

LinkedIn® Professional Branding Playbook



PROFESSIONAL BRANDING

Your LinkedIn identity starts here.

Products covered in this playbook:



Personal Profile



LinkedIn Groups



Premium Subscriptions

PROFESSIONAL BRANDING

CREATE A WINNING PROFILE

1 OF 4

BEGINNER:

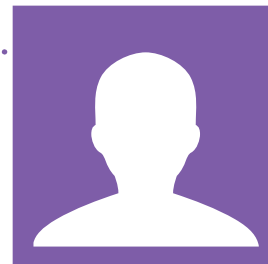
Put a face to your name.

Professional headshots generate more profile views and drive higher overall engagement. Including a photo in your profile brings it to life and lets people know you're for real.

BEGINNER:

Tell your full story.

Use the Summary and Experience sections of your profile to showcase your career and accomplishments. These sections are foundational and help establish your brand on LinkedIn.



Tim Langstine

Experienced Multi-channel Marketing
and Operations Leader

Send a message

277
connections

www.linkedin.com/in/timlangstine/

Contact Info

Background



Summary

Placeholder text for the Summary section, consisting of several lines of gray bars.



Experience

Placeholder text for the Experience section, consisting of several lines of gray bars.

BEGINNER:

Create a punchy headline.

Your headline is the first thing people look at on your LinkedIn profile. Try describing yourself creatively in one line to capture people's attention.

PROFESSIONAL BRANDING

CREATE A WINNING PROFILE

1 OF 4

INTERMEDIATE:

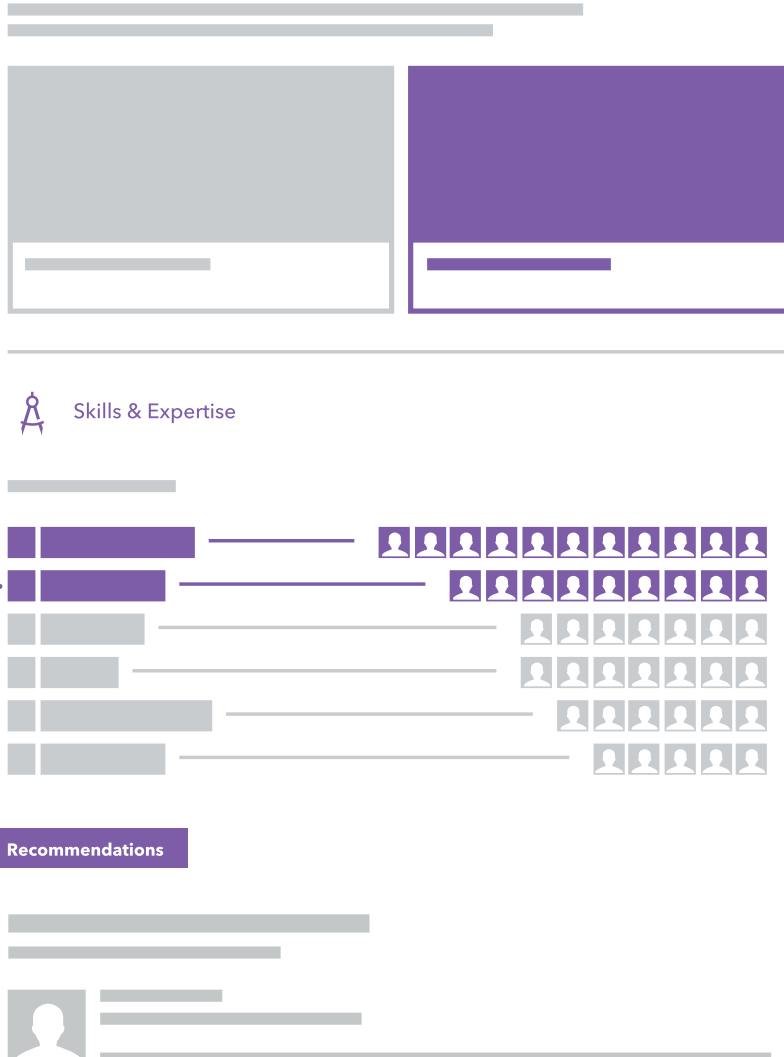
Let your network speak for you.

Get endorsements and recommendations from colleagues, employers, and customers who can speak credibly about your abilities and contributions. This will help catch the eye of prospective customers and clients.

INTERMEDIATE:

Showcase your work.

Nothing shows your quality of work to potential business contacts better than rich, tangible examples. Upload or link to previous work, such as blog posts, presentations, images, and websites, and give people a reason to engage with you.



PROFESSIONAL BRANDING CREATE A WINNING PROFILE

1 OF 4

ADVANCED:

Optimize your profile for search.

Get found! Add words or phrases throughout your profile that highlight your best skills to improve your visibility in LinkedIn and Google search results.

ADVANCED:

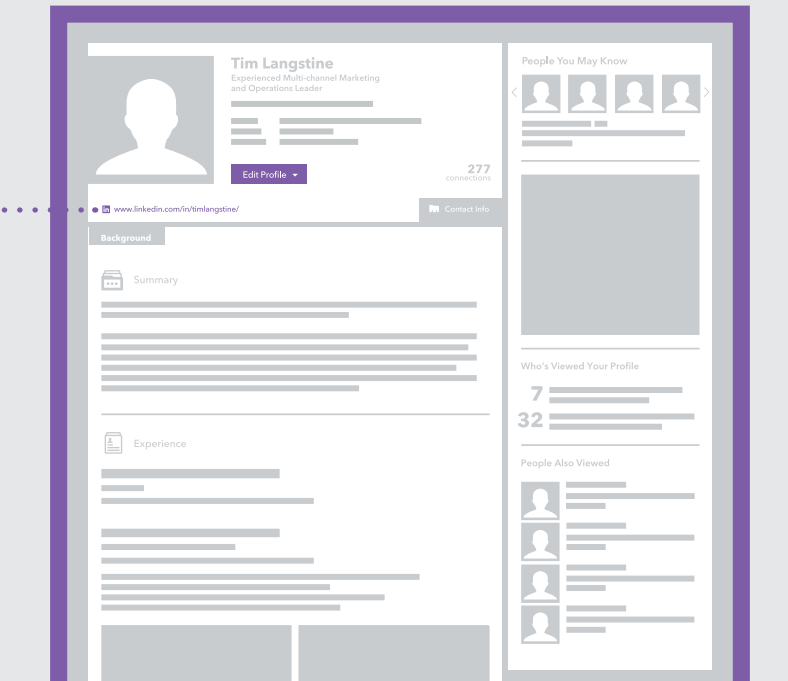
Create a unique URL.

Choose a personalized URL to improve search engine optimization (SEO) and make it easy for people to find you.

ADVANCED:

Link to the rest of your web presence.

Maximize opportunities to showcase your work experience by linking your LinkedIn Profile to your websites, blogs, and other social platforms.



To learn more about unique URLs, go to help.linkedin.com/app/answers/detail/a_id/87

PROFESSIONAL BRANDING

STAY INFORMED

2 OF 4

BEGINNER: Follow relevant channels and Influencers.

Stay informed and challenge your current thinking by following channels and thought leaders (Influencers) relevant to your industry or specialization.

BEGINNER: Follow companies.

Learn directly from industry leaders and best-in-class brands by following companies on LinkedIn, getting their updates right in your feed.

BEGINNER: Find and join LinkedIn Groups.

Look for groups relating to your industry, function, and career interest – then join a few to stay up to date on trending topics and news.



To learn more about channels and Influencers, go to www.linkedin.com/today/influencers

PROFESSIONAL BRANDING

ESTABLISH YOUR NETWORK

3 OF 4

BEGINNER:

Connect with a broad range of contacts.

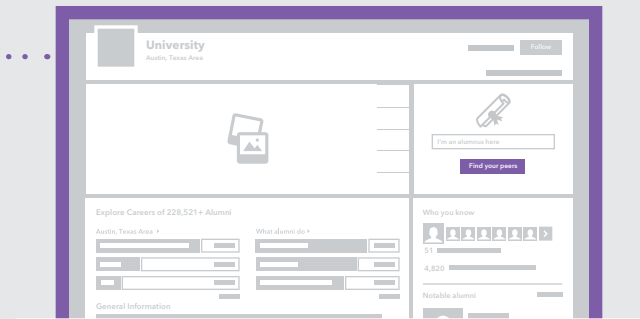
Build your initial network by connecting with colleagues, clients, friends, and family. Remember that building out your network helps you connect not only with who you know, but also who *they* know.



INTERMEDIATE:

Reach out to fellow alumni.

Broaden your network by connecting with members from your alma mater. Using University Pages, quickly sort alumni by function, location, and current company, and find contacts that will help you achieve your business goals.



PROFESSIONAL BRANDING

ESTABLISH YOUR NETWORK

3 OF 4

INTERMEDIATE:

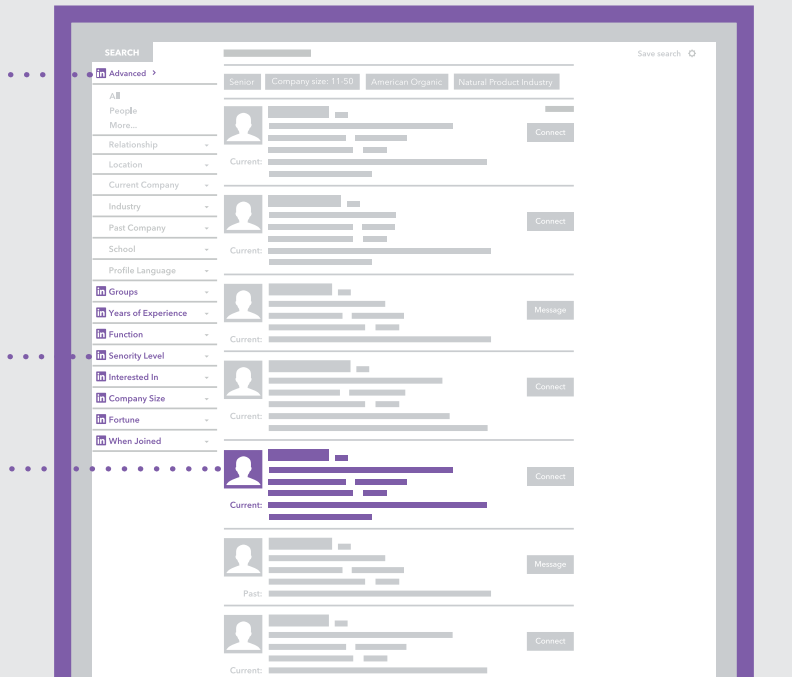
Search on LinkedIn.

Run a LinkedIn people search to find contacts that might help you achieve your business goals. Use keywords and search filters like location and industry to illustrate the type of connection you're looking for.

ADVANCED:

Narrow down your results.

Spend less time searching and more time engaging – use additional Premium search filters such as function, years of experience, and seniority level to quickly find the right business contact.



PROFESSIONAL BRANDING ESTABLISH YOUR NETWORK

3 OF 4

ADVANCED:

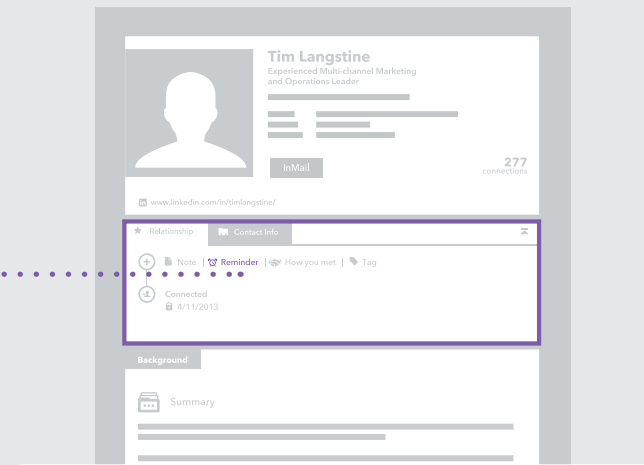
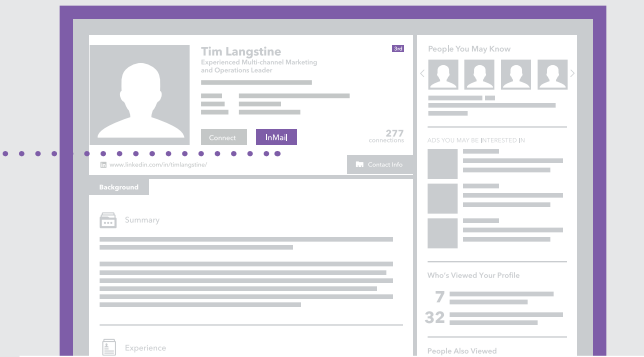
Message potential contacts outside your network.

Message any potential business contact on LinkedIn using InMail, a Premium feature. On average, the response rate for InMail messages is 3x higher than email. Plus, if you don't get a response to your InMail within seven days, you'll receive another InMail credit for free.

ADVANCED:

Stay in touch.

Keeping an active line of communication with your contacts is key to maintaining a quality network. Use LinkedIn Contacts to set reminders and follow up with business contacts one day, one week, or one month down the road.



To learn more about LinkedIn Contacts, go to contacts.linkedin.com

PROFESSIONAL BRANDING

BUILD YOUR BRAND

4 OF 4

BEGINNER:

Share updates with your network.

Pass along interesting articles, news, or videos you find informative. Not only will your network appreciate getting this information, but they'll start to look to you for expertise and insights.

BEGINNER:

Like, comment, or share updates you enjoy.

Taking an action on updates keeps the conversation going and helps spread that information across LinkedIn. And remember, if you found it interesting, chances are your network will too.

INTERMEDIATE:

Integrate your personal brand into updates.

Don't be shy. Promote your accomplishments, bodies of work, and other accolades through sharing on LinkedIn. For every four updates covering news and trends, try sharing a post promoting your personal brand.



PROFESSIONAL BRANDING

BUILD YOUR BRAND

4 OF 4

INTERMEDIATE:

Get a deeper look at who's viewing your profile.

With Who's Viewed Your Profile, see the types, industries, and locations of members viewing you, as well as which keywords are being used in LinkedIn search to find you. Use this information to fine-tune your profile.



PROFESSIONAL BRANDING

BUILD YOUR BRAND

4 OF 4

ADVANCED: Engage in LinkedIn Groups.

Use LinkedIn Groups as a public forum to discuss topics and trends with thought leaders or experts. By providing knowledgeable insights, you can build a rapport with other top contributors and eventually establish yourself as one, too.

ADVANCED: Link to your personal communications.

Embed your LinkedIn profile into your email signature or add your personalized profile URL to your business card. This provides new contacts with an easy way to learn more about you.

ADVANCED: Leverage existing content streams.

Use successful business-oriented blog posts, articles, and updates from your other social platforms to create a high-quality stream of personal updates.

ADVANCED: Start a dialogue.

Increase exposure for your posts and start a conversation around a topic by mentioning companies or connections in updates.

PROFESSIONAL BRANDING CHECKLIST

Daily

CHECKLIST:

- ☐ Stay up to date on industry news and insights using LinkedIn channels and Influencers as sources.
- ☐ Build your reputation by posting quality updates.

Weekly

CHECKLIST:

- ☐ Connect with new and existing business contacts.
- ☐ Participate in LinkedIn Group discussions relevant to your industry or function.
- ☐ Review who's viewing your profile to see if you're attracting the right audience.

Monthly

CHECKLIST:

- ☐ Review and update your profile, adding rich content to showcase your most recent work.
- ☐ Get recommended by colleagues, customers, or business partners.
- ☐ Set reminders to stay in touch with important connections using LinkedIn Contacts, or get in touch using InMail and Introductions.



Ready to get started? Great!

