Welcome to the Power of LinkedIn

Amber Mercado
Learning Design and Development Specialist
Our agenda

01  Get to Know LinkedIn
02  Why LinkedIn?
03  Your Profile, Your Story
04  Beyond LinkedIn Profile
05  Q&A
06  Wrap Up
Get to know LinkedIn
Create economic opportunity for every member of the global workforce
Connect the world’s professionals to make them more productive and successful
Why LinkedIn?
Connect to opportunity
The Power of LinkedIn

- 610M+ 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
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.
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 volunteer experience

Members who add volunteer experience and causes get up to 6x more Profile views than those without
STEP 1

Add skills & get endorsed

Members who add 5 or more skills receive up to 17x more Profile views
STEP 2

Request a recommendation

Recommendations help build you credibility and validate your skills

- **Cathi Culbertson**
  VP, Event Marketing at NASA
  July 15, 2017, Cathy and Jess worked together at Trustway
  Jess is the most intelligent human being that I’ve worked with at Trustway. Not only is she smart, she is very kind to all her coworkers and treats the entire team as her equals. Her knowledge of the finance industry is unparalleled... see more

- **Paul Warhtell**
  VP, Marketing at Creative Co.
  April 15, 2017, Paul and Jess worked together at ITKX
  Working with Jess has been a wonderful experience. She is a very talented young individual with a promising future. I would like to take note of her leadership skills as well as great time management.

Show more →
And don’t forget about...

LOCATION  EDUCATION  PUBLICATIONS  ACCOMPLISHMENTS
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.
SHARING UPDATES

Share status 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
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

PUBLISHING
Gain Knowledge and Insights
GAIN KNOWLEDGE

Follow companies
Follow influencers

GAIN INSIGHTS
Advanced search filters help you find what’s important.
See the news, content and posts that matter most
Questions?