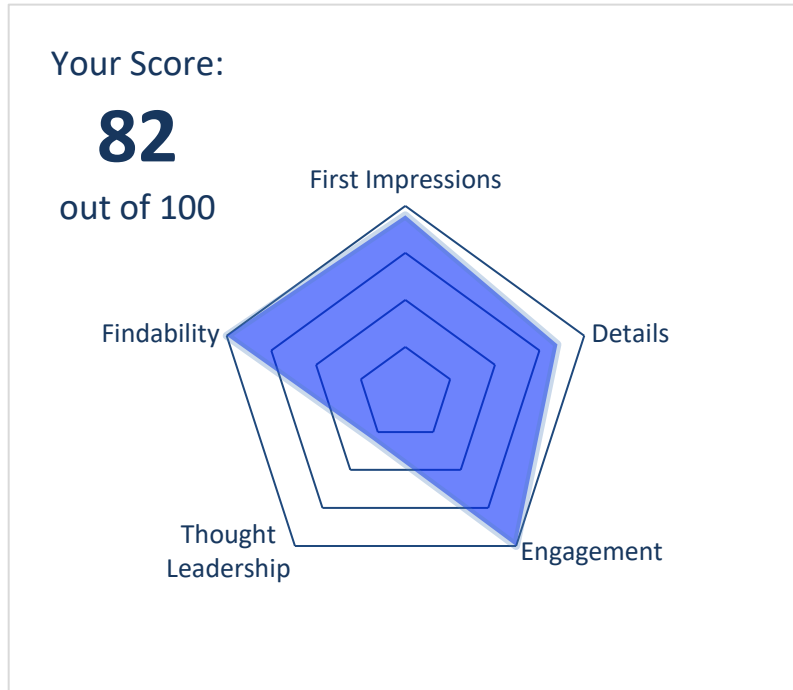


ProScore: LinkedIn

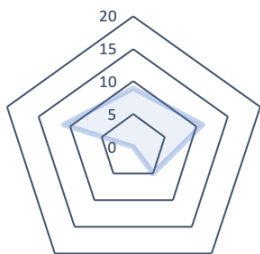
LinkedIn Scoring for Executives



First Impressions	19 out of 20
Details	17 out of 20
Engagement	20 out of 20
Thought Leadership	6 out of 20
Findability	20 out of 20

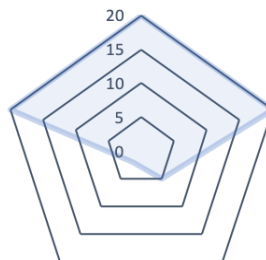
ProScore evaluates your LinkedIn presence with regard to the five dimensions most relevant for someone using LinkedIn in a leadership role: First Impressions, Details, Findability, Thought Leadership, and Engagement. With a potential score of 20 in each element, you discover where your presence is strong now and where are your greatest opportunities for improvement.

Your ProScore Journey



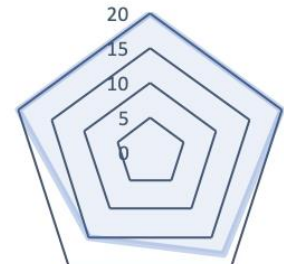
Average Executive Score: 39

Most executives are too busy to keep their LinkedIn profile up-to-date. Even fewer are optimizing their profile and aligning it with their current goals. The average ProScore for an executive is 39.



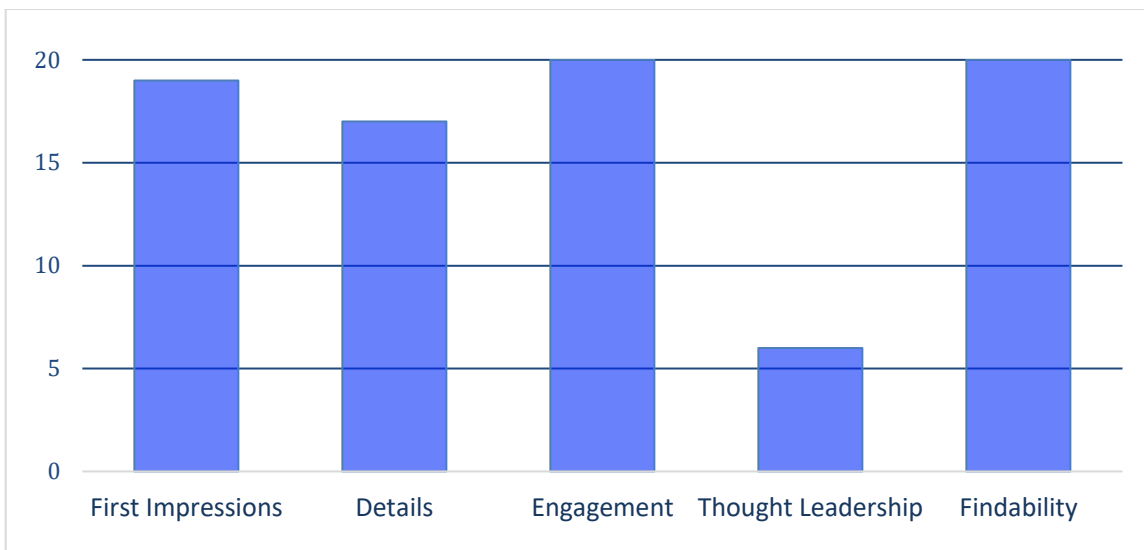
Enhanced Profile Score: 60

Executives who invest time and effort in using their LinkedIn profile to tell their story in a rich and compelling way achieve higher scores in First Impressions, Details, and Findability.



Fully Optimized Score: 80+

Executives who engage strategically with the people who matter and leverage LinkedIn to build their reputation as a thought leader see ProScores of 80 or higher.



How Effectively Are You Leveraging LinkedIn?

First Impressions – What visual impression does your profile deliver to the person visiting it for the first time? Does the profile show you as a polished, high-level executive or does it look empty and outdated?

Details – People visit your profile to learn more about you. Is your profile rich with meaningful information that allows visitors to educate themselves and come to meetings with you better prepared?

Findability – Are you making yourself findable by people who are searching for someone like you? Keywords matter to both the LinkedIn search algorithm and Google, but they aren't the only factors.

Thought Leadership – A thought leader shares original content and contributes to the store of knowledge in the universe. Are you publishing blog posts, creating videos, and sharing your insights?

Engagement – Are you leveraging LinkedIn to build relationships? Are you engaging with customers, partners, employees and others who are important to your business goals?

Depending on your current business goals, some of these factors will be more relevant for you than others. What matters most is that your LinkedIn presence is aligned with your business initiatives and supports you in making faster progress towards your goals.

20 Ways to Improve Your ProScore

Your ProScore evaluates your LinkedIn presence *today*. From visual impressions to specifics about responsibilities and accomplishments, each element can be upgraded, which increases your ProScore, and more importantly, boosts your presence on LinkedIn.

First Impressions

1. Use a professional headshot.
2. Upload a custom background photo. A photo of you speaking at an event, an image from your website with your logo and tagline, or a cityscape are all good choices.
3. Customize your headline with details about who you help and how you help them.
4. Include three links to your company website and blog.
5. Personalize your LinkedIn URL.
6. Enrich your about and experience sections with media uploads.

Details

7. Add specifics about your role, responsibilities, and achievements in your current and prior job descriptions.
8. Speak to your customer in the about section. Let them know who you are, who you help, and how you solve problems.
9. Include your founding story, your vision, or what motivates you.
10. Add volunteer experience to show that you give back.
11. Build out the accomplishments section with publications, organizations, projects, honors, or languages.

Findability

12. Incorporate the keywords someone searching for a person like you would use. Include those words in your headline, about section, experience, and skills.
13. Grow your network to 500+ people, focusing on those relevant to your current role.

Engagement

14. Like or share articles of interest. Tag people or companies, and include hashtags to reach people beyond your network.
15. Comment on articles and reply to comments on your posts.
16. Giving recommendations shows people what it's like to work with you.

Thought Leadership

17. Post blogs consistently to build a following.
18. Offer insights based on your experience to demonstrate thought leadership.
19. Include native video to gain additional exposure and take advantage of LinkedIn news feed algorithms.
20. Add value to your network by sharing relevant content.