# Rock Your Profile

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

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## Our Agenda

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Get to know LinkedIn
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 LinkedIn?

OUR VALUE PROPOSITION

Connect to Opportunity
The Power of LinkedIn

850k Global Compliance Professionals

Our Vision,
Realized
Your Profile, Your Story

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
STEP SIX
Add Volunteer Experience

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

Build Thought Leadership: Your Voice on LinkedIn
Sharing updates vs. publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK

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**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
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

Becomes part of your profile
Gets shared with your network
Reaches the largest group of professionals assembled online
PUBLISHING

Start on your homepage

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
Follow Industry Leaders

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

View in Sales Navigator
See jobs

Society of Corporate Compliance and Ethics (SCCE)
Nonprofit Organization Management • Minneapolis, MN • 94,786 followers
***

View in Sales Navigator
See jobs

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

Gerry Zacz • 2nd
Incoming CEO at SCCE & HCCA

LinkedIn
1,116 views 112 reshares

3 clicks from people at SAS

LinkedIn 20

Great Young Voices 2

Nordson 2

E J Harrison 1

Insurance Brokers

16 have the job title
Salesperson

Corporate Trainer 9

Human Resources Specialist

Operations Specialist

Banking Sales Consultant

Your biggest audience is in
San Francisco Bay Area

Greater Chicago Area

Greater New York City Area

Greater Los Angeles Area

Toronto, Canada Area

Show more
Next all your clicks came from your
data engine network
Questions?

One Last Thing
Thank You