



10 STEPS FOR LEADING IN THE DIGITAL AGE

Executive Playbook



Leverage the power of LinkedIn as an executive

Our goal is to help you be a better leader by enabling **deeper engagement** with your customers, employees and peers. This **executive playbook** is based on our deep understanding of **executives' priorities and constraints**, and outlines key ways of **leveraging the platform** based on your needs.

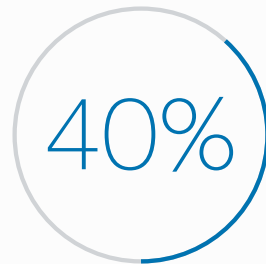
While the playbook focuses on steps you can easily implement yourself, we recommend you coordinate closely with your teams to make the most of your participation in your company's outreach.

Today's top performing leaders engage online

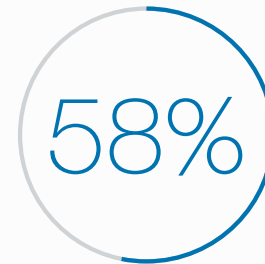
Around the world and across industries, top executives who were once convinced that social media wasn't worth their time, now consider their participation in these networks as essential to their role.

These top executives are taking part in the social revolution and are seeing the benefits of being open and transparent.

Companies that are engaged on social media are:




more likely to be perceived as competitive compared to those who are not engaged on social media



more likely to attract top talent compared to those who are not engaged on social media

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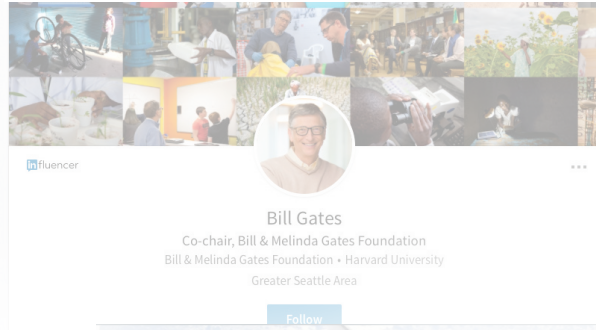
From the Bestselling Big Data Author...

Bernard Marr
3rd

Best-Selling Author, Keynote Speaker and Leading Business and Data Expert
Advanced Performance Institute • Cambridge University
Milton Keynes, United Kingdom

Follow

Bernard Marr is a best-selling business author, keynote speaker and consultant in big data, analytics and enterprise performance. As the founder and CEO of the Advanced Performance Institute he is one of the world's most highly r...



Bill Gates
2nd

Co-chair, Bill & Melinda Gates Foundation
Bill & Melinda Gates Foundation • Harvard University
Greater Seattle Area

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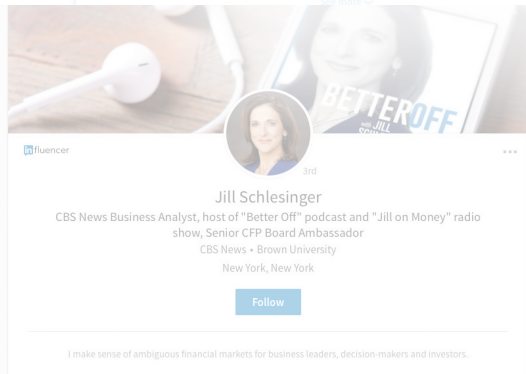
James Altucher
2nd

Author of the bestselling book Choose Yourself, editor at The Altucher Report
jamesaltucher.com
The Altucher Report • Cornell University
Greater New York City Area

Follow

8.2 million

C-level executives have LinkedIn profiles

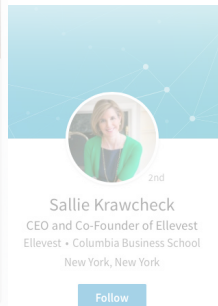


Jill Schlesinger
3rd

CBS News Business Analyst, host of "Better Off" podcast and "Jill on Money" radio show, Senior CFP Board Ambassador
CBS News • Brown University
New York, New York

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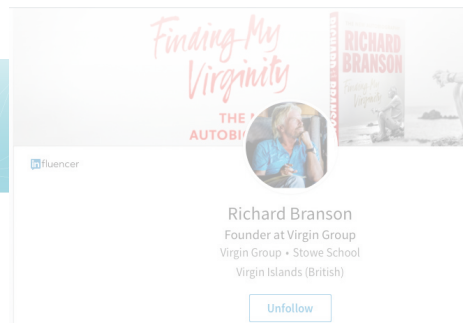
I make sense of ambiguous financial markets for business leaders, decision-makers and investors.



Sallie Krawcheck
2nd

CEO and Co-Founder of Ellevest
Ellevest • Columbia Business School
New York, New York

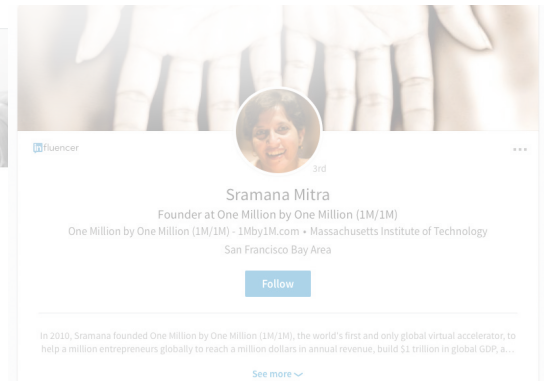
Follow



Richard Branson
2nd

Founder at Virgin Group
Virgin Group • Stowe School
Virgin Islands (British)

Unfollow



Sramana Mitra
3rd

Founder at One Million by One Million (1M/1M)
One Million by One Million (1M/1M) - 1Mby1M.com • Massachusetts Institute of Technology
San Francisco Bay Area

Follow

In 2010, Sramana founded One Million by One Million (1M/1M), the world's first and only global virtual accelerator, to help a million entrepreneurs globally to reach a million dollars in annual revenue, build \$1 trillion in global GDP, a...

See more

CONNECT ON YOUR TERMS

- STEP 1** Create an effective executive profile
- STEP 2** Connect with the people that matter
- STEP 3** Tailor your notifications & privacy settings



STEP 1

Create an effective executive profile

Your profile is a key component of your experience on LinkedIn. It's your calling card when you reach out across your network, and it's how potential contacts will locate you and understand your role.

Having a complete profile is important to show you're an active participant in the ecosystem. These tips are inspired and validated by the profiles of the most successful leaders on LinkedIn.

BACKGROUND PICTURE

This background visual allows you to illustrate your interests or convey a specific message that sets the tone. It helps create a more engaging and inspiring profile.

HEADLINE

By default the headline is your current position. However, you can customize it to demonstrate your expertise and vision.

PHOTO

This is the first impression of you as a connected leader. A friendly and authentic photo will help create a real connection with followers, customers and employees.

CONNECTING TALENT WITH OPPORTUNITY AT MASSIVE SCALE

Jeff Weiner • 3rd
 CEO at LinkedIn
 LinkedIn • The Wharton School
 San Francisco Bay Area

Follow

Internet executive with over 20 years of experience, including general management of mid to large size organizations, corporate development, product development, business operations, ...

See more

Jeff's Articles & Activity

7,418,547 followers

LinkedIn + Microsoft: Our Next Play Begins
 Jeff Weiner on LinkedIn

See 37 more articles

- HQ Trivia continues to show step function growth -- up to 240k...
Jeff shared this
- Creative, funny, authentic, and unique -- great example of talent...
Jeff shared this
- Just signed up for LinkedIn's new mentoring feature, Career Advice, ...
Jeff liked

Experience

CEO
 LinkedIn
 Dec 2008 – Present • 9 yrs

Connecting the world's professionals to make them more productive and successful. Since joining the company in December 2008, LinkedIn has expanded its global reach and continues to grow its user base and revenue.

STEP 2

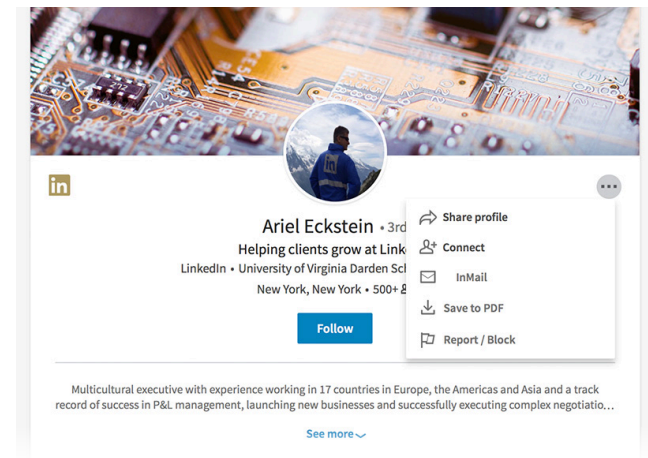
Connect with the people that matter

With 500+ million members throughout the world, LinkedIn is the world's largest professional network.

It isn't intended to replace face-to-face interactions, instead, it optimizes your ability to keep your network fresh and active. The platform allows you to strengthen your global connections and to know more about people you've met or are about to meet.

KNOW A PERSON'S BACKGROUND BEFORE YOU MEET

Checking people's profile prior to meeting is becoming a commodity. Knowing about their experience, background, connections and activity will allow you to save time and make the most of your meeting.



CONNECT & REPLACE BUSINESS CARDS


A LinkedIn profile is more than a business card. Inviting people to connect is a great way to follow up on an in-person meeting.

STEP 3

Tailor your notifications & privacy settings

LinkedIn understands your concerns about privacy and notifications. The platform allows you to easily manage your privacy and confidentiality by choosing what information and activities are accessible to people inside and outside of your network.

You are also in charge of how much information you would like to receive. Notifications are customizable and LinkedIn allows you to mute, unfollow and turn off certain types of alerts.



PREMIUM
Shannon (Stubo)
Brayton
[View profile](#)

ACCOUNT

[Settings & Privacy](#)

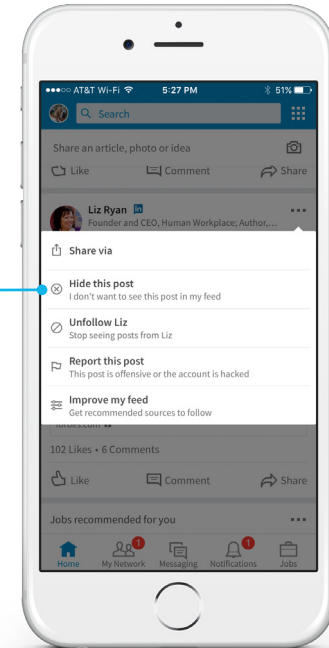
[Premium subscription settings](#)

[Help Center](#)

PRIVACY SETTINGS

The privacy setting of your profile can be found here.

MANAGE YOUR NOTIFICATIONS



EMAIL ADDRESS REQUEST

Enable email address request so that only people you know personally can connect with you.

NEVER MISS OUT

- STEP 4** Keep in touch with your customers & partners
- STEP 5** Keep tabs on the competition & potential acquisitions
- STEP 6** Stay on top of the leading ideas in your industry



STEP 4

Keep in touch with your customers & partners

Business is about people, but nurturing relationships takes time. LinkedIn enables you to efficiently establish resilient and direct channels of communication and remain top of mind for your customers.

The platform allows you to activate customers, partners and allies as brand ambassadors. LinkedIn enables you to keep tabs on your key contacts and develop new relationships as your business and network evolves.

FOLLOW YOUR CUSTOMER'S ACTIVITY

If you are connected with your customers, their public activity will appear in your newsfeed.

Don't forget to follow your customers' Company Pages.

Opt in to receive daily or weekly email notifications of updates, articles & more.

The screenshot shows a LinkedIn newsfeed. At the top is the profile for Schneider Electric, with a 'Follow' button and 'See jobs' button. Below this is an 'Overview' section with a cityscape image. To the right is a 'Jobs' section featuring Shannon (Stubo) Brayton, a Global Marketing and Communications Executive, with 196 jobs posted recently. The main feed shows an 'About us' section for Schneider Electric, followed by a 'Recent update' from Virgin Atlantic. The Virgin Atlantic post, dated 2 days ago, features a photo of cabin crew members in a galley and the text: 'Behind the scenes of a Virgin Atlantic test flight' with the URL virgin.com. Below the post are 31 likes and 1 comment.

INTERACT WITH CUSTOMERS

Like in real life, in-person interactions with your customers are the best way to create brand advocates. By posting discussions on your LinkedIn profile or Company Page, you engage your customers in a unique way.

For example, Richard Branson tries to personally respond to a few customer questions a day. He even asked his followers for advice on names for Virgin banking divisions.

STEP 5

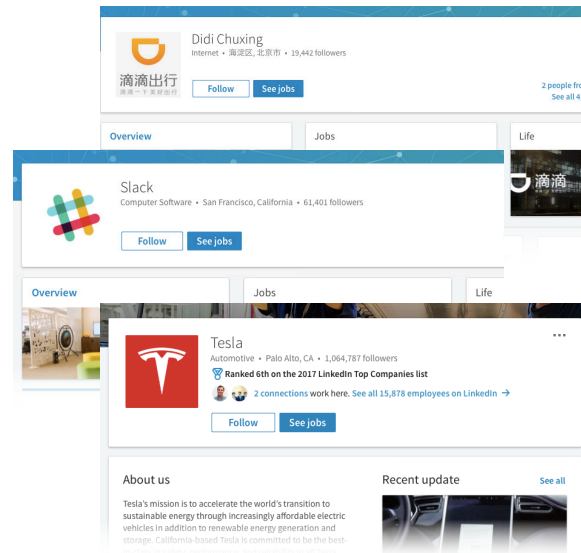
Keep tabs on the competition & potential acquisitions

LinkedIn enables you to track your competition's latest activities in real-time. With technology accelerating the cycle of market disruption, it's important to have an eye on both incumbents and upstarts in your industry.

LinkedIn plays a critical role in the new venture life cycle—frequently deployed before the first business card is printed—and will often be the first place that new challengers appear on your radar.

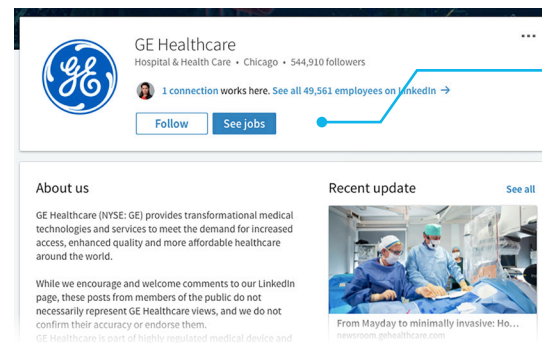
COMPANY PAGES

View Company Pages to see the latest news, updates, and services. Including current and past employees. Some companies enhance their Company Pages with Career Pages—a great source of additional information. Company Pages also provide valuable insights into company culture and updates through the lens of a jobseeker.



SPOT THE NEXT GENERATION OF COMPETITORS

The up-and-comers of your industry are making the most of social media, and LinkedIn in particular, to connect with their ecosystem.



IDENTIFY WHO IN YOUR NETWORK CAN TELL YOU MORE

When researching a company, you can see work history overlap. Use your connections to find out more information.

STEP 6

Stay on top of the leading ideas in your industry

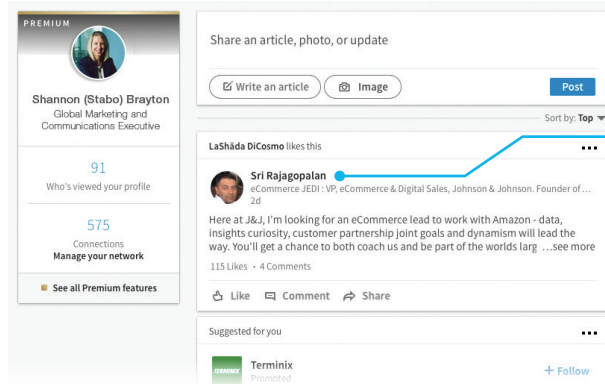
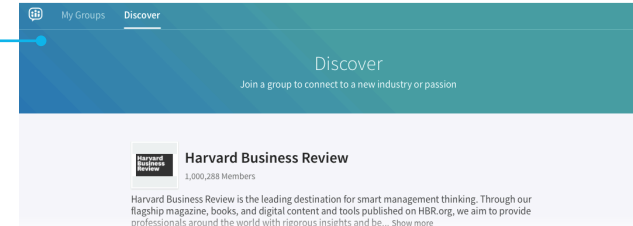
Staying abreast of industry news is key to building your expertise, strengthening your position as a leader, and increasing respect from your peers.

LinkedIn allows you to easily access industry news, gain insights on customers and partners, and understand the shifting competitive landscape.

SEE WHAT YOUR NETWORK IS UP TO AT A GLANCE:

DISCOVER

Join Groups and view updates from discussions aligned with your personal and business goals.

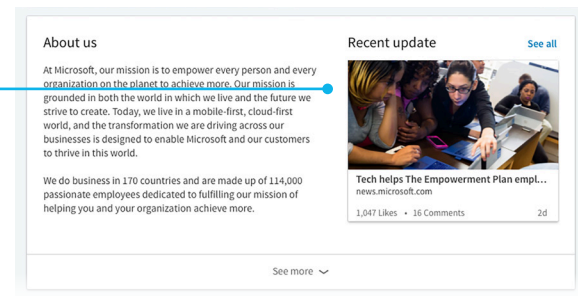


PEOPLE

See what your network is up to: updates, posts, new connections, new titles, etc.

COMPANIES

Follow companies to receive their latest posts and announcements.



LEAD IN THE DIGITAL AGE

- STEP 7** Be a voice of your industry & build thought leadership
- STEP 8** Show that your company has socially engaged & authentic leaders
- STEP 9** Accelerate business through relationships
- STEP 10** Attract & retain the best talent



STEP 7

Be a voice of your industry & build thought leadership

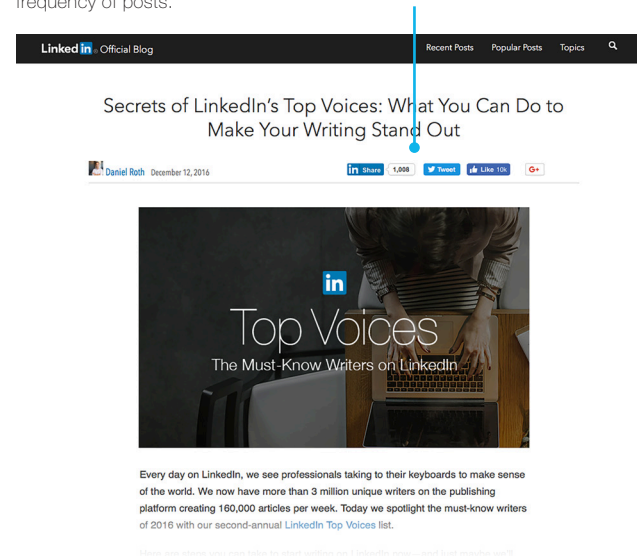
Users connect to the platform daily to consume and share content from the leaders and companies they follow. LinkedIn's editorial team creates best in class content and curates content from influencers on the platform. The result is 100,000+ articles published weekly and the opportunity to add your voice to the conversation.

90% of the C-suite executives and 88% of the business decision makers believe that their respect and admiration of the organization increased after engaging with thought leadership content (B2B sector).

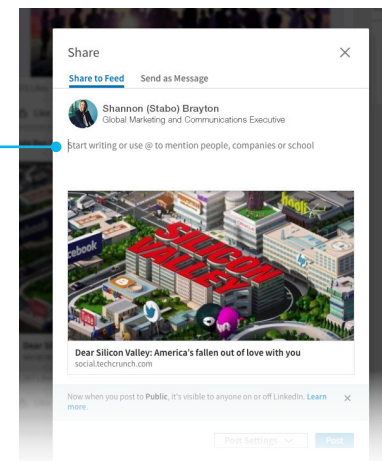
POST & SHARE UPDATES

Share recommended articles, personal insights, corporate presentations, and relevant industry news to demonstrate your thought leadership. Sync your Twitter account to post on both platforms simultaneously.

To go a step further, reach out to your marketing and communications team. They can help you define a content strategy, recommend content ideas and frequency of posts.



COMMENT & SHARE



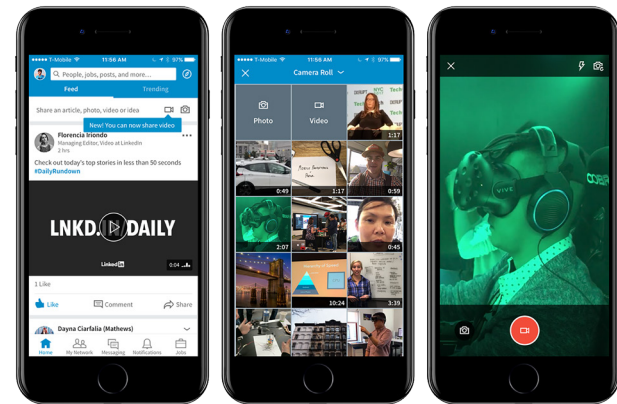
STEP 8

Show that your company has socially engaged & authentic leaders

In the social media era, people are more and more curious about the leaders behind a brand or company. Thanks to LinkedIn you can leverage the personal and direct channels of communication between yourself and the rest of the world, and have a great opportunity to archive a sense of proximity at a low cost and with low time commitment.

LEVERAGE LINKEDIN AS A COMMUNICATIONS PLATFORM

Use LinkedIn as your communication platform for official announcements, promotions and even crisis management. Now you can share videos in addition to other content formats.



LINKEDIN INFLUENCERS

LinkedIn Influencers are chosen and invited by LinkedIn to post insights about management, leadership, disruption, and more. Influencers with millions of followers include Meg Whitman, Sir Richard Branson, Arianna Huffington, and Guy Kawasaki.

STEP 9

Accelerate business through relationships

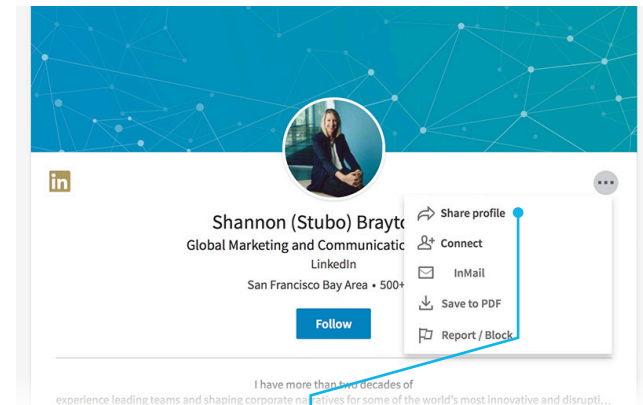
LinkedIn allows you to empower your team to leverage your network—at your discretion. Through LinkedIn you can shorten your team's path to key decision makers, while maintaining control of their access to your network.

LinkedIn Sales Solutions allow teams to establish and grow relationships with prospects and customers at every stage of relationship development, in a climate that's focused, informed and trusted. If your sales team is using LinkedIn Enterprise Sales Solution, they can use warm introductions through TeamLink to leverage your executive presence and connect with prospects in an extended network.

UNLEASH YOUR SALES TEAM

In coordination with your Director of Sales, define and communicate the rules regarding the introduction process for strategic prospects.

Encourage your sales teams to use the resources they have available, including your network.



SHARE SOMEONE'S PROFILE

LinkedIn allows you to directly share profiles with your team.

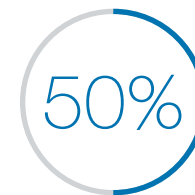
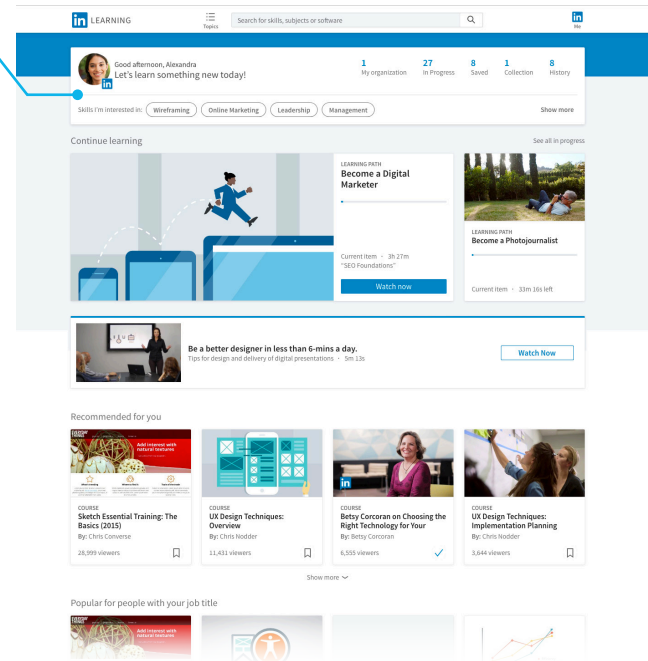
STEP 10

Attract & retain talent

Visibility, personal connections and referrals are key success factors when it comes to hiring – especially the best. In addition to a suite of services for HR & Recruiting departments, LinkedIn empowers executives to better identify and attract top talent. Executives and managers can speed up the recruiting process by sharing strategic job opportunities your HR team has posted.

Retaining and developing talent is equally critical. 80%** of learning and development professionals agree that talent development is top of mind for the executive team. Digital learning is a powerful solution to empower and develop your organization. LinkedIn Learning is a data-driven platform for relevant skills development that allows for personalized, user-centric digital learning.

LINKEDIN LEARNING
WITH LYND.COM
CONTENT



Organizations that embrace a culture of learning can boost employee productivity by up to 50%.*

Source: *Learning at the Speed of Business, McKinsey & Company, May 2016 How the Digital Skills Gap is Killing Productivity IBM

**Source: LinkedIn data



Visual Guide



1. PHOTO

An up-to-date and good quality picture helps to establish yourself as an open and connect leader and adds credibility to your profile.



2. LOCATION

Location will allow your potential partners to find you. Additionally, you will stand out in searches up to 23X.*



3. SUMMARY

The summary is a more personal overview of your career and an opportunity to highlight any areas of expertise.



5. PICTURES & VIDEOS

Using photos, presentations and other rich media is a helpful tool in demonstrating your thought leadership and promoting your company.

Experience



CEO
LinkedIn
Dec 2008 – Present • 9 yrs

Connecting the world's professionals to make them more productive and successful. Since joining the company in December 2008, LinkedIn has expanded its global platform to 23 languages and more than 30 offices around the world, grown its membership base from 33M to more than 500M, and increased its revenue from \$78M to over \$4B in 2017.

Media (8)

< Previous Next >



Bay Area Council 2012: The Next Human Leap



The Art of Conscious Leadership, Wisdom 2.0 2013



Member, Board of Directors
Intuit



4. EXPERIENCE

The experience section allows you to highlight your work history and key positions you held. It is also an opportunity to include any Board or Chair experience that illustrates your leadership.



7. ENDORSEMENTS

Endorsements are a great way to illustrate expertise. By endorsing your team members and partners you can show them your appreciation and highlight their skills.



9. INTERESTS

By following groups, companies or influencers you will be able to stay in touch with all the updates. Your interest can be reflected in your profile and indicate to your network that you are staying current with your industry.

Education



The Wharton School
Bachelor of Science, Economics
1988 - 1992

Featured Skills & Endorsements

Leadership · 99+

Endorsed by Ambassador Shabazz and 19 others who are highly skilled at this

Endorsed by 135 of Jeff's colleagues at LinkedIn

Entrepreneurs... · 99+

Endorsed by Dharmesh Shah and 26 others who are highly skilled at this

Endorsed by 46 of Jeff's colleagues at LinkedIn

Strategy · 99+

Endorsed by DJ Patil and 51 others who are highly skilled at this

Recommendations

Received (7) Given (22)



Derek E. Baird
Experienced Creative, Social & Digital Strategist - Kids/Tween/Teen & Family
January 19, 2011, Derek E. reported directly to Jeff

While I was at Yahoo!, I had the honor of working for Jeff on the Yahoo! Teachers social networking product. Jeff was our executive sponsor on this project and he was our strongest and most passionate advocate.

His knowledge of the consumer Internet and youth media space was invaluable and his strategic eye was instrumental in moving our product from a hack day idea into a full beta.

On this project Jeff also demonstrated his deep and unwavering commitment to social responsibility. Jeff is a doer. Throughout his tenure on this project he was always more than willing to channel the many resources at Yahoo!, as well as his many connections, to help improve public education in this

Interests



Mark Cuban
President
3,477,526 followers



Arianna Huffington
Founder and CEO at Thrive Global
6,637,839 followers



Friends of LinkedIn
15,593 members



Accel Partners
61,475 followers



Laszlo Bock
CEO and co-founder of Humu. Fo...
809,863 followers



Hiroshi Mikitani
CEO, Rakuten Inc.
944,658 followers



6. EDUCATION

A completed education section ensures up to 11x* profile views. This can be also a great way to build relationships of trust with your school alumni.



8. RECOMMENDATIONS

Recommendations are an engaging, peer-empowered way to build trust.

About LinkedIn

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 500 million members worldwide, including executives from Fortune 500 companies, LinkedIn is the world's largest professional network.

For more information, visit business.linkedin.com



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business.linkedin.com



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LinkedIn

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