Linked in

Welcome to Rock Your Profile



Matt Ross

LinkedIn Marketing Solutions: Government & Associations

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ROCK YOUR PROFILE

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



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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

5

OUR VALUE PROPOSITION

Connect to opportunity



The Power of LinkedIn



630M+ MEMBERS



30M+ COMPANIES



20M+ JOBS



50K+ SKILLS

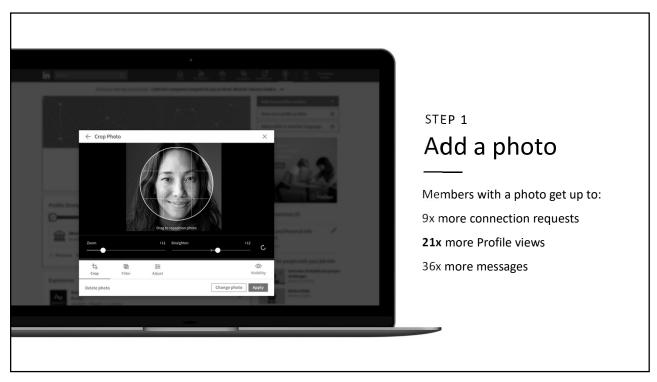


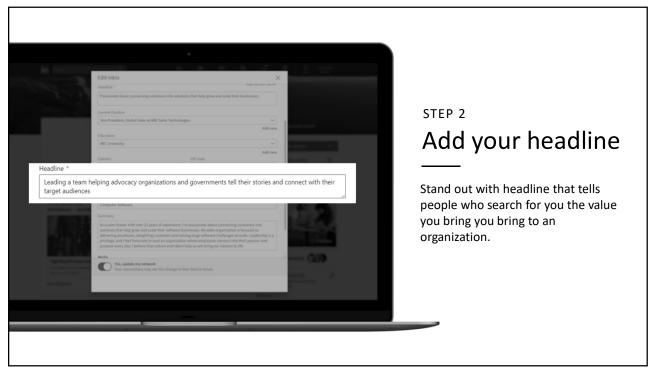
90K+ SCHOOLS

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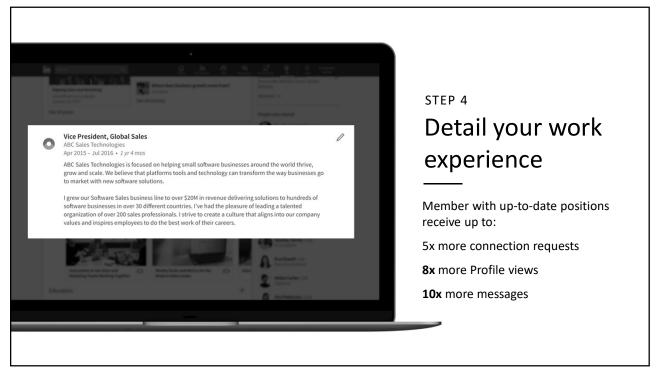
Your profile, your story

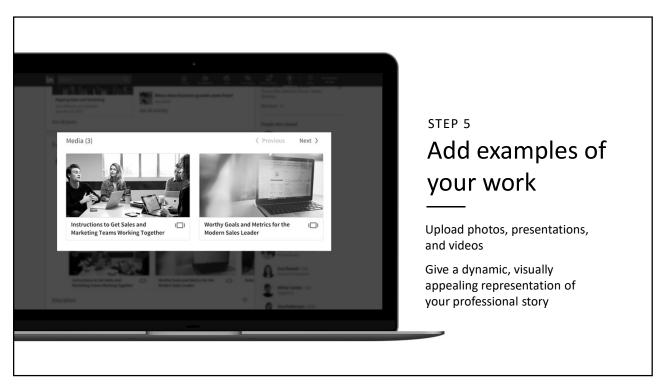


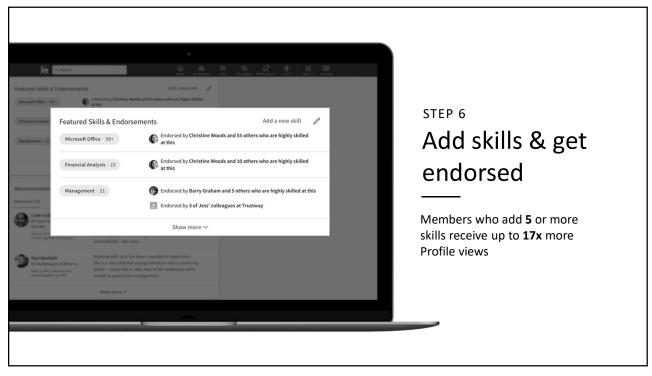


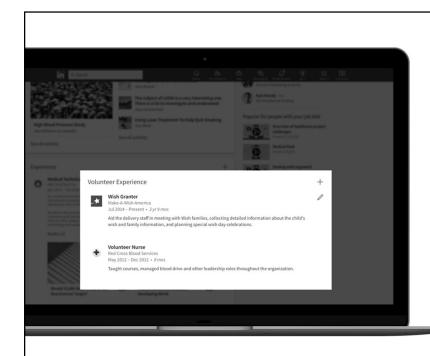












Add volunteer experience

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



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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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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Publishing on LinkedIn



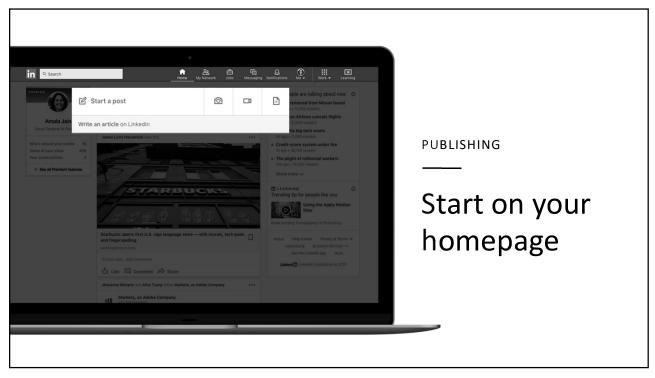
Becomes part of your profile



Gets shared with your network



Reaches the largest group of professionals assembled online





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

