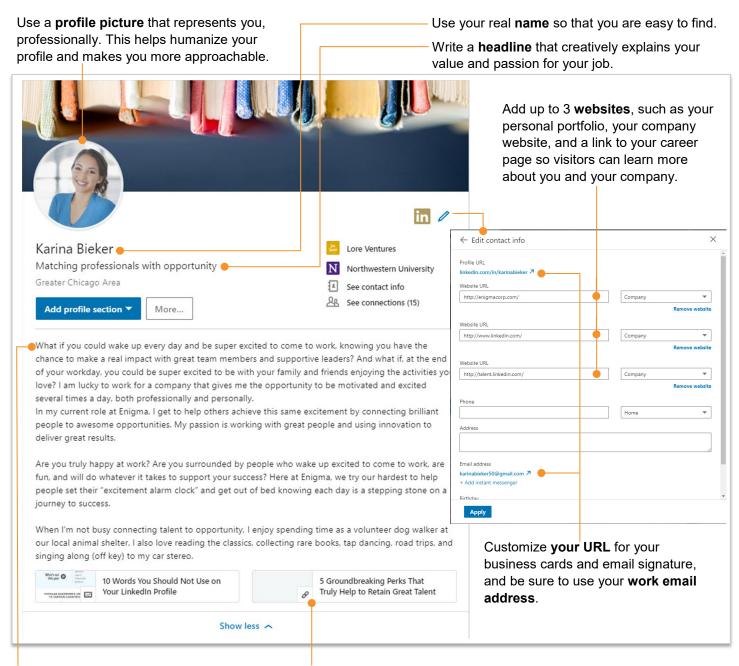
Enhance Your Presence on LinkedIn

Every day, members access LinkedIn to read the latest industry news, participate in group discussions, and connect with other professionals. Use this guide to build a profile that quickly tells an impactful, professional story about you. Give other LinkedIn members a glimpse into who you are and get them excited to learn more about you, your team, and your organization. Be strategic and choose one or two themes that strengthen your value and make you easy to remember.

Build Your Profile

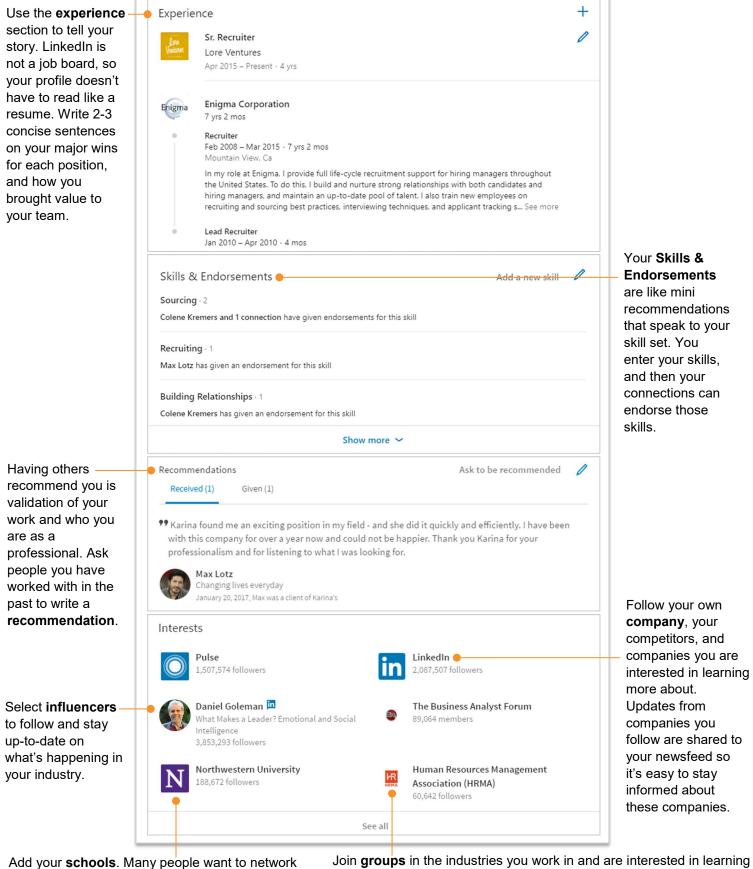
Follow these steps to build your profile on LinkedIn.



Think of your **summary** as your "elevator pitch." It should tell people what they can expect from you, what you do in your current position, why your company is great, and highlight your strengths.

Make your profile more engaging by sharing your standout projects with **rich media**. This is also a great way to showcase your company and employer brands.





CUSTOMER EDUCATION

with alumni from their school as you have

something in common and an instant connection.

more about. Engaging in discussions will help you develop yourself as a thought leader in these industries. Leverage articles from your newsfeed or top influencers to start a conversation in a group.

Engage with Your Network

When you engage on LinkedIn by connecting with others, participating in groups, sharing content, and by liking and commenting on content that your network has shared, you increase your visibility and your brand. Here are some best practices that you can do daily to engage with your network on LinkedIn.

Connect Thoughtfully

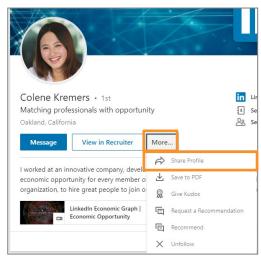
Have a connection strategy. Connect with the following members on LinkedIn:

- 1. Your team
- 2. Other leaders in your organization
- 3. People you've worked with
- 4. People you've met at conferences, training, or other work-related events
- 5. Key vendors you work with regularly
- 6. People who you think might be great candidates for future roles at your company

If you're reaching out to connect with someone you don't know remember to introduce yourself and include a reason as to why you're connecting.

Share Great Profiles

When you see members on LinkedIn who might be a good fit for your team or a partner team, share their profile and include a brief message why you think they might be a good fit for the team.



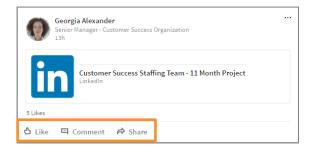
Leverage the Newsfeed and Influencers

Utilize your newsfeed and follow industry thought leaders to stay up-to-date on what is happening within your industry.



Share Jobs

Jobs that are shared are viewed 3 times more than jobs that aren't, and have a higher apply volume. Be sure to "like" and share jobs posted on LinkedIn to help your company fill open positions.



Use Groups to Network

Participating in groups is a great way to start conversations, build relationships, expand your knowledge, and begin positioning yourself as a thought leader in your industry.

Increase Visibility - Update Your Status

Position yourself as an industry leader to your network by communicating via your status update. Share the following types of content on LinkedIn:

- 1. Company news
- 2. Industry articles
- 3. Influencer posts
- 4. Examples of company culture



As you begin sharing content, you'll notice that members in your network will begin liking and sharing what you are posting.

Go Mobile

Download the LinkedIn app to your smartphone or tablet so that you can engage with your network on the go.



