



# How to be a socially engaged executive

Across the world, a social revolution has taken place. Driven by advanced social networks, organisations and consumers now have unprecedented opportunities to connect and interact.

Top-performing leaders understand that social engagement is a necessity.

The best modern leaders efficiently use social networks to achieve deeper engagement with customers, employees and peers in a high-control and low-risk way.

In this, the first of four special LinkedIn mini guides, we help you on your path to becoming a more socially engaged executive this year.

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# 76%

OF EXECUTIVES SAY THEY  
WOULD RATHER WORK  
FOR A SOCIAL CEO.<sup>1</sup>

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“ *Social media is helping us unite and expand. We have never been closer to our customers.* ”

– MIKE PARKER, CEO, NIKE

# Top 4 tips for successful executive social engagement

As a socially engaged leader, you can use LinkedIn to create an online presence that aligns with your objectives and priorities as a top executive.



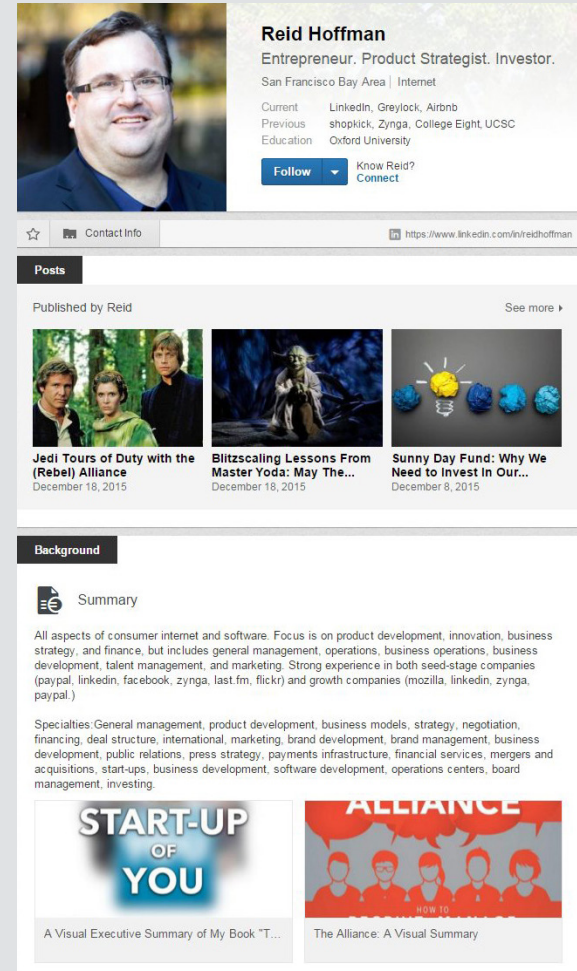
## TIP 1:

# Create an effective executive profile

Broaden and engage with your network by tailoring your executive profile to reflect your unique professional brand.

Include:

- A friendly profile picture plus a customised header image that aligns with your role as a leader.
- A headline that demonstrates your expertise.
- A summary that reveals your vision for your role and your organisation.
- Posts that will engage your connections and followers.
- Multimedia content to help bring your profile to life.



The image shows a screenshot of Reid Hoffman's LinkedIn profile. The profile header includes a profile picture of Reid Hoffman, his name "Reid Hoffman", and his title "Entrepreneur. Product Strategist. Investor." followed by "San Francisco Bay Area | Internet". Below this, it lists "Current" roles as "LinkedIn, Greylock, Airbnb", "Previous" roles as "shopkick, Zynga, College Eight, UCSC", and "Education" as "Oxford University". There are "Follow" and "Know Reid? Connect" buttons.

The "Posts" section shows three posts published by Reid:

- "Jedi Tours of Duty with the (Rebel) Alliance" (December 16, 2015) with a photo of Star Wars characters.
- "Blitzscaling Lessons From Master Yoda: May The..." (December 16, 2015) with a photo of Yoda.
- "Sunny Day Fund: Why We Need to Invest in Our..." (December 8, 2015) with a photo of colorful balls.

The "Background" section features a "Summary" card with a brief overview of his professional focus: "All aspects of consumer internet and software. Focus is on product development, innovation, business strategy, and finance, but includes general management, operations, business operations, business development, talent management, and marketing. Strong experience in both seed-stage companies (paypal, linkedin, facebook, zynga, last.fm, flickr) and growth companies (mozilla, linkedin, zynga, paypal.)". It also lists "Specialties" such as "General management, product development, business models, strategy, negotiation, financing, deal structure, international, marketing, brand development, brand management, business development, public relations, press strategy, payments infrastructure, financial services, mergers and acquisitions, start-ups, business development, software development, operations centers, board management, investing." Below the summary are two visual summaries: "START-UP OF YOU" and "ALLIANCE".

## TIP 2:

# Be the authentic, human face of your company

The rise of social media has seen us become more curious about the people behind a brand or company – including its leaders.

LinkedIn gives top executives the chance to establish a more personal connection with customers and stakeholders.

Show the human face of your company by:

- Writing in the first person in your status updates.
- Regularly sharing company updates with your network.
- Leveraging your LinkedIn presence for official announcements and promotions.

## Make your profile personal

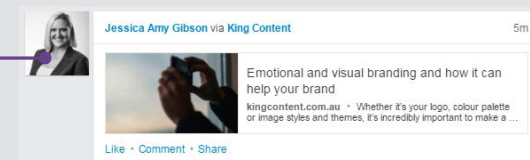


Your profile is an opportunity to express yourself as an individual. Don't hesitate to use the first person and share personal insights.

## 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.

## TIP 3:

# Stay on top of the leading ideas in your industry

LinkedIn can help you efficiently expand your industry knowledge. You can use LinkedIn to:

- See what is trending in your network.
- Follow companies of interest.
- Receive relevant, curated industry updates in real time.
- Track your competition – both existing and emerging.

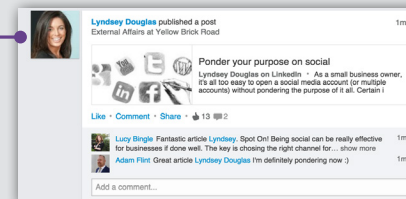
With more than 400+ million members worldwide, LinkedIn is the largest and most advanced business network on the planet.

## See what your network is up to at a glance



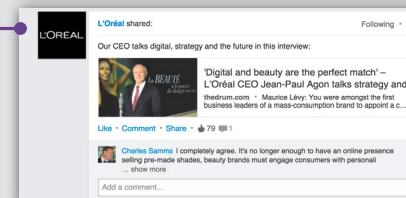
### People

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



### Companies

Follow companies to receive their latest posts and announcements.



### Groups

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



## TIP 4:

# Be where your customers are and identify new leads

People do business with companies 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.

How to do it:

- Regularly share branded content – articles, images, videos – with your followers.
- Join and be an active participant in industry Groups.
- Encourage followers to like and share your content and Company Page.

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## INTERACT WITH CUSTOMERS ON LINKEDIN:

RICHARD BRANSON  
PERSONALLY RESPONDS  
TO A FEW CUSTOMER  
QUESTIONS EACH DAY.

HE EVEN ASKED HIS  
FOLLOWERS FOR ADVICE  
ON THE NAMES FOR VIRGIN  
BANKING DIVISIONS.

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More practical strategies for becoming a socially engaged executive are coming your way. Look out for upcoming LinkedIn mini guides that will show you:

- How to demonstrate thought leadership and showcase an innovative company.
- How to take part in the social revolution with maximum control, minimum risk.
- How to gain distinctive industry insights and stay ahead of the curve.

## Can't wait?

HONE YOUR SOCIAL  
ENGAGEMENT STRATEGY  
TODAY WITH THE LINKEDIN  
EXECUTIVE PLAYBOOK: 12 STEPS  
TO BECOME A SOCIAL LEADER.



