



Social Media
as a
LEADERSHIP TOOL

LinkedIn
Best Practices

Why Social Media?



5 Ways Social Media Works for You



1
Nurture Your
Employees



2
Align Your
Team



3
Recruit
Top Talent



4
Raise Your
Profile



5
Advocate
for Causes



1. Nurture Your Employees

Employees value public kudos more than private praise. With social media, you allow a wider audience to appreciate the achievements of your team.

The congratulations make your employees look good, and they reflect your strength as a leader.

2. Align Your Team



Your employees trust you, believe in you, and follow your lead.

They pay attention to the stories you tell. The more you repeat your message, the deeper it sinks in.

Whether you're navigating through a time of crisis or focusing your team on one common vision, social media helps you get everyone moving in unison.

3. Recruit Top Talent

The job market is more competitive than ever before. If your company has a strong brand, research shows you'll get 50% more qualified applicants applying for your positions, spend 50% less to hire, and hire faster.

As an executive, your brand matters, too. People care who they work for. By letting prospective employees see your management philosophy, the culture you've created, and the way you lead, you'll attract the people who are the best fit for your organization.



4. Raise Your Profile



Would your business benefit from you taking on more speaking engagements?

Would it be advantageous to become a go-to source for the media on topics related to your industry? Social media provides a vehicle for positioning yourself as a thought leader. With a higher profile, you will share your knowledge with more people.



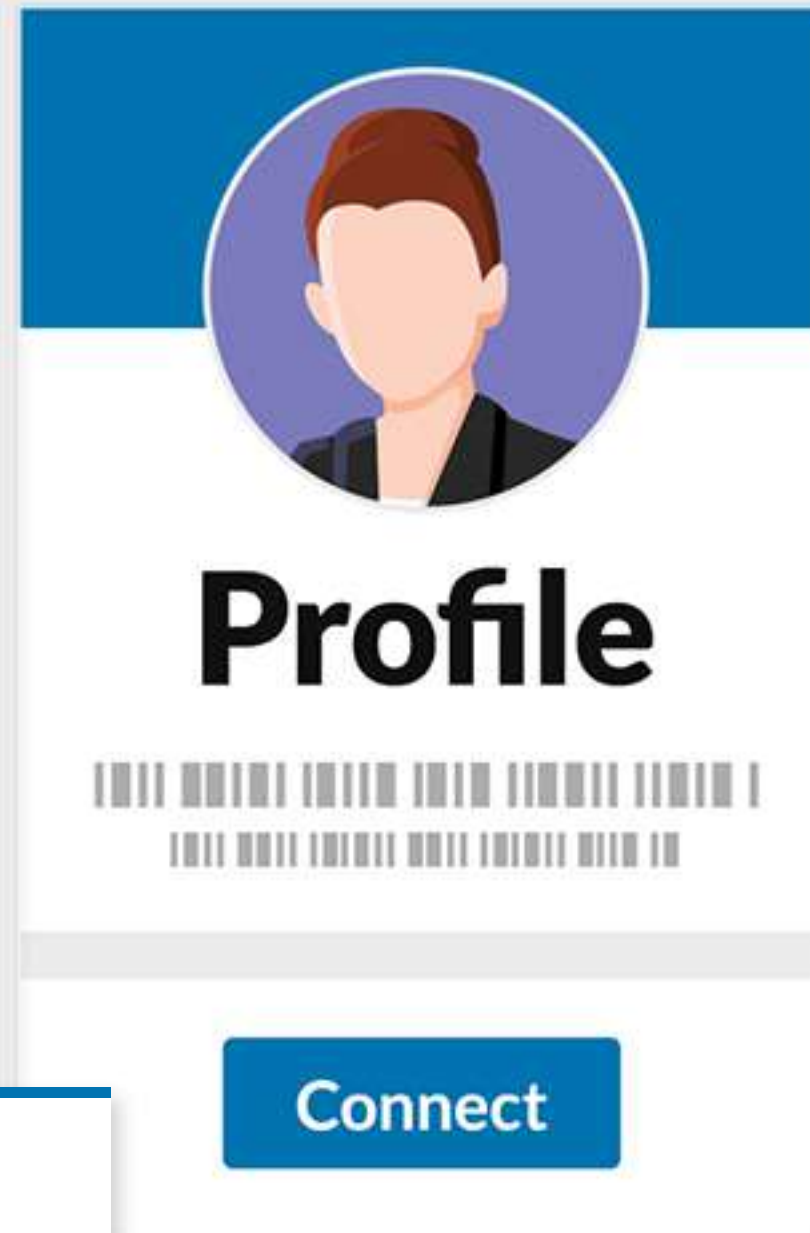
5. Advocate for Causes

We all want to make the world a better place.
Social media gives you a venue for maximizing your reach
and fostering engagement.



START WITH A STRONG FOUNDATION: Your LinkedIn Profile

Google yourself, and your LinkedIn profile will be at the top of the search results. Use Outlook 365? The LinkedIn profile of people who email you is just a click away.



Craft your profile to tell the right story, and you'll ensure that people discover the exact information you want them to have.

Both Google and Microsoft are driving people to your LinkedIn profile.

LinkedIn Profile Checklist FOR LEADERS

These sections of your profile are critical. You can update them in just a few minutes, and you will find your profile works much more effectively.



Photo – It's the first thing people see when they land on your profile. Use a quality, professional image for this first impression.



Background Photo – The rectangular image behind your headshot helps you tell your story visually. Use a photo of you speaking at a conference, a graphic from your company's website, or a cityscape.



Headline – So much more than just your title – add keywords that help people appreciate the value you bring.



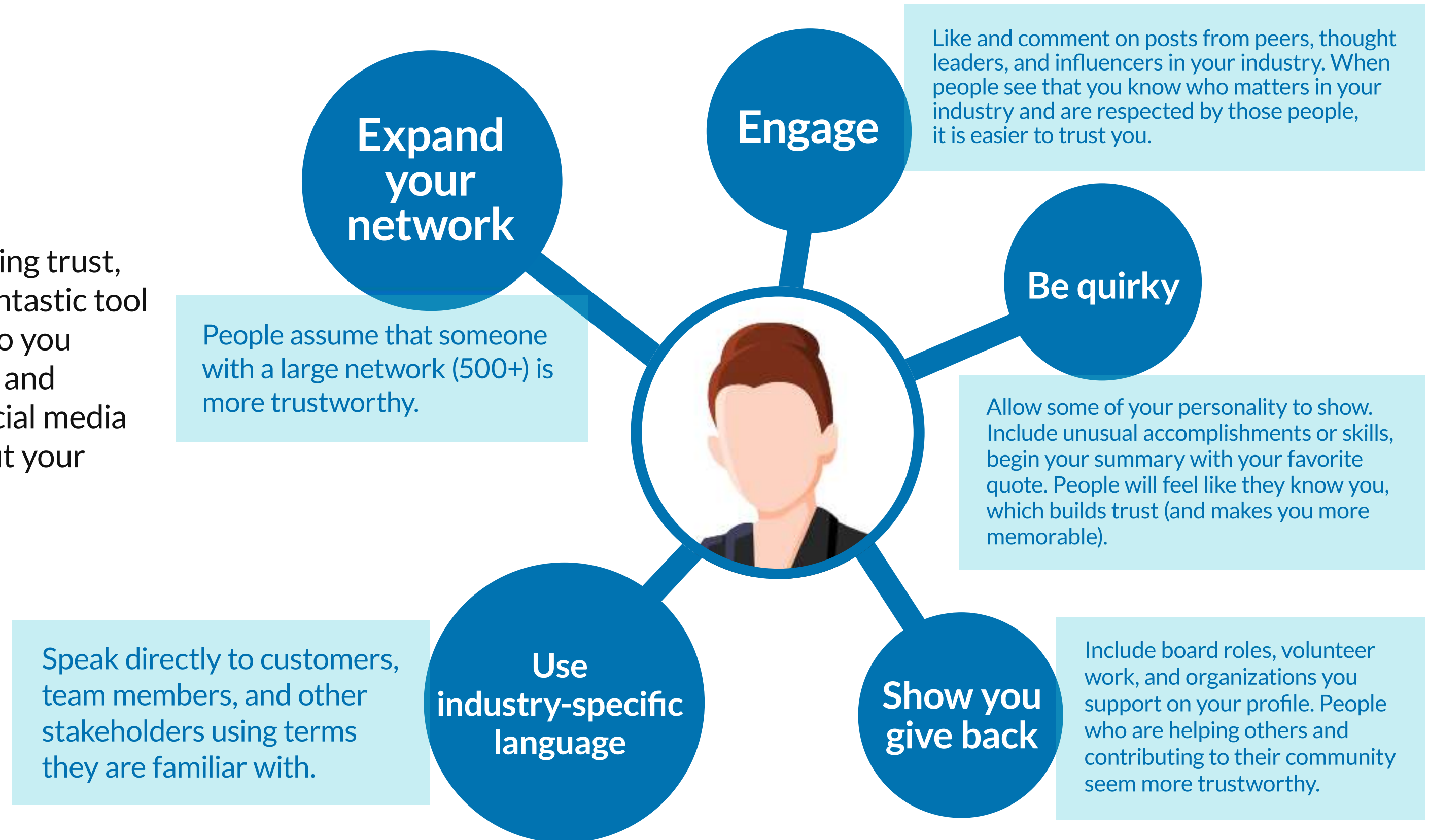
Summary – Talk about your why. How did you arrive at your current role? What are you working to accomplish? Use your summary like a cover letter to your profile.



Accomplishments – Don't be shy about sharing your achievements. They build credibility and provide insight into your work ethic.

Build Trust on LinkedIn

Being transparent is an important part of building trust, and social media is a fantastic tool for showing people who you really are. Your actions and communications on social media give people a clue about your honesty and integrity.





ProResource is a social media marketing agency that specializes in executive branding – helping CEOs and leaders create their personal brand in social media, and then use social media towards their business goals. Founded in 2007, we have worked with hundreds of executives in businesses of all sizes, ranging from start-ups to Fortune 500 companies.

Our services include:

- Social media coaching
- LinkedIn profile makeovers
- Blog writing
- Video coaching
- Audience expansion

Quantity discounts and team training programs are available.

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