

Linked in

Rock Your Profile



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Account Executive: Advocacy, Government & Non-Profits  
LinkedIn Marketing Solutions

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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                  |

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OUR VISION

Create economic opportunity for every member of the global workforce

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OUR MISSION

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

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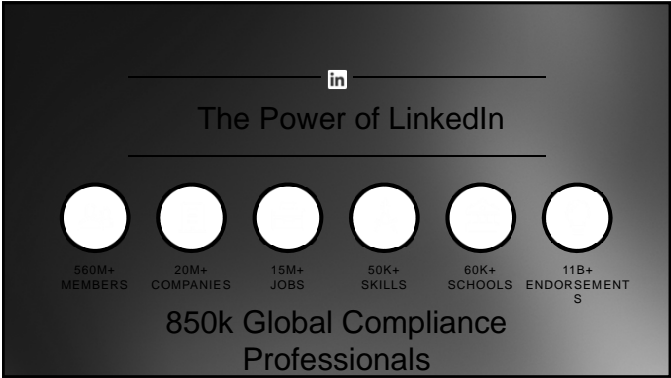
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Our Vision,  
Realized

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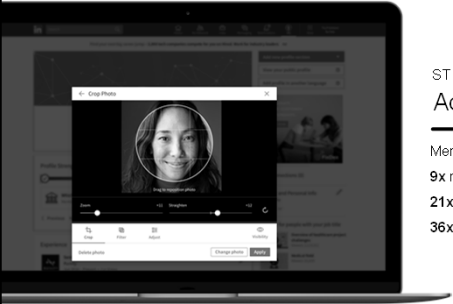
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STEP ONE

**Add a photo**

Members with a photo get up to:

- 9x more connection requests
- 21x more Profile views
- 36x more messages

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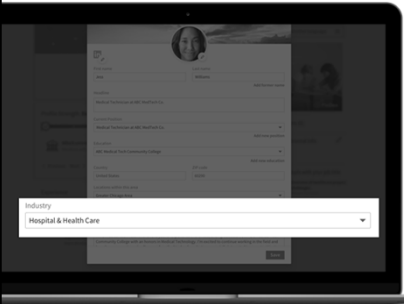
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STEP TWO

### 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

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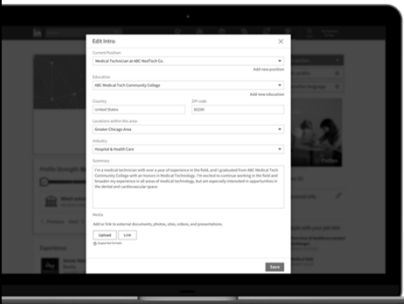
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STEP THREE

### Draft a compelling summary

Your "elevator pitch"

Focus on career accomplishments and aspirations

**40+** words

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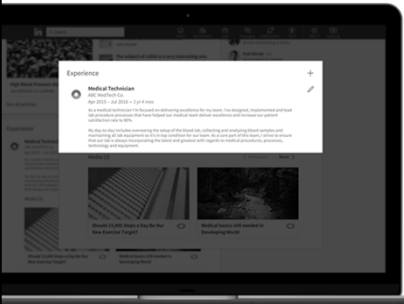
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STEP FOUR

### Detail your work experience

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

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

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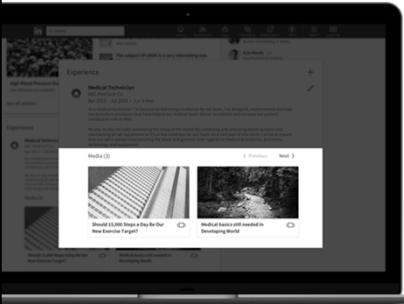
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STEP FIVE

### Add Examples of Your Work

Upload photos, presentations, and videos

Give a dynamic, visually appealing representation of your professional story

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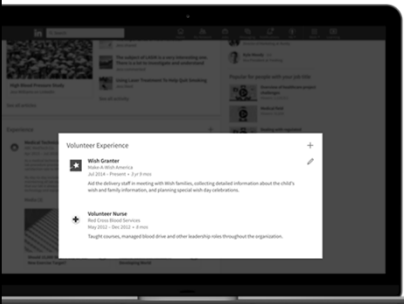
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STEP SIX

### Add Volunteer Experience

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

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### Build Thought Leadership: Your Voice on LinkedIn

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## 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

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SHARING UPDATES

## Share Status Updates

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## 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

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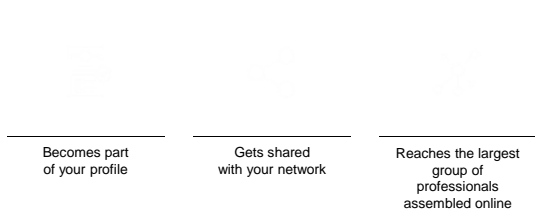
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## Publishing on LinkedIn



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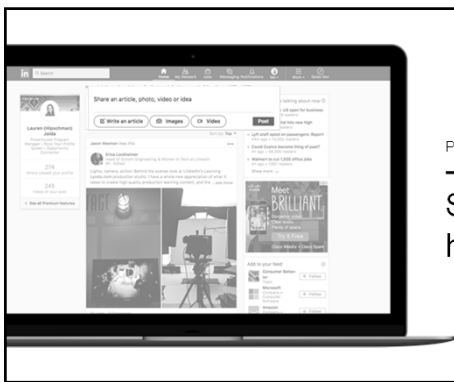
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PUBLISHING

Start on your homepage

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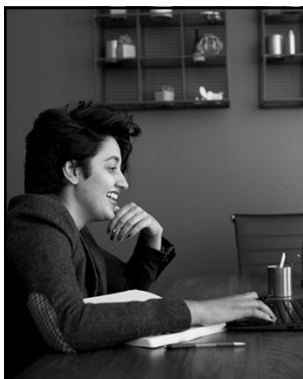
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## Best practices for publishing content

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

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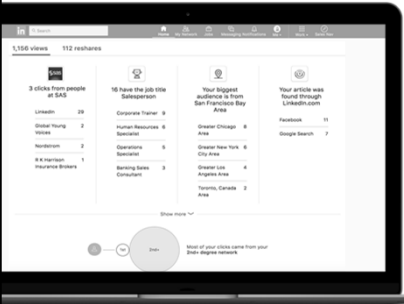
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PUBLISHING

Track your progress

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### Follow Industry Leaders



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



**Gerry Zack** • 3rd  
Incoming CEO at SCCE & HCCA



**Health Care Compliance Association (HCCA)**  
Nonprofit Organization Management • Minneapolis, MN • 21,022 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](#)

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Questions?

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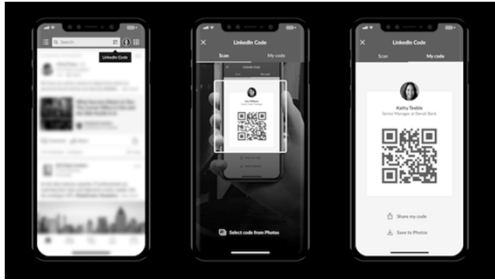
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## One Last Thing



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Thank You

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