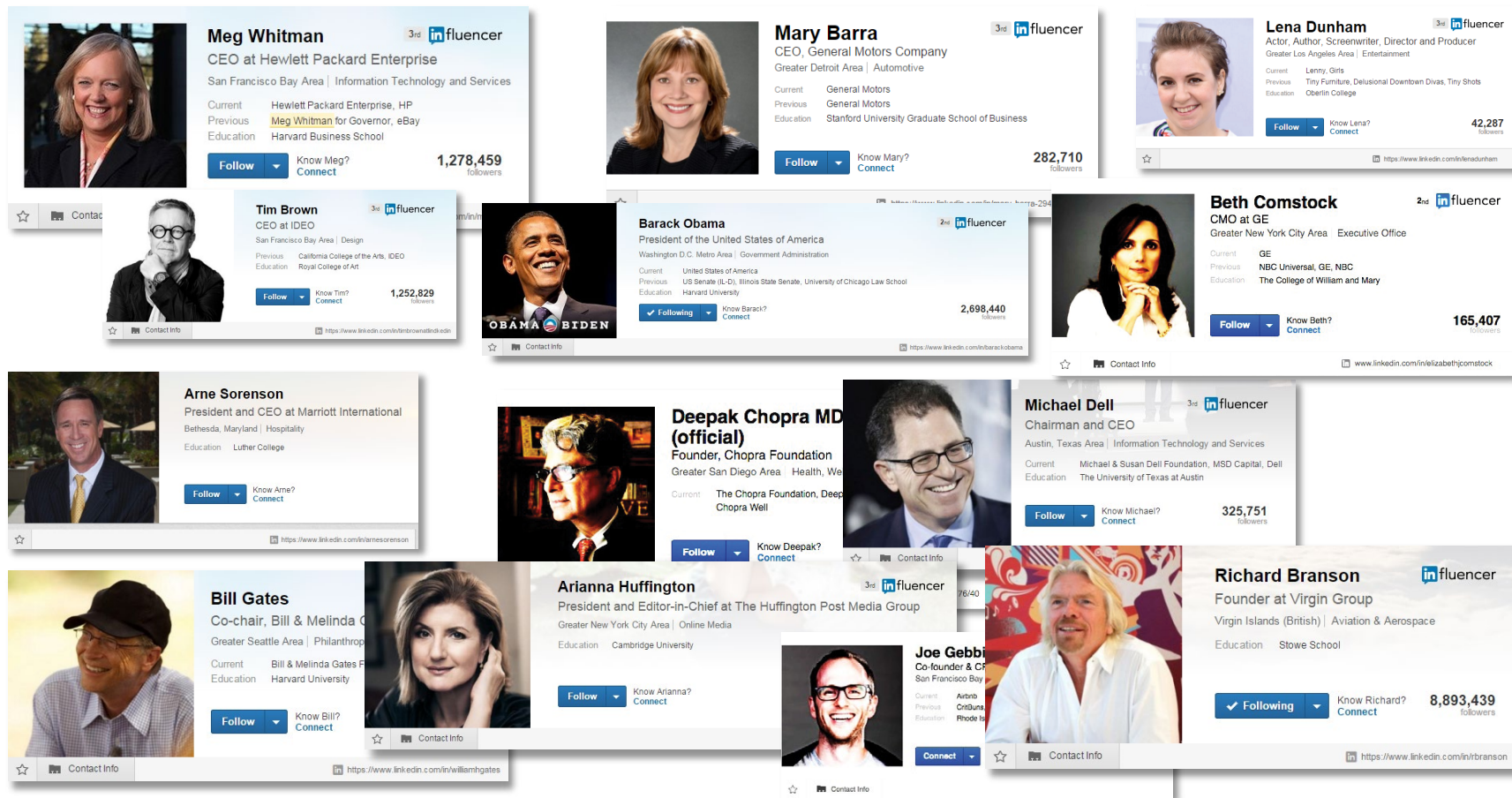


EXECUTIVE
Playbook

12 Steps to Become a Social Leader

Linked in[®]



“ I've come to learn there is a virtuous cycle to transparency and a very vicious cycle of obfuscation. ”

- JEFF WEINER, CEO OF LINKEDIN

TODAY'S TOP PERFORMING LEADERS ARE SOCIAL LEADERS.

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.

As a result, more and more top executives see the benefits of being open and transparent and take part in the social revolution.



7 Million

C-Level Executives, Presidents
and VPs on LinkedIn

WHY WE CREATED A PLAYBOOK SPECIFICALLY FOR TOP EXECUTIVES.

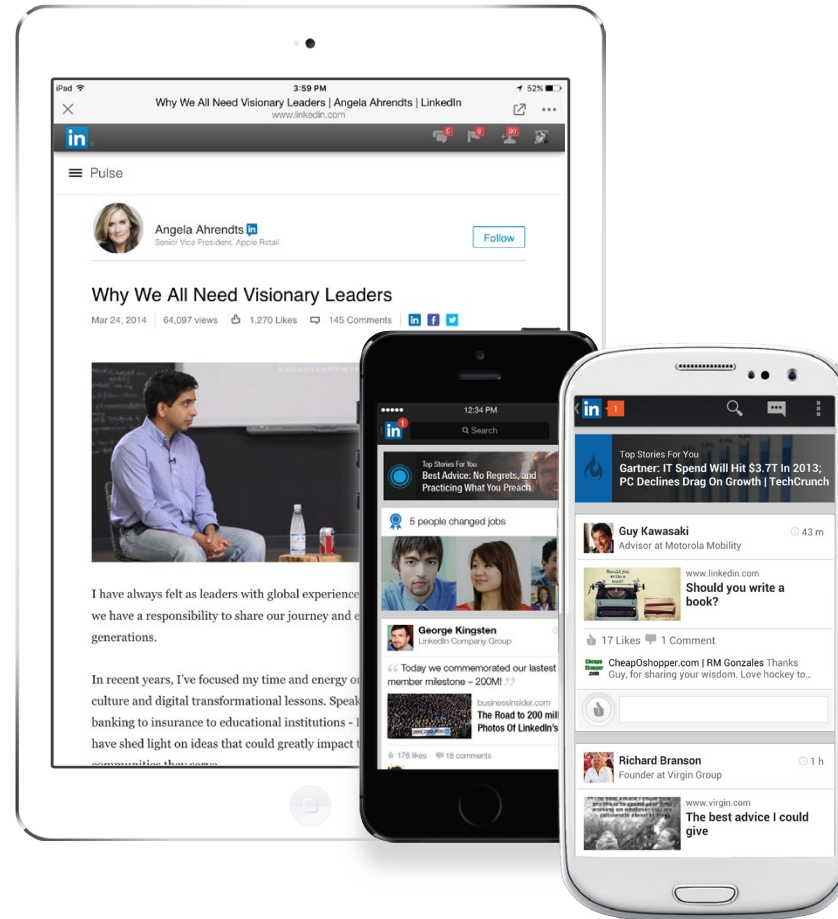
Our goal is to help you be a better leader by enabling deeper engagement with your customers, employees and peers - in the efficient, high-control and low-risk environment that you require.

This dedicated user guide is based on our deep understanding of executives' priorities & constraints, and outlines 12 key steps to empower leaders in their transition into professional social media.



Your marketing team will be pleased to hear that you're interested in leveraging your online presence. While this guide focuses on steps you can easily implement yourself, we recommend you coordinate closely with them to make the most of your participation in your company's outreach.

GET STARTED.



YOUR PATH TO SOCIAL LEADERSHIP.

TABLE OF CONTENTS



TAKE PART AND TAKE CONTROL.

- 01 Create an effective executive profile
- 02 Control your privacy & confidentiality
- 03 Efficiently connect with the people that matter



DEMONSTRATE YOUR LEADERSHIP.

- 04 Show that your company is innovative - by having socially engaged leaders
- 05 Offer an authentic, human face to your company
- 06 Be a voice of your industry and build thought leadership



ACCELERATE SALES.

- 07 Connect with your top 100 customers
- 08 Empower your team to leverage your network - at your discretion
- 09 Be where your customers are & identify new leads



GAIN DISTINCTIVE INDUSTRY INSIGHTS.

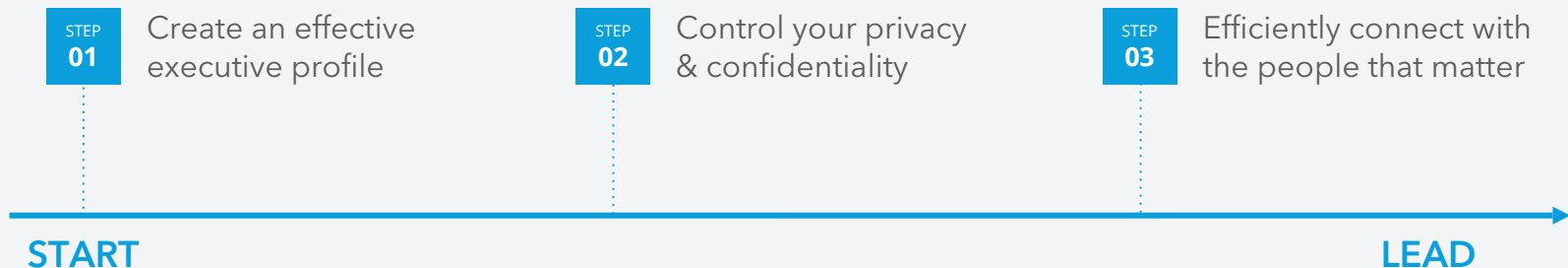
- 10 Stay on top of the leading ideas in your industry
- 11 Hire the best, worldwide
- 12 Keep tabs on the competition & potential acquisitions



VISUAL GUIDE.

TAKE PART AND TAKE CONTROL.

Customize your LinkedIn experience to be aligned with your objectives and constraints as a top executive, right from the start. In this section, we present guidelines to set you up for success, while also managing the potential risks associated with any social media presence.



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. The tips we're providing here are inspired and validated by the profiles of the most successful leaders on LinkedIn.

* Check out the Visual Guide (p.23) to see how these pieces work together to create a complete profile.

You at a glance



Profile Picture

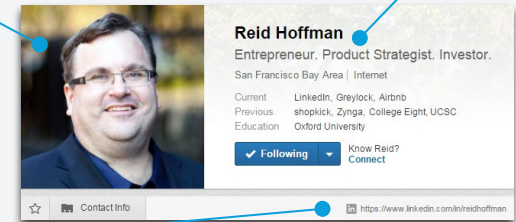
Your picture is your virtual handshake. Pick a picture that is friendly and aligned with your role as a leader.

Headline

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

Custom URL

LinkedIn will assign you a random URL. A custom URL is easier to communicate and more professional.



Tell your story

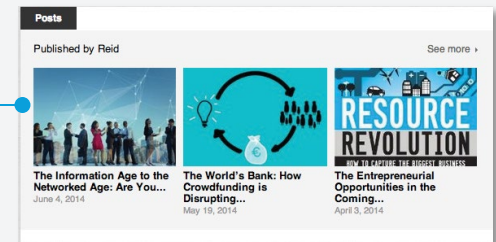


- **Experience** – List the key positions you had in the past and briefly explain your role. You can also detail your education background.
- **Summary** – The summary is a personal note where you can share a bit more about the vision you have for your role or company.

Bring your profile to life



Add multimedia content to your profile.



CONTROL YOUR PRIVACY & CONFIDENTIALITY.

Managing privacy on LinkedIn isn't a matter of limiting your information, it's a matter of deciding what you'd like to present to those inside your network versus those outside your network.

You can easily control the privacy of your network and activities to align with both your constraints & comfort level.

You have the choice to make your information as public or private as you want.

PUBLIC

PRIVATE



Privacy & Settings

Review



Your Connections



Your connections can view your entire network



Your connections can only view the people that you have in common

Your Updates



Everyone can see your activity feed



Restrict who can see your activity feed: your network, your connections or only you



If you turn on your activity broadcast, your connections will receive notifications when you update your profile



If you turn off your activity broadcast, your network does not receive notifications

Your Visit Activity



People you recently visited can see your name & tagline



Be a LinkedIn Anonymous User: select your level of anonymity

EFFICIENTLY CONNECT WITH THE PEOPLE THAT MATTER.

With more than 400+ million members throughout the world, LinkedIn is both the largest and most advanced business network in the world. It isn't intended to replace face to face interactions, instead, it optimizes your ability to:

- Keep your network fresh and active
- Strengthen your global connections
- Know more about people you've met or are about to meet

Avoid spam from people you don't know



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



Invite people to connect & replace business cards



- A LinkedIn profile has more than just the contact information of a business card. Inviting people to connect is a great way to follow up on an in-person meeting.
- Several apps can help you connect faster and on the spot, such as **LinkedIn Contacts**.

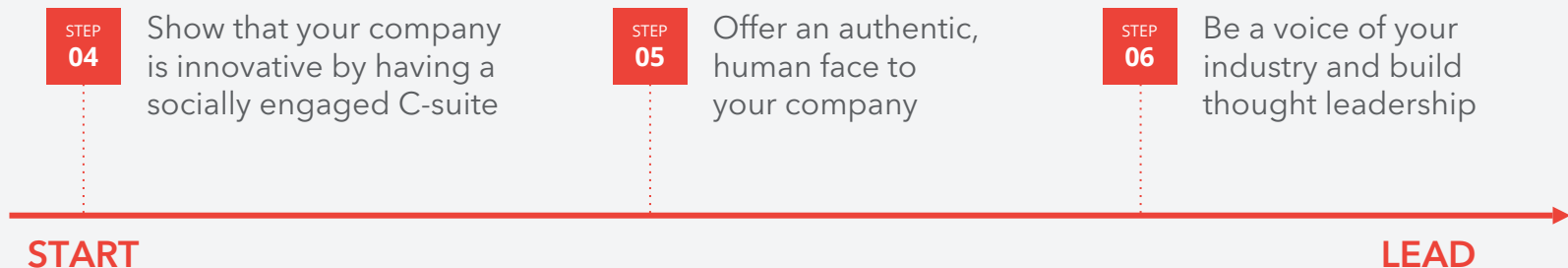
Know a person's background before you meet



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.

DEMONSTRATE YOUR LEADERSHIP.

Your participation in social media in general, and in LinkedIn in particular, will be welcomed by your customers and employees. As a leader, you're demonstrating your interest in being connected, staying current and making your mark where the new comers to your industry will be.



SHOW THAT YOUR COMPANY HAS SOCIALLY ENGAGED LEADERS.

80% of employees say they would rather work for a social CEO, and 2 out of 3 customers say that their perception of the CEO impacts their perception of the company*.

Through LinkedIn, the top executives have a clear opportunity to bring a sense of proximity and connection to their company's professional and consumer ecosystem at a low cost and with low time commitment.

* The Social CEO: Executives Tell All, Weber Shandwick, 2013

Share the good news



Once you've decided to join or grow your presence on LinkedIn, coordinate with your communication department to share the news inside the company, and invite your employees to connect or follow you.



Engage your board on the bigger picture



Leads developed through
employee social marketing convert

7X

more frequently than other leads**.

** WeRSM, 2015

OFFER AN AUTHENTIC, HUMAN FACE TO YOUR COMPANY.

In the social media era, we're more and more curious about the people behind a brand or a company.

Top executives on LinkedIn leverage the opportunity of a personal & direct channel of communication between themselves and the rest of the world, including journalists, stakeholders and customers.

Make your profile personal



Your profile is an opportunity to express yourself as an individual. Don't hesitate to use the first person and share personal insights.

Share your Company's page update



Increase the visibility of your company's communications by sharing company updates with your network.



Leverage LinkedIn as a communication platform



Coordinate with your Public Relations team to leverage your LinkedIn presence for official announcements, promotions or even crisis management.

BE A VOICE OF YOUR INDUSTRY AND BUILD THOUGHT LEADERSHIP.

With nearly 2M unique publishers actively sharing content, users connect daily to review their newsfeeds and read about leaders and companies they follow.

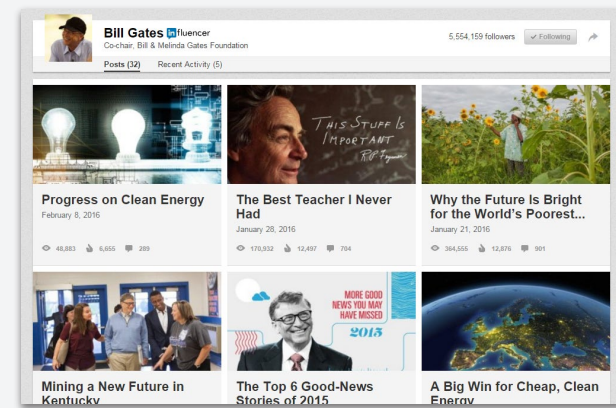
These tips will help you to easily share business insights with your network and efficiently position yourself as an industry leader.

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.

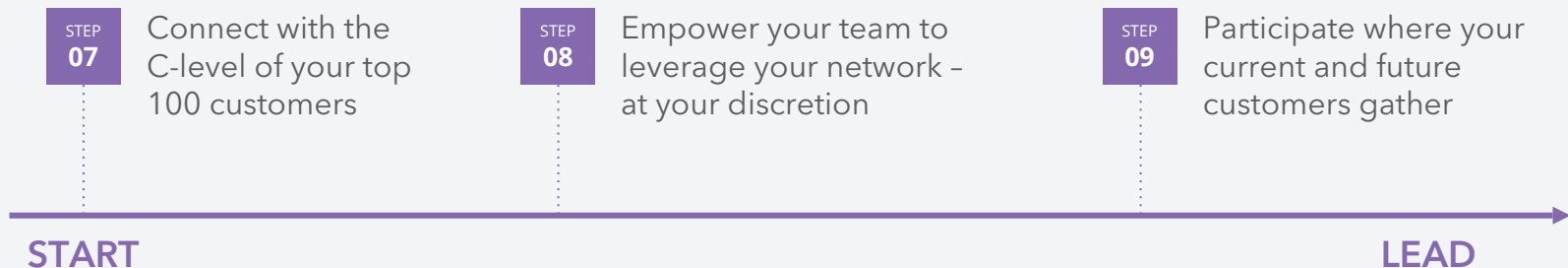
Publish content



- You can leverage **LinkedIn's Publishing Platform** to share inspiring long-form posts to your network and beyond: your posts become searchable, can be distributed through Pulse, and permanently live as an extension of your professional reputation on your profile.
- **LinkedIn Influencers** are chosen and invited by LinkedIn to post insights about management, leadership, disruption, and more. Influencers with millions of followers include Bill Gates, Sir Richard Branson, Arianna Huffington, and Guy Kawasaki.

ACCELERATE SALES.

Through its 400M+ members, 7.2M+ companies and 2M+ group conversations, LinkedIn provides unprecedented means to accelerate your company's sales cycle. As a key executive, you have the means and reach to dramatically increase the value of LinkedIn for demand generation, deal closing and relationship management.



BE A VOICE OF YOUR INDUSTRY AND BUILD THOUGHT LEADERSHIP.

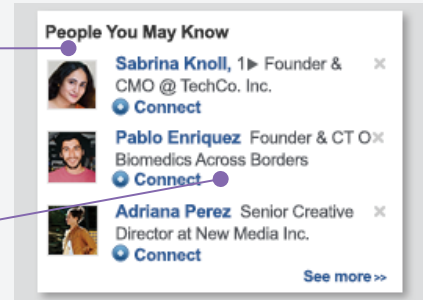
Business is about people, but nurturing relationships takes time. LinkedIn allows you to efficiently:

- Establish resilient and direct channels of communication
- Remain top of mind for your customers and provide them necessary attention
- Cement enduring relationships
- Keep tabs on your contacts' movements, interests and needs – in real-time

Find your top tier customers



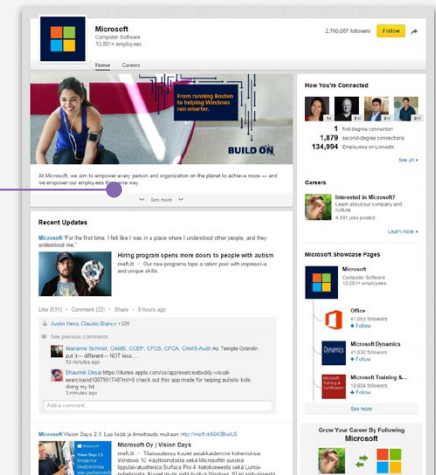
- LinkedIn allows you to easily find your customers by searching by name, company, or position.
- LinkedIn will also suggest people you may know based on your network, as well as people in your contact book if you allow this access.
- Easily connect in just one click.



Follow your customers' activity in real-time



- 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 and more



EMPOWER YOUR TEAM TO LEVERAGE YOUR NETWORK – AT YOUR DISCRETION.

Relationships accelerate business – but if your relationships are hidden, they're of no value to the team around you.

Through LinkedIn you can shorten your team's path to key decision makers, while maintaining control of their access.

Harness the reach of 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 Sales Solutions, they can use **Team Link** 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 & communicate the rules regarding the introduction process for strategic prospects
- Encourage your sales teams to use the resources they have available, including your network.

BE WHERE YOUR CUSTOMERS ARE & IDENTIFY NEW LEADS.

People do business with companies and individuals they “know, like and trust.”

LinkedIn expands your presence, approachability and reputation by improving your ability to:

- Build brand awareness
- Engage with your customers, partners, and suppliers
- Activate your customers and allies as brand ambassadors

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.

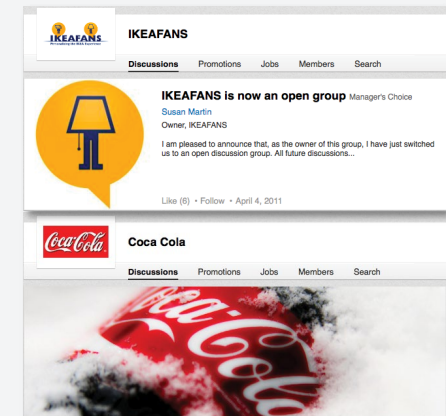


- For example, Richard Branson tries to personally respond to a few customer questions a day. He even asked his followers for advice on names for Virgin banking divisions.

Listen to conversations & debate

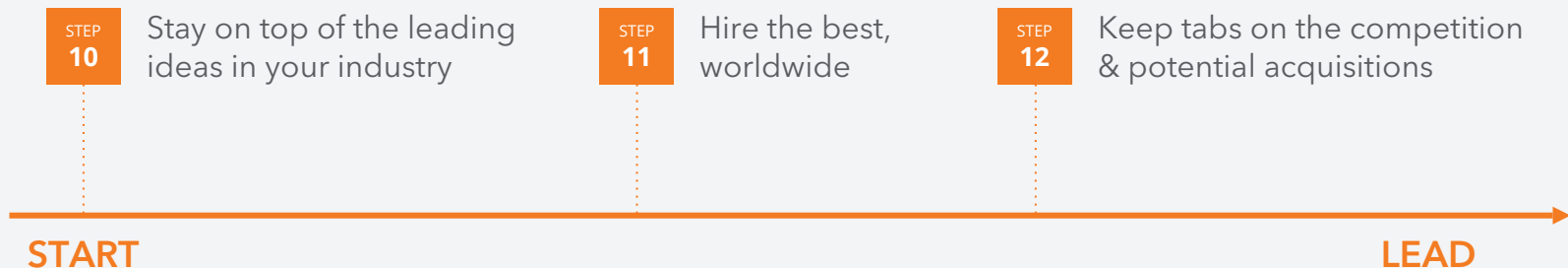


- LinkedIn also allows you to listen to potential customers.
- Joining and following group discussions in precise domains or verticals is an excellent way to gain customer insights about needs, consumption habits, motivations & fears.



GAIN DISTINCTIVE INDUSTRY INSIGHTS.

Every week, more than 2 billion member updates from over 200 countries are uploaded to LinkedIn. From scoping competition in new markets to identifying and attracting key experts to your company, LinkedIn has become an essential business intelligence platform.



STAY ON TOP OF THE LEADING IDEAS IN YOUR INDUSTRY.

Staying abreast of industry news is key to building upon your expertise and expanding the respect your peers and reports have for you.

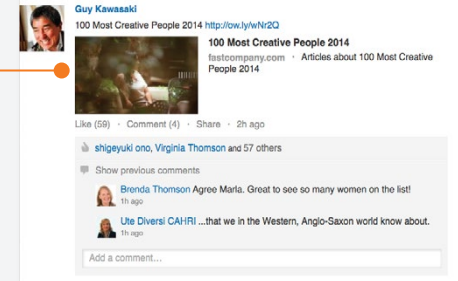
LinkedIn allows you to easily track industry news, extract customer insights and understand the shifting competitive landscape – all in one place.

See what your network is up to at a glance



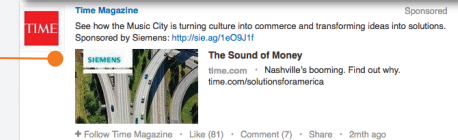
People

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



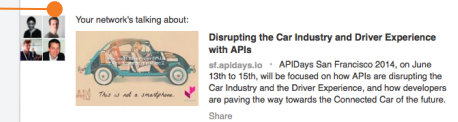
Companies

Follow companies to receive their latest posts & announcements.

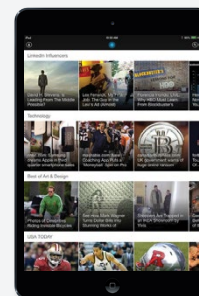


Groups

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



Leverage LinkedIn Pulse



- **LinkedIn Pulse** curates content in real-time based on your interests and the companies and influencers you follow.
- You can access Pulse on all your devices, whether you're online or offline.
- Share and comment on these articles to demonstrate your insights.

HIRE THE BEST, WORLDWIDE.

Visibility, personal connections & referrals are key success factors when it comes to hiring – especially the best.

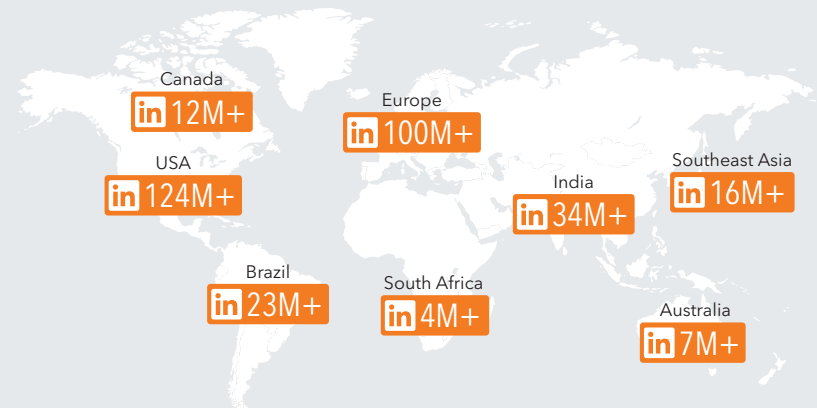
In addition to the suite of services that it offers for HR & Recruiting departments, LinkedIn is empowering executives to better identify and attract top talent.

Gain distinctive
industry insights

Find experts, anywhere in the world



- With a presence in over 200 countries*, LinkedIn has the largest professional network. Through the advanced search you can find people with specific expertise from across the globe, at no cost.



Leverage your network to source top talent



- Just like in real life, your network is your best asset to find the right talents. As a top manager you can speed up the recruiting process by re-posting strategic job opportunities your HR team shared.

KEEP TABS ON THE COMPETITION AND POTENTIAL ACQUISITIONS.

LinkedIn enables you to track your competition's latest movements 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 lifecycle – frequently deployed before the first business card is printed – and will often be the first place that new challengers appear on your radar.

Follow your competitors' activity

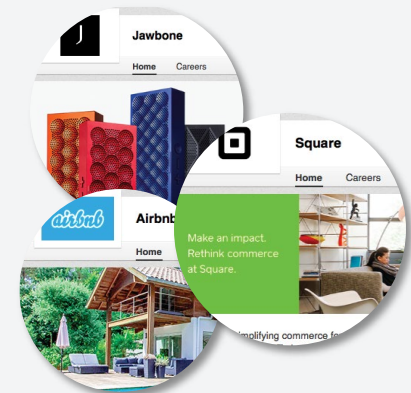


- View Company Pages to see the latest news, updates, and services as well as current and past employees.

Spot the next generation of competitors



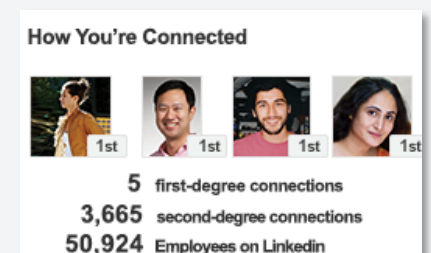
- The up-and-comers of your industry are making the most of social media, and LinkedIn in particular, to connect with their ecosystem.
- Use LinkedIn Pulse and join relevant groups to discover and keep track of the new comers to your industry.



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.



VISUAL GUIDE

An example of how to build a compelling profile

Custom Header Image

Visually enhance your profile to reflect your unique professional brand.

Profile Summary

An overview of the member's professional experience, including the member's current position and location as well as previous experience and education.

Summary

A snapshot of the member's professional journey, goals, and specialties. The summary is a more personal overview of your career.

CONNECTING TALENT WITH OPPORTUNITY
AT MASSIVE SCALE

Jeff Weiner
CEO at LinkedIn
San Francisco Bay Area | Internet

Current LinkedIn, Intuit, DonorsChoose
Previous Accel Partners, Greylock, Yahoo! |
Education University of Pennsylvania - The Wharton School

Following Know Jeff? Connect

3,754,618 followers

Contact info https://www.linkedin.com/in/jeffweiner08

Posts

Published by Jeff See more >

My Interview with Oprah
October 15, 2015

Always Be Learning: LinkedIn to Acquire lynda.com
April 9, 2015

How LinkedIn is Helping Power the President's...
March 10, 2015

Background

Summary

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

Currently CEO at LinkedIn, the web's largest and most powerful network of professionals.

Prior to LinkedIn, was an Executive in Residence at Accel Partners and Greylock Partners. Primarily focused on advising the leadership teams of the firm's existing consumer technology portfolio companies while also working closely with the firm's partners to evaluate new investment opportunities.

Previously served in key leadership roles at Yahoo! for over seven years, most recently as the Executive Vice President of Yahoo!'s Network Division managing Yahoo!'s consumer web product portfolio, including Yahoo!'s Front Page, Mail, Search, and Media products.

Specialties: general management, corporate development, product development, business operations, strategy, product marketing, non-profit governance

Experience

CEO
LinkedIn
December 2008 – Present (7 years 3 months)

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 347M, and increased its revenue from \$78M to over \$2.2B in 2014.

People Also Viewed

Bill Gates
Co-chair, Bill & Melinda Gates Foundation

Barack Obama
President of the United States of America

Richard Branson
Founder at Virgin Group

Marissa Mayer
Yahoo!, President & CEO

Eduardo Saverin
Co-Founder, Facebook Inc.

Randi Zuckerberg
Founder & CEO at Zuckerberg Media

Arianna Huffington
President and Editor-in-Chief at The Huffington Post Media Group

Sean Parker

Followers

The number of people that chose to receive updates when the user shares content.

Posts

Original content users contribute to LinkedIn. This content is shared with the member's connections and followers.

Experience

The online resume portion of the user's profile. It chronicles the user's experience with specific details of each position and any work samples the user chooses to share

Multimedia Content

Content that can be uploaded to demonstrate expertise and thought-leadership. The content can be in the form of presentations, graphics, or videos.

Experience

CEO

LinkedIn

December 2008 – Present (7 years 3 months)

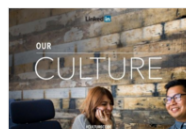
Connecting the world's professionals to make them more productive and successful. Since joining the company in December 2008, LinkedIn has expanded its global platform to 23 languages and more than 30 offices around the world, grown its membership base from 33M to more than 347M, and increased its revenue from \$78M to over \$2.2B in 2014.



LinkedIn's Vision for the Next 10 Years



Bloomberg: LinkedIn Growth Has Reached ...



LinkedIn's Culture of Trans...



Building a Culture of Comp...



NY Times: Jeff Weiner of ...

SEE MORE

Member, Board of Directors

Intuit

April 2012 – Present (3 years 11 months) | Mountain View, CA

With revenue of \$4B+ and approximately 8,000 employees, Intuit is a leading provider of innovative business and financial management solutions for small and medium-sized businesses, consumers, accounting professionals and financial institutions.



Member, Board of Directors

DonorsChoose

2007 – Present (9 years)

One of the web's leading philanthropic marketplaces, designed to enable teachers to upload classroom projects in need of funding, and for anyone to select and fund a project.

1 recommendation



Charles Best

Founder & CEO at DonorsChoose.org

Jeff Weiner is a mentor to me and a singularly effective champion of DonorsChoose.org. His "consumer product instinct" has shaped the user experience of our website. His introductions have generated more than \$1 million in funding. And his... View ↓

Member, Board of Directors

Malaria No More

Member, Board of Directors

Intuit

April 2012 – Present (3 years 11 months) | Mountain View, CA

With revenue of \$4B+ and approximately 8,000 employees, Intuit is a leading provider of innovative business and financial management solutions for small and medium-sized businesses, consumers, accounting professionals and financial institutions.



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Member, Board of Directors

Malaria No More

2007 – Present (9 years)

Non-profit organization with the mission to eradicate the millions of preventable and treatable deaths due to malaria. Working in conjunction with the United Nations Millennium Development Goals.

Member, Advisory Board

Boys & Girls Clubs of the Peninsula

2011 – Present (5 years) | San Francisco Bay Area



BGCP's mission is to help its members develop the academic and life skills they need to complete high school ready for college and career.

BGCP serves youth in grades K–12 at nine locations: three clubhouses and six school sites in East Palo Alto, Menlo Park, and Redwood City, where over half the youth drop out of high school. While most youth development organizations select the young people whom they serve, BGCP serves all youth. The organization has grown rapidly over the past five years and now serves 2,000 active members at its Innovative fellowship program that places top college graduates in start-ups for two years in low-cost U.S. cities to generate job growth and train the next generation of entrepreneurs.

Executive in Residence

Accel Partners

September 2008 – June 2009 (10 months)



1 recommendation



Adam Rifkin

Co-Founder of PandaWhale

In 90 minutes of talking with Jeff, I learned more than I would learn in unlimited time with almost anyone else. I went into our discussion with a very specific question I wanted answered, and his insight gave me very specific direction. I say... View ↓

Executive in Residence

Greylock

September 2008 – June 2009 (10 months)



Executive Vice President Network Division

Yahoo!



Experience Description

A summary of the member's experience at a specific company. It should be precise and includes key words.

Volunteer Experience

A list of causes the user cares about as well as any organizations the member supports or is involved in.

Skills & Endorsements

A list of the top skills the member's connections have endorsed them for

Volunteer Experience & Causes

Causes Jeff cares about:

- Economic Empowerment
- Education
- Health

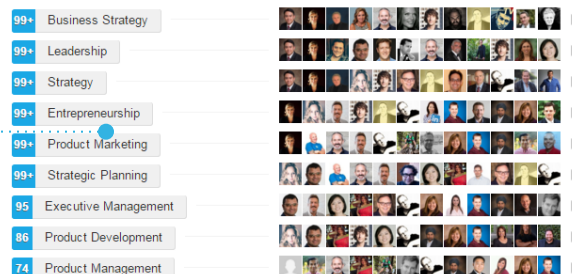
Organizations Jeff supports:

- Boys & Girls Clubs of the Peninsula
- DonorsChoose.org
- Malaria No More
- Venture For America



Skills

Top Skills



Jeff also knows about...



Education

University of Pennsylvania - The Wharton School
Bachelor of Science, Economics
1988 – June 1992



Recommendations

Received (7) Given (23)

Member, Board of Directors

DonorsChoose



Charles Best
Founder & CEO at DonorsChoose.org

“Jeff Weiner is a mentor to me and a singularly effective champion of DonorsChoose.org. His ‘consumer product instinct’ has shaped the user experience of our website. His introductions have generated more than \$1 million in funding. And his counsel has helped to guide our growth. When people hear Jeff describe DonorsChoose.org, they are moved.

Jeff’s personal efforts as... [more](#)

March 24, 2010, Charles worked indirectly for Jeff at DonorsChoose

Executive in Residence

Accel Partners



Adam Rifkin
Co-Founder of PandaWhale

“In 90 minutes of talking with Jeff, I learned more than I would learn in unlimited time with almost anyone else. I went into our discussion with a very specific question I wanted answered, and his insight gave me very specific direction. I say ‘without hyperbole’ that there are only a handful of people on the planet who can do what he does. If you need to ask what that is... [more](#)

October 5, 2008, Adam was with another company when working with Jeff at Accel Partners

Executive Vice President Network Division

Yahoo!



Derek E. Baird
Senior Digital/Social Media Executive, EdTech, Content & Creative Strategist, Author

“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... [more](#)

January 19, 2011, Derek E. reported to Jeff at Yahoo!



Qi Lu
President, Online Services Division, Microsoft Corporation

“I have no reservation whatsoever in recommending Jeff, a visionary leader whose passion and intellect can have a profound impact on the industry and beyond. I had the good fortune of working with Jeff for many years as his engineering partner, and it was the experience of a lifetime. His influence was the single biggest source of my learning and development during those... [more](#)

June 30, 2010, Qi worked directly with Jeff at Yahoo!



James Slavet
Consumer technology VC

“Jeff is an exceptional leader. I’ve worked with him for the past 6 years, and there are several qualities that I most appreciate about him. First he’s very smart, and he’s always

Recommendations

The written statements of recommendation the member received from a connection or gave to a connection.

Connections

The list of 1st degree connections shared with another member.

Connections Shared (21)

 Ron Yi 1st Director, Product Marketing at LinkedIn	 Brian Goffman 1st Software executive, entrepreneur and l...
 Ariel Eckstein 1st Leading LinkedIn's Business in EMEA ...	 Laurence Bret Stern 1st Marketing Director at LinkedIn
 Clarisse Cornuau 1st Business Development Lead at LinkedIn	 David Cohen 1st Senior Director of Sales, N. Europe & E...
 Simon Kelly 1st Sales and Business Leader at LinkedIn	 James Raybould 1st Senior Director of Marketing at LinkedIn
 Ralf VonSosen 1st Marketing Leader & Visionary in Social ...	 Alison Lange Engel 1st Senior Director, Global Marketing at Lin...

Groups

The list of groups the member has joined.

Groups

 Khan Academy Group 2,030 members + Join	 A Force For Good 4,166 members + Join	 TED: Ideas Worth Sp... 555,859 members + Join	 TEACH 4,302 members + Join
 Conscious Business ... 7,483 members + Join	 Malaria No More 1,631 members + Join	 Writing on LinkedIn 19,877 members + Join	

Following

Influencers

 Jack Welch Executive Chairman,... + Follow	 Deepak Chopra MD (...) Founder, Chopra... + Follow	 Arianna Huffington President and... + Follow	 Daniel Goleman Brainpower... + Follow
 Guy Kawasaki Chief evangelist of... + Follow	 Mark Cuban President + Follow	 T. Boone Pickens Founder, Chairman... + Follow	

News

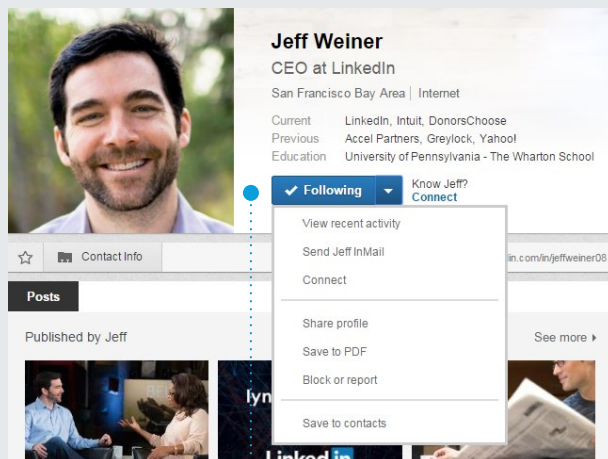
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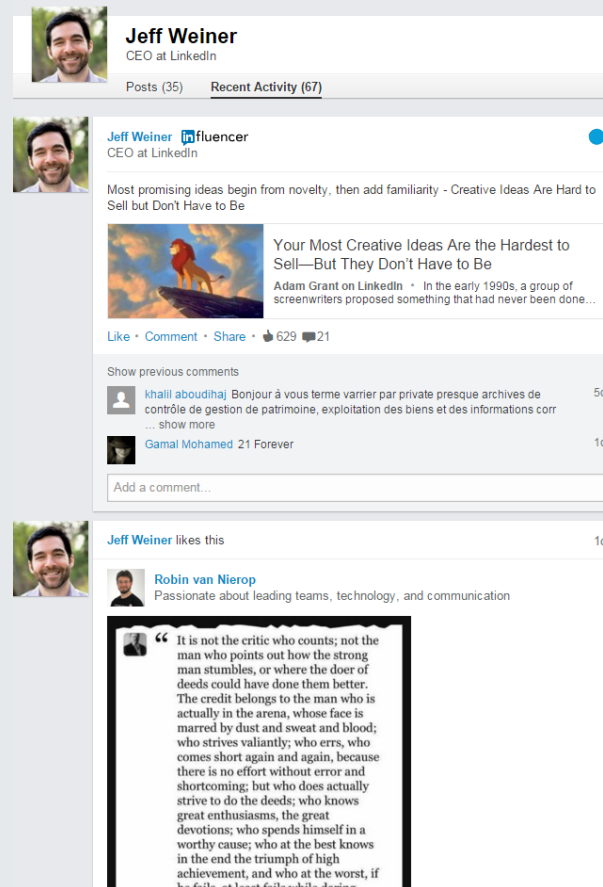
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