Welcome to Rock Your Profile

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Education Lead, Market Development
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Get to know LinkedIn
OUR VISION

Create economic opportunity for every member of the global workforce
Connect the world’s professionals to make them more productive and successful
Why LinkedIn?
OUR VALUE PROPOSITION

Connect to opportunity
The Power of LinkedIn

- 630M+ Members
- 30M+ Companies
- 20M+ Jobs
- 35K+ 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.
STEP 3

Draft a compelling summary

Your “elevator pitch”
Focus on career accomplishments and aspirations

40+ words
Vice President, Global Sales
ABC Sales Technologies
Apr 2015 – Jul 2016 • 1 yr 4 mos

ABC Sales Technologies is focused on helping small software businesses around the world thrive, grow and scale. We believe that platforms tools and technology can transform the way businesses go to market with new software solutions.

I grew our Software Sales business line to over $20M in revenue delivering solutions to hundreds of software businesses in over 30 different countries. I’ve had the pleasure of leading a talented organization of over 200 sales professionals. I strive to create a culture that aligns into our company values and inspires employees to do the best work of their careers.

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 7

Add skills & get endorsed

Members who add 5 or more skills receive up to 17x more Profile views
Cathi Culbertson  
VP, Event Marketing at NASA  
July 15, 2017, Cathi 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 Warthell  
VP, Marketing at Creative Co.  
April 15, 2017, Paul and Jess worked together at ITHXX  

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.
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
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
Start an article on LinkedIn

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

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

PUBLISHING

Track your progress
Gain Knowledge and Insights
GAIN KNOWLEDGE

Follow companies
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?