

A woman with glasses and a patterned scarf is looking at a laptop in a cafe. The background is warm and blurred, showing a cafe interior with a plate of food on the table.

THE  
*Millennial*  
PLAYBOOK

A PLAYBOOK FOR MILLENNIALS,  
BY MILLENNIALS



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## A Playbook for Millennials, by Millennials

**Millennials are defined as the generation born between 1980 and the mid 2000s. And I'm one of them. We're the largest, most diverse generation around the globe. In fact, research shows we are more tech-savvy, creative, and career-driven and have invested more in human capital than previous generations.**

Despite all the positives we hear about our group, plenty of misconceptions abound. For example, some perceive Millennials as lazy, overly sensitive, and even more entitled in the workplace. According to recent research conducted by Carat, Millennials are also perceived to be connected 24/7, love celebrity, be “over-educated,” and tend to overshare.

With insights backed by LinkedIn data, I'm here to dispel many of those stereotypes and shine a light on all the positives of being a Millennial.

I'm extremely proud to be a Millennial. We're entrepreneurial, independent, confident, and want to produce worthwhile work at companies we truly believe in. And above all, we believe in authenticity. In that spirit, I created this eBook to genuinely help my Millennial peers realize their full potential on LinkedIn. In it, you'll find tips and best practices meant to support your success in the workplace. Many of these focus on thriving on the LinkedIn platform. But you'll also find inspiration aimed at marketers (and those who aspire to be one someday) sprinkled throughout because it's a topic and career that I live and breathe every day.

My hope is that you share the insights in this eBook to continue to inspire the Millennial movement taking place right now. But don't just do it for the bigger purpose; adapt the tips and best practices that follow to elevate your personal brand and achieve your personal and professional goals.



ALEX RYNNE

Associate Content Marketing Manager,  
LinkedIn Marketing Solutions



## Why We Created a Playbook for Millennials

Today's top-performing Millennials are social leaders. And here's your chance to join their ranks.

As a Millennial, you can take advantage of lots of opportunities to build your personal brand—and your company's brand—on LinkedIn.

That's why we've compiled LinkedIn's first Millennial Playbook, filled with exclusive insights from top Millennial marketers and enriched by LinkedIn data.

If you're one of the 87 million Millennials on LinkedIn but you're not sure if you're getting the most out of the LinkedIn platform, this playbook is for you. Our goal is to help you build authority and thought leadership by enabling more meaningful connections and earning visibility in an increasingly noisy space.

*“We are not a generation of suits and ties, but rather creators and entrepreneurs.”*



PAGE WILLIAMS

Senior Manager, Member Marketing  
& Communications, Social Media,  
LinkedIn



CHAPTER

1

# A Millennial's Influence





# A Millennial's Influence

85 Million Millennials in the USA

## 2 Billion

There are a grand total of 2 billion Millennials out there in the world\*; 85 million reside in the United States alone. Millennials accounted for 24% of the adult population in the 28-member European Union in 2013. In comparison, this generation represented about 27% of the adult population in the United States in 2014, and this year they are expected to become the largest generation, overtaking Baby Boomers.

Our economic influence is nothing to sneeze at: We claim purchasing power of \$1 trillion annually. With a predicted 6.4 billion connected devices by the end of 2016\*, there is more opportunity than ever for Millennials to influence purchase decisions, influence each other, and be influenced.

There's also a ravenous appetite for insight into this mysterious, yet increasingly connected generation. Companies and individuals clearly want to know what our deal is. A quick search on Google and Twitter reveals:



**16 million**

searches on the keyword "Millennial"



**43,764**

articles written about Millennials

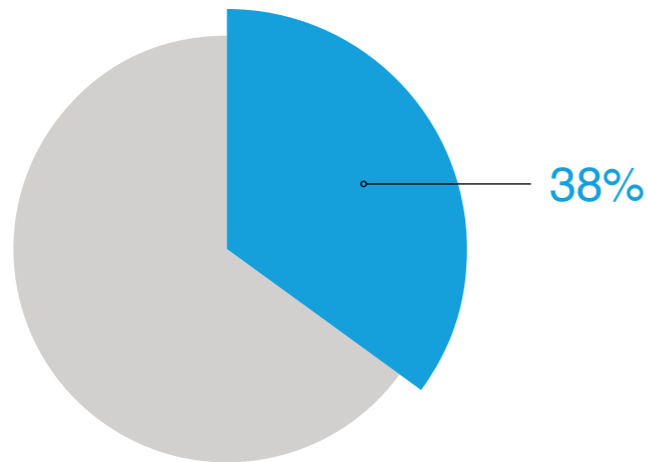


While we share plenty of common traits, it's not realistic to group 85 million Americans into a single persona. Clearly, all Millennials do not prefer to consume content in the same manner, with the same intent, on the same platform. In fact, research by Carat surfaced four distinct groups of Millennials.

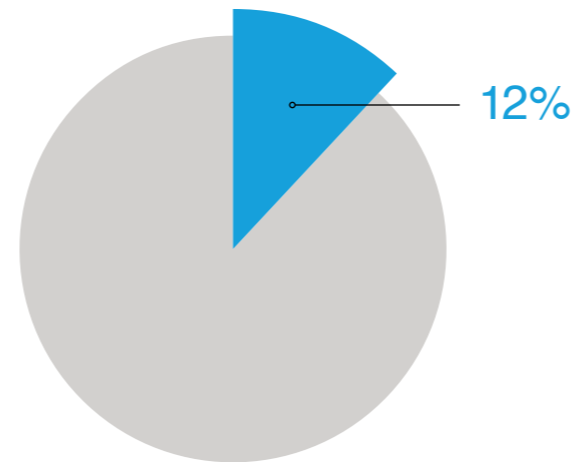
Which group do you most identify with?

## How Many Millennials are on LinkedIn?

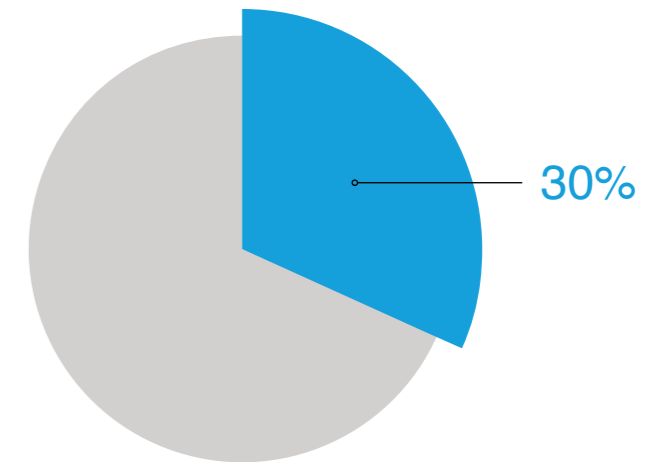
As of early 2016, there are **87 million Millennials on LinkedIn globally.**



Millennials make up 38% of LinkedIn's user base globally.



Not only are Millennials on LinkedIn actively engaging on the platform, but over 11 million global Millennial decision makers are on LinkedIn. (That's about 12% of total Millennials!)



For the marketing mavens out there, more than 2 million Millennials on LinkedIn hold marketing roles, and about 30% of these are decision makers.

**677,000 Millennial marketing decision makers on LinkedIn**

# Ask the Expert with Page Williams,

Senior Manager, Member Marketing & Communications, Social Media, LinkedIn



LinkedIn

What is your top tip for Millennials trying to get ahead?

Nothing is going to be handed to you; it's really up to each person to make things happen. To do so, you've got to hustle, take risks, and hold yourself (and your work) to the highest standard.

Millennials are an entrepreneurial generation. Where do you see the biggest opportunity for Millennials to build their personal brands on LinkedIn?

Publishing. This is where Millennials have an opportunity to really showcase who they are, what they believe in, and how they can add value. It's also a way to showcase personality: We are not a generation of suits and ties, but rather creators and entrepreneurs.

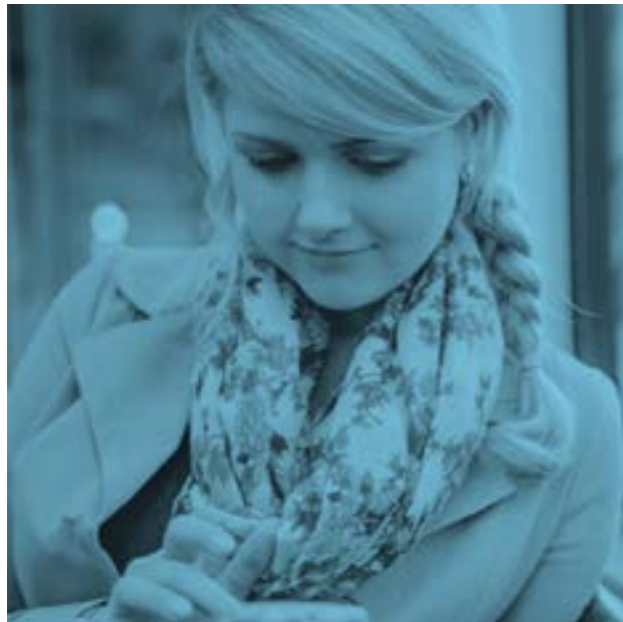
In your opinion, which company or brand is killing it with Millennials right now and why is that?

**Nike.** They're coming out strong with their women's apparel line and global strategy. And with the launch of their first YouTube series, they are reimagining how to reach this audience in a way that aligns with the audience's lifestyle.



## The 4 Types of Millennials, According to Carat Research

At Advertising Week 2015 in NYC, Michelle Lynn, EVP, Managing Director, Carat Consumer Insights, and Doug Ray, Carat's US CEO & Global President, presented new research revealing that Millennials are not a homogenous audience (*surpriiiiise!*). Carat's actionable findings outline four main types of Millennials.



#TrendNetters



#AlterNatives



#LYFPreneurs



#BetaBlazers

# #TrendNetters

## MEDIAN AGE

27

## SOCIAL CHANNELS OF CHOICE



- Extroverts
- Introverts
- Extremely elusive
- Ambitious
- Forward-thinking

## MINDSET

- Over-educated, impulsive, and likely to carry debt
- Cannot always afford to live their ideal lifestyle but find ways to do so regardless (e.g., are paying customers for online companies such as Rent The Runway or BagBorroworSteal.com)

## CONTENT CONSUMPTION HABITS

- Share and curate a lot, but don't create a lot
- Want to be seen as trendsetters by being the first to share something
- Addicted to feedback and thrive on peer recognition

Make up 42% of all Millennials and align most closely to how marketers tend to overgeneralize them: Digital extroverts who are easy to find and market to because they live their lives online



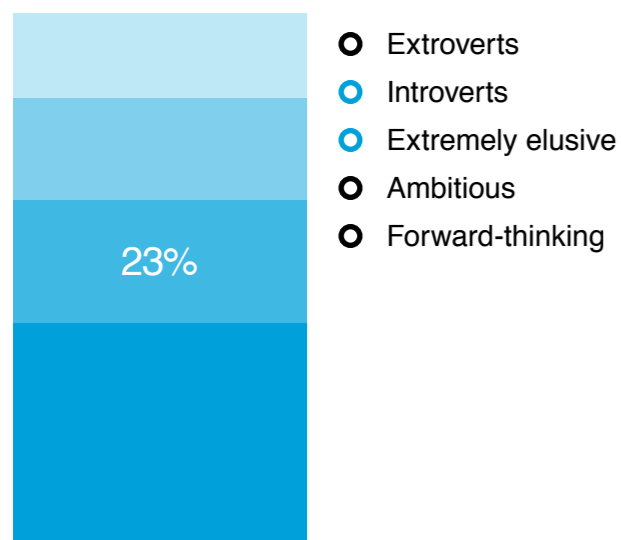


# #AlterNatives

## MEDIAN AGE

24

## SOCIAL CHANNELS OF CHOICE



- Extroverts
- Introverts
- Extremely elusive
- Ambitious
- Forward-thinking

## MINDSET

- Most digitally savvy of all of the groups but don't necessarily have access to the best technology
- Skew toward middle America and likely come from lower-income families
- Non-conformist and not overly optimistic
- Tend to have more friends online than in real life, and they like it that way

## CONTENT CONSUMPTION HABITS

- Actively seek out tech and entertainment; consume exponentially more video content than the other Millennial types
- Hardest Millennial type to understand because of desire for extreme privacy
- Constantly clearing their cookies and using private browsers, making it difficult to determine what content appeals to this group

Make up 23% of all Millennials (consisting mostly of males), are introverts and extremely elusive



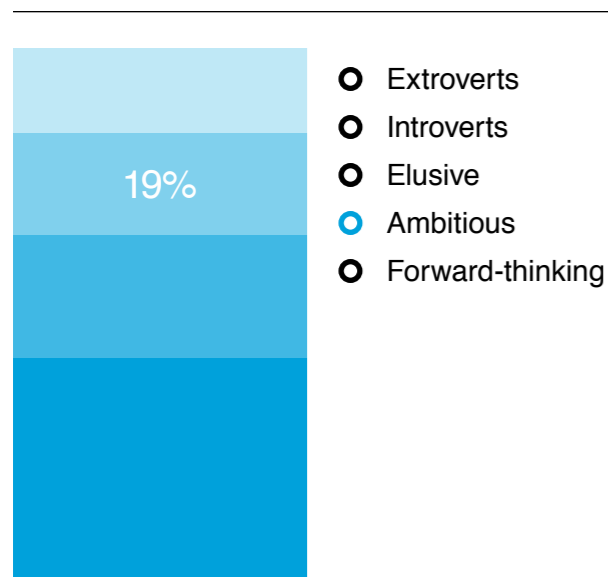


# #LYFPreneurs

## MEDIAN AGE

28

## SOCIAL CHANNELS OF CHOICE



- Extroverts
- Introverts
- Elusive
- Ambitious
- Forward-thinking

Make up 19% of all Millennials, consisting mostly of females who are extremely ambitious

## MINDSET

- Tend to have traditional values
- Enjoy a balanced “work hard, play hard” lifestyle

## CONTENT CONSUMPTION HABITS

- Just as digital as the other Millennial types, but they want to be able to “turn off” and prefer face-to-face conversations
- Enjoy creating and seeking out new experiences rather than spending time in the digital universe
- Although price is important to them, personal growth is not measured by money



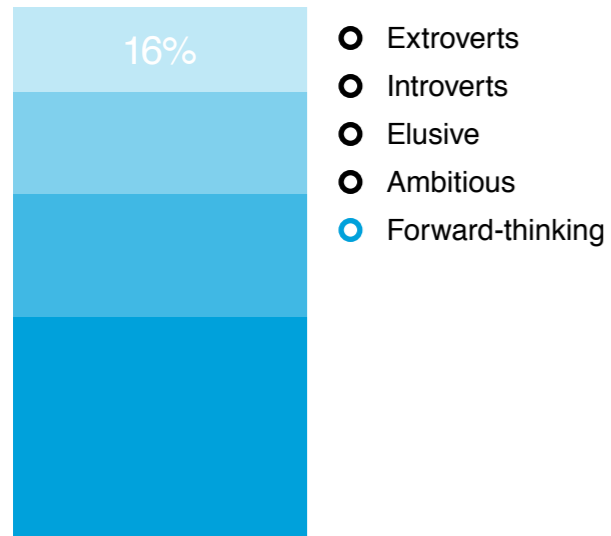


# #BetaBlazers

## MEDIAN AGE

25

## SOCIAL CHANNELS OF CHOICE



Make up 16% of Millennials and are an extremely forward-thinking group

## MINDSET

- Knowledge is a big indicator of success
- Value fewer, more quality items, friendships, etc
- Ahead of the curve and far more global

## CONTENT CONSUMPTION HABITS

- Value *better* content, not *more*
- All about quality over quantity



# Ask the Expert with Katherine Lisciani,

Founder and Full-stack Marketer, **Millennovation® Media**



**What is your top tip for Millennials trying to get ahead?**

Share everything. This is something I struggle with myself. I hate feeling like I am self-promoting in blog posts and on social media. For me, it's less about showing off my skills and experiences and more about sharing how I think, solve problems, and create unique solutions.

**You've spoken at several conferences. Is the topic of Millennials underrepresented at these events?**

I think the topic of Millennials spoken about *by Millennials* is underrepresented at these events. I see an abundance of dialogue on Millennials, but the majority of it seems to be extremely speculative. Very few reports or articles published

about Millennials include a firsthand account of the Millennial experience and perspective.

**Millennials are an entrepreneurial generation. Where do you see the biggest opportunity for Millennials to build their personal brands on LinkedIn?**

Thought leadership. LinkedIn is a content platform. Now, not only LinkedIn Influencers have the ability to post thought leadership content. You do, too! Whether through thought leadership or sharing relevant articles in your LinkedIn newsfeed, all of your actions on LinkedIn should be focused on building and solidifying unique connections with those in, or adjacent to, your network

I like to practice the 4-1-1 rule of daily content sharing.

4 - 1 - 1

Share content posted by others

Share original or self-serving piece of content

Share a relevant personal update

**Who do you think are the biggest Millennial influencers out there?**

I see **Sophia Amoruso** (Founder of Nasty Gal and author of #GirlBoss) as someone who carries major clout among Millennial women, especially those 25 and under.

Amoruso maintains a highly engaged and loyal community who interacts with her across a multitude of mediums and channels (Instagram probably being her most engaged channel). In my opinion, the lack of media hype surrounding Amoruso only serves to credit her power of influence even more. It tells me that her reach is not dependent upon attention or traffic driven from other sources, but rather, that her community is a living, breathing, moving organism, and its vitality hinges on a mutual shared identity between

Amoruso and her community of #girlbosses.

**What blogs or influencers do you follow to keep up with the latest trends on Millennials?**

Along with conducting my own research through experimentation, surveys, and focus groups and publishing my findings in blogs and reports, I also leverage market research data published by firms like **Forrester**, **AMA**, and PRC (The Pew Research Center).



CHAPTER

2

# Millennials Taking on the Workforce by Storm

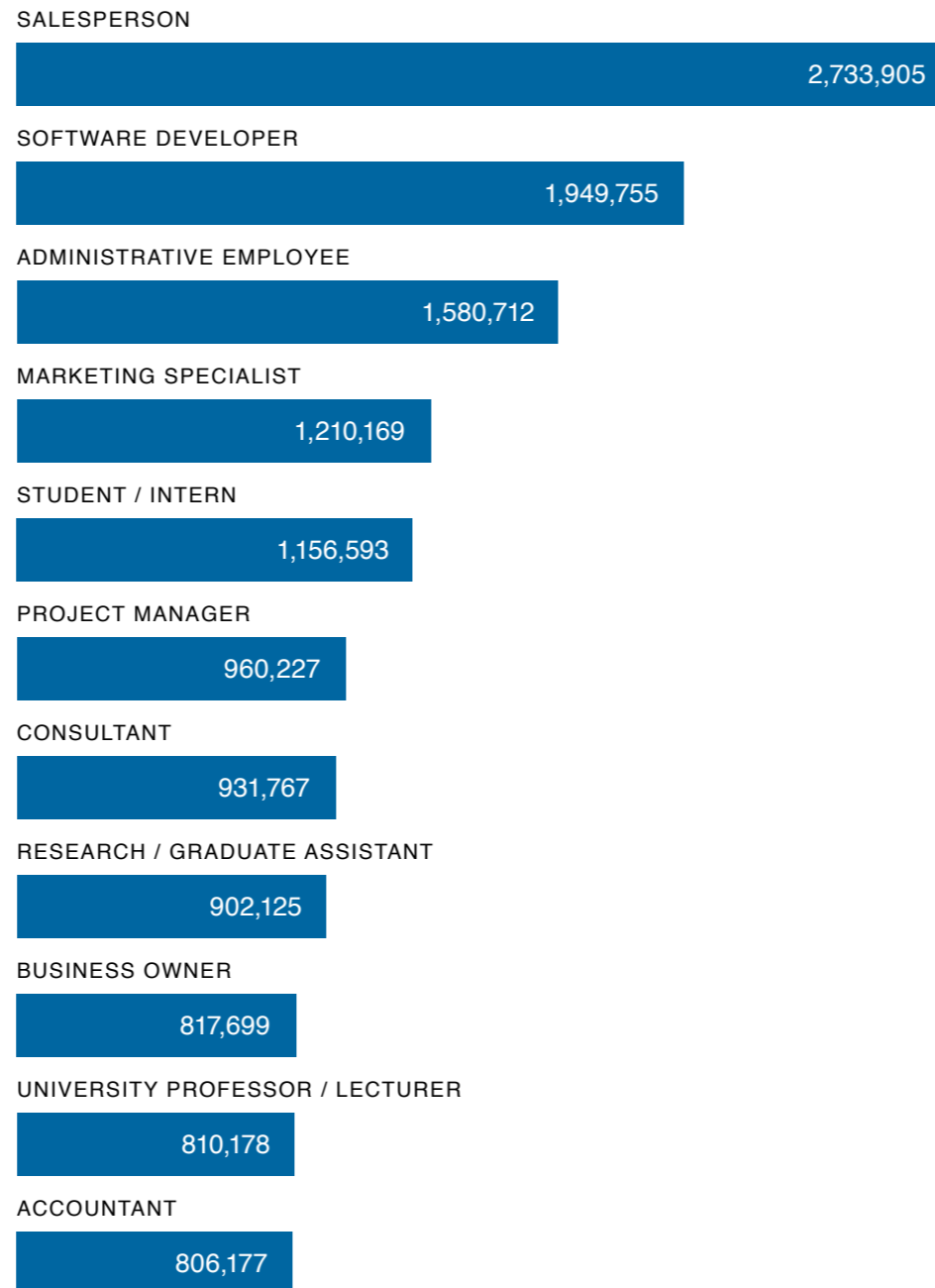


## Millennial Occupations on LinkedIn

Millennials are taking the workforce by storm. In fact, by 2020, Millennials will make up 50% of the workforce. We're hustlers: entrepreneurial, motivated and ambitious. Since Millennials comprise such a large group of individuals of varying ages (and because 18–34 are major growing years), some Millennials are well-established in the workforce while others are just beginning to embark on their professional careers.

From students to software developers, Millennials proudly hold a diverse range of occupations.

Here are some of the top occupations Millennials hold on LinkedIn.



*“...hustle, take risks, and hold yourself (and your work) to the highest standard.”*



PAGE WILLIAMS

Senior Manager, Member Marketing & Communications, Social Media, LinkedIn



## What Millennials Want in a Job

The stereotype that Millennials are not loyal to companies is likely fueled by the fact that we switch jobs more than previous generations. But that isn't necessarily a bad thing.

Perhaps we don't want to settle. Perhaps we know we're capable of more. Perhaps we want to be continually challenged.

LinkedIn surveyed 5,000+ Millennials across the world to find out how and why Millennials switch jobs. According to the data, the number one reason Millennials change jobs is to advance their careers, followed by compensation and the desire for more challenging work and roles that are a better fit for their skills and interests.

### Advancement Opportunities

67%

### Better Pay

60%

### Challenging Work

51%

## The data gathered from the survey also shed a few more insights on Millennials.



1

### Millennials extensively research companies online.

Millennials spend a lot of time researching companies and their cultures. In fact, compared to other generations, they're more likely to use online job boards, company career web pages, and social media to hear about a new job opportunity.

They also use more resources in general to learn about the company culture, which is a good reminder for companies to focus more energy on cultivating their talent brands.

2

### When it comes to compensation, they don't settle.

Millennials won't compromise when it comes to their salaries. Nearly 80% are making more money in their new jobs, and 1/3 of them see as much as a 30% bump in salary when they start a new gig. This makes sense, as they are likely to "climb the ladder" early in their career. Clearly, they are ready to negotiate.

3

### The job hunt is different for Millennial men and women.

Although Millennial men and women share the same top three reasons for accepting a job, some reasons resonate more with one gender than the other.

Women search for better work-life balance: They want to feel proud to work for their companies and care more about culture fit and company values.

Men are more concerned with their compensation, the company's potential for innovation, and challenging work.





Our research also uncovered unique differences in researching a job. Millennial women were more likely to use social media and a company's career website to learn about the company's culture, while men were more likely to use search engines and contact someone they know at the company.



21%

For any recruiters reading this eBook (Millennials and non-Millennials alike), here's what this means for you:

First and foremost, Millennials want a job that will advance their career and a benefits package to match. So, the best way to get them to work for your company is to offer both.

21% of Millennials stated the reason they left their jobs was to try out a new industry. As a recruiter, it's important to consider candidates who may be coming from outside the industry you're hiring for.

Your talent brand should be top of mind when appealing to Millennials. Use online resources, such as your career web page and social media accounts, to convey information about your company and its culture.

# Ask the Expert with Jon Lombardo,

Agency Team, Creative and Brand Strategy Lead, LinkedIn



LinkedIn

What is your top tip for Millennials trying to get ahead?

Pick a fast-growing market that you're excited about and go work for the smartest people that you can find in that market. You will benefit by learning from leading thinkers, you will build a valuable long-term network, and you will be positioned for a career of growth in a strong market.

Millennials are an Entrepreneurial generation. Where do you see the biggest opportunity for Millennials to build their personal brand on LinkedIn?

It seems to me that everyone now focuses on sharing snackable content, when the real opportunity is to develop expertise in a growing field and share your experiences, ideas, and thought leadership in long-form content. I am always most impressed and most remember people who pen long, thoughtful posts that help me re-think the world in a novel, original way. I think that's the way that you really distinguish yourself and create inbound opportunities.

In your opinion, which company or brand is killing it with Millennials right now and why?

**Beats by Dre.** They do an amazing job using each platform for its respective strengths, they continuously innovate in their media usage, and they're about as smartly tapped into sharing and interpreting culture, entertainment and sports as any brand I've seen.

Who do you think are the biggest Millennial influencers out there?

I'm personally most interested in people like Kanye West and Drake, who are entertainment polymaths. They do so much now, ranging from making the music, memes, and lyrics that drive pop culture to designing sneakers and clothes for Adidas and Nike that now rival or even jump over Jordan's culturally. They understand how to be always-on, authentic, and original better than almost any brand.

What blogs or influencers do you follow to keep up with the latest trends on Millennials?

One of the people that I've learned the most about tech, media, and Millennials from is **Ben Thompson**. He writes *Stratechery*, which focuses on technology, but because technology is now pervasive, reading his posts explains a lot about how to think about what Millennials are doing and how to use those insights to build a business or brand today. He's an excellent original thinker.





CHAPTER

3

# How Millennials can Build their Personal Brands on LinkedIn

# 87 Million Millennials on LinkedIn

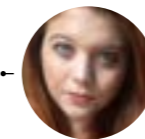


Even if you're happily employed, you get serious perks by mastering the art of social networking. When you join LinkedIn, you're joining a network of 87 million fellow Millennials looking to engage, interact, and swap ideas. You're not just joining a social network; you're joining a community of sophisticated professionals who are simultaneously providing value and seeking news and new ideas.

Once your profile is complete, you'll be surprised at the number of opportunities that come knocking on your door. If you're not on LinkedIn, you're reducing your chances of being discovered.

On LinkedIn, you can also stay up-to-speed on industry news. Whatever it is you care about—marketing, sales, fashion, education, medicine—LinkedIn is a mecca for sharing and publishing professional content.

*“Becoming known as a thought leader shouldn't be your goal. It's just the icing on the cake of creating something truly innovative. When you're willing to take risks and do things that are unconventional, you'll find others in your industry looking to mimic you and learn from you, and eventually you may earn the respect that labels you a thought leader.”*



LAUREN HOCKENSON

Editorial and Social Media Manager  
at BitTorrent



## Today's Top-Performing Millennials are Social Millennials



*“Your personal brand is your responsibility. Never before has there been more of an opportunity to use technology, social media, and common sense to tell your professional story, stand up, and stand out in an increasingly crowded digital space.”*



MEL CARSON

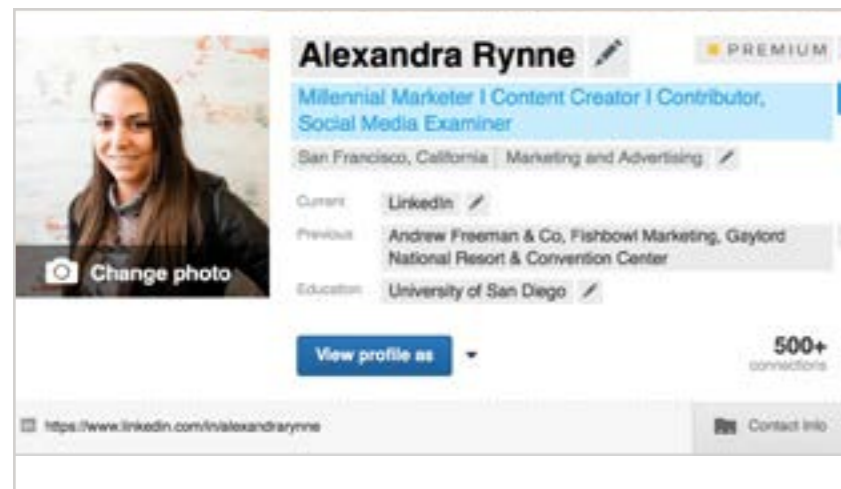
Editorial and Social Media Manager  
at BitTorrent

## 5 Ways to Showcase Yourself on LinkedIn

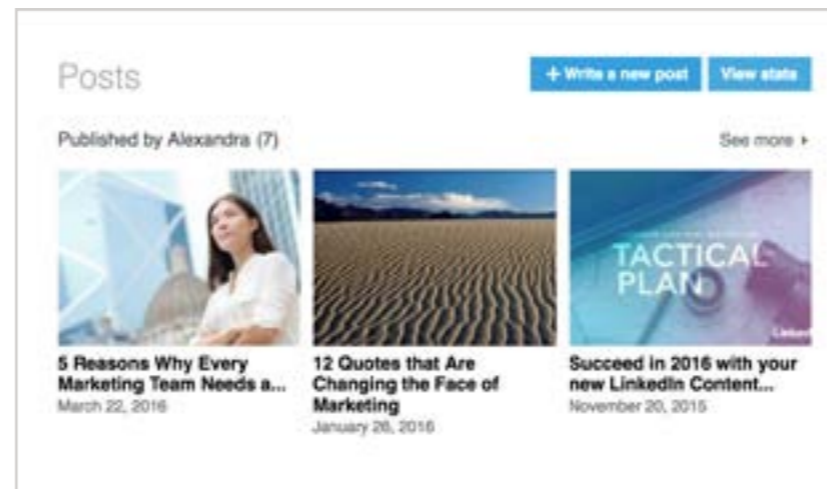
Enable deeper relationships with your LinkedIn network by building your personal brand. Showcase your strongest work, build your professional profile, and make yourself invaluable to your company in the process.

Do you want the 400+ million professionals on LinkedIn to sit up and take notice of your hard work? Here are (free) LinkedIn tools to help you show the world what you've been up to.

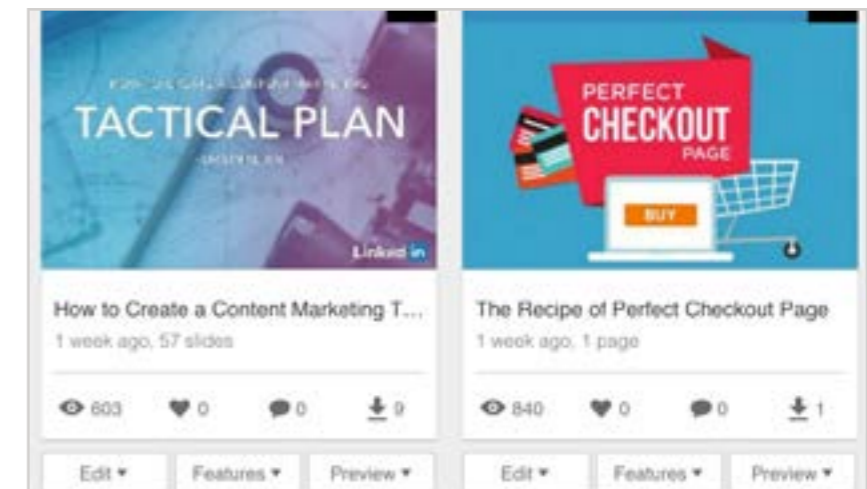
### 1. Optimize your LinkedIn profile.



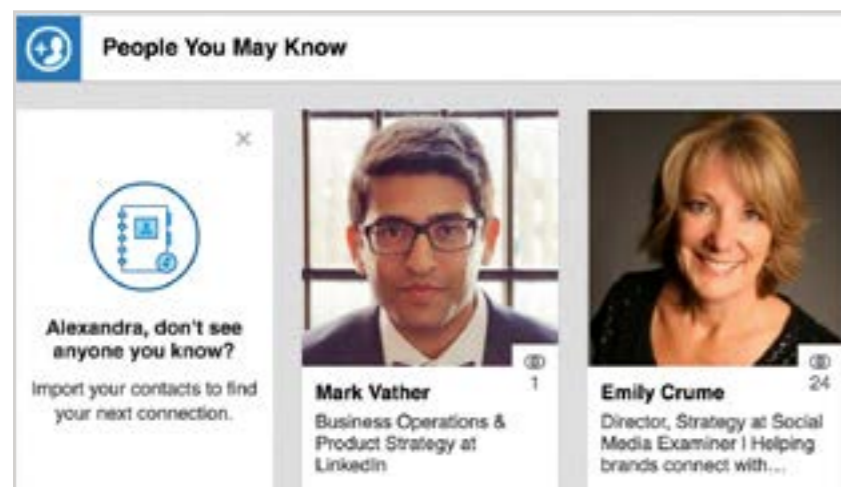
### 2. Publish on LinkedIn.



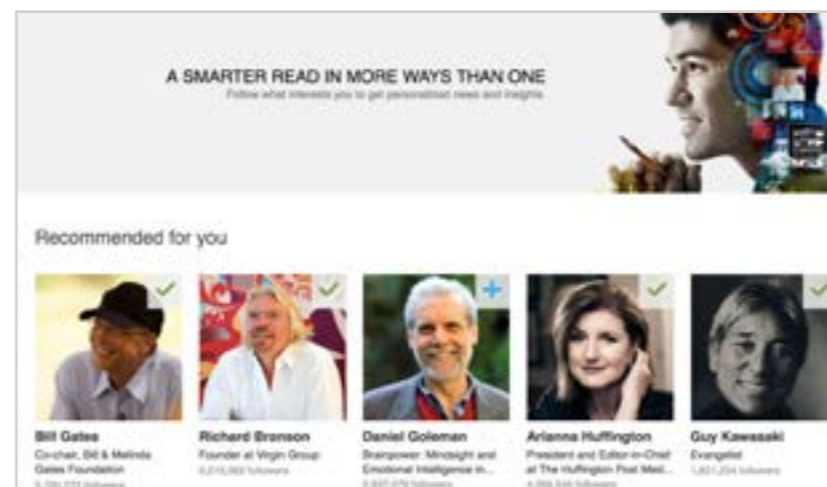
### 3. Create a LinkedIn SlideShare account.



### 4. Make meaningful connections.



### 5. Customize your feed by following those who matter most.





## Before we dive into the 5 tactical tools, let's establish some personal branding ground rules:

### Authenticity is key.



As Millennials, we know the true value of authenticity. The best personal brands are genuine and honest both in person and online.

### Be consistent.



Make sure your LinkedIn profile, resumé, and all other elements of your personal brand are congruent. While you can go into more extensive detail on LinkedIn and perhaps be a bit more personal on Facebook or Twitter, all of your job titles, dates of employment, and specific accomplishments need to match up everywhere they appear.

### Continuously add value.



Helping others is a crucial—and enjoyable—way to build your personal brand. Give advice, volunteer your skills, share client leads, write recommendations, agree to informational interviews, and congratulate people on their successes. When people know they can rely on you, they remember and recommend you to others.\*

***“Be authentic. Be helpful. Be relevant. That can be said for a soda as much as it can be for a human being.”***



ALEX MANN

Digital Media Planner,  
MediaCom

#### PERSONAL BRANDING TIP

Keep up with industry news and trends so you can continually contribute to relevant conversations on LinkedIn. Download the LinkedIn Pulse app for [Android](#) or [iOS](#) to stay connected and educated.

## Optimize Your LinkedIn Profile

*“Make visible what, without you, might perhaps never have been seen.”*

Robert Breeson



Your profile is a key component of your experience on LinkedIn, and a complete profile shows you're an active participant in the ecosystem.

**7x** more likely  
to be found

**12x** more likely  
to be found

Did you know that adding a profile photo makes your profile **7x more likely to be found in searches**? And that showing your 2 most recent positions makes your profile **12x more likely to be found**? Simple updates like these make a difference.

Join the #SophisticatedMk

**Alexandra Rynne** 1st PREMIUM

Millennial Marketer | Content Creator | Contributor, Social Media Examiner

San Francisco, California | Marketing and Advertising

Current LinkedIn

Previous Andrew Freeman & Co, Fishbowl Marketing, Gaylord National Resort & Convention Center

Education University of San Diego

Send a message View in Sales Navigator

500+ connections

https://www.linkedin.com/in/alexandrarnne Contact Info

Posts

Published by Alexandra See more

1,012 followers

TACTICAL PLAN

Did you know we have a veterans resource group at LinkedIn?

go/erg



## Make your LinkedIn profile pop with the following 5 key elements:

Add a professional profile picture.

Create a distinctive LinkedIn profile headline.

Make your LinkedIn background photo work for you.

Customize your LinkedIn URL, and share it everywhere.

Tell your story through your summary and experience.

The image shows a LinkedIn profile for Alexandra Rynne. The background features a wooden wall with the text "Join the #SophisticatedMktg Movement". The profile picture is a professional headshot of Alexandra. The headline reads "Millennial Marketer | Content Creator | Contributor, Social Media Examiner". The current company is LinkedIn, and previous companies include Andrew Freeman & Co, Fishbowl Marketing, Gaylord National Resort & Convention Center. The education is the University of San Diego. The profile has 500+ connections. The URL is https://www.linkedin.com/in/alexandrarynne. The posts section shows three articles: "5 Reasons Why Every Marketing Team Needs a...", "12 Quotes that Are Changing the Face of Marketing", and "Succeed in 2016 with your new LinkedIn Content...". The background section has a "Summary" tab selected, with the text: "I'm on the front lines of the content marketing revolution at LinkedIn. I am passionate about social media and the power it has to connect and inspire people around the globe. Today I help manage Global Content & Social Media Strategy at LinkedIn, elevating the brand to marketers looking to grow their business and careers. Specifically, I serve as the voice of the LinkedIn Marketing Solutions brand across all channels, guiding content marketing strategy as well as managing". The right sidebar shows job recommendations for GCO Project Manager, UK/I Marketing Manager, and Associate Marketing Operations M... and a "People Also Viewed" section with profiles for Deanna Lazzaroni, Stephanie Bevegni, Jason A Miller, and Page Williams.



### 1. Add a professional profile picture.

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

### 2. Create a distinctive LinkedIn profile headline.

By default, the headline is your current position. But you can—and should—customize it to demonstrate your expertise or vision for your role. Think of your headline as your brand’s tagline. It’s the first description many people will see, so make it count!

### 3. Make your LinkedIn background photo work for you.

Every now and then, you pass a blank billboard on the highway. Seems like a missed opportunity, right? The same could be said for your LinkedIn background photo (the photo that displays above your name and headline). Many LinkedIn members use stock photos, nature snapshots, or city skylines for the background image. But you can use that space to do much more than show off your hometown.

#### PROFILE PICTURE TIPS

- Your photo should be square.
- File size should be 10MB maximum.
- Ideal pixel size is 400x400. If either width or height exceeds 20,000 pixels, your photo will not upload.

#### HEADLINE TIP

Call upon the words and phrases your friends and colleagues use to describe your uniqueness: “Trusted Mac expert” or “Experienced admin assistant who never misses a deadline.”

#### BACKGROUND PICTURE TIPS

- Use it to promote your multiple content streams.
- Make it a miniature portfolio of your work.
- Establish credibility by showcasing media publications you have been featured in.
- Highlight your thought leadership by uploading an image of yourself attending or speaking at a conference.
- Identify your personal brand by using a photo to express an interest that is secondary to your resumé but points to your personal life or work ethic.





4.

## Customize your LinkedIn URL, and share it everywhere.

For personal branding, attach everything on the web to your full name, and climb as high as you can in the search rankings. LinkedIn's vanity URLs can help you do just that. As a major website, LinkedIn has a high Google PageRank; by using a URL in the following format—`linkedin.com/in/yourfullname` URL—you'll likely see your name rank very high, too.

### UNIQUE URL TIP

Add your personalized link to all other social streams: your blog, email signature, online resumé, Twitter, Facebook, and LinkedIn SlideShare.

5.

## Tell your story through your summary and experience.

Your LinkedIn profile should be more than a quick copy and paste of your resumé. The summary is where you can share a bit more about your vision for your role or company. You can also include personal anecdotes about activities you enjoy outside of work.

Your experience should be a neat list of the key positions you've held and briefly explain your roles. You can also detail your educational background. Uploading rich media (videos, images, and presentations) content you created or were involved in creating is a great way to bring your description to life.

### SUMMARY AND EXPERIENCE TIPS

- Including a keyword-rich summary makes your profile easier to find.
- Avoid overused words such as “motivated,” “passionate,” “responsible,” “creative,” and “driven.”\*
- Add multimedia content to your profile via posts written on the LinkedIn Publishing Platform.

## Make Meaningful Connections on LinkedIn

*“Creativity is just connecting things.” (...or in this case, people)*

Steve Jobs



Once your profile is impeccably optimized, you'll be ready to proactively grow your network and build your strategic brand association with the 400+ million members worldwide on LinkedIn. LinkedIn isn't meant to replace face-to-face interactions. Instead, it's meant to help you:



Keep your network fresh and active.



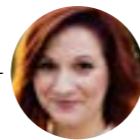
Strengthen your global connections.



Know more about people you've met or are about to meet.

People generally think highly of those who keep good company, so building your LinkedIn network simultaneously builds your personal brand. Connect on LinkedIn with trusted friends, former colleagues and classmates, industry leaders, vendors, and other professionals. And don't be shy about asking your contacts for introductions to people in their networks.

*“...all of your actions on LinkedIn should be focused on building and solidifying unique connections with those in, or adjacent to, your network.”*



KATHERINE LISCIANI

Founder and Full-stack Marketer,  
Millenovation® Media

### CONNECTION REQUEST TIP

If you want to connect with someone you don't know, include a personal note explaining why you'd like to connect—for example, “I saw you speak at X conference and was blown away by the ideas you shared”—and they're more likely to accept your request.



# Ask the Expert with Shelly Simmons,

Marketing Manager, Company.com



**What is your top tip for Millennials trying to get ahead?**

Connecting to the right people by networking is one of the best ways to start branding yourself. Networking can be as easy as connecting to people on LinkedIn, or you could join a local tech incubator (e.g., shared workspace) to network with other people like yourself. It's important to keep connected through social outlets as well. Keep yourself visible online. It's like the old saying goes: out of sight, out of mind. You want to stay front-and-center in your followers' minds.

Another great way to brand yourself is by starting your own blog. Show your personality and what you're passionate about through your posts. Whether it's a personal interest, hobby, or job-related, having your own blog really helps you stand out online and on a resumé.

Be sure to list your blog on LinkedIn along with any other publications, volunteer experience, awards, etc. These are great ways to keep your profile visible and stand out.

**Millennials are an Entrepreneurial generation. Where do you see the biggest opportunity for Millennials to build their personal brand on LinkedIn?**

The biggest opportunity on LinkedIn is to build your brand and network with people to get great jobs, mentors, or even find investors. The more active you are, the more you will find there is a whole community of people willing to help you reach your goals piece by piece.

**In your opinion, which company or brand is killing it with Millennials right now and why?**

I think **Uber** has really done a great job with Millennials. One key thing Millennials look for is instant gratification and Uber provides that by helping Millennials get from point A to point B all from the palm of their hand. Another company that has played to this craving for instant gratification is **Amazon** with Amazon Prime Now. Who doesn't love getting a package online and having it delivered the same or next day? Pretty exciting stuff!

**Who do you think are the biggest Millennial influencers out there?**

**Evan Spiegel** from Snapchat and **Pete Cashmore** from Mashable.

**What blogs or influencers do you follow to keep up with the latest trends on Millennials?**

You have to stay connected online to keep up with trends on Millennials. I love Mashable's Pete Cashmore and also **Ryan Holmes** of Hootsuite for LinkedIn influencers. **Marketo** has a really great blog for Marketing. I'm really into **PopSugar's** blog right now personally. I think the best way to keep up with Millennials is reaching out to them through social media. People always say the customer is always right and you have a direct door into your customer's world through social media. Take advantage of it!

## Publish on LinkedIn

*“Either write something worth reading or do something worth writing.”*

Benjamin Franklin



*“The more active you are, the more you will find there is a whole community of people willing to help you reach your goals, piece-by-piece.”*

We live in a feed-driven world. Americans now engage with **7 different sources of information every day** through multiple channels. According to **Entrepreneur**, Millennials spend 18 hours a day consuming media—and it’s mostly content created by peers. Considering the amount of content that Millennials consume on a daily basis, it only makes sense that we are creating a good amount of content.

Today, LinkedIn has become known as the definitive professional publishing platform around the world. In fact, more than 1 million people have published more than 3 million posts on LinkedIn. As for Millennials, they represent nearly **30% of all long-form publishers on LinkedIn.**

30%



SHELLY SIMMONS

Marketing Manager,  
Company.com



But why should you publish content on LinkedIn? To showcase thought leadership, of course. Show the world what you care about. Drive eyeballs back to your blog, eBook, or whatever passion project you're most proud of. Once you begin to publish on the LinkedIn platform, you'll quickly see a spike in your profile views.

Publishing long-form content on LinkedIn is a great way to reach an engaged audience and build your personal brand. The more long-form posts you publish, the more credibility you will build and the stronger your professional profile will become.

*“Everyone now focuses on sharing snackable content, when the real opportunity is to develop expertise in a growing field and share your experiences, ideas, and thought leadership in long-form content.”*



JON LOMBARDO

Agency Team, Creative and Brand Strategy Lead,  
LinkedIn

**POWER PUBLISHER TIP**

Write about what you know best—whether that's your professional expertise or experience, industry trends, or lessons learned.

About 45% of readers on LinkedIn are in the upper ranks of their industries: managers, VPs, CEOs, etc. In other words, your content can be seen by influential members.



45%

*“If you tailor the post to a specific audience and engage influencers in your own network, that ties in your authenticity, which essentially completes the circle.”*



ALEX MANN

Digital Media Planner,  
MediaCom

# Publish on LinkedIn

## What Content Millennials Engage with on LinkedIn

Trying to decide what to publish? Take a quick look at the content topics your fellow Millennials are most engaged in on LinkedIn.



1.      
Recruiting



2.      
Social Media  
Marketing



3.      
Employee  
Engagement



4.      
Recruiters



5.      
Self-Esteem



6.      
European  
Union



7.      
Integrated  
Marketing



8.      
Venture  
Capital



9.      
Marketing



10.      
Lean  
Manufacturing



# Ask the Expert with Tara Robertson,

Inbound Marketing Manager at Uberflip



**What is your top tip for Millennials trying to get ahead?**

Read as much as you can about your industry, but make sure you're actually getting stuff done too! If you get distracted by blog posts during the workday, try using an app like Pocket or Evernote to save articles for later and read them on the way to work or when you're taking a break.

One of my favorite work tips is to block off "get stuff done" time in your calendar—just make sure you use it for the task or project you intended to work on.

**Millennials are an entrepreneurial generation. Where do you see the biggest opportunity for Millennials to build their personal brands on LinkedIn?**

I think Millennials have a great opportunity with social networks like LinkedIn because we've been contributing to online communities for most of our lives. We're definitely not shy about sharing our thoughts and opinions online.

If you're just starting out in your career, at the very least make sure all sections of your LinkedIn profile are complete. You can also try contributing content by publishing a post about your industry or something you've learned. At Uberflip, we encourage everyone across the company to write blog posts to help build up their personal brands.

Don't feel shy about reaching out to your connections for a recommendation! It might seem a bit awkward, but it's a great way to build up your profile (make sure you're only asking people who worked directly with you). If you make time to do this before you're job hunting it'll be one less thing you have to worry about.

## Customize Your Feed by Following Who Matters Most

*"I have no special talent. I am only passionately curious."*

Albert Einstein

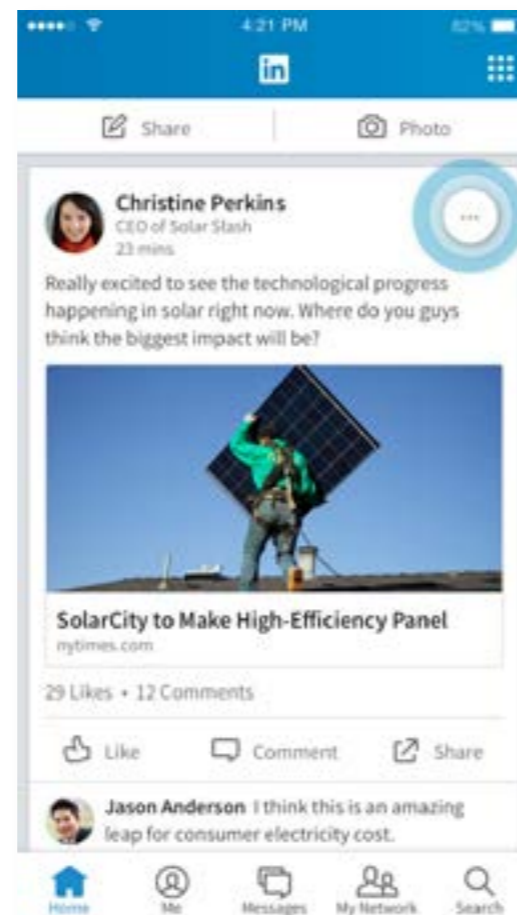


Although Millennial leaders vary in age and experience, they have one thing in common: the insatiable desire to never stop learning. Through LinkedIn, you can invest in yourself and your life-long education. Design a feed that keeps you in the know by following the people and topics that matter to you and unfollowing those that don't.

Start by finding great sources that bring you the insights you care about.

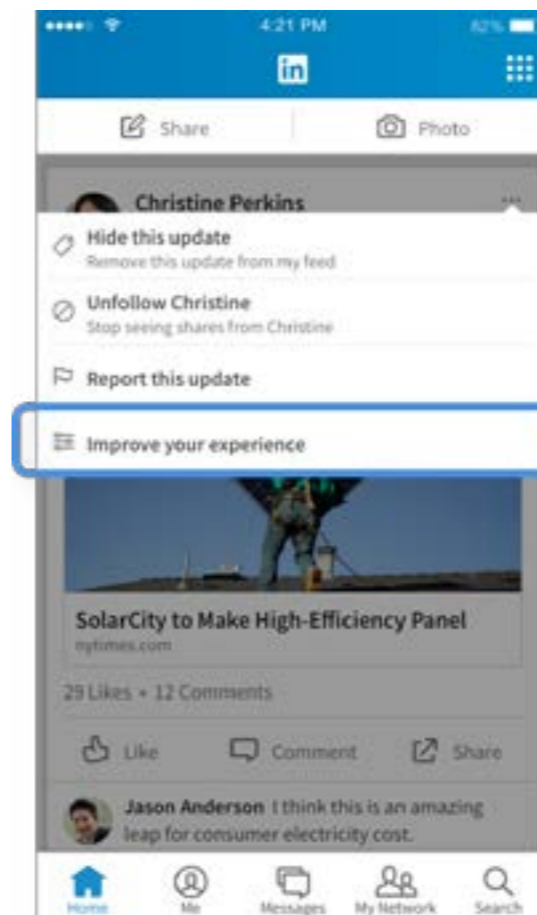
1

Tap on the control menu in the top right corner of any update in your feed.



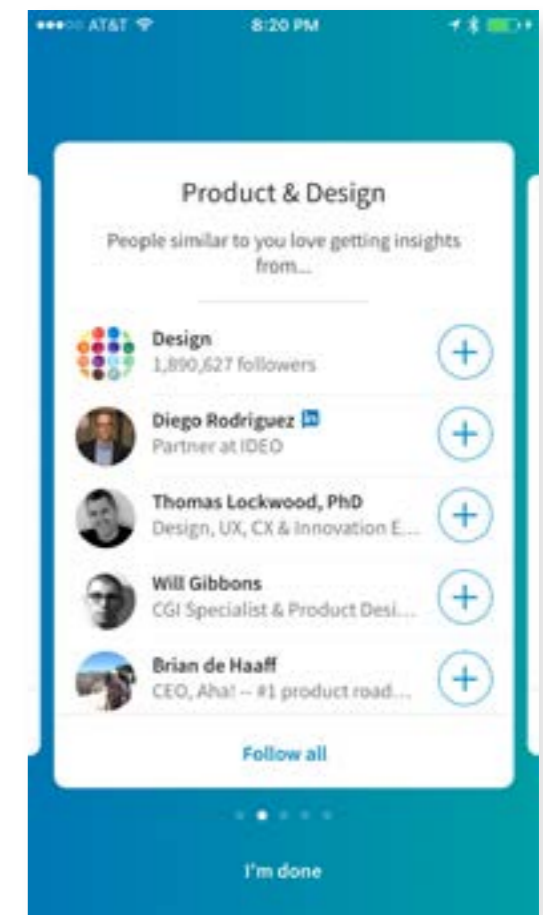
2

Then tap on the option that says "Improve your Experience."



3

You'll get to choose from personalized recommendations of people, publishers and topics to follow, tailored to you based on your LinkedIn profile.



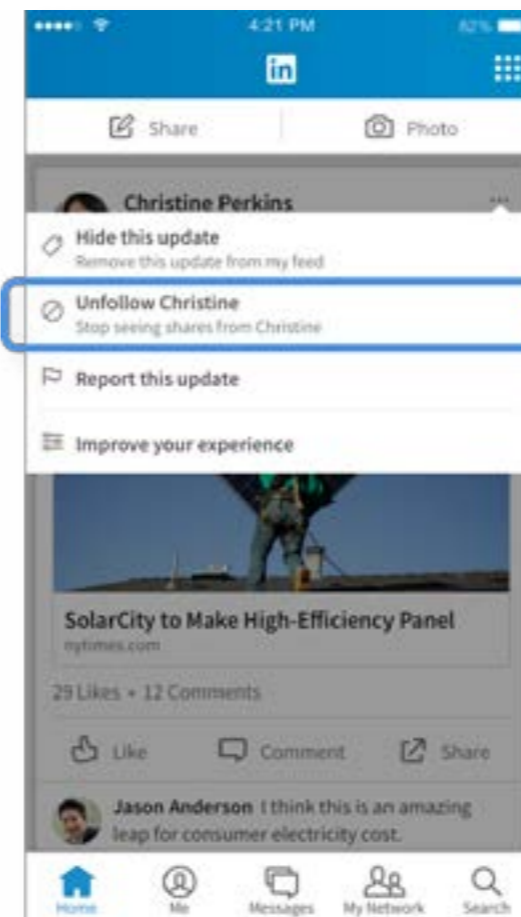


Following the news and insights that matter to you is a great first step, but you can also make your feed your own by unfollowing connections whose updates you don't need to see. They won't know that you unfollowed them, and you'll stay connected. Here's how:

**4** When you see an update from a connection that you don't need in your feed, tap on the control menu in the top right corner.



**5** Then, tap on the option that says "Unfollow [connection name]." Then, tap on the option that says "Unfollow [connection name]."



**6** (BONUS!) Use LinkedIn purposefully: It adapts to send you relevant content! LinkedIn uses a variety of signals to determine what appears in your feed. And the actions you take help our algorithm automatically adapt your in-feed content to match your professional interests. The more you follow, consume, and share topical content; fill out your profile with information about your career; and take other actions to engage meaningfully with the LinkedIn platform, the better the content matches will become.

Here are the top 10 influencers of 2015 on LinkedIn, ranked by engagement and determined by those who are most widely read.

By following LinkedIn Influencers, you can keep your finger on the pulse of insights from top industry leaders. Another way to do this is to use the LinkedIn Pulse news app. Here are the top 10 influencers of 2015 on LinkedIn, ranked by engagement and determined by those who are most widely read.

1.



**Bill Gates**

Co-Chair, Bill & Melinda Gates Foundation; Co-Founder, Chairman, Microsoft

2.



**Richard Branson**

Founder, Virgin Group

3.



**Mohamed El-Erian**

Chief Economic Advisor, Allianz; Chair of President's Global Development Council

4.



**James Altucher**

Editor, The Altucher Report

5.



**Bernard Marr**

Chief Executive, Advanced Performance Suite

6.



**Sallie Krawcheck**

CEO and Co-Founder, Ellevest

7.



**Ian Bremmer**

President, Eurasia Group

8.



**Jill Schlesinger**

Business Analyst, CBS News

9.



**Ryan Holmes**

CEO, Hootsuite

10.



**Sramana Mitra**

Founder, One Million by One Million



## Create a LinkedIn SlideShare Account

*“Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.”*

Leo Burnett



70 million

monthly visitors

400,000

monthly new content pieces

7 million

people visit LinkedIn Slideshare

20 million

SlideShares to LinkedIn

With more than 70 million monthly unique visitors, LinkedIn SlideShare is now among the top 100 most-visited websites in the world. And with more than 400,000 new pieces of content added each month, SlideShare is the world's largest professional content-sharing community. On an average day, nearly 4 million people visit LinkedIn SlideShare (just on desktop!). That's something you can't afford to overlook. And it explains why LinkedIn members have posted more than **20 million SlideShares** to LinkedIn so far.

80%

of traffic comes from organic search

Google indexes every presentation on LinkedIn SlideShare. And because more than 80% of the traffic to LinkedIn SlideShare comes from organic search, your presentations can give your brand an SEO advantage.

Build authority by developing LinkedIn SlideShares that present a unique point of view on your industry's trends or news. You can also share your presentations, videos you've produced, webinar videos you're featured in, and nicely designed content you've created.

### SLIDESHARE TIPS

- Leverage the **Clipping tool** to highlight and share some of the most valuable content you've produced.
- Add presentations to your LinkedIn profile **directly from SlideShare** to boost your personal brand.

# Ask the Expert with Alex Mann,

Digital Media Planner, MediaCom



MEDIACOM

What is your top tip for Millennials trying to get ahead?

What have we learned from the best brands in the world? Be authentic. Be helpful. Be relevant. That can be said for a soda as much as it can be for a human being. Expertise is a goal, not a place, as you can always get better and can always learn more.

Millennials are an entrepreneurial generation. Where do you see the biggest opportunity for Millennials to build their personal brands on LinkedIn?

LinkedIn offers superb network effects for brand-building. Success on the platform ties into the tips above. Authenticity, helpfulness and relevance. What makes you an expert? What is your opinion on the topic you're writing about? Is it helpful? Why would someone read it?

If it's helpful, it'll spread. Relevancy is key. If you tailor the post to a specific audience and engage influencers in your own network, that ties in your authenticity, which essentially completes the circle.

In your opinion, which company or brand is killing it with Millennials right now and why?

**Innocent Drinks.** I have never seen people engage with any brand in the way that people do with Innocent. They create excellent content that is designed for the platform! You'd be surprised how many brands think a TV ad is good enough for Facebook or YouTube! :( Innocent has a preference for winning at organic social—which is the best, most authentic type of engagement *and* the only kind Millennials engage with.

Who do you think are the biggest Millennial influencers out there?

**PewDiePie, Zoella,** and **sbtv** are absolutely enormous YouTube

successes; **Jen Selter** and fitness friends are smashing Instagram out of the ballpark and, thus by definition, Millennial influencers. However, from my perspective, my Millennial influencers are perhaps slightly older and more likely Gen Xers: **Brian Chesky, Dennis Crowley,** and **Mark Suster** impress me and inspire me most.

What blogs or influencers do you follow to keep up with the latest trends on Millennials?

Most of what I hear comes from my own curated feed of media and tech bloggers, journalists, founders and media folks, which has now surpassed 1,000 members: <http://nuzzel.com/manna/media-tech>. This helps me source the most important stories in media, tech, and business, which naturally will feature influencer marketing from time to time.





CHAPTER

4

# Millennials on the Move



## Top Millennials in Marketing to Follow



**Katherine Lisciani**

Founder and Full-Stack Marketer, Millenovation® Media



**Page Williams**

Senior Manager, Member Marketing & Communications, Social Media, LinkedIn



**Katie Martell**

CMO & Co-Founder, Cintell



**Shama Hyder**

Founder and CEO of Marketing, Marketing Zen



**Jon Lombardo**

Agency Team, Creative and Brand Strategy Lead, LinkedIn





## Top Millennials in Marketing to Follow



**Everette Taylor**

CEO of digital marketing firm MilliSense; Co-Founder of marketing community GrowthHackers, LinkedIn



**Chelsea Krost**

TV/radio talk show host of The Chelsea Krost Show; Millennial Spokesperson/Brand Consultant



**Tara Robertson**

Inbound Marketing Manager, Uberflip



**Richard Lorenzen**

CEO of Fifth Avenue Brands; Contributor to Entrepreneur and Huffington Post; Forbes 30 Under 30



**Greg Vodicka**

Millennial Consultant and Director of Client Service, FutureCast



## Top Millennials in Marketing to Follow



**Darrell Keezer**

Digital Marketer, Keynote Speaker, and Founder of Candybox Marketing



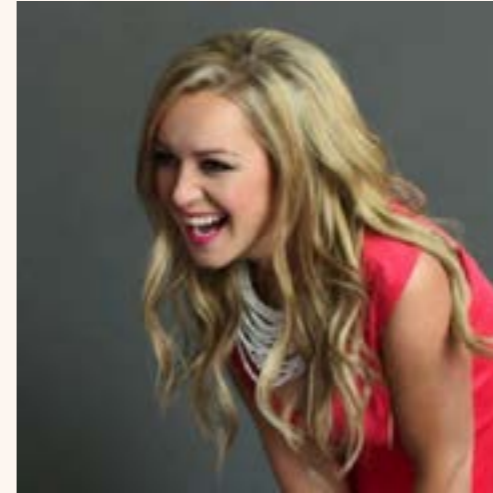
**Alex Mann**

Digital Media Planner, MediaCom



**Sarah Dudley**

Executive Strategy & Communications, IBM Cloud, IBM



**Sara Davidson**

CEO of Hello Fearless, The School for Female Entrepreneurs



**Joey Barker**

Co-Founder and Chairman, Unfunnel



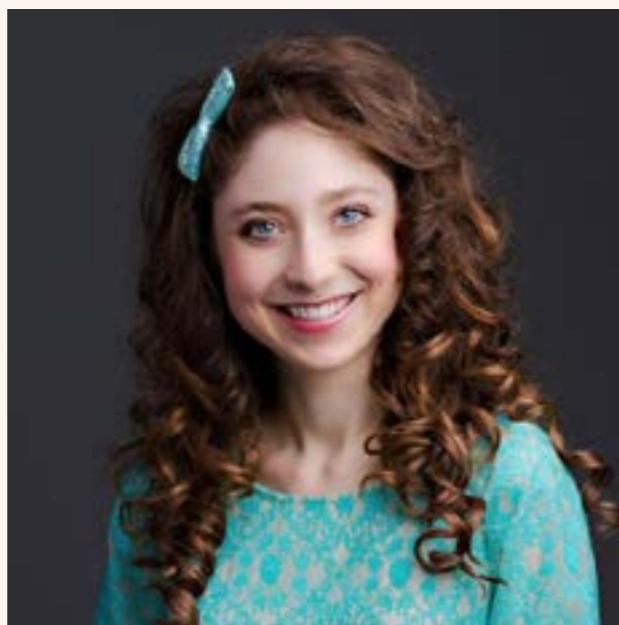


## Top Millennial Entrepreneurs to Follow



Ryan Paugh

Co-Founder & COO, Forbes Councils;  
Co-Founder & COO, CommunityCo.;  
Co-Founder & COO, YEC



Kelly Lovell

Youth Mobilizer, Speaker, and CEO  
at Lovell Corporation



Kim Kaupe

Co-Founder, ZinePak;  
Forbes 30 Under 30



Brittany Hodak

Co-Founder of ZinePak and Per Diems  
Org; Contributor to Forbes and  
Huffington Post



## Top Millennial Influencers in Career Advice



Caroline Beaton

Millennial Brand Consultant, A(d)vantage Point Consulting; Contributor to Forbes, PsychToday & Huffington Post



Ashley Stahl

Career Coach, Ashley International, Inc.; Forbes Columnist



Sophia Amoruso

Founder of Nasty Gal; Bestselling Author of #GIRLBOSS; Host of Girlboss Radio



Matthew Manos

Founder, Managing Director, a verynice design studio; Adjunct Faculty, ArtCenter College of Design



## Top Millennial Influencers in Tech



Vadim Lavrusik

Product Manager, Live & Facebook Mentions, Facebook



Jessica Mah

Co-Founder/CEO, inDinero.com



Zach Sims

Co-Founder and CEO, Codecademy



Looking for more young professionals to follow? Check out [LinkedIn Next Wave](#), featuring Top Professionals 35 and Under. This list includes 150 people transforming 15 different industries, surfaced through LinkedIn data. They're like you—smart, talented, and ambitious—and you have to know them now.



So, there you have it. Adapt the tips and best practices found within this guide, and you'll be well on your way to social networking domination.

It's time to join  

---


the Millennial Movement.  


---

Are you in?  


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# Checklist for Social Success


 **Optimize**  
your LinkedIn profile

 **Make**  
meaningful connections

 **Publish**  
on LinkedIn

 **Customize**  
your feed by following  
who matters most

 **Create**  
a LinkedIn SlideShare account

 **Dominate**  
the social networking game



# About LinkedIn Marketing Solutions

Today, LinkedIn members number more than 400+ million professionals. That's over one-half of the 600 million professionals on the planet, representing the largest group anywhere of influential, affluent and educated people.

For more information, visit  
[marketing.linkedin.com](http://marketing.linkedin.com)

Learn about LinkedIn  
Marketing Solutions.

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edge with our blog.

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@LinkedInMKTG.

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