



# The Higher Ed Executive's Guide to LinkedIn

Create Impact with Your Executive Voice





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Whether or not you're a CEO, you have a professional network with whom you want to interact, inform, and influence. ...Engaging more effectively on social media can give you an edge.



**Jeff Weiner**

Executive Chairman, LinkedIn

# Why we created a playbook specifically for top leaders in Higher Education.

Our goal is to help you use your voice on LinkedIn to connect more deeply with the people who matter, to stay current as a leader in the Higher Education industry, and to compete more effectively.

This dedicated executive guide offers recommendations on how to use your influence to build a more engaged and active community, enhance your visibility, and offer an authentic, human face to your school.





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Create  
impact with  
your voice.





# Take part in the social revolution.

Top executives and thought leaders no longer question the relevance of social media. Now, they view their participation as essential because of the impact it can have.

Industry leaders recognize that transparency builds trust. They see the value that comes from communicating openly and authentically with prospective students, alumni, faculty, and peers.



# Build and empower your academic community.

Successful leaders know they can't go it alone. It takes a community of inspired individuals to make change happen. To make progress possible.

Collaboration works its magic when people feel included and connected. That's why top executives today are inviting everyone to join in the conversation.

Opening a dialogue with your academic community, students, faculty, alumni, and peers around the globe empowers them to join with you — contributing their energy and insight — to achieve bold goals and solve big challenges.

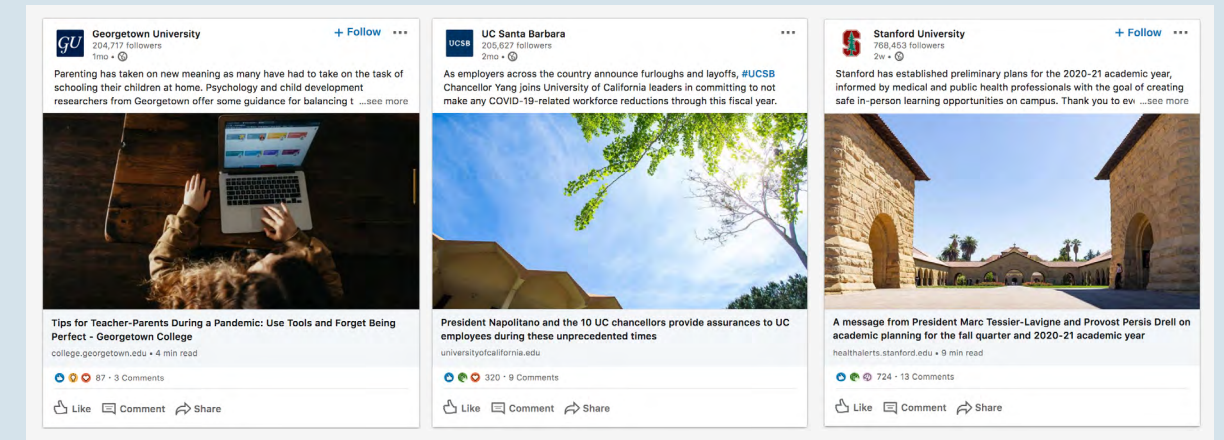
LinkedIn helps academic leaders build a community of students and professionals who share your vision and purpose — who are in it together with you.

## Post & share updates:

Share recommended articles, personal insights, and relevant industry news to demonstrate your thought leadership.

## Publish content:

You can leverage LinkedIn's Publishing Platform to share inspiring long-form posts to your network and beyond: your posts become searchable and permanently live as an extension of your professional reputation on your profile.





# Offer an authentic, human face to your school.

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

Industry leaders on LinkedIn leverage the opportunity of a personal & direct channel of communication between themselves and the rest of the world.

## Share your University Page updates:

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

## Leverage LinkedIn as a communication platform:

Coordinate with your marketing and public relations teams to sponsor posts on your Company Page and reach a broader audience for official announcements including promotions, speaking engagements, and events.





Academic institutions and companies engaged on social media are



more likely to  
be perceived as  
competitive



more likely to  
attract top talent







Be visible.



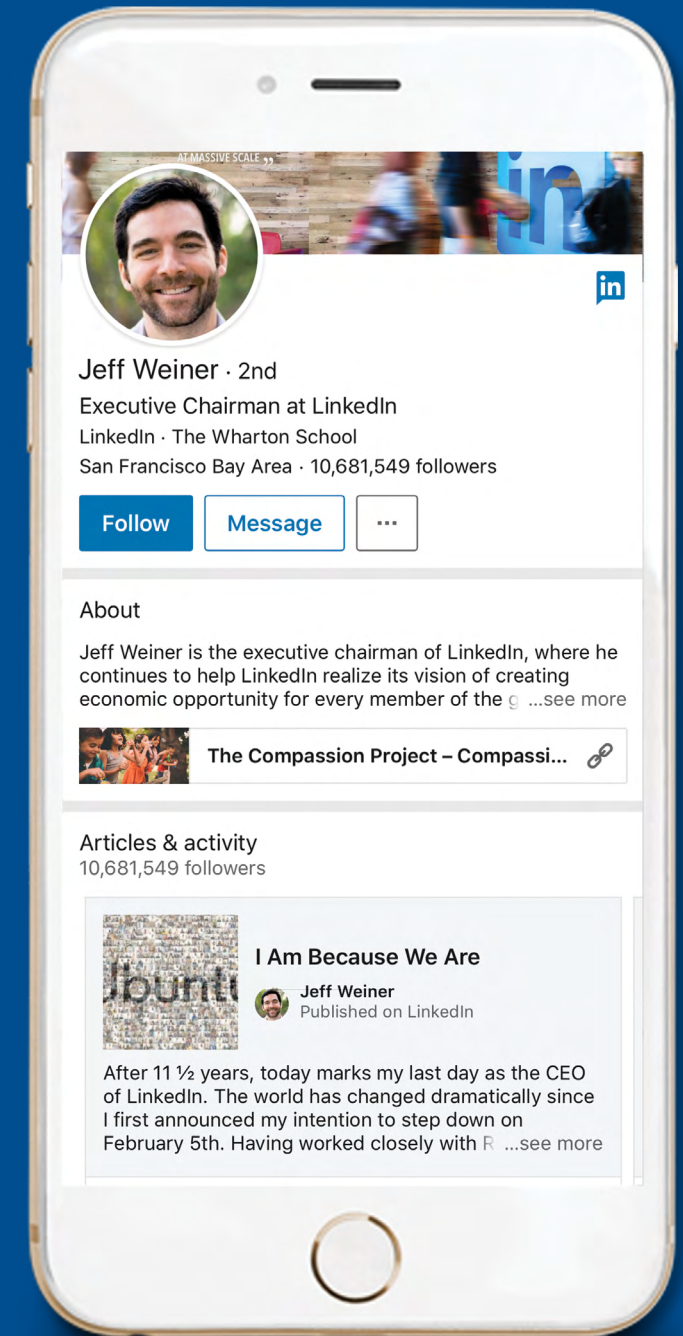
# Your profile is your calling card.

Your profile is a key component of your experience on LinkedIn. It's your calling card when you reach out across your network and the lens potential contacts use to gauge your role and the expertise you bring. It conveys your institution's credibility and your own ability as a leader in Higher Education. It shows that you're engaged and active in the Higher Education industry, that you care about your academic community, and that you're willing to share your know-how and experience with others.

The most influential industry leaders on LinkedIn stay active and keep their profiles up to date.

# 10M

C-level executives have profiles on LinkedIn, including **280K** Higher Ed C-level executives





# Cultivate trust and maintain your privacy.

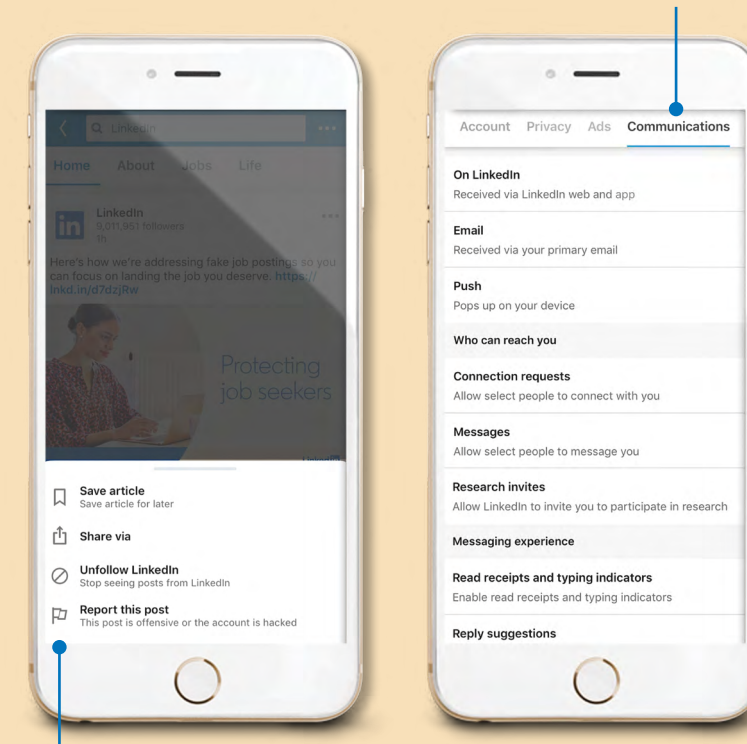
You're in charge of your experience and how you present yourself on LinkedIn. And you get to control what you'd like to present to those inside your network versus those outside your network and the flow of information that comes your way.

For example, you get to decide who can send you connection requests. And you choose whether to accept or ignore the requests you receive. (A sender will never see that you "ignored" their connection request.)

## Manage your privacy settings.

From your profile, to the content you post on your feed, to whether other members can mention you in their posts—you decide what information people inside and outside your network can see.

## Turn your notifications on/off.



Report unprofessional behavior.





Be influential.



# Be a trusted voice in Higher Education.

With 90K+ schools listed and 64M+ students and recent college graduates, LinkedIn is the most important and relevant platform for the Higher Ed industry.

Every day, millions of members on LinkedIn interact with and share content from the Higher Education stakeholders and universities they follow. Every week, LinkedIn editors publish and share thought-provoking content from academic influencers on the platform. The result? Hundreds of thousands of best-in-class articles and essays published and consumed.

Add your voice to the conversation.



Share your point of view



Offer insights drawn from your experience



Curate articles that resonate with you



Announce speaking engagements and events

Ask your marketing team to help you define a content strategy that aligns with your institution's interests and culture. They can suggest content ideas and help you figure out when or how often to post.

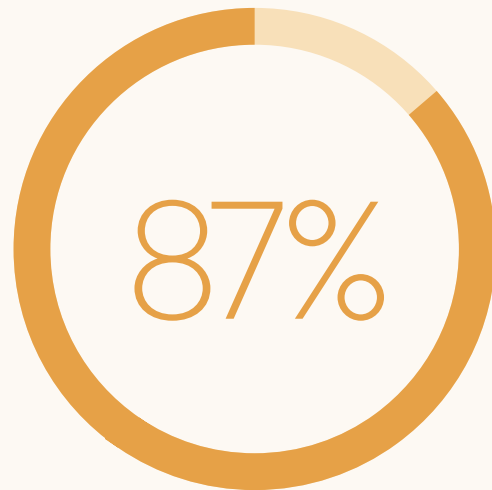




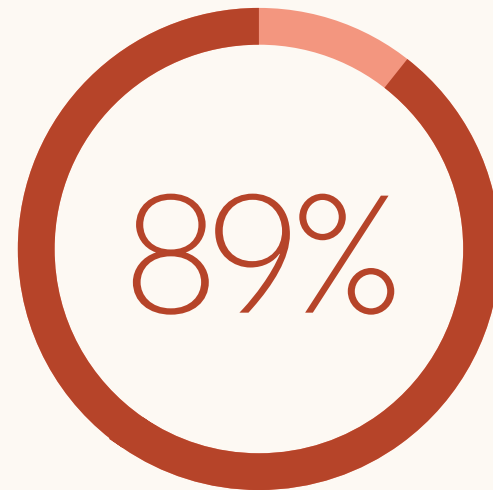
# Engagement with an institution's thought leadership has a positive impact.

Business decision makers agree, thought leadership

increases trust in an organization:



enhances a brand's reputation:



Examples include:

- Blog posts and articles
- White papers/research
- Webinars
- Speaking engagements
- Event panels
- Presentations
- Fireside chats

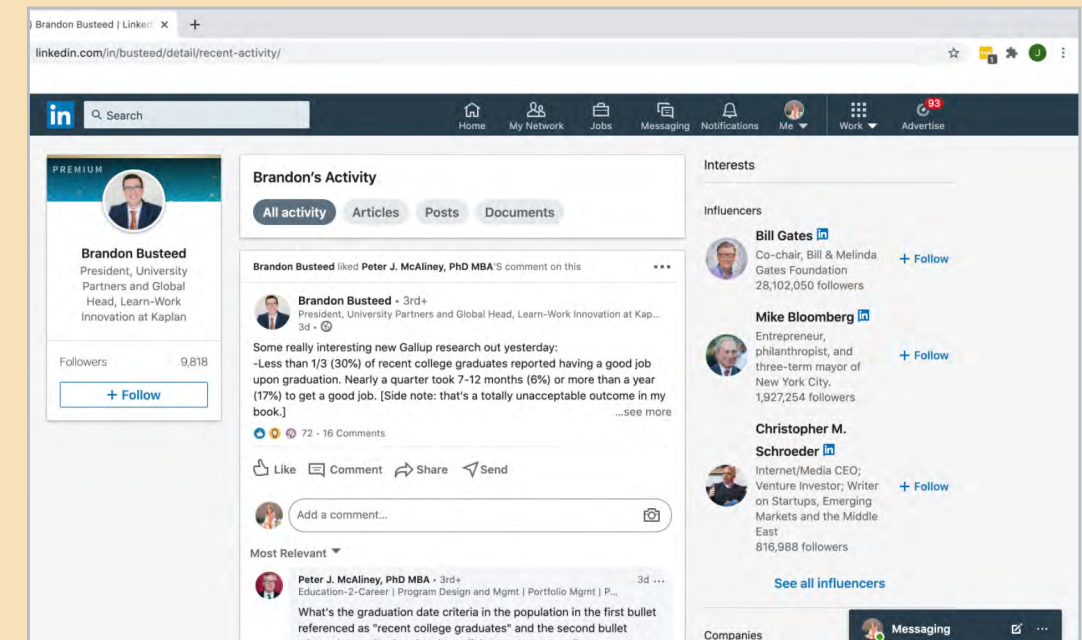


# Connect with followers and grow your influence.

Just like LinkedIn Influencers whose ideas take hold among the millions who follow them, you can grow your influence by sharing your insights with the academic community. Give them your perspective on topics they care about, like admissions, leadership, innovation, student life, and more.

## Post and share updates.

Share recommended articles, opportunities, and relevant industry news to demonstrate your thought leadership.





# Amplify your presence.

People crave connection. They want, and expect, leaders of the institutions they engage with to be engaged on social channels. When students feel a personal connection to your university, they're also more likely to be empowering advocates as alumni.



Announce relevant  
industry news



Celebrate university  
milestones and achievements



Share  
content

Use LinkedIn to share important updates, make official school announcements, and celebrate the success of your university.

Explore LinkedIn Live as a new channel for live broadcasting to your followers.







# Build relationships.



# Education is about people.

A message of encouragement. A helpful insight. An exciting milestone. A breakthrough achievement. A hearty congratulations. Small moments shared with others make relationships stronger. LinkedIn optimizes your ability to nurture connections with the academic community at scale.

As the world's largest professional community with 675+ million members, LinkedIn lets you connect, communicate, and stay in touch with the people who matter.





# Build stronger connections with your community.

When prospective students, faculty, alumni, and peers feel that you care about them and their aspirations, engagement increases. And they grow more committed to your institution's success.

Keep up with people you know and make new connections as your institution grows.

Consider the positive impact you could have on those outside of your network in supporting their Higher Education journey.

## Stay connected to your network.

Use LinkedIn to connect with prospective students, faculty, alumni, and peers on a personal level. Celebrate their hard work and contributions. Personalize by tagging individuals using the “@” symbol.

# Communicate with prospects, students, and alumni.

People value authenticity. They want to see that the universities they're interested in or affiliated with understand who they are and care about making a positive impact.

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

- Build awareness
- Engage with your prospects, students, and alumni
- Activate your students and alumni as brand ambassadors

Keep up with prospects, students, and alumni and what they care about by following their activity on LinkedIn and sharing your insights.

Personally interact with students, prospective students, and alumni

Make a point from time to time to recognize their milestones and success.





Be ambitious.

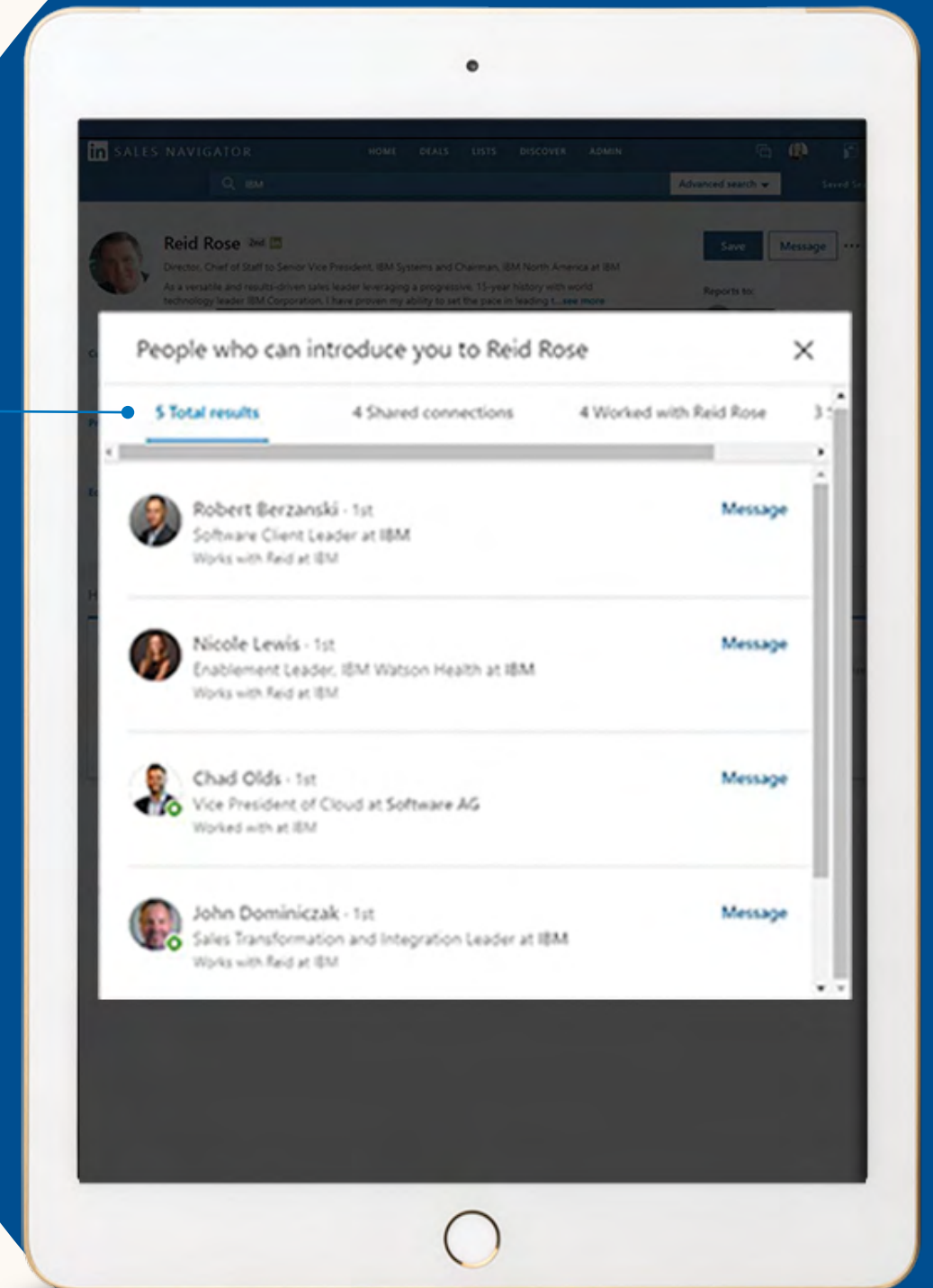
# Accelerate results through relationships.

Empower your team to reach prospective students faster.

Directly and quickly share profiles with them. Give them the ability to leverage your network, without giving up control.

“LinkedIn is a great place to go for those top-of-the-funnel students trying to figure out who they are looking for.” - Andrea Mountford, senior digital ad specialist at Carnegie Dartlet

TeamLink expands your network, showing which colleagues can connect you to prospective students.





# Keep tabs on your industry, and your competition.

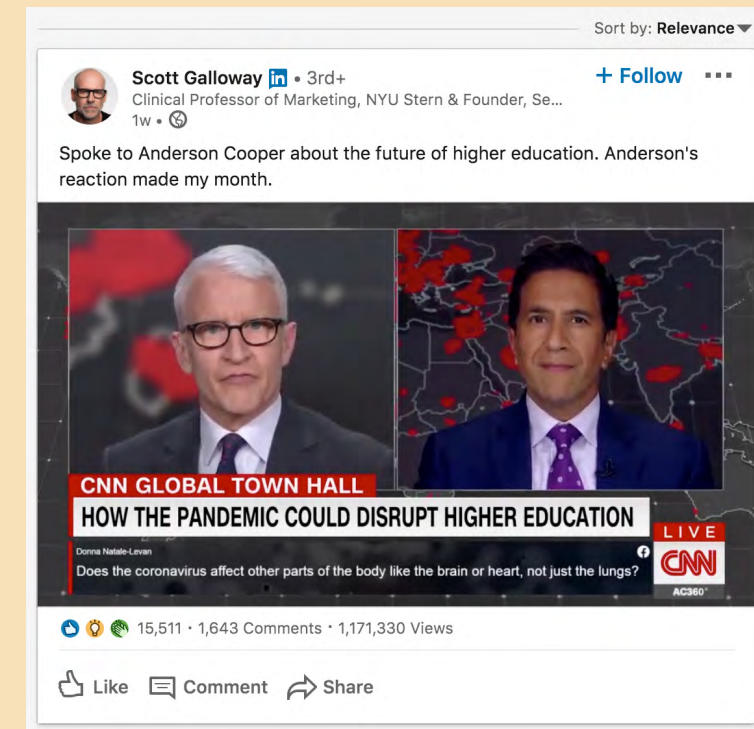
Strengthen your position as an industry leader by staying ahead of the curve and on top of industry trends.

Use LinkedIn to quickly gain new insights and to keep your thinking fresh.

Use LinkedIn to track competitive activity in real time.

Because upstarts tend to make the most of social media, LinkedIn is often the first place you'll see new challengers emerge.

See the latest on your network and industry: Keep tabs on industry topics, like education, to stay in the know on the latest news and opinions.



Follow your competitors' activity: View University Pages to see the latest news, updates, and services as well as current and past employees.



Earn trust and  
admiration for  
your university.



# Build affinity for your institution.

Use LinkedIn Pages to shine a spotlight on your university's culture, values, and success.

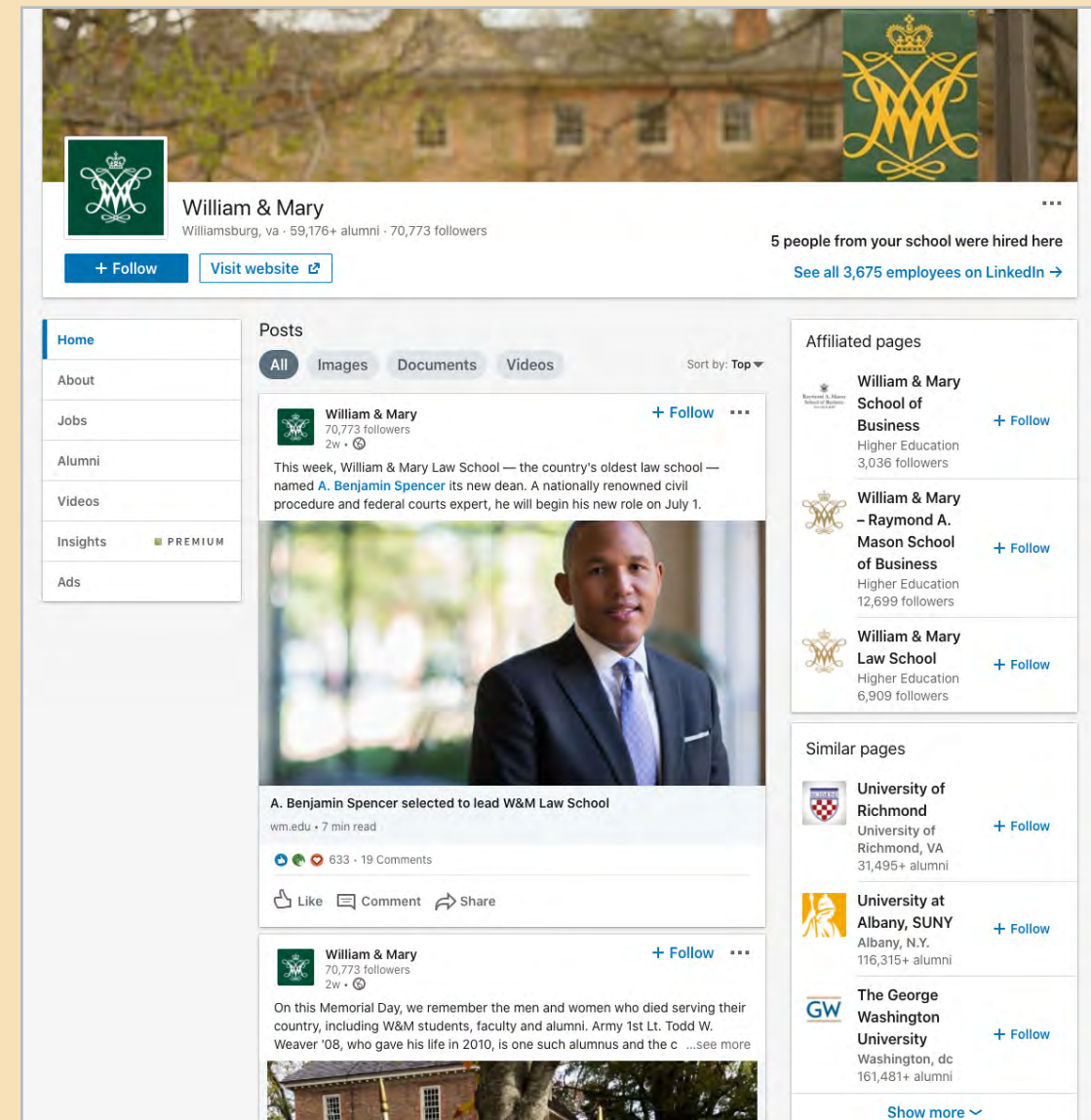
Universities and institutions with complete, current, and content-rich LinkedIn Pages get



more weekly views than companies whose Pages are incomplete

## Boost engagement.

Share rich and relevant content to grow your audience. Companies that post weekly see a 2x lift in engagement with their content.



Through LinkedIn, top executives have a clear opportunity to bring a sense of proximity and connection to their organization's academic community at a low cost and with a low time commitment.

Leads developed through employee social marketing convert

**7x** more frequently  
than other leads







# Attract top talent.

Just like in real life, your network is your best asset to find the right talent. With a presence in over 200 countries, LinkedIn has the largest professional network.

When it comes to attracting prospective students, visibility, personal connections, and recommendations are key.

Speed up the enrollment process and reach top prospects faster with the suite of services that LinkedIn offers for HR & recruiting departments.

To retain top talent, continuously challenge and develop them. Create a culture of curiosity that inspires learning and academic growth.

# Encourage continuous learning.

Today's talent values the chance to develop their knowledge and skills — and their institutions benefit too.

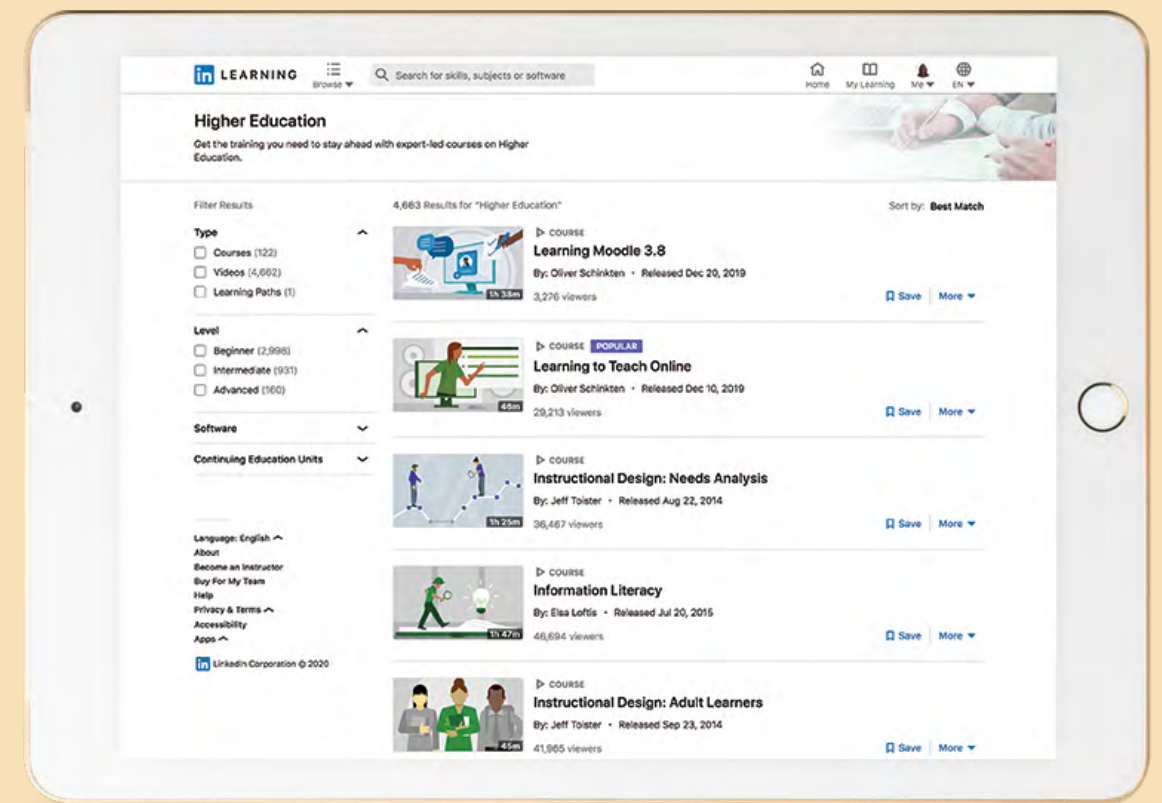
Universities and institutions that embrace a culture of learning experience a



## Use LinkedIn Learning.

Deliver personalized, on-demand skill development. Higher Education leaders can curate custom learning experiences for the academic community.

Access 15,000+ courses across a range of subjects and areas of interest.





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Inspire, empower, listen, and appreciate. Practicing any one of these can improve employee engagement; mastering all four can change the game.



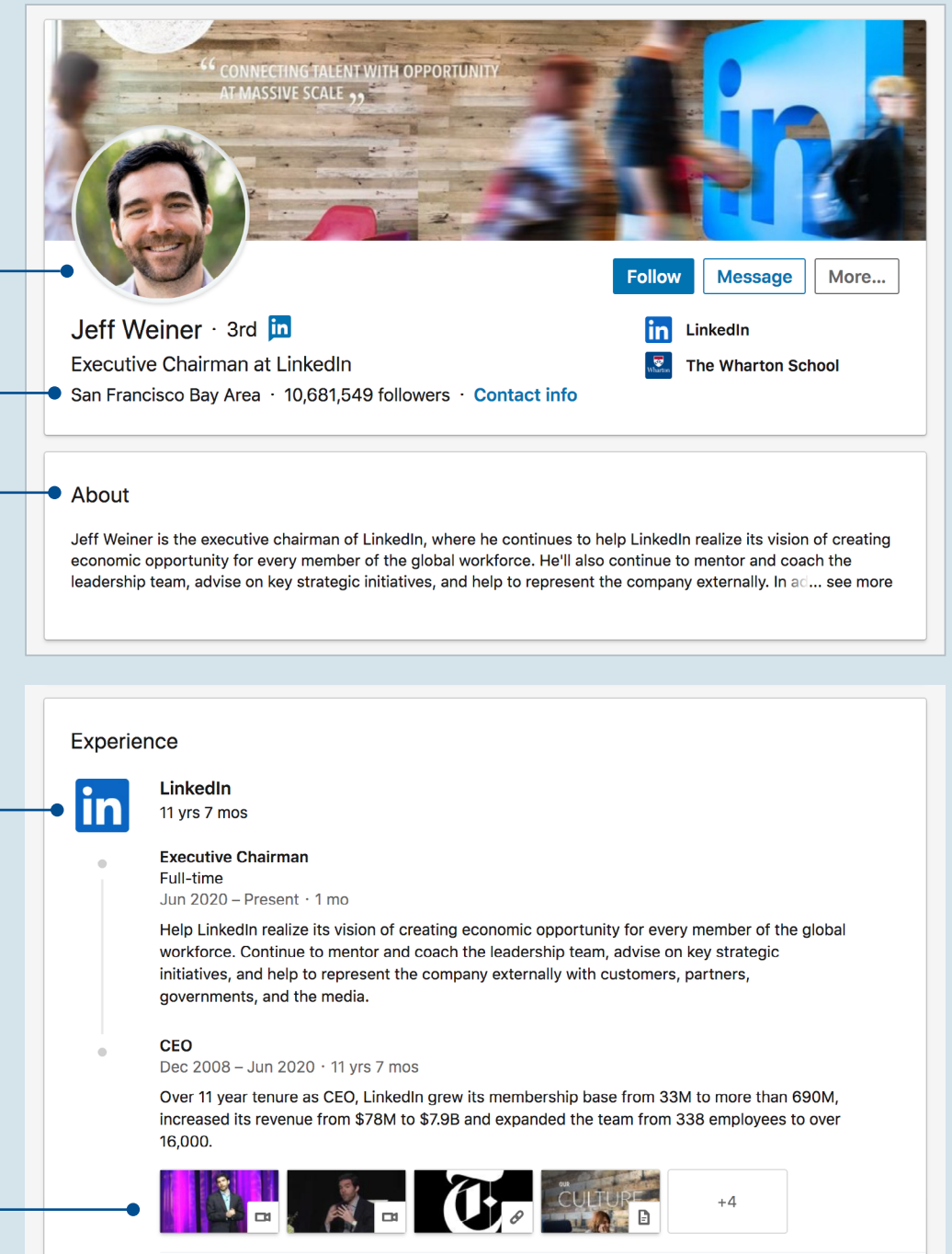
**Jeff Weiner**

Executive Chairman, LinkedIn

# Profile visual guide.

Keep your profile current.

1. **PHOTO:** Use an up-to-date, good-quality picture to increase credibility and build a stronger connection with members.
2. **LOCATION:** Adding your location boosts your visibility in searches by up to 23x and helps potential partners find you.
3. **SUMMARY:** Provide a more personal overview of your career and highlight your areas of expertise.
4. **EXPERIENCE:** Highlight your work history and key positions you've held. Include all relevant leadership experience.
5. **PICTURES & VIDEOS:** Use photos, presentations, and other rich media to show your thought leadership and promote your institution.





6. **EDUCATION:** Completing the education section not only ensures up to 11x more profile views, it helps you more easily build trusted relationships with students and alumni.
7. **ENDORSEMENTS:** By endorsing team members and partners, you highlight their skills for others and show them your appreciation too.
8. **RECOMMENDATIONS:** Recommendations reflect trust, showing that a member has earned the respect of their colleagues and customers.
9. **INTERESTS:** Follow groups, companies, or influencers that reflect your interests and show that you value staying current.

6

#### Education



**The Wharton School**  
Bachelor of Science, Economics  
1988 – 1992

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#### Skills & Endorsements

Leadership · 99+



Endorsed by Ambassador Shabazz and 14 others who are highly skilled at this



Endorsed by 146 of Jeff's colleagues at LinkedIn

8

#### Recommendations

Received (8)

Given (24)



**Akosua Boadi-Agyemang**  
Creating positive impact one BOLD step at a time. || Program Manager, Microsoft || #theBOLDjourney™  
May 29, 2020, Jeff was senior to Akosua but didn't manage directly

Personally, Jeff, has impacted my journey so much during his tenure as CEO of LinkedIn. In so doing, he has shown me the true personification of servant leadership. Jeff has showed up for me in ways that have changed the trajectory of my career and life, and he did so without knowing me, initially. While I w... [See more](#)

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#### Interests



**Yahoo Alums**  
5,204 members



**Friends of LinkedIn**  
8,626 members



**BGCP Professional Networking C...**  
121 members



**Arianna Huffington**   
Founder and CEO at Thrive Global  
9,155,725 followers



**Richard Branson**   
Founder at Virgin Group  
17,270,244 followers



**Conscious Business Friends**  
16,740 members

# Sources and notes

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# About LinkedIn

LinkedIn connects the world's professionals to make them more productive and successful.

With over 90K schools listed and 64M+ students and recent college graduates, LinkedIn is the most relevant platform for the Higher Ed industry.



Learn more about LinkedIn's  
Higher Ed solutions



Stay up to date with our blog



Follow us on LinkedIn



Follow us on Twitter



