



Welcome to Rock Your Profile



Afiya Addison

Education Lead, Market Development

ROCK YOUR PROFILE

Our agenda

- 01 Get to Know LinkedIn
- 02 Why LinkedIn?
- 03 Your Profile, Your Story
- 04 Beyond LinkedIn Profile
- 05 Q&A
- 06 Wrap Up

Get to know LinkedIn





OUR VISION

Create economic opportunity
for every member of the
global workforce

OUR MISSION

Connect the world's professionals
to make them more productive
and successful

Why LinkedIn?



OUR VALUE PROPOSITION

Connect to opportunity



The Power of LinkedIn



630M+
MEMBERS



30M+
COMPANIES



20M+
JOBS



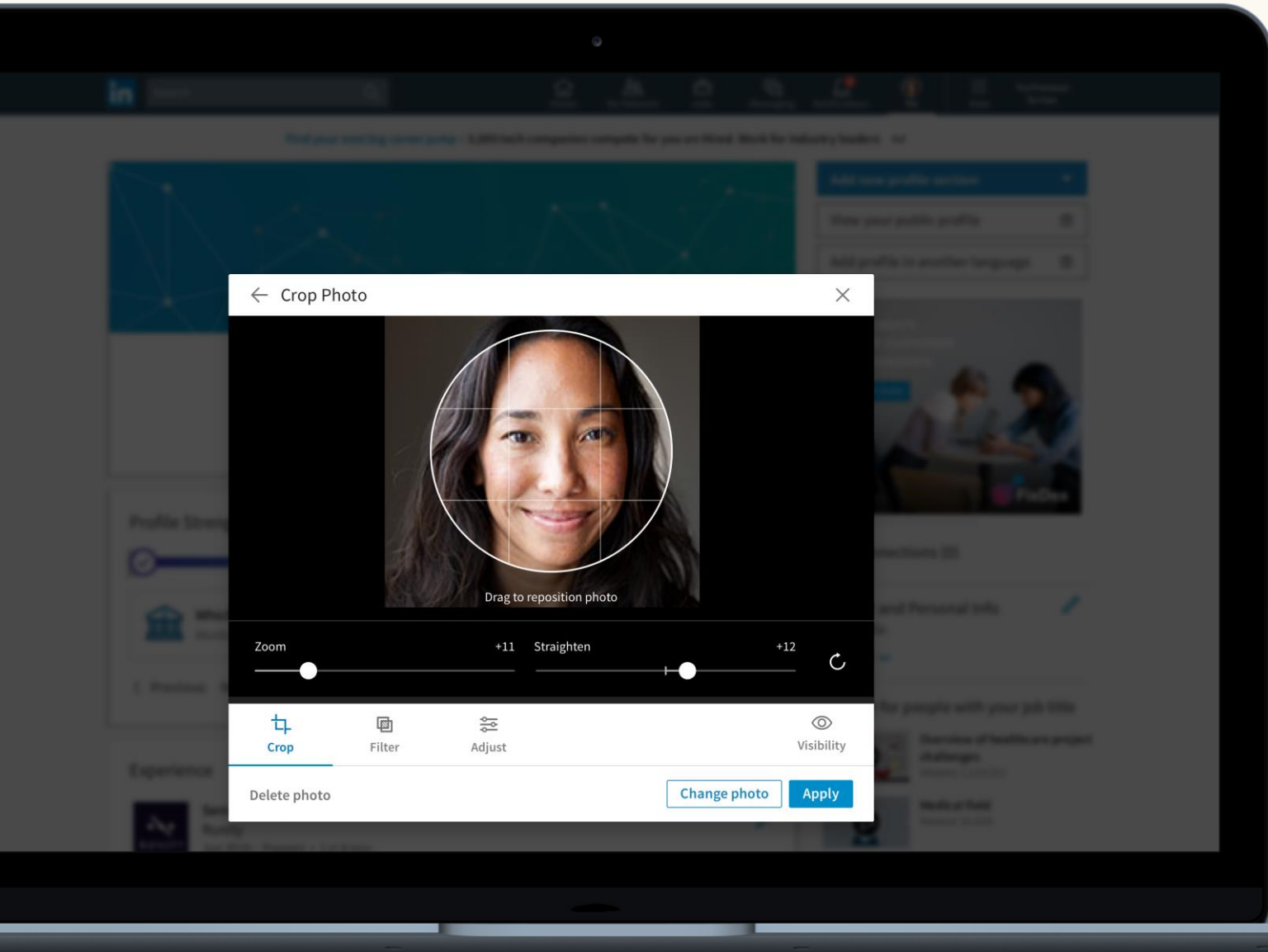
35K+
SKILLS



90K+
SCHOOLS

Your profile,
your story





STEP 1

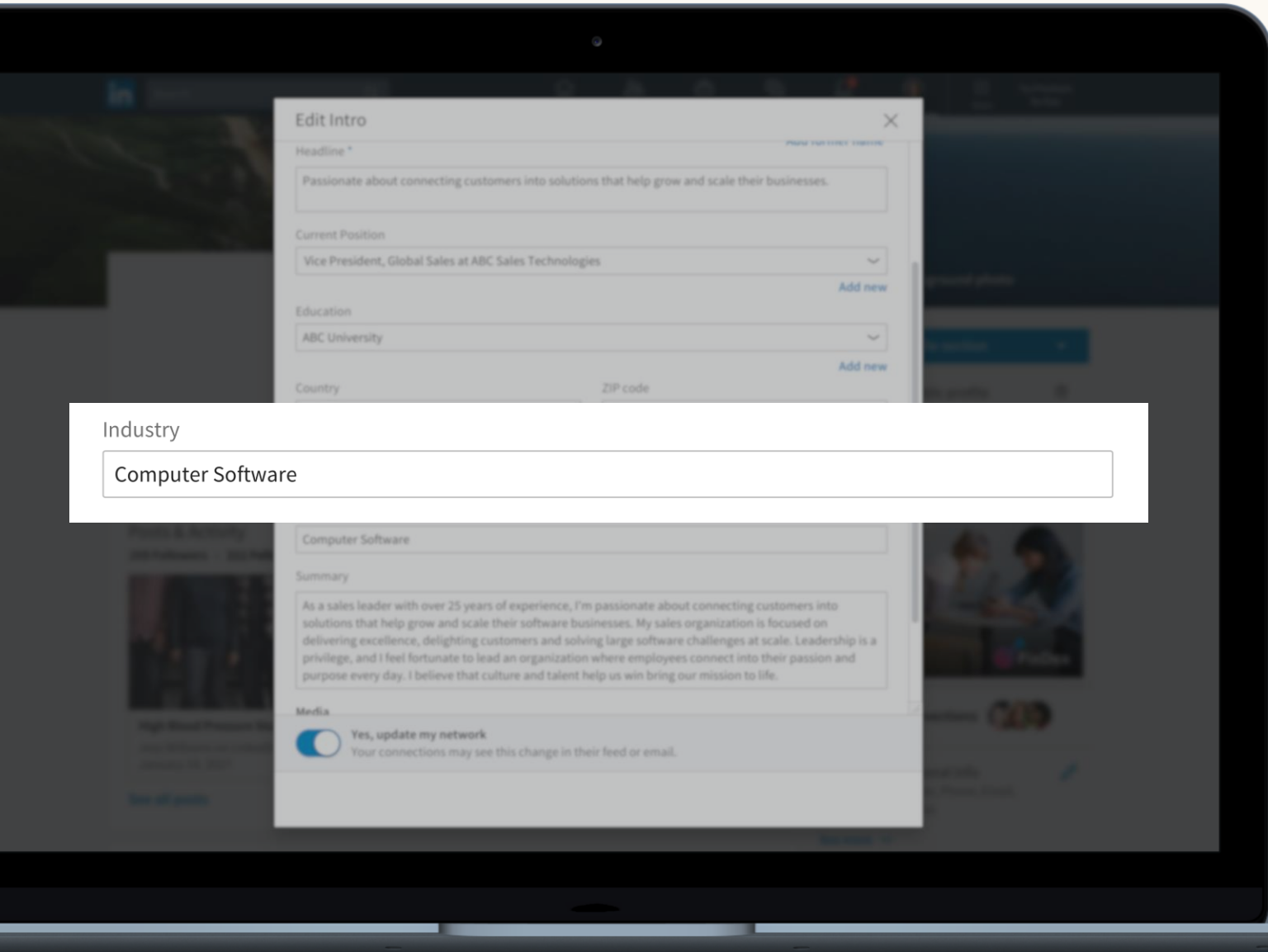
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages



STEP 2

Add your industry

Members with industry information receive up to **9x** more Profile views

More than **300K** people search by industry on LinkedIn every week.

Edit Intro

Headline *

Passionate about connecting customers into solutions that help grow and scale their businesses.

Current Position

Vice President, Global Sales at ABC Sales Technologies

Add new

Education

Summary

As a sales leader with over 25 years of experience, I'm passionate about connecting customers into solutions that help grow and scale their software businesses. My sales organization is focused on delivering excellence, delighting customers and solving large software challenges at scale. Leadership is a privilege, and I feel fortunate to lead an organization where employees connect into their passion and purpose every day. I believe that culture and talent help us bring our mission to life.

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Media



Yes, update my network

Your connections may see this change in their feed or email.

STEP 3

Draft a compelling summary

Your “elevator pitch”

Focus on career accomplishments and aspirations

40+ words



Vice President, Global Sales

ABC Sales Technologies

Apr 2015 – Jul 2016 • 1 yr 4 mos

ABC Sales Technologies is focused on helping small software businesses around the world thrive, grow and scale. We believe that platforms tools and technology can transform the way businesses go to market with new software solutions.

I grew our Software Sales business line to over \$20M in revenue delivering solutions to hundreds of software businesses in over 30 different countries. I've had the pleasure of leading a talented organization of over 200 sales professionals. I strive to create a culture that aligns into our company values and inspires employees to do the best work of their careers.



STEP 4

Detail your work experience

Member with up-to-date positions receive up to:

5x more connection requests

8x more Profile views

10x more messages


STEP 5


Add examples of your work


Upload photos, presentations,
and videos

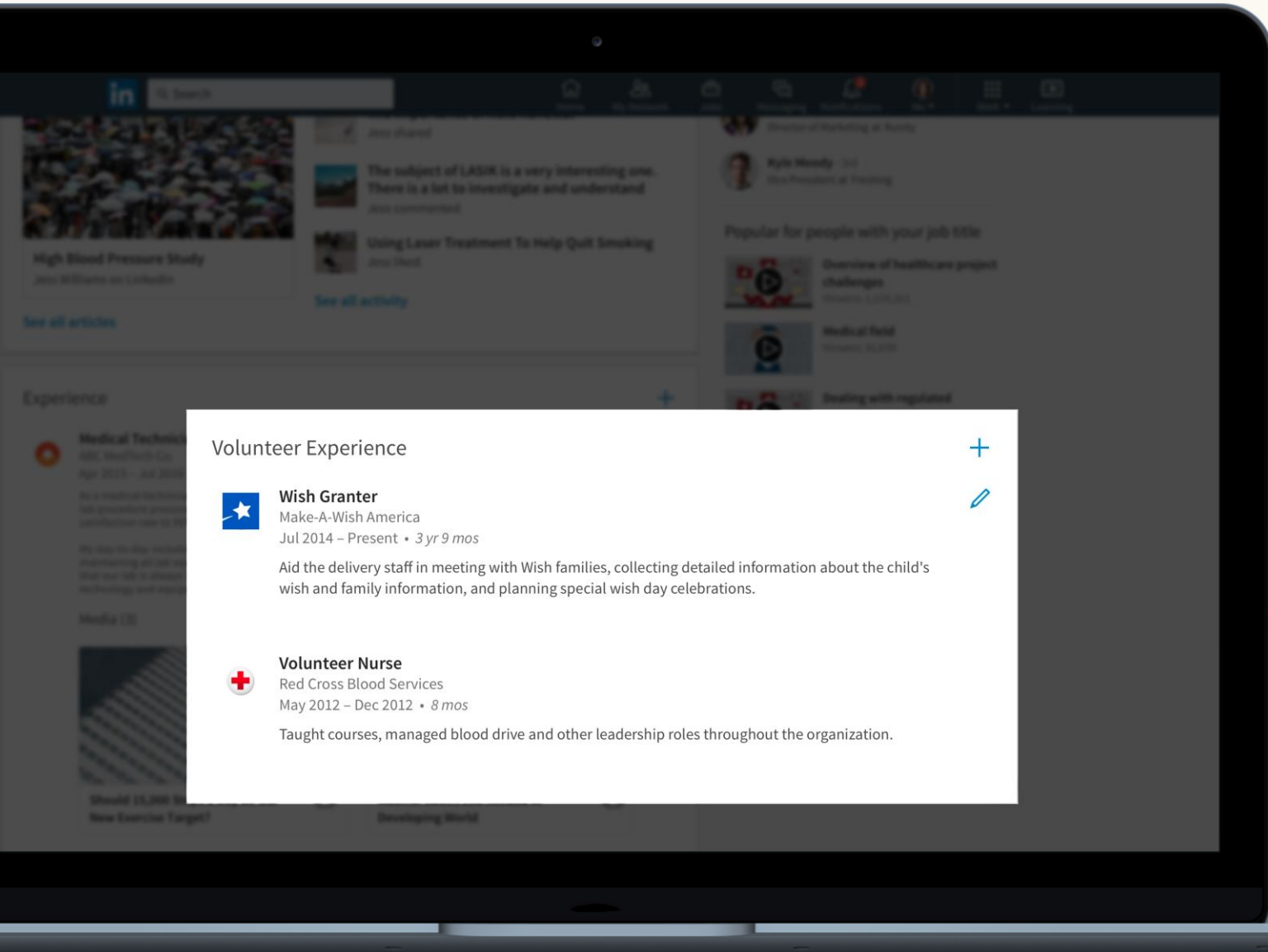
Give a dynamic, visually
appealing representation of
your professional story

Media (3) < Previous Next >



Instructions to Get Sales and Marketing Teams Working Together 

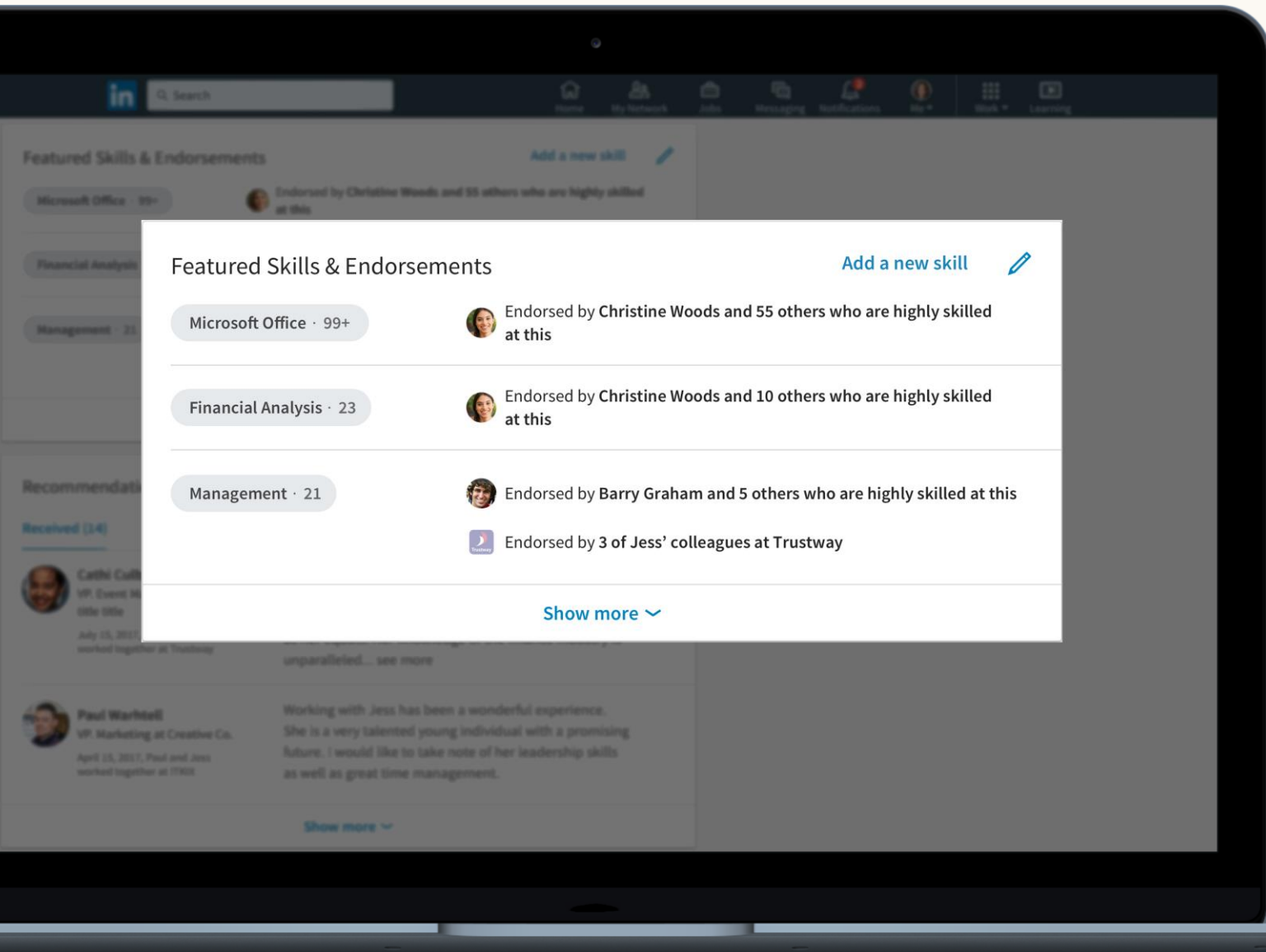
Worthy Goals and Metrics for the Modern Sales Leader 



STEP 6

Add volunteer experience

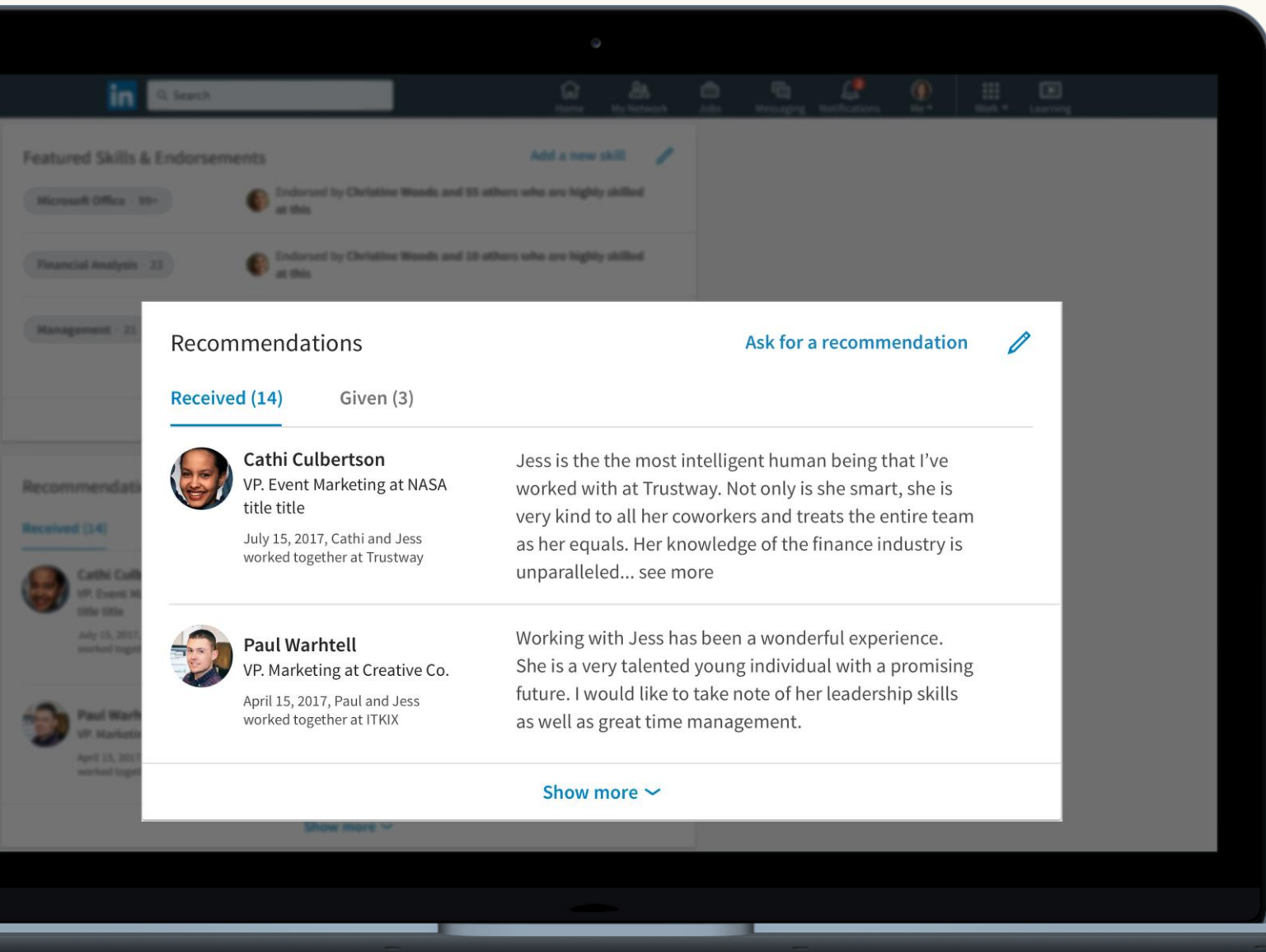
Members who add volunteer experience and causes get up to **6x** more Profile views than those without



STEP 7

Add skills & get endorsed

Members who add **5** or more skills receive up to **17x** more Profile views



STEP 8

Request a recommendation

Recommendations help build your credibility and validate your skills

And don't forget about...



LOCATION



EDUCATION



PUBLICATIONS



ACCOMPLISHMENTS

Build Thought Leadership

Your Voice on LinkedIn



Sharing updates vs. publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK



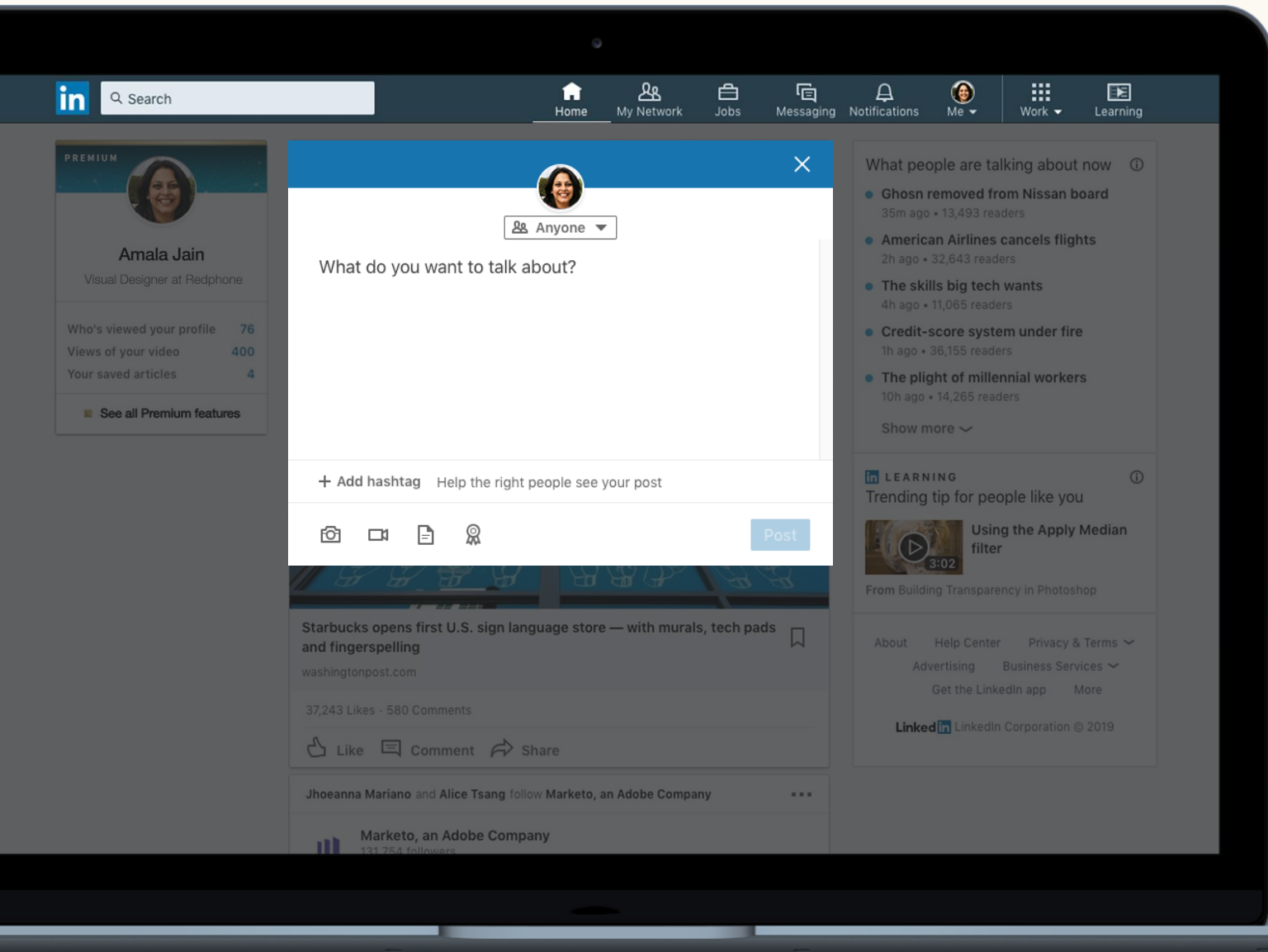
Updates

Share links, articles, images, quotes or anything else your followers might be interested in



Publishing

Deeply explore topics that matter to you, then watch the comments to see your impact



SHARING UPDATES

Share status updates

Best practices for sharing updates

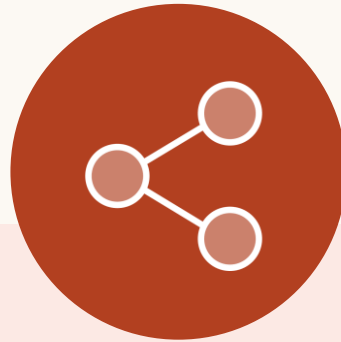
1. Share your authentic voice
2. Post frequently
3. Start a conversation or share your point of view
4. Include rich media to increase engagement
5. Create an opportunity for reciprocity



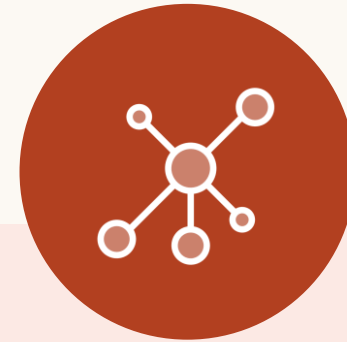
Publishing on LinkedIn



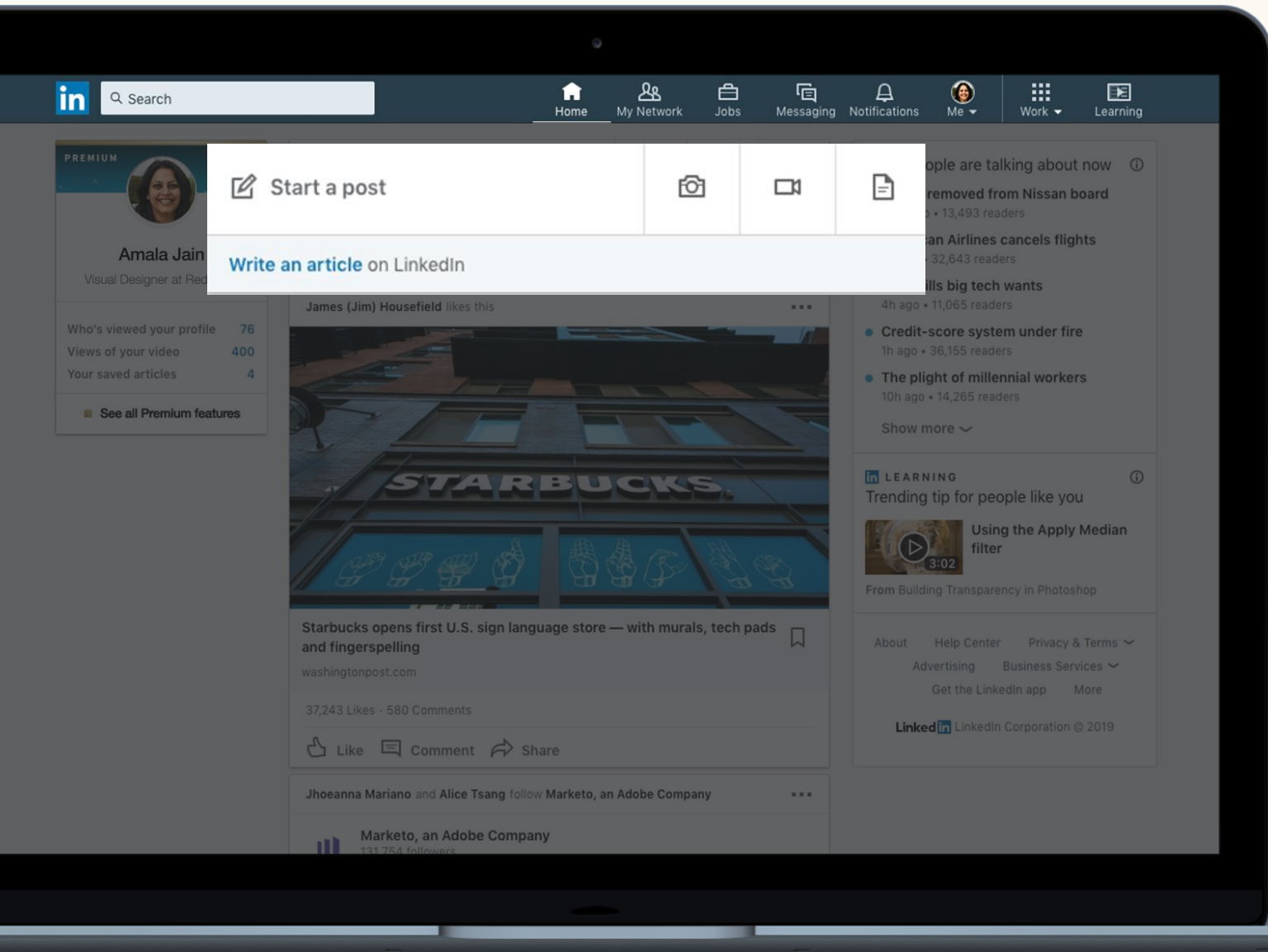
Becomes part
of your profile



Gets shared
with your network



Reaches the largest
group of professionals
assembled online



PUBLISHING

Start on your homepage



Best practices for publishing content

1. Create a headline that captures attention
2. Include a photo to stand out
3. Be authentic, use your voice
4. Think about your audience
5. Article length matters



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Learning

1,156 views

112 reshares



3 clicks from people at SAS

LinkedIn	29
Global Young Voices	2
Nordstrom	2
R K Harrison Insurance Brokers	1



16 have the job title Salesperson

Corporate Trainer	9
Human Resources Specialist	6
Operations Specialist	5
Banking Sales Consultant	3



Your biggest audience is from San Francisco Bay Area

Greater Chicago Area	8
Greater New York City Area	6
Greater Los Angeles Area	4
Toronto, Canada Area	2



Your article was found through LinkedIn.com

Facebook	11
Google Search	7

Show more



1st

2nd+

Most of your clicks came from your 2nd+ degree network

PUBLISHING

Track your progress

Gain
Knowledge
and Insights



in it to do what I love



LinkedIn

Internet • Sunnyvale, CA • 2,668,372 followers



[View in Sales Navigator](#)

[See jobs](#)

540 connections work here.
[See all 15,060 employees on LinkedIn](#) →

Overview



Jobs



Lauren (Hipschman) Jolda
Powerhouse Program Mana...

[View job openings at LinkedIn](#)

Life



About us

Whatever motivates and inspires you, we're a community that helps you realize your definition of success. #InItTogether

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 530 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions

[See more](#) ▾

Recent update

[See all](#)



Antoine Troupe: In it to do wh...

1,030 Likes • 25 Comments
3w

Employee Experience

Do you believe that promotions are awarded fairly at LinkedIn?



Skip

Your response is private and will not be shared with your company or shown on your profile.

GAIN KNOWLEDGE

Follow
companies

GAIN INSIGHTS

Follow
influencers

The screenshot shows a LinkedIn profile for Bill Gates on the Fluencer platform. The profile header includes the Fluencer logo, a circular profile picture of Bill Gates, and his name 'Bill Gates'. Below the name, it lists his roles: 'Co-chair, Bill & Melinda Gates Foundation', 'Bill & Melinda Gates Foundation • Harvard University', and 'Greater Seattle Area'. There is an 'Unfollow' button and a 'See more' link. A bio snippet reads: 'Co-chair of the Bill & Melinda Gates Foundation. Microsoft Co-founder. Voracious reader. Avid traveler. Active blogger.' To the right, there is a 'Contact and Personal Info' section with a 'Show more' link. Below that is a job advertisement for 'Irene, explore jobs at The Gates Foundation that match your skills' with a 'See jobs' button. The main content area is titled 'Bill's Articles & Activity' with 6,932,276 followers. It features three article snippets: 'Warren Buffett's Best Investment' (dated February 14, 2017), 'One of the greatest values of our nation is the belief that the best investment any of us can', and 'I recently sat down with LinkedIn executive editor Daniel Roth to talk about the process of'. There are also 'See 60 more articles' and 'See all activity' links. The 'Experience' section is partially visible at the bottom.

fluencer

Bill Gates
Co-chair, Bill & Melinda Gates Foundation
Bill & Melinda Gates Foundation • Harvard University
Greater Seattle Area

[Unfollow](#)

Co-chair of the Bill & Melinda Gates Foundation. Microsoft Co-founder. Voracious reader. Avid traveler. Active blogger.

[See more](#)

Contact and Personal Info
Bill's Profile and Websites
[Show more](#)

Ad

Irene, explore jobs at The Gates Foundation that match your skills

[See jobs](#)

Bill's Articles & Activity
6,932,276 followers

Warren Buffett's Best Investment
Bill Gates on LinkedIn
February 14, 2017

[See 60 more articles](#)

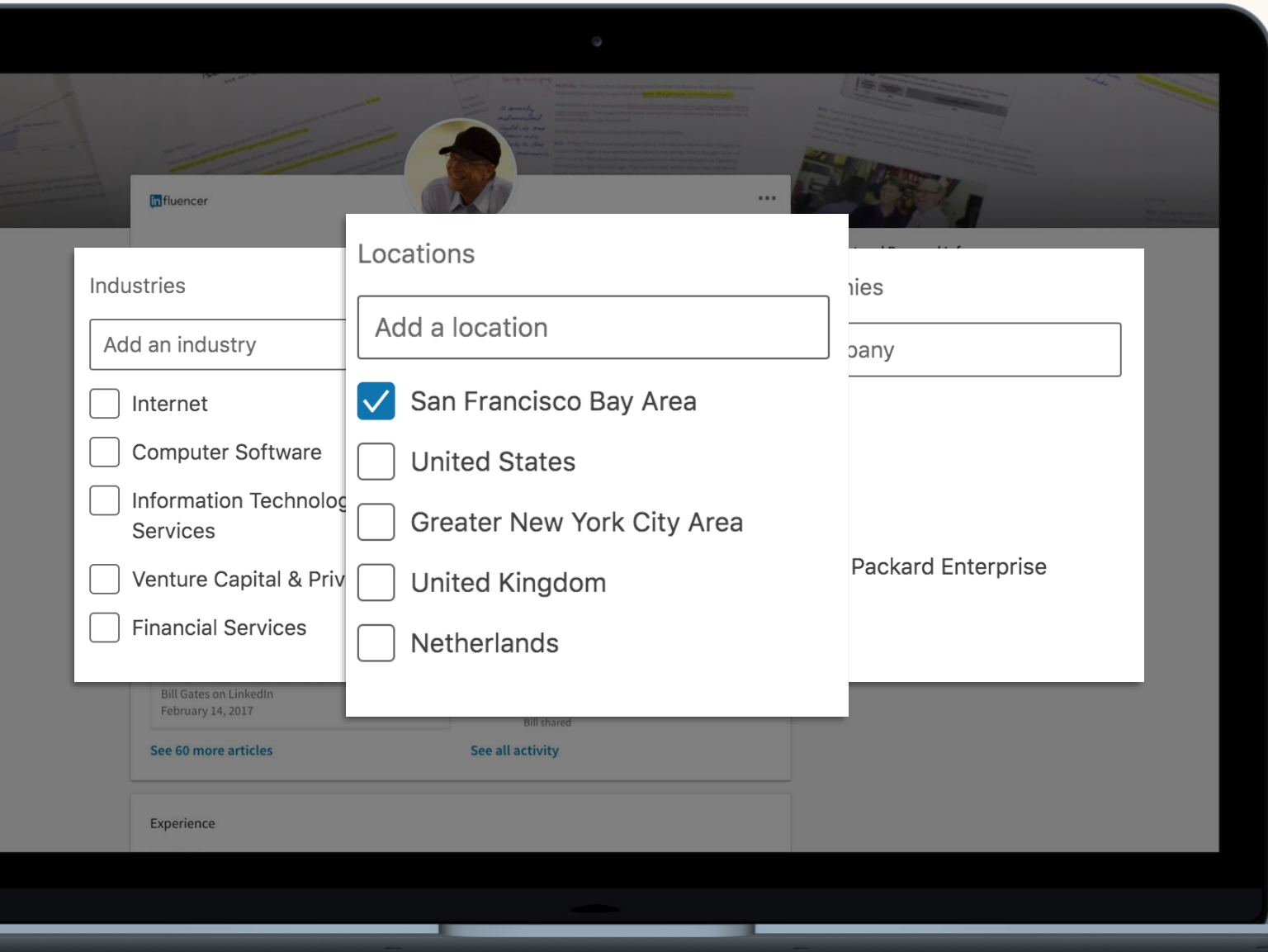
One of the greatest values of our nation is the belief that the best investment any of us can
Bill shared

I recently sat down with LinkedIn executive editor Daniel Roth to talk about the process of
Bill shared

In 2006, Warren Buffett donated the majority of his wealth to our foundation to help reduce
Bill shared

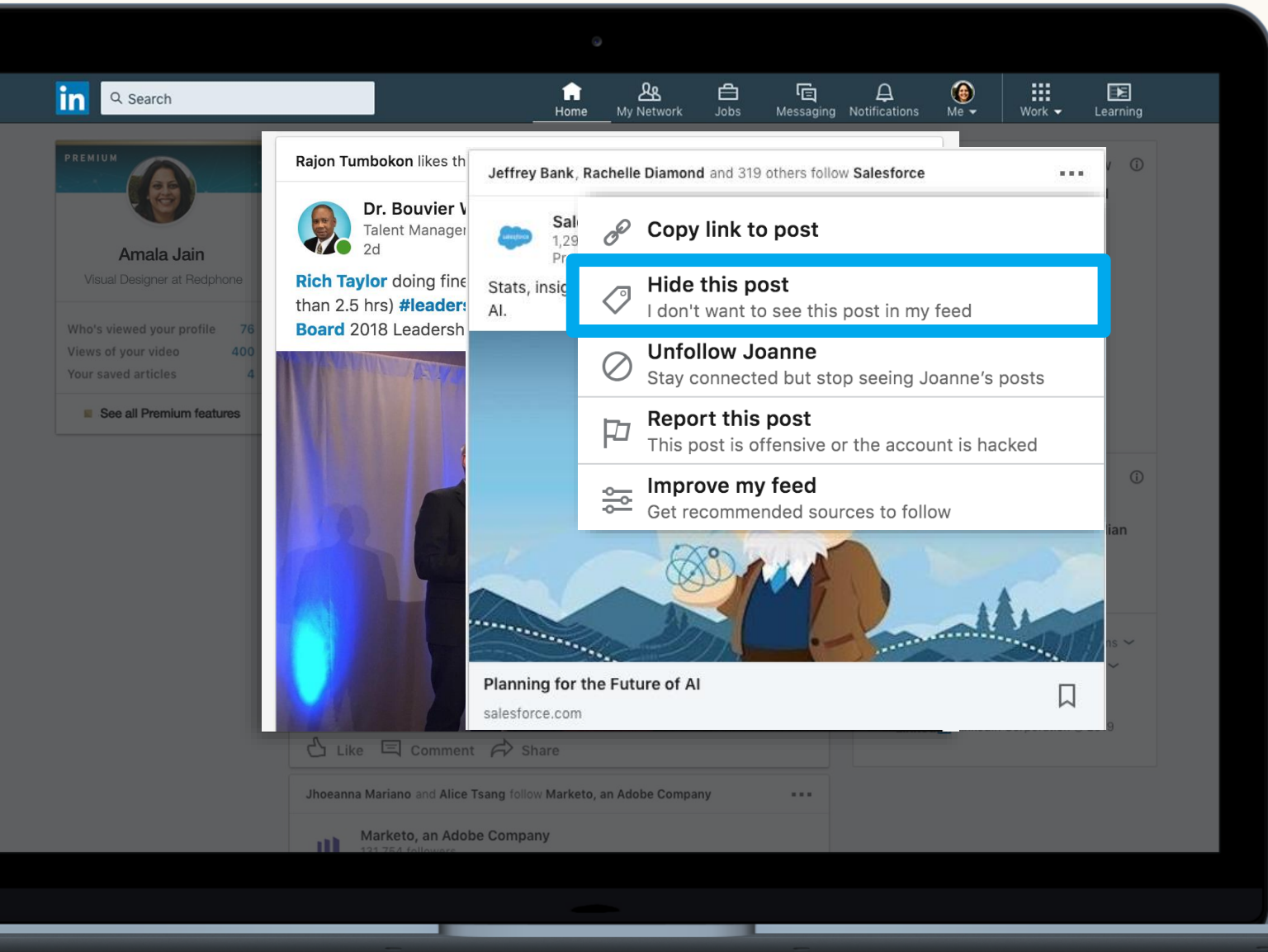
[See all activity](#)

Experience



SEARCH AT SCALE

Advanced search filters help you find what's important



CUSTOMIZE YOUR FEED

See the news,
content and posts
that matter most

Questions?