

# LINKEDIN

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## SOCIAL MEDIA PLATFORMS

Many social media platforms exist today

One of the most prominent in business use is LinkedIn

# USES FOR LINKEDIN

- Marketing communications such as thought leadership content, share vision/mission, content to build brand, drive awareness, create interest, and more.
  - Sales efforts to move prospects along the buyer journey, generate leads, and create conversions.
  - Job searching for the applicant, the employer, and even the recruiter.
  - Networking
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- Regardless of your career, role, industry, we all are marketing ourselves so it's important to build your brand – put your best foot forward – sell YOU!
  - In the next 20-30 minutes, we will focus on how to enhance your LinkedIn profile for the latter two



# NEXT STEPS:

## ■ Critical areas:

1. **Headline** – What you do, who you are, how you add value. This goes with you throughout LinkedIn.
2. **About** – Digital Cover Letter. Important for SEO and branding.
3. **Experience** – Should highlight your skill set, accomplishments, and responsibilities. Important for SEO.

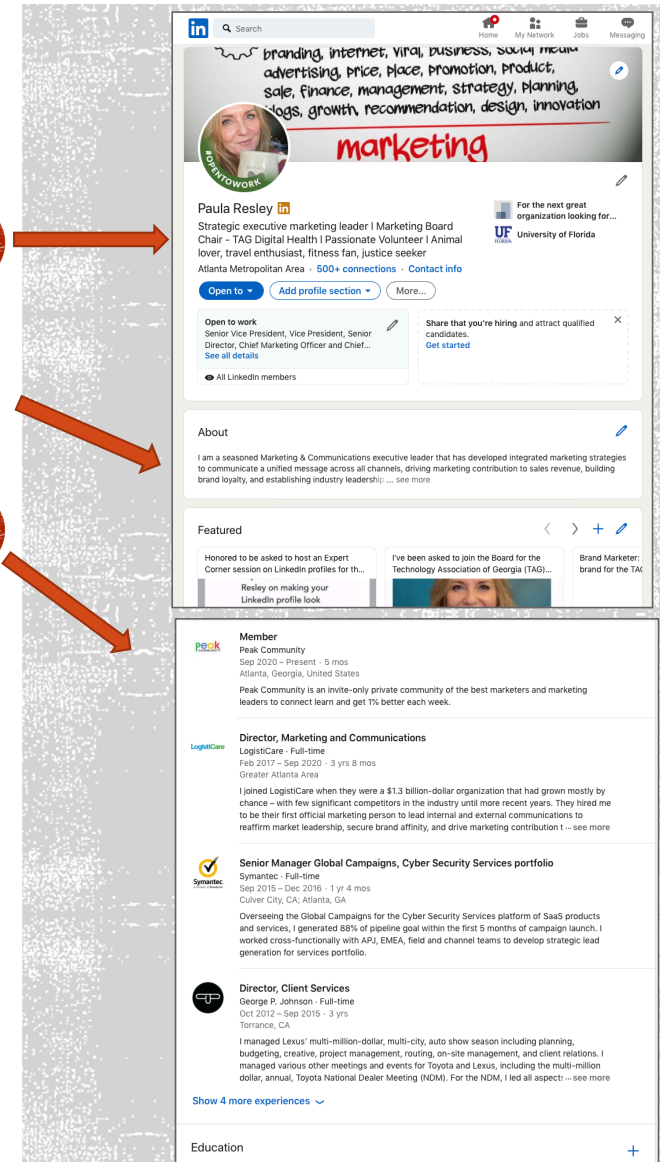
## ■ Other areas to consider:

- Featured - good for branding, highlighting work
  - Recommendations – good if executive leaders
  - Activity – good for showing your work, personality, interests
  - Endorsements – low value
- ## ■ Use LinkedIn Connections to enhance networking

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**QUESTIONS?**

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