

LinkedIn

Rock Your Profile



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ROCK YOUR PROFILE

Our Agenda

1	Get to Know LinkedIn
2	Your Profile, Your Story
3	Beyond Your Profile
4	Q&A
5	Wrap Up



OUR VISION

Create economic opportunity for every
member of the global workforce

OUR MISSION

Connect the world's professionals to
make them more productive and
successful

Why **Linked in** ?

OUR VALUE PROPOSITION

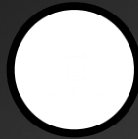
Connect to Opportunity



The Power of LinkedIn



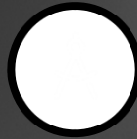
560M+
MEMBERS



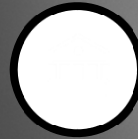
20M+
COMPANIES



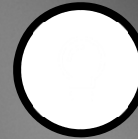
15M+
JOBS



50K+
SKILLS



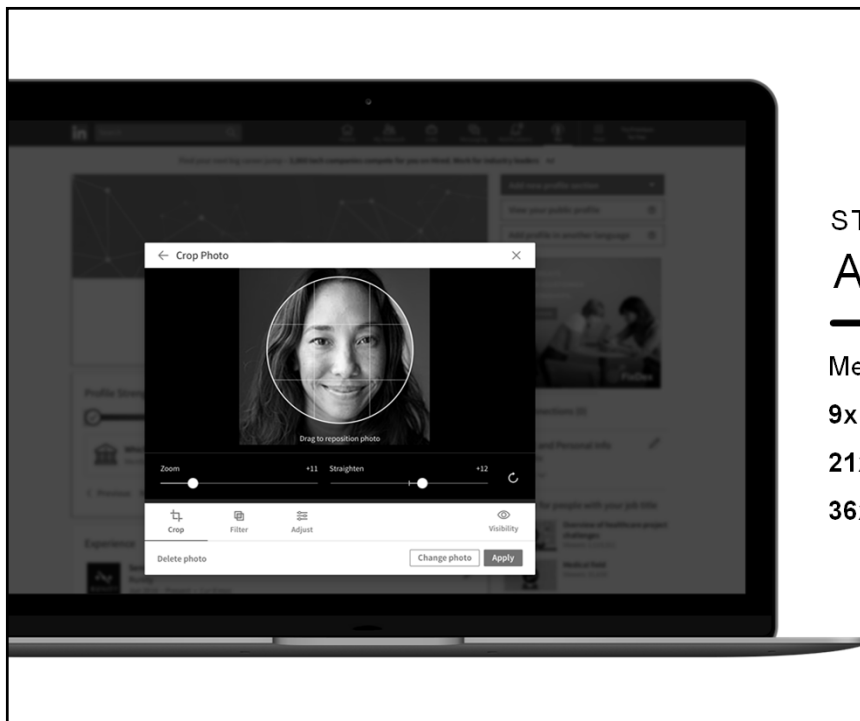
60K+
SCHOOLS



11B+
ENDORSEMENT
S

850k Global Compliance
Professionals

Our Vision,
Realized



STEP ONE

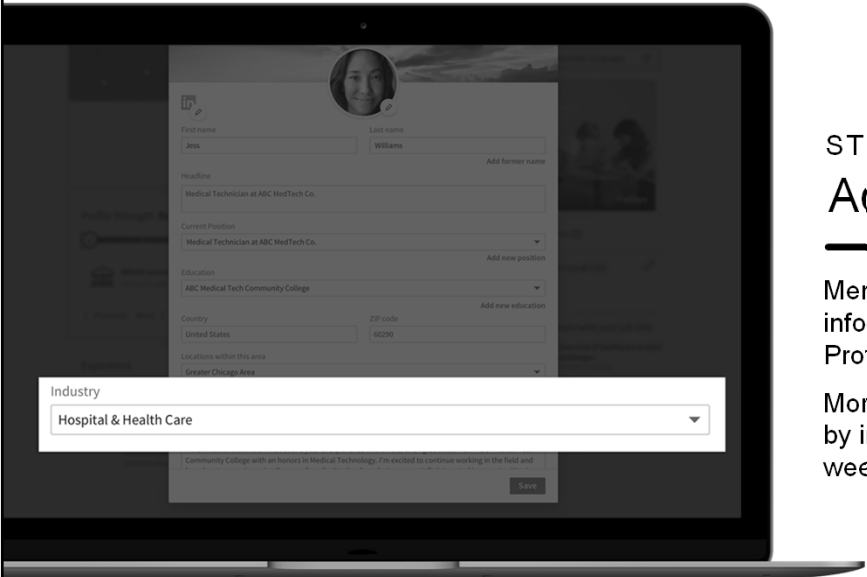
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages

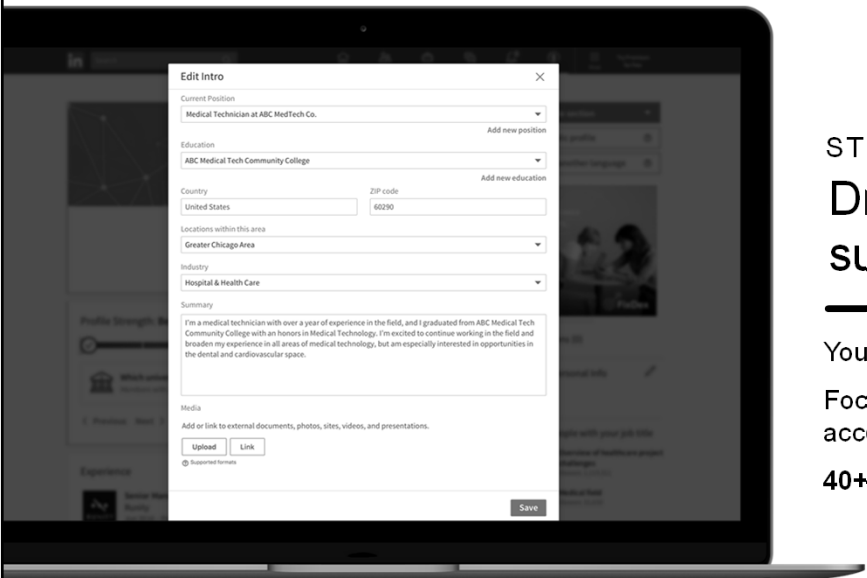


STEP TWO

Add your industry

Members with industry information receive up to **9x** more Profile views

More than **300K** people search by industry on LinkedIn every week



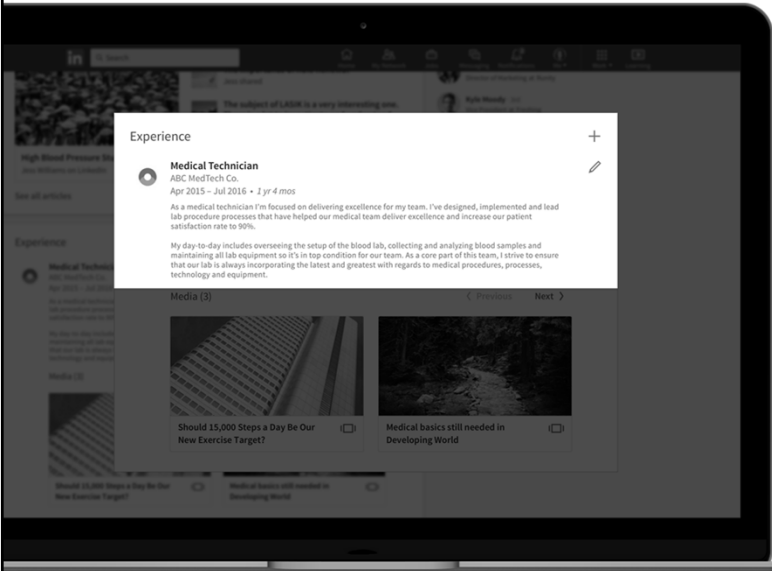
STEP THREE

Draft a compelling summary

Your “elevator pitch”

Focus on career accomplishments and aspirations

40+ words

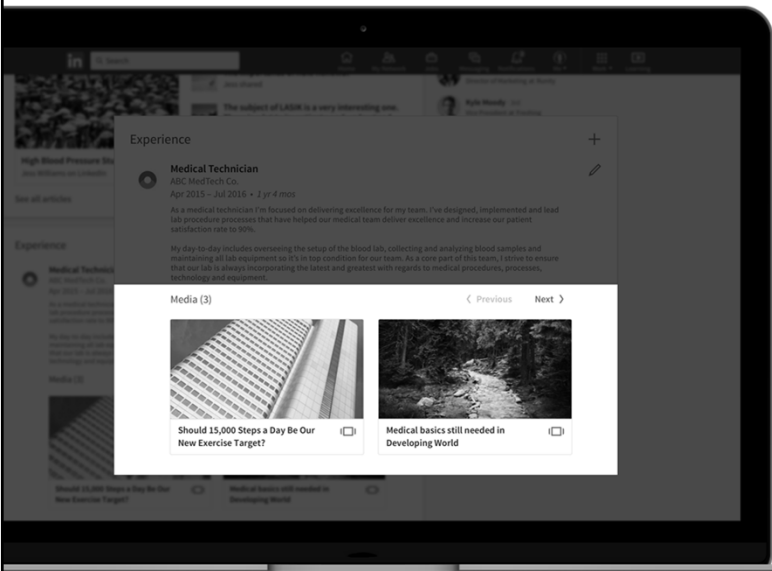


STEP FOUR

Detail your work experience

Members with up-to-date positions receive up to:

- 5x more connection requests
- 8x more Profile views
- 10x more messages



STEP FIVE

Add Examples of Your Work

Upload photos, presentations, and videos

Give a dynamic, visually appealing representation of your professional story

The laptop screen shows a LinkedIn profile. A pop-up window titled 'Volunteer Experience' is open, showing two entries. The first entry is for 'Wish Granter' at 'Make-A-Wish America', dated 'Jul 2014 - Present • 3 yr 9 mos', with a description: 'Aid the delivery staff in meeting with Wish families, collecting detailed information about the child's wish and family information, and planning special wish day celebrations.' The second entry is for 'Volunteer Nurse' at 'Red Cross Blood Services', dated 'May 2012 - Dec 2012 • 8 mos', with a description: 'Taught courses, managed blood drive and other leadership roles throughout the organization.'

STEP SIX

Add Volunteer Experience

Members who add volunteer experience and causes get up to **6x** more Profile views than those without



Sharing updates vs. publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK



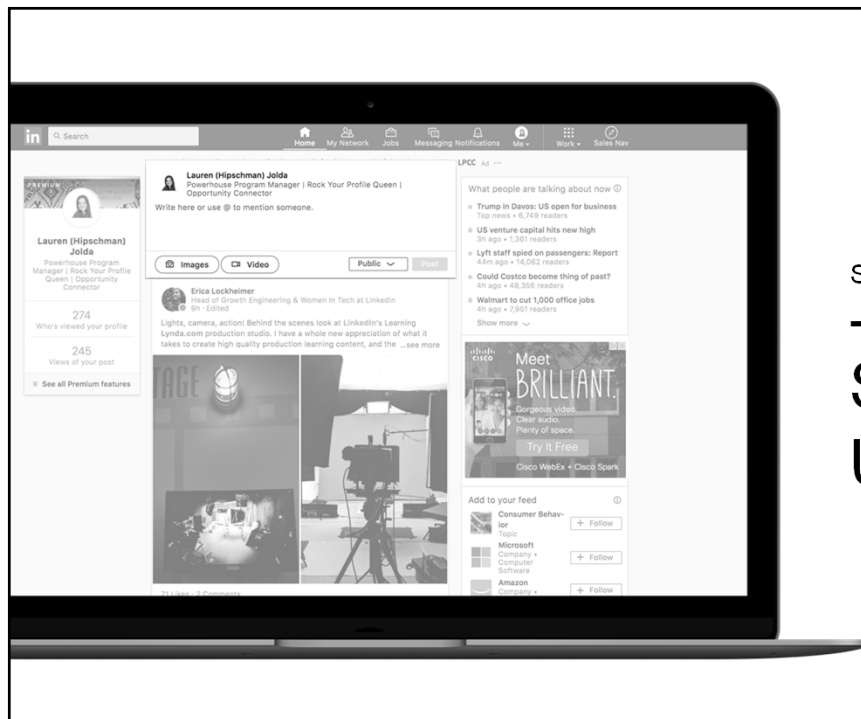
Updates

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



Publishing

Deeply explore topics that matter to you, then watch the comments to see your impact



SHARING UPDATES

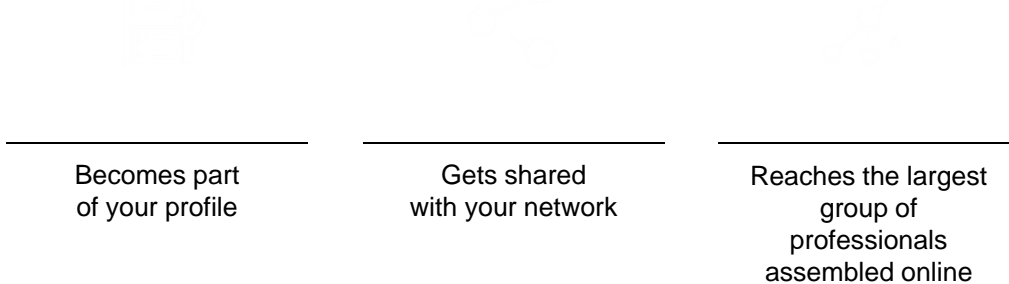
—
Share Status
Updates

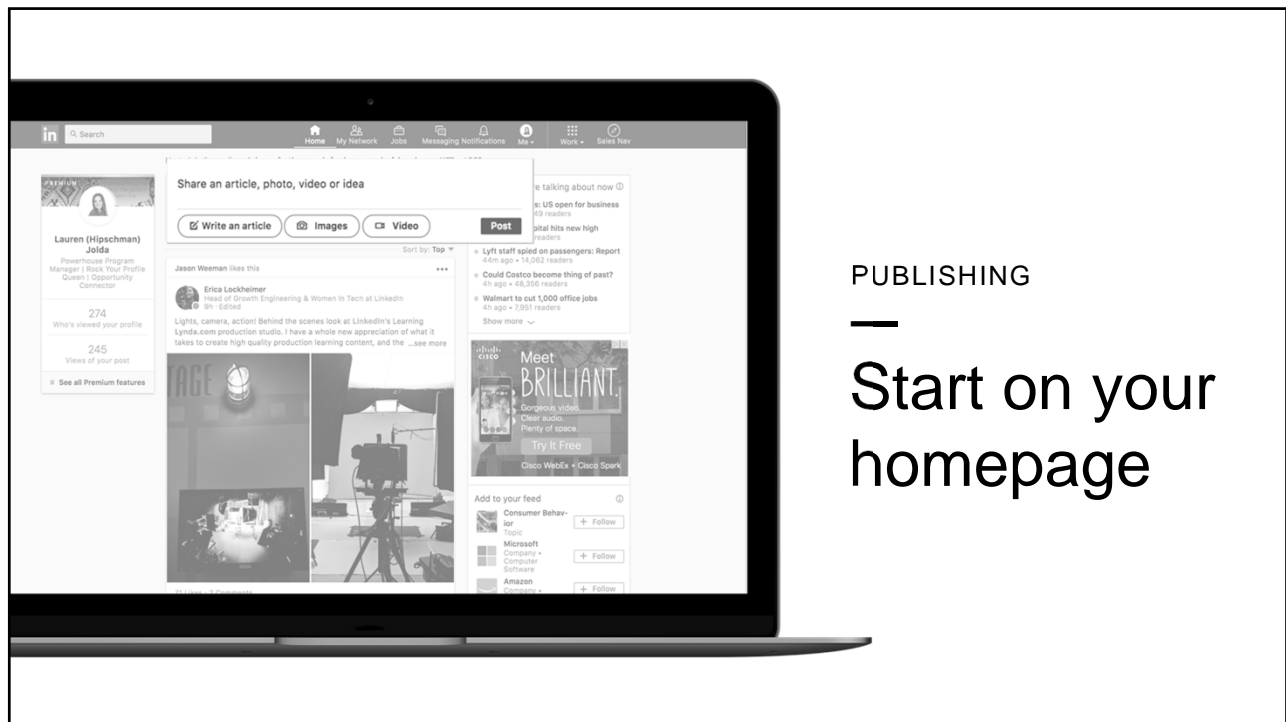


Best practices for sharing updates

1. Share your authentic voice
2. Post frequently
3. Start a conversation or share your point of view
4. Include rich media to increase engagement
5. Create an opportunity for reciprocity

Publishing on LinkedIn





Best practices for publishing content

1. Create a headline that captures attention
2. Include a photo to stand out
3. Be authentic, use your voice
4. Think about your audience

PUBLISHING

Track your progress

Follow Industry Leaders

Roy Snell • 2nd
CEO at Society of Corporate Compliance and Ethics
Greater Minneapolis-St. Paul Area

SCCE/HCCA
Saint Mary's University of Minnesota
See contact info

Gerry Zack • 2nd
Incoming CEO at SCCE & HCCA

Society of Corporate Compliance and Ethics...
Loyola University Maryland

Health Care Compliance Association (HCCA)
Nonprofit Organization Management • Minneapolis, MN • 21,222 followers

3 connections work here. See all 1,063 employees on LinkedIn →

[View in Sales Navigator](#) [See jobs](#)

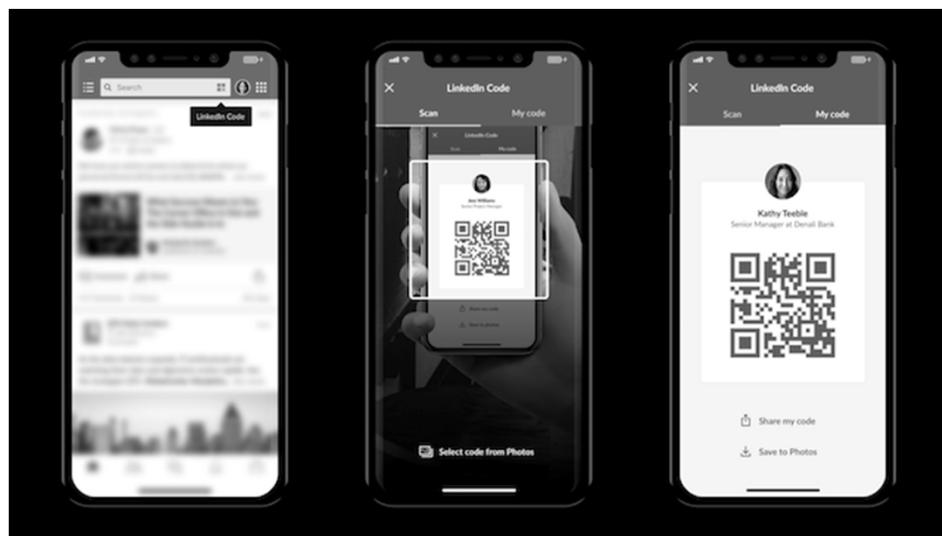
Society of Corporate Compliance and Ethics (SCCE)
Nonprofit Organization Management • Minneapolis, MN • 38,785 followers

2 connections work here. See all 88 employees on LinkedIn →

[View in Sales Navigator](#) [See jobs](#)

Questions?

One Last Thing



Thank You