

A close-up, shallow depth-of-field photograph of a white computer mouse on a wooden desk. The mouse is the central focus, with a rainbow-colored light strip visible along its bottom edge. In the background, a keyboard with orange keys is visible, but it is out of focus. The lighting is warm and bright, creating a professional and modern atmosphere.

LinkedIn® Marketing Solutions

Rock Your LinkedIn Profile

#LINKEDINTHEKNOW

# Learning Objectives

## Develop

A stellar LinkedIn profile with skills and accomplishments that represent you, what you stand for and what you are passionate about.

## Grow

Your professional skills everyday by stay informed on the latest news and insights from industry leaders, relevant content and groups.

## Build

Your online brand by the latest industry news and your opinion and thought leadership with your audience.

# Agenda

Welcome Lunch and Intros  
LinkedIn Vision  
Your Professional Brand  
6 Simple Steps to Rock Your Profile  
How to Stay Informed  
Questions  
Keep In Touch!



A dimly lit office scene with people working at a table. In the foreground, a person's hand is visible, holding a pen over a notebook. The table is cluttered with various items: a laptop, a glass of iced coffee, a white mug, a pair of glasses, and several notebooks. The background shows other people working, creating a busy, collaborative atmosphere. The overall lighting is soft and focused on the work area.

LinkedIn's Vision

Create economic opportunity for  
every professional in the world



# Building the Professional Knowledge Graph

## THE ECONOMIC GRAPH




A dimly lit office interior with people working at a table in the background. The scene is viewed through a doorway or opening, with a green poster on the left wall and a wooden table in the foreground. The ceiling has exposed pipes and several pendant lights.

LinkedIn's Marketing Solutions' Mission

Be the most effective platform for  
marketers to engage with professionals

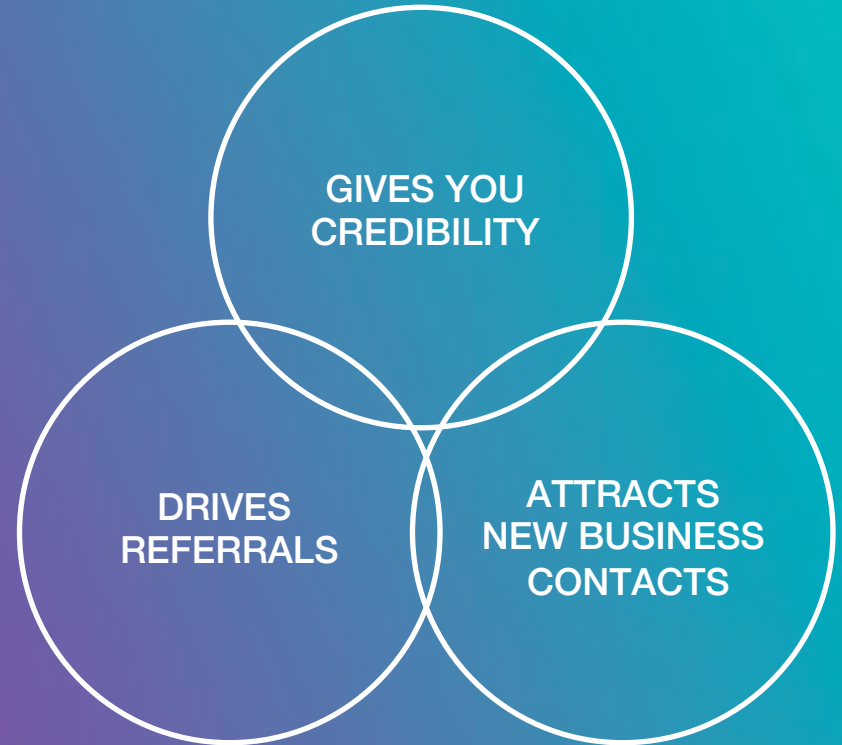


A person is sitting on a light-colored couch, focused on a silver laptop. They are wearing a grey t-shirt and dark pants. A pink and white striped pillow is behind them. In the background, another person is lying on the couch, wearing a blue and white striped shirt and grey pants, with their arms crossed. The scene is set in a bright, modern living room with a patterned rug and a wooden chair visible in the distance.

Whether you're just starting out,  
or well on your way



Your professional brand is the key to all new opportunities, to build your brand and set yourself up for success.



## Custom Header Image

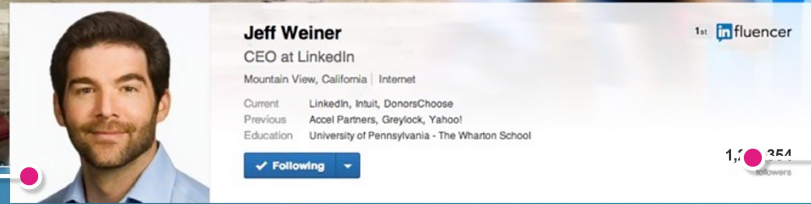
Visually enhance your profile to reflect your unique professional brand.

## Profile Summary

An overview of the member's professional experience, including the member's current position and location as well as previous experience and education.

## Posts

Original content users contribute to LinkedIn. This content is shared with the member's connections and followers.



Jeff Weiner  
CEO at LinkedIn  
Mountain View, California | Internet

Current LinkedIn, Intuit, DonorsChoose  
Previous Accel Partners, Greylock, Yahoo!  
Education University of Pennsylvania - The Wharton School

1,324 followers

Following


+ Note | Reminder | How you met | Tag

RE: Introducing Sponsored Updates to the world 10 months ago  
7/23/2013 via Outlook Mail

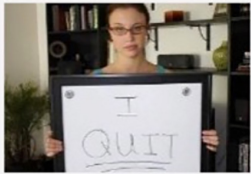
See More

Posts


Published by Jeff See more ▶



**Avoiding the Unintended Consequences of Casual...**  
June 2, 2014



**Three Musts to Retaining Superstar Talent**  
May 5, 2014



**Just Because You Said it, Doesn't Make it So**  
April 28, 2014

Background

Summary

Internet executive with over 19 years of experience, including general management of mid to large size

## Followers

The number of people that chose to receive updates when the user shares content.

## Summary

A snapshot of the member's professional journey, goals, and specialties. The summary is a more personal overview of your career.

# 6 Simple Steps to Rock Your Profile

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1

2

3

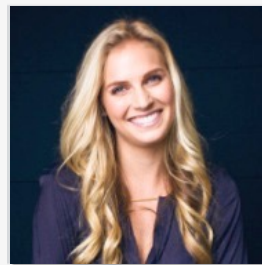
# Add a professional photo

4

**14X** MORE LIKELY TO BE VIEWED IF HAVE PHOTO

5

6



**Colene Mitchell**

Building the World's Favorite UIs, One Pixel at a Time  
San Francisco Bay Area | Internet

Current LinkedIn  
Previous LinkedIn, Laurus Strategies  
Education The University of Georgia

Send a message

300  
connections

[www.linkedin.com/in/colenemitchell/en](https://www.linkedin.com/in/colenemitchell/en)

Contact Info

## Background



### Summary

Working at LinkedIn, I am able to combine my experience in recruiting with my love of sharing knowledge to help recruiters become more successful.

In my spare time, I love to educate candidates on how to maximize their job search. By teaching them the tools available and helping them improve their interviewing skills, they are ultimately able to find the next great step in their careers.

Specialties include: Training, Public Speaking Coaching, Project Management and Process Improvement.



LinkedIn's Vision for the Next 10 Years

1

2

Write an attention-grabbing headline

3

EXPLAIN WHAT IT IS YOU DO  
SHOW YOUR PASSION AND VALUE

4

5

6



Colene Mitchell

1st

Building the World's Favorite UIs, One Pixel at a Time

Current LinkedIn  
Previous LinkedIn, Laurus Strategies  
Education The University of Georgia



Reid Hoffman influencer 2nd [Following]

Entrepreneur. Product Strategist. Investor.  
San Francisco Bay Area • Internet

background



Michael Susi 1st

Designing Wellness Programs that Help People Unleash Their Greatness  
San Francisco Bay Area • Health, Wellness and Fitness

In my spare time, I love to educate candidates on how to maximize their job search. By teaching them the tools available and helping them improve their interviewing skills, they are ultimately able to find the next



Mike Gamson 2nd

Passionate about investing in people  
Greater Chicago Area • Internet

THE ECONOMIC GRAPH



LinkedIn's Vision for the Next 10 Years

1

2

3

Draft a compelling summary

4

40 WORDS OR MORE  
INCLUDE KEYWORDS BUT  
NOT BUZZWORDS

5

FOCUS ON CAREER  
ACCOMPLISHMENTS

6

**Colene Mitchell** 1st  
Building the World's Favorite UIs, One Pixel at a Time  
San Francisco Bay Area · Internet

Current LinkedIn  
Previous LinkedIn, Laurus Strategies  
Education The University of Georgia

Send a message

300 connections

### Background

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LinkedIn's Vision for the Next 10 Years

LinkedIn's Vision for the Next 10 Years



1

2

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Detail your past work experience

**12X** MORE LIKELY TO BE VIEWED IF HAVE MORE THAN 1 POSITION LISTED.



## Experience

### Sr. Customer Success Consultant

LinkedIn

January 2014 – Present (1 year 4 months) | San Francisco Bay Area



As a Strategic Recruitment Product Consultant at LinkedIn, I'm committed to helping our strategic clients attract, recruit, and hire top talent. This goal is accomplished by understanding each client's unique recruitment and employment branding challenges, then developing a customized solution to positively effect change within their organization. I work closely with Talent Acquisition, Website Design, Employment Branding and Marketing to ensure each client's suite of products are maximized to the fullest. Additionally, I drive customer adoption of existing SaaS product lines, as well as, new product releases in tandem with our product marketing teams.



LinkedIn for Students: Top Five Profile To-Do's



How to Change Your Culture for Passive Talent

### Recruitment Product Consultant

LinkedIn

September 2012 – January 2014 (1 year 5 months) | Greater Chicago Area



As a Recruitment Product Consultant at LinkedIn, I'm committed to helping our clients attract, recruit, and hire top talent. This goal is accomplished by understanding each client's unique recruitment and employment branding challenges, then developing a customized solution to positively effect change within their organization. I work closely with Talent Acquisition, Website Design, and Marketing to ensure each client's suite of products are maximized to the fullest. Additionally, I drive customer adoption of existing product lines, as well as, new product releases in tandem with our product marketing teams.

### Client Manager

Laurus Strategies



1

2

3

Add skills and get endorseme

4

INCLUDE A MIX OF HIGH LEVEL AND NICHE SKILLS.

5

6



Education

The University of Georgia

Bachelor of Arts (B.A.), Business, Communication  
2000 – 2003



Activities and Societies: Delta Phi Lambda



Skills

Top Skills

99+	Recruiting	
99+	Talent Acquisition	
45	Talent Management	
36	Account Management	
29	Human Resources	
28	CRM	
25	Sales	
24	Social Networking	
22	Strategy	
20	Social Media	

Colleen knows about...

20 Management 19 Leadership 17 Applicant Tracking... 16 Strategic Planning

1

2

Include volunteer experiences & causes

3

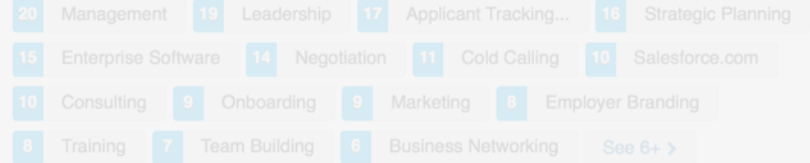
ALMOST HALF OF ALL HIRING MANAGERS SAY THEY VIEW THEM AS EQUIVALENT TO FORMAL WORK.

4

5

6

Colleen knows about...



### Volunteer Experience & Causes

#### Board Member

A Ban Against Neglect (ABAN)

March 2012 – Present (3 years 2 months) | Economic Empowerment

ABAN works with street girls in Ghana to teach them a trade (sewing), help them make money, and prepare them for a future off the streets. These girls sew products out of local fabrics, and plastic water bags -- we sell those products around the US and at aban.org.



#### Volunteer

Menstrupedia

January 2015 – Present (4 months) | Children

Menstrual health adversely impacts millions of lives. Menstrupedia will enable parents at scale to teach their daughters about this topic in a way that would otherwise be taboo.



#### Volunteer

Rising International

March 2011 – Present (4 years 2 months) | Civil Rights and Social Action

Giving someone the gift of education and seeing what they can accomplish is one of the most satisfying experiences I've ever had.



Recommendations



You are \_\_\_\_ times more likely to be viewed if you have a professional photo.



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What should you include in your  
professional summary?



# Stay Informed

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**Rock your professional brand**

# The most relevant professional news and knowledge



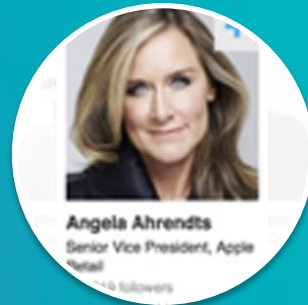
SlideShare



Groups



Pulse



Influencers &  
Publishing

Find and  
join groups

Participate in discussions  
related to your industry

https://www.linkedin.com/pulse/discover/trk=tod3-top-nav-filter

PREMIUM Search for people, jobs, companies, and more... Advanced

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**HBR** Harvard Business Review 1,000,000 members Member

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Sort by: Recent

Samir EMILE Retired Leadership Consultant Manager's Choice

**CEOs with integrity deliver better financial results - HBR**  
[https://hbr.org/2015/04/measuring-the-return-on-character/?utm\\_campaign=Socialflow&utm\\_source=Socialflow&utm\\_medium=Tweet](https://hbr.org/2015/04/measuring-the-return-on-character/?utm_campaign=Socialflow&utm_source=Socialflow&utm_medium=Tweet)

**Measuring the Return on Character**  
HBR.org - CEOs who are rated high on four moral principles deliver better financial results than those who aren't.

Comment (3) • Like (9) • Follow 15 hours ago

See all comments

**Yi-Jie Eugene Chen**  
CEOs are top leaders of companies and leaders take the followers to go through ups and downs. Genuine CEOs can take the followers to deliver better performance. CEOs without integrity can cheat others in the short term but cannot ... [more](#)

Like (9) • Reply privately • Report spam 12 hours ago

**Bert Robinson**  
Lukasz, Yes. But when we look at our financial sector and especially Wall Street do not exactly synonymous with integrity.

Like (2) • Report spam 10 hours ago

Add a comment...

**Amy Gallo** Contributing editor, Harvard Business Review

**Have you ever confronted someone who was taking credit for your work?**

I'm working on a piece for HBR.org and am interested in hearing your stories about how you've responded when your boss or your peer accepts the congratulations that's rightfully yours or even says that the success was their doing... [more](#)

**Give Credit Where It's Due**  
HBR.org - You might remember the FedEx commercial "Stolen Idea". A boss asks his team for cost-cutting ideas and a young staffer suggests opening a

Comment (2) • Like (3) • Follow • Report spam 4 hours ago

**See what's new**  
We've made some improvements to make your experience better! To read more about how we've updated Groups, visit our [Help Center](#).

**Your group contribution level**  
Start by commenting in a discussion. Group participants get 4x the number of profile views.

Finding an Audience

**LinkedIn Ads**

**Zegna Suits for Less**  
Shanghai's Master Tailors tour the U.S. Get measured for your perfect suit!

**Bring Your Brand To Life!**  
Let Verdict Digital create stunning content to breathe life into your brand

**Looking for a job?**  
Search jobs, update your resume and get hired faster with CandidateBroker!

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https://www.linkedin.com/pulse/discover/hrk=tod3-top-nav-filter
















in PREMIUM Search for people, jobs, companies, and more... Advanced

Home Profile Connections Jobs Interests Business Services Go to Recruiter

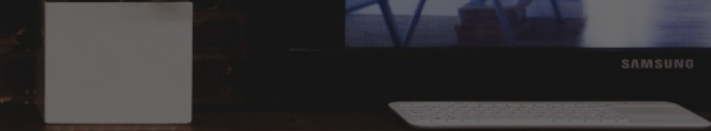
**Pulse** The news and insights you need to know.  
Your News Top Posts Discover

**A SMARTER READ IN MORE WAYS THAN ONE**  
Follow what interests you to get personalized news and insights.

Recommended for you

 <b>Liz Ryan</b> CEO and Founder, Human Workplace 505,485 followers	 <b>Robert Herjavec</b> Shark on ABC's Shark Tank, Founder of Herjavec Group, 446,576 followers	 <b>Blake Mycoskie</b> Chief Giver at TOMS 45,431 followers	 <b>Tony Heleh</b> CEO at Zappos.com 129,662 followers	 <b>A.J. Jacobs</b> Author, Lecturer and Editor at Large at Esquire magazine 38,054 followers
 <b>Economy</b> 5,305,890 followers	 <b>Online Advertising</b> 407,616 followers	 <b>Big Data</b> 1,786,139 followers	 <b>Android Community</b> 6,068 followers	 <b>Techonomy</b> 9,502 followers
 <b>Michelle Rhee</b> Founder / CEO at StudentsFirst 146,702 followers	 <b>Phil Baumann</b> Strategist at Telus 99,236 followers	 <b>Brian Wong</b> Founder and CEO at Kip 82,549 followers	 <b>Bruce Broussard</b> President and CEO at Humana 68,978 followers	 <b>Joe Mansueto</b> Morningside CEO 48,901 followers

Discover content relevant to you





# Gain insights from top industry leaders

LinkedIn influencer is a megaphone for the world's top minds to broadcast their thoughts to the largest group of professionals ever assembled



**Deepak Chopra**  
Founder, Chopra  
Foundation



**Barack Obama**  
The President of  
the United States



**Bill Gates**  
Co-chair, Bill & Melinda  
Gates Foundation



**Angela Ahrendts**  
Senior VP  
Retail & Online, Apple



**Jim Kim**  
President,  
The World Bank



**Mary Barra**  
CEO,  
General Motors



**Narendra Modi**  
Prime Minister  
of India

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are CEOs, Chairmen or Founders

**230+ Influencers**  
are published authors

**~347M Professionals**  
are on LinkedIn

LinkedIn influencer features  
~500 top business minds  
who write and share on LinkedIn



# Sharing updates vs. publishing posts



## UPDATES

Share links, articles, images, quotes or anything else your followers might be interested in.



## POSTS

Deeply explore topics that matter to you, then watch the comments to see your impact.

# Publish a Post

## Helping you grow and engage your network

Your posts (1)

Writing ideas (3)

Save

Publish

With Twitter still deep in a re-org, can Jack Dorsey also credibly run Square? #TwitterReorg

[Write about this](#)

First fantasy sports, now the Aussie Open. Any second thoughts on #onlinebetting?

[Write about this](#)

What are your tech predictions for 2016? #tech2016



Add an image to bring your post to life

Images that are at least 700 x 400 pixels look best.



Tyrona (Ty) Heath

Global Agency and Partner Program Lead at LinkedIn

### Write Your Headline

h1 h2 “

**B** *I* U **F**

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☰ ☰

🔗 📷 🎥 <>





Top Posts



Recruiting & Hiring



Leadership &...



Social Media



Marketing &...



Professional Women



Big Data



Entrepreneurship



Pulse

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**Laura Roeder**  
Founder at MeetEdgar.com

Follow

# I'm a Woman in Tech, But Even I Didn't "Get It" Until This Week

Feb 1, 2016 | 13,550 views | 519 Likes | 88 Comments | [in](#) [f](#) [t](#)

After 10 years as a business owner, I encountered a specific kind of sexism this week that I've actually never come across before.

Is the #NewEconomy really all that New?



Dr. Travis Bradberry

This Restaurant Owner Issued a Remarkable Response to the New York Times. Here Are th...

Justin Bariso

Every Manager Should Be Able To Answer These Business Questions

Bernard Marr

The Everyday Habit That's Killing You: Here's a \$25 fix

Ryan Holmes

Apple Music Didn't Kill Spotify. Amazon's New Streaming Service Won't, Either.

Katie Carroll



**Justin Bariso**

Founder and Principal at INSIGHT | Author | Speaker

Follow

# This Restaurant Owner Issued a Remarkable Response to the New York Times. Here Are the Takeaways

Jan 31, 2016

110,455 views

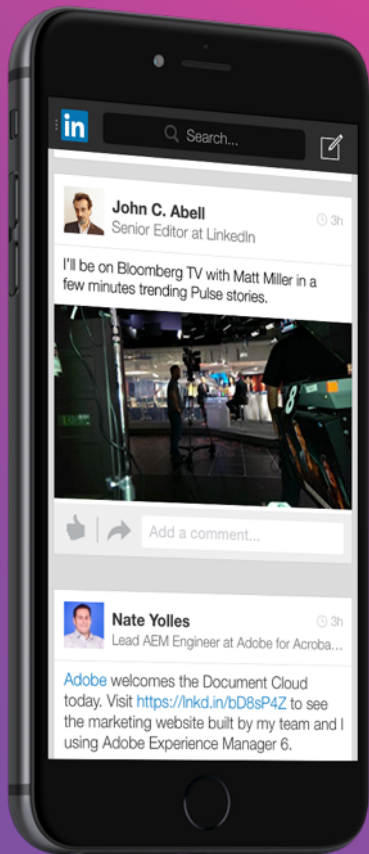
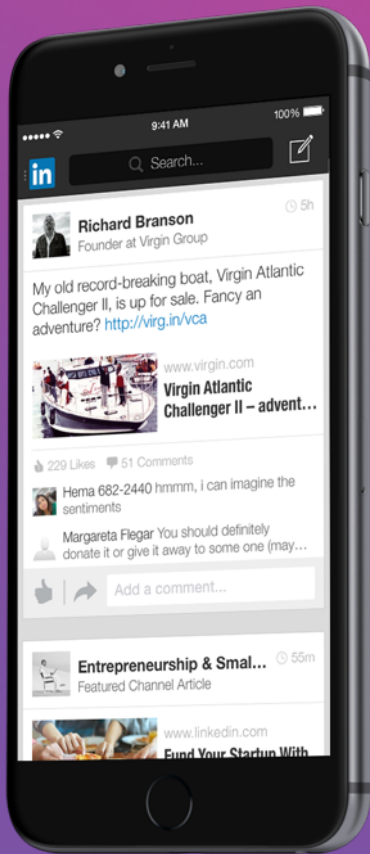


1,392 Likes



147 Comments





Share content with  
status updates

Include links to content  
or upload photos



**Penny Price** commented on this

3h



**Allyson Resh**

Partner Enablement Lead at LinkedIn

That moment when you're reading a really insightful article and realize it was written by your former boss **Shafqat Islam** (somehow I missed the byline).



### 10 predictions for content marketing in 2016

**mashable.com** • In 2015, we reached peak content marketing. That means we're going to be suffering from the hangover as things get real.

Like • Comment • Share • 21 4

Show previous comments



**Penny Price** Love the piece. I'd say I'm really bullish on #3 and #4. Has to happen and it will be transformative. I'm less bullish on #7 being realized this... show more

3h



**Fabrizio Capocasale** Very Nice article.. The #10 is usually what happen in starts up. Small team covering up different position that make things happen! In my... show more

1h

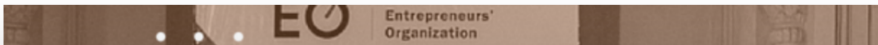
Add a comment...



**Entrepreneurs' Organization** shared:

Following • 2h

Today, EO is excited to launch our #EOBeyondBorders campaign, filled with stories, pictures and videos that capture our rich, vibrant and diverse global community of students and entrepreneurs.



14 ways to keep in touch



**Shahid Wazed** has a work anniversary.

Celebrating 3 years at Shahid Wazed International

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Comment

Skip



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BY MERIDIAN

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Name 3 of the top 5 most followed  
LinkedIn Influencers





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What are some ways to stay  
informed on LinkedIn?

A person with long blonde hair, wearing a blue shirt, is sitting at a desk and writing in a spiral notebook with a black pen. The desk is cluttered with various items: a white coffee cup on a saucer, a laptop, another notebook, and a pen. The background is slightly blurred, showing what appears to be an office or meeting room setting. The overall lighting is soft and somewhat dim, creating a focused and professional atmosphere.

Now, let's rock your profile!

**LinkedIn**® Marketing Solutions

#LINKEDINTHEKNOW