



LINKEDIN CONTENT KIT



Manca Korelc



LINKEDIN BASICS

LINKEDIN & SOCIAL SELLING

Section #1

Manca Korelc

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WHAT DO YOU NEED TO KNOW BEFORE YOU DIVE INTO LINKEDIN?

Before we start leveraging the business opportunities on LinkedIn, the amazing professional social network, it is important to understand the right mindset. Two crucial things: we need to have a **giving mindset** and knowing **it takes time**.

Success on LinkedIn (like on other social media or elsewhere) doesn't happen overnight. But if you follow the advice and instructions in these documents, success will follow. And it will last.

Let's meet some facts and numbers in B2B business buying process. We all know that nowadays buyers are deciding, when they take a next step in the buying process, so we need to act accordingly.

B2B buying process facts:

- 82% of prospects are doing research on social networks
- 60-70% are in the buying process when they contact the sales representative
- 80% expect a response in real-time – we need to respond fast
- 6,8 on average decision-makers for every decision
- 60% of buyers do not make any decisions

Now let's learn the magic of social selling.

WHAT IS SOCIAL SELLING

Social selling is far away from the traditional sales approach and much more than just selling on social.

It is a process of building and nurturing relationships with social media and utilizing these relationships in the entire sales process, from finding, connecting, understanding, and gaining new prospects to reaching sales goals.



What you need to know before LinkedIn?

Social selling is the modern way to develop meaningful relationships with potential customers so you're the first person or brand a prospect thinks of when they're ready to buy (Hootsuite).

Key concepts of social selling

- It is buyer-driven, relationship-based, not the seller or transactional-based
- We do not pitch but help by listening and providing value
- You do not close a sale, but start a relationship
- The key is building credibility and trust
- Social networks play a key role in building trust with customers

LinkedIn is the best professional, business relationship-building platform to leverage the power of social selling in B2B.

4 PILLARS OF SOCIAL SELLING

In order to use social selling successfully, we must take these ongoing 4 steps and actions. Learn all 4 together with activities on LinkedIn (by LinkedIn).

1. ESTABLISH YOUR PROFESSIONAL BRAND

- Complete your profile with the customer in mind
- Add rich content - examples of your work, portfolio etc.
- Increase visibility with posting and interacting with relevant content
- Generate endorsements for your skills

2. CONNECTING TO THE RIGHT PEOPLE

- Use search tools and filters (use boolean search – NOT, AND. “ “)
- Leverage warm introductions with mutual contacts
- Research potential prospects
- Take advantage of Who's viewed your profile section
- By connecting with prospects always add a personalized message



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3. ENGAGING WITH INSIGHTS

- Share relevant resources
- Leverage industry data and new to post timely content
- Engage in discussions with thoughtful comments
- Use relevant information when reaching out

We cover this topic in the document in Section 7 LINKEDIN CONTENT PLAN.

4. BUILDING RELATIONSHIPS

- Build your contact network to increase reach
- Focus on decision-makers
- Connect internally to leverage warm introductions
- Nurture relationships

BONUS TIP: Follow your SSI of your LinkedIn profile:

<https://www.linkedin.com/sales/ssi>

Now that you understand the basic concepts, jump to Section 2 to learn about the business goals on LinkedIn.





LINKEDIN GOALS

Section #2

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SET WHAT DO YOU WANT TO ACHIEVE WITH LINKEDIN

To use LinkedIn effectively we need to understand, what are our **business goals**. There are several goals you can achieve on LinkedIn, but first, let us learn how to set SMART goals.

WHAT ARE SMART GOALS?

Specific: We should clearly define, what we want

Measurable: Each goal needs one or more metrics, so we can follow our results

Achievable: Is it achievable within our resources time, money, and people?

Realistic: Is it possible to achieve goals with your current resources?

Time-sensitive: Every goal needs a time frame, so we need to put a deadline

Example 1:

Increase sales qualified leads for our B2B services in the Slovenian market by 10% in the first quarter of 2020. | KPI: lead number

Example 2:

Establish employer brand - hire 3 sales representatives by March 2021.

KPI: number of job applications

GOALS ON LINKEDIN:

LinkedIn can be used to meet different goals. Often you will set more than one:

Build credibility and trust

Brand awareness

Employer branding

Personal branding

Lead generation

Community Building

Targeted Advertising

Improve Social Media ROI

Competition Monitoring

Customer Care

Education

Finding a job

Now that you understand how to set the goals, open the excel table to set them according to your customer journey for LinkedIn page and profiles.





LINKEDIN PROFILE CHECKLIST

Section #3

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COMPLETE YOUR PROFILE AND PREPARE IT FOR SUCCESS

LinkedIn profile is about you, but not for you.

Your LinkedIn profile is NOT a CV, but a landing page on LinkedIn. In many cases, it is the first digital professional impression that people have of you because we are used to *google* people. You should not treat your LinkedIn profile as a static board, but a very dynamic tool.

If you do the exercise and google yourself, you will find your LinkedIn profile high in search results, so make sure you look your best online.

It represents your personal brand, is the place where you tell your story, so write in the first person singular. Add human touch and storytelling to your descriptions.

Imagine your potential clients land on your profile and it will impact if they do business with you or not – does your profile speaks directly to them?

Take profile optimizing seriously and fill in all the elements. LinkedIn cares about optimized profiles and gives them a priority with search terms and larger post reach (read more about the LinkedIn algorithm in Section 12).

When you are happy with your profile, consistently drive traffic to your profile with different activities. We will dive into this topic later in sections.



ELEMENTS OF YOUR LINKEDIN PROFILE

The list of all elements. Fill in your LinkedIn profile and ✓ them all.



| | | |
|--|----|---------------------------|
| | 1 | PROFILE PHOTO |
| | 2 | BACKGROUND PHOTO |
| | 3 | HEADLINE |
| | 4 | CONTACT INFO |
| | 5 | ABOUT OR SUMMARY |
| | 6 | FEATURED |
| | 7 | WORK EXPERIENCE |
| | 8 | EDUCATION |
| | 9 | LICENSES & CERTIFICATIONS |
| | 10 | VOLUNTEER EXPERIENCE |
| | 11 | SKILLS & ENDORSEMENTS |
| | 12 | ACCOMPLISHMENTS |
| | 13 | RECOMMENDATIONS |
| | 14 | INDUSTRY |
| | 15 | LOCATION |
| | 16 | INTERESTS |
| | 17 | PRONUNCIATION VOICE |



How to complete your LinkedIn profile?

PROFILE PHOTO

The profile image is one of the most important elements of your profile. It must be professional in order to make the best first impression.

Here are some tips directly from LinkedIn:

- Get a professional to take the picture
- Use a high-resolution image
- Make sure your face takes up at least 60% of the frame
- Be the only person in the picture
- Choose the right expression - smile
- Avoid distracting backgrounds
- Wear what you would wear to work
- Take the photo in soft, natural light
- Use filters wisely
- Do not wear sunglasses or hats

LinkedIn says profiles with pics get an 11x increase in profile views. That is a lot!

Size: 400 x 400 pixels

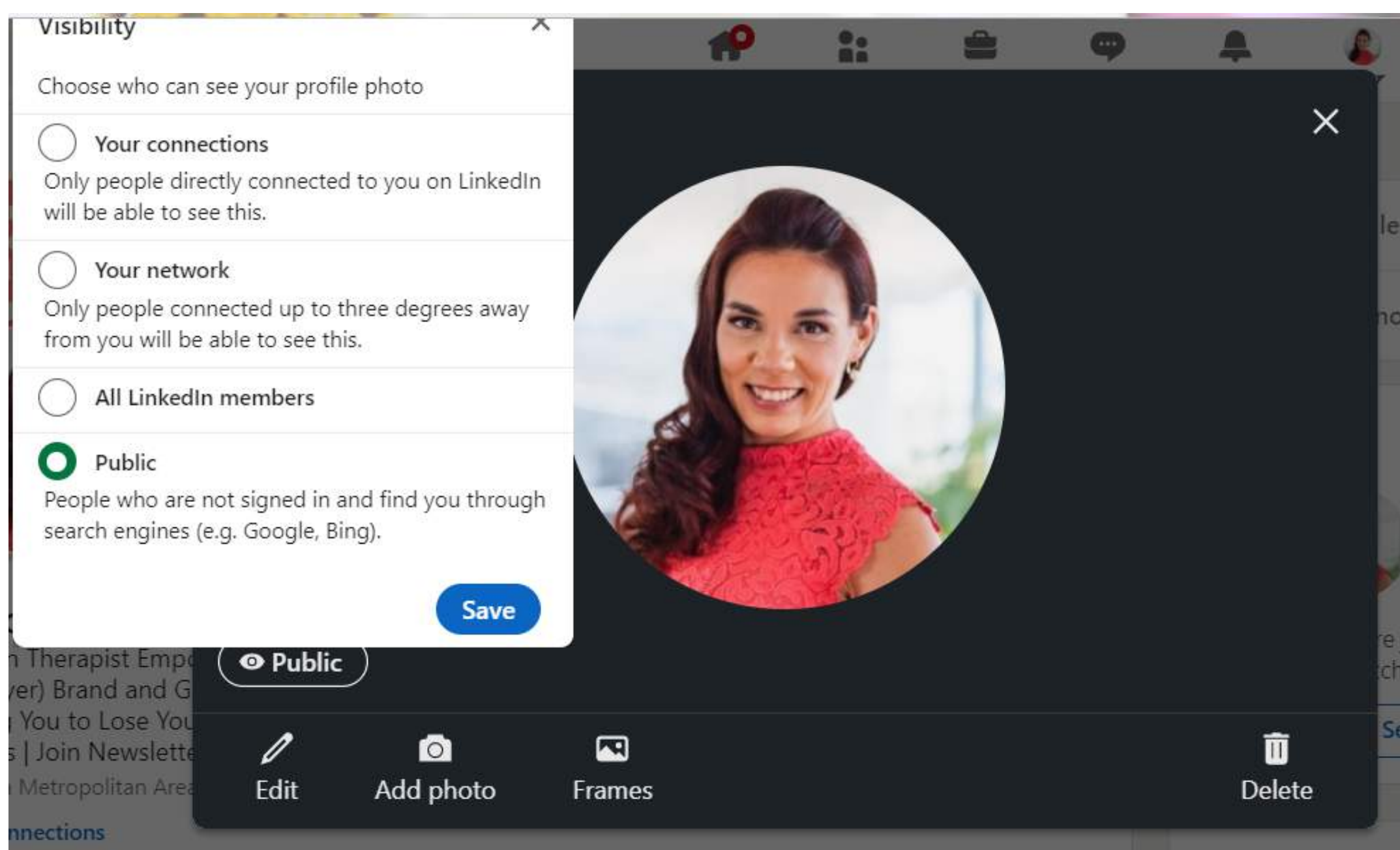
TIP: make sure it is visible publicly. Click on your photo, then on the Visibility button in the left corner and select Public.

What do you get from that?

This: "People who are not signed in and find you through search engines (e.g. Google, Bing)."



How to complete your LinkedIn profile?



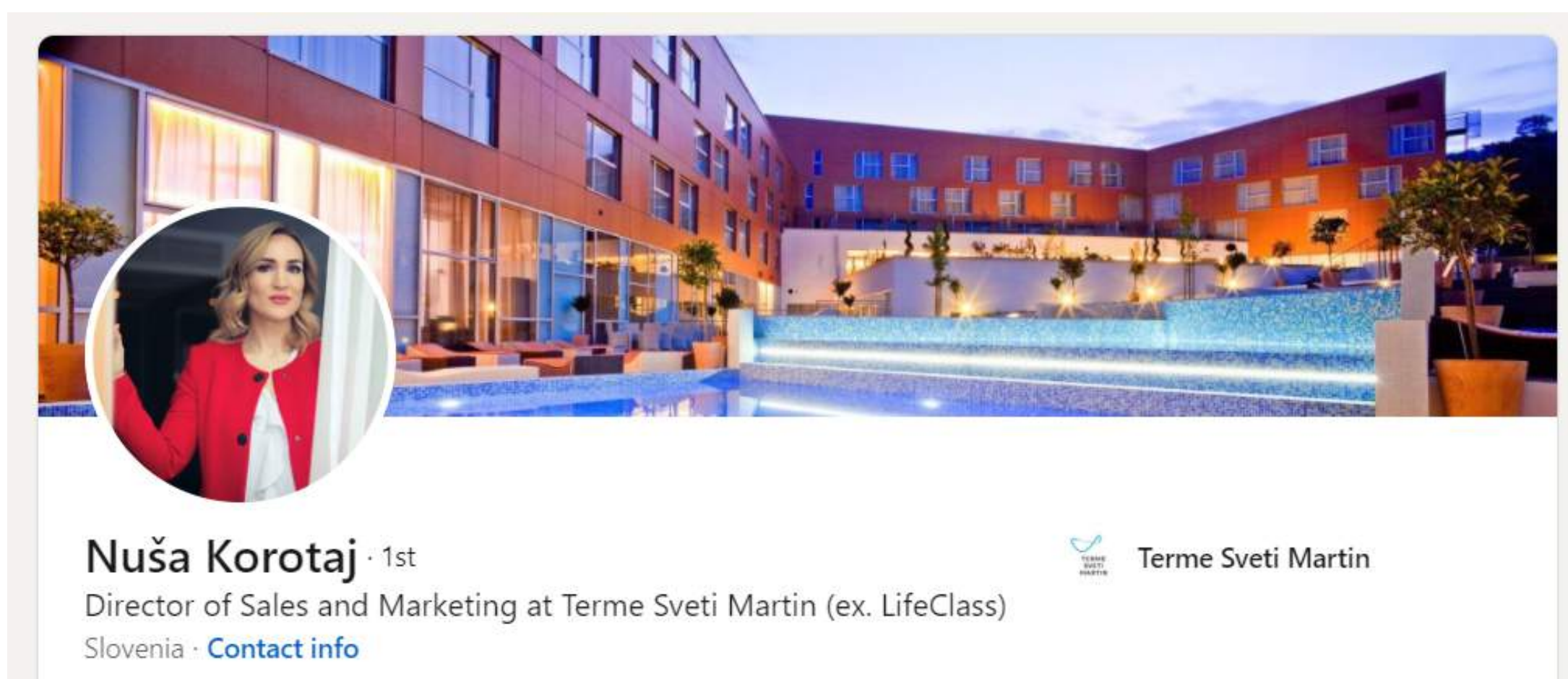
BACKGROUND / COVER PHOTO

Background or cover photo is often overlooked but is important to make a good impression. You can use it to showcase the company you work for, your values or use it as a sort of advertising space.

LinkedIn specifies that it must be a JPG, PNG, or GIF file under 8MG in size of 1584 x 396 pixels.



How to complete your LinkedIn profile?



I have created 5 examples for you, check them in the
Section 6 LINKEDIN AND CANVA TEMPLATES.

HEADLINE

Your headline is the next thing people see when they land on your profile, right under your name next to your profile photo. You can understand it as your elevator pitch.

The headline is NOT the copy-paste title from your business card.

You have up to 220 characters including spaces.

Include 2 or 3 terms/keywords that people might use to search for you.

The formula to create your catchy headline:

You can follow this formula to create a great headline. Take some of these elements and puzzle them into your headline.

[What you do] | [Your Creative Value] | [Your Target Audience] | [Proof Point] |
[Highlighted Result]

To divide them use | symbol (alt gr + W)



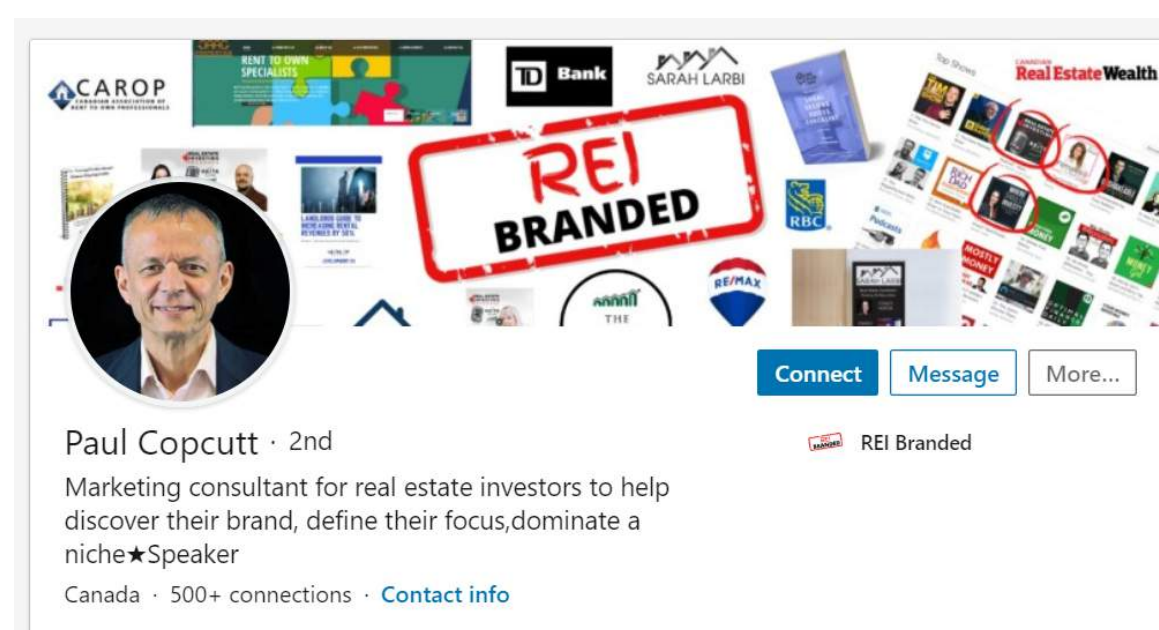
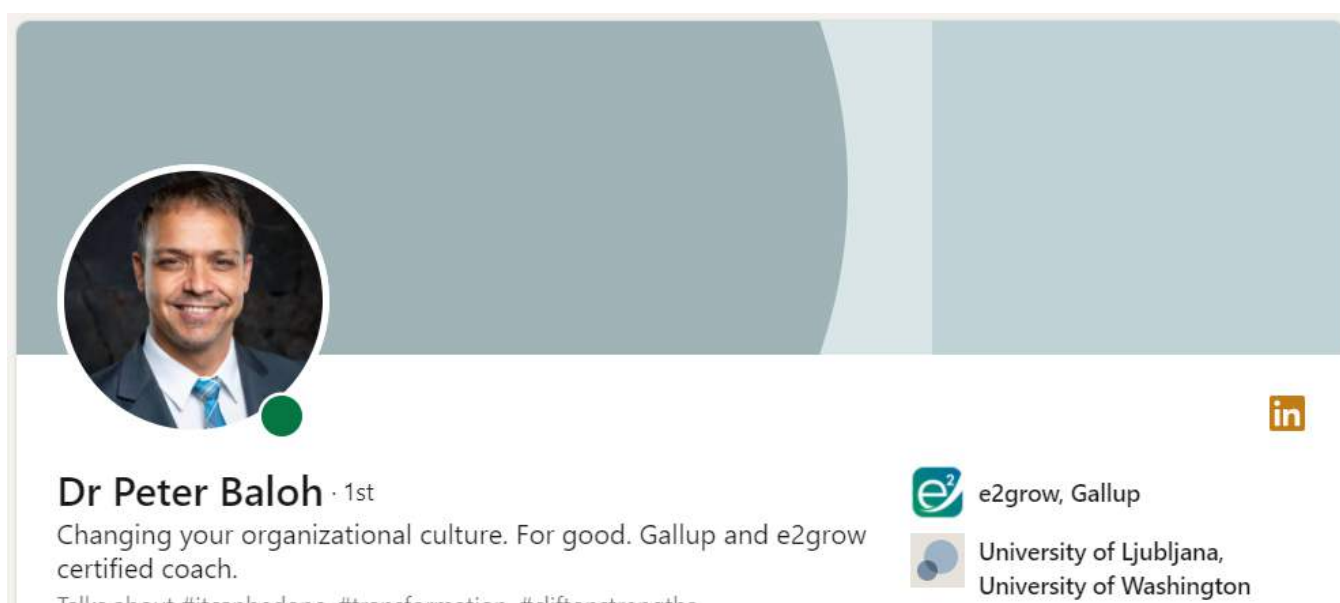
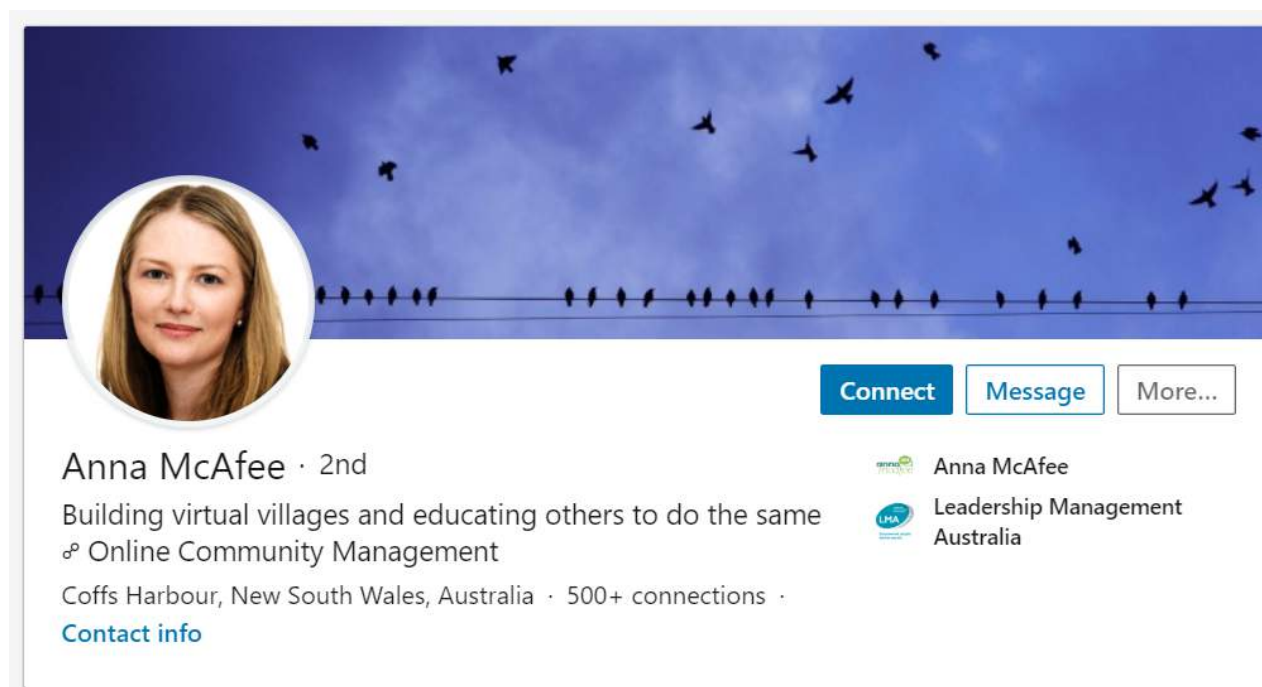
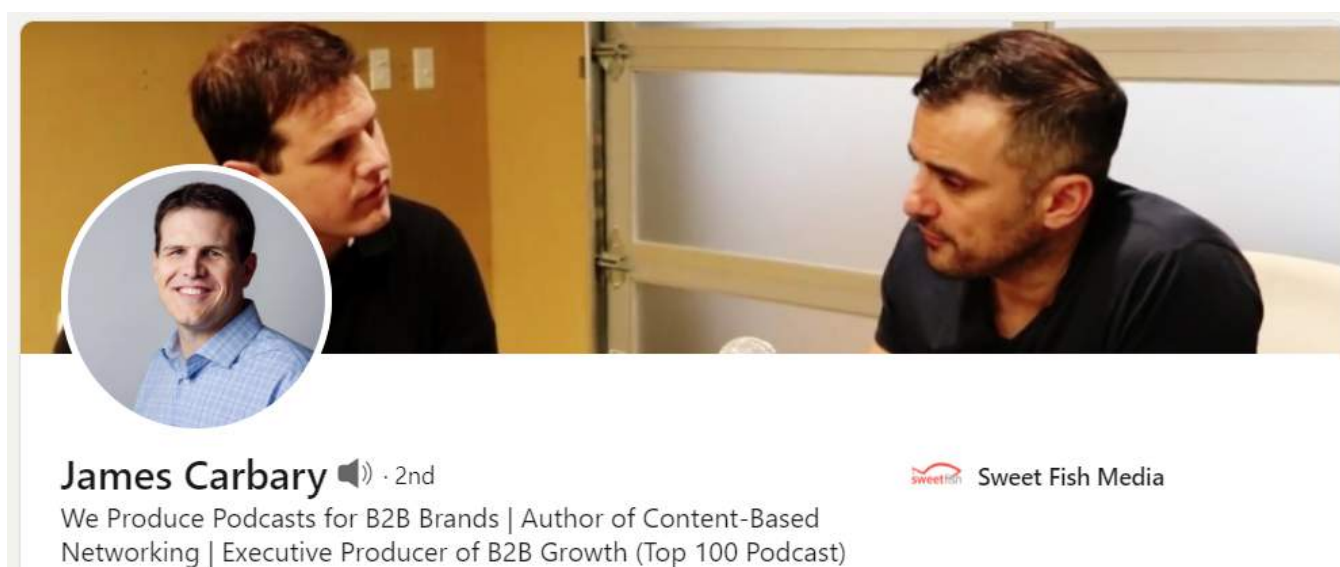
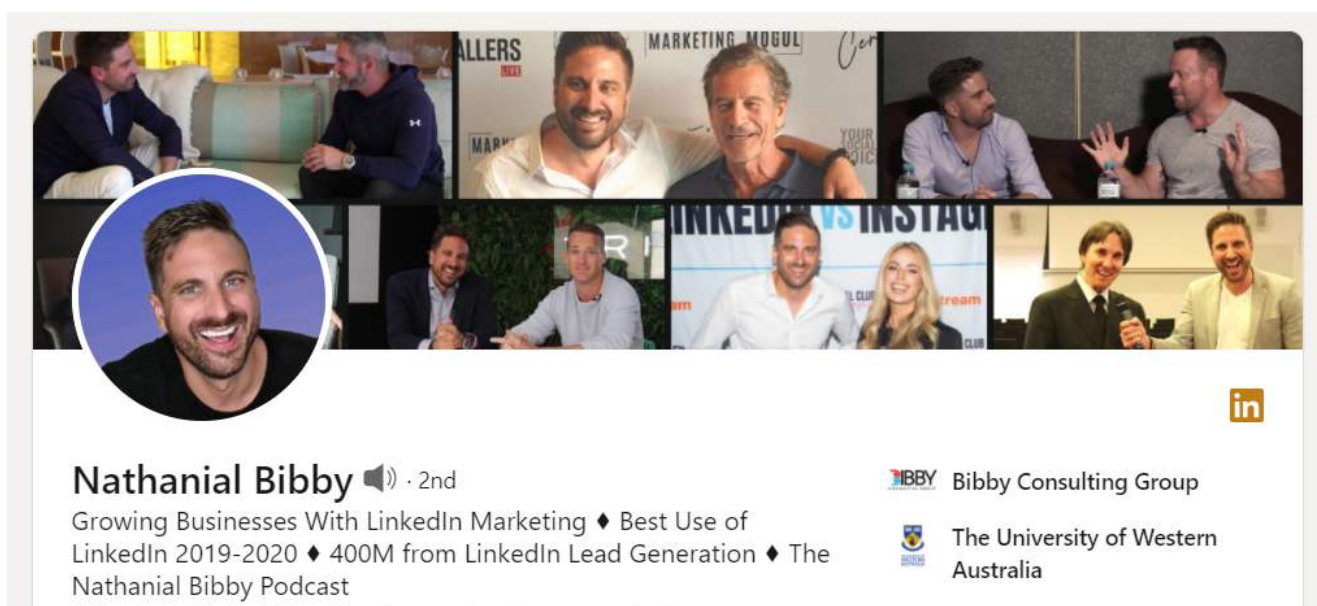
How to complete your LinkedIn profile?

[What you do] | [Your Target Audience] | [Your Creative Value]

[What you do] | [Your Creative Value] | [Highlighted Result]

Examples:

- Digital Marketing Specialist and Social Media Evangelist Helping SMEs to Start Growing Their Business Online
- ☒ On a mission to empower HR professionals with marketing mindset and with **Human Relations** approach☒
- LinkedIn Therapist Empowering Companies Using LinkedIn to Build (Employer) Brand and Generate Leads w/ Modern Social Selling | Helping You to Lose Your Fear of Posting ☒ Book Author & Lover of Lakes | Join Newsletter ↓



How to complete your LinkedIn profile?

CONTACT INFO

Your LinkedIn profile is the entity to connect with your potential customers and partners, so it is very important to add as much contact information as you can. The more information you add, the greater the chance of connection.

Profile URL

How to edit your custom URL (LinkedIn Instructions)

- It can have 5-30 letters or numbers. Don't use spaces, symbols, or special characters.
- Use a variation of your name. The customizable part of the URL is NOT case sensitive, so NameSurname, nameSurname, or namesurname will all point to the same profile.
- If the URL you want isn't available, you need to select a different one. You can add a hyphen between your name and surname or a number at the end.
- You can change your URL up to 5 times within 180 days. Once you have changed your URL for the 5th time, you won't be able to change it for another 180 days.
- If you navigate to a previously claimed URL, you may see a page that reads Profile Not Found.

Website URL

Add up to 3 websites – it can be your company page, landing pages, or LinkedIn page.

TIP: Choose the 'Other' option – this will add another field to customize the title of the URL you are adding.

Phone: You can add Home, Work, or Mobile phone number.

Address: Usually the company headquarters or the office address / one or more.



How to complete your LinkedIn profile?

Email

- You can add more than one emails
- Suggest you add your professional email with @domain.com, instead of gmail.com
- You edit emails in the Settings: <https://www.linkedin.com/psettings/email>

Twitter: Add your Twitter handle, if you find it useful for your business communication (if your target market is using it, then you should, too).

Instant messenger: You can add Skype, ICQ; Google Hangouts, QQ, or WeChat.

Birthday

You can add your Birthday – it is a nice touch for follow-up – there is a big chance you will get a lot of congratulations messages – which is a great opportunity to say hi.

ABOUT OR SUMMARY

This part of your profile is very important. Most users ignore this section, which is a lost opportunity to stand out.

Use the About section to tell people what you do, whom you do it for, what solutions do you offer, what are your biggest achievements, why it matters, how they can get in touch and take the next step.

I have written an entire e-book about this topic, so I will put just the simple bullets here.

About section should contain 5 elements:

- Information about the company/organization you work for
- What problem do you solve and with what services or products
- Your competitive advantage
- Personal information - what are your strongest skills, achievements
- Call to action - call, private message on LinkedIn, or download a freebie



How to complete your LinkedIn profile?

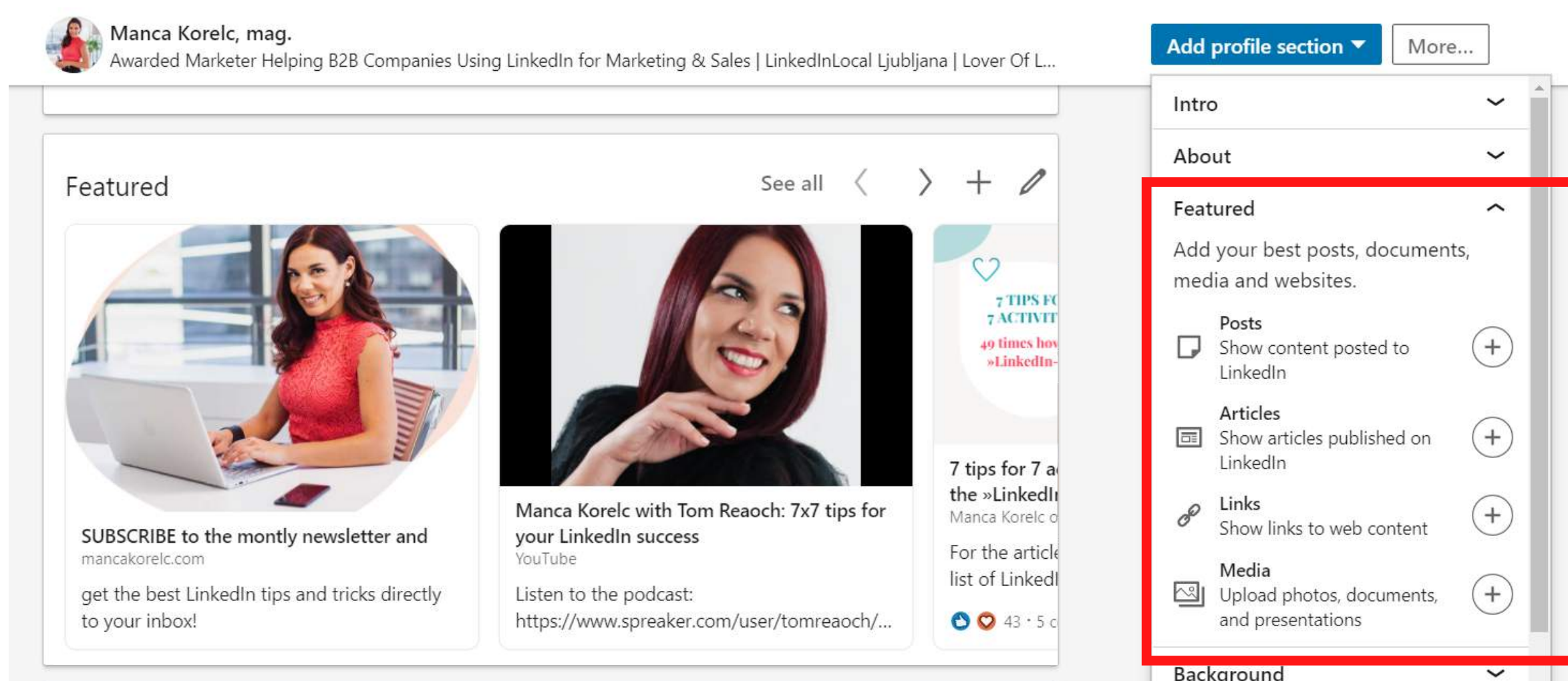
TIP: Use those bullets as mini headlines of your About:

- What do I do
- How I do it
- Whom I do it for
- Why it works,
- What others say....

Check out the Section 5 LINKEDIN PROFILE AND PAGE ABOUT for more.

FEATURED

This is the newest feature for your LinkedIn profile. You can feature posts (content posted on LinkedIn profiles or pages), articles (articles published on LinkedIn), links (links to web content), or media, where you can upload photos, documents, and presentations.



This is amazing place to showcase your best content. You can add:

- Link to your LinkedIn page
- Your promotional video
- Portfolio
- Content freebies
- Events registrations etc.



How to complete your LinkedIn profile?

BACKGROUND

WORK EXPERIENCE

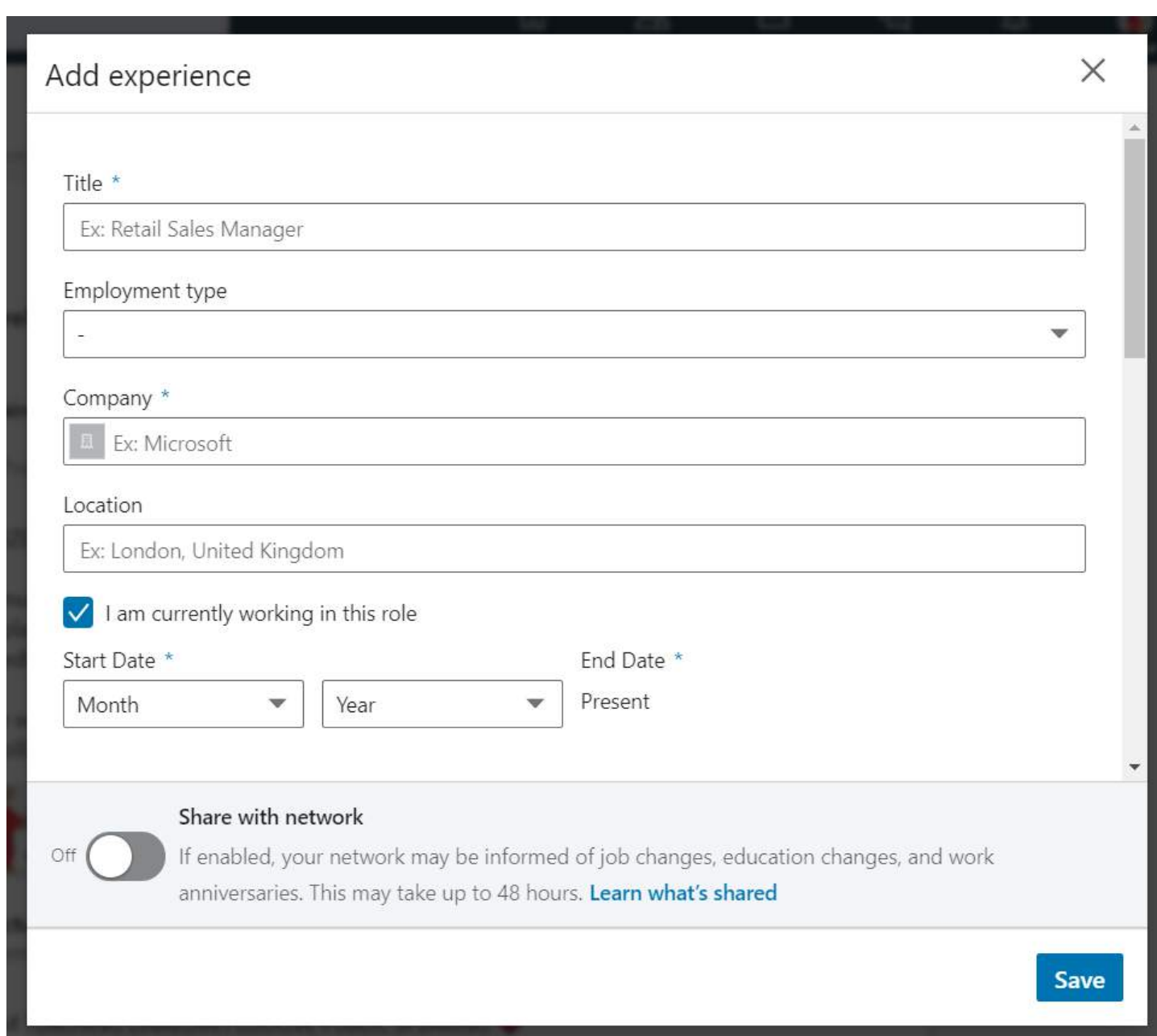
This section should not read like your CV. Add all your past work experiences, and in the Description section explain what you have learned in a certain position, what was your added value to the company, highlight the biggest results, etc.

- Add Current experience, All previous experience, and Volunteering and causes
- Include numbers, results, accomplishments, and notable achievements
- You can add your tasks in bullets, but it will be better if you are descriptive

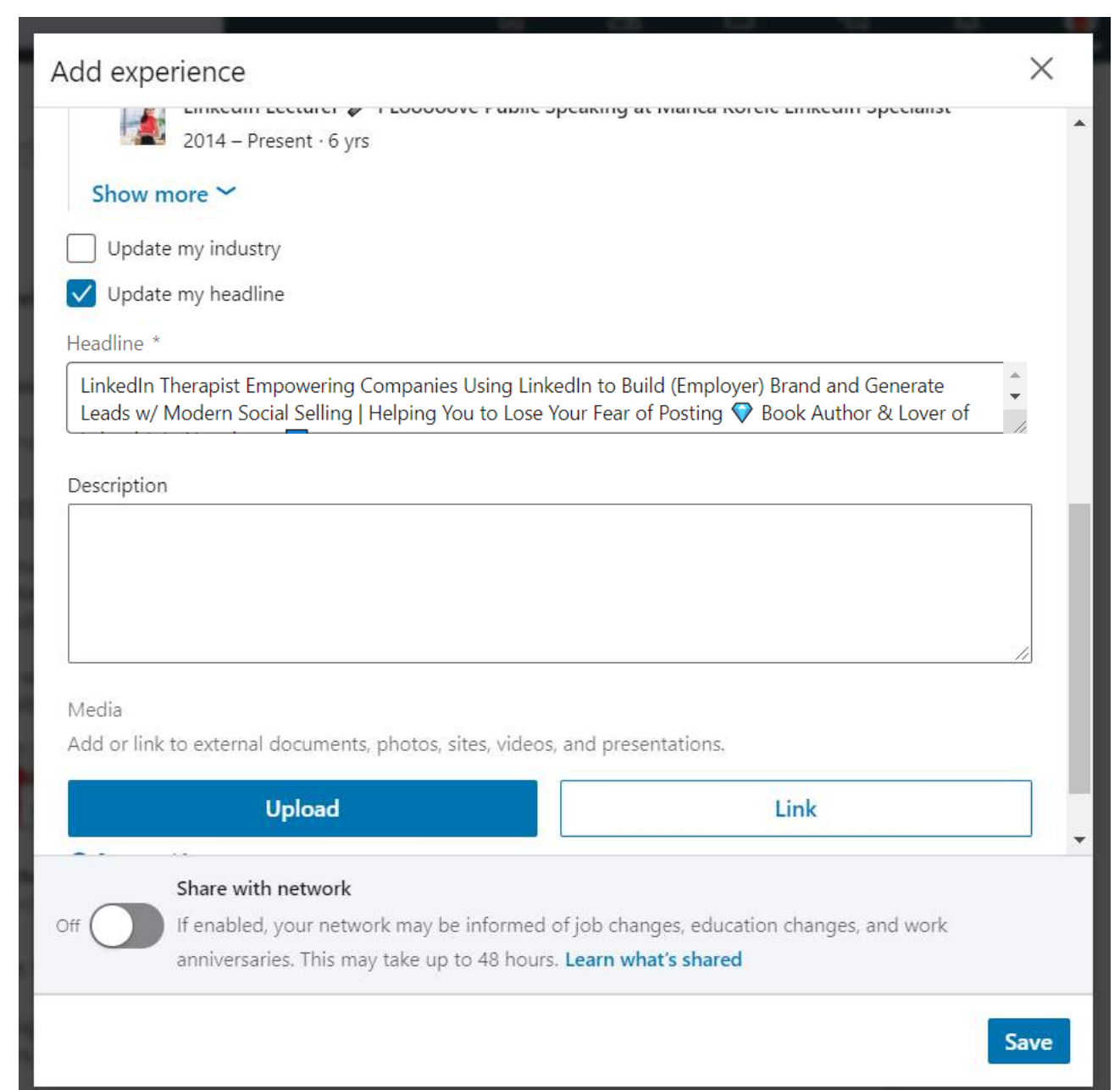
This section is one of the elements, where you put your keywords. More on SEO on LinkedIn at the end of this document.

PRO TIP: If you are a freelancer, you can use this section to present your services. Create individual work experiences for each service you provide.

Look at Experiences on my LinkedIn profile: <https://www.linkedin.com/in/mancakorelc>



The screenshot shows the 'Add experience' form on LinkedIn. It includes fields for Title (with an example 'Retail Sales Manager'), Employment type (a dropdown menu), Company (with an example 'Microsoft'), Location (with an example 'London, United Kingdom'), and a checkbox for 'I am currently working in this role'. Below these are fields for Start Date (Month and Year) and End Date (Present). At the bottom, there is a 'Share with network' toggle switch and a 'Save' button.



The screenshot shows the 'Add experience' form on LinkedIn, continuing from the previous one. It includes a 'Headline' field (with an example 'LinkedIn Therapist Empowering Companies Using LinkedIn to Build (Employer) Brand and Generate Leads w/ Modern Social Selling | Helping You to Lose Your Fear of Posting'), a 'Description' field, and a 'Media' section with an 'Upload' button and a 'Link' input field. At the bottom, there is a 'Share with network' toggle switch and a 'Save' button.



How to complete your LinkedIn profile?

NOTE: When you edit your current experience, set the Share with the network to Off, so LinkedIn will not notify your contacts about the career move. Unless you add it and want them to know.

When adding your work experience, tag the LinkedIn page of the company – if they use it. Open a new tab in your browser to check. Make sure you click on the page when LinkedIn puts it on the list.

EDUCATION

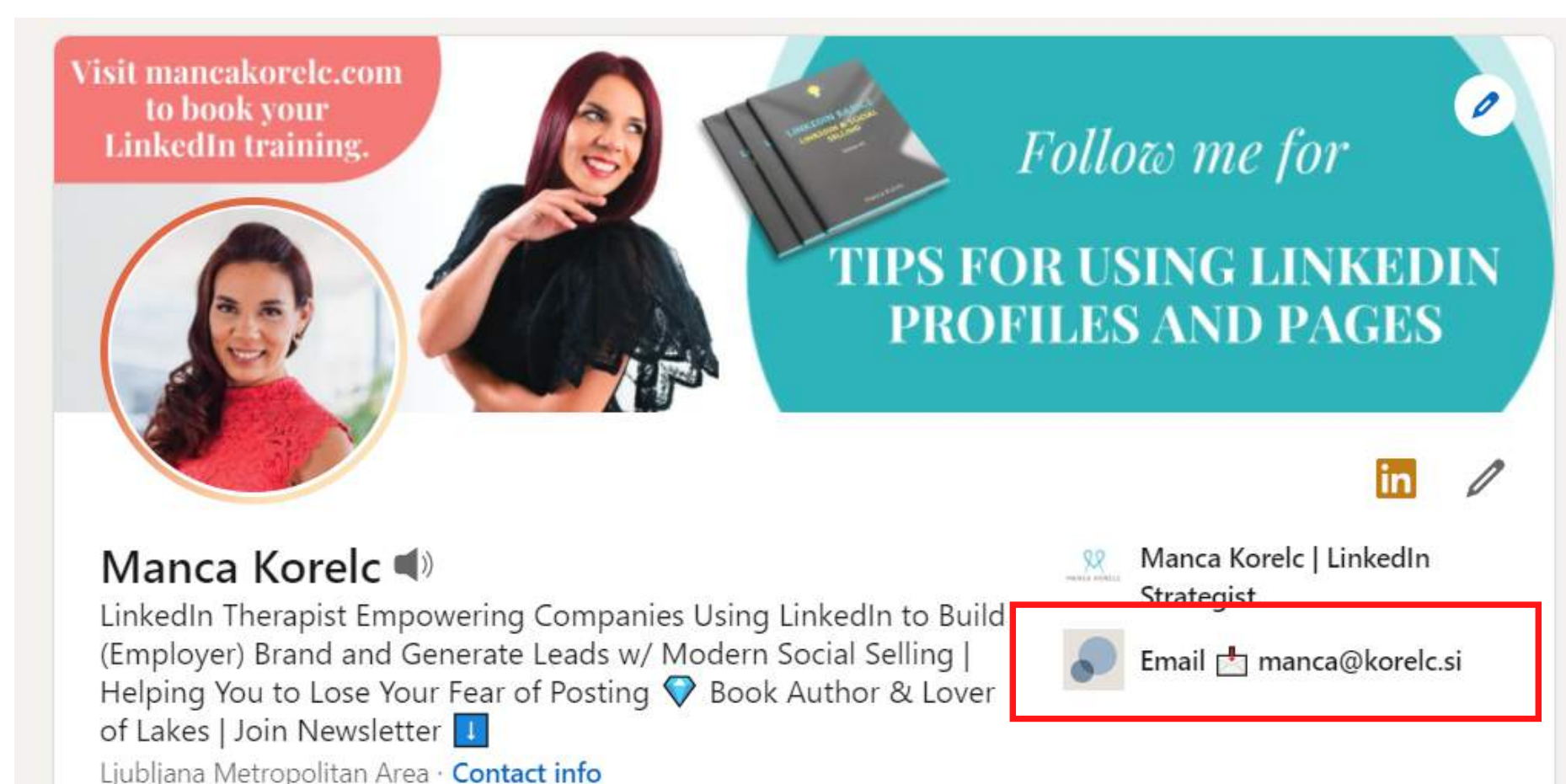
Fill your education section, at least your University, because the LinkedIn algorithm prefers profiles with a school tagged in the Background section.

This comes in handy as well when suggesting new contacts and by inviting a new contact to your network – LinkedIn will show that you have a mutual education.

I suggest you remove Education from your Introduction card if it is not directly connected to your profession (for example general universities).

If you graduated from a business school, like London Business School and INSEAD, or specialized like Digital Marketing Institute, then, of course, you will leave it.

TIP: If you want to do something special, add your call to action into your Education space. Add a new Education and add your email, phone number or whatever you like.



How to complete your LinkedIn profile?

LICENCES & CERTIFICATIONS

This is your bragging right part of your profile. Add licenses & certifications, you have gained and are connected to your profession.

TIP: Take advantage of LinkedIn Learning to gain new knowledge and certificates.

VOLUNTEER EXPERIENCE

If you are active in a non-profit / charity organization, you should definitely add it to your profile, because it shows your values. We all appreciate that.

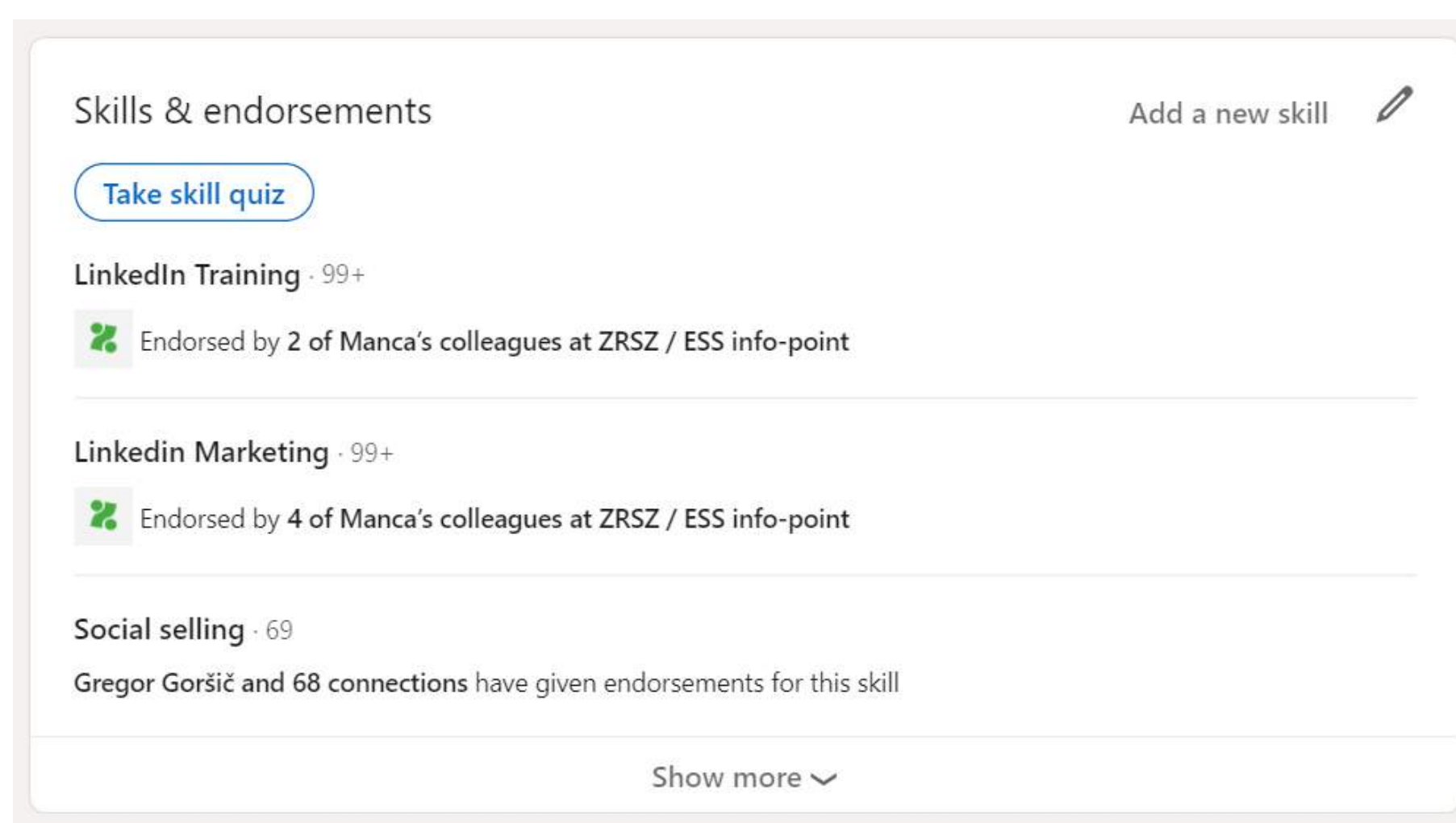
SKILLS & ENDORSEMENTS

Skills are very important for your profile since they are an indicator for the LinkedIn algorithm, which means that the more endorsements for the skills you have, the more chance is that the person will land on your profile.

Choose valuable skills you have acquired. You can choose up to 50 skills:

- Choose corporate values, skills, and expertise
- Add general skills (like management) and specialized (social media marketing)
- Make sure you get endorsed for skills
- If you are a job seeker, add skills that relate to your future job

TIP: Change the order of your skills to show what skills you are really good at. Pin 3 at the top, that matter most.



How to complete your LinkedIn profile?

| | |
|----------------------------------|----------------------------------|
| Social Media Communications · 11 | Content Marketing · 21 |
| Social Media Marketing · 10+ | Content Strategy · 1 |
| Social Media · 111 | Online Marketing · 10+ |
| Digital Marketing · 111 | Marketing · 74 |
| Online Advertising · 14 | Marketing Strategy · 12 |
| Email Marketing · 11+ | Blogging · 41 |
| Web Analytics · 42 | Digital Strategy · 27 |
| E-commerce · 17 | Web Project Management · 21 |
| Strategy · 11 | Web Content Writing · 11 |
| Digital Media · 12 | Writing · 14 |
| Web Marketing · 11 | Corporate Branding · 2 |
| Facebook Marketing · 2 | Branding |
| Employer Branding | |
| Tools & Technologies | |
| Sales Navigator · 1 | LinkedIn Sales Navigator · 1 |
| LinkedIn Recruiter · 1 | LinkedIn Learning · 2 |
| Google Analytics · 12 | Google Adwords · 11+ |
| Facebook · 11 | |
| Interpersonal Skills | |
| Storytelling · 1 | |
| Other Skills · 12 | |
| Sales Navigator Training · 1 | Social Networking · 41 |
| LinkedIn · 12 | Online Reputation Management · 7 |
| Marketing Communications · 14 | Web Architecture · 21 |
| Educational Workshops · 21 | Magazine Articles · 21 |
| Digital Selling · 1 | Networking · 2 |
| Book Writing · 1 | Digital Sales · 1 |
| LinkedIn Campaign Manager | Online Lead Generation |

ACCOMPLISHMENTS

You can add:

- Publications
- Patents
- Courses
- Projects - here you can add creators of the projects you were involved in
- Honors & awards
- Test scores
- Languages - do not forget your native language
- Organizations - add membership in business clubs



ADDITIONAL INFORMATION - RECOMMENDATIONS

Recommendations are social proof of trust on a LinkedIn profile, so make sure you gather a lot. You can get or give a recommendation on LinkedIn.

Best practices:

- Before you ask for a recommendation via LinkedIn, write an email or call the person
- Do not ask those who do not know you

Recommendations on LinkedIn are much more valuable than the ones on the website because on LinkedIn there is a name with a link to the LinkedIn profile, so they cannot be fake.

INDUSTRY

You set the industry in your intro section.

LOCATION

Set the state you live or work in.

INTERESTS

This is the last section on your profile with Influencers, Companies, Groups, and Schools you follow. You can unfollow those you do not find relevant to optimize your news feed.

TIP: when you do research of your peers or potential clients, Interests are a valuable resource.

SETTINGS & PRIVACY

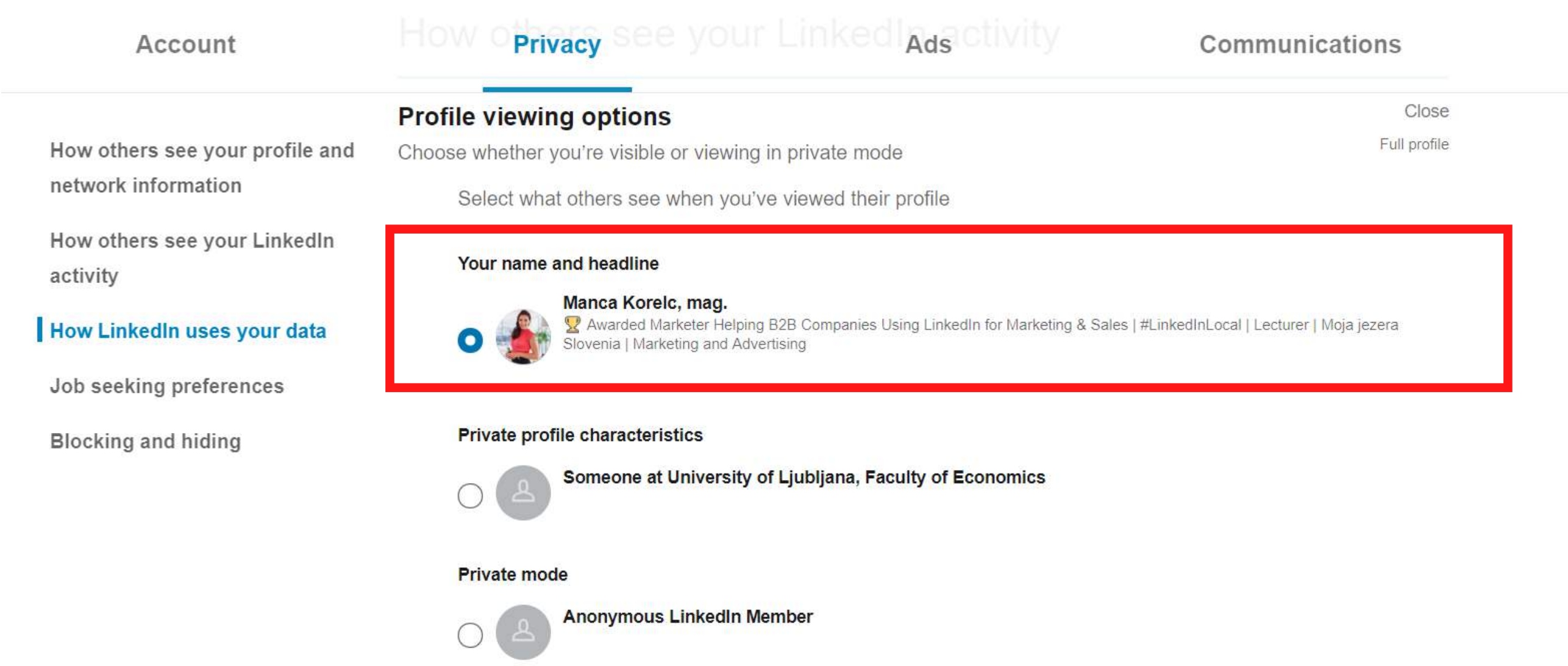
I will not go deep into this section, since there is quite a lot of settings, but only a few strategic suggestions:



How to complete your LinkedIn profile?

Set an Open profile

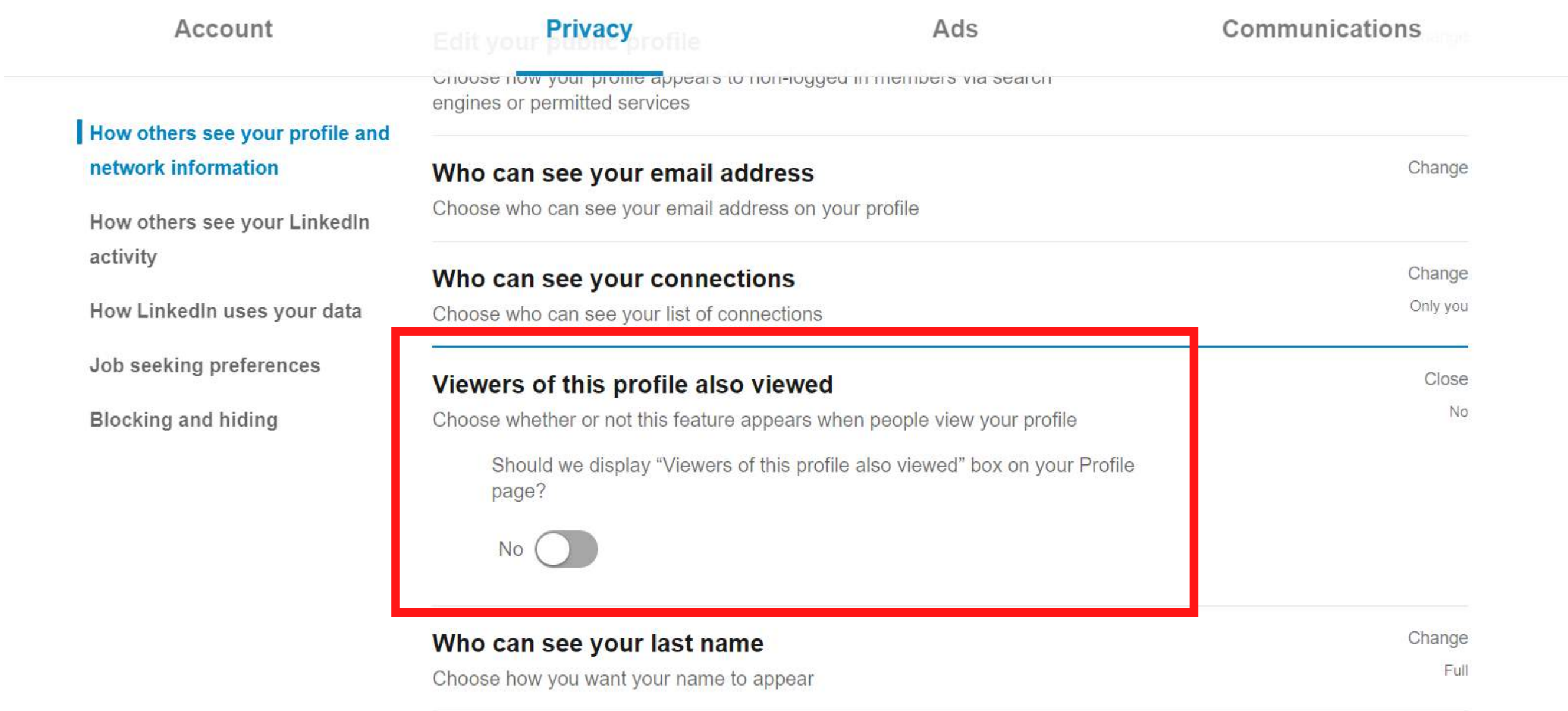
You want to be open and reachable:



Viewers of this profile also viewed

Our LinkedIn profile is your landing page and you do not want your visitors to click away to other profiles, so set it to NO.

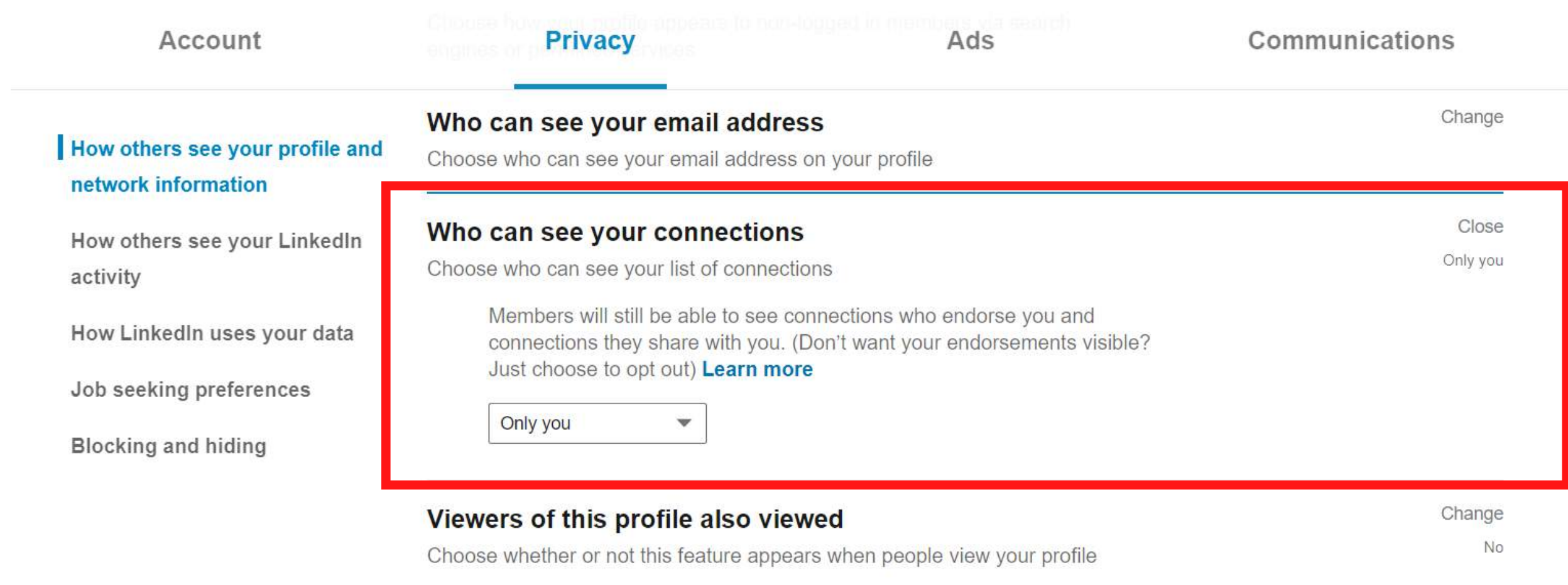
You see 10 profiles on the right on your profile – deactivate that list.



How to complete your LinkedIn profile?

Who can see your connections

I suggest setting this to Only you to hide your connections from your network. If you leave this open to Your network, you create an easy target for your competitors to learn about your network.



The screenshot shows the LinkedIn Privacy settings page. The 'Privacy' tab is selected. In the left sidebar, 'How others see your profile and network information' is highlighted. The main content area shows 'Who can see your connections' with a dropdown menu set to 'Only you'. A red box highlights this section. Other settings visible include 'Who can see your email address' and 'Viewers of this profile also viewed'.

SEO ON YOUR LINKEDIN PROFILE

Like Search Engine Optimization and websites on Google, it goes for the LinkedIn profiles and LinkedIn search. Optimize your profile to get found in LinkedIn search for keywords you want to get found for.

There are several fields, where you could use your keywords:

- Headline
- About section
- Current Title
- Current Job Description
- Past Title(s)
- Past Job Description(s)
- Publications
- Organizations
- Recommendations
- Volunteer experience



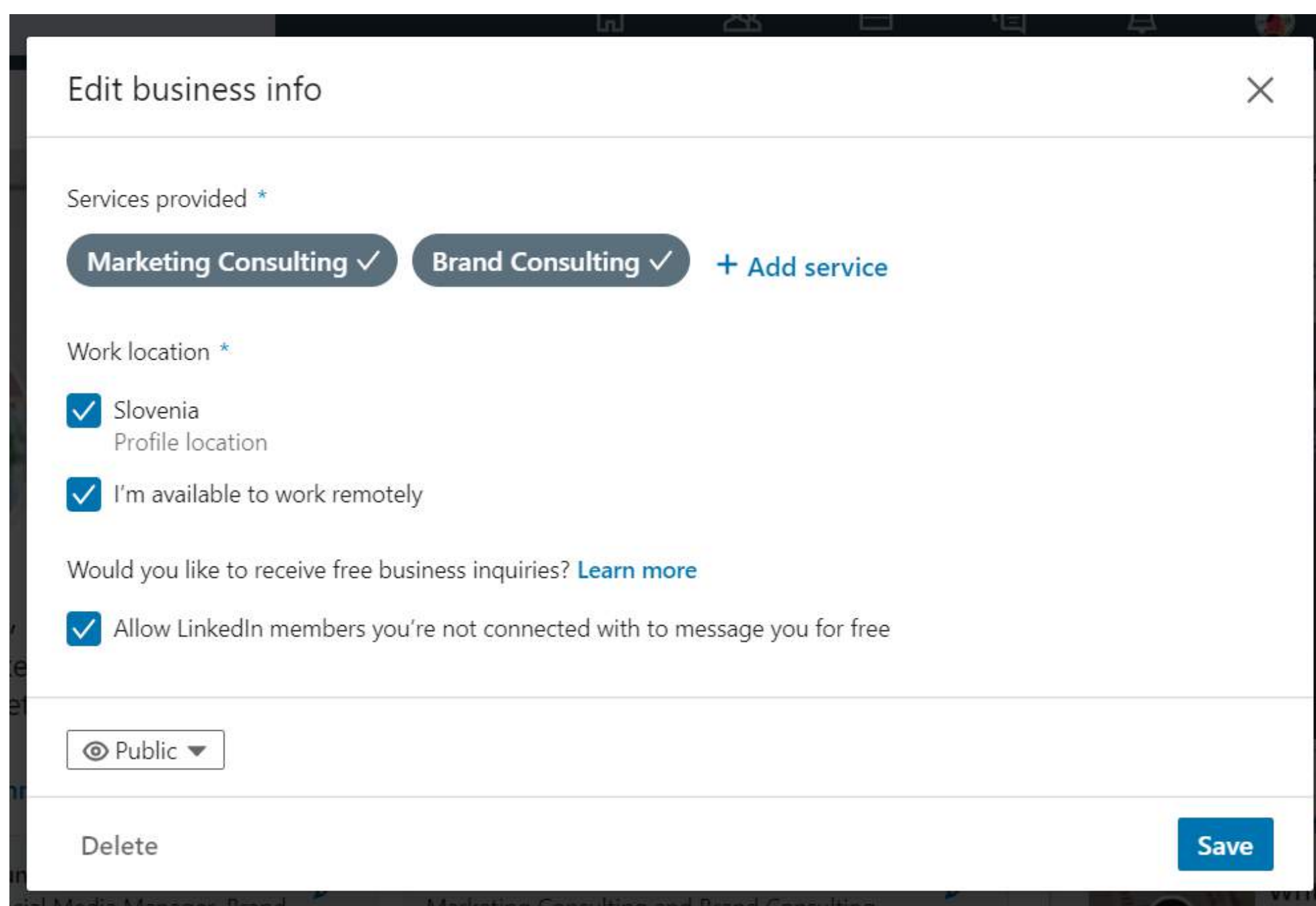
How to complete your LinkedIn profile?

- Projects
- Education
- Location - if you have the same location as the one searching, you have dramatically more chance to be found
- Skills - together with endorsements they influence the searchability; when you have at least one endorsement, your skill can enter the ranking

ADDITIONAL EDITS

Providing services

Here you can be salesy, telling your potential clients what you can provide. If you have the option, fill in the information in Edit Business info.

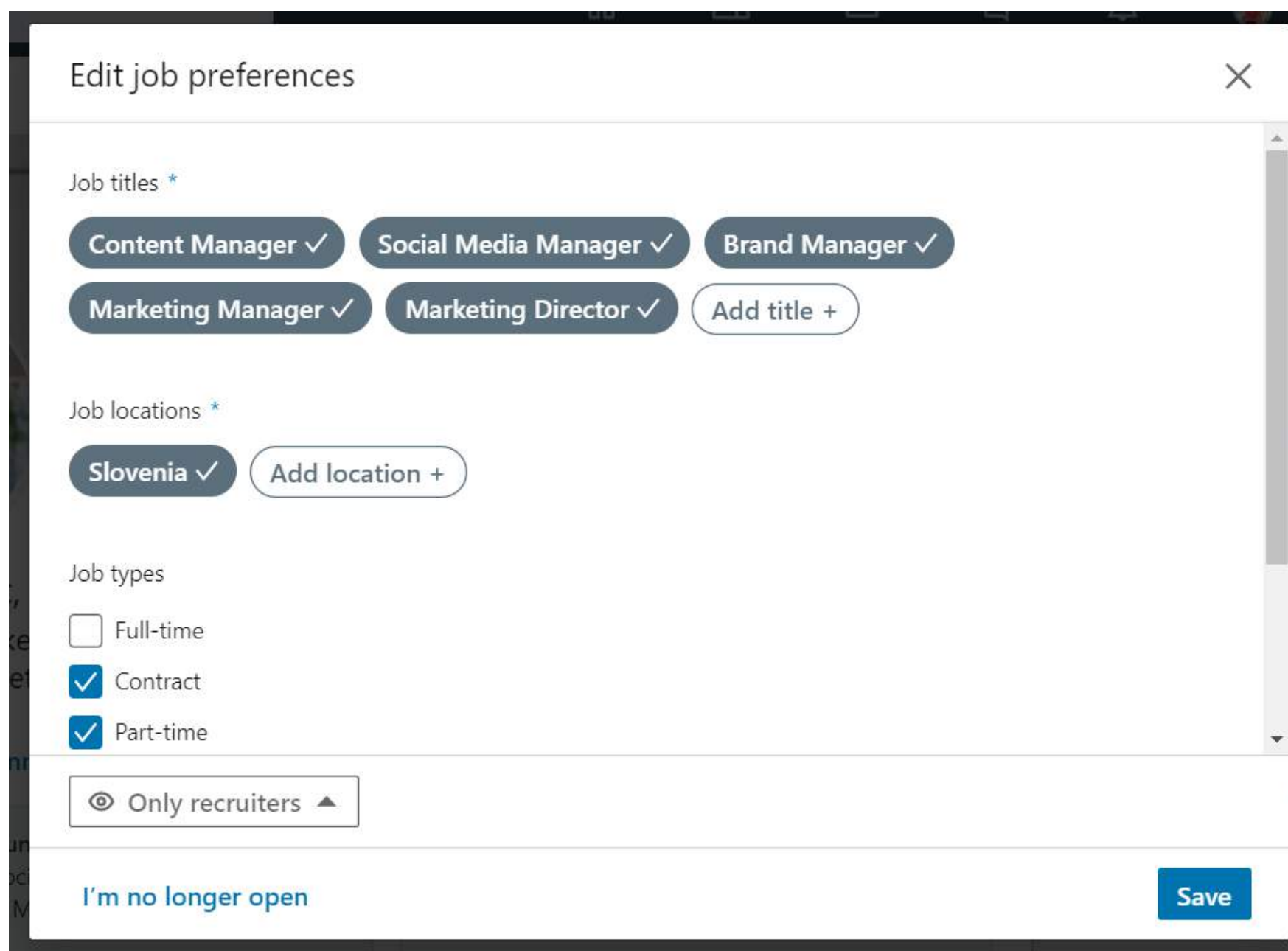
A screenshot of the LinkedIn 'Edit business info' dialog box. The dialog has a title bar 'Edit business info' with a close button (X) in the top right. The main content area is divided into sections. The first section is 'Services provided *' with two buttons: 'Marketing Consulting ✓' and 'Brand Consulting ✓', followed by a '+ Add service' link. The second section is 'Work location *' with two checkboxes: 'Slovenia Profile location' (checked) and 'I'm available to work remotely' (checked). The third section is 'Would you like to receive free business inquiries? Learn more' with a checkbox 'Allow LinkedIn members you're not connected with to message you for free' (checked). At the bottom, there is a 'Public' dropdown menu, a 'Delete' button, and a 'Save' button.

Open to job opportunities

This is a signal to recruiters.



How to complete your LinkedIn profile?

The image shows a screenshot of the 'Edit job preferences' dialog box on LinkedIn. The dialog has a title bar with a close button (X). It is divided into three sections: 'Job titles', 'Job locations', and 'Job types'. Under 'Job titles', there are five buttons: 'Content Manager' (checked), 'Social Media Manager' (checked), 'Brand Manager' (checked), 'Marketing Manager' (checked), 'Marketing Director' (checked), and 'Add title +'. Under 'Job locations', there is one button 'Slovenia' (checked) and 'Add location +'. Under 'Job types', there are three checkboxes: 'Full-time' (unchecked), 'Contract' (checked), and 'Part-time' (checked). At the bottom left, there is a dropdown menu set to 'Only recruiters'. At the bottom right, there is a blue 'Save' button. At the bottom left of the dialog, there is a link 'I'm no longer open'.

TIP: Add more than one language to your profile. LinkedIn will match viewers' language to your available language profile. If there's no match, your default profile will be shown.

Take time to optimize your LinkedIn profile, because it really can make a difference.

PRONUNCIATION VOICE

You can add a 10 seconds voice to your name to show your visitors how to say your name. This comes in handy if your name is hard to pronounce or it means something silly in a certain language.

You can even be creative with the feature - you can record your name along with a short sales pitch, invitation to connect, or registration for your workshop. Sky (and 10 seconds of time) is the limit here!



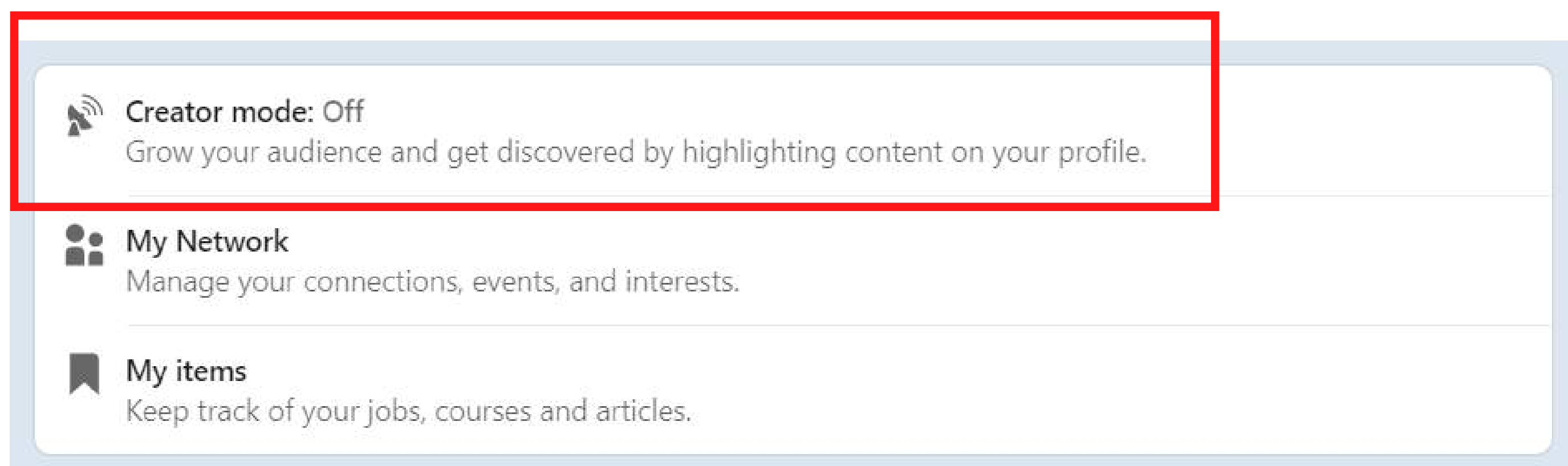
How to complete your LinkedIn profile?

CREATOR MODE

Creator Mode is one of the latest and biggest changes on a LinkedIn profile. Creator Mode is a setting on a LinkedIn profile for users that create content regularly. It is created as a tool to grow your following, establish a presence, build a community, and get discovered by more of your potential clients or other members.

If you turn the Creator Mode on, the Activity section focuses more on your content rather than on every action, eg. like or comment on someone's content.

You can turn it on on Your Dashboard:



Now that you have your LinkedIn profile up and running, jump to Section 4 LINKEDIN PAGE CHECKLIST to maximize the opportunities of your LinkedIn page.





LINKEDIN PAGE CHECKLIST

Section #4

Manca Korelc

HOW TO COMPLETE YOUR LINKEDIN PAGE?

A LinkedIn Page is a dynamic marketing tool and in order to be successful with the communications, we need to fill it entirely.

Through consistent posting and audience engagement, you can build a community and encourage employees to participate in spreading the word, which can have a vital impact on your organizational culture.

LinkedIn pages focus on the brand, not the individuals within the brand. This allows your brand to have a human touch and identity separate from any people within the organization. Relying on the personal brand of one person can be dangerous; if they leave the company you can lose a big part of your brand identity.

According to LinkedIn pages with complete information get 30% more weekly views. So take time for editing, and I strongly advise: do not copy-paste texts from your website. You will be tempted, but do avoid temptation.

A LINKEDIN PAGE CAN HAVE THESE TABS:

- Home – the home of your content
- About – the About section
- Life – additional paid tab
- Jobs – a place for jobs
- People – all people related to your LinkedIn page
- Insights - additional tab with information, visible to Premium LinkedIn users
- Ads – a place for your marketing campaigns
- My company - for pages with at least 200 employees on LinkedIn

Do not worry, I take you step by step and element by element, how to optimize your LinkedIn page for success along with best practices.



ELEMENTS OF YOU LINKEDIN PROFILE

The list of all elements. Fill in your LinkedIn page and ✓ them all.

| | | |
|--|----|-----------------|
| | 1 | PAGE LOGO |
| | 2 | NAME |
| | 3 | TAGLINE |
| | 4 | BUTTONS |
| | 5 | URL |
| | 6 | OVERVIEW |
| | 7 | DESCRIPTION |
| | 8 | WEBSITE URL |
| | 9 | INDUSTRY |
| | 10 | COMPANY SIZE |
| | 11 | TYPE |
| | 12 | YEAR FOUNDED |
| | 13 | PHONE |
| | 14 | SPECIALTIES |
| | 15 | LOCATIONS |
| | 16 | HASHTAGS |
| | 17 | FEATURED GROUPS |




How to complete your LinkedIn page?


Before you create a LinkedIn page you decide the type:

Create a LinkedIn Page


Connect with clients, employees, and the LinkedIn community. To get started, choose a page type.




Small business
Fewer than 200 employees



Medium to large business
More than 200 employees




Showcase page
Sub-pages associated with an existing page



Educational institution
Schools and universities

HEADER PHOTO

In your header photo you can present your brand hashtag:



Adobe
Computer Software · San Jose, CA · 2,154,695 followers


Visit website

#CreativityForAll

✓ Following

10 people from your school were hired here
See all 24,639 employees on LinkedIn

Showcase your award:





Jabil
Electrical & Electronic Manufacturing · St Petersburg, FL · 220,920 followers

Simplifying Complexity. Delivering Value.

+ Follow

Visit website



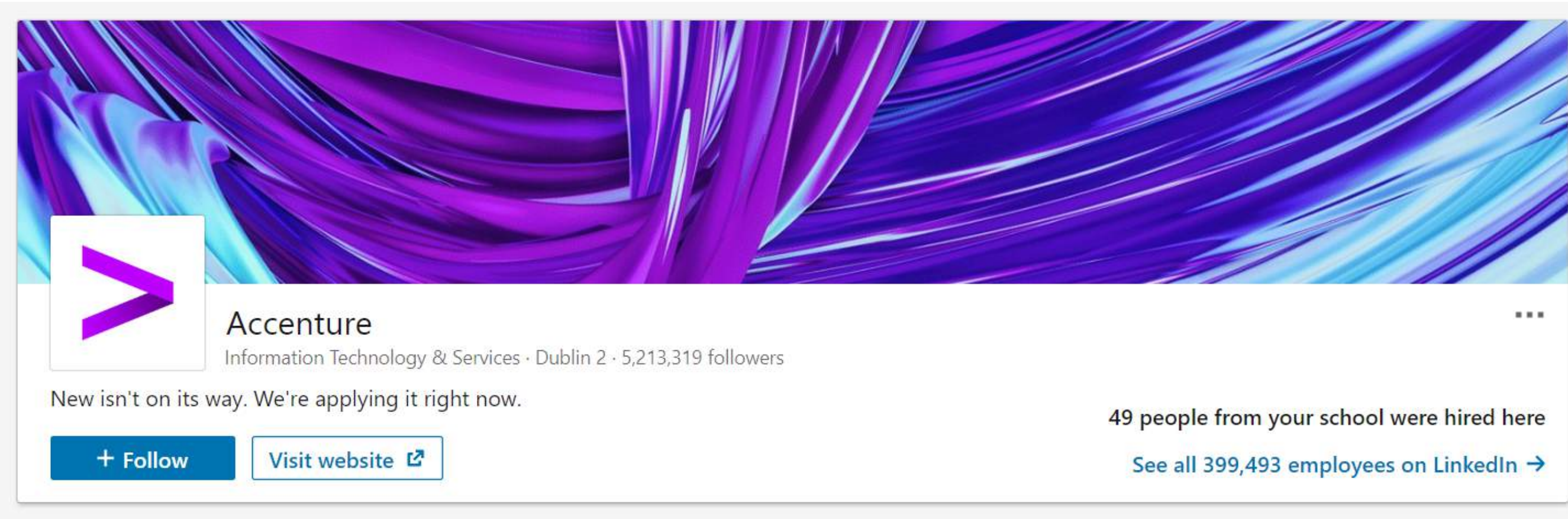


See all 37,884 employees on LinkedIn

www.mancakorelc.com | www.linkedin.com/in/mancakorelc

How to complete your LinkedIn page?

Leverage the power of colors:



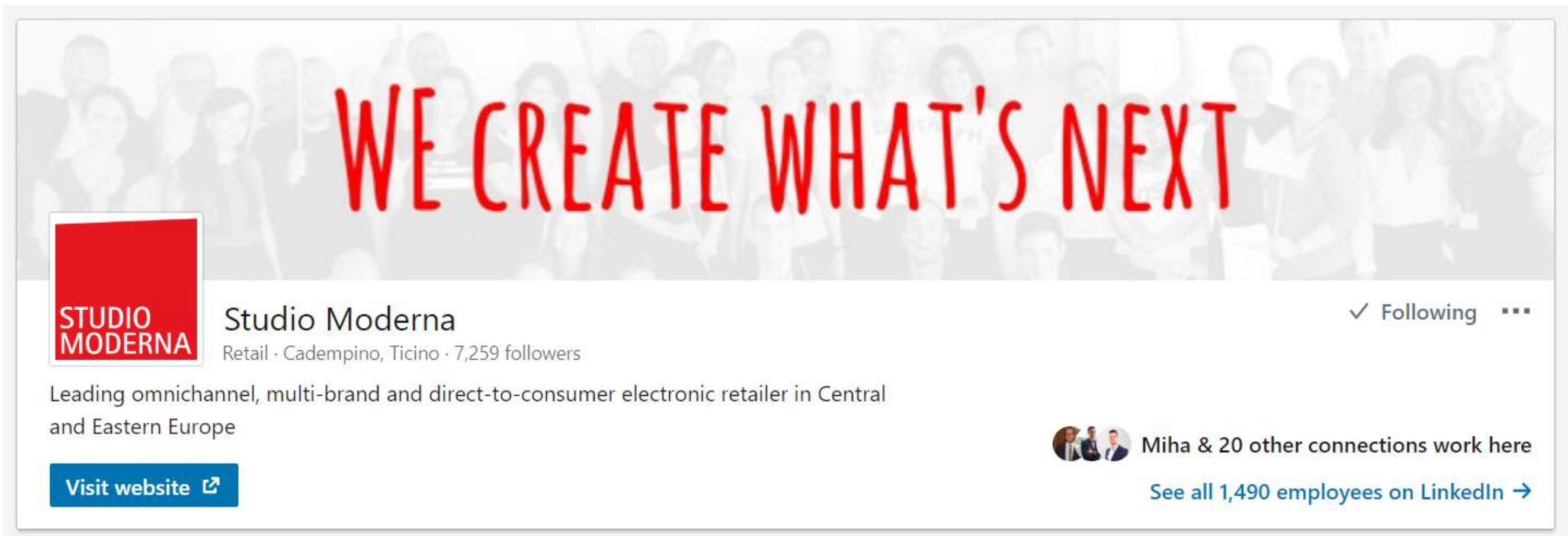
Include call to action:



Manca Korelc | LinkedIn Strategist

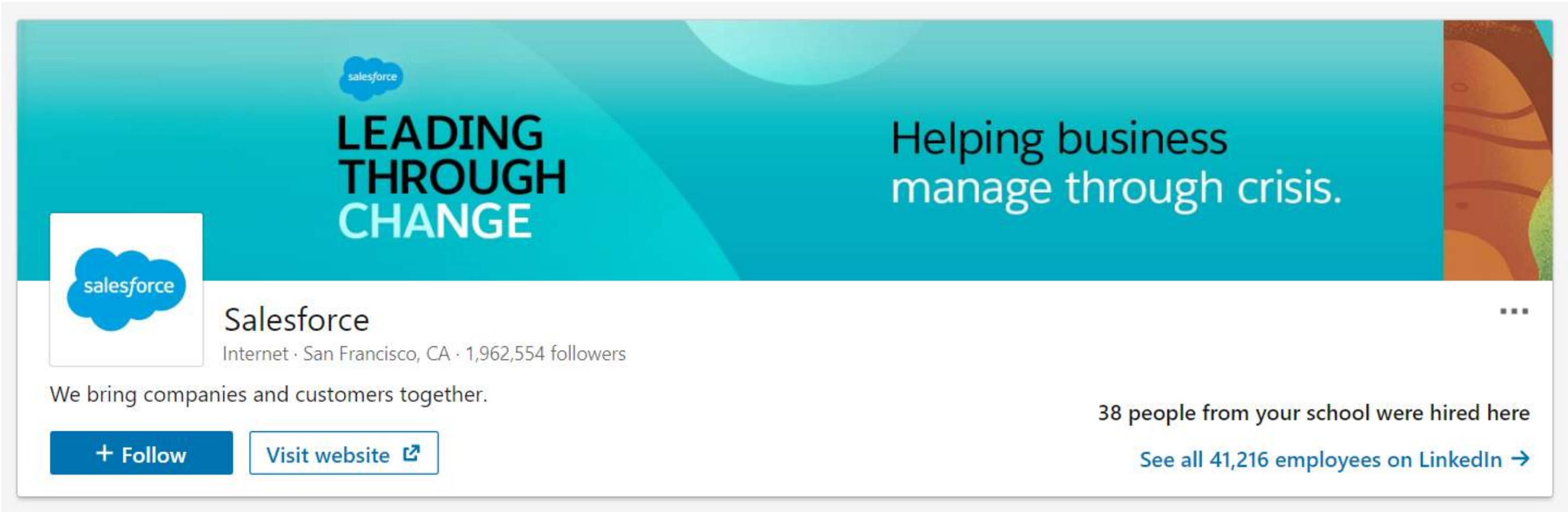
Practical tips how to use your LinkedIn profile & LinkedIn page to build brand and generate leads. Click for freebies! 
Professional Training & Coaching · Ljubljana, Ljubljana · 1,283 followers

Showcase your mission:



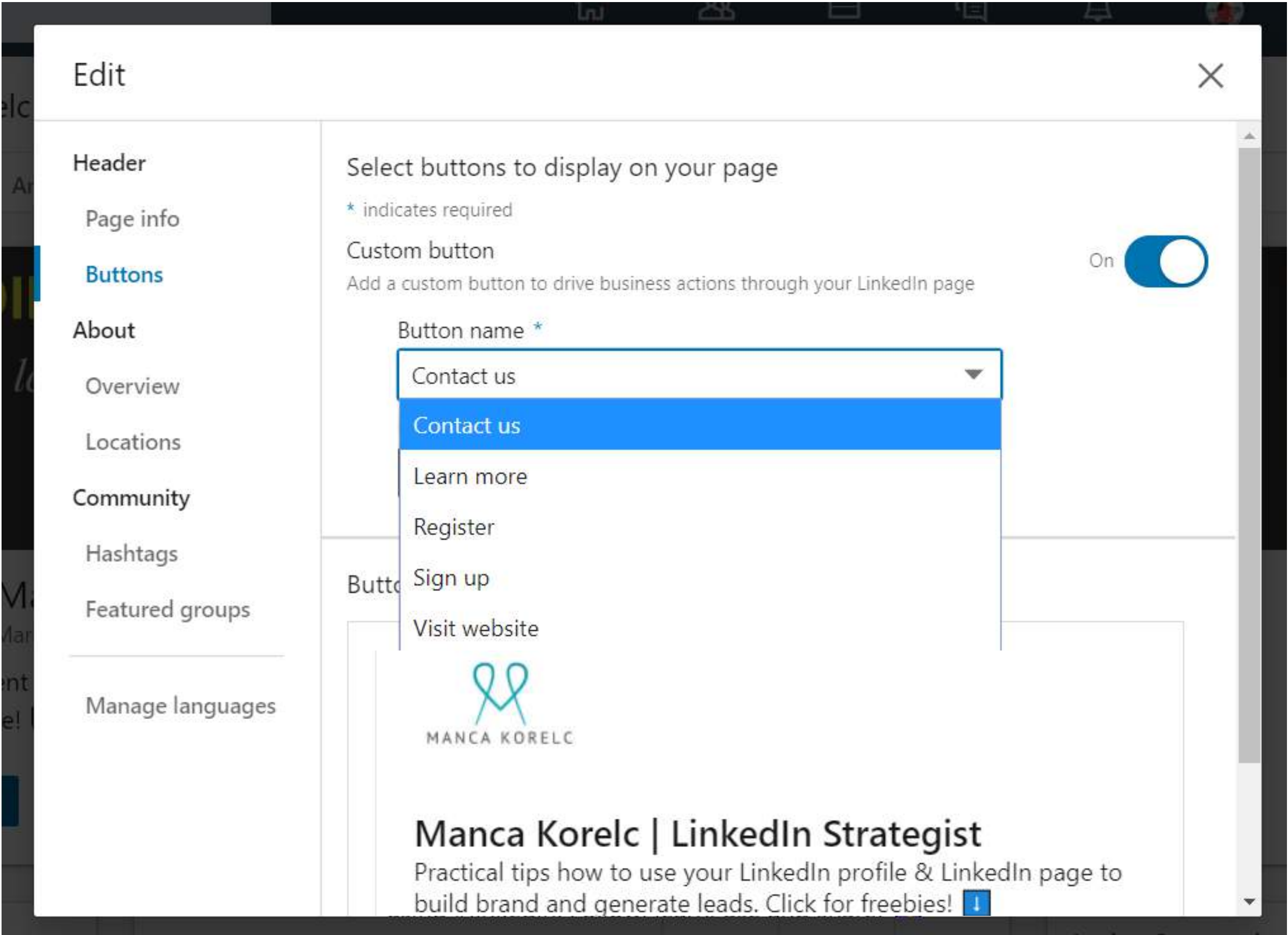
How to complete your LinkedIn page?

Show what you are all about:



*some of these cover photos are not on the pages anymore, but I left them here on purpose as examples.

PAGE INFO



How to complete your LinkedIn page?

Edit

Header

Page info

Buttons

About

Overview

Locations

Community


Hashtags


Featured groups

Manage languages

Update basic information to increase Page Discovery

Page logo






* indicates required

Name *

Manca Korelc | LinkedIn Strategist


34/100

LinkedIn public URL * 

linkedin.com/company

mancakorelc-linkedin

Tagline

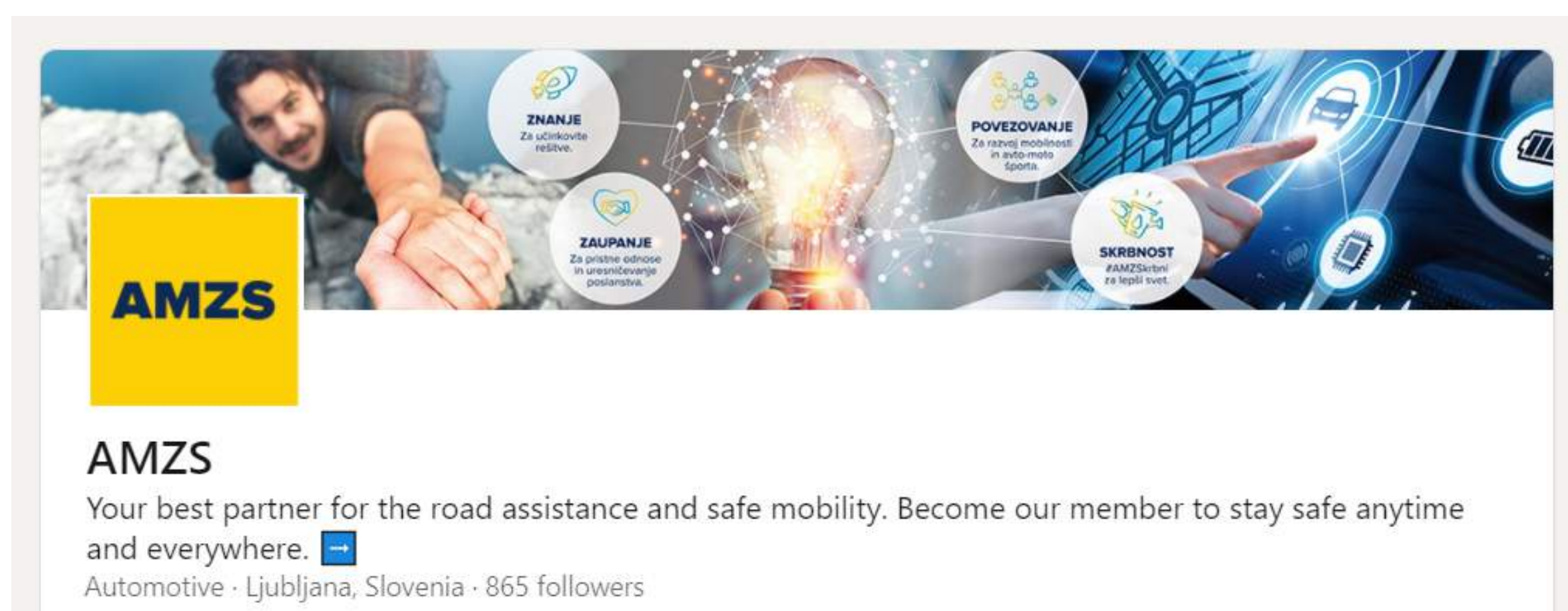
Practical tips how to use your LinkedIn profile & LinkedIn page to build brand and generate leads. Click for freebies! 

120/120

[Manage information in another language](#)

Page logo

- This is the place for your company logo
- Select high quality
- It can be up to 400 x 400 pixels with the maximum file size 4MB



How to complete your LinkedIn page?

TIP: If your focus with the LinkedIn page is personal branding, you can add a picture of yourself.

Name

Usually, it is the company name. If you choose to do so, lose the abbreviations: Inc., GmbH, and similar. You do not need it here, that goes on your website.

Tagline

You have 120 characters to fill the part. Use it smart – do not just copy the first paragraph on your About us section on the website. Focus on the followers and the benefit they will get from following your page.



Manca Korelc | LinkedIn Strategist

Practical tips how to use your LinkedIn profile & LinkedIn page to build brand and generate leads. Click for freebies! 

Professional Training & Coaching · Ljubljana, Ljubljana · 1,283 followers

TIP: you do not need to present the entire portfolio, the content here can be to one part of your services/products.

BUTTONS

Add one of the 5 different buttons:

- Contact us
- Learn more
- Register
- Sign up
- Visit website



How to complete your LinkedIn page?

These buttons actually give you ideas, how to use your LinkedIn page for! You can take the visitor to your website, landing page, event registration page, newsletter page ... so many options.

Change the button often. You can use it very effectively for a marketing campaign.

URL

This is the link that takes the visitor to the page. Make sure you change it synchronized with the button and aligned to your goals.

Add UTM parameters to the link, so you track the visitor. Use Google Analytics Campaign URL Builder: <https://ga-dev-tools.web.app/campaign-url-builder/>

TIP: if you are an admin, you can track who's clicked on the button in the visitor analytics. More on the topic at the end of this document.

ABOUT

OVERVIEW

Description

This is where you tell your audience what you're all about. What product or service does your company offer? What makes you different from the competition? Why should they follow you? Share your mission, values, vision, story, and goals, as well as what users can expect by following your Page.

We cover this topic in the next Section 5 LINKEDIN PROFILE AND PAGE ABOUT.

Website URL

To send visitors to your website to get in touch or learn more about your product or service, be sure your website URL is included on your Page.



How to complete your LinkedIn page?

Industry

Select one industry to your LinkedIn page, so the right people can find you. This will be the one your LinkedIn page belongs to in search results, when potential clients, vendors, or employees search for businesses on LinkedIn narrowing using Advanced Search features like Industry.

Company Size, Type and Year founded

These are self-explanatory sections. Select the right options.

Phone

Add your phone number. If you have many, select the one that fits your goal the most. Usually is the generic number, same as on the website.

Specialties (up to 20)

This is often an overlooked feature, but so important for the sake of SEO. Add the keywords related to your business. You can do a little hashtag research on LinkedIn or Google search to select the right terms.

LOCATIONS

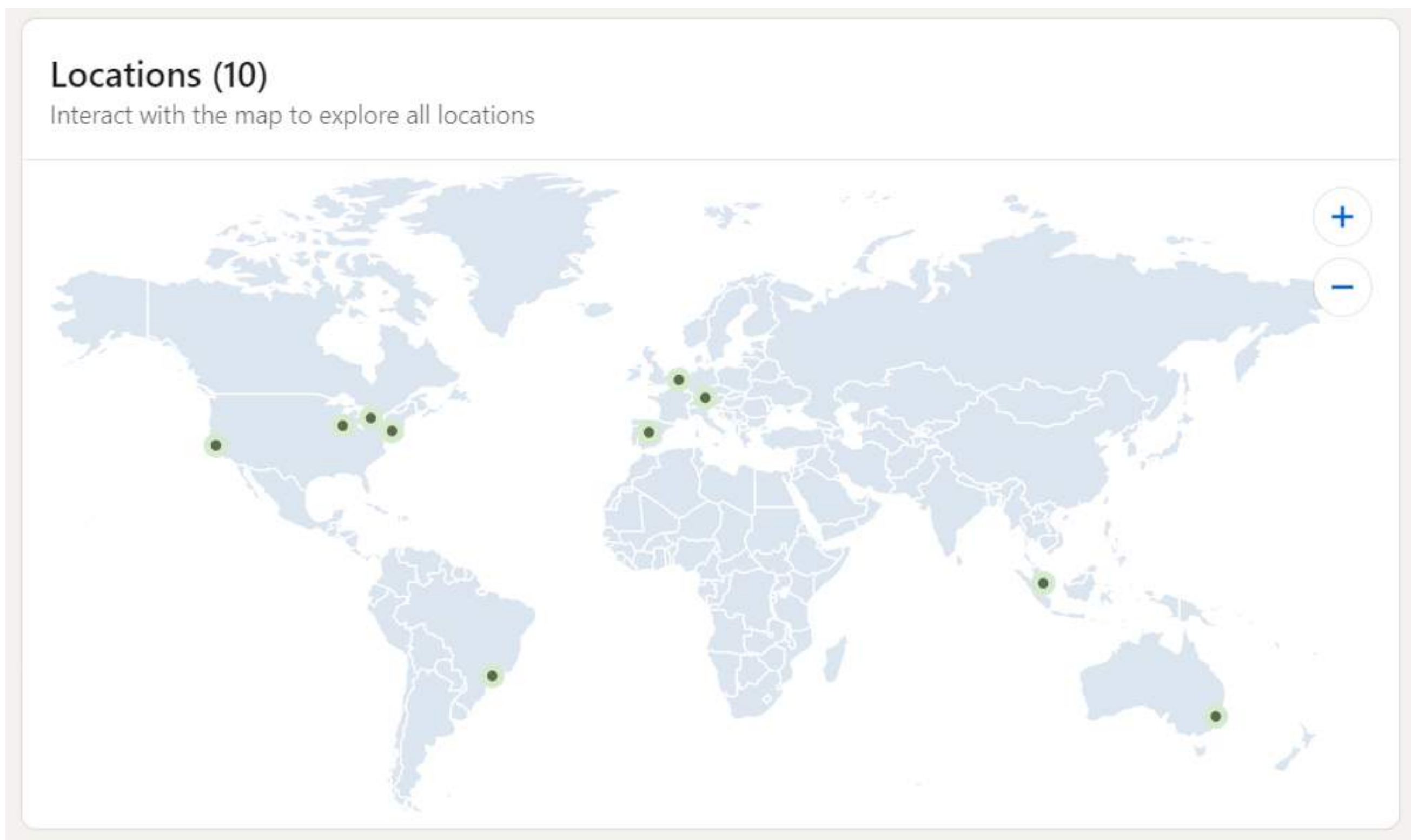
Update locations to let members know where you're based. If you don't have a street address, you can exclude it.

You can list multiple locations on your LinkedIn Page. Add the address of your headquarters, office, showrooms, etc.



How to complete your LinkedIn page?

It looks pretty awesome (I used the page of LinkedIn):



COMMUNITY

HASHTAGS

Add up to 3 hashtags that matter to your page.

They are valuable for 2 reasons:

1. Your page can show in search results when your prospects are searching for a specific hashtag
2. When you click on the associated hashtag on your page, you activate to the ability to engage with listed content as your page instead of your profile – this is a great way to expand your word about your brand



How to complete your LinkedIn page?

FEATURED GROUPS

Add your LinkedIn Group or the ones you are active in to invite to the conversation. Members can see and request to join your groups from your Page.

MANAGE LANGUAGES

You can manage your LinkedIn page in more than one language. You can configure your Page in over 20 languages. Note that information won't be auto-translated, you must put it manually.

Awesome! We covered the About section of your successful page. Before we dive into other Tabs of your page, learn about the SEO for LinkedIn page.

SEO ON LINKEDIN PAGE

Make sure your LinkedIn page is searchable on LinkedIn.

Include sentences with keywords in your description. Google's search previews up to 156 characters, so add the most relevant terms in the beginning. List keywords to your Specialties you find in the About section with targeted phrases.

Create links to the LinkedIn page. Ask your employees to add your Page to their current work experience and to the email signature. Link to your LinkedIn Page whenever possible on digital channels, like blogs, other social media, newsletters, etc.

TIP: for the keywords answer the question: what are terms and phrases that your potential clients/partners add to the search field in order to find you?



How to complete your LinkedIn page?

ADDITIONAL TABS

LIFE

This is a tab you get if you enhance your LinkedIn Page with Career Pages. It is a paid feature. You can leverage the customizable Life or What We Do tab to provide an of life at your organization with photos, testimonials, and more.

Show what you are all about:

[illegible]

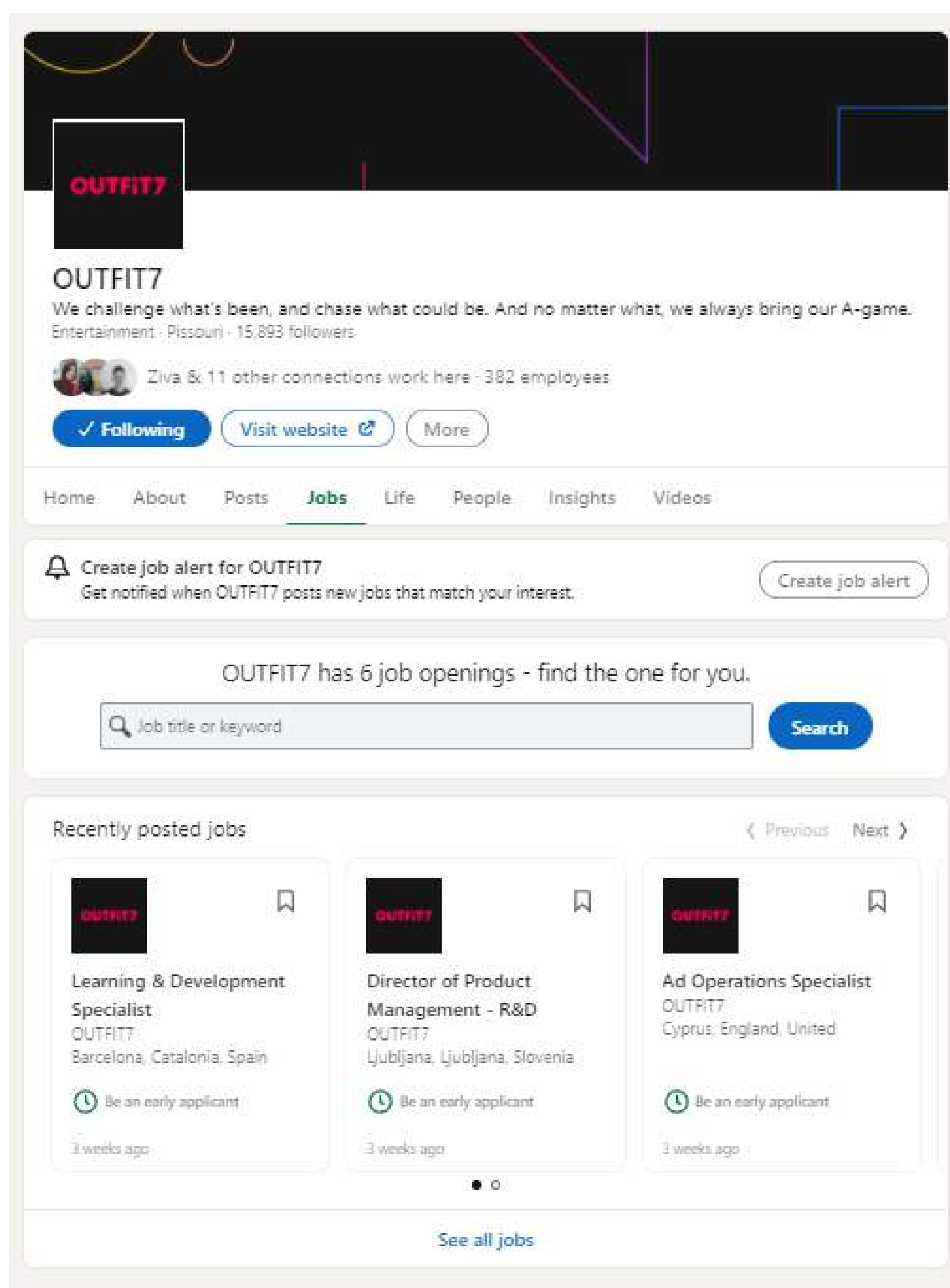
How to complete your LinkedIn page?

Read more about Life tabs here:

<https://www.linkedin.com/help/linkedin/answer/71212/editing-the-life-tab-or-what-we-do-tab-of-your-linkedin-page?lang=en>

JOBS

The Jobs tab allows all members to search for employment opportunities with your organization as well as create job alerts for newly posted roles. With a Career Page added to your LinkedIn Page, members will also see jobs recommended for them as well as employees who currently occupy the role.



How to complete your LinkedIn page?

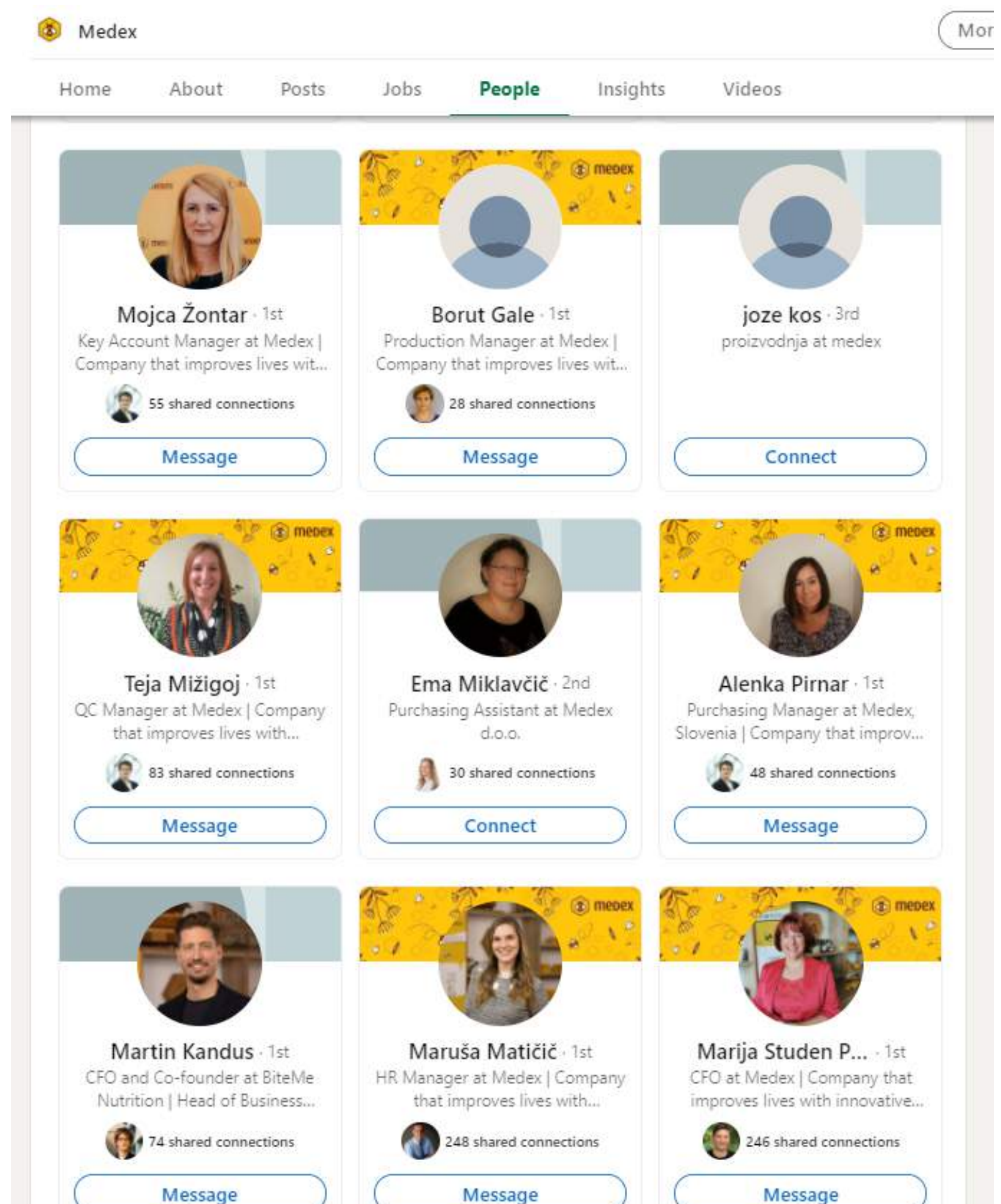
Users can create a job alert to get notified when jobs matching their skills are posted on your LinkedIn Page.

PEOPLE

This tab is most personal on the LinkedIn page, where you can show all your employees. When you are doing the research yourself, this tab helps you to find out more about the company. You can search the employee by title, keyword.

There is a lot of information about people:

- Where they live
- Where they studied
- What they do
- What they studied
- What they are skilled at
- How you are connected



INSIGHTS

For Premium Business user’s additional information (based on LinkedIn data) about the organization is available on Insight Tab.

Total employee count

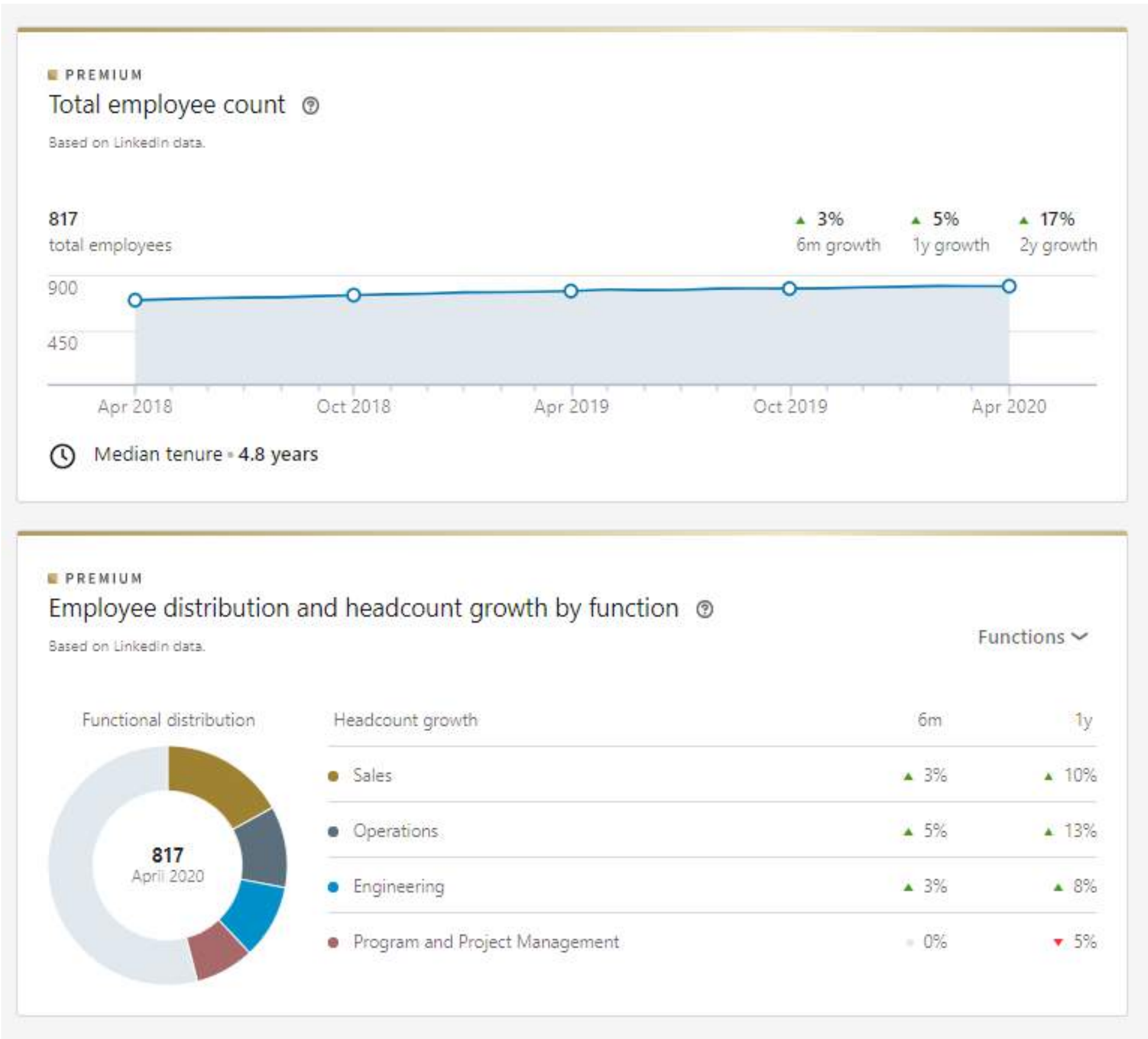
The number is based on activity as reported by LinkedIn members employed at this company.

Employee distribution and headcount growth by function

Based on profiles of LinkedIn members employed at the company. Growth is calculated based on employee count over specific time periods.

New hires

Based on profile information as reported by LinkedIn members reported at this company. Senior management is defined as employees with previous or current titles as Vice President or higher but could vary by sector.



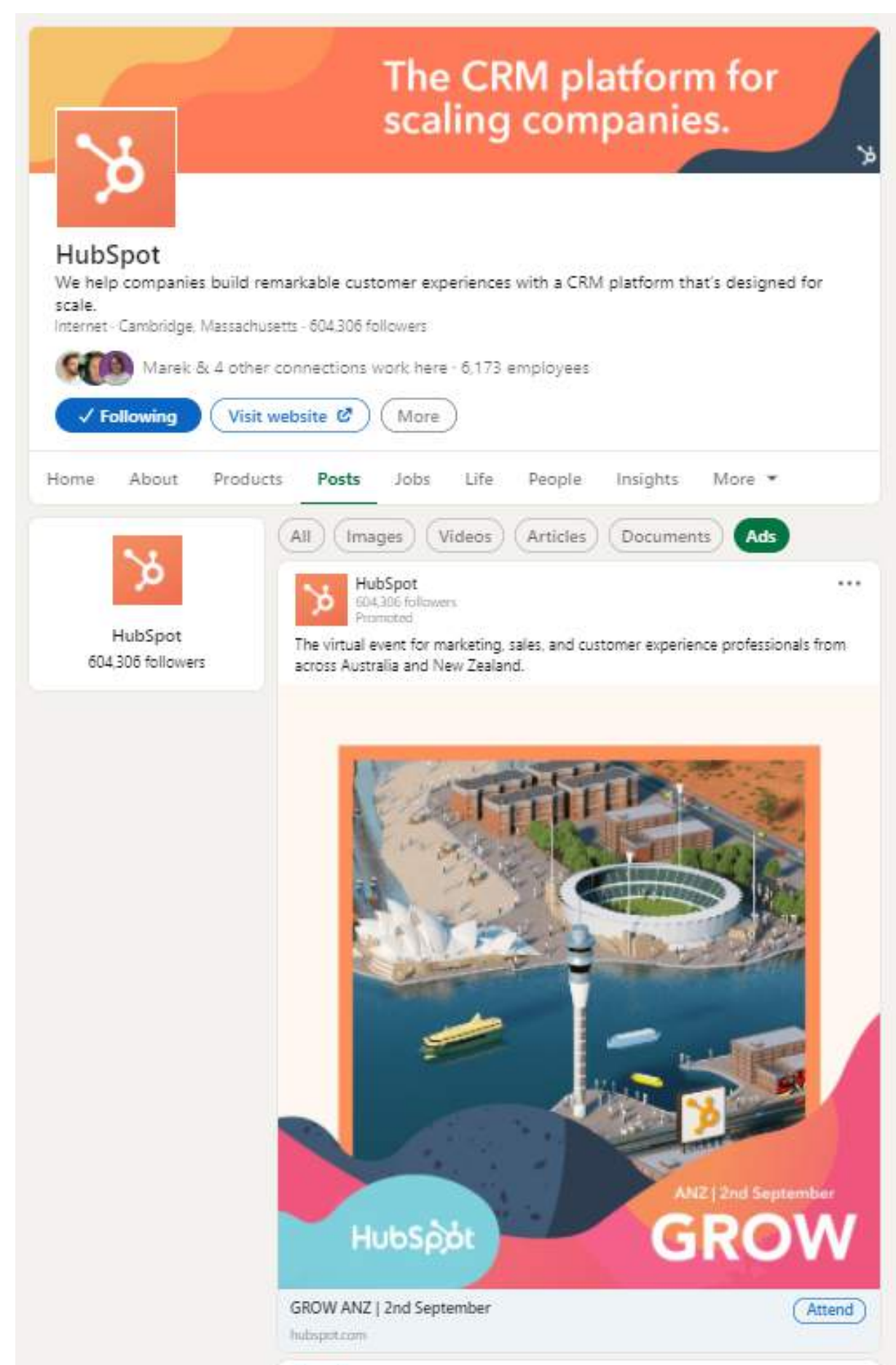
How to complete your LinkedIn page?

ALUMNI

The Alumni Tool Plugin is made for schools to showcase graduates' careers and creating connections among alumni, students, and donors. It uses the information on LinkedIn profiles and can help the school to stand out with information. Potential students and their parents can learn about the school culture.

ADS

Here you can users see your marketing campaigns/ads. This is a great place for competition monitoring.



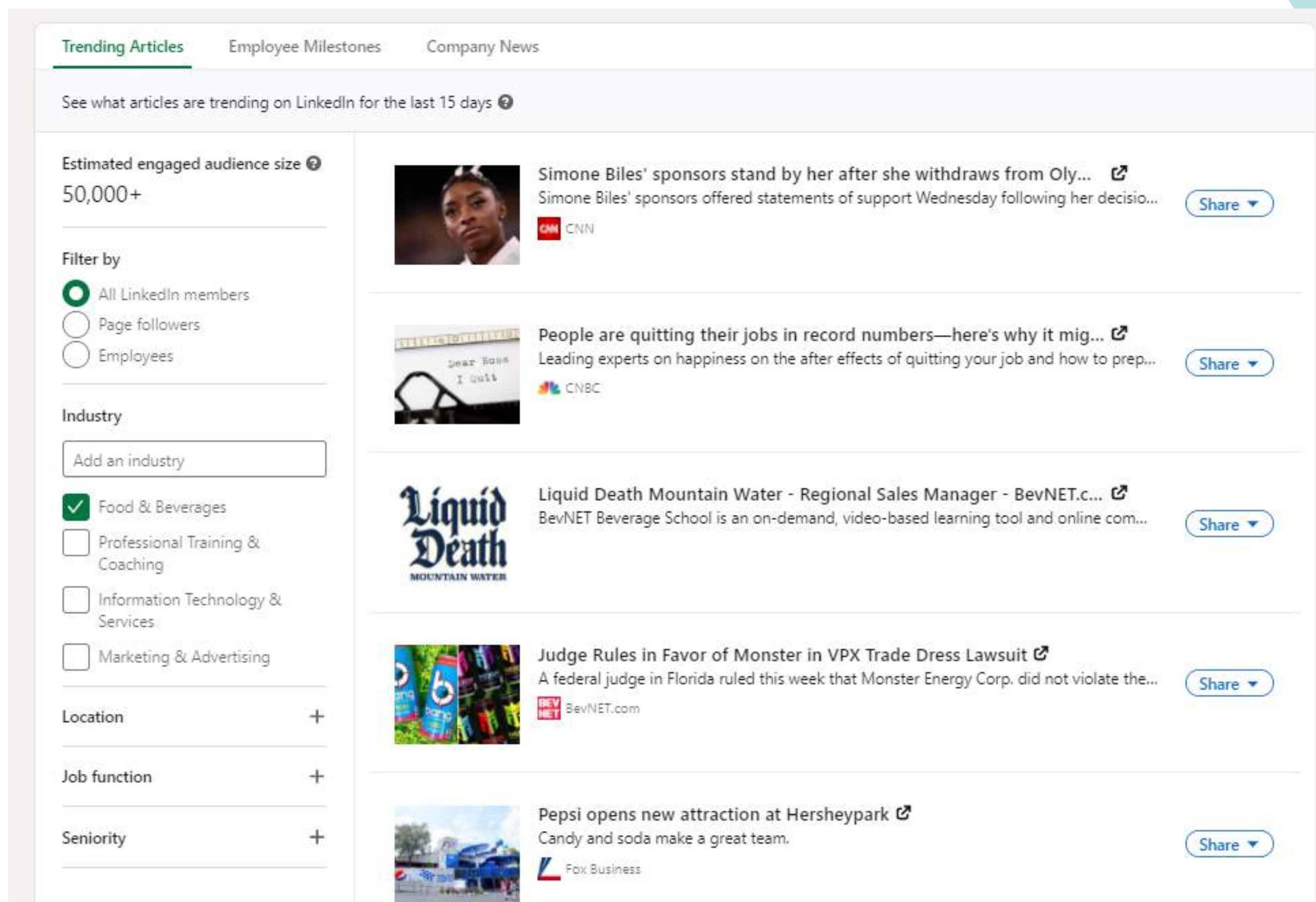
CONTENT SUGGESTIONS

It is the place where you can find content ideas for your next LinkedIn post or stay up to date on certain topics.

Type in Industry, Location, Job function, Seniority, and Topic to get the articles listed.



How to complete your LinkedIn page?



SEO ON LINKEDIN PAGE

Make sure your LinkedIn page is searchable on LinkedIn.

Include sentences with keywords in your description. Google's search previews up to 156 characters, so add the most relevant terms in the beginning. List keywords to your Specialties you find in the About section with targeted phrases.

Create links to the LinkedIn page. Ask your employees to add your Page to their current work experience and to the email signature. Link to your LinkedIn Page whenever possible on digital channels, like blogs, other social media, newsletters, etc.

TIP: for the keywords answer the question: what are terms and phrases that your potential clients / partners add to the search field in order to find you?



LINKEDIN ANALYTICS

This is a place, where you will track your success. Analytics is divided into three sections:

- Visitor analytics - shows aggregated metrics across all tabs and metrics for individual tabs
- Update analytics - engagement metrics for your organic and sponsored updates over time. Show aggregated metrics across all updates and metrics for individual updates. Sponsored metrics include Sponsored Updates and Direct Sponsored Content.
- Follower analytics - follower metrics.

TIP: monitor once a month.

Now let's dive into each of the three.

VISITOR HIGHLIGHTS

The total number of page views and unique visitors over time. Data is measured across desktop and mobile for logged-in LinkedIn members.

Unique visitors are calculated daily and are not de-duplicated over multiple days.

Visitor highlights

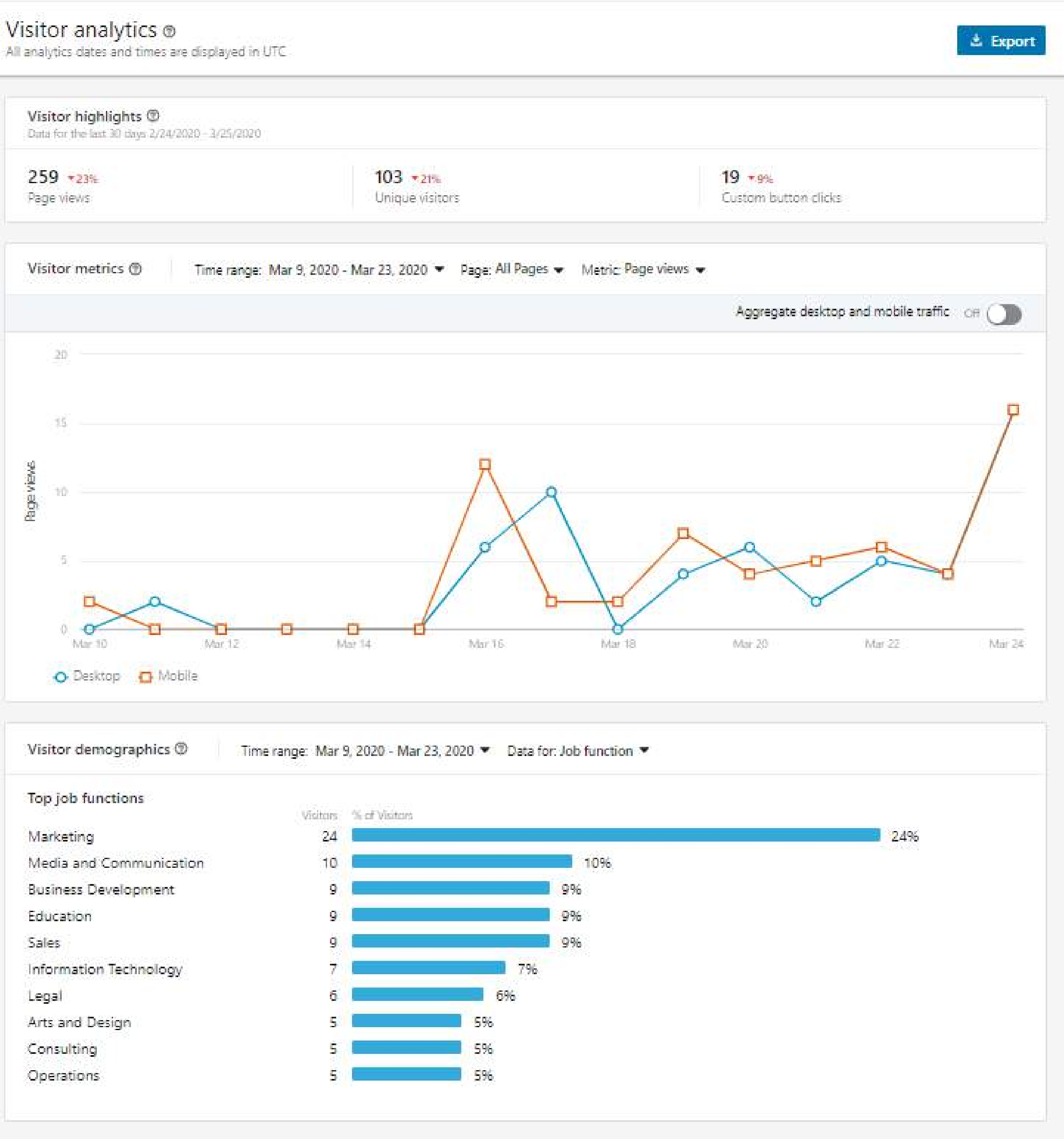
The total number of page views and unique visitors over time. Data is measured across desktop and mobile for logged-in LinkedIn members. You can filter Visitor metrics by Time range, All pages or individual, and Metric (Pageviews or Unique Visitors).



How to complete your LinkedIn page?

Visitor demographics

You can filter Visitor demographics by Job function, Location, Seniority, Industry, or Company size.



UPDATE ANALYTICS

Update metrics

Aggregated engagement metrics for your organic and sponsored updates over time. Sponsored metrics include Sponsored Updates and Direct Sponsored Content.

The time range filter applies to dates when your updates were viewed by LinkedIn members.

Impressions count when views of an update are at least 50% on screen for at least 300 ms, or when it is clicked, whichever comes first.

Engagement rate is calculated as:

Clicks + Likes + Comments + Shares + Follows

Impressions

| Update engagement ? | | Time range: Feb 9, 2021 - Aug 9, 2021 | | Show: 20 | | | | | | | |
|---|--------------|---------------------------------------|-------------|----------|--------|-------|-----------|----------|--------|---------|--|
| Update title | Posted by | Created | Impressions | Views | Clicks | CTR | Reactions | Comments | Shares | Follows | |
| 9 Types of Video Every Business Must Have to Succeed All followers Boost | Manca Korelc | 8/9/2021 | 249 | - | 6 | 2.41% | 2 | 1 | 0 | - | |
| PODCAST: Let us talk about fear on LinkedIn. Why are we so afraid of som... All followers Boost | Manca Korelc | 8/4/2021 | 343 | - | 14 | 4.08% | 7 | 0 | 0 | - | |
| Did you know you can get a copy of your data on LinkedIn? LinkedIn says our... All followers Boost | Manca Korelc | 7/27/2021 | 185 | - | 4 | 2.16% | 0 | 0 | 0 | - | |
| 7 tips for 7 activities – 49 times how to do the »LinkedIn-ing« right? All followers Boost unavailable | Manca Korelc | 7/21/2021 | 339 | - | 11 | 3.24% | 6 | 0 | 0 | - | |
| Ways to Get the Conversation Started With LinkedIn Messaging All followers Boost | Manca Korelc | 7/19/2021 | 241 | - | 5 | 2.07% | 1 | 0 | 0 | - | |
| Did you know you can set your LinkedIn profile to Open profile? This goes for a... All followers Boost | Manca Korelc | 7/6/2021 | 395 | - | 12 | 3.04% | 4 | 0 | 0 | - | |
| 3 tools that make your LinkedIn life better and much easier Canva.com, Voice... All followers Boost | Manca Korelc | 6/30/2021 | 387 | - | 8 | 2.07% | 7 | 2 | 0 | - | |
| Winning the War for Talent: Why Marketing | | | | | | | | | | | |



How to complete your LinkedIn page?

Update engagement

Engagement metrics for individual updates and is updated in real-time. Data for Sponsored Updates is a total of organic and sponsored engagement.

The time range filter applies to the dates when your updates were created. All dates and times are in UTC.

Video views are limited to the past 6 months.

This is where you can track the success of your updates. For each post you can see these metrics (if you hover over, you see the description):

Posted by:

- Update title
- Created
- Impressions
- Video views
- Clicks
- CTR
- Reactions
- Comments
- Shares
- Follows
- Engagement rate

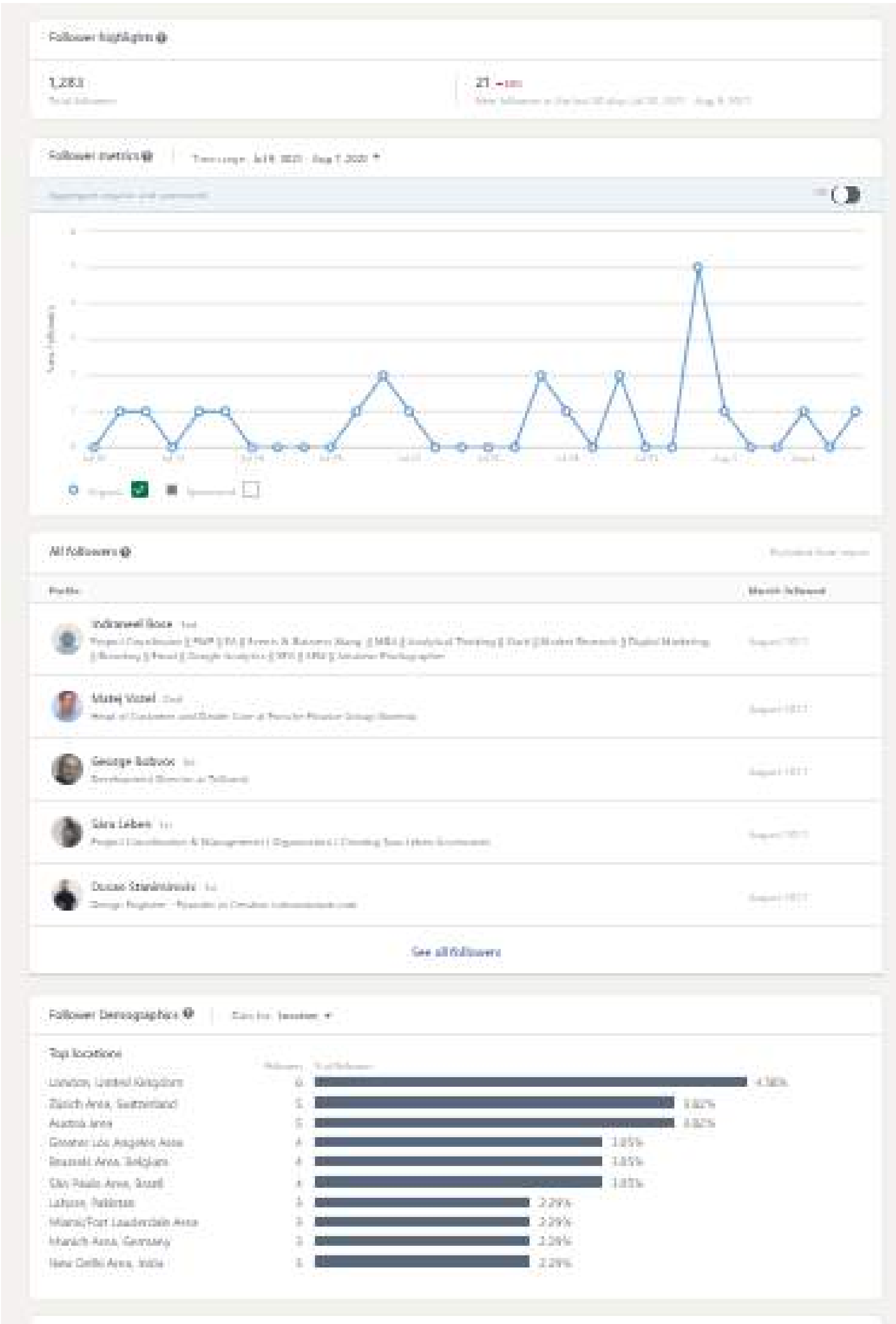
FOLLOWER ANALYTICS

You see the names of your followers and a lot of demographic information about them.

You can sort data by Location, Job function, Seniority, Industry, and Company size. It is a valuable resource if you are reaching your target market with a LinkedIn page.



How to complete your LinkedIn page?



NEW: you see who your followers are.

In the end, you have a list of companies to track and their Total followers, New followers, Number of updates, and Engagement rate. Again competition monitoring resource.

ACTIVITY

This is your corner to track social notifications: Reactions, Shares, Comments, and Mentions.



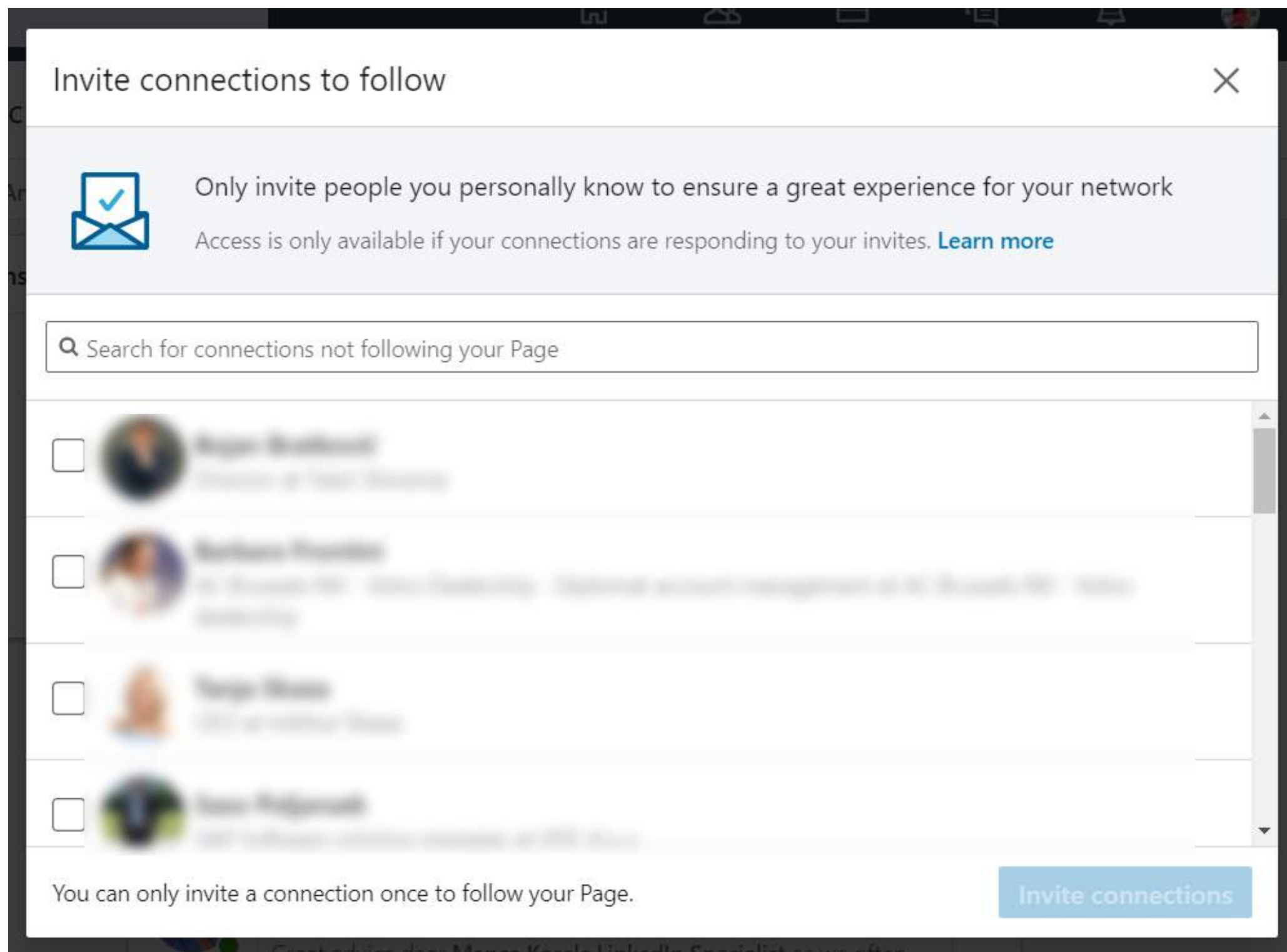
How to complete your LinkedIn page?

ADMIN TOOLS

For all the admins there here is your playground for the Reach and Setting of your LinkedIn page. There are several features and let me explain each of them.

Invite connections

It is a practical feature to send invitations to follow your page and grow the follower number. Please, be careful with this and only send it to those you know in person, otherwise, you can sound pushy. Do not use this feature until your LinkedIn page has tons of valuable content first.



Sponsor an update

It takes you to the Campaign manager to set the campaign. This is where you sponsor/invest money into updates.

Post a job

It takes you to a new landing page to start creating a job post campaign.



How to complete your LinkedIn page?

Create a Showcase Page

Showcase page is a subpage, dedicated to a sub-brand, certain product, or service.

Create a Showcase Page

Showcase Page name

LinkedIn public URL ?

linkedin.com/showcase/

Cancel

Create page

Want to learn about Showcase Pages? [Visit our Help Center](#)

Manage admins

Here you can add new admins to your LinkedIn page. Look at the for Page admins (left image) and Paid page admins (right image):

Assign an admin role ?

☒ Super admin

This role manages everything on the Page. It's the only role that can edit the Page and manage all admins.

☐ Content admin

This role posts and manages content, comments as the Page, and exports analytics.

☐ Analyst

This role only views and exports analytics on LinkedIn and will have limited access on 3rd party partners tools.

Assign admin roles ?

☐ Sponsored content poster

This role creates Sponsored Content ads on behalf of your Page from a LinkedIn Ad account. The ads aren't shown on your Page feed.

☐ Lead gen forms manager

This role downloads leads from your Page's LinkedIn Ad account.

☐ Pipeline builder

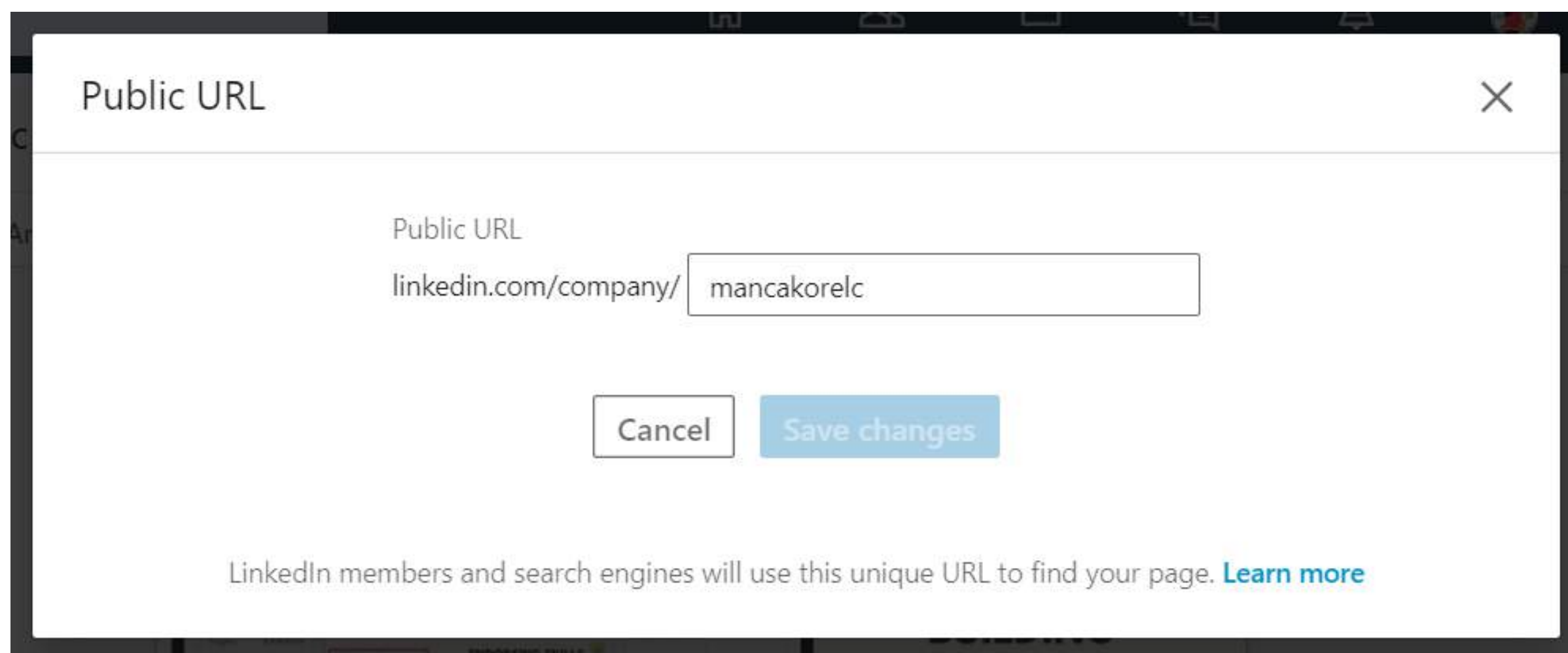
This role manages recruiting-focused standalone Pipeline Builder pages. Your organization needs to be provisioned with a Recruiter contract to create Pipeline Builder pages. [Learn more](#)



How to complete your LinkedIn page?

Edit public URL

LinkedIn users and search engines will use this unique URL to find your page.

A screenshot of a LinkedIn 'Public URL' dialog box. The title bar says 'Public URL' with a close button (X) in the top right. The main area shows 'Public URL' followed by 'linkedin.com/company/' and a text input field containing 'mancakorelc'. Below the input field are two buttons: 'Cancel' and 'Save changes'. At the bottom, there is a note: 'LinkedIn members and search engines will use this unique URL to find your page. [Learn more](#)'.

If you need to see your LinkedIn page as a member, not admin, click this button:



Deactivate page

If you decide to close it down. See as well: View Help Center, Give feedback and View Pages terms.

NEW: 3 LinkedIn page features that help you with employer branding

Employer branding is a topic that is becoming my favorite besides the content on LinkedIn. The promotion of your company by the people who work for it (a definition by LinkedIn). Or in other words, how to motivate your employees to start and stay active on LinkedIn.



How to complete your LinkedIn page?

It is a tough one, actually.

When my clients ask me: How to motivate employees to stay consistent on LinkedIn? I do not have a straight answer.

But lately, LinkedIn gave us some AMAZING features on LinkedIn pages that help us organize with and stay consistent.

They are still just features if we do not do the work. But the work is much easier with these features.

But first things first. Let us start with the basics. I used a LinkedIn article to help me with these concepts.

What is in it for the company?

1. Marketing

On average, researches show that employees collectively have social networks ten times larger than a corporate brand. That means employees can drastically extend the reach.

Employee shares are seen as more authentic than corporate shares, and people are more likely to engage with the content. Employee shares have double the click-through rate of corporate shares. That is a lot!

With these facts in mind, we can see employee advocacy can reliably boost brand awareness, increase followers to your LinkedIn page, and even generate leads for the sales department.



2. Sales

Social media presence is a necessary component of modern sales. In the B2B space, too, buyers are using social media to help guide their purchasing decisions.

Employee advocacy for salespeople can help increase the number of sales-qualified leads, attract and develop new business, shorten sales cycles, and bring in new revenue streams.

Salespeople who regularly share quality content are 45% more likely to exceed quota.

3. Attracting new talent

The marketing department is not human resources, BUT recruiting is partly a marketing function because attracting top talent requires a sterling brand reputation. It's marketing's job to develop that reputation.

Empowering your employees to share experiences and impressions from their own perspectives can communicate these benefits in a more authentic and relatable way.

What is in it for the people?

This question is perhaps even more important, but tougher than the previous one. The benefits are similar:

by building an employer brand an employee builds a personal brand, too. And with that, he or she can benefit to attract more leads - that benefits both parties, the person, and the company.

It is usually a tough start. To teach them how to use LinkedIn (this is where I come in) is just the beginning. Staying consistent is key.



What are the steps to be successful:

It is not a short list, but I strongly believe it is worth it:

- Define goals and objectives
- Gain buy-in from executives and leaders
- Assemble a team of content curators
- Identify social stars
- Launch your employee advocacy program
- Keep on filling the content pipeline
- Integrate existing platforms
- Ongoing optimization
- Analyze and communicate results

I will not go into details here. What I DO want to talk about is:

HOW LINKEDIN PAGE IS HELPING YOU WITH YOUR EMPLOYER ADVOCACY PROGRAM?

I am talking about free features on your LinkedIn page, that you need to know about. This is really challenging - how to organize the content, people, and technology. I hope to give you some ideas!

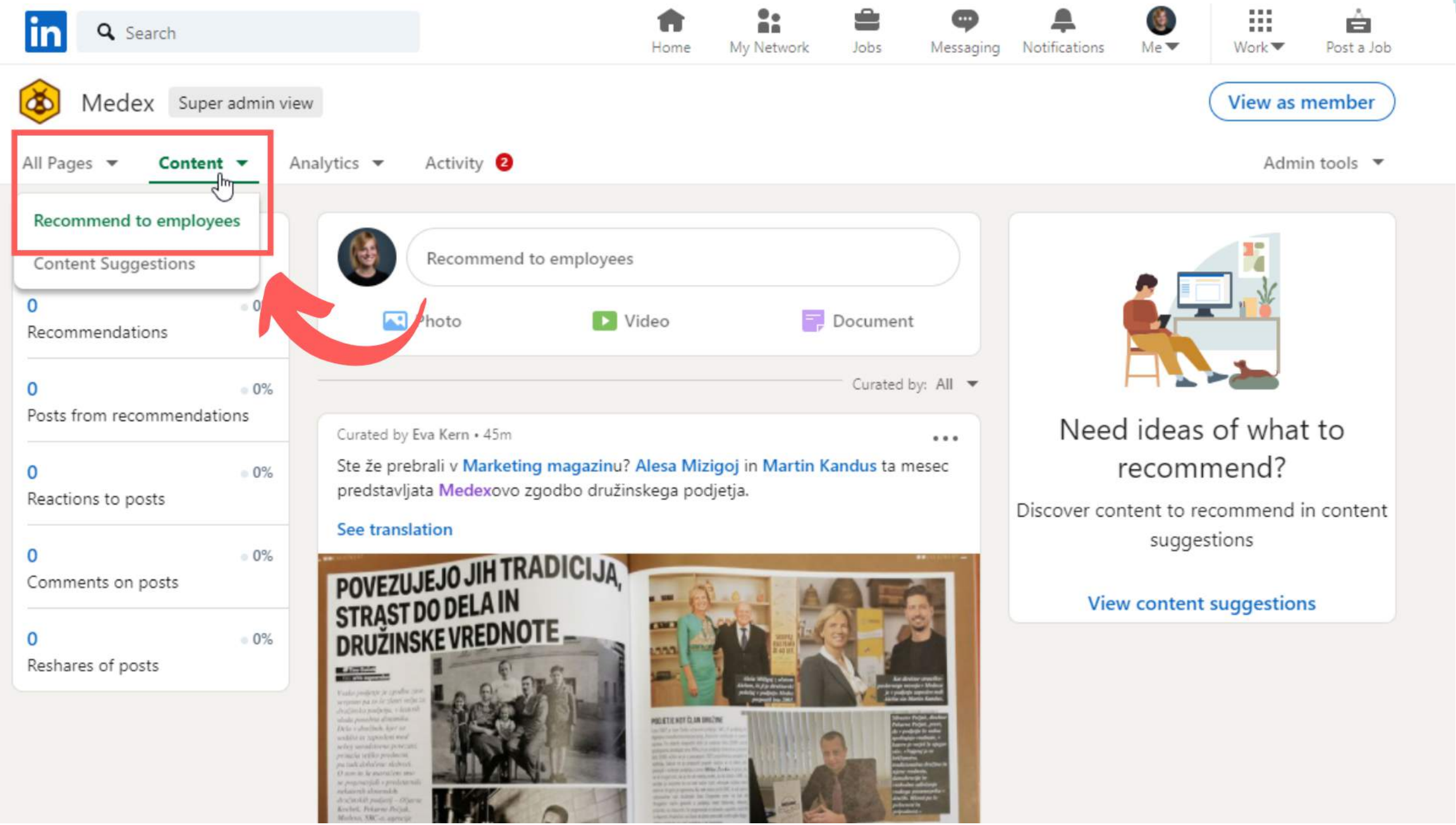
1. RECOMMEND TO EMPLOYEES

Visit this link to find it (insert your admin page number into XXXXXX):
<https://www.linkedin.com/company/XXXXXX/admin/recommend/>

If you do not have it, you will land on your Home.

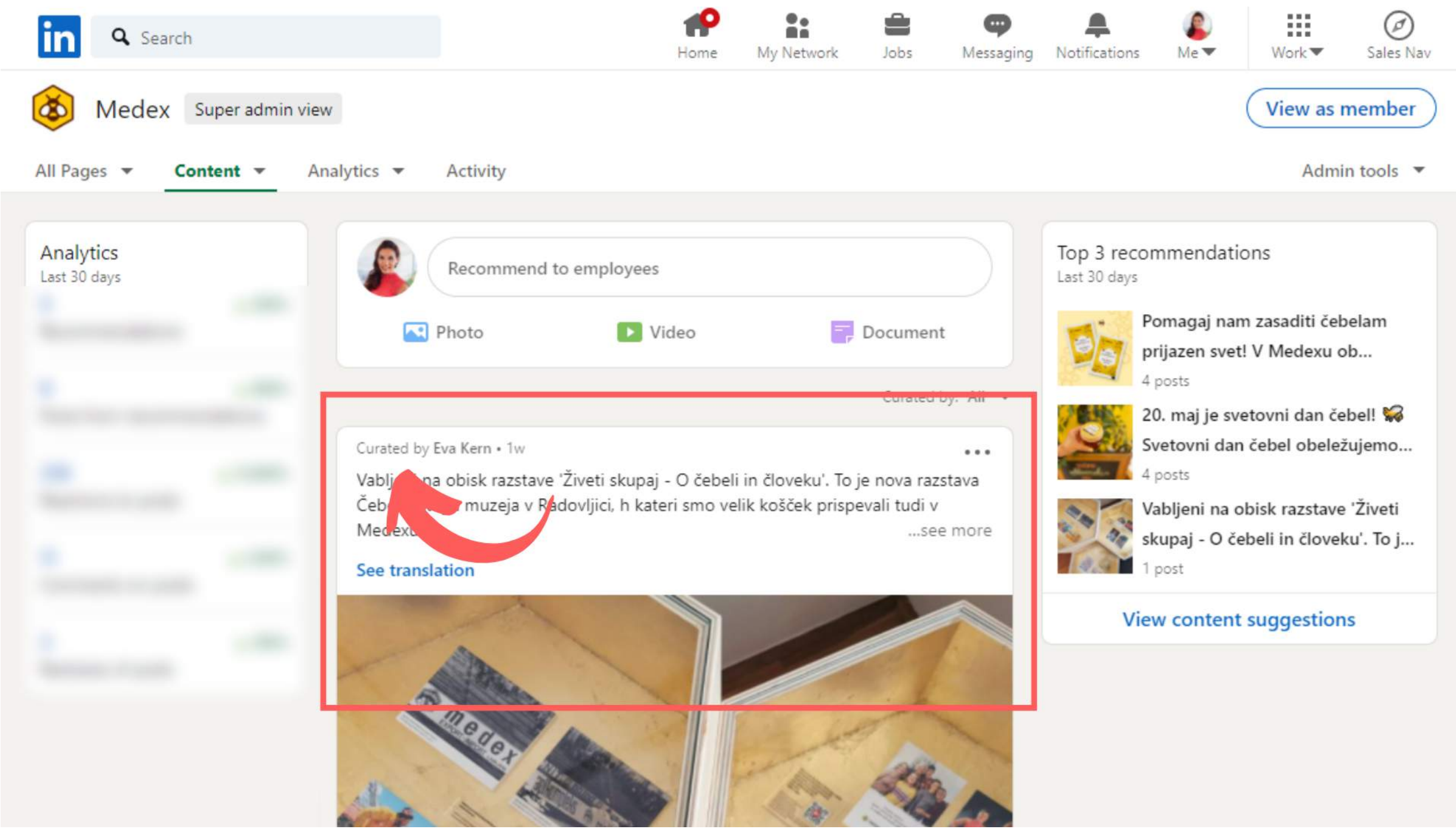


How to complete your LinkedIn page?



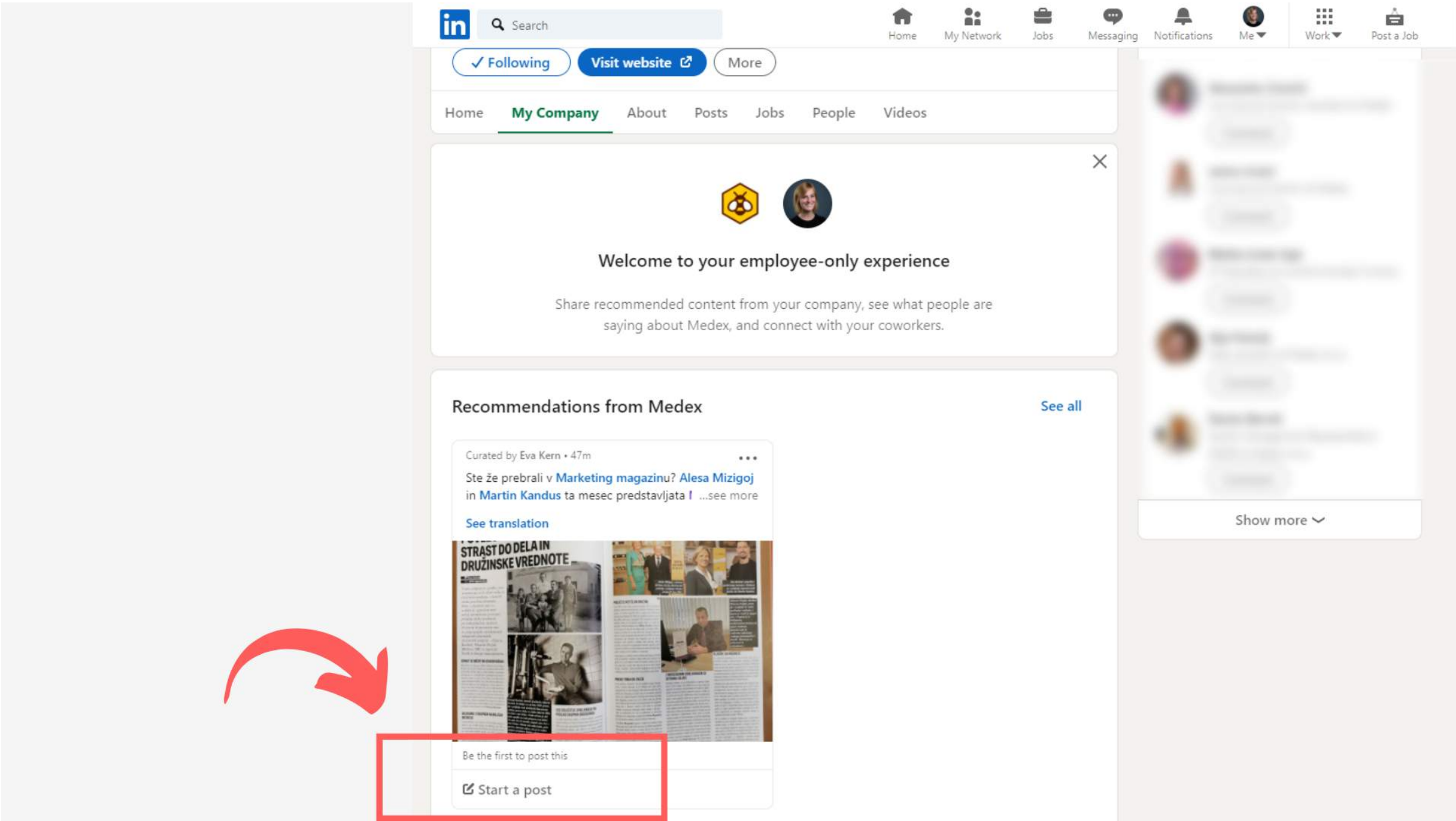
This is the best place ever! Here you can upload different content, links, videos, photos ... to give your employees content they can use. All they need to do is click Start a post, add their words and click Post.

Here you can see Eva Kern added this content (thank you, Eva, for letting me use your page!)



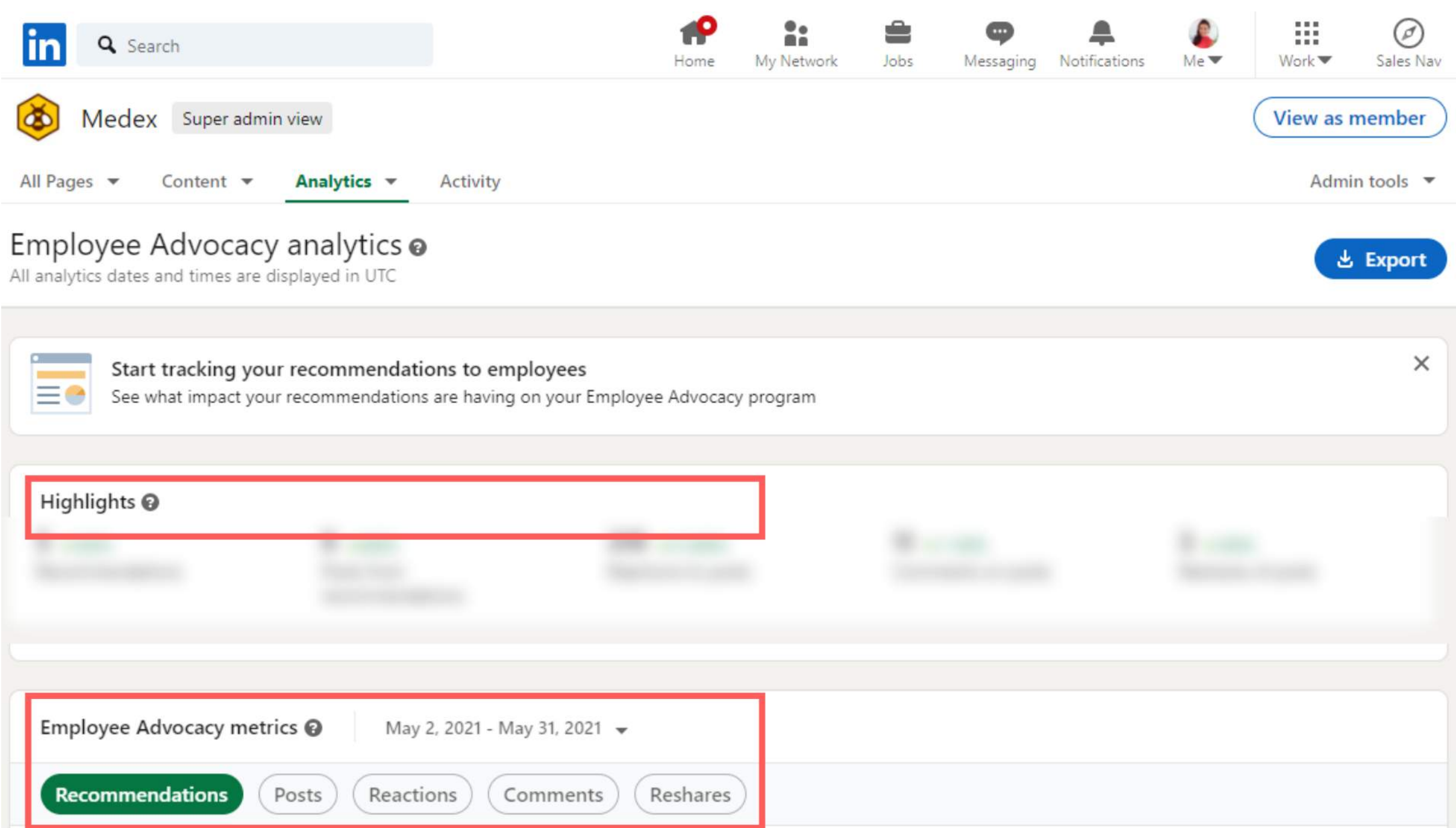
How to complete your LinkedIn page?

And what is important - they use the Post, not the Share button, which helps to get more Views.



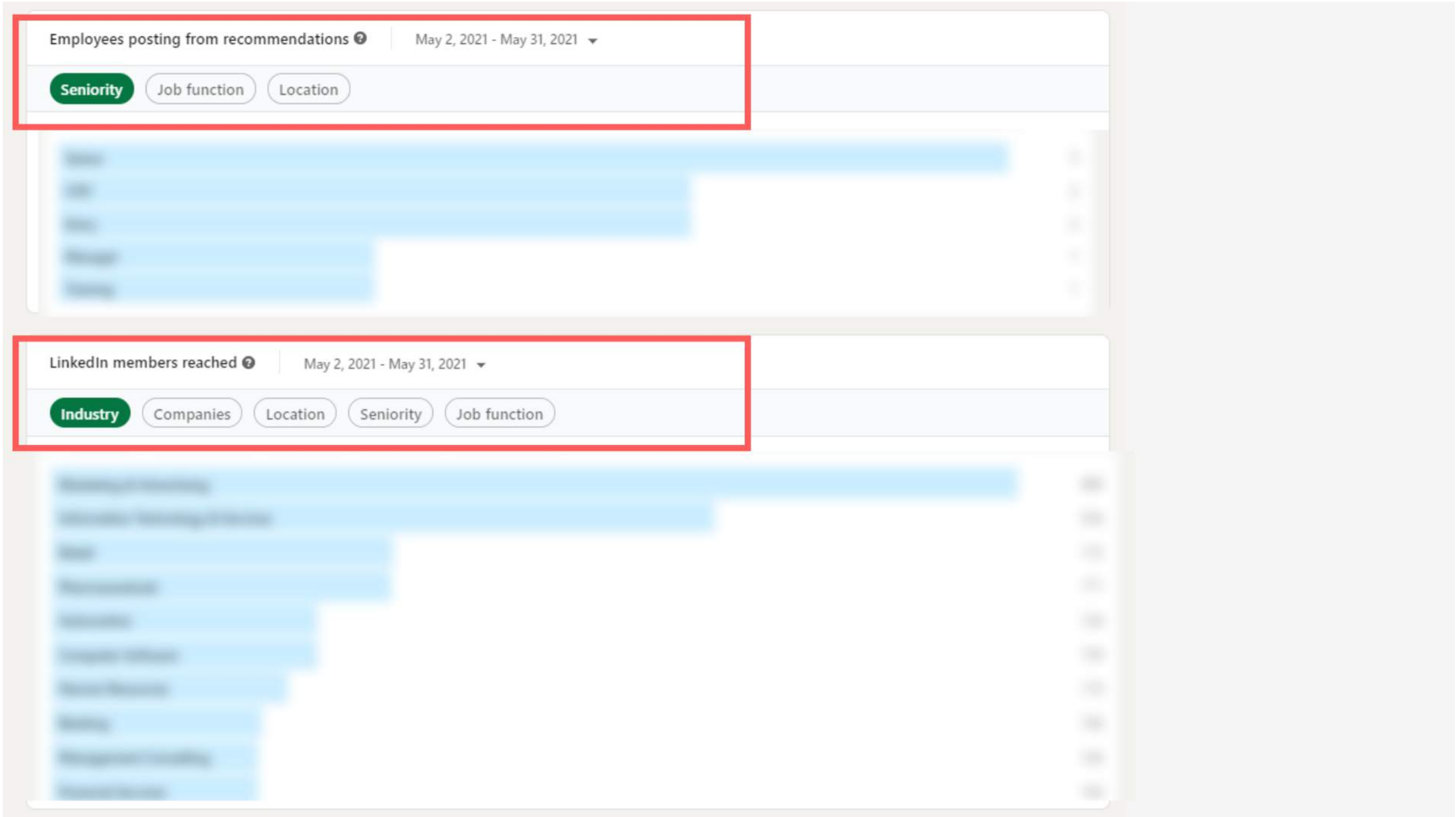
2. EMPLOYER ADVOCACY analytics

Once your employees use that content (works only with that content under Recommend for employees), you get some stats:

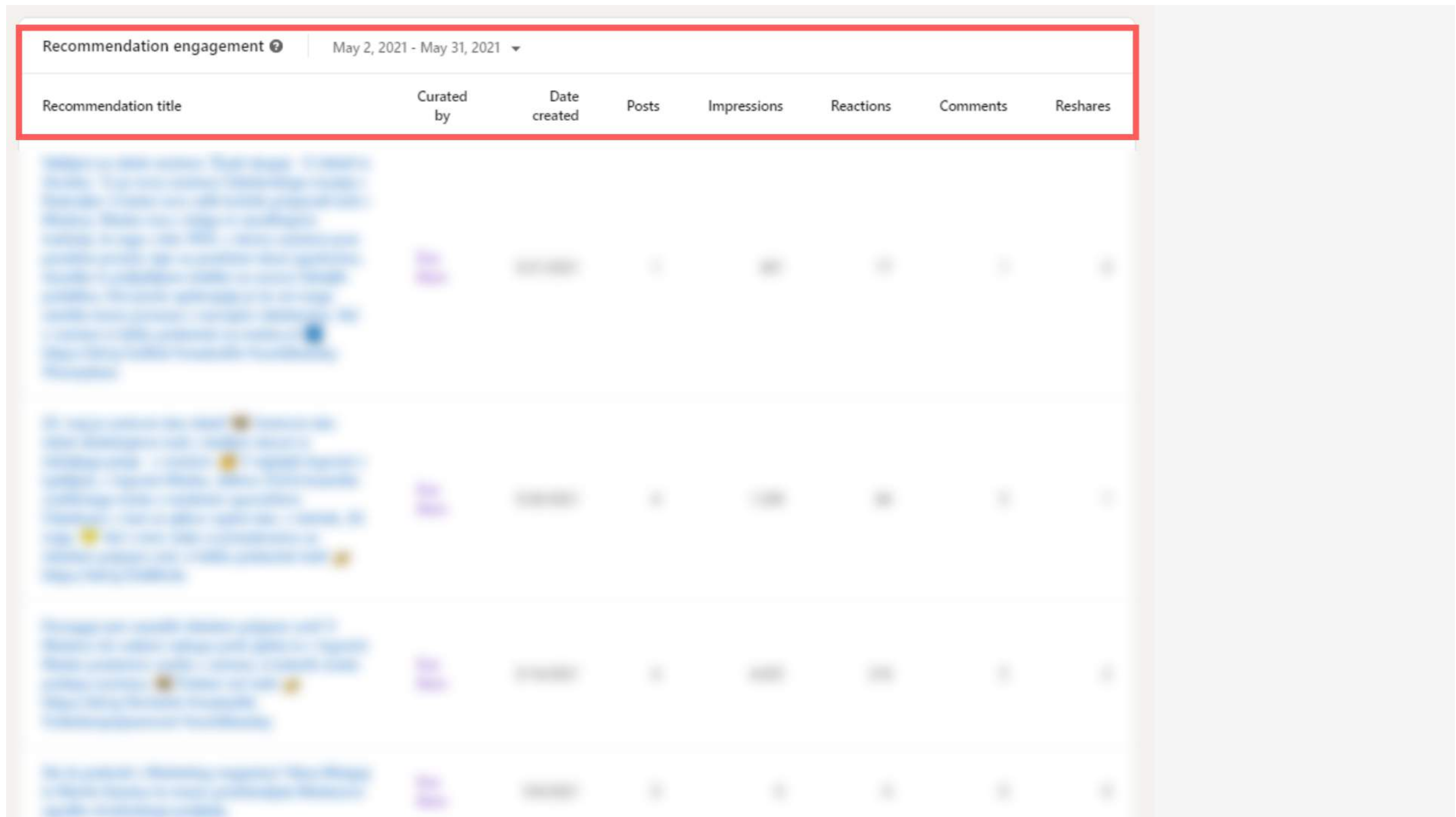


How to complete your LinkedIn page?

I blurred the numbers but you get the picture what LinkedIn gives you.



Here you see which content performed best:



How to complete your LinkedIn page?

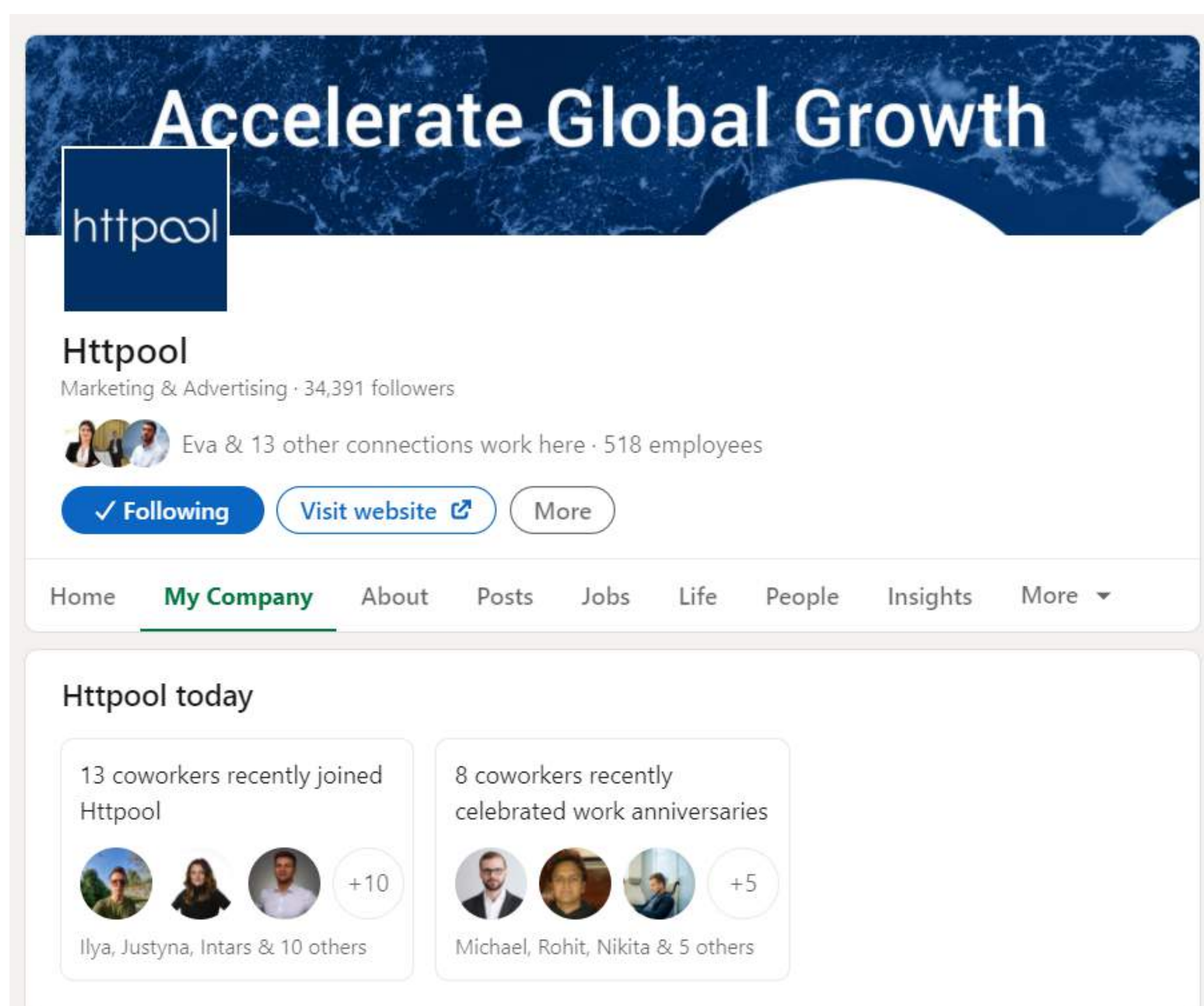
Isn't this just amazing?

Your LinkedIn page is the content hub, so your employees do not have to search for the content.

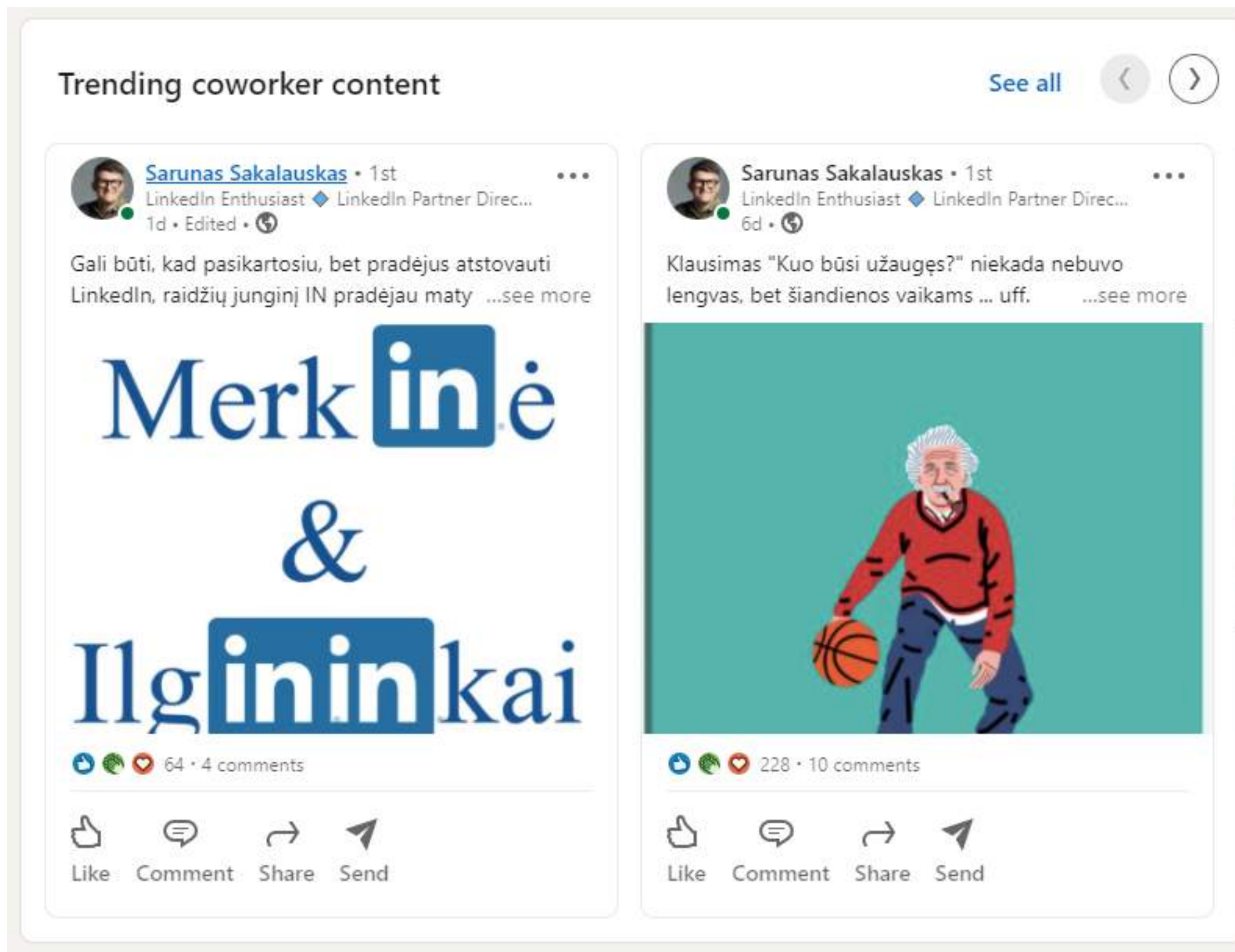
I got some feedback and my clients say this is really useful.

3. MY COMPANY TAB

It is an amazing helper to stay in touch with the content of your coworkers. This content here is for employees only. You need to have Work experience with the LinkedIn page of your company on your profile to have access. I used Httpool company to showcase this (I do not work there, but I do have the Work experience on my profile as their Business partner).



How to complete your LinkedIn page?



What you can do here on the My company tab:

- Share organic posts and content curated by your marketing and talent branding teams to build employee advocacy - AHA!
- Measure employee advocacy with analytics
- Access a trusted, employee-only community on LinkedIn
- Celebrate one another, with quick insight into new hires and coworker milestones
- Interact with one another, by engaging with trending LinkedIn posts from their coworkers
- Connect with one another, through dynamic suggestions based on their location, team, and shared coworkers

In short - it helps you to have all the posts you want to engage within one place.

Huh, a lot of information, right? But I still have some more tips for you around the question of What else you can do to help.

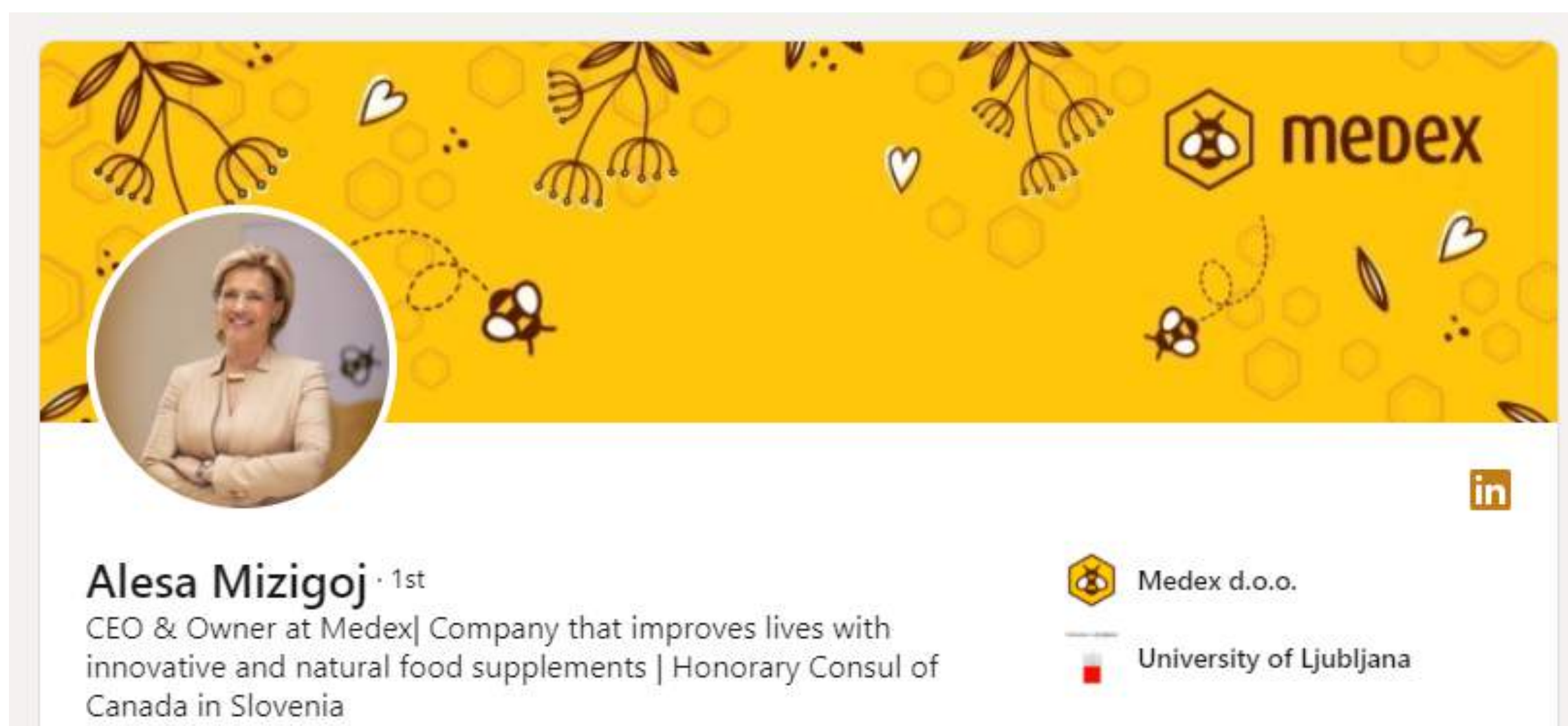


How to complete your LinkedIn page?

Prepare the **CONTENT FOLDER** for your social stars:

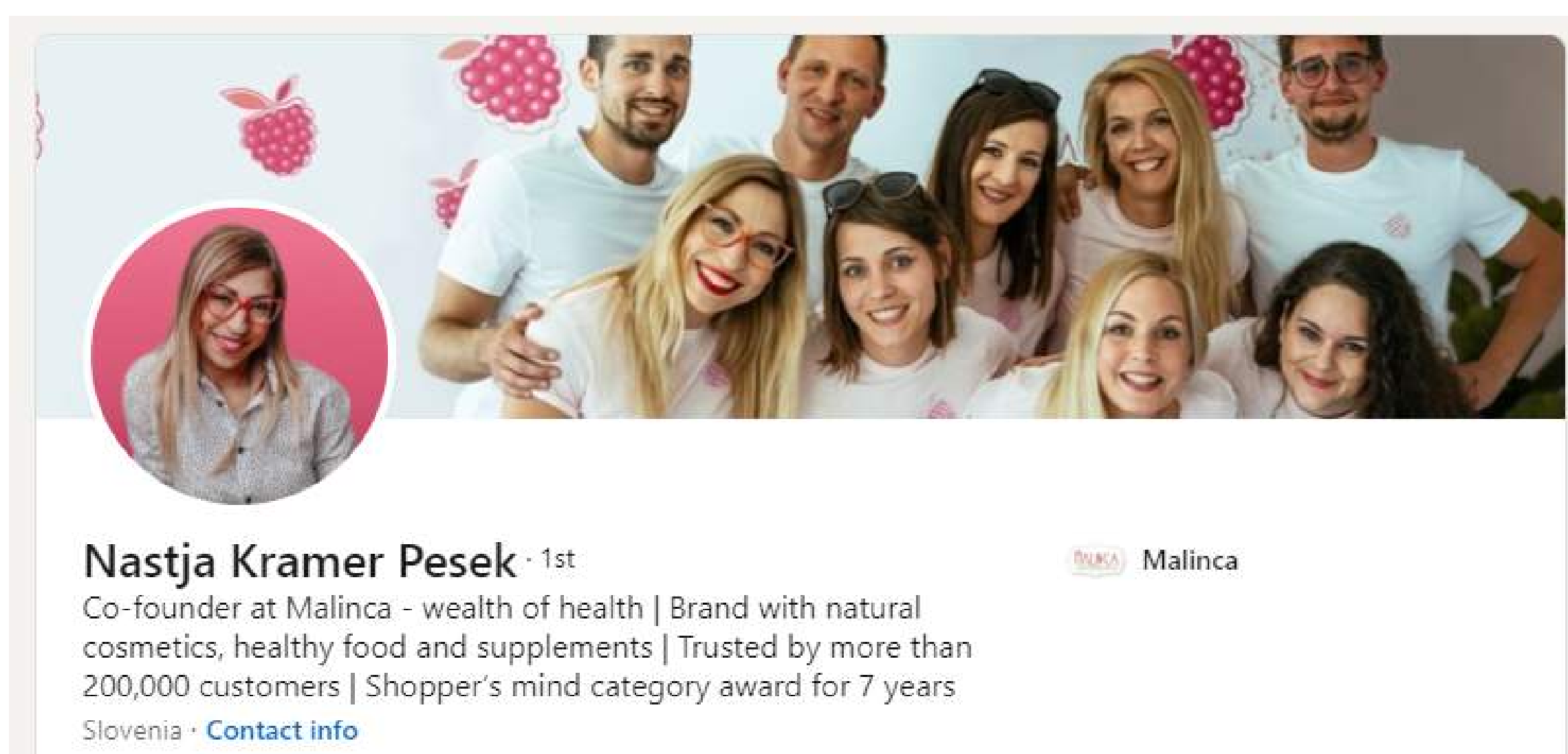
1. **Cover photo** - prepare a few examples your colleagues can use.

What a lovely bee photo, don't you think? 😊



2. A copy part for the Headline

Like Nastja has: *Brand with natural cosmetics, healthy food, and supplements*



How to complete your LinkedIn page?

3. Links and media for **Featured**

4. Prepare the copy about the organization for the **About section**

5. A list of **Skills** – use Google Ads, Google Analytics to find the most relevant

6. The instructions on how to **integrate the right LinkedIn page** into Work experience

7. **Help your employees with the content** - use the features we were talking about in this article; remember, this is the hardest part for them.

If they know what to post, where to find it, and what are best practices are, you can expect consistency.

Do not forget about the Notify employees button by each post:



Now, this is a big pile of tips and tricks!

Awesome! You have edited all your elements for your LinkedIn page, now jump to Section 5 LINKEDIN PROFILE AND PAGE ABOUT where we dive deep into how to write the About section.





LINKEDIN PROFILE AND PAGE ABOUT SECTION

Section #5

Manca Korelc

HOW TO COMPLETE YOUR ABOUT SECTION?

This section is very important because you have a lot of space to share who you are (as a person or a company), what do you do it and whom are you helping. Think of your summary like being in a networking event, talking with a person, that asks you to tell about yourself.

LINKEDIN PROFILE – about / summary

The About section on your LinkedIn profile should read like your personal business story with an answer “What is in it for me” – your potential clients/business partners/employees. It is not a resume or your biography.

Do not just write facts, but tell stories - write the first person as you would talk to somebody.

What information to put in your about:

- Start with a catchy opening sentence to invite visitors into longer reading
- Explain your present business role - share the problems you solve, for whom, and how; demonstrate your skills and industry knowledge
- Present your unique selling proposition
- Use storytelling and do not be shy to add your personality – show your goals, ambitions, and motivations; use words that show who you are as a person, not just a professional
- Be customer-oriented, speak to your target market
- Avoid overused words like strategic, motivated, experienced, and creative
- Highlight your accomplishments, references, testimonials, projects, or results
- You can add your hobbies and other passions to show who you are outside of work



How to complete your about section?

- Add your specialties/skills: this is a great way to add keywords for your profile searchability
- Call to action – what do you want your visitor to do next: send an invitation to connect, write an email, download an e-book, etc.; choose one and add it in the end.

Follow this sweet formula with 3+1 elements for your Summary:

- Company branding: Present company/organization, showcase your unique selling proposition, etc.
- Personal branding: talk about your role, skills
- Call to action: register for the event, download a piece of content (do not forget the UTM parameters to track the results), etc.

TIP: you do not need to add every element, you can puzzle them the way you wish.



Micah Day

Head of Mid Market Sales

About


As the Head of Mid-Market Sales at The Muse I focus mainly on coaching and optimizing my sales team but I also have the opportunity to collaborate cross-departmentally to improve internal processes, create sales enablement tools and weigh-in on our go to market strategy. My life at The Muse allows me to do a variety of things but being able to grow a world class sales organization with the best talent and a revolutionary solution is what makes this a labor of love for me. As a hiring manager at The Muse, some of the things I look for in top talent here is belief, curiosity, creativity, tenacity, a strong work ethic, a provocative thinker and a strong personality.

I am proud to work at a female founded tech company that strives to be the most trusted and beloved career platform, connecting individuals and companies on a more authentic level. No matter how you look at it, The Muse is the future. We are disrupting the industry and partnering with companies that value their unique culture and see externalizing that culture as an investment in their success. While there is no right answer for company culture there is a right way and a wrong way to attract potential candidates, especially today's workforce. We have the blueprint; we know what companies want from employees and we know how to find them efficiently. My Muse team is brilliant, driven and obsessed with what we are building.

I'm never not working or thinking about work. Just kidding ... kind of. I'm highly competitive against myself and others. Soccer is my sport and have played competitively my whole life (and still do). I'm a realist. I love the challenge of being told 'no' and turning it to a 'yes'. I have a black belt in Isshinryu Karate and am an accomplished equestrian. My superpower is my tenacity and my personal mantra is 'never leave anything to chance'.



How to complete your about section?



Dina Louie
Marketing Executive | Digital Strategist | Creative Ideation

I believe there is always something to learn, and with digital media's rapid pace, there's always something new! I enjoy collaborating with others (either in person or virtually) to gain different perspectives to refine strategies. A/B testing is actually "fun" to me and I love the insights testing provides. (It's key to optimizing campaigns and maximizing ROI!) With the plethora of data sets that exist in today's marketing and business world, my perpetual curiosity drives the analytical side of my brain as I search for (and find) answers about why tactics are performing above or below expectations.

There's rarely a dull moment in my workday and I like it that way.

*** A few key achievements ***

- ✔ Developed in-house digital marketing teams which allowed us to save/reallocate 9% of annual marketing budget + develop internal talent
- ✔ Optimized multiple digital channels (SEM, Social, Video, Email, Programmatic, Mobile) to consistently achieve a blended Return on Investment of at least 12:1
- ✔ Revamped reporting processes using visualization tools which resulted in a 50% reduction in manual reporting hours

*** Marketing technologies/skills ***


- ▢ Search Engine Marketing (SEM): Doubleclick Search*
- ▢ Social: Facebook, YouTube, Twitter, Instagram, Hootsuite
- ▢ Programmatic/Demand Side Platforms (DSP): Doubleclick Bid Manager*, MediaMath*
- ▢ Ad-servers/Dynamic Creative: Doubleclick*, Flashtalking*
- ▢ Email/CRM: Silverpop*, Responsys, Mailchimp
- ▢ Analytics/Visualizations: Microsoft PowerBI*, Adobe Analytics, Google Analytics, Google Data Studio

*denotes contract negotiation and/or implementation

*** Contact Me ***

✉ dinalouieatwork@gmail.com

About



LinkedIn can help you to build your professional (personal) brand, credibility, business relationships, and trust. Here you can find new clients, employees, business partners, colleagues, jobs, great content... But are you doing everything to take all the benefits?

I am here to teach you how to use LinkedIn to build (employer) brand and generate leads. And besides that I will help you to eliminate the fear. The fear of posting, the fear of »what will they say«, the fear of »what will my boss say«.

HOW CAN I HELP?
Together we will organize a set of LinkedIn workshops (online or offline) for your B2B marketing, sales, and HR teams for learning how to:

- ✔ optimize LinkedIn profile and page
- ✔ create compelling content
- ✔ find new clients and be successful with social selling
- ✔ start and stay with an employer advocacy program
- ✔ stay up to date with all things LinkedIn

To be truly successful you need much more than just a static LinkedIn profile. Let me teach you the science behind social selling and help you find your LinkedIn magic.

===

LET ME BE YOUR LINKEDIN TRAINER AND THERAPIST
✉ Send me an email to manca@korelc.si and let's start a conversation.

WANT SOME FREEBIES FOR A START?
Visit mancakorelc.com/freebies to get 3 free e-books: LinkedIn page checklist, 140 content ideas, and anatomy of a great LinkedIn post.

===

WHY AM I THE BEST FIT FOR YOUR LINKEDIN TRAINING?
When I first started my own business in October 2014, I asked myself a tough question: "How can anybody hire me if nobody even knows I exist?" So I set up my LinkedIn profile and started writing. I jumped out of entrepreneurship a year later but continued creating content. From October 2017 I have been an entrepreneur again with big results on LinkedIn.

I am living proof, that LinkedIn works. Let me teach you how it can work for you too.

-----💎-----

I WROTE A BOOK ABOUT LAKES
I created a project Moja jezera (eng. My lakes). The story is simple: cycling to all Slovenian lakes. The website www.mojajezera.si is becoming a true online lake lexicon or as I call it, a mancyclopedia. At the time of this writing, it has more than 1310 lakes.

»THE SLOVENIA LAKES« BOOK IS AN ODE TO THE LAKES
The Slovenia Lakes book has more than 500 photos, 312 pages, 101 Slovenian lakes presented, and the entire soul of the biggest lover of lakes in the world.

BUY THE BOOK: bit.ly/TheSloveniaLakesBook



How to complete your about section?



Gijo Mathew
Chief Product Officer at VTS, Inc.

About

I love to dig into customer problems and solve them with modern technology. I create, scale and optimize business portfolios that matter. To accomplish this, I focus on delivering key outcomes, building amazing teams and quickly adapting to new learnings.

I have enjoyed many executive positions throughout my career in product management, product marketing, technical sales, engineering, and strategy. My personal and professional experiences have taught me the following about myself:

I can successfully scale up software businesses from \$5M to \$1B in revenue.

- I put the customer at the center of all that I do.
- I excel at the execution of big ideas with given constraints
- My gut instinct is good but I seek data for my decisions

I can align, lead and grow world-class product teams from 10 to 100 people.

- I love to win, but helping the team win gives me greater joy
- I speak tech and exec
- I tell great narratives that motivate
- The buck always stops with me

I educate, refine and drive myself to be a better person

- I am constantly learning because I never settle
- I stay calm when faced with adversity
- I focus on making high-quality decisions

I enjoy meeting new people and hearing new perspectives. Reach out if you want to talk to me about emerging tech, creating software products or baseball.

Professional Skills

Product Management | User Experience (UX) Design | Product Analytics | Team Development | Market and Pricing Analysis | Strategic Planning | Product Development | Product Roadmap | Portfolio Strategy | Business Development | SaaS | Agile Development | Marketplace Platforms

Domain Knowledge

PropTech | Commercial Real Estate | IT and Data Security | IT Management Software | Enterprise Software | Small Business Software | MarTech | AdTech

LINKEDIN PAGE – about

The About section for your LinkedIn page has similar guidelines like your profile. Like the profile you can break text in paragraphs.



How to complete your about section?

Answer these questions:

- What is your mission & vision & positioning – be specific
- What are your values – this is especially important if your goal is employer branding and hiring the best talent
- Products/Services – you can be a bit salesy in this section to present what you provide
- You can highlight your CEO, sales reps, HR manager, or other employees

Make your LinkedIn page easy to find, so fill your About text with keywords. Specialties are a great way (we talk about them in Section 4 LINKEDIN PAGE CHECKLIST) and here you can add them in the end in bullets as you will do for your profile.

FORMATTING – FOR PROFILE AND PAGE

- You have 2600 characters on profiles and 2600 characters on pages – use all of it
- Before you click on More you will see 220 characters on desktop, on mobile you 92 characters – the first pile of sentences matters most
- Create white space – on the internet, it is hard to read long unreadable long paragraphs, so break the text and use bullet points
- Help yourself with mini headlines: What I Do, What are my passions, How can I help you, Why it works, What others say...
- Add rich media to present your portfolio, a short promotional video, presentations, etc. (you can add those to Work Experiences, too); check if you have the Featured feature to present it there
- Use emojis to enrich the text, but do not overuse it

Link to emojis: <https://emoji-m.firebaseio.com/>



How to complete your about section?

Home

About

Jobs

People

Insights PREMIUM

Ads

Overview

Digital done differently. Accelerate growth and brand transformation for success in the digital world.

A technology-led digital agency, backed by data, innovation and top industry experts. We build brands online by combining robust technology and digital know-how. We're inspired by everything that technology enables, but we're also aware it means nothing without the big ideas that make a powerful impact.

Our dedication and understanding of today's web technologies are unsurpassed. By combining strategic approach and cutting-edge solutions, we help our clients stay a step ahead of competitors and allow them to increase market share. From future vision to execution, we shape new meaningful connections between people and brands and build long-term relationships.

We help our clients put their users first by making the complex simple and visible, no matter the digital medium. We combine brains and new technologies to re-create connections and design better solutions. Our mission is simple: we help our clients not just thrive, but lead in the digital age.

Visit:

- > > www.iprom.eu
- > > www.iprom.si

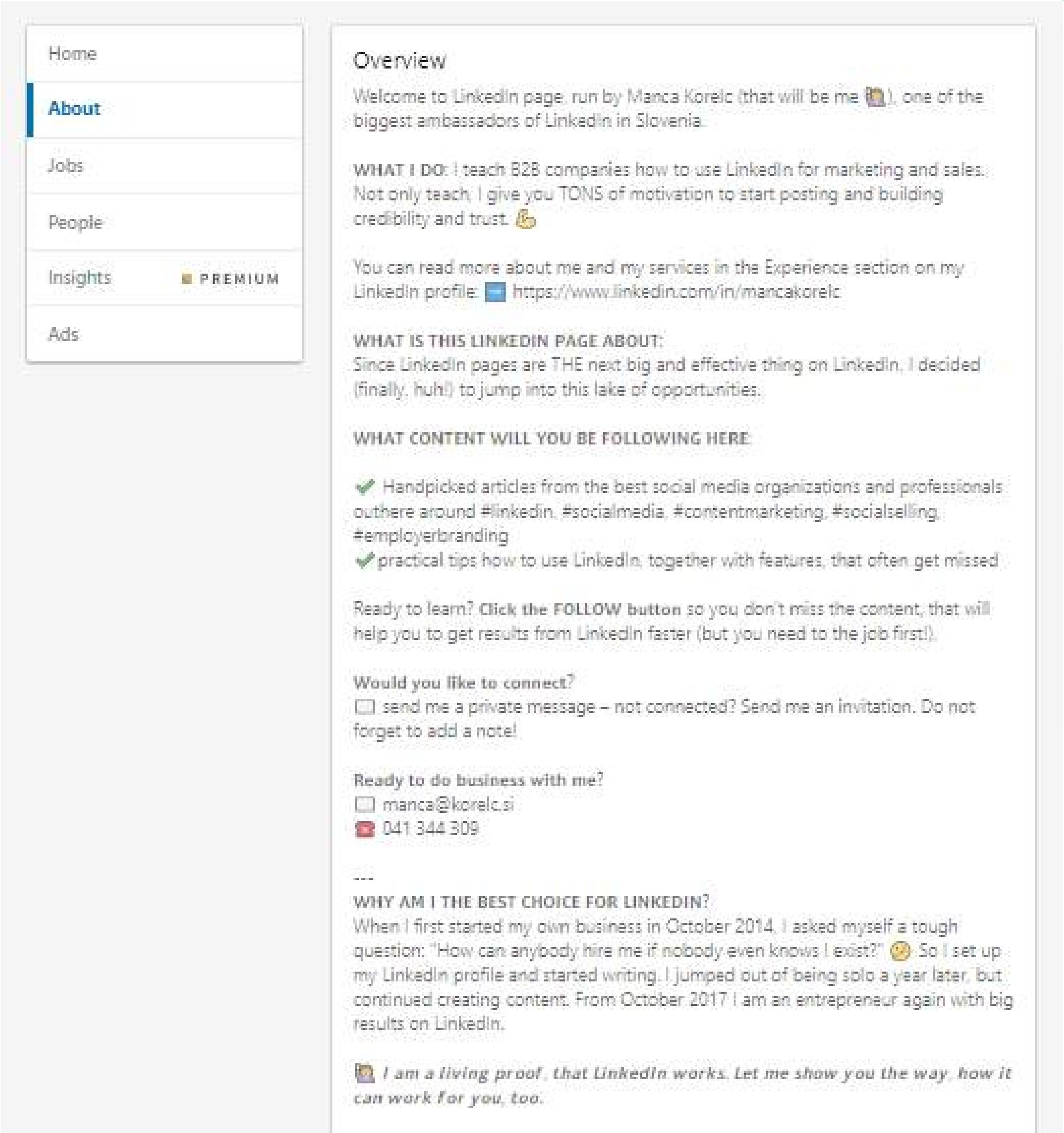
Lets' Get Social:

- > > Facebook: <https://www.facebook.com/iprom.si/>
- > > Twitter: https://twitter.com/iprom_si
- > > Instagram: https://www.instagram.com/iprom_agency

| | |
|--------------|---|
| Website | http://www.iprom.si |
| Industry | Marketing & Advertising |
| Company size | 11-50 employees 58 on LinkedIn |
| Type | Privately Held |
| Founded | 1999 |
| Specialties | Digital consultancy, Strategy & Innovation, Big Data, Analytics & Predictive Analytics, Technology & Development, Internet Of Things, Digital Brand Strategy, Strategic Digital Media Planning, Machine Learning, Ad Serving, and Programmatic & RTB Buying |



How to complete your about section?



Now that you have optimized your About, find banner templates in 6 LINKEDIN AND CANVA TEMPLATES. Let your creativity shine!





LINKEDIN PROFILE AND PAGE COVER PHOTO

Section #6

Manca Korelc

HOW TO SET YOUR BACKGROUND PHOTOS?

LINKEDIN PAGE COVER PHOTO

Size: 1128 x 191 px

LINKEDIN PROFILE COVER PHOTO

Size: 1584 x 396 px

Check out the PowerPoint documents, where you get 5 templates for profiles and pages.

TIP: use Canva.com, your goals, and your creativity for the best fit!



Jump to the PowerPoint documents to edit your own cover or background photo. Then jump to the Section 7 LINKEDIN CONTENT PLAN to set the master content plan.





LINKEDIN CONTENT

Section #7

Manca Korelc

ADDITIONAL GUIDANCE FOR YOUR LINKEDIN UPDATES

Building credibility is crucial on LinkedIn and consistent content is the way to do it. You can either create or curate content.

Content **creation** – this is when you write an update in your words and visuals

Content **curation** – it means that you use resources you find online

When you curate, follow 3 steps process:

- Seek – seek online to find relevant content (links, articles, posts, etc.)
- Sense – add your personality to it – your experiences, thoughts, opinions
- Share – share it on LinkedIn profile, page, or group

Note that it is vital, that you add your point of view. Create your curated content post like no one else can.

Why is curated content useful?

- It saves you time and money for content curation
- Providing useful information from others increases your credibility (of course you need to find credible resources)
- When you post other's content together with your own thoughts and perspective, you open new conversations
- You can expand your reach new audience
- You build relationships with the authors



What is the rate between created and curated content? There are 2 rules you can follow here:

5-3-2 rule

- 5 content from others
- 3 content from you
- 2 personal updates

4-1-1 rule

- 4 original from others
- 1 repost/share
- 1 personal post to promote your business

5 great ways to never stay out of content curation ideas:

- Hashtags on LinkedIn – insert for example #employerbranding in the search bar, select Content and you will see all the content with that hashtag
- Use Content suggestions via your Admin tools
- Use Feedly – add topics you find and share relevant content
- Google Alerts – add topics and get mail alerts
- Create a folder “Education” in your mail to save relevant industry newsletters you follow

If you write a post for LinkedIn, adapt it to other social channels, blog, newsletter, or a website. And you can also recycle an individual post: you can write a post, then create a short video about it, then create an infographic, then post altogether.

Try with series of posts: select one topic and break it down to 5 posts, for example.

Check out these 5 posts I posted on my LinkedIn page (you will get some extra social selling tips):

I used the same image, just with changed the number.





Manca Korelc | LinkedIn Strategist

1,283 followers

5 things, you can do for your business network on LinkedIn 🧠 Part 1/5 - How to write a recommendation? [#linkedintips](#)

We are in strange times ... Working from home (I really miss workshops and sharing knowledge, smiles and energy with you! 😊), trying to figure out how to handle all the (business) challenges.

Since we are stuck behind the walls, we will probably have more time to do some tasks we procrastinate with. And one of them is to thank some people. One way to do this on LinkedIn is to write a recommendation. 🧠

Remember the ones, who helped you with your career, trusted you with an important task in a project or you simply respect them for being experts you learn from (there are countless more reasons). So how do you recommend on [#LinkedIn](#)?

➡ Where do I find the feature?

- 📍 Find a person and visit their profile
- 📍 Click on More and Recommend
- 📍 Follow the simple instructions

➡ How to write it?

- 📍 Write in English, since all the static texts on our profiles are in English
- 📍 Be specific - avoid general copy, that could be written for anyone; take time and really think why would you recommend them

Before the person makes the recommendation public, she/he can review it and ask you for changes.

Now it is the best time to show gratitude, agree? 😊

[#linkedinmarketing](#)





Manca Korelc | LinkedIn Strategist

1,283 followers

5 things, you can do for your business network on LinkedIn: endorse them for skills

🔥 Part 2/5 [#linkedintips](#)

A few posts ago I was talking about 3 elements that impact the searchability of your LinkedIn profile (find the link to the post in the comment). 🎯 One of them are [#SKILLS](#).

If you want to do a thing for your contacts on LinkedIn - endorse them for their skills. Why does it matter?

➡ When you have at least one endorsement, your skill can enter the ranking. ➡

So how do you do it: jump on the profile, scroll down to Skills & Endorsements and find the skills you want to endorse for.

Look at the picture how to do it. You can either just click on the ➕ button or add:

📌 How good is [PERSON] at [SKILL]

📌 How do you know about [PERSON'S] [SKILL] skills?

I used [Miha Lavtar](#)'s profile to present it on the photo.

Now go to the search bar 🔍, find your people and start endorsing. 😊

[#linkedin](#) [#linkedinmarketing](#)





Manca Korelc | LinkedIn Strategist

1,283 followers

5 things, you can do for your business network on LinkedIn: post a relevant content

🧐 Part 3/5 [#linkedintips](#)

Posting content is something you need to do in order to use [LinkedIn](#) successfully.

If you have avoided this task, NOW is the best time to jump out of the comfort zone and show up for your network. 🎯

✅ What theme to post:

It must be related to your business and useful for your (potential) clients.

Find frequently asked questions and answer them. It helps if you think from the title down - i.e. "3 things we can do to stay productive while working from home".

✅ What format to post:

Be brave and try video or take the safe step with pdf that is magic on LinkedIn - Canva will be your savior here. ✨

✅ Where to post:

Use your LinkedIn page, but ask your colleagues to post on their profiles, too.

✅ When to post:

Best times for PROFILES: from Tuesdays to Thursdays and Sundays

Best times for PAGES: from Mondays to Thursdays

Hint: today is a great day to create a post. 😊

If you need an idea for content, find me on my profile [Manca Korelc, mag.](#) 🧐

[#linkedinmarketing](#) [#linkedinpages](#) [#linkedin](#)





Manca Korelc | LinkedIn Strategist

1,283 followers

5 things, you can do for your business network on LinkedIn: Send a welcome message 🗨️ Part 4/5 [#linkedintips](#)

I am sure you have added at least one contact to your LinkedIn network this week. Whether you accepted the invitation or invited them yourself.

And now? But did you take the next step? 😞

LinkedIn is all about [#communication](#) and [#networking](#). It is like offline - when you meet a person, you say hi, how are you, what do you do or something similar, right?

Well, it should be the same on LinkedIn. So be proactive and send a welcome message.

🎯 Let me give you an example:

Hi [INSERT NAME]!

Thank you for reaching out, it is nice to be connected. I can see we share some business interests. Did you see the post of [INSERT INDUSTRY EXPERT NAME], what do you think about it?

Have a nice day.

Best regards, [INSERT YOUR NAME]

If the person is your potential client, you can send them a useful blog post or a video you posted on LinkedIn - profile or page.

❌ DO NOT write your sales pitch! ❌

Be kind, relevant and helpful, that is the best way to start a great business relationship, agree? 😊

[#linkedinmarketing](#) [#linkedinprofiles](#)





Manca Korelc | LinkedIn Strategist

1,283 followers

5 things you can do for your business network on LinkedIn: engage with the content of your contacts 🧡 Part 5/5 [#linkedintips](#)

This is the last post in the series of 5. I saved it for a very important task on [LinkedIn](#) - engaging with content.

When you login, don't just scroll on your feed, but be proactive. 🧡

Comments have the biggest impact on LinkedIn among likes, comments and shares.

So make sure you pick the relevant content and:

- 📌 Write a longer comment - do not just write Great or Thanks
- 📌 Add value to the post - show your expertise
- 📌 Ask a question to continue the conversation

❌ DO NOT write sales pitches or even try to sneak your website to the comment. It is rude and unprofessional. ❌

To repeat all the 5 things you can do:

- 1 Write a recommendation
- 2 Endorse for skills
- 3 Post a relevant content
- 4 Write a welcome message
- 5 Engage with other people content

You can practice comments by this post. 😊 1

[#linkedin](#) [#linkedinmarketing](#)



BEST TIMES TO POST

LinkedIn profile

From Tuesday to Thursday

8.00 – 10.00 AM

5.00 – 7.00 PM

Sundays

5.00 – 7.00 PM

LinkedIn page

From Monday to Friday

8.00 – 10.00 AM

5.00 – 7.00 PM

HOW OFTEN TO POST

LinkedIn profile: 1-2 updates per week

LinkedIn page: up to 5 updates per week

TIP: these are general guidelines, I strongly recommend testing what times fit for you and your network.

Jump to the sheet know to explore the content ideas, and then go further to the Section 8 LINKEDIN POST BEST PRACTICE to learn the anatomy of a great LinkedIn post.





THE ANATOMY OF A LINKEDIN POST

Section #8

Manca Korelc

HOW TO CREATE A PERFECT LINKEDIN POST

There are no strict rules on how to post a successful LinkedIn post (in terms of content), but for sure I can give you some (mechanical) guidelines that can boost your reach and engagement.

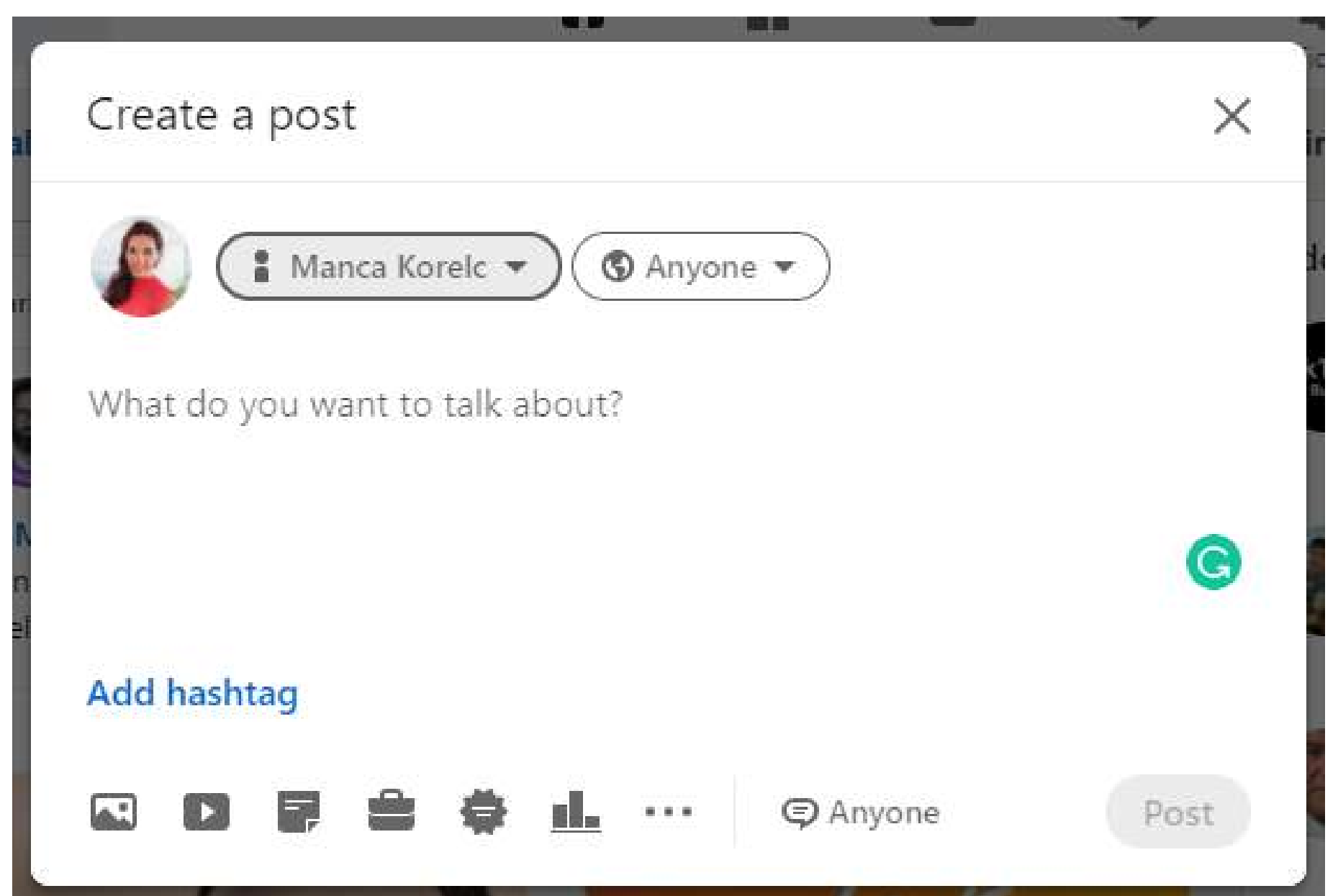
Note that all formats of content work if you listen to your audience and give them value.

Before we break down elements, let me give you additional advice:

- write like you are talking to your audience
- write each post around one topic with one goal
- mix the formats of posts – do not just use video or text only
- test what suits your network best

We are now ready to meet the elements of the caption of the post – you can use these rules whether you post

- text-only posts
- image (one or more) posts
- video posts
- polls
- pdfs and more



Introduction – title

If you scroll on the news feed, you will notice that LinkedIn shows 3 to 5 first lines of the post and then adds the link *See more*.

Use this and make an introduction to the post with a title, like in the example:



Make sure you tell the key point of the post so that the user can decide to click on See more or not. You can ask a question, use humor or simply use white space to incite them to click further.



How to create a perfect post



Ash Playsted • 2nd


MENTOR | COACH | SECRET WEAPON  Bulletproof mindsets for professionals, e...

40m • Edited • 

{HOW TO GET BEYOND FEAR}


...see more






Jay Baer • Following

Keynote speaker & strategist who grows businesses with CX & marketing innovatio...

6h • 

A question that we've received from clients each day since things all got super real is "What do we do about our social media?" We wanted to wait a beat so we weren't creating knee-jerk advice we might have to take back.

...see more





How to create a perfect post

Text – paragraphs

This is the core of your post so take a deep breath and embrace your creativity.
Let's start!

Title (introduction)

Paragraphs

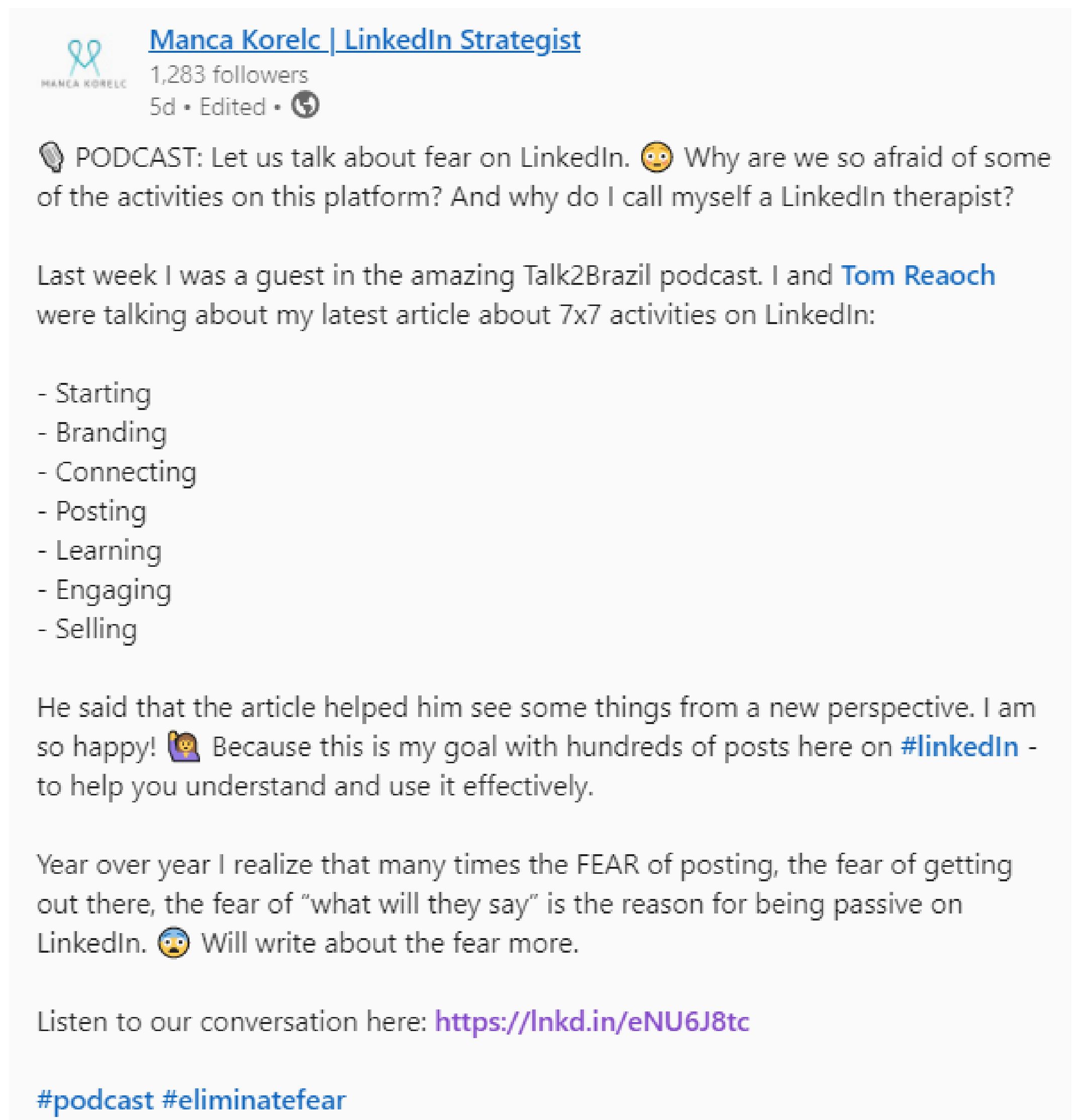
Bullets

Emoticons



Links

Hashtags

Mentions



The screenshot shows a LinkedIn post from Manca Korelc, a LinkedIn Strategist with 1,283 followers. The post is titled 'PODCAST: Let us talk about fear on LinkedIn. 🤖 Why are we so afraid of some of the activities on this platform? And why do I call myself a LinkedIn therapist?'. The post content includes a paragraph about being a guest on the Talk2Brazil podcast, a bulleted list of activities (Starting, Branding, Connecting, Posting, Learning, Engaging, Selling), another paragraph about helping others understand LinkedIn, and a link to a conversation. The post ends with the hashtags #podcast and #eliminatefear.

 [Manca Korelc | LinkedIn Strategist](#)
1,283 followers
5d • Edited • 

🎧 PODCAST: Let us talk about fear on LinkedIn. 🤖 Why are we so afraid of some of the activities on this platform? And why do I call myself a LinkedIn therapist?

Last week I was a guest in the amazing Talk2Brazil podcast. I and [Tom Reaach](#) were talking about my latest article about 7x7 activities on LinkedIn:

- Starting
- Branding
- Connecting
- Posting
- Learning
- Engaging
- Selling

He said that the article helped him see some things from a new perspective. I am so happy! 🙌 Because this is my goal with hundreds of posts here on [#linkedin](#) - to help you understand and use it effectively.

Year over year I realize that many times the FEAR of posting, the fear of getting out there, the fear of "what will they say" is the reason for being passive on LinkedIn. 🤖 Will write about the fear more.

Listen to our conversation here: <https://lnkd.in/eNU6J8tc>

[#podcast](#) [#eliminatefear](#)

LINKS

Talking about links - I suggest you avoid posting them all the time. Why?



LET ME GIVE YOU 2 REASONS:

1. LinkedIn algorithm prefers posts without a link, that takes the user away from LinkedIn (to your website or other websites) - algorithm (more about it in Section 12) awards native posts with a photo/video without a link. But it will not hurt posting a post with a link, keep under 20 % of posts.

So, what do we do if we need to add a link – look at the examples below:

- Add a link to the caption
- Add the link in the comment

Read the article, that is extended speech I gave for [Women Economic Forum \(WEF\)](#) about a week ago.

I hope you will enjoy the reading. 😊 Perhaps you can find some inspiration, how to use LinkedIn for your personal growth.

[#linkedinmarketing](#) [#contentmarketing](#) [#linkedintips](#) [#linkedin](#) [#personal](#)
[#grateful](#)

You find the link to the article in the comment. 📌 📌



📌 with You and 4 others

👍❤️👏 19 • 3 Comments



Like



Comment

Most Relevant ▼



Add a comment...



Manca Korelc LinkedIn Specialist **Author**

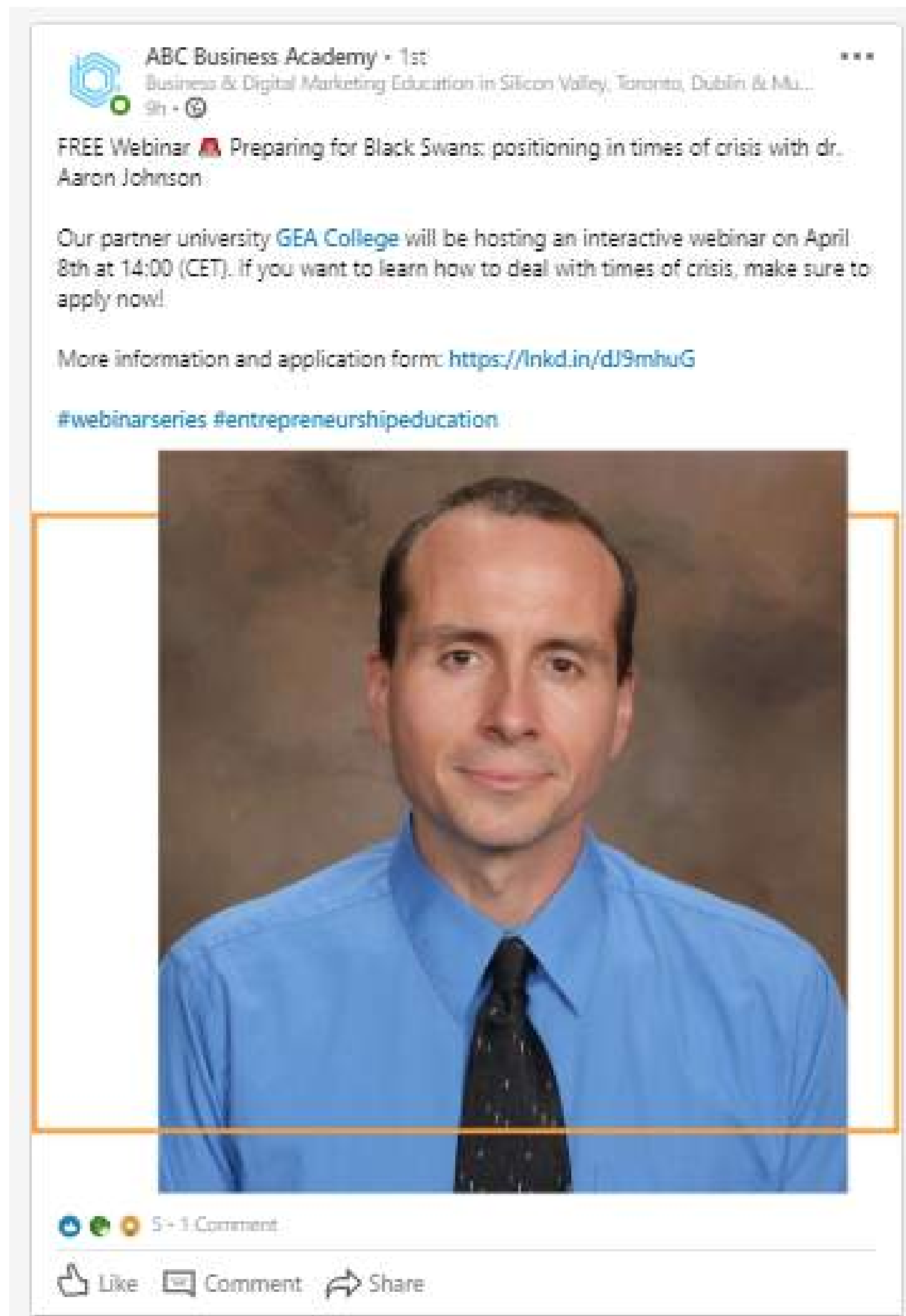
549 followers

1mo ...

Click here for the article: <https://www.linkedin.com/pulse/5-very-personal-life-lessons-social-media-gave-me-manca-korelc-mag-/>



How to create a perfect post



2. Users – when we log into LinkedIn, we do that intentionally and wish to stay there; we need to do them a favor and tell them everything the post.

HASHTAGS

Hashtags are any combination of letters, that follow a # symbol. Their role is to categorize content and are vital to helping your post getting reach.

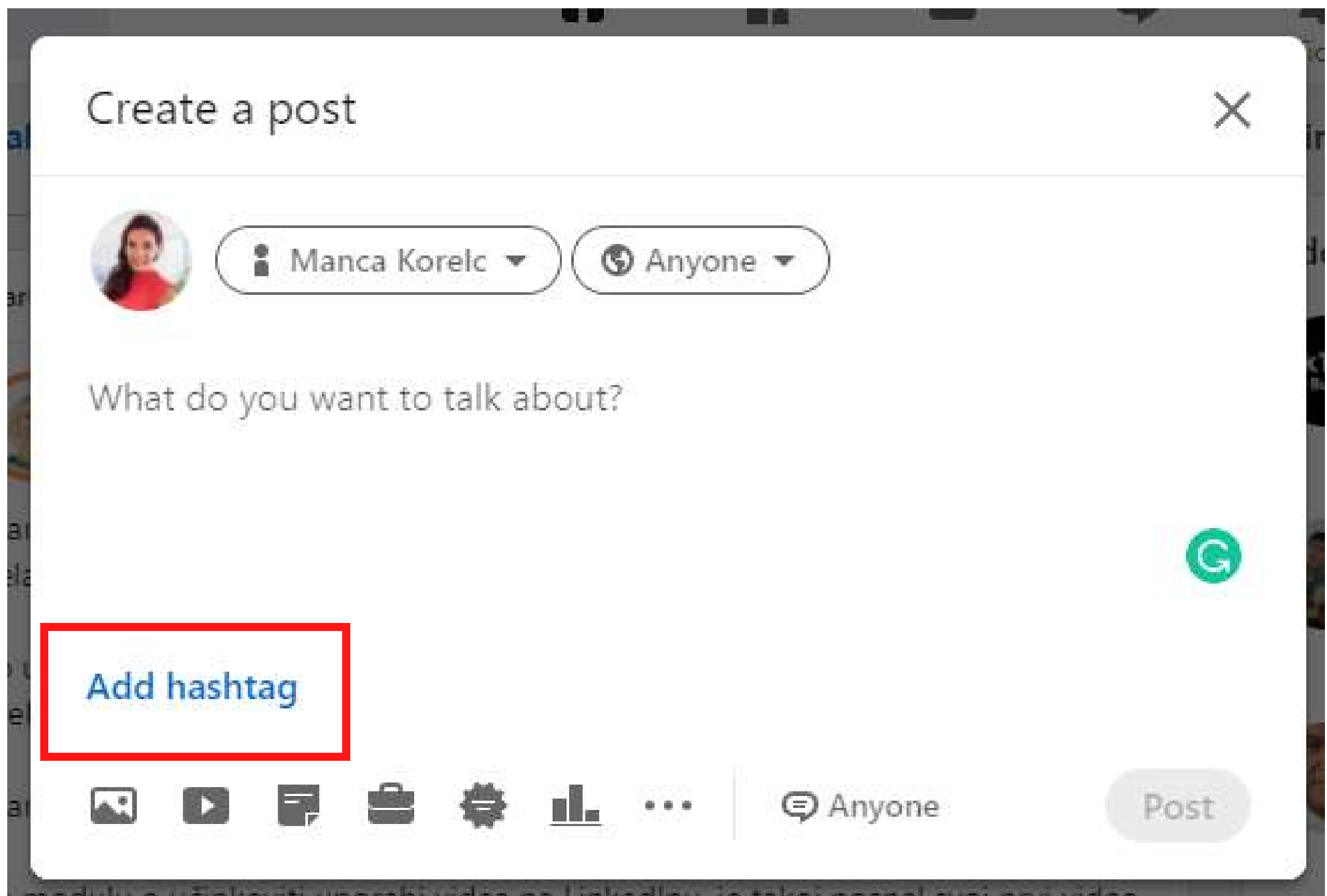
Do not add more than five hashtags to the individual post.

You can use generic hashtags like #marketing but use more niche hashtags as well, for example, #linkedintips, #socialmediamarketing, and similar.



How to create a perfect post

LinkedIn itself encourages you to use them in each post:



TIP: Try [Hashtagify.me](https://hashtagify.me) to research hashtag popularity

MENTIONS

With a sign @ you mention LinkedIn profiles or pages. If your photo includes people, make sure you mention them in the post.

LinkedIn will reward you with higher reach since you follow its connecting philosophy, mentioned people will like and comment and with the engagement spread the word.



How to create a perfect post

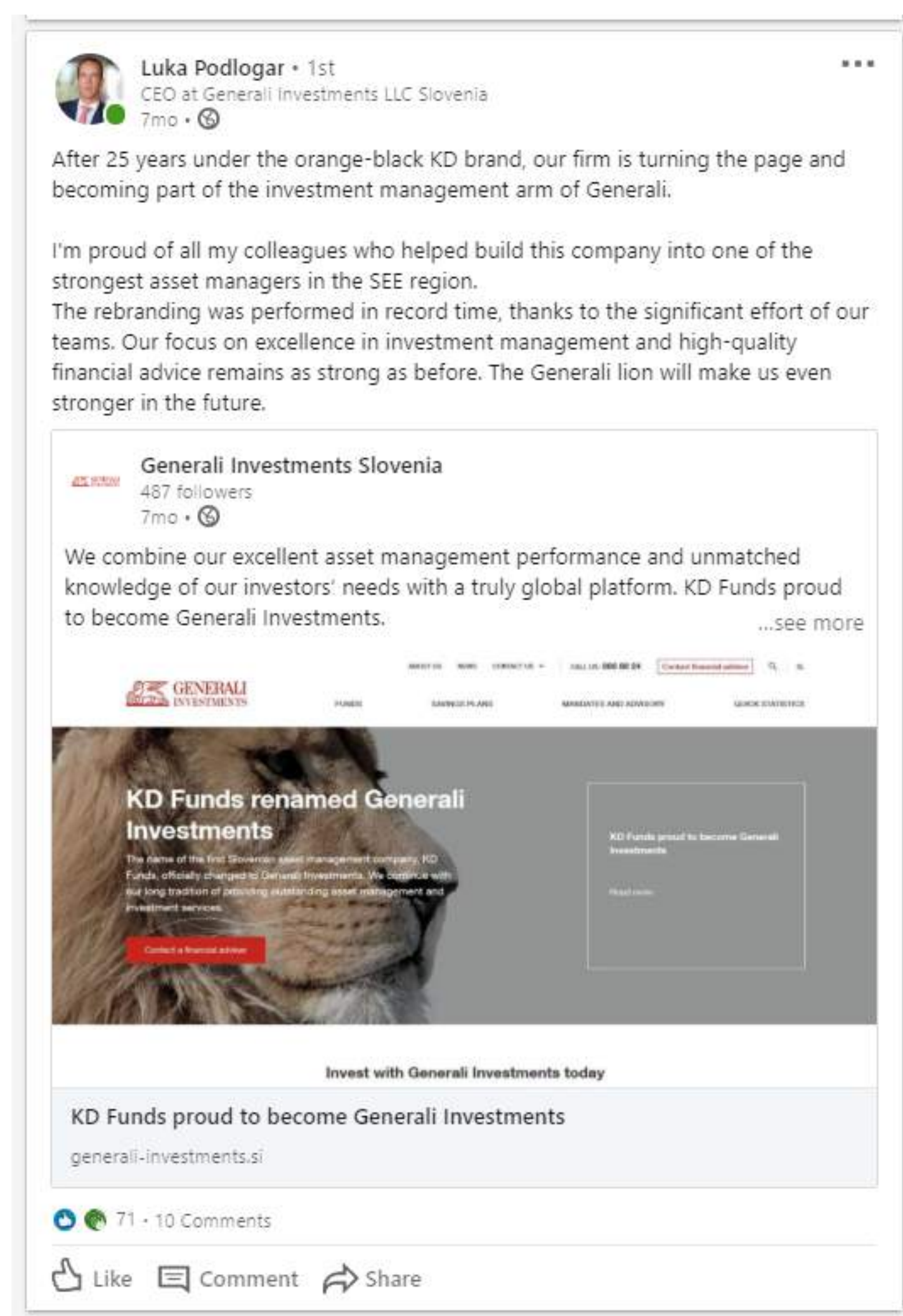
TIP: make sure you click on the tag.

SHARED POSTS

Now that we covered all the elements, let's talk about sharing posts.

If you share a post on LinkedIn, prepare for lower reach – it is the same with all social media – they prefer organic content – so I usually suggest not to use it.

But if you do, add your perspective (remember the seek, sense, and share?) and you can as well @mention the author.



PHOTO

- Photo is an essential part of your post because it helps you catch attention on the busy newsfeed
- Don't use stocky photos, but yours – photos with faces will have the most engagement
- You can use Canva.com to create great photos (they have a lot of awesome free photos to use and customize)
- With the post, you can use 1, 2, and up to 10 photos
- You can use the preferred size 1200 x 628 or test other sizes; I recommend using photos with bigger height, so it takes more space in the newsfeed

Note: after posting you cannot edit the photos, only text.

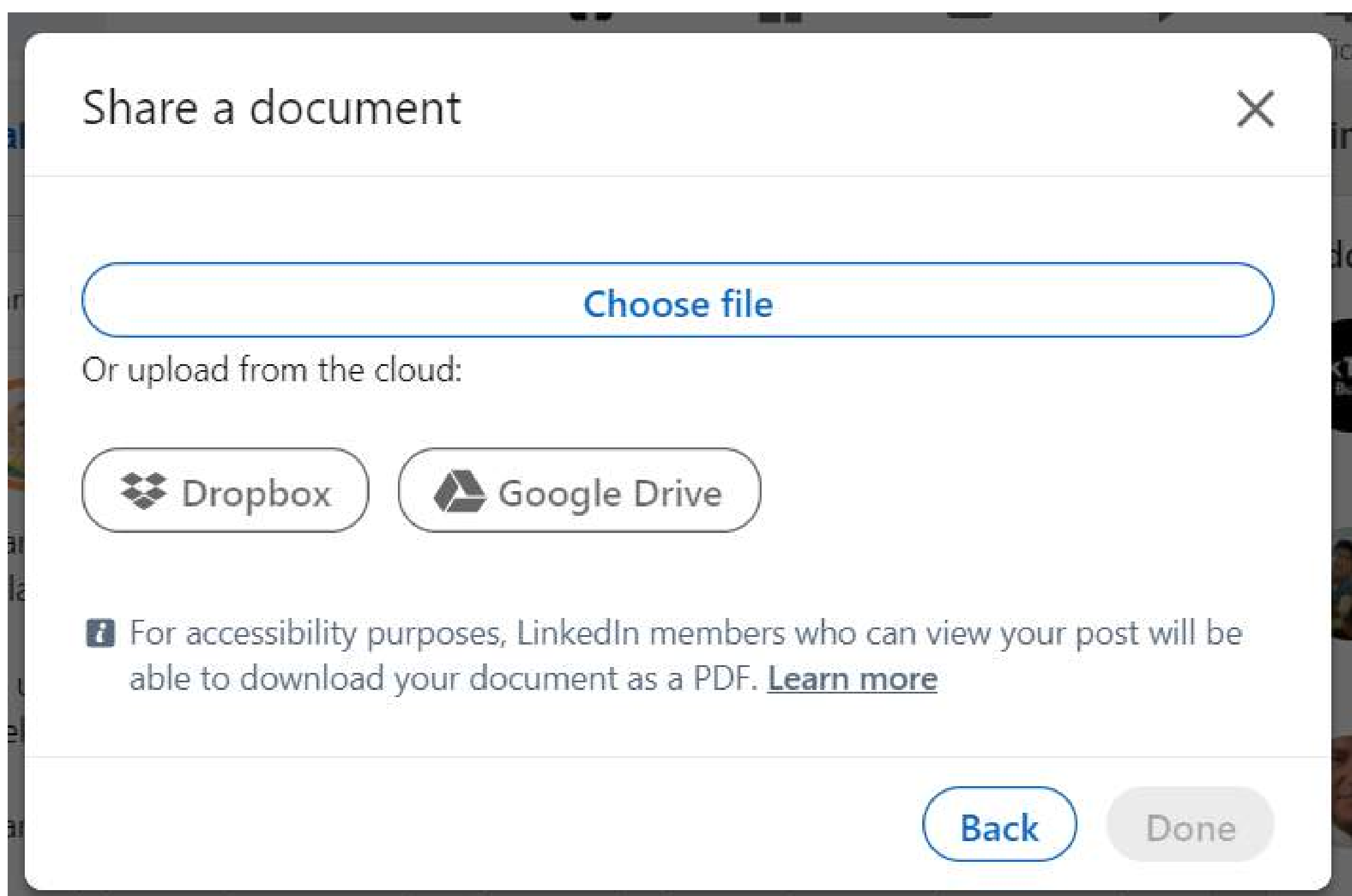
VIDEO

- Post native LinkedIn video - do not link to YouTube or other websites (even yours)
- Around 80% of LinkedIn videos are watched with the sound off so use text titles or subtitles
- Videos are great for building credibility and personal brand at the same time, so I encourage you to start using video
- Make it short, maximum 3 minutes (technical maximum is 10 minutes), but the optimum length is 30 to 60 seconds; remember you are speaking to the busy professionals
- You can use LinkedIn App to record a video and directly upload it; you can also add stickers and text to video
- try using LinkedIn Live, if you have the feature



DOCUMENT

- You can upload directly from your computer or different cloud services
- 3 formats are available: Word (DOC/DOCX), PowerPoint (PPT/PPTX), or PDF
- Max. length is 300 pages and size: 100MB
- You need to enter a document title – use the title of the document or keywords



What I love about these posts is that LinkedIn creates back and forward page buttons (shown on multi-page documents).



DOCUMENT EXAMPLE:



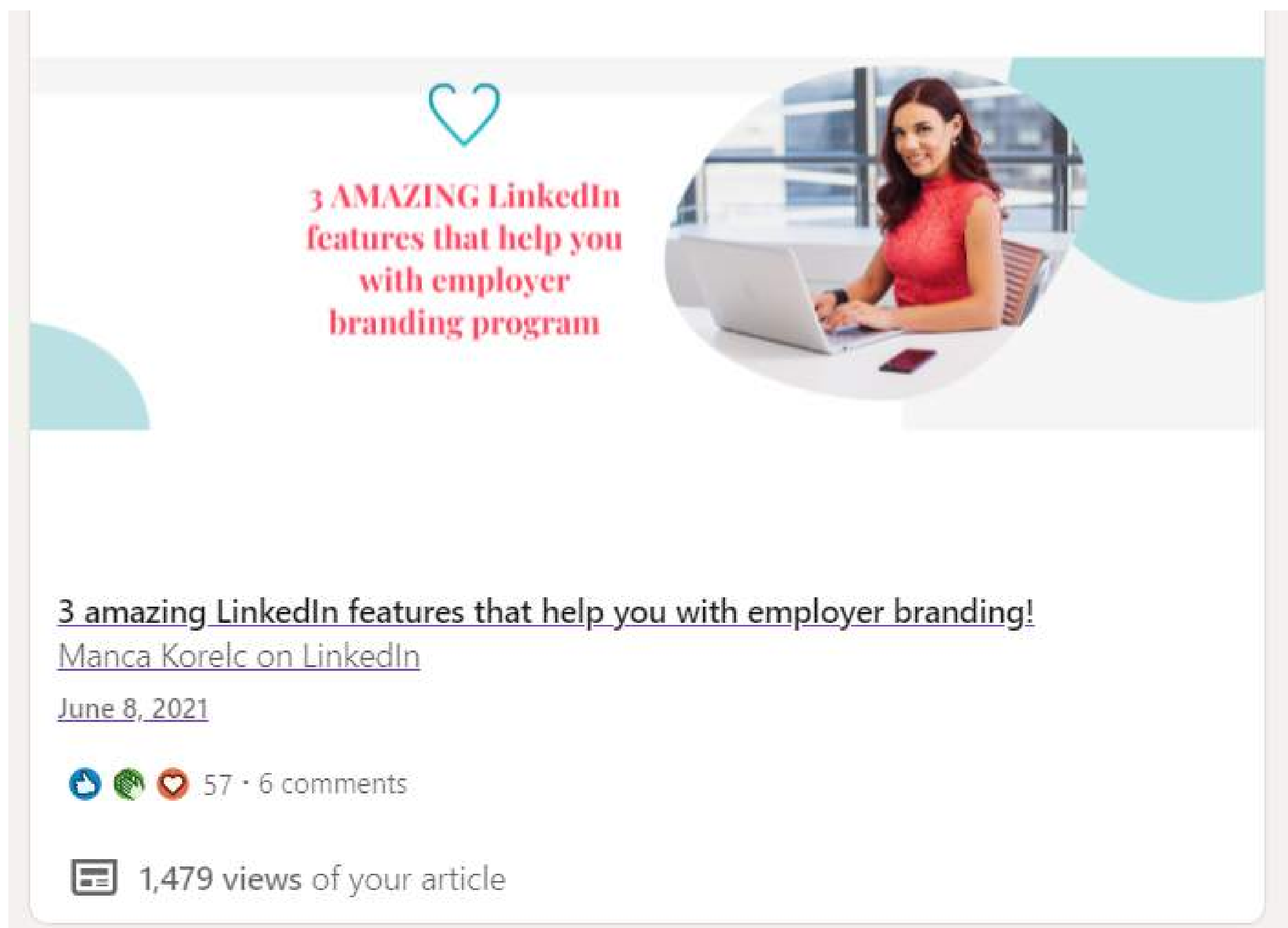
BONUS

ARTICLES

Articles are another way to give a lot of value to your network. You can understand them as a blog post on your LinkedIn profile (pages cannot post articles).

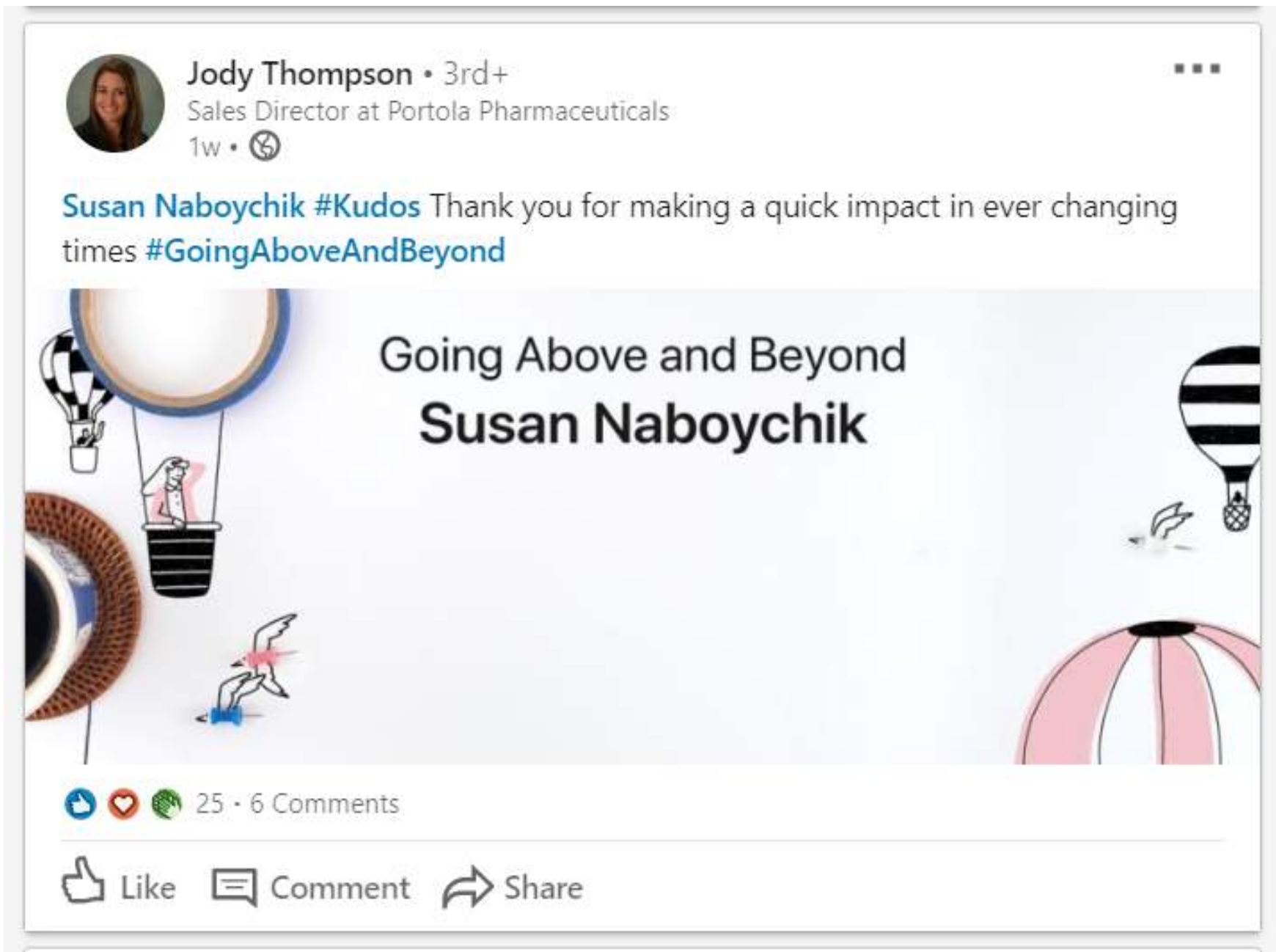
They are a great format for longer posts with a lot of personal perspectives. Mind a few key points:


- The headline is critical — make it catchy, concise, and engaging; number does a great job, for example, 3 things you can do to follow up on LinkedIn
- Make it long – they do not have a character limit, so you can be really long; well, you do not have to exaggerate, make it around 3000 words





KUDOS and TEAMMATES

Kudos and teammates are another format of content you can post. I have noticed they do not produce much reach, but I suggest you test them anyway. It can be a great way to say thank you to your colleague or to welcome a teammate publicly.






Michael Cirrito • 2nd
Connecting talent with the Republic
1w • Edited • 






Ousman Jobe #Kudos Today is your 7 year anniversary at LinkedIn. On behalf of all your **#LinkedInDC** teammates, I wanted to say that we are so lucky to have your smile and energy in our office. When this crisis breaks, one of the things I look forward to most is some daily hang time with one of my favorite humans **#InspirationalLeader**




Congratulations on 7 years!

CC: Laura Keenan **Jillian Fritze Nicole Isaac Brett Mikoy Alex Mustilli Erica Pyatt Sara Chenoweth Allison Larson Zachary Schoengold (he/him) KAMARIA S. HILL Shanta Santiago Kristina Stitt Jake Perez Rachel Ehrenberg Tori Simms Kathleen Jobe**
#makinganimpact



Inspirational Leader
Ousman Jobe

 37 • 14 Comments

 Like  Comment  Share



POLLS

Polls are a great way to start a conversation on LinkedIn. You can even use them as mini research of your network.

You can add up to 4 Options, Poll duration can be 1 day, 3 days, 1 or 2 weeks.

Create a poll

Your question*

E.g., How do you commute to work?

0/140

Option 1*

E.g., Public transportation

0/30

Option 2*

E.g., Drive myself

0/30

+ Add option

Poll duration

Back

Done

Manca Korelc

LinkedIn Trainer Helping B2B Companies Using LinkedIn Profiles and Pages to ...

4mo •

LINKEDIN POLLS - new feature & new way to communicate 🤖

I was writing about them on my LinkedIn page and [Manca Korelc | LinkedIn Strategist](#) I am excited about them.

Let us try a new feature with a question about what is the most challenging thing on LinkedIn for you. 🔥

The poll will be active for 3 days. I will get back with you with the results and use them for my posts so I will give you more answers how to leverage the power of [LinkedIn](#). 🙌

If there is something else you struggle about, add in the comment. 📌

[#linkedinmarketing](#) [#linkedinpages](#) [#linkedintips](#)

What is the most challenging thing on LinkedIn for you?

You can see how people vote. [Learn more](#)

Posting content regularly

54%

Growing network of contacts

17%

Generating leads

22%

Managing a LinkedIn page

8%

78 votes

• Poll closed

21 • 3 Comments

Like

Comment

Share

Send

2,669 views of your post in the feed

You need an idea, what to post? Check the next Section 9
LINKEDIN 140 CONTENT IDEAS.

www.mancakorelc.com | www.linkedin.com/in/mancakorelc



140 LINKEDIN POST IDEAS

Section #9

Manca Korelc

140 IDEAS FOR YOUR NEXT POST ON LINKEDIN

EDUCATIONAL CONTENT

- How to video
- Solve a regular problem
- Share a hack
- Answer a FAQ
- Describe a term
- Ask me/us anything
- Answer an industry question
- Common mistakes

TOP THINGS

- Favorite business book
- Favorite online course
- Favorite tool
- Favorite software
- Favorite resource

INDUSTRY CONTENT

- Industry statistics
- Industry fact
- Share an industry article
- Share an industry infographic
- Interview of an industry expert
- Shout out to the industry expert

WORD OF CEO

- Story about an obstacle (life or business)
- Talk about a success (life or business)
- Talk about a charity you support
- Share a personal story
- Talk about company milestone
- Fun fact about you or your business
- Talk about company vision / values
- Business or personal challenge
- Share Kudos to an employee
- Personal projects, achievement
- Paragraph from a business book

PEOPLE

- Allow an employee to post on page
- Share an employee post
- Behind the scenes photo or video
- Present an employee
- Welcome a new employee
- Thank your followers
- Customer/employee of the month

EVENTS

- Invite to a fair you attend
- Share photos from the fair
- Photos from teambuilding
- Photos from meeting
- Photos from conferences



CORPORATIVE CONTENT

Take a look back
Company fact
Milestone
Anniversary
Customer
Testimonial
Customer
Interview
Media
Releases
Important
Partnerships
Redecorating
Offices
Current
Topics
Social
Responsibility
Business
Collaboration
Company
News
Fun fact
Job opening
#hashtag

PROMOTIONAL CONTENT

Newsletter
Promotion
New product or service
Most popular product or service
Most popular pieces of content
Product or service showcase video
Social media promotion
Teaser to a new project
Website promotion
Promote a product/service launch

BLOGS

Blog posts
Guest blog post
Long form articles

VIDEO

Live streaming
Online courses
Q&A session
How to video
Vlog
Webinar

EVENTS

Meetups
Workshops



PHOTOS

Photo collage
Screenshots

VISUALS

Bubble graphs
Charts/graphs
Comparison graphs
Diagrams
Illustration
Infographics
Instructographics
Mind map
Presentations
Projection charts
SlideShare
Template
Timeline

COMPANY

Awards
Company culture
Press Release
Product
Announcements
Product Reviews
Promotions
Giveaway
Tool Reviews

CUSTOMERS

Best practices
Case study
Success stories
Testimonials
User generated content

WRITING

Book summary
Checklists
Comparison sheet
Compiled research
Dictionary
FAQ
Gated Content
List
Magazines
Quotes
Republishing
Resource library
White Paper
Worksheets
Ebook
Guides
Facts

RICH MEDIA

Contests
Demos
Email newsletters
GIFs
Meme
Poll
Quizz

SOCIAL MEDIA

Forums
Quora
Reddit

INDUSTRY

Interview
Predictions
Research reports
Original research
Opinions
Survey

WEBSITES

Landing pages
Microsites
Calculators

AUDIO

Audio
Podcast

This is quite a list, right? Print this list to have it by your side to help your imagination and inspiration flow. Now is time to learn different activities on Linekdln in Section 10 LINKEDIN ACTIVITIES.





LINKEDIN ACTIVITIES

Section #10

Manca Korelc

A LIST OF ALL ACTIVITIES FOR YOUR LINKEDIN SUCCESS

DAILY

- Check the notifications
- Respond to comments on your posts
- Respond to messages
- Check out the news feed and engage in the content
- See who looked at your profile

WEEKLY

- Write a post
- Add 2nd connections who engage to your posts
- Respond to invitations – accept or ignore
- Send personalized connection requests to connect to your potential clients, industry peers, partners, alumni, vendors, employees
- Send your contacts a private message (provide value)
- Send your contacts a private message (to move offline)
- Find prospects using LinkedIn search
- Check your mail for LinkedIn saved searches email

MONTHLY ACTIVITIES

- Plan your content
- Write posts ideas
- Monitor competition
- Give and ask for a recommendation
- Endorse for skills
- Review your stats on profile and page
- Be active in groups - add value, ask for the advice

Now you have the list of the regular activities, jump to Section 11 LINKEDIN INVITATION AND WELCOME MESSAGES.





LINKEDIN MESSAGES

Section #11

Manca Korelc

EXAMPLES OF INVITATION REQUEST MESSAGES

We are all busy, so shortcuts in a form of templates will come in handy. Let me give you some examples.

What to write in the connection request?

You have 300 characters for the text so make it count. Some examples of what to write:

- Add a compliment – for example for their posts, description on their profile, etc.
- Mention a mutual connection
- Alumni – if you studied in the same university, you could mention that in the invitation
- Continue the conversation from the post (yours or his/hers) – you need to be strategic with this, so start engaging with their post before sending an invitation request
- Add value – give a small tip or advice or send a link to your post they could find useful

LOOK AT SOME EXAMPLES FOR INVITATION REQUEST

Adding from search – mutual connection

Hi [FIRST NAME],

I can see we share a connection with [FIRST NAME] (title, organization). Would you be open to connecting with me on LinkedIn?

*Have a great day,
Manca*



Examples of invitation request messages

Invitation to someone you met at a networking event

Hi [FIRST NAME],

It was great speaking to you at the [NAME] event yesterday. I really enjoyed our conversation about [ADD TOPIC].

I would love to connect and stay in touch.

Thank you,

Manca

Invitation to someone in the same LinkedIn group

Hi [FIRST NAME],

I see we are both members of the group [ENTER NAME] and I have enjoyed following your posts. You give so much value.

I would love to connect and learn more from you.

Regards,

Manca

Invitation to a recruiter

Hi [FIRST NAME],

I was searching for jobs and found your profile. I would like to connect, maybe I can be a fit for any of the opportunities.

Looking forward to hearing from you,

Manca



LOOK AT SOME EXAMPLES OF MESSAGES

When somebody sends you an invitation without a message and you accept, take the first step and send a welcome or a thank you message.

Hi [FIRST NAME],

Thank you for contacting, nice to meet you. I see you are a sales professional in the manufacturing industry, what are your biggest challenges?

Looking forward to hearing from you, Manca

Hi [FIRST NAME],

Thank you for contacting me. I have reviewed your profile and I really love your posts, they are so valuable. Happy to be connected.

If you have any questions about LinkedIn, do not hesitate to ask me.

Best, Manca

Hi [FIRST NAME],

Thank you for contacting me. I see we have quite a lot of mutual connections from our industry.

Looking forward to an opportunity to meet you in person.

Best, Manca



Examples of invitation request messages

NOTE: Always have in mind, that LinkedIn is all about connecting and conversation.

We were talking about the good practices, let look at some DO NOT's on LinkedIn.

- Do not pitch – I have stressed that a few times in different sections, it is a MUST to understand, that social selling is about relationships, not transactions
- Do not ignore messages on LinkedIn – it is rude and unprofessional (make sure to review all activities from Section 10, so you will not skip it)
- Do not flirt – this is a professional platform, not a matchmaking network

**You only have one more chapter and it is about LinkedIn algorithm.
Check out the Section 12 LINKEDIN ALGORITHM.**





LINKEDIN ALGORITHM

Section #12

Manca Korelc

UNDERSTAND AND LEVERAGE THE LINKEDIN ALGORITHM

It is important that you understand how the LinkedIn algorithm works so you can use the knowledge for your publishing efforts to get your network news feed.

What shows up in your LinkedIn newsfeed?

- Content from people in your network
- Content from groups you are part of
- Content from companies and hashtags you follow
- Content from people in your network have engaged with
- Sponsored content / Ads

NOTE: The algorithm in our feeds prioritizes content we will most likely find relevant and engage with over the most recent content. This is a technical reason why you should post the content your users will find useful.

Two main things to understand about the LinkedIn news feed are:

- it is primarily concerned with native, organic content
- it is based on an algorithm, not recency

It favors natural posting over very regular ones. That means that your posts could actually be penalized for appearing every day at exactly the same time. So stop asking yourself when to post, and make sure you post on different days and hours, weekends included.

LINKEDIN ALGORITHM FOR POSTS

In general, the LinkedIn algorithm focuses on:

VALUE: LinkedIn is very keen to keep the content on its platform relevant to its users so our posts must add value for other LinkedIn members.



ENGAGEMENT: This is essentially how LinkedIn measures value. If a piece of content is getting a lot of likes, comments, and shares from people in your network the algorithm will start prioritizing it more.

RECENCY: LinkedIn's algorithm is not as interested in recency as Facebook or Twitter. Each time you post something new, LinkedIn tracks how much engagement it gets in the first few hours. If it performs well right away, the algorithm will continue to promote it. Otherwise, it may disappear quickly from the newsfeed.

Dwell Time

LinkedIn users tend to spend more time viewing the updates they decide to take viral action on. Knowing that LinkedIn has built dwell time into its feed algorithm to increase the likelihood of users seeing posts they'll engage with.

For each post LinkedIn measures 2 types of dwell time:

- dwell time “on the feed,” which starts measuring when at least half of a feed update is visible as a member scrolls through their feed
- dwell time “after the click,” which is the time spent on content after clicking on an update in the feed.

That basically means you have to craft LinkedIn posts that not only capture peoples' attention but hold it for an extended period of time.

LinkedIn further explains: the most successful posts will not always be the ones that get the most likes, comments, and shares.

Those signals won't mean as much if people aren't also spending time-consuming the content they engage with.

TIP: try multiple pages pdf documents or longer videos. But as always, test it yourself.



How to optimize your LinkedIn posts for the LinkedIn algorithm

- The tone of voice - your voice has to be professional, but don't be too formal (it is a social network after all);
- Diversity - mix up your content with tips, opinions, videos, images, and pdfs - posts with pdf tend to have high reach because only a few use them;
- Time your posts right - people can be on the platform at all times of the day, working hours or not, so review your analytics to determine when your audience is most likely to be on LinkedIn - prepare to test the best time for your network;
- Use #hashtags appropriately - think of LinkedIn hashtags as categories or labels, use between 3 to 5 per post.

Most important - be relevant to your industry, audience, and your brand.

Congratulations, you have come to the end!

It is important that you take 3 steps now:

- use this knowledge and instructions to set your LinkedIn foundation
- stay consistent with all activities you have listed in Section 10 and
- make sure you send me a question if you need help

You find me on LinkedIn:

<https://www.linkedin.com/in/mancakorelc>

Follow my LinkedIn page for more LinkedIn tips:

<https://www.linkedin.com/company/mancakorelc>

Follow my LinkedIn Newsletter Power Around LinkedIn Magic:

<https://www.linkedin.com/newsletters/power-around-linkedin-magic-6695765559772033024/>





LET'S CONNECT!

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