

HOW TO CRAFT A
CEO BRAND
ON **LINKEDIN**

2020 EDITION

CREATE A POWERFUL PERSONAL BRAND,
BUILD YOUR AUDIENCE & GET THE VISIBILITY YOU DESERVE

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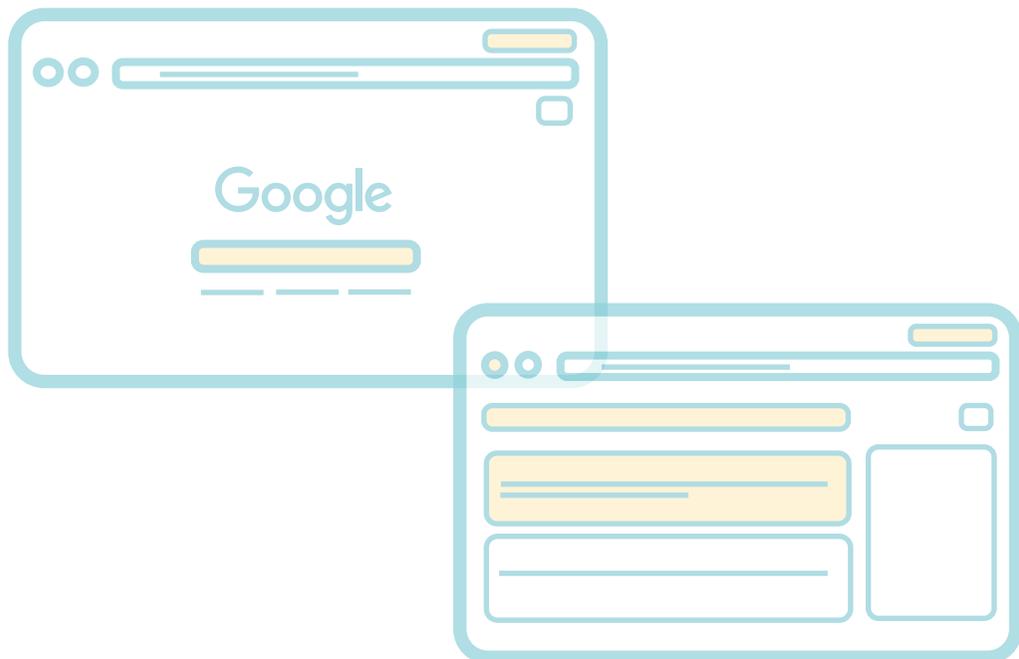
WHY YOUR PERSONAL BRAND MATTERS

When you build a strong personal brand, you attract the people who believe what you believe, want what you want, and can help you get there faster.

Over the years, throughout your career, you have built a strong personal brand. That brand has been a critical part of your success. People have chosen to do business with you, invest in you, hire you, work for you, partner with you — all because of who you are.

But how visible is your brand online? If you are like many CEOs, your brand only reaches people who know you personally. That limits your ability to make an impact.

To maximize your personal leverage and give your business the greatest advantage, it is essential to make your brand visible online. You need to craft your brand authentically, so it reflects who you are and delivers the information you want people to have about you. When you do that effectively, you attract the right people and get them excited about doing business with you.



This ebook is about how to build your brand on LinkedIn.

LinkedIn has become your professional presence online. Google yourself, and your LinkedIn profile will be near the top of the search results. Use Microsoft 365? The LinkedIn profile of people who email you is a click away. Both Google and Microsoft are driving people to your LinkedIn profile.

Take advantage of this! Use LinkedIn to feed these people the exact information you want them to have about you. Share your story, advocate for your solutions, and promote your company culture.

In this ebook, we show you how to put LinkedIn to work for you — to create a personal presence that impresses people, educates them, and prepares them to engage with you.

The focus is on strategy — what to do, rather than how to do it.

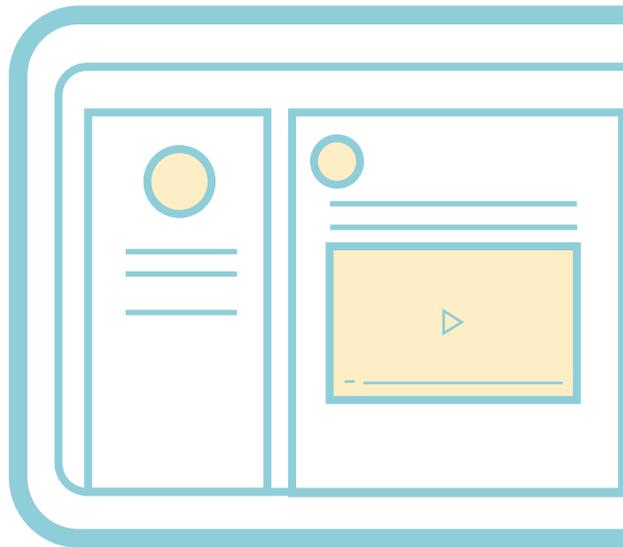
We haven't included how-to screenshots in part because LinkedIn is so intuitive, we don't think they are needed. But it's also because LinkedIn changes constantly, so any screenshots and instructions would be out of date quickly. If you need to learn how to do something, just do a quick search on Google or YouTube.

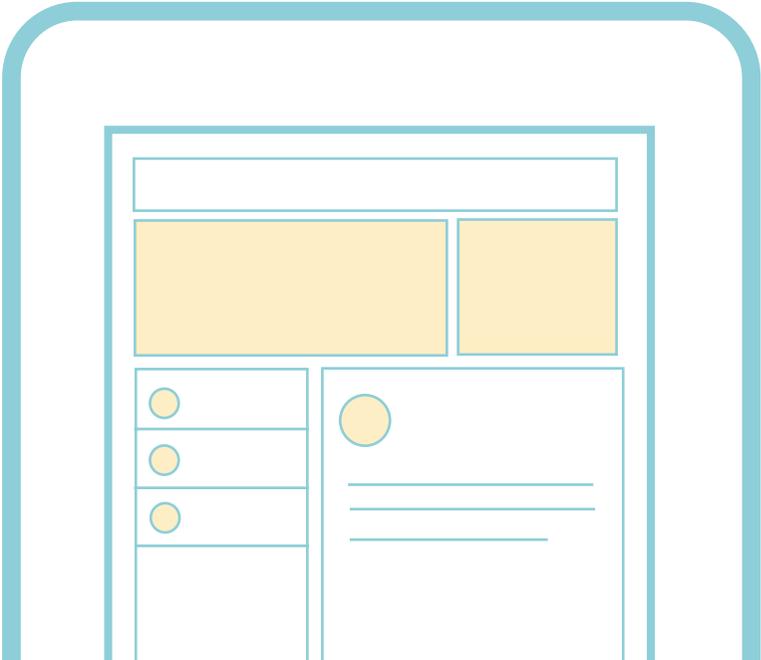
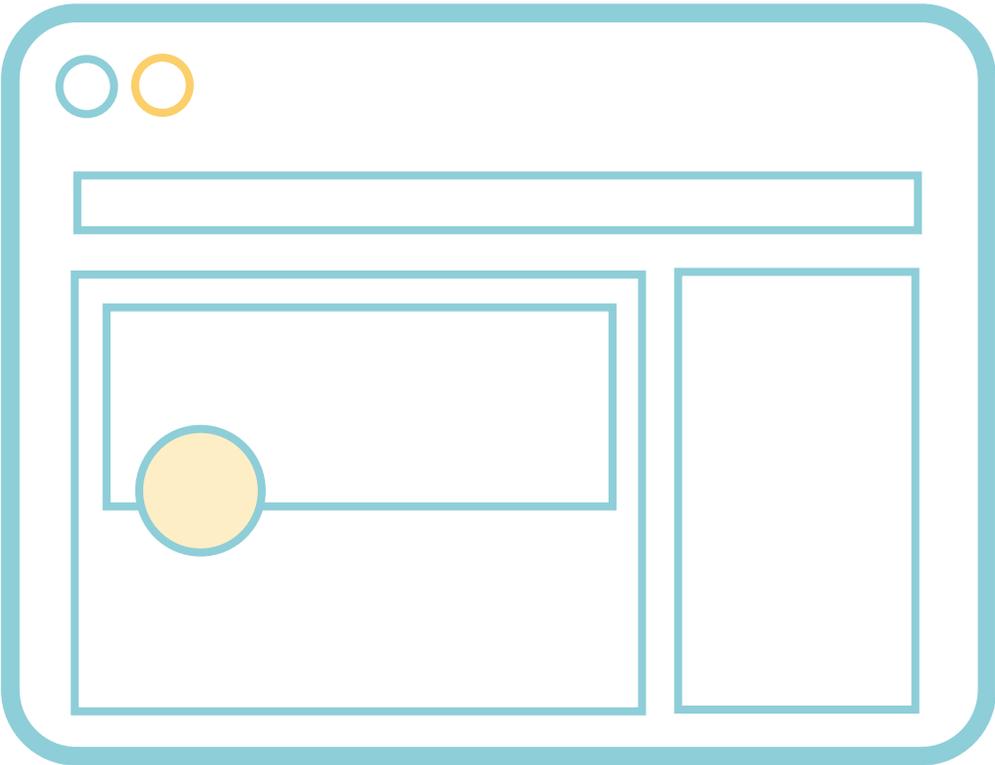
Or come to our LinkedIn Office Hours, every Friday at 1pm ET, and talk to a social media coach for free. Get feedback on your profile, advice on crafting your messages, tips for expanding your network, and ideas for blog posts and videos.

Here's to your success on LinkedIn!

Judy Schramm, CEO
ProResource, Inc.

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LINKEDIN PROFILE ESSENTIALS

Use your LinkedIn profile to make people feel like they know you, like you, and can trust you.

When someone Googles you, your LinkedIn profile is likely to be the #1 or #2 search result.

This is your opportunity to give those people the exact information you want them to have — to impress them, build trust, and create opportunities to engage.

But of all the people who Google you, who matters? Which of the people who come to your LinkedIn profile do you want to impress? Who do you want to trust you? Who do you want to engage with you?

Write your profile for those people.

Once upon a time, LinkedIn was a resumé database. It isn't just resúmes anymore. If you are looking for a new job, by all means, write your profile to attract recruiters. But if you are doing lead generation, write to customers. If you are in hiring mode, write to prospective employees.

Later in this book, we discuss tailoring your profile to specific objectives. First, we'll talk more generally and share best practices.

Which audiences are most important to you in the coming year? Write your profile to those people.



PROFILE PHOTO

LinkedIn says profiles with a photo receive 14x more views. But don't just upload a casual photo. Use a professional headshot — it's worth the investment. In our own experiments, a higher quality photo increased profile views by 32%.

We recommend using a photographer who specializes in social media headshots. A good photographer will light you so you look younger and slimmer, but more importantly, they will capture your personality so your brand comes through in a powerful way.

HEADER GRAPHIC

One of the easiest and most impactful changes you can make to your profile is to add a header image behind your profile photo. Choose a strong graphic that makes a statement about your personal brand.

Here are some good options:

- For corporate branding, use your logo or an image from the homepage of your website.
- To promote company culture, use a photo of your team or a collage of employee photos.
- To demonstrate authority, use a photo of a speaking engagement, your book, or a TV appearance.
- To highlight your location, use a cityscape or photo of a well-known landmark.

Make sure you own the photo or have permission to use it. The current ideal image size is 1584 x 396 pixels (4:1 ratio).

Note: LinkedIn's user interface is responsive, which means your header graphic will display differently depending on the device used to view the profile. You can't fully control the placement of your logo or any text.

HEADLINE

Your headline is the line that appears immediately below your name at the top of your profile. By default, LinkedIn populates the headline with your current job title and company. But don't use the default.

Use your headline to tell people who you help and how you can help them. Make it keyword rich and compelling.

Your headline can have up to 120 characters, including spaces. (If you edit on your phone, you get up to 240 characters.) Put the most important information at the beginning, since in some places the headline will be truncated.

Use | or * or a comma to separate concepts and make your headline more readable. Some people use emojis or wingdings, but while they make your title stand out, they can look spammy.

NEED EXAMPLES?

ProResource blog posts offer lists of excellent LinkedIn profiles with strong headlines.

ABOUT

Your About section is like the cover letter for your LinkedIn profile. This is the best place to tell your story.

- Share your why. If you are a founder, include why you started the business.
- Share your mission. Why does what you do have meaning to you?
- Share your vision. What are you working toward?
- Share your who. Who do you work with? How do you help them?
- Share your traction. What milestones have you hit? What are you most proud of?

The first three lines are critical. For people to read the rest they have to click on “Show more,” so grab their attention early and get them interested. We like to begin with a story, which is the most effective way to draw people in. But anything interesting or unusual will work.

Speak in the language of your audience. Feel free to use industry buzzwords if your goal is to connect with educated prospects and demonstrate expertise. If the people you are targeting won't necessarily recognize those terms, stick with plain English so everyone can understand your value proposition.

Give people a sense of your personality, and feel free to let them see your passion for what you do. You'll attract others who feel the same way.

This is a particularly good time to update your About section. In the current environment, it is more important than ever to show empathy. Talk about how you are serving your customers, your employees, and the community. Show you care.

The trend right now is toward shorter About sections. But you have 2,000 characters to work with, which is about 200 words. Take as much space as you need to tell your story — people will read it all if they are interested.

FEATURED

This new section of the LinkedIn profile provides a place where you can upload or link to articles, blog posts, videos, podcasts, presentations, images, and documents.

Use this section to build credibility, showcase your speaking skills, and provide easy opportunities for people to learn more.

ABOUT SECTION TIPS:

1. Write in the first person
2. Incorporate keywords
3. End with a call to action

EXPERIENCE

In this section, you share how you acquired your expertise.

You probably already have your job titles, companies, and employment dates filled in. Now add the details. Here are the three items you should include for each job:

- Unless the company is a household name, start with a sentence or two that explains what the business does. Not sure what to say? Go to the company's website and look at the About page.
- What was your role? What were your responsibilities?
- What were your accomplishments? What are you proud of?

You can also upload or link to videos, presentations, documents, and images for each job. They will not have the same prominence as adding them to the Featured section, but they add richness to your profile.

If you are on a board, you can include that information here instead of in the Volunteer section. Just drag and drop it below your primary role.

ARE COMPANY LOGOS VISIBLE FOR EACH JOB?

If not, you need to connect to the LinkedIn page for that business. Click on the pencil icon to edit the company name. Start typing, and LinkedIn will bring up a list of companies. Select the correct one and save. You should now see the logo.

CONTACT INFO

You can include up to three links to websites and blogs. Link to your company website and blog first. Then think about other online resources people will find valuable — maybe your Careers page? Or include a link to your calendar so people can easily schedule a call.

If you want people to contact you, include a work email.

Are you active on Twitter? Link to your Twitter account. You can also add WeChat, Skype, and other ways to reach you.

LinkedIn allows you to personalize the URL of your profile. We recommend doing this. A personalized URL is easier to remember and share.

SEO TIP

Incoming links from LinkedIn can give your company's search engine visibility a boost, so make sure your whole team uses those links.



EDUCATION

Pretty straightforward – add all of your degrees.

Did you play varsity soccer? Were you in a sorority? The Education section can be a good space to show how well rounded you are and provide talking points to build rapport.

If you have participated in executive education programs, such as the one Harvard Business School offers, you can include these here.

To highlight your experience over your age, consider removing the dates from the Education section.

VOLUNTEER EXPERIENCE AND CAUSES

Volunteering shows you care about your community and believe in giving back.

When you add an association, non-profit, or cause to your profile, you promote that organization and spread the word about their mission.

SKILLS AND ENDORSEMENTS

You can list up to 50 skills and sort them in order of importance. The top three will be visible on your profile, along with who endorsed you for that skill. The others will be visible after clicking "Show more."

LinkedIn includes more than 14,000 skills in its database. Simply start typing and LinkedIn will autocomplete, suggesting up to 10 options.

LinkedIn currently categorizes skills into four groups:

- Industry Knowledge
- Tools & Technologies
- Interpersonal Skills
- Other

For a well-rounded portfolio of skills, include these types:

- Products/services your company offers
- Industries you serve
- Technology: AI, IoT, Blockchain
- Business buzzwords: HIPAA, PCI
- Certifications: Six Sigma, CISSP
- Technical skills: software languages, platforms, tools

RECOMMENDATIONS

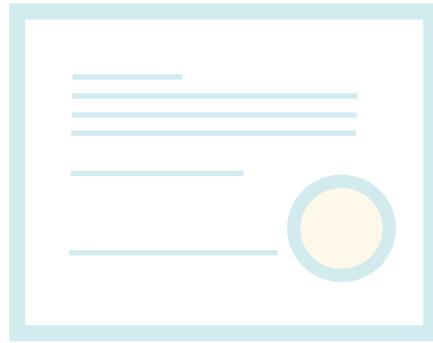
Recommendations on LinkedIn are short statements from connections who have worked with you. They are useful because people who visit your profile can see who has endorsed you and what they said about your work.

The simplest way to get recommendations is to give recommendations. Write them for the people whose recommendations you'd like. Most will return the favor.

Another way to get recommendations is to draft them yourself. You can request a recommendation and say "I was hoping you could say something like this..." This makes it much easier for the person you are asking, because they don't have to figure out what to say — they can simply modify your suggestion.

Get recommendations from a variety of people, such as customers, direct reports, partners, and peers.





ACCOMPLISHMENTS

Everything else goes here. This is your opportunity to show your range, highlight awards, and include quirky details. Sections include:

- Certifications
- Honors & Awards
- Languages
- Patents
- Projects
- Publications
- Organizations

Put articles, books, ebooks, and podcasts in Publications. You can include quality articles written by you, about you, or about your business.

Projects is a useful section where you can include mini case studies or highlight particularly interesting projects where you played a key role.



FINAL TIPS

- 1** Proofread your profile, looking for spelling, grammar, and formatting errors. Typos make your profile look sloppy.
- 2** Incorporate keywords. What phrases would someone search on if they were looking for someone like you? Include those in your profile. The most important places to put keywords are your headline and your About, Experience, and Skills sections.
- 3** Don't let your profile get stale. Update quarterly with new videos, articles, and accomplishments. Changing your header graphic is also a good way to keep your profile fresh.

3

YOUR NETWORK

Fill your network with the people you want paying attention to you.

Now that you have a strong LinkedIn profile, the next step is to build your network.

The magic number on LinkedIn is 500 connections — but don't focus on quantity as much as quality. Your network should be full of people you care about, where the relationship has meaning to you.

BUILD YOUR NETWORK STRATEGICALLY

There are three types of people you want to connect with:

- People you want to stay in touch with
- People you want to do business with
- People who are connected to and respected by your audience

The first group is straightforward. When you meet someone interesting and have a good conversation with them, invite them to connect.

With the second group, be proactive. LinkedIn is the perfect place to identify people who would make good customers, partners, or employees. Find them and introduce yourself. Once connected, you have permission to stay in touch with them — and they will keep their own contact information up to date for you.

The third group matters because LinkedIn shows people what connections you have in common. If visitors see that you are connected to people they know and respect, you gain instant credibility.

Who should you be connected to? Here's a short list:

CUSTOMERS

Customers are some of your best connections. But don't just connect with your primary contact. Here's why:

- Your contact may leave (even if it's the CEO).
- There are usually opportunities to expand revenue by identifying other departments where you could help.
- The more people you are connected to in the organization, the more credibility you have when you invite someone else to connect. For example, if you are connected to 30 people at IBM, that's much more impressive than just two or three.
- The more people you are connected to, the more insight you have into what's going on at the company. LinkedIn notifies you when people get promoted or change jobs, which can be useful for updating your contact list.

Consider other people in the contact's company even if you haven't necessarily worked with them on a project. You could simply send a connection request with a personal note that says, "We work with [primary contact's name] and would like to connect with you. Let me know if I can help with any resources."

PROSPECTS

Anytime you talk to a prospect — whether over the phone, on a webinar, or through email — take the opportunity to connect on LinkedIn.

SUSPECTS

These are people you want to work with but haven't yet met. Prepare to introduce yourself to a decision-maker by connecting with others in the company. Look for employees with whom you can connect quickly, typically those who have a premium version of LinkedIn or a large network. Make enough connections and you will more easily reach the decision-makers.

REFERRERS

These are people who can refer business to you. They might have products or services that complement your solutions, work with smaller businesses or larger accounts, or work in a nearby region.

Most people will accept an invitation to connect that says, "It looks like we work with similar types of customers. Could we set up a call so I can learn more about your business and your ideal clients? I'd like to be able to refer people to you."

EMPLOYEES

Sometimes we overlook peers and employees in our own companies. Especially if you work in a larger firm, there's strategic value in connecting with people in other departments.

VENDORS

Vendors are connected with many people in an industry, can be a good source of intelligence, and are often willing to provide recommendations.

INFLUENCERS

Connect with influencers such as consultants, bloggers, and speakers at conferences. If you mention something they have written or tell them you enjoyed their talk, many will be happy to connect.

MEDIA

Editors, reporters, columnists, podcasters, bloggers, and freelance writers from your industry make great connections. You may want to do a few touches first, by interacting with them on Twitter or reading and commenting on their blog. Take your time and build the relationship. It can turn into coverage for your business down the road.

ASSOCIATIONS

Association executives are usually extremely well connected. Consider asking the executive director, subject matter experts, board members, and committee leaders to connect. As with influencers and the media, pay attention to what they are doing and support the organization.

HOW TO INTRODUCE YOURSELF

Even prospecting experts struggle to come up with an introduction strategy for LinkedIn that doesn't sound contrived. Of course, you have good intentions. However, your prospects don't know this when they get a LinkedIn message. They go on high alert ready to sniff out a sales message — and you know how they feel because you've been on the receiving end too.

Always personalize your invitation. Include the following information:

- Why them? Why did you choose them?
- Why you? How can you help them? What do you have to offer?
- What to do? The assumption is that you want them to connect, but maybe you want their feedback on an idea or to invite them to an upcoming event.

You get 300 characters (35-50 words), so you need to be concise. They will only see the first 75 characters unless they click "More," so put the most important information at the beginning.

Note that you can now include an email address, phone number, or URL in your connect request.

It's also important to know that if people feel your connect request is too pushy, they can report you to LinkedIn. If they tell LinkedIn they don't know you, this is referred to as an IDK, meaning "I Don't Know." LinkedIn can limit your account if you receive as few as five IDKs.

Here are some strategies to make your introduction relevant and interesting:

1 Share a common connection,

You may notice that you share a common connection with the person you want to contact. Use that connection as a way to introduce yourself.

"I noticed you are connected to John Smith. He and I worked together when we were at ABC Company."

"I noticed that we both know Jane Doe. She did some great work for my software company. I thought I'd introduce myself and see if you'd like to connect."

2 Comment on their blog post,

Who doesn't love getting an intelligent comment on a blog post? Mention one of their blog posts and why you found it valuable.

"I read your blog post about AI for associations and enjoyed your insights. Looking forward to reading more."

3 Follow up on a profile visit,

Most people on LinkedIn know that we can see who visited our profile, which provides another good source for an opening.

"I notice that you viewed my profile. Were you looking for something specific? Maybe I can help you or point the way."

4 Congratulate them on a promotion or job change,

This provides an excellent opportunity to reach out, since people in a new role often look to buy new products or services.

“Congratulations on your promotion to VP of Enterprise Sales. Let me ask... if sales training is on your radar, could we have a call? We have a new training program that improves close rates by up to 37%.”

5 Mention a press release or news story,

If you're following a company, you might be aware of some recent news. This can provide a good opener to introduce yourself.

“I saw in the news that your company is moving into my neighborhood. Welcome! I hope you like it here as much as I do.”

“I heard that your company is moving to a new office. I have some IT strategies that could cut the cost of securing your network. Could I share them with you?”

6 Refer to a comment on social media.

Maybe a tweet catches your eye. You looked up the person's Twitter profile and would be interested in connecting.

“Caught your tweet about selecting the right accounting firm and enjoyed reading your article. Would you be open to connecting?”

HOW TO FOLLOW UP

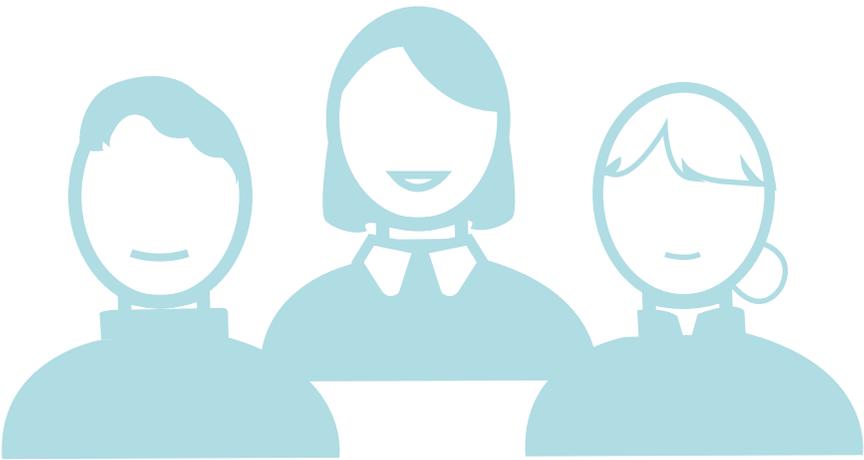
Your work is not over when your connection request is accepted. Especially if your goal is lead generation, follow up with a short note.

- If you made an offer in your initial message, deliver what you promised.
- Do you have a relevant educational resource you can pass along right away?
- Simply offer to help if they ever need it.

Don't assume that someone who accepted your connection is interested in buying from you, and immediately start selling. Check in with them to see if they have one of the problems you can solve and if this is a good time for a conversation. If not, focus on providing value — be gently persistent, but leave them in control of the relationship.

4

BUILDING RELATIONSHIPS



Everyone pays attention to who is paying attention to them.

After your initial follow-up, you want to continue the conversation and build your relationship with your new connections. Some will want to watch you and learn more about you and your business before they will be ready to engage. Others will be open to talking sooner. Either way, you want to stay active on LinkedIn so you keep your name in front of your connections and maintain mindshare.

HOW TO STAY IN TOUCH

Here are the easiest ways to stay in touch:

1 Congratulate

LinkedIn notifies you when one of your connections is mentioned in the news, publishes a blog post, gets promoted, or changes jobs. (Note that someone who changes their headline can turn up in your news feed as a job change, so make sure their job has actually changed before you congratulate them.)

LinkedIn also alerts you about birthdays and “work anniversaries.” All of these offer opportunities to touch base, find out what’s new, and get a conversation started.

2 Like, comment, and share

Check your news feed (on your homepage) for status updates and blog posts published by your connections. When you like, comment on, or share those items, your connections know you are paying attention to them.

3 Share relevant articles

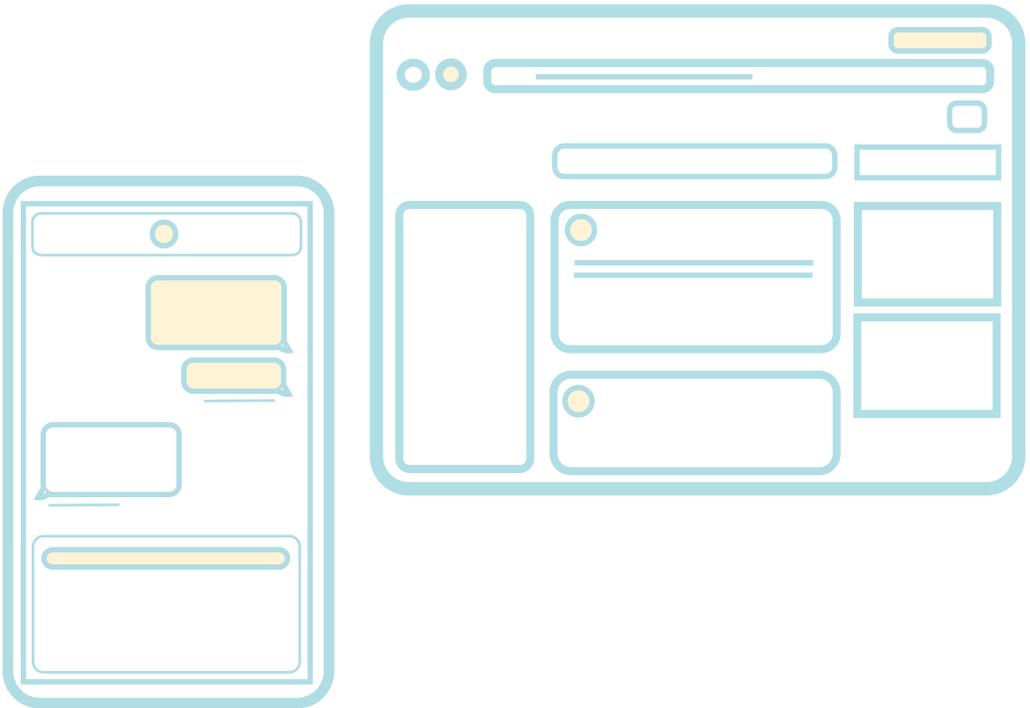
Most of the time, when you read a great article, you will want to share it on LinkedIn as a status update. But sometimes you find articles that are especially relevant for certain connections. You can send people a personal message saying you saw the article and thought of them.

However, be judicious in sending out links. To a busy executive, it can feel like you are assigning them homework. And if there is no relevance to the article, your message will be seen as spam.

4 Do a simple check-in

Right now, in 2020, people are worried and stressed. There's value in sending a message to your connections, especially those you know well, to ask how things are going.

For those you do not know well, reach out and offer a free brainstorming session. Not everyone has time to do this, but people will remember that you offered to help, and it builds goodwill for the future. You might have some great conversations!



WHAT TO POST

Sharing interesting articles is an excellent way to maintain mindshare and add value to your network.

What type of information is most valued? Content that is relevant to their job, such as:

- Breaking industry news
- Data
- New tools or services that could solve a common problem
- Tips about how to do something better

The more technical the information you share, the deeper your expertise is assumed to be. Don't shy away from highly technical articles if they're relevant for your connections.

When you share an article, you provide greater value if you add a comment:

- Tell people why you found it useful
- Say who else might find it interesting
- Quote from the article
- Share data cited in the article

Use hashtags to expand the audience for your posts (#ai or #cyber, for example). And if the article is relevant to specific individuals, you can bring it to their attention by tagging them. Type the @ sign, then start typing their name. LinkedIn will suggest people with that name and you can select from that list.

While most of the articles you share will be industry news and blog posts from thought leaders in your market, make an effort to reach outside your industry and share things your connections won't come across on their own.

Good sources include:

- LinkedIn Influencers from other industries
- Quality publications they may subscribe to but might be too busy to read fully, such as the Harvard Business Review, McKinsey Quarterly or the Economist
- Podcasts
- TED Talks

There is no need to share many articles — LinkedIn isn't Twitter! One per week is enough. If you are liking and commenting on your connections' posts, you will have plenty of activity in your account.

HOW TO GET PEOPLE TO ENGAGE WITH YOU

When you get people to engage with your status updates, your post becomes visible to their connections. This can vastly increase your reach. So how do you get people to engage?

Here are a few tips:

1 Engage with them.

The law of reciprocity applies to social media. If you consistently engage with someone's content, they are much more likely to engage with yours.

2 Ask questions that can be answered with a few words.

Most people are on a mobile device and doing something else while they are on LinkedIn. Make it easy for them to engage, and they are more likely to do it.

3 Give them a reason to engage.

Let them feel their voice matters, and ask questions on which they are likely to have an opinion.

- We're trying to decide whether to have a blockchain track at our next conference. Yes or no?
- What video conference platform are you using?

4 **Ask for favors.**

This might seem counterintuitive, but there's good science around the benefits of asking people for favors. Whether they grant the favor or not, data shows that they think more highly of you for having asked. From time to time, ask for a small favor.

For example, ask for their input on a topic or if they would be willing to take a quick 2-minute survey about a hot topic in your industry.

Don't ask often — quarterly is plenty — but this can be a powerful tool in your relationship-building arsenal.

5 **Move off LinkedIn.**

LinkedIn is a great place to meet people, build relationships, and maintain mindshare. But if you really want to advance the relationship you will need to move off LinkedIn. Ask for a short conversation, such as a 10-minute call.

Give them a reason to talk — don't just say you want to learn more about them and their business. No one has time for that. Instead, offer value. Make sure they will get something out of it and explain what that something is.

5

THOUGHT LEADERSHIP

When you are seen as a thought leader, more people are aware of you and your business, it is easier to get people to take your calls, you can charge higher prices, and you attract higher caliber employees.

LinkedIn is the ideal place to make your thought leadership visible.

BLOGGING

Every user on LinkedIn — even those with free accounts — has the ability to publish blog posts, which LinkedIn refers to as articles. When you publish on LinkedIn, your network is notified. And when your connections interact with your post, it becomes visible to their networks. That immediately gives you higher readership than publishing on your website.

A blog post published on LinkedIn is available to Google and other search engines and will rank higher than the same post on your website, because LinkedIn has so much traffic that Google considers it an authority site.

Here are some tips for blogging on LinkedIn:

1 How often should you publish?

For most CEOs, one blog post a month is the ideal frequency. If that is too often for you, consider publishing quarterly. Your company may blog daily or weekly, but no one expects that frequency from an executive.

2 How long should a blog post be?

The ideal length is 500-1,000 words. There is data showing that longer posts are shared more often, but most people are reading on a mobile device — and shorter content works better there. Don't worry about the length, make it as long or short as it needs to be to tell the story.

3 What should you write about?

Share your insights, vision, and perspective. Answer questions you are frequently asked. Tell stories — especially stories about your customers.



VIDEO

Video gets 1,200% more engagement than other types of posts. LinkedIn is currently prioritizing video in the news feed, so your videos get more exposure than blog posts, articles, or updates. It's worth the effort to use videos to get your story out there.

Native videos (informal videos taken with a phone) are watched three times longer than professionally packaged videos. They provide the easiest and least expensive way to get started with videos.

Try using video to tell customer stories, share the excitement of live events, or offer bite-sized insights. Here are some tips:

- Invest in quality lighting and a good microphone.
- Choose a simple but interesting backdrop.
- Keep your videos short, ideally under a minute.
- Add captions, because many people watch with the sound off.

6

STRATEGIES FOR SPECIFIC SITUATIONS

Tailor what you do on LinkedIn to accomplish your business goals.

So far, we have been sharing advice relevant for CEOs in general. Now, let's talk about what you can do on LinkedIn to advance specific business goals.

For all of these strategies, there is a unifying theme — tailor your profile and activity to attract the type of people you want to impress. Demonstrate expertise in the areas those people care about, and build trust so they are comfortable doing business with you. Then stay active on LinkedIn so when an opportunity arises, you're the person they think of.

LEAD GENERATION

LinkedIn is the perfect place to prospect if you sell to professionals or executives. You can identify ideal customers, introduce yourself, educate people, maintain mindshare, and build relationships. In fact, LinkedIn is responsible for 80% of all B2B leads from social media. Here are some tips to help you optimize your presence for brand awareness and lead generation:

ON YOUR PROFILE

- **Write as if you are speaking to customers.** Talk about who you help and how you help them.
- **Tell the story of your expertise,** so people appreciate the value you bring to a sales conversation.
- **Share why what you do matters to you.** Allow people to see that it's more than just a job.
- **Show you give back.** Include charities and non-profits you support. This helps build trust.
- **Align your profile with your customers.** Use industry-specific or technical language where appropriate. Allow customers to see that you are like them.
- **Build talking points into your profile,** such as organizations you support or quirky details about your background. These make good conversation starters.

WITH YOUR NETWORK

- **People who come to your profile will be able to see what connections you have in common.** Connect with influencers, association executives, consultants, editors, podcasters, and others who are respected in your industry.
- **Connect to clients, prospects, partners, and members of your team.**

IN STATUS UPDATES

- **Share company news and accomplishments,** but don't only talk about your business. Interact with thought leaders, partners, and customers.
- **Congratulate partners, customers, prospects, and influencers on their wins.**

BLOG OR DO VIDEOS ABOUT

- Customer stories
- Your methodology, process, or technology
- Questions you are asked frequently
- Proactively address objections
- Insights into current trends in your industry

PRODUCT LAUNCHES

When you're launching a new product, you are in the spotlight. Editors and reporters will go to your LinkedIn profile to get background information before interviewing you. Make sure your LinkedIn presence tells the story of your new product.

ON YOUR PROFILE

- **Add a paragraph about your new solution** to your About section or current job description.
- **Upload a datasheet, brochure, PowerPoint, or video** that introduces the new product and provides details.
- **If the product is a major departure from what you usually do**, rework your headline to incorporate the new theme.
- **Add keywords related to the product throughout your profile.**
- **Update your header graphic to include an image of the new product.**

WITH YOUR NETWORK

- **Connect to influencers who are relevant to the new product.** This might include prospects, industry experts, or the media.
- **Connect to beta users and partners who are involved in the launch.**
- **Test the value proposition on some of the individuals in your network.** Run experiments to see which way of explaining the new product gets people most excited.

IN STATUS UPDATES

- **Start sharing updates about the problem you have solved, well before the launch.** Pay particular attention to sharing articles that quantify the problem or make a strong case for solving it.
- **Share updates about techniques your solution uses.**
- **If you have new partners for this product, share their news.** When they share information about your launch, make sure you like and share their posts.

BLOG OR DO VIDEOS ABOUT

- **The problem you have solved — this is much more useful than talking about the solution, especially in the beginning.** You want people to fully understand why this is a problem that was worth solving, why it is essential that they solve it, and why your solution is better than the other alternatives.
- **Results from beta users (with permission).**

SPEAKING ENGAGEMENTS

Use LinkedIn to become more findable, and make sure your profile includes videos that show how dynamic you are.

ON YOUR PROFILE

- Include the word “speaker” or “keynote speaker” in your headline.
- Mention your speaking engagements in your **About section**. Talk about why you enjoy speaking and what you bring to an event.
- Use a photo of you giving a keynote as your header graphic.
- Upload video clips from speaking engagements.
- Upload PowerPoints or handouts from popular presentations.
- Ask people who hired you to speak or who have heard you speak to give you recommendations.
- List public speaking and related topics as skills and seek endorsements for those skills.

WITH YOUR NETWORK

- **Connect with people who typically hire speakers**, such as association executives, training managers, and event planners.
- **Connect with other industry experts and speakers on this topic.**
- **Connect with media.**

IN STATUS UPDATES

- **Share news about topics you speak about.**
- **Like and share blog posts from other experts.**
- **Like and share news from organizations** where you would like to speak.

BLOG OR DO VIDEOS ABOUT

- **Your areas of expertise.** Share tips and advice.
- **Your unique viewpoint.** The more you differentiate yourself, the easier it is to get speaking engagements.
- **Your perspective on industry trends, best practices, current events, or future directions.**

MEDIA COVERAGE

Do you want to be quoted in the press? Featured as a guest on the news or a talk show? Be on more podcasts? Use your LinkedIn presence to demonstrate subject matter expertise and show that you are media savvy.

ON YOUR PROFILE

- **Include keywords about your area of expertise** in your headline.
- **Mention prior media coverage** in your About section.
- **Use a photo of you giving a keynote as your header graphic.**
- **Upload video clips from TV appearances,** podcast interviews, and articles written by or about you.

WITH YOUR NETWORK

- **Connect with producers, podcasters, and bookers.**
- **Connect with other industry experts and speakers on this topic.**

IN STATUS UPDATES

- **Share news about your area of expertise.**
- **Like and share blog posts from other experts.**
- **Like and share news from organizations where you would like to speak.**

BLOG OR DO VIDEOS ABOUT

- **Your area of expertise.**
- **Your unique viewpoint or perspective.** The more you differentiate yourself, the easier it is to get booked.

RECRUITING

When your leadership team and hiring managers have strong personal brands, you are able to attract higher caliber candidates and gain a competitive advantage in recruiting. Here are a few tips on using your personal brand to enhance recruiting.

ON YOUR PROFILE

- **Mention that you are hiring in your headline** or near the top of your About section.
- **Make sure your contact information is visible.**
- **In your About section, talk about your company culture,** your leadership philosophy, the type of person you want to hire, and the type of people who thrive in your organization.
- **Upload photos and videos of your team.**
- **Ask for recommendations from people who work for you.**
- **Give recommendations to people who work for you,** showing that you appreciate their work.
- **If your company has received any “best places to work” awards,** feature those on your profile.
- **If your company volunteers as a team,** include that in the volunteer section.

WITH YOUR NETWORK

- **Connect with people who are respected by the type of people you want to hire.**
- **Connect with people who can make referrals: employees, colleagues, and peers.**

IN STATUS UPDATES

- **Show your traction.**
- **Share blog posts** that support your management style, philosophy, and culture.
- **Share news that aligns you with the type of people you want to hire.**
- **Like and share updates from employees and peers.**

BLOG OR DO VIDEOS ABOUT

- Company culture
- Management style
- Leadership
- Work/life balance
- Training
- Company values
- Why you offer the benefits you do
- How you value whatever demographic or role you are recruiting
- Diversity
- What's cool or unique about your company
- Your team talking about what they love about your company

BOARD ROLE

Consider what you bring to an advisory board, non-profit board, or board of directors. What role can you fill? What knowledge and experience do you bring to the table? Package yourself and make sure your LinkedIn presence tells that story.

Being active on LinkedIn brings you to the attention of more people and helps you maintain mindshare with people in your network who can refer you. Here are some tips:

ON YOUR PROFILE

- Showcase the expertise most likely to be in demand.
- Incorporate a wide range of keywords throughout your profile.
- Use a header background photo from a conference or speaking engagement.

WITH YOUR NETWORK

- **Connect with other CEOs in your industry.**
- **Consider connecting with executive recruiters,** executives at private equity and venture capital firms, and others who can make board recommendations.

IN STATUS UPDATES

- **Share blog posts and news** relevant to the type of organization you want to serve.
- **Demonstrate expertise in the industry and subject matter.**
- **Engage with peers and industry experts.**

BLOG OR DO VIDEOS ABOUT

- **Topics that showcase your expertise and abilities.**
- **Governance issues;** show you understand the way boards think.
- **Your insights on new trends.**

ON YOUR PROFILE

- **Share the full scope of your expertise,** responsibilities, and accomplishments.
- **Incorporate a wide range of keywords.** To get ideas, look at the profiles of people who have the job you want. Also look at job postings — they will have keywords employers use to describe the skills and responsibilities of the job you
- **Use all 50 skills, and match them to the keywords in job descriptions.**
- **Use a header background photo** from a conference or speaking engagement.
- **Include a video clip.**

JOB SEARCH

Use LinkedIn to make yourself findable to executive recruiters. Craft your LinkedIn presence to tell the rich story of your expertise, build a large network, and stay active on LinkedIn so you maintain mindshare. Here are some tips for job seekers:

WITH YOUR NETWORK

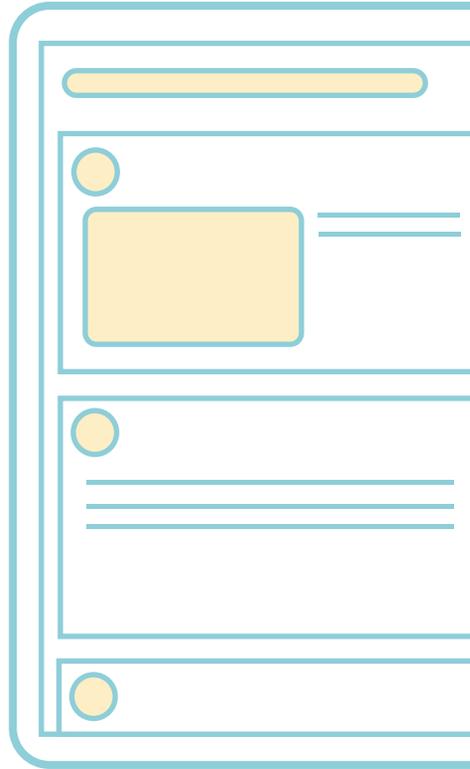
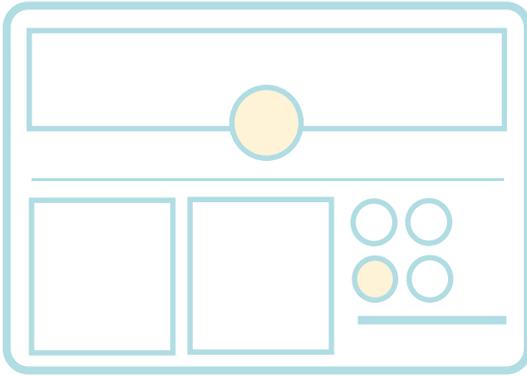
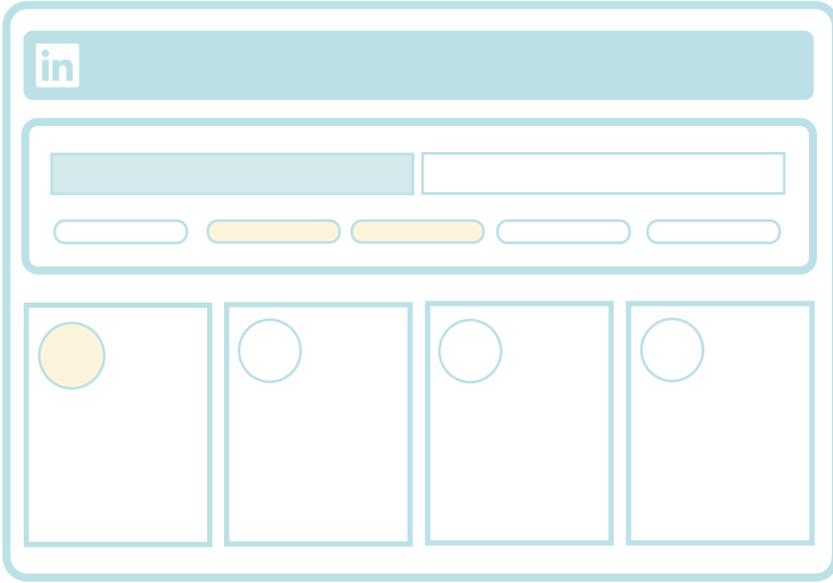
- Connect with peers who can refer you.
- Connect with influencers in your industry.
- Connect with employees of companies you want to work for.

IN STATUS UPDATES

- Share **blog posts and news** relevant to prospective employers.
- **Demonstrate expertise in the industry** and subject matter of your desired job.

BLOG OR DO VIDEOS ABOUT

- Topics that showcase your expertise and abilities.
- Your leadership philosophy.
- New trends in the industry.





ABOUT PRORESOURCE



ProResource is a social media marketing agency that specializes in executive branding — helping CEOs and leaders create their personal brand in social media, build their reputation for thought leadership, and use social media to make faster progress on their business goals.

Founded in 2007, we have worked with more than a thousand executives in businesses of all sizes, ranging from start-ups to Fortune 50 companies. We help you use social media to:

- 1** Get exposure for your company: build brand awareness, generate leads, find partners and investors, and create a referral network.
- 2** Gain a competitive advantage in recruiting: attract the best candidates and showcase your company culture and leadership philosophy.
- 3** Make progress toward professional goals: raise your profile in the industry, join a board, have more speaking engagements, and position yourself for your next adventure.

OUR SERVICES INCLUDE:

SOCIAL MEDIA COACHING

LINKEDIN PROFILE MAKEOVERS

BLOG WRITING

VIDEO COACHING

AUDIENCE EXPANSION

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