

What is LinkedIn?

“Our mission is simple: To connect the world’s professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates and insights that help you be great at what you do.”

[LinkedIn.com](https://www.linkedin.com)



LinkedIn by the numbers



Membership

900 million registered
users



LinkedIn Sessions

15.4B user sessions in
Q2 2022



What users do

6 out of 10 users
actively look for
industry insights on
LinkedIn

Agenda

01 Introduction to LinkedIn

02 Value of LinkedIn for
business

03 LinkedIn basics

04 LinkedIn best practices



LinkedIn for business



Social Selling

Use sales intelligence and advanced search to gain new business.



Thought Leadership

Share industry insights and relevant news articles.



Quality Networking

Improve your referral network and connect with peers.



Recruiting

Access a wide pool of talent and recruit candidates to grow your practice.

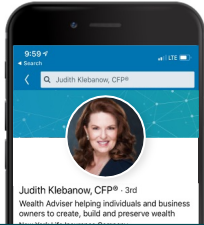
97% of B2B
companies
use LinkedIn
for their
content
marketing
efforts

Impact on sales cycle



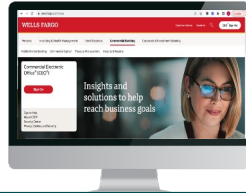
1

5 Lead / Referral



2

Digital Validation



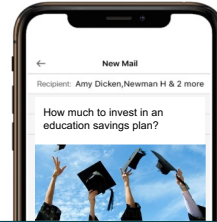
3

Digital Education



4

First Call



5

Further Digital Nurture



6

Convert and Close



7

Ongoing relationship touchpoints



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Anatomy of a LinkedIn timeline

The image shows a LinkedIn profile page for Jill Kiernan, Senior Customer Education Manager at Hearsay Systems. The page is annotated with five numbered callouts:

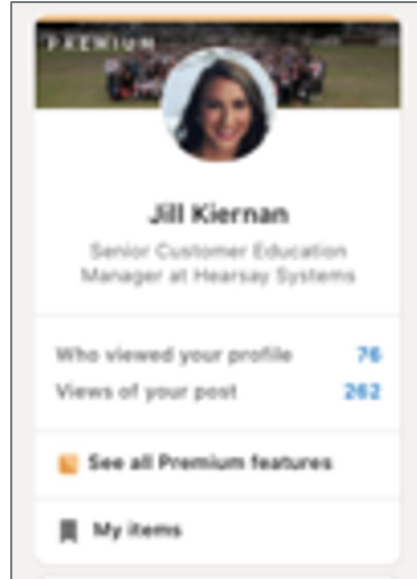
- 1**: Points to the profile header area, including the profile picture and name.
- 2**: Points to the top navigation bar, which includes Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise.
- 3**: Points to the 'Start a post' input field at the top of the main content area.
- 4**: Points to the 'LinkedIn News' section, which features a list of articles such as 'Don't judge smarts by language' and 'Burnout breaks: Dumble swipes right'.
- 5**: Points to the 'Today's top courses' section, which lists courses like 'How to Use Data Visualization to M...' and 'Time Management: Working from...'.

Below the callouts, the main content area displays a post by Tom Hegna, 1st, with a large graphic that reads '40% of people with life insurance wish they'd purchased their policies at a younger age'. The post includes a 'Like' button, a 'Comment' field, and a 'Share' button. The right sidebar contains sections for 'Promoted' content, including 'Data Science Online' and 'Join An Advisory Board'.

1. Activity Snapshot
2. Navigation
3. Account Management
4. Publishing
5. Network Updates



Home tab



Who's Viewed Your Profile

- Total number of unique profile viewers in the last 90 days
- Includes insight into who is viewing your profile
 - Company name
 - Job Title
 - How they found your profile
- Upgrade to Premium for additional insights

Views of Your Post

- Essentially an “Activity Tab”
- View all of your Articles (long-form posts)
- View all of your Posts (short-form content)
- All Activity Tab – A listing of all of all your activity on LI (likes, shares or comments on a post in your LI Feed)
- Influencers, companies, and schools you follow
- Groups you're a member of

Understand your connections

The screenshot shows the LinkedIn 'My Network' page. At the top, there is a navigation bar with icons for Home, My Network (selected), Jobs, Messaging, Notifications, Me, Work, and Advertise. Below the navigation bar, the page displays '1,825 Connections'. A 'Sort by: Recently added' dropdown menu is visible, along with a search bar labeled 'Search by name' and a link for 'Search with filters'. Two connection profiles are shown: Aron Bunag, an Advanced Product Specialist at Hearsay Systems connected 2 weeks ago, and Jeanette Chen, a Brand & Digital Marketing Manager connected 3 weeks ago. Each profile has a 'Message' button and a three-dot menu icon.

1. **View total number of connections**

1st, 2nd, & 3rd degree connections

1. **Sort your connections by:**

- Recently Added
- First Name
- Last Name

1. **Stay up to date with your network**

Surfaces work anniversaries and new jobs so you can take action!





Manage your connections

The screenshot displays the LinkedIn 'My Network' interface. At the top, there is a navigation bar with icons for Home, My Network (selected), Jobs, Messaging, Notifications, Me, Work, and Advertise. Below the navigation bar, a search bar and a news snippet titled 'Datacenter Investing - Global news, content, opinion and insights' are visible. The main content area is divided into two sections: 'Manage my network' on the left and 'Invitations' on the right.

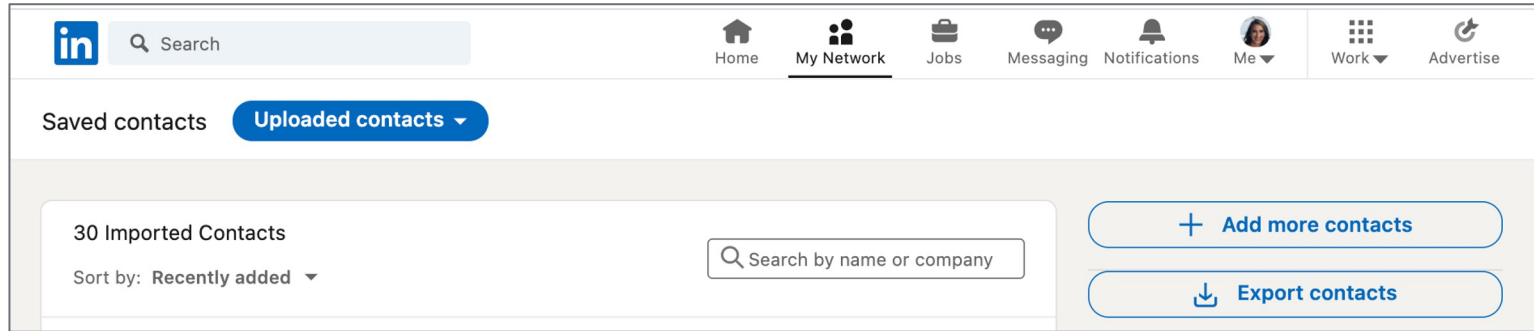
Manage my network

Category	Count
Connections	1,827
Contacts	30
People I Follow	26
Groups	17
Events	2

Invitations See all 2

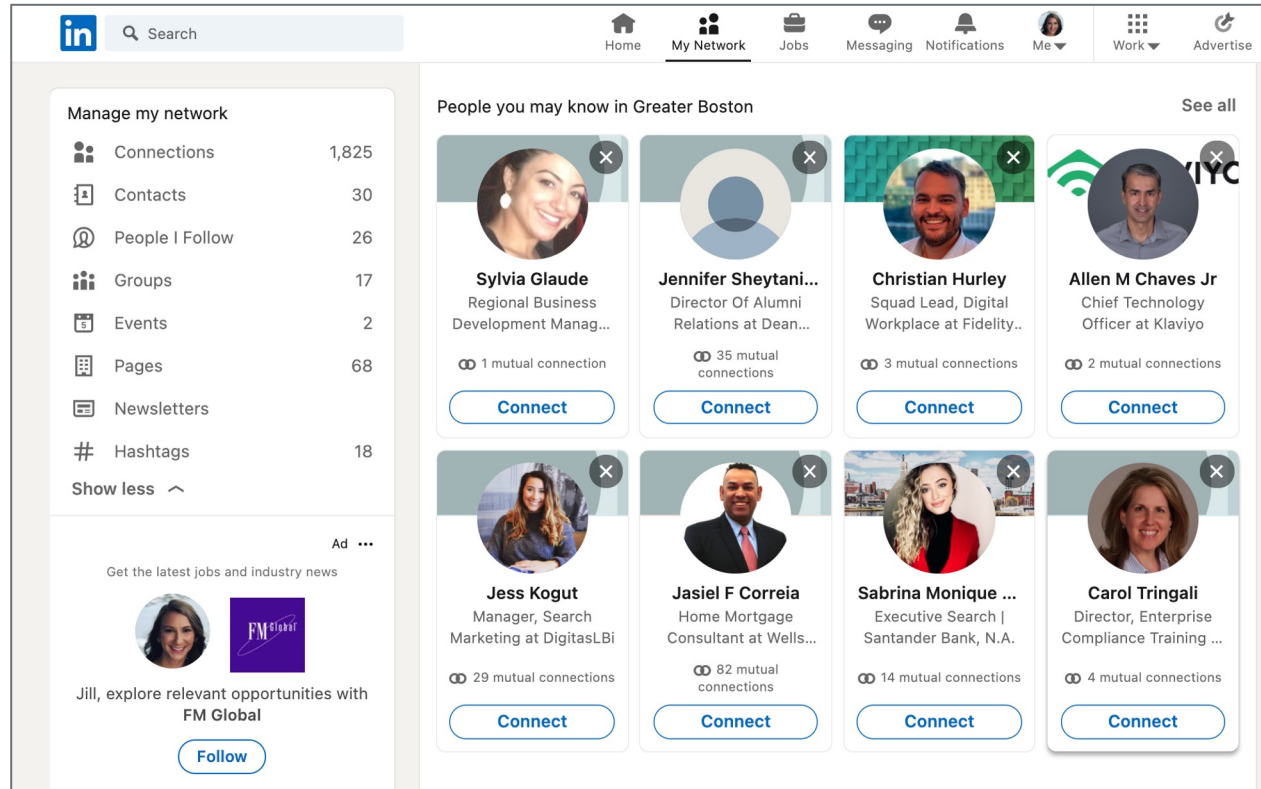
- **Kiersten Kindred, CPCC**
- Manager of Consultant Engagement at Talent Path - Certified Career &...
Invited by Josh Gremillion
Actions: Ignore, Accept
- **Bill kutchma**
warehouse at Acklands-Grainger
Invited by Bob Canter and 6 others
Actions: Ignore, Accept

Add contacts



The screenshot shows the LinkedIn 'Add contacts' interface. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network (which is underlined), Jobs, Messaging, Notifications, Me, Work, and Advertise. Below the navigation bar, the page is titled 'Saved contacts' with a dropdown menu set to 'Uploaded contacts'. The main content area displays '30 Imported Contacts' and a 'Sort by: Recently added' dropdown. A search bar is provided with the placeholder text 'Search by name or company'. On the right side, there are two buttons: '+ Add more contacts' and 'Export contacts'.

People you may know



The screenshot shows the LinkedIn interface for 'People you may know'. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. Below this is a search bar and a 'Manage my network' sidebar. The main content area is titled 'People you may know in Greater Boston' and features a grid of eight profile cards. Each card includes a profile picture, name, job title, company, and a 'Connect' button. The number of mutual connections is also displayed for each profile.

Manage my network

- Connections: 1,825
- Contacts: 30
- People I Follow: 26
- Groups: 17
- Events: 2
- Pages: 68
- Newsletters: 18
- Hashtags: 18

People you may know in Greater Boston

Sylvia Glaude
Regional Business Development Manag...
1 mutual connection
[Connect](#)

Jennifer Sheytani...
Director Of Alumni Relations at Dean...
35 mutual connections
[Connect](#)

Christian Hurley
Squad Lead, Digital Workplace at Fidelity..
3 mutual connections
[Connect](#)



Allen M Chaves Jr
Chief Technology Officer at Klaviyo
2 mutual connections
[Connect](#)

Jess Kogut
Manager, Search Marketing at DigitasLBI
29 mutual connections
[Connect](#)

Jasiel F Correia
Home Mortgage Consultant at Wells...
82 mutual connections
[Connect](#)

Sabrina Monique ...
Executive Search | Santander Bank, N.A.
14 mutual connections
[Connect](#)

Carol Tringali
Director, Enterprise Compliance Training ...
4 mutual connections
[Connect](#)

Ad ...
Get the latest jobs and industry news

Jill, explore relevant opportunities with FM Global
[Follow](#)



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4 steps to social success



BE FINDABLE

Improve SEO for better local search results



GROW YOUR NETWORK

Increase social connections to drive more leads



HEAR: DO YOUR RESEARCH

Drive higher engagement with relevant content



SAY: ESTABLISH CREDIBILITY

Promote thought leadership with your posts

Be findable



Choose a **LinkedIn Custom URL** that is recognizable and easily shareable



Upload an up-to-date and **professional photo** - be consistent across the networks



Fill out your **Summary and Experience** sections with information relevant to your business



Upload a **Background Image** to make your profile stand out



Make sure your **contact information** is up to date - office phone number, address, etc.

Grow your network



Promote your **Custom URL** across your website, email signature, and marketing materials



Tap into your existing customer base by **inviting them to connect with you** on LinkedIn



Use LinkedIn's tools and search "**People you may know**" based on location, groups, etc. to prospect



Browse through your **clients' connections** for individuals who may benefit from your services and invite them to connect. Spend 5-10 min/week sending messages to new connections.



Always focus on building a quality network - **Quality > Quantity**

Hear: Do your research



Scan your **newsfeed** and **notifications tab** for money-in-motion events



Track competitors and keep a pulse on industry chatter by following **Company Pages** and **LinkedIn Influencers**



Mine information about people, jobs, and companies using **LinkedIn's search** functionality



Participate in **LinkedIn Groups** to gain insight into new trends, challenges and opportunities



Browse **Who's Viewed My Profile** - clients, prospects, colleagues?

Say: Establish credibility



Schedule at least **2 pieces of content** per week to be published to your LinkedIn network



Use visuals in your posts: **pictures, videos, bold images** to increase engagement



Share important milestones: **office news, events, anniversaries**



Educate your audience by demonstrating **thought leadership** among other professionals



Engage with your **network and centers of influence** to stay top of mind

Posting with purpose



	LinkedIn-specific
Goal Why Are You Posting?	<ul style="list-style-type: none">• Demonstrate thought leadership• Share industry expertise
Desired Action What Do You Expect Your Audience To Do?	<ul style="list-style-type: none">• Share your post with others• Like your post• Comment on your post
Type Of Content	<ul style="list-style-type: none">• Short-form posts – news articles• Long-form posts – thought pieces
Tone	<ul style="list-style-type: none">• Professional• Informational/educational
Frequency	<ul style="list-style-type: none">• 2X week• Time of day: noon-5pm; after 8pm, Tues-Thurs.• <i>Always check your analytics/insights and experiment as needed</i>