Rock Your Profile

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

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
The Power of LinkedIn

- 550M+ Members
- 20M+ Companies
- 150M+ Jobs
- 50k+ Skills
- 60k+ Schools
- 11B+ Endorsements

850k Global Compliance Professionals

OUR VALUE PROPOSITION

Connect to Opportunity

Why LinkedIn?

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

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**

<table>
<thead>
<tr>
<th>Updates</th>
<th>Publishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share links, articles, images, quotes or anything else your followers might be interested in</td>
<td>Deeply explore topics that matter to you, then watch the comments to see your impact</td>
</tr>
</tbody>
</table>

### 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
PUBLISHING

Track your progress

Follow Industry Leaders

Questions?
One Last Thing

- Image of three mobile screens showing various applications.

Thank You

- Screen with a dark background and text saying 'Thank You.'