



LinkedIn for CEOs Video 2:

Steps to Make Your Brand Visible on LinkedIn

Thanks for joining me here today for the second video in our series for CEOs about recruiting.

My name is Judy Schramm, and I'm the CEO of ProResource, a social media agency that works with CEOs to help you build a strong personal brand and then use social media to make faster progress towards your business goals.

In the last video, we talked about why your personal brand is important and how you can use your brand to support your company's recruiting, so you attract and hire the very best candidates.

In this video, we're going to go over exactly how you do that. What are the steps you want to take?

There are 23 steps! Just joking. There are 3.

First, the simplest thing... Use your LinkedIn profile to tell your story so you get the right candidates excited. Here's how you do that...

In the first video, we talked about the things you want to convey on your profile.

We talked about telling the story of the depth and breadth of your **experience**, so people understand how you got to where you are. That goes in your experience section. For each of your previous jobs, add a sentence about what you learned there.

Talk about the **problems** you can solve, who you solve them for, and how you solve them - put that into your current job description.

Your **traction** can go in three places: your summary, your current job description, and the accomplishments section.

- Put information about funding, milestones, and well-known clients in your summary.
- Put data about growth in your current job.
- Put awards in the honors and awards section under accomplishments.
- If you have video clips of you in the news, that can be added to your summary or current job.
- Articles written about the business can go in the publications section under accomplishments.

Your **why**, your **founding** story, and what you are passionate about belong in your summary.

Let's also get some information about your culture on your profile. Where does that go?

The very top of your profile is an excellent place for it. If you have a photo of your team, you can use that as your background header graphic, which is the image behind your headshot.

However, that can be problematic, because it's hard to keep those photos up-to-date as new people join your company and others leave. And the bigger your company is, the harder it is to have everyone in the photo.



What we've done for a lot of clients is a collage graphic, where we have a group of photos of the team. Often they are doing team-building activities, which might mean something out of doors, playing ping pong, or eating pizza. Sometimes they are in meetings or at their desks. Sometimes they are doing volunteer work together. Some are at a conference. But you show what work life is like at your company.

If you have videos of employees talking about what they like about their job, those are good uploads to your summary.

So creating a LinkedIn profile that tells the story of you, your company, and your culture is step one.

Step 2 is sharing your management style and leadership philosophy. How do you do that? The best way is through blog posts.

Now, if you can summarize your approach in a straightforward way, that can go in your summary. But for most people, there is a whole lot of thought that has gone into this, and blog posts are a better way to tell a more complicated, thoughtful story.

When you publish blog posts on LinkedIn, your network is notified, so this is a good way to maintain mindshare. And the blog posts stay on your profile, so people who are researching you before an interview can find them. They are also available to Google, so for example, if you are writing about holacracy, you can get some visibility on Google.

You can also use your blog posts to talk about your company culture. You can share stories about some of the benefits you offer and why you offer them, and how they have impacted the lives of your team.

That's step 2, using blog posts to give people insight into how you think, how you manage, and how you lead.

Step 3 is to create your network intentionally and build those relationships. Instead of simply accepting the people who ask you if you want to connect, be deliberate about connecting with people you want – the ones you want paying attention to your business.

That might be people you are trying to recruit, it might be people who can refer employees, and it might be people who are known and respected by the kind of people you want to recruit.

And then interact with those people. Like their posts, share content they will find interesting, particularly if it showcases your company values, culture, or management philosophy.

- For example, if you have a group that does Habitat for Humanity or raises money for Leukemia Lymphoma, share posts from those organizations even when they don't include photos of your team.
- If you believe in diversity, share posts about the value of diversity in hiring.
- If you have work-at-home policies or offer flextime, share posts from experts or studies that quantify the values of these benefits.

And that's step 3, building a network that supports your recruiting and maintaining relationships with that network.



If you follow those three steps, you will be making your personal brand visible online, so you attract the people who want to work for a company like yours – and will succeed there.

In the next video we'll be talking about some of the challenges with putting your brand out there, some of the reasons CEOs don't do personal branding.

In the meantime, as with the last video, this is for you as the CEO. But your leadership team and your hiring managers should be doing this too. If you would like to share it with them, please feel free to do that.