Rock Your LinkedIn Profile

#LinkedInInTheKnow
Learning Objectives

Develop
A stellar LinkedIn profile with skills and accomplishments that represent you, what you stand for and what you are passionate about.

Grow
Your professional skills everyday by stay informed on the latest news and insights from industry leaders, relevant content and groups.

Build
Your online brand by the latest industry news and your opinion and thought leadership with your audience.
Welcome Lunch and Intros
LinkedIn Vision
Your Professional Brand
6 Simple Steps to Rock Your Profile
How to Stay Informed
Questions
Keep In Touch!

Agenda
LinkedIn’s Vision
Create economic opportunity for every professional in the world
Building the Professional Knowledge Graph

THE ECONOMIC GRAPH

- Members
- Companies
- Jobs
- Skills
- Updates
- Schools
LinkedIn’s Marketing Solutions’ Mission

Be the most effective platform for marketers to engage with professionals
Whether you’re just starting out, or well on your way
Your professional brand is the key to all new opportunities, to build your brand and set yourself up for success.
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.

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.

Summary
A snapshot of the member’s professional journey, goals, and specialties. The summary is a more personal overview of your career.
6 Simple Steps to Rock Your Profile
Add a professional photo

14X MORE LIKELY TO BE VIEWED IF HAVE PHOTO
Write an attention-grabbing headline

EXPLAIN WHAT IT IS YOU DO

SHOW YOUR PASSION AND VALUE
Draft a compelling summary

40 WORDS OR MORE
INCLUDE KEYWORDS BUT NOT BUZZWORDS
FOCUS ON CAREER ACCOMPLISHMENTS
Detail your past work experience

12X MORE LIKELY TO BE VIEWED IF HAVE MORE THAN 1 POSITION LISTED.
Add skills and get endorsements

INCLUDE A MIX OF HIGH LEVEL AND NICHE SKILLS.
Include volunteer experiences & causes

Almost half of all hiring managers say they view them as equivalent to formal work.
You are ____ times more likely to be viewed if you have a professional photo.
What should you include in your professional summary?
Stay Informed

Rock your professional brand
The most relevant professional news and knowledge

SlideShare  Groups  Pulse  Influencers & Publishing
Find and join groups
Participate in discussions related to your industry
Discover content relevant to you
Gain insights from top industry leaders

LinkedIn influencer is a megaphone for the world’s top minds to broadcast their thoughts to the largest group of professionals ever assembled

Deepak Chopra
Founder, Chopra Foundation

Barack Obama
The President of the United States

Bill Gates
Co-chair, Bill & Melinda Gates Foundation

Angela Ahrendts
Senior VP Retail & Online, Apple

Jim Kim
President, The World Bank

Mary Barra
CEO, General Motors

Narendra Modi
Prime Minister of India

300+ Influencers are CEOs, Chairmen or Founders

230+ Influencers are published authors

~347M Professionals are on LinkedIn
LinkedIn influencer features
~500 top business minds
who write and share on LinkedIn
Sharing updates vs. publishing posts

**UPDATES**

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

**POSTS**

Deeply explore topics that matter to you, then watch the comments to see your impact.
Publish a Post

Helping you grow and engage your network

Your Posts

With Twitter still deep in a re-org, can Jack Dorsey also credibly run Square? #TwitterReorg
Write about this

First fantasy sports, now the Aussie Open. Any second thoughts on #onlinebetting?
Write about this

What are your tech predictions for 2016? #tech2016

Write Your Headline

Tyrona (Ty) Heath
Global Agency and Partner Program Lead at LinkedIn
I’m a Woman in Tech, But Even I Didn’t “Get It” Until This Week

Feb 1, 2016  |
13,550 views  |
519 Likes  |
88 Comments

After 10 years as a business owner, I encountered a specific kind of sexism this week that I’ve actually never come across before.
This Restaurant Owner Issued a Remarkable Response to the New York Times. Here Are the Takeaways

Justin Bariso
Founder and Principal at INSIGHT | Author | Speaker

Jan 31, 2016 | 110,455 views | 1,392 Likes | 147 Comments
Share content with status updates

Include links to content or upload photos
Penry Price commented on this

Allyson Resh
Partner Enablement Lead at LinkedIn

That moment when you're reading a really insightful article and realize it was written by your former boss Shafqat Islam (somehow I missed the byline).

10 predictions for content marketing in 2016
mashable.com • In 2015, we reached peak content marketing. That means we're going to be suffering from the hangover as things get real.

Show previous comments

Penry Price Love the piece. I'd say I'm really bullish on #3 and #4. Has to happen and it will be transformative. I'm less bullish on #7 being realized this...

Fabrizio Capocasale Very Nice article.. The #10 is usually what happen in starts up. Small team covering up different position that make things happen! In my...

Add a comment...

Entrepreneurs' Organization shared:

EO is excited to launch our #EOBeyondBorders campaign, filled with stories, pictures and videos that capture our rich, vibrant and diverse global community of students and entrepreneurs.
Name 3 of the top 5 most followed LinkedIn Influencers
What are some ways to stay informed on LinkedIn?
Now, let’s rock your profile!