



Welcome to the Power of LinkedIn



Amber Mercado

Learning Design and Development Specialist

ROCK YOUR PROFILE

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



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

Why LinkedIn?



OUR VALUE PROPOSITION

Connect to opportunity



The Power of LinkedIn



610M+
MEMBERS



30M+
COMPANIES



20M+
JOBS



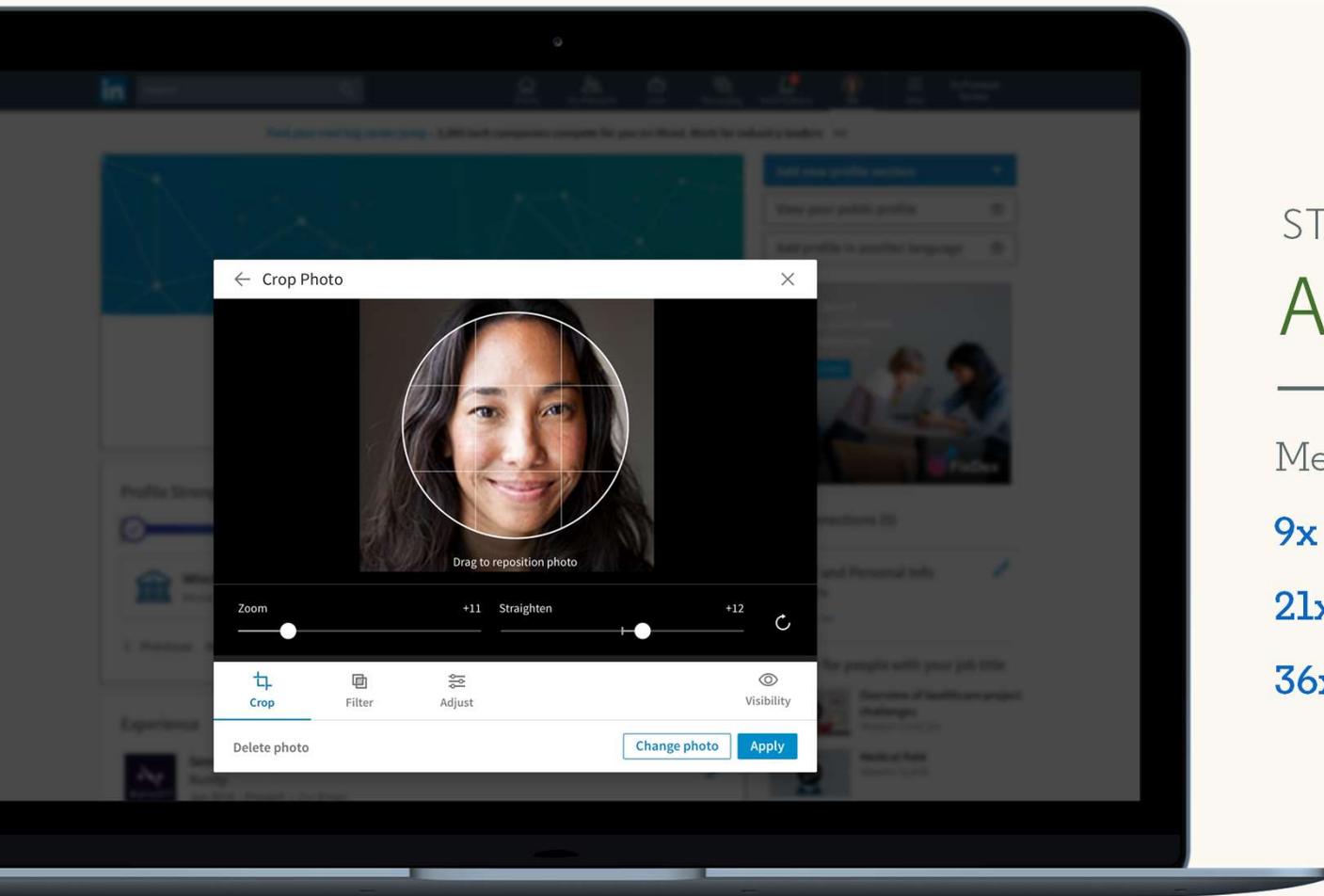
50K+
SKILLS



90K+
SCHOOLS

Your profile,
your story





STEP 1

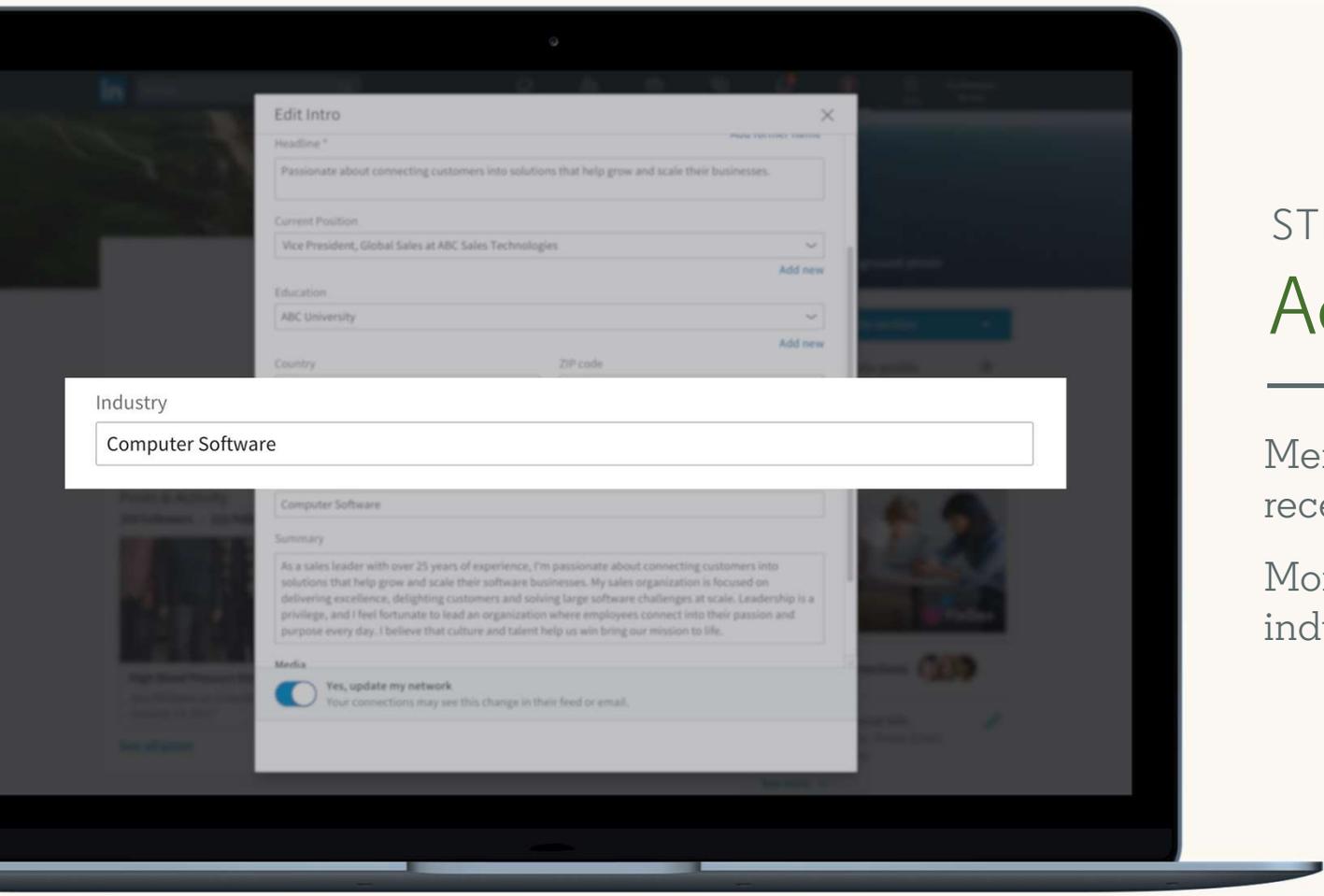
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages

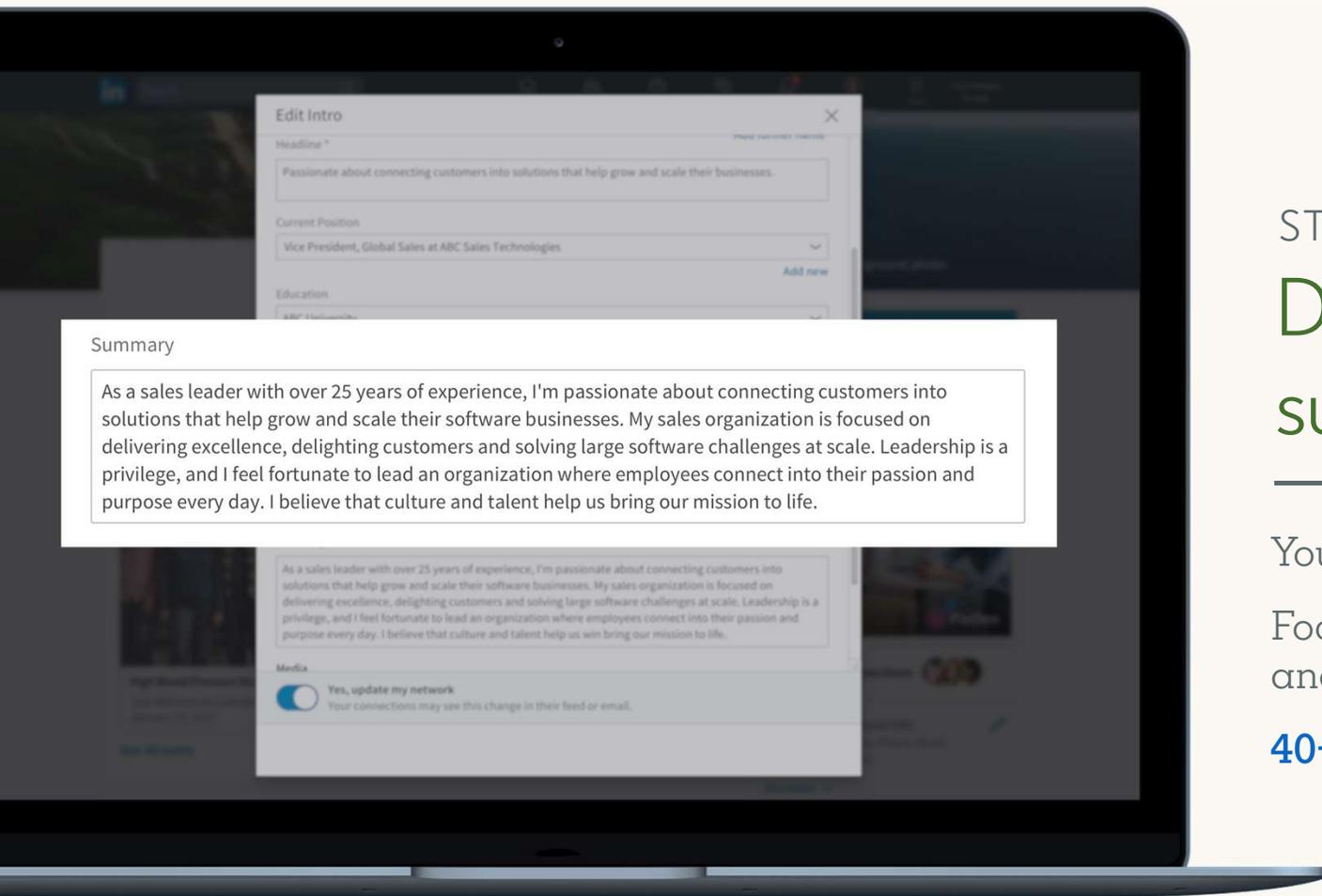


STEP 2

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.



Summary

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.

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 win bring our mission to life.

Media



Yes, update my network

Your connections may see this change in their feed or email.

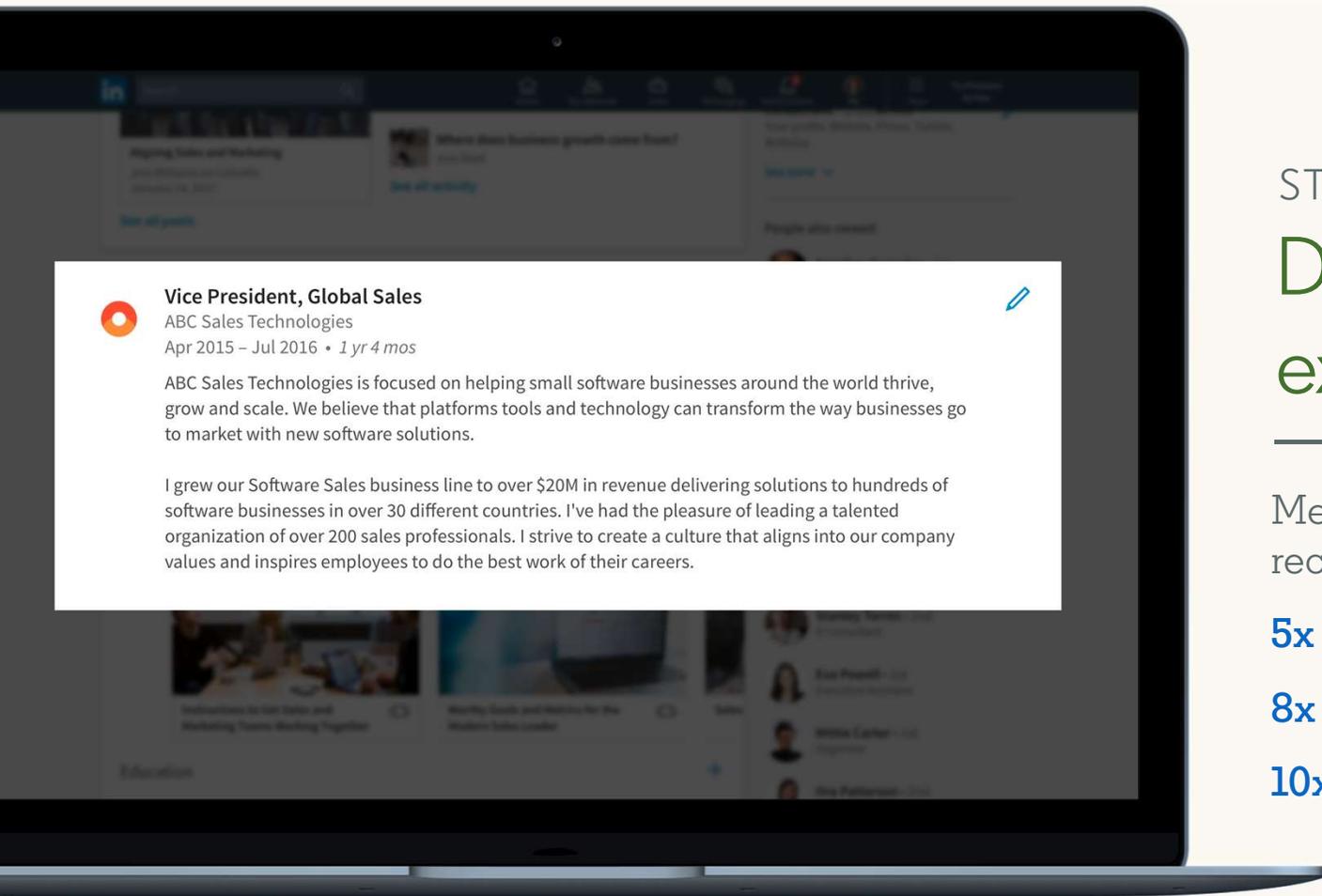
STEP 3

Draft a compelling summary

Your “elevator pitch”

Focus on career accomplishments and aspirations

40+ words



STEP 4

Detail your work experience

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

5x more connection requests

8x more Profile views

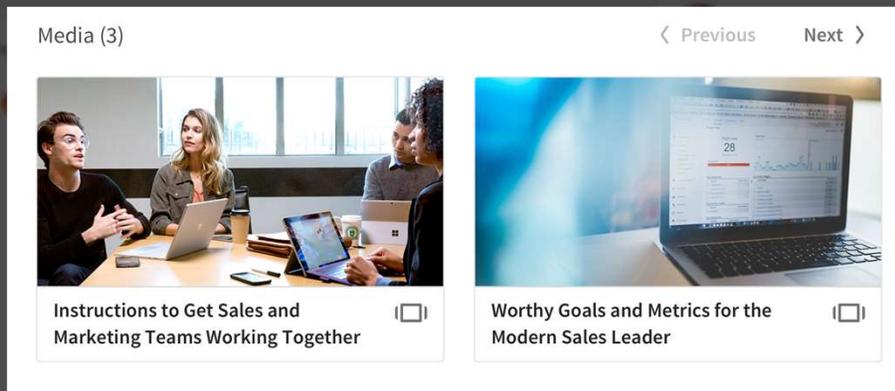
10x more messages

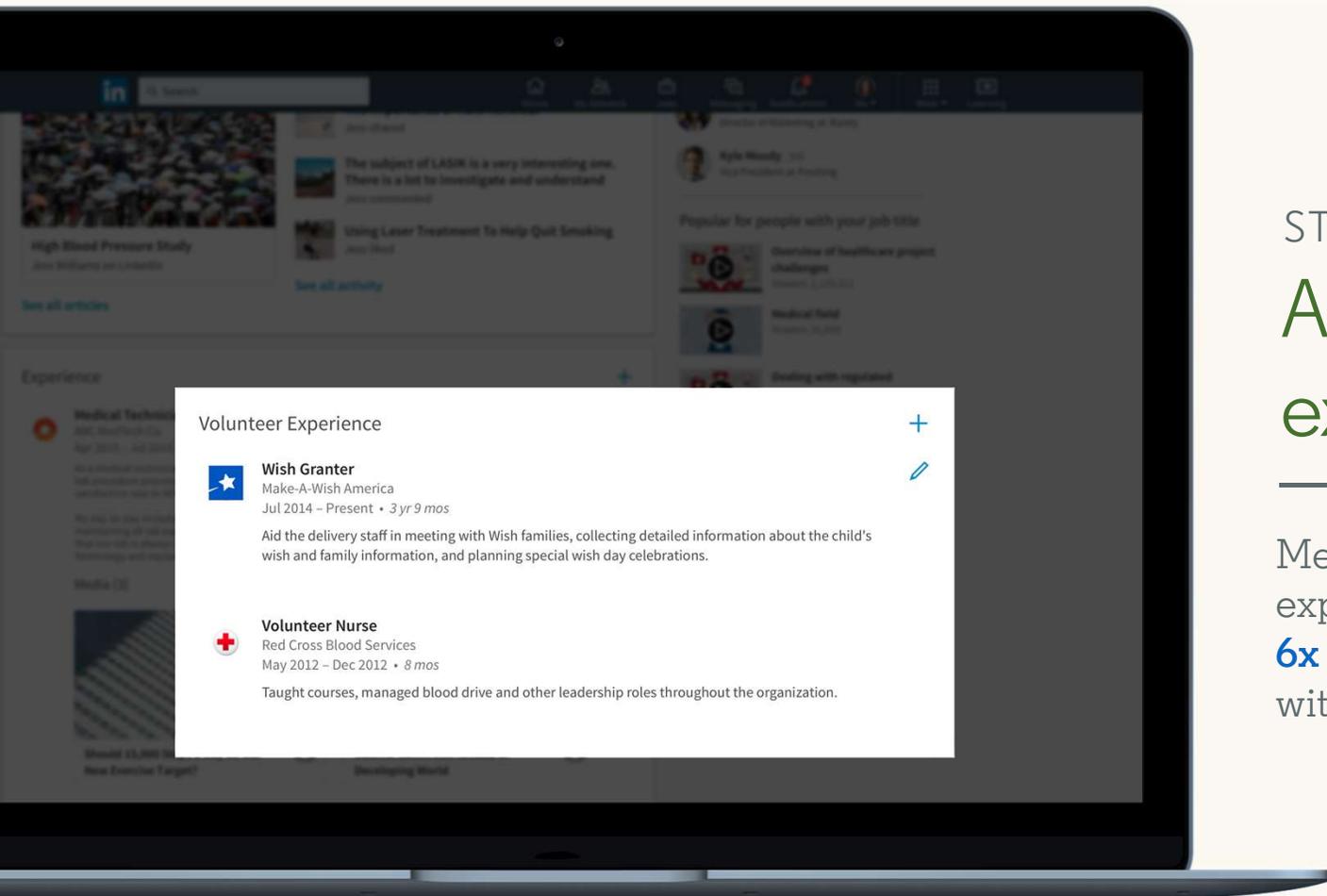
STEP 5

Add examples of your work

Upload photos, presentations,
and videos

Give a dynamic, visually
appealing representation of
your professional story

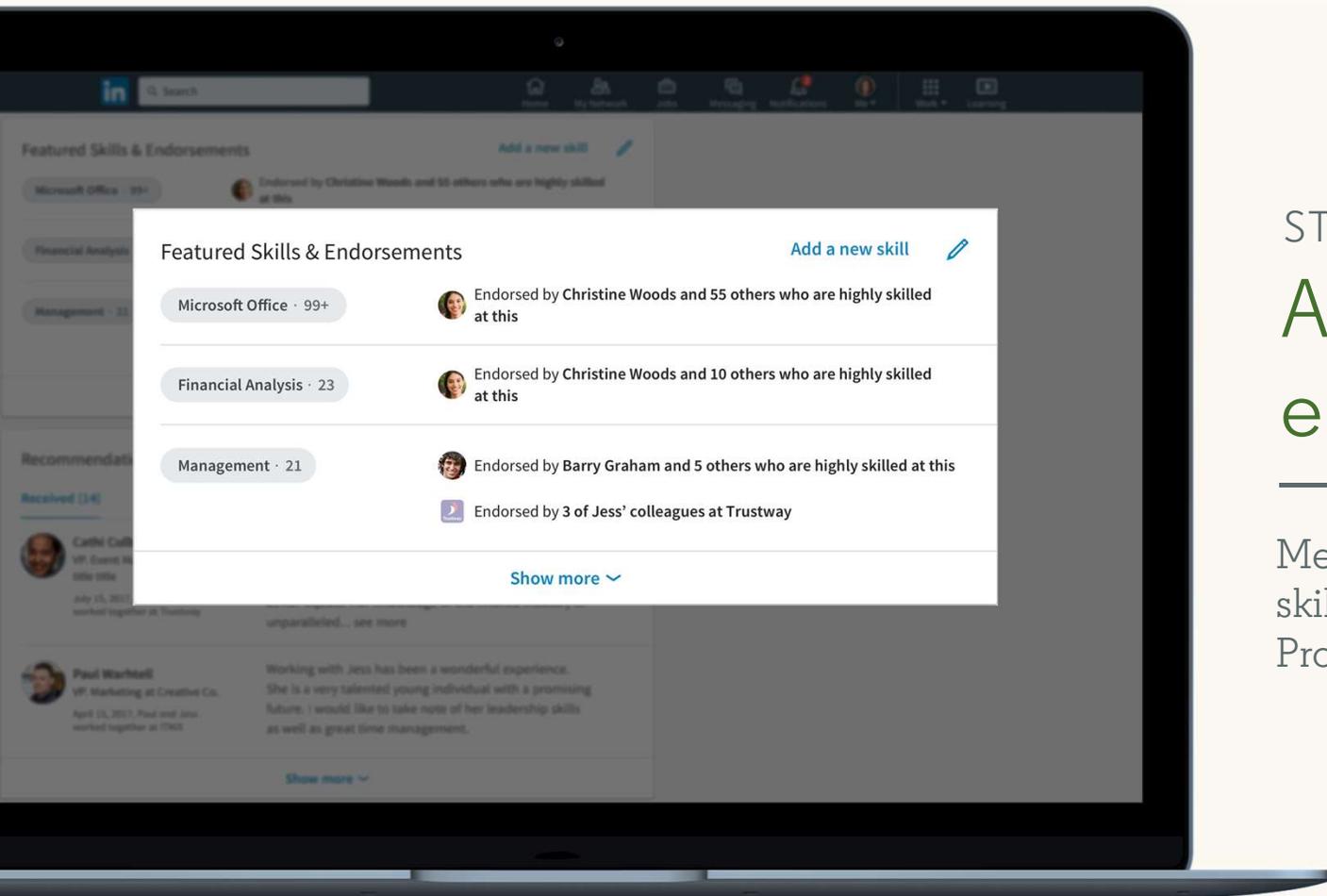




STEP 6

Add volunteer experience

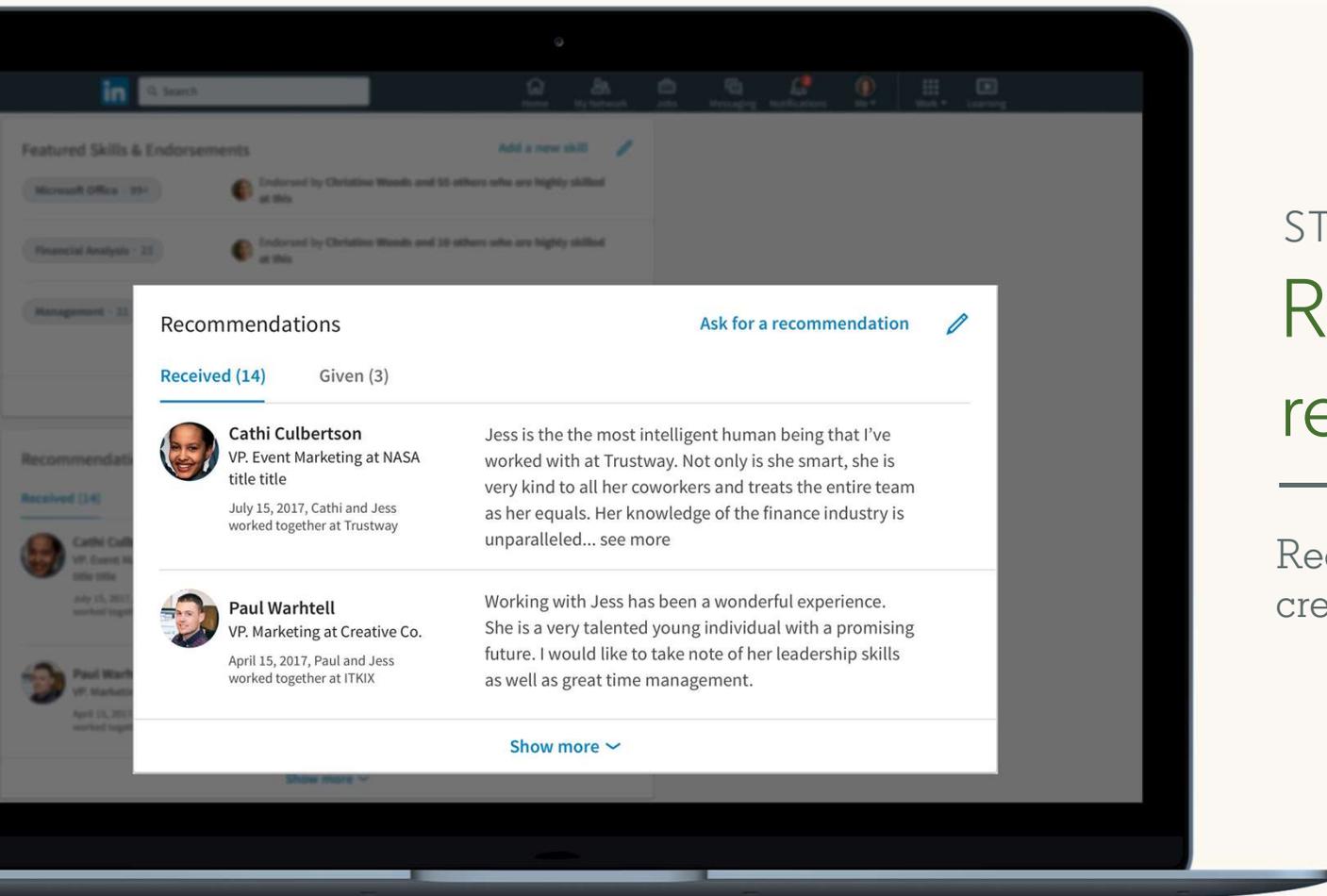
Members who add volunteer experience and causes get up to **6x** more Profile views than those without



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 your credibility and validate your skills

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



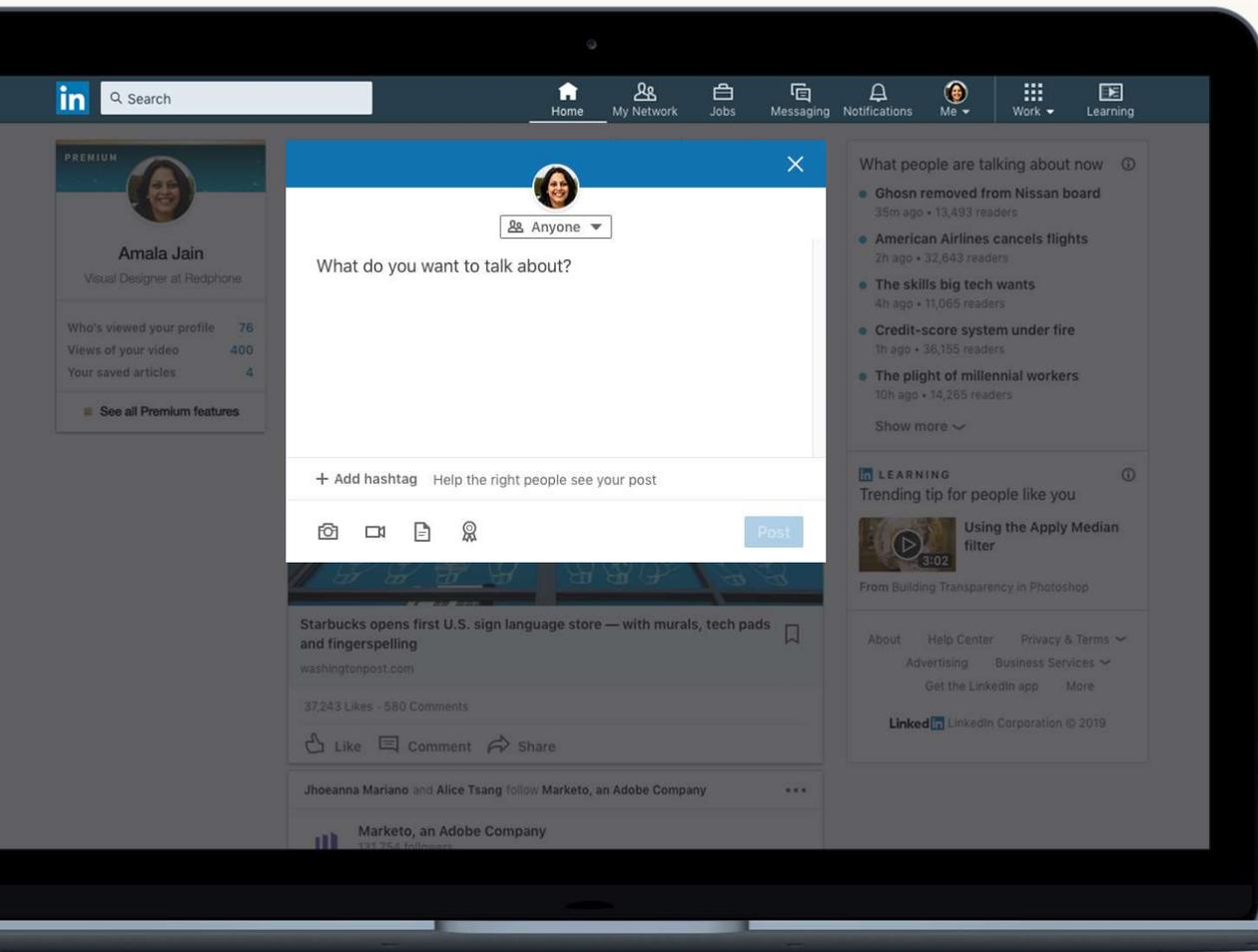
Updates

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



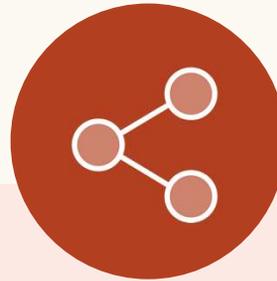
Best practices for sharing updates

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

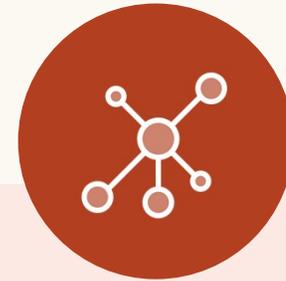
Publishing on LinkedIn



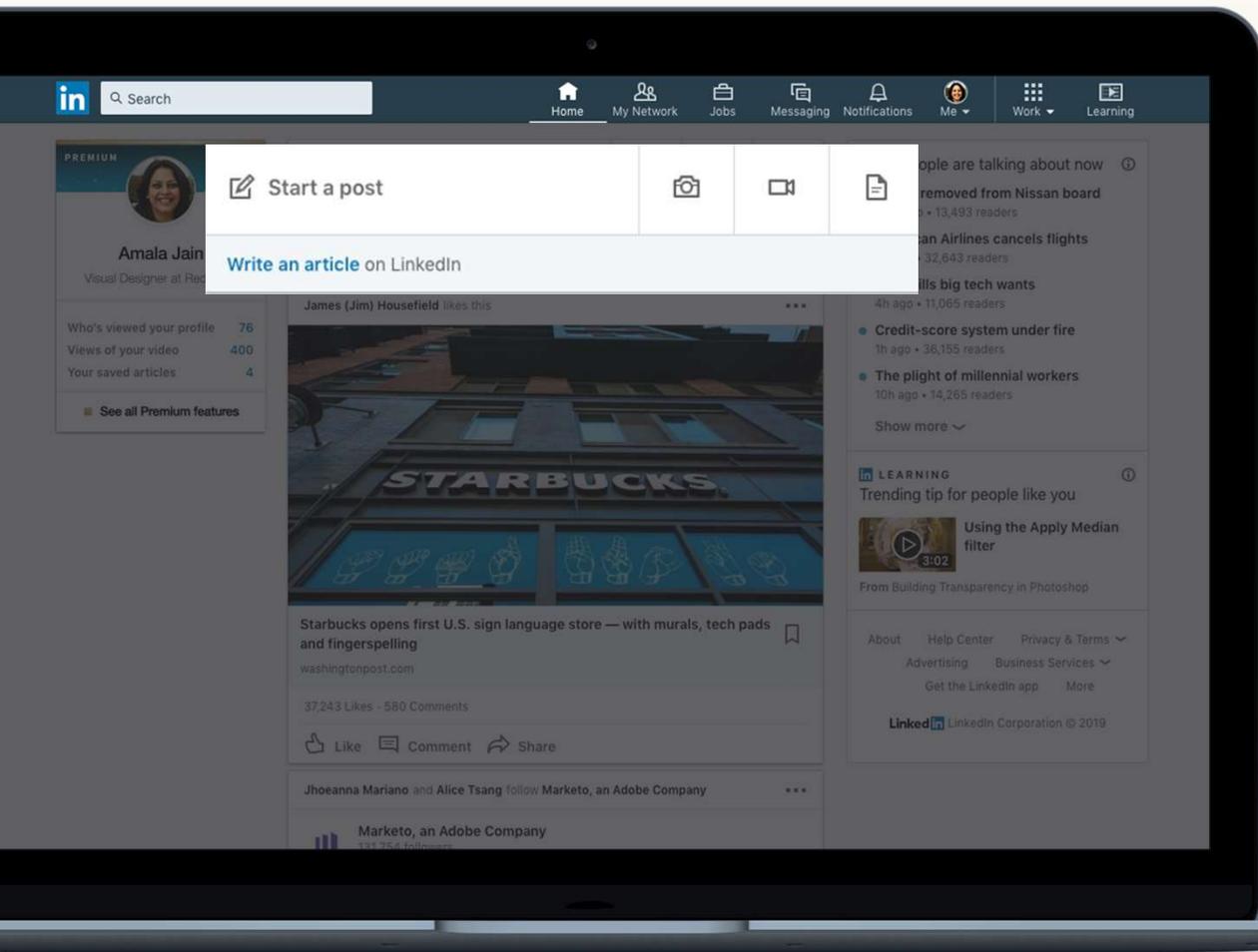
Becomes part
of your profile



Gets shared
with your network



Reaches the largest
group of professionals
assembled online



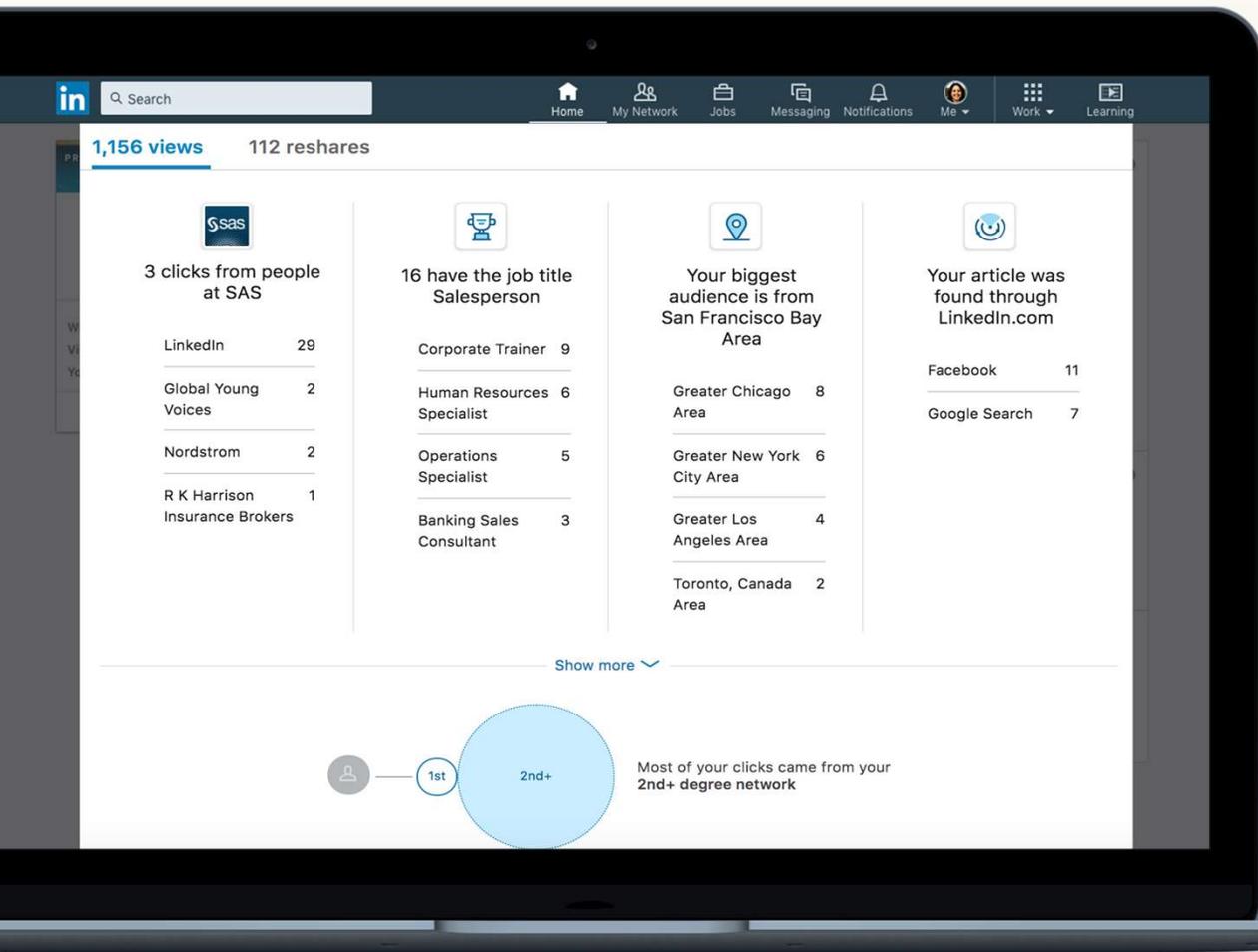
PUBLISHING

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



1,156 views 112 reshares



3 clicks from people at SAS

LinkedIn	29
Global Young Voices	2
Nordstrom	2
R K Harrison Insurance Brokers	1



16 have the job title Salesperson

Corporate Trainer	9
Human Resources Specialist	6
Operations Specialist	5
Banking Sales Consultant	3



Your biggest audience is from San Francisco Bay Area

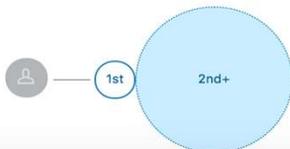
Greater Chicago Area	8
Greater New York City Area	6
Greater Los Angeles Area	4
Toronto, Canada Area	2



Your article was found through LinkedIn.com

Facebook	11
Google Search	7

Show more



Most of your clicks came from your 2nd+ degree network

PUBLISHING

Track your progress

Gain
Knowledge
and Insights



in it to do what I love



LinkedIn
Internet • Sunnyvale, CA • 2,668,372 followers



[View in Sales Navigator](#) [See jobs](#)

540 connections work here.
[See all 15,060 employees on LinkedIn](#) →

Overview



Jobs

Lauren (Hipschman) Jolda
Powerhouse Program Mana...

[View job openings at LinkedIn](#)

Life



About us

Whatever motivates and inspires you, we're a community that helps you realize your definition of success. #InItTogether

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 530 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions

[See more](#) ▾

Recent update

[See all](#)



Antoine Troupe: In it to do wh...
1,030 Likes • 25 Comments
3w

Employee Experience

Do you believe that promotions are awarded fairly at LinkedIn?

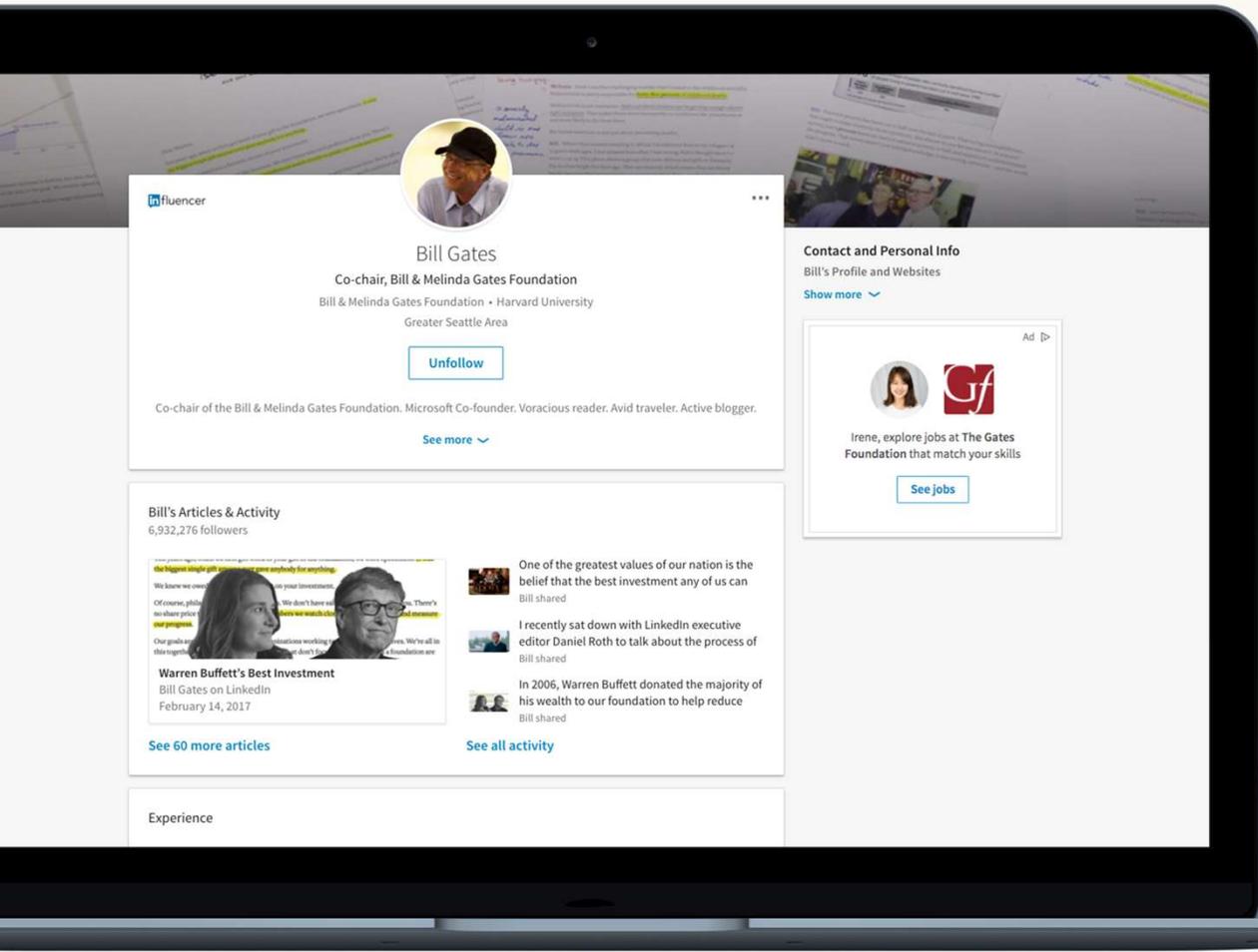


Skip

Your response is private and will not be shared with your company or shown on your profile.

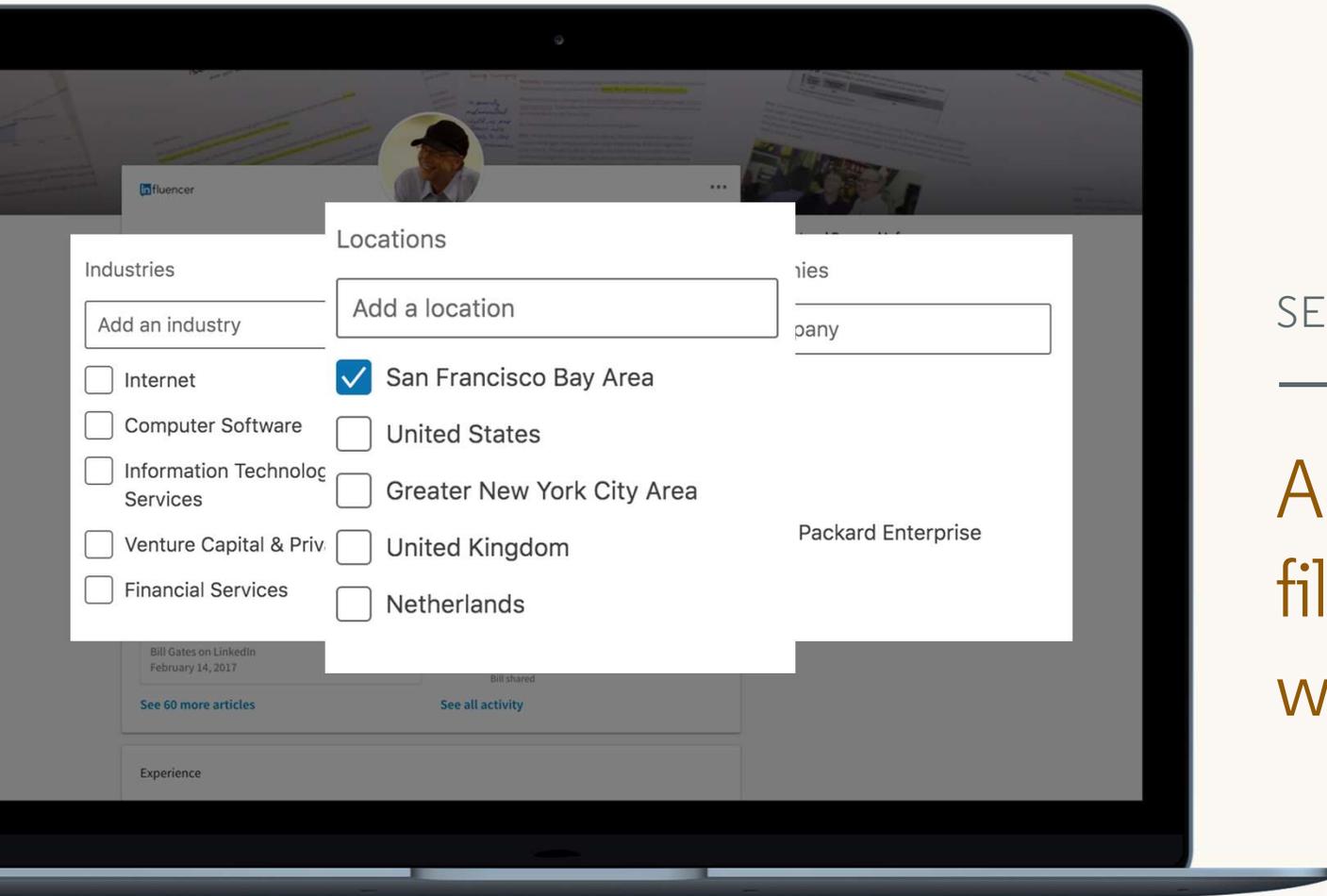
GAIN KNOWLEDGE

Follow
companies



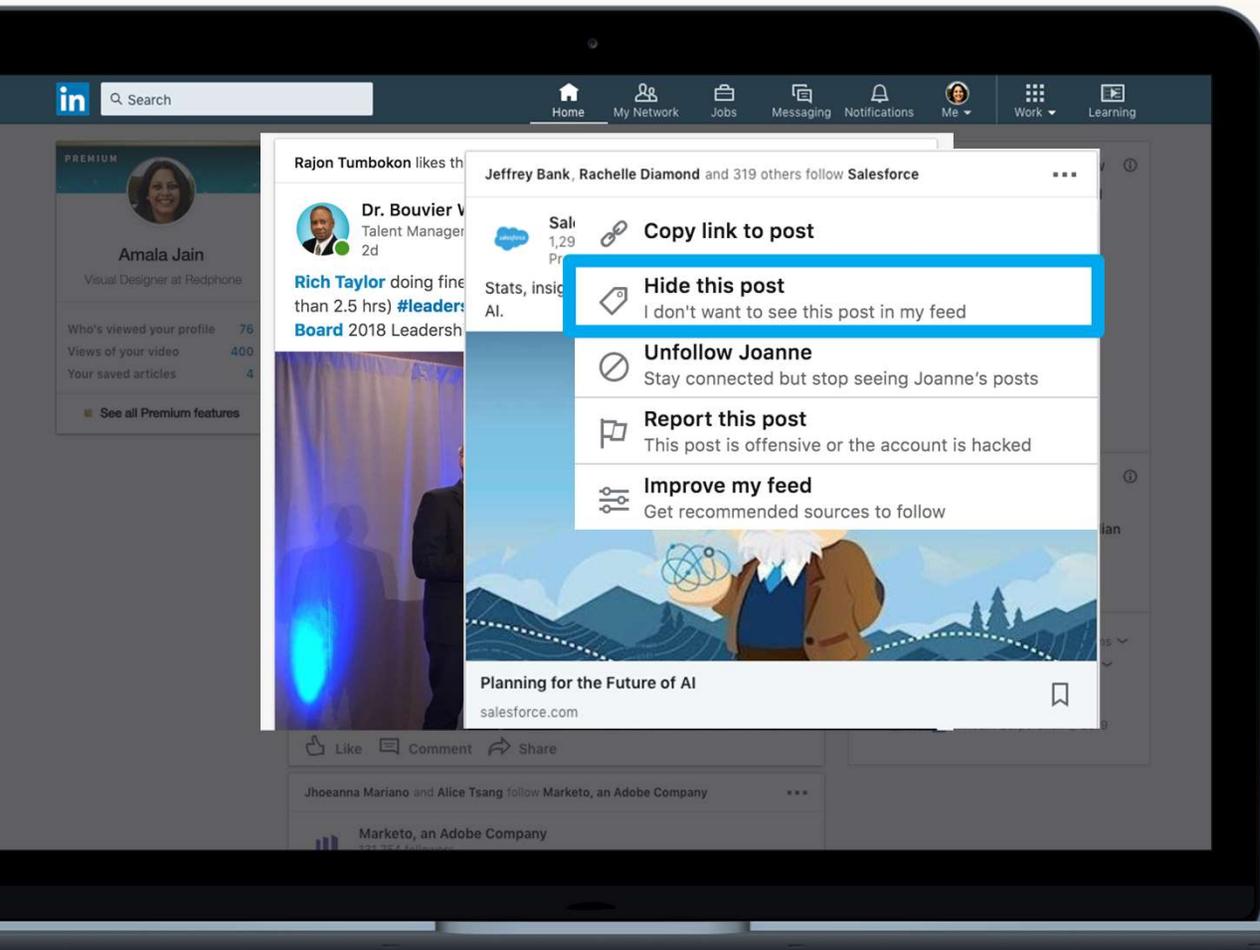
GAIN INSIGHTS

Follow influencers



SEARCH AT SCALE

Advanced search filters help you find what's important



CUSTOMIZE YOUR FEED

See the news,
content and posts
that matter most

Questions?