

Welcome to Rock Your Profile



Billy Stuart Account Director



Jillian Rice Sr. Customer Success Manager ROCK YOUR PROFILE

Our agenda

- 01 Get to Know LinkedIn
- 02 Why LinkedIn?
- O3 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



10%

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



The Ultimate LinkedIn **Cheat Sheet**

Published on Jul 25, 2017



Michael Quinn People Advisory Service... ✓ Following

In the early 90s, you could apply for a job by visiting companies and filling out an application or providing a resume. Does that happen anymore? No - because the internet disrupted this method of talent

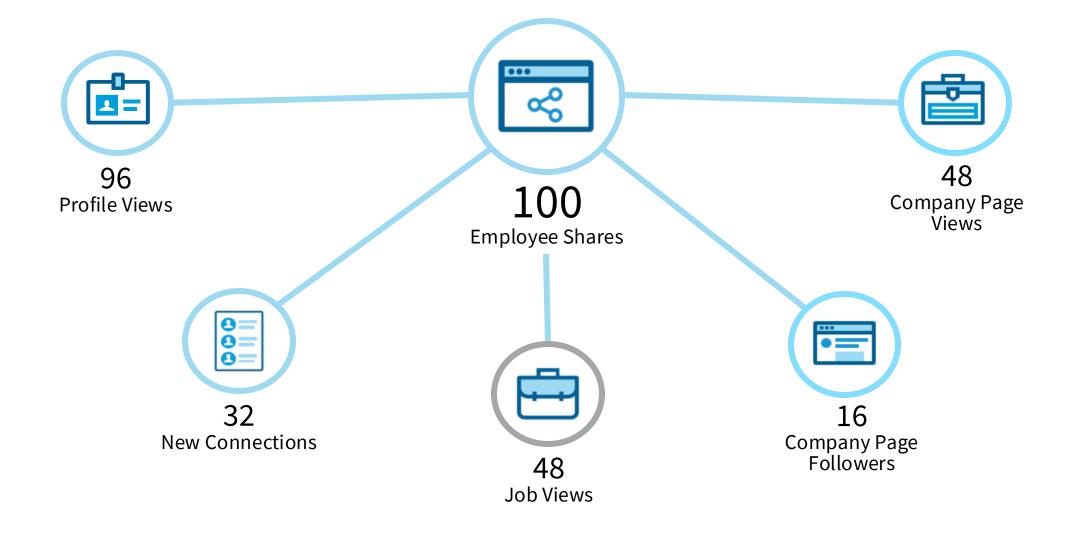
000 2,503 355 Comments • 810 Shares

H Activity

on LinkedIn is Viewing Profiles

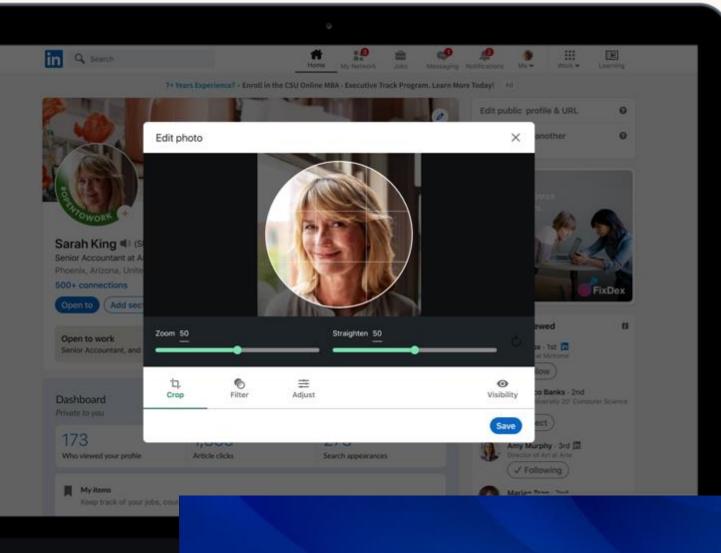


When employees share content, they have a massive impact on the efforts of recruiting



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.

2:38	•	al 🗢 💽
×	Intro	Save
	Profile photo	
First name		
Sarah		
Last name		
King		
	Add	former name
×	Hold to record Slide away to cancel	
	Record your name	
	Q	
	Audio recording guideline	es -
All Link	(edIn members	

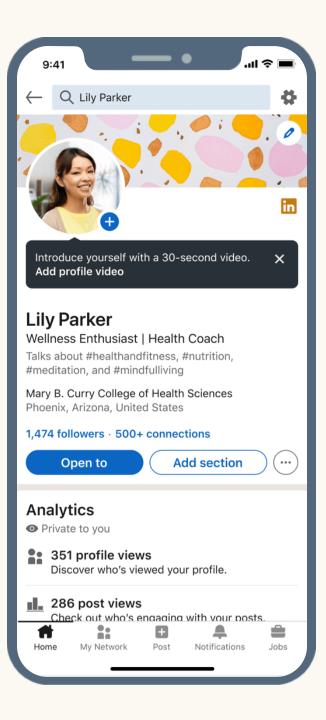
STEP 2 Record Your Name

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

Update on mobile

10 secs, limit background noise

Hold phone 4in away



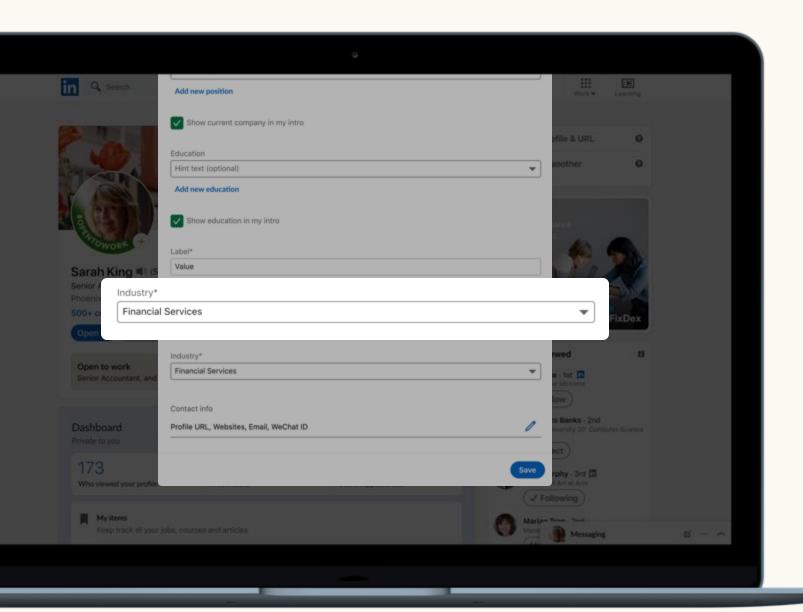
STEP 4 Create your Profile Video

30-sec video introducing yourself.

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

Leverage prompts to get started

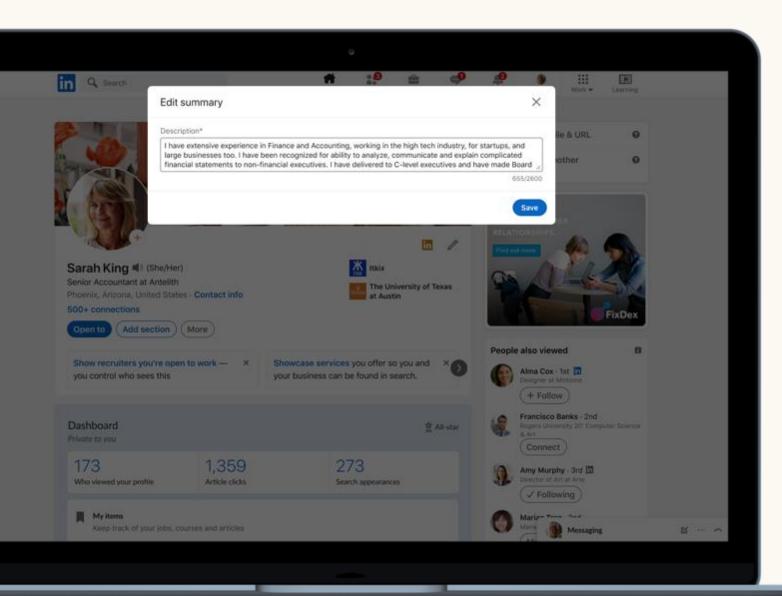
Track viewer analytics



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.

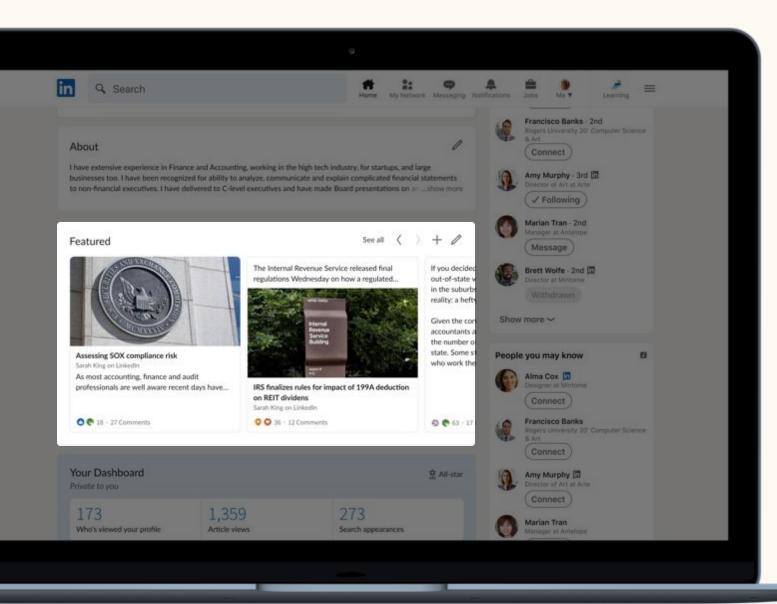


STEP 7 Draft a compelling summary

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

Q, Sear	Edit experience	Learning =
Sarah King Senior Accountant a		pen to 👻 More
Senior Accountant a	Notify network If enabled, your network may be notified of this job change, education changes, and work anniversaries. Learn how these are shared and when	
Functioner		estions
Experience	Title*	
Atta Antel	Senior Accountant	
4 yrs 8		
. Senior	Employment type	
Jun 20 Phoen	Full-time v	
Phoen		
Descri	Country-specific employment types ption onsible for up to 25 clients (from data input and general ledger accounting through financial)	
Resp throu	ption onsible for up to 25 clients (from data input and general ledger accounting through financial) ghout the year in various industries including restaurant, retail, medical and clinical, plumbing, arty management, construction, trucking and transportation, attorney and legal services, and many	/
Resp throu prope more	ption onsible for up to 25 clients (from data input and general ledger accounting through financial) ghout the year in various industries including restaurant, retail, medical and clinical, plumbing, arty management, construction, trucking and transportation, attorney and legal services, and many	14
Resp throu prope more Phoen Ensure strong	ption onsible for up to 25 clients (from data input and general ledger accounting through financial) ghout the year in various industries including restaurant, retail, medical and clinical, plumbing, erty management, construction, trucking and transportation, attorney and legal services, and many	14
Resp throu prope more Phoen Ensure	ption onsible for up to 25 clients (from data input and general ledger accounting through financial) ghout the year in various industries including restaurant, retail, medical and clinical, plumbing, erty management, construction, trucking and transportation, attorney and legal services, and many	14
Resp throu prope more Phoen Ensure strong	ption onsible for up to 25 clients (from data input and general ledger accounting through financial) ghout the year in various industries including restaurant, retail, medical and clinical, plumbing, erty management, construction, trucking and transportation, attorney and legal services, and many . Phoenix, Arizona I'm currently working in this role Start date*	14
Resp throu prope more Phoen Ensure strong	ption onsible for up to 25 clients (from data input and general ledger accounting through financial) ghout the year in various industries including restaurant, retail, medical and clinical, plumbing, erty management, construction, trucking and transportation, attorney and legal services, and many Phoenix, Arizona	14

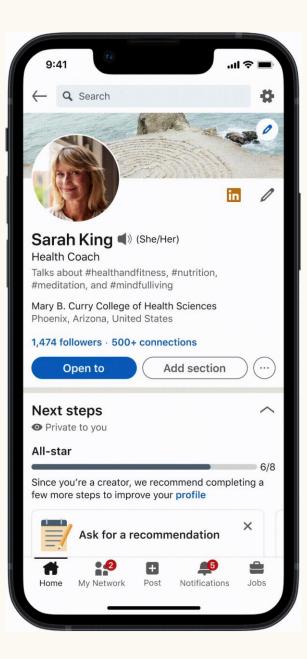
STEP 9 Detail your work experience

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



Billy Stuart Account Director at LinkedIn Greater Chicago Area · Contact info 2,244 followers · 500+ connections Open to Add profile section



Billy Stuart ⊘ Account Director at LinkedIn Greater Chicago Area · Contact info 2,244 followers · 500+ connections Open to Add profile section

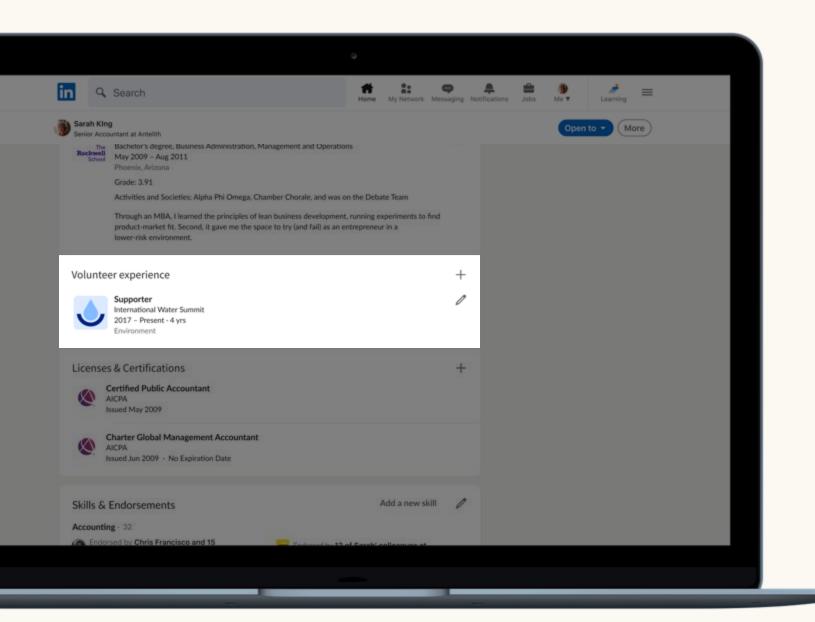
STEP 11

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

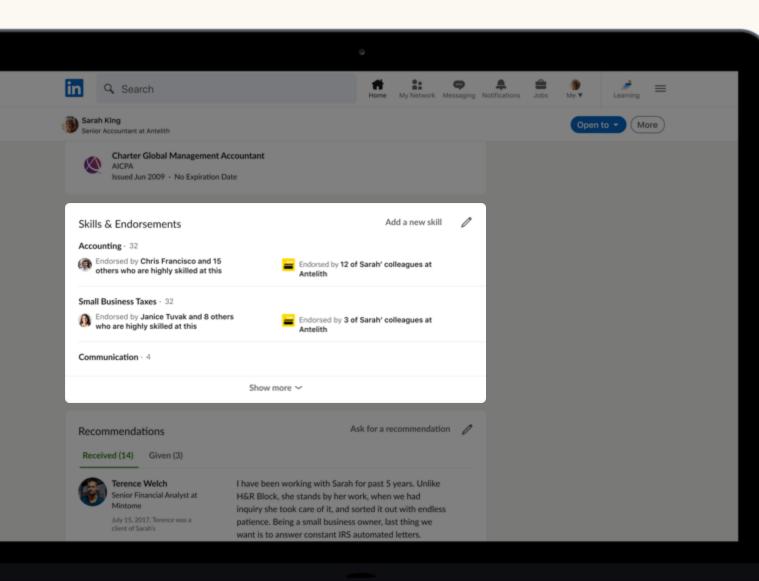
Will place a purple banner on your profile picture.

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



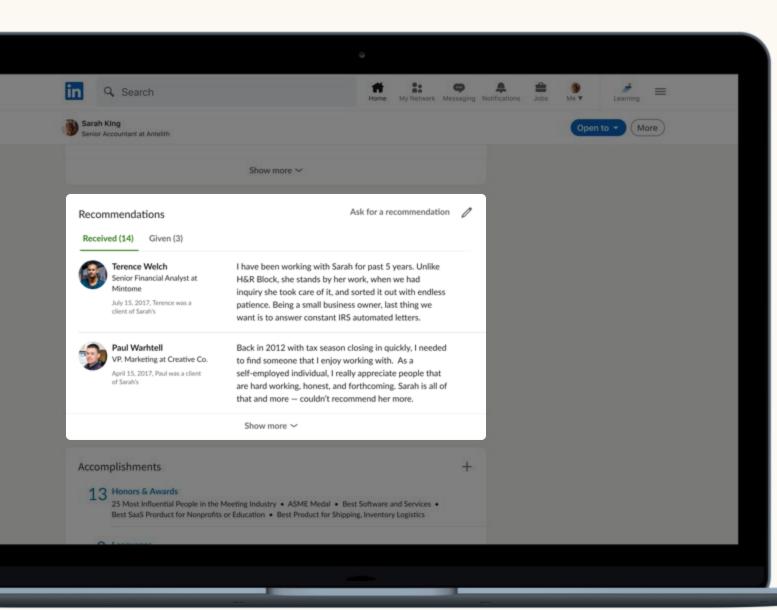
STEP 1 Add volunteer experience

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...



Build Thought Leadership

Your Voice on LinkedIn



Sharing updates vs. publishing posts HELPING YOU GROW AND ENGAGE YOUR NETWORK



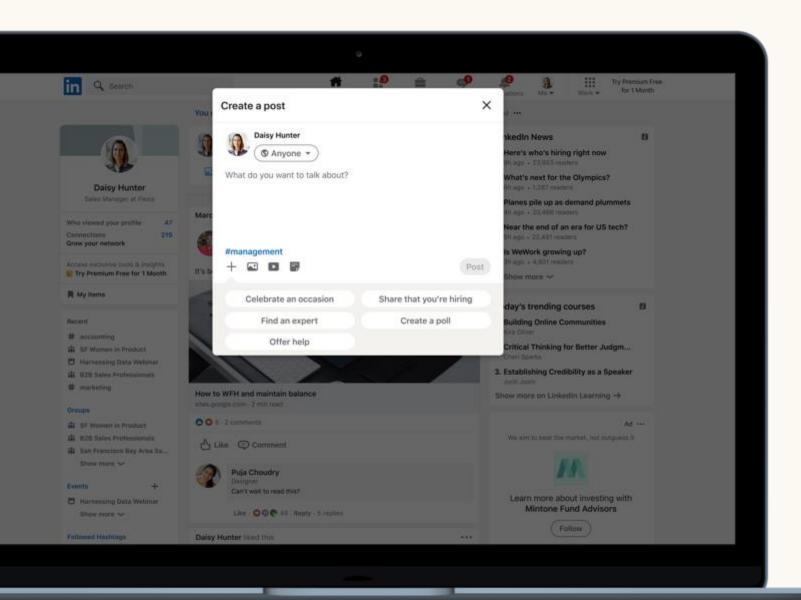
Updates

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



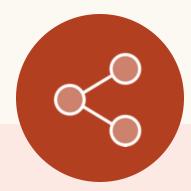
Best practices for sharing updates

- **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

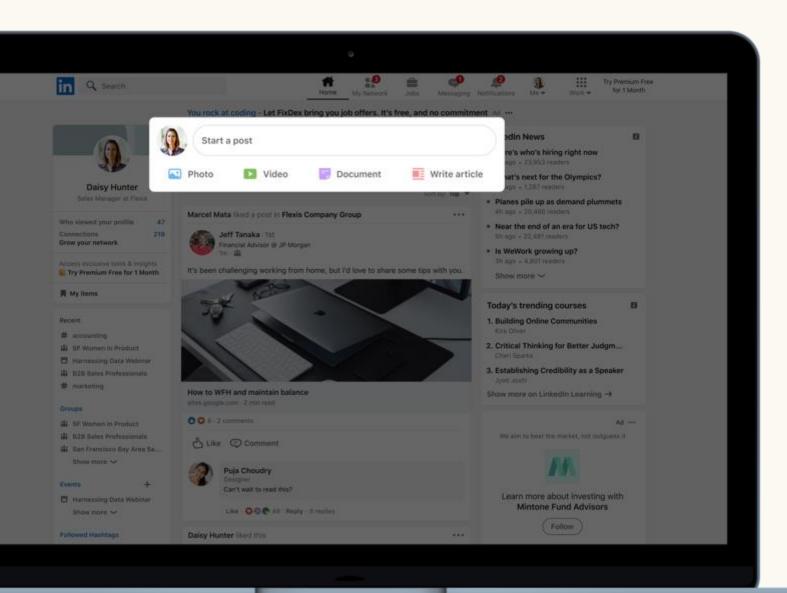


Becomes part of your profile



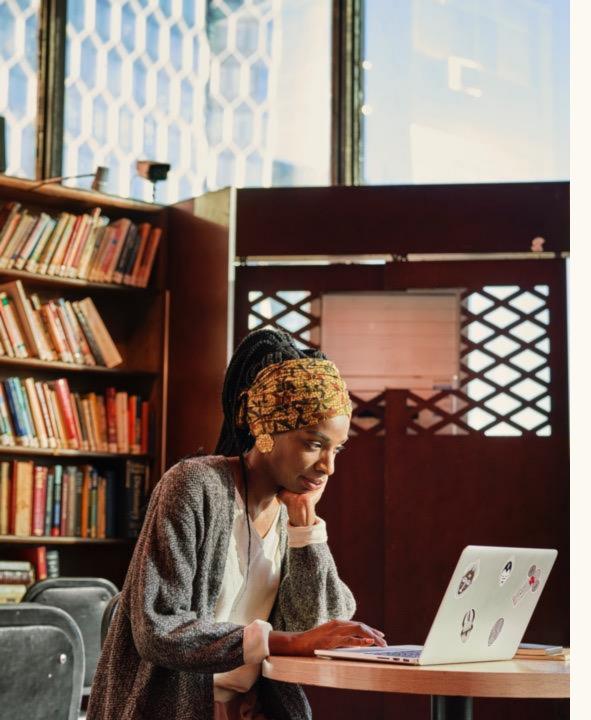
Gets shared with your network

Reaches the largest group of professionals assembled online



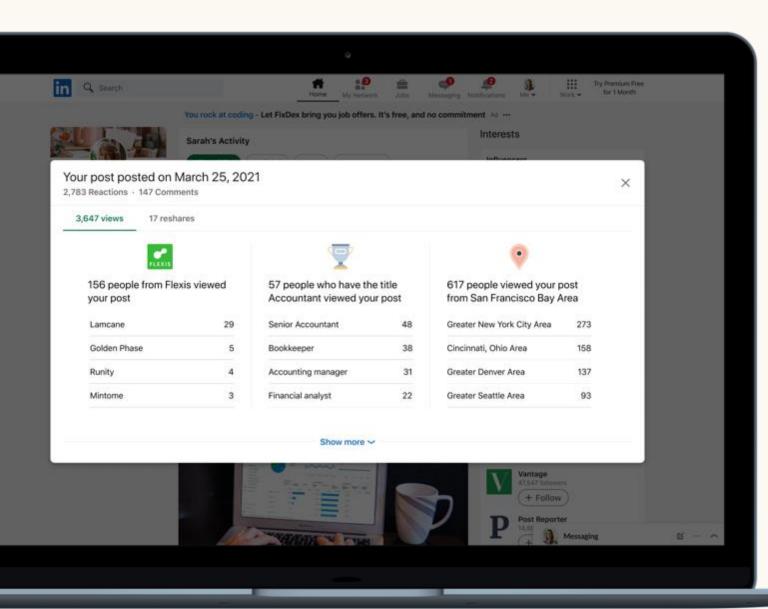
PUBLISHING

Start on your homepage



Best practices for publishing content

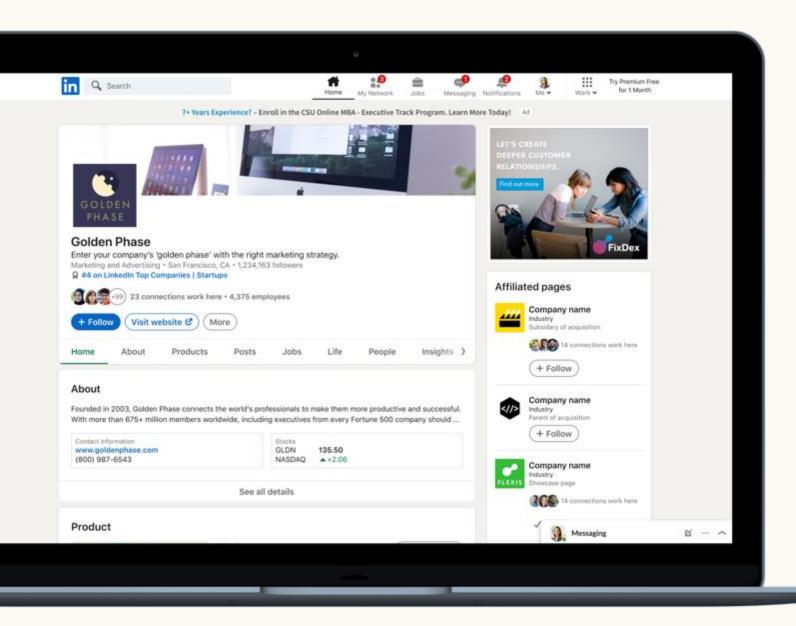
- **1.** Create a headline that captures attention
- 2. Include a photo to stand out
- 3. Be authentic, use your voice
- 4. Think about your audience
- 5. Article length matters



PUBLISHING — Track your progress

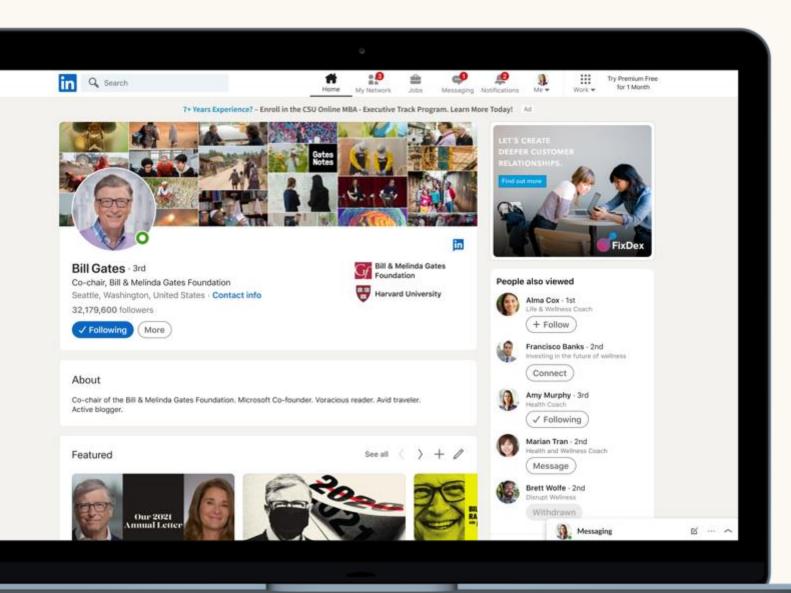
Gain Knowledge and Insights





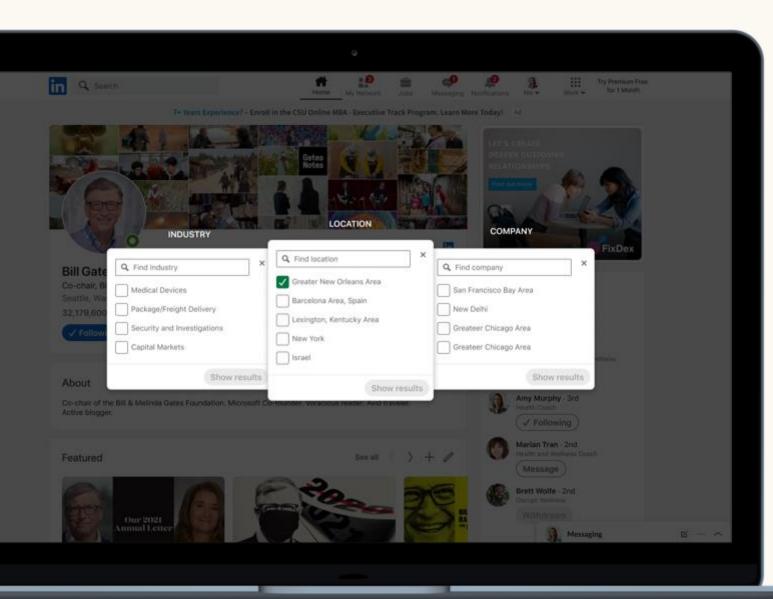
GAIN KNOWLEDGE

Follow companies



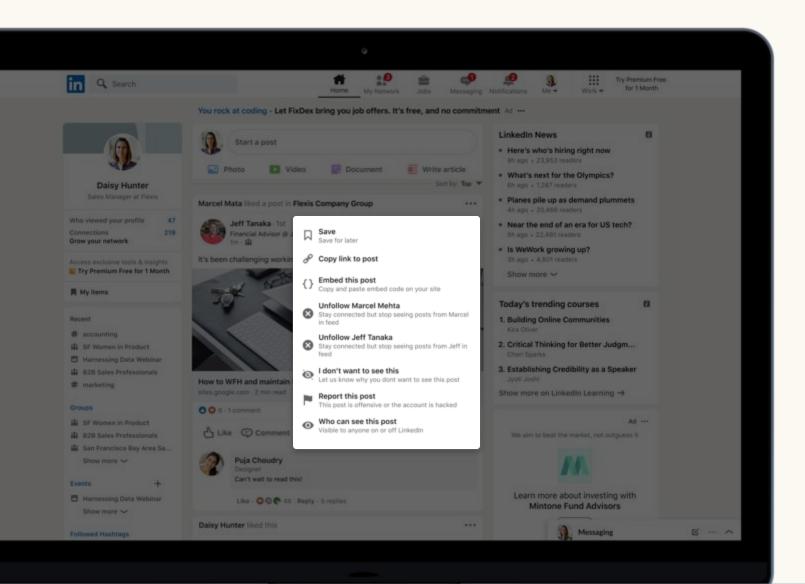
GAIN INSIGHTS

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

