Welcome to Rock Your Profile

Matt Ross
LinkedIn Marketing Solutions: Government & Associations

Our agenda

01 Get to Know LinkedIn
02 Your Profile, Your Story
03 Build Thought Leadership
04 Gain Knowledge and Insights
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

OUR VALUE PROPOSITION

Connect to opportunity
The Power of LinkedIn

- 630M+ Members
- 30M+ Companies
- 20M+ Jobs
- 50K+ Skills
- 90K+ Schools

Your profile, your story
STEP 1

Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages

STEP 2

Add your headline

Stand out with headline that tells people who search for you the value you bring to an organization.
STEP 3
Draft a compelling summary

Your “elevator pitch”
Focus on career accomplishments and aspirations
40+ words

As a sales leader with over 25 years of experience, I’m passionate about connecting customers into solutions that help grow and scale their software businesses. My sales organization is focused on delivering excellence, delighting customers and solving large software challenges at scale. Leadership is a privilege, and I feel fortunate to lead an organization where employees connect into their passion and purpose every day. I believe that culture and talent help us bring our mission to life.

STEP 4
Detail your work experience

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

- 5x more connection requests
- 8x more Profile views
- 10x more messages
STEP 5
Add examples of your work

Upload photos, presentations, and videos
Give a dynamic, visually appealing representation of your professional story

STEP 6
Add skills & get endorsed

Members who add 5 or more skills receive up to 17x more Profile views
STEP 7

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

- 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
5. Article length matters
Track your progress

Gain Knowledge and Insights
SEARCH AT SCALE

Advanced search filters help you find what’s important

CUSTOMIZE YOUR FEED

See the news, content and posts that matter most