Master LinkedIn to Build Your Professional Brand

Presented by DAHLIA+ AGENCY

Want to see us at your next event?

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First Impressions Matter!

240M+ Members Worldwide

+2 new Members Per Second

74M+ Members EMEA

13M+ Members in the UK & Ire
First Impressions Matter!
The Importance of your Online Identity
Take the reins on others’ first impression of you

Why it matters?
- Viewing member profiles is the #1 activity on LinkedIn. Is yours ready for primetime?

Who it matters to?
- Potential clients! The more you can show who you are and what you do, the easier it is for them to trust you and determine whether you can help them achieve their goals.

What can you do to make your profile stand out?
- Showcase your professional knowledge, capabilities and achievements. People are more likely to work with others they like or can relate to.
The Anatomy of a Well Branded LinkedIn Profile

MAKE YOUR URL UNIQUE
- Your default profile URL isn’t user-friendly
- Customize it with your full professional name
- 29-character maximum

https://linkedin.com/in/

CRAFT YOUR HEADLINE
- By default, LinkedIn uses your current job title
- Use keywords
- Make sure it describes what you do
- 120-character limit

INCLUDE YOUR CONTACT INFORMATION
- Include your personal email address
- Information that’s visible to your connections:
  - Email
  - IM
  - Phone
  - Address
- Information that’s visible to your network
  (1st, 2nd, 3rd degree connections, and those you share groups with):
  - Twitter
  - Websites
The Anatomy of a Well Branded LinkedIn Profile
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STAY TOP-OF-MIND WITH GREAT PHOTOS

Profile heat-maps show that your photo is the first thing people see.
Recruiters spend 19% of the total time they spend on your profile looking at your picture.

A profile with a photo is 11 times more likely to be viewed.

**DO**
- Make sure the image is high-quality
- Look inviting and happy in your photo
- Use a photo that’s professional

**DON'T**
- Wear sunglasses
- Have other people in the photo
- Use a photo that’s not you

Your background photo helps you customize your digital profile

Resolution: 1400 x 425 pixels

Files: JPG, PNG, or GIF file under 8MB in size
Make sure to pick an appropriate photo to help market yourself.
The Anatomy of a Well Branded LinkedIn Profile
1. 100% Complete = 40x more opportunities

Building connections starts with people seeing all you have to offer. Members with complete profiles are 40x more likely to receive opportunities through LinkedIn.
2. You’re more experienced than you think.

Think broadly about all your experience, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone’s eye.
How to Network on LinkedIn

3. Use your inbox

Networking doesn’t mean reaching out cold to strangers. Start building your LinkedIn network by uploading your online address book (from your email account) and connecting to people you know and trust.
4. Get personal

As you build your connections, customize your requests with a friendly note and, if necessary, a reminder of where you met, who you met through, or what organization you have in common.
5. Join the “In” crowd

LinkedIn Groups can help you form new connections. Start with your school groups and reach out to alumni (they love to connect with students). Find volunteer organizations and associations you belong to.
6. **Lend a (virtual) hand**

As you build connections, think about how you can support others. Comment on a classmate’s status update or forward a job listing to a friend - your generosity will be returned!
7. Update your status early and often

Networking isn’t just about who you know; it’s about who knows you. Stay on your network’s radar by updating your LinkedIn status regularly - what you’re reading, working on, and more!
How to Network on LinkedIn

8. Request informational interviews

Ask for a brief phone conversation to get to know each other, build rapport and ultimately ask for referrals.
9. Do your homework

Before an informational interview, a formal interview, or a networking event, use LinkedIn’s Advanced Search and Company Pages to learn about the background and interests of the people you’re meeting.
10. Step away from the computer!

Support your online networking with real human touch. Set up calls, attend live events, and send snail mail notes to people you interact with on LinkedIn.
Voice Messaging

Janet Donovan • 4:27 pm
Hi, Haoyang! It was so nice meeting up yesterday. As discussed, my team and I will come to your office next Monday and present our solutions to you. Would 11:00 am still work for you?

Janet Donovan • 4:38 pm
Hi Janet

Write a message...
Offline into Online
1. Go to My Network & View all connections

2. Click ‘See All’

3. Find ‘Manage Synced & Imported Contacts,’ then click and look for Advanced actions
Who’s Nearby

With “Find Nearby,” LinkedIn wants to help you connect with the people you meet during meetings, conferences, and events.
LinkedIn Live
If you would like a copy of this presentation, please visit:

https://empowerment.events/plus-sw19/
shannon@dahliaplus.com

Thank you for attending!