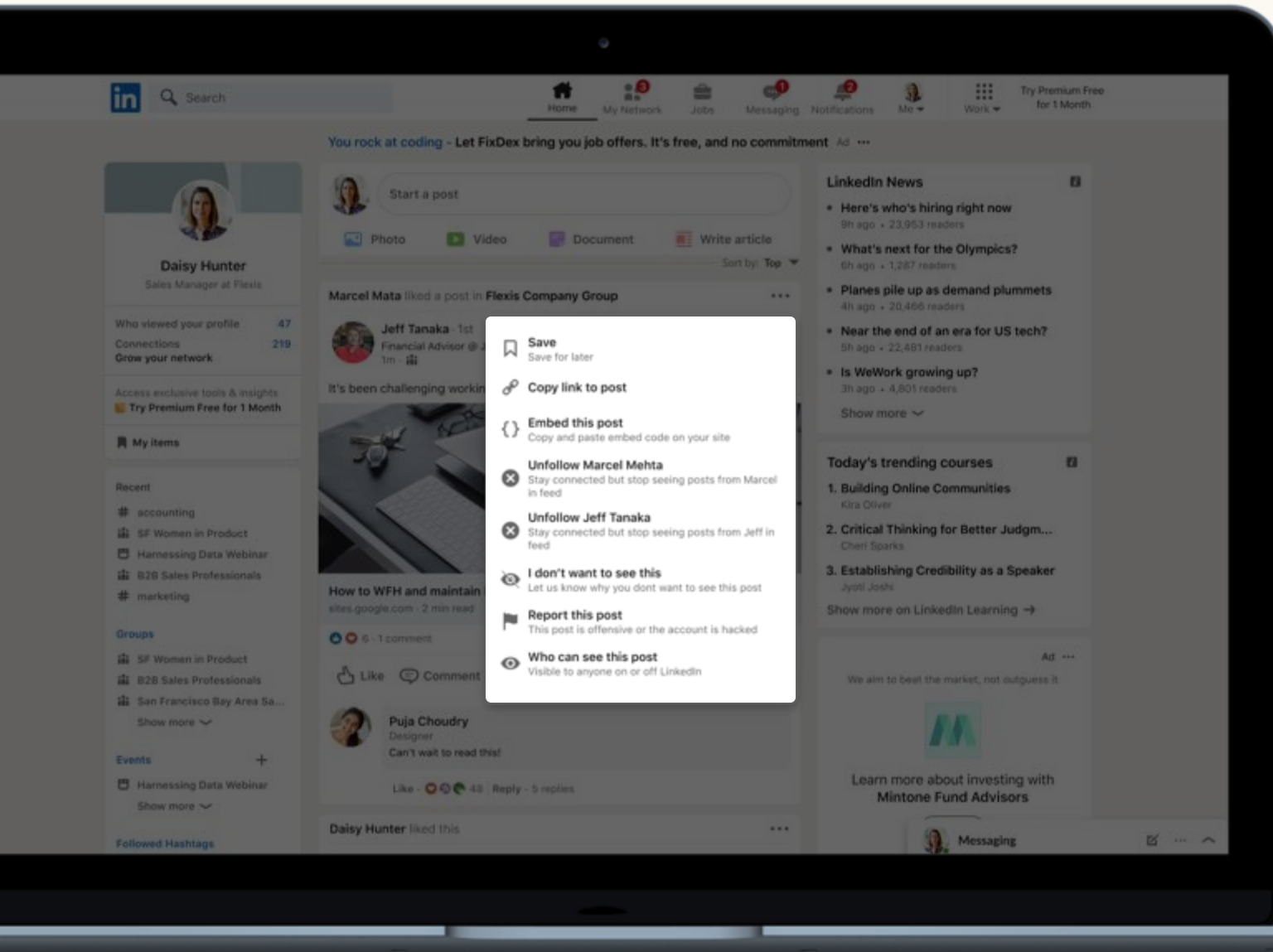
GAIN INSIGHTS

Follow
influencers



SEARCH AT SCALE

Advanced search filters help you find what's important



CUSTOMIZE YOUR FEED

See the news,
content and posts
that matter most

Questions?