



Welcome to Rock Your Profile



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Government Engagement Manager



Erica Fitch

Snr Customer Success Manager

ROCK YOUR PROFILE

Our agenda

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

Get to know LinkedIn



OUR VISION

Create economic opportunity
for every member of the
global workforce

OUR MISSION

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

Why
LinkedIn?



OUR VALUE PROPOSITION

Connect to opportunity

THE ECONOMIC GRAPH

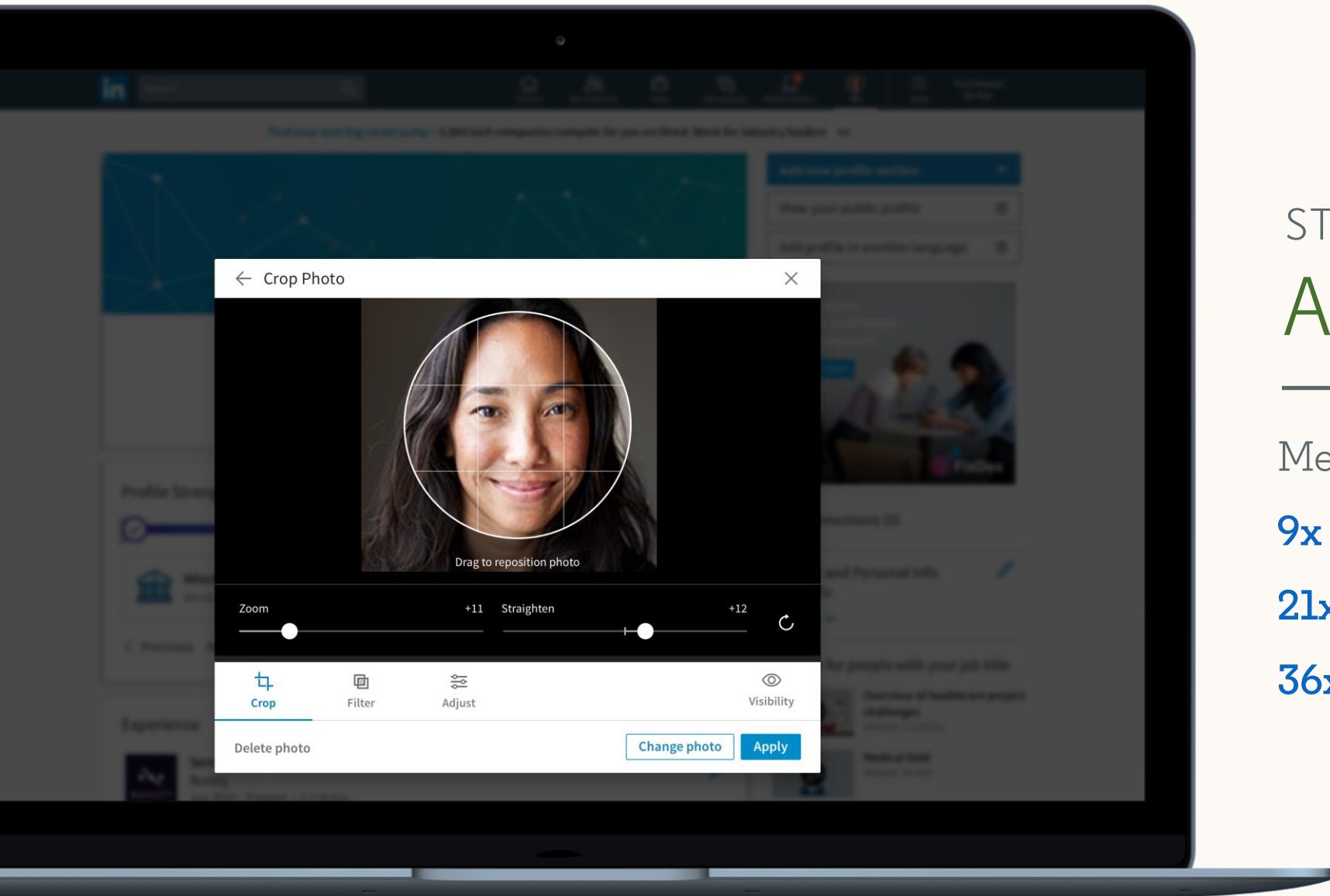


THE ECONOMIC GRAPH IN AUSTRALIA



Your profile,
your story





STEP 1

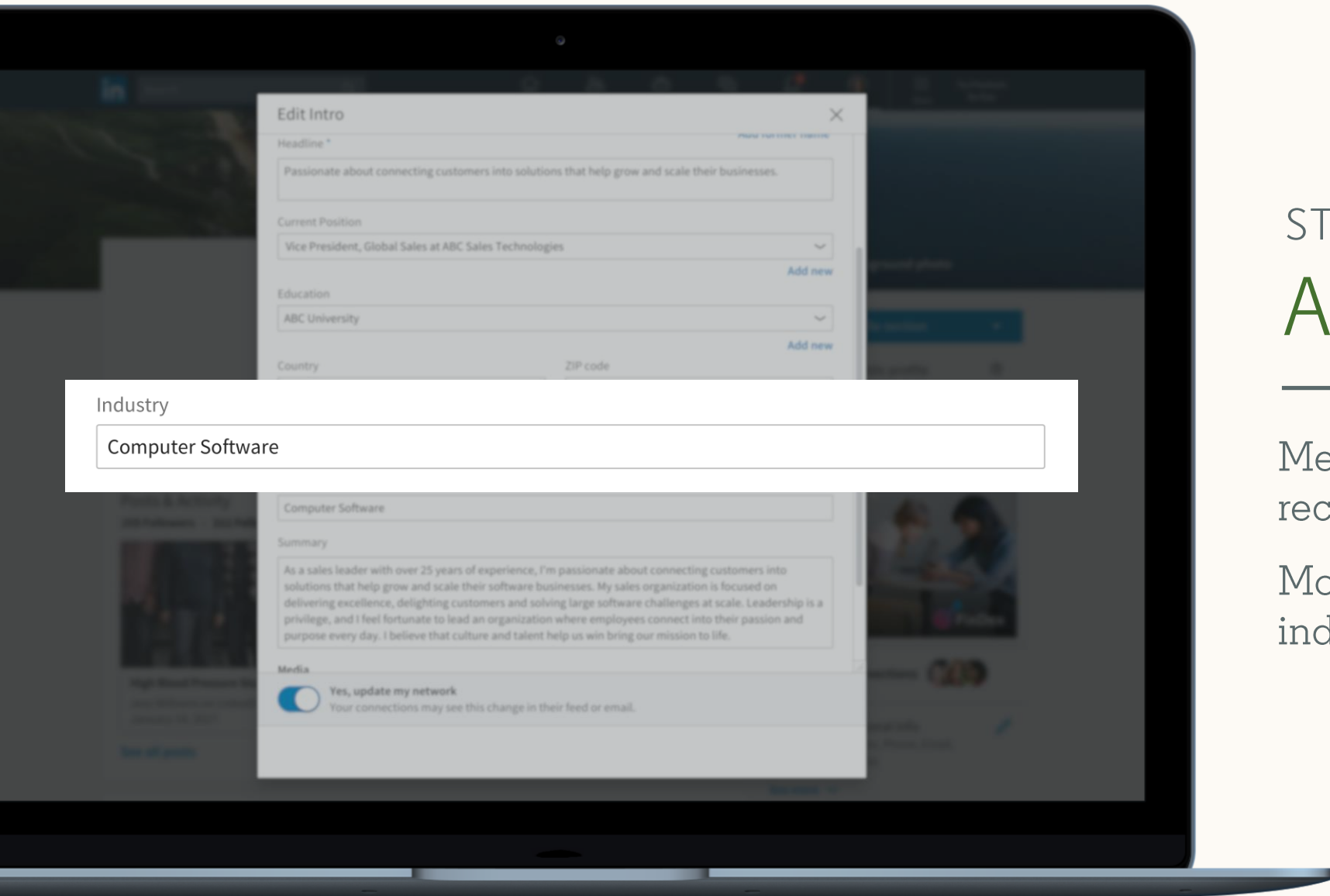
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages



STEP 2

Add your industry

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

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

Summary

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

Edit Intro

Headline *

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

Current Position

Vice President, Global Sales at ABC Sales Technologies

Add new

Education

ABC Sales Technologies

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

Media



Yes, update my network

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

STEP 3

Draft a compelling summary

Your “elevator pitch”

Focus on career accomplishments and aspirations

40+ words



Vice President, Global Sales

ABC Sales Technologies

Apr 2015 – Jul 2016 • 1 yr 4 mos

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

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



STEP 4

Detail your work experience

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

5x more connection requests

8x more Profile views

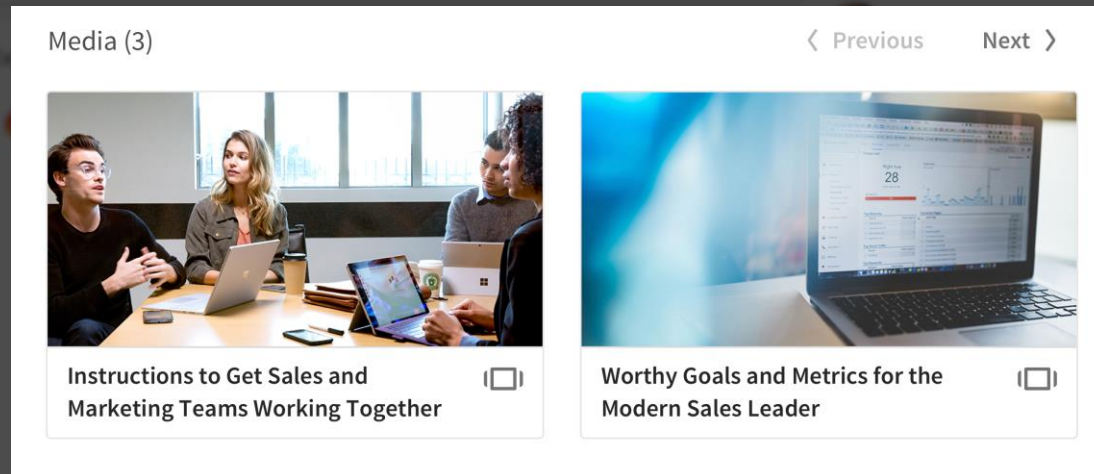
10x more messages

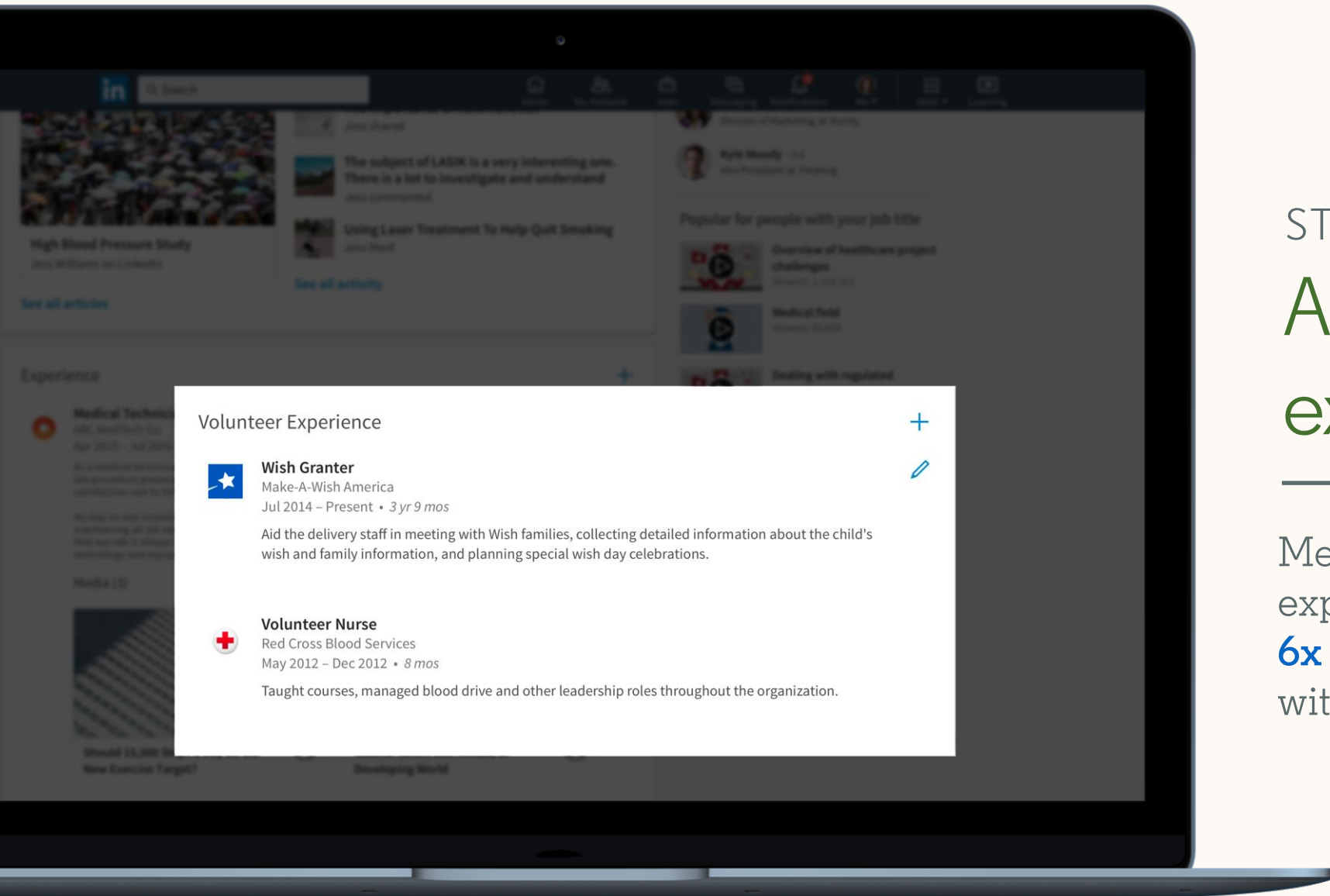
STEP 5

Add examples of your work

Upload photos, presentations,
and videos

Give a dynamic, visually
appealing representation of
your professional story

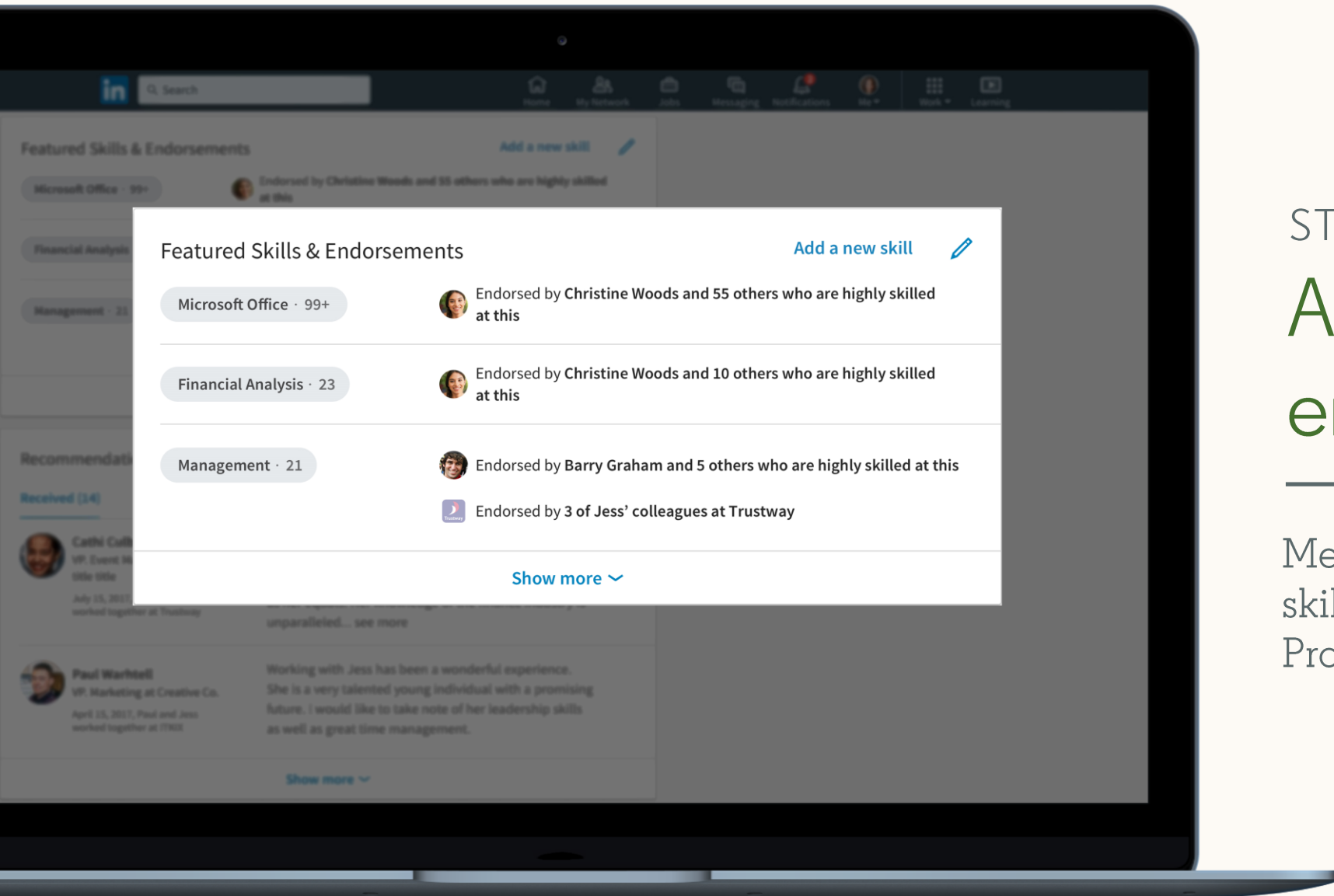




STEP 6

Add volunteer experience

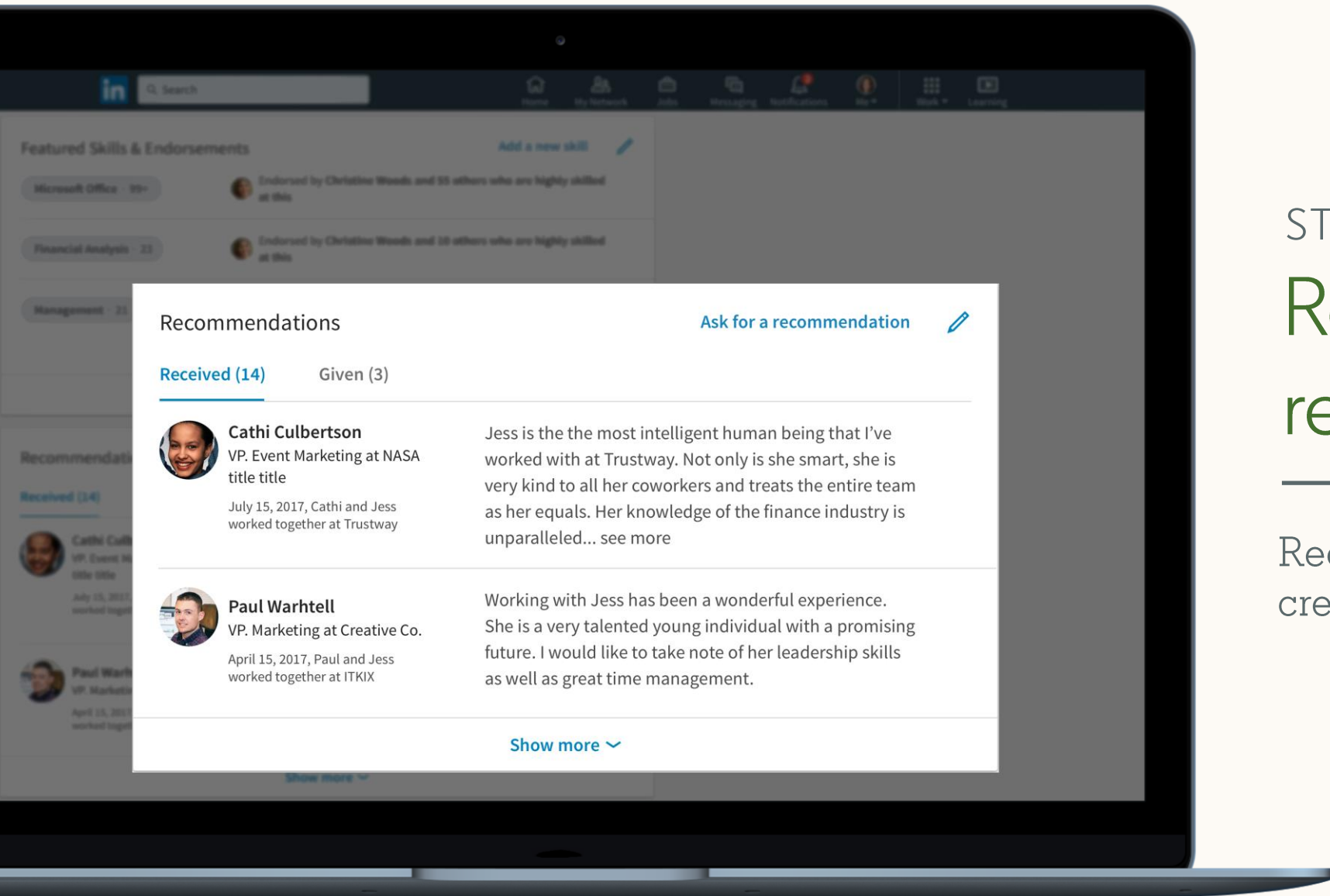
Members who add volunteer experience and causes get up to **6x** more Profile views than those without



STEP 1

Add skills & get endorsed

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



STEP 2

Request a recommendation

Recommendations help build you
credibility and validate your skills

And don't forget about...



LOCATION



EDUCATION



PUBLICATIONS



ACCOMPLISHMENTS

Build Thought Leadership

Your Voice on LinkedIn



** Please refer to your Social Media Policy for further information around sharing content*

Sharing updates vs. publishing posts

HELPING YOU GROW AND ENGAGE YOUR NETWORK



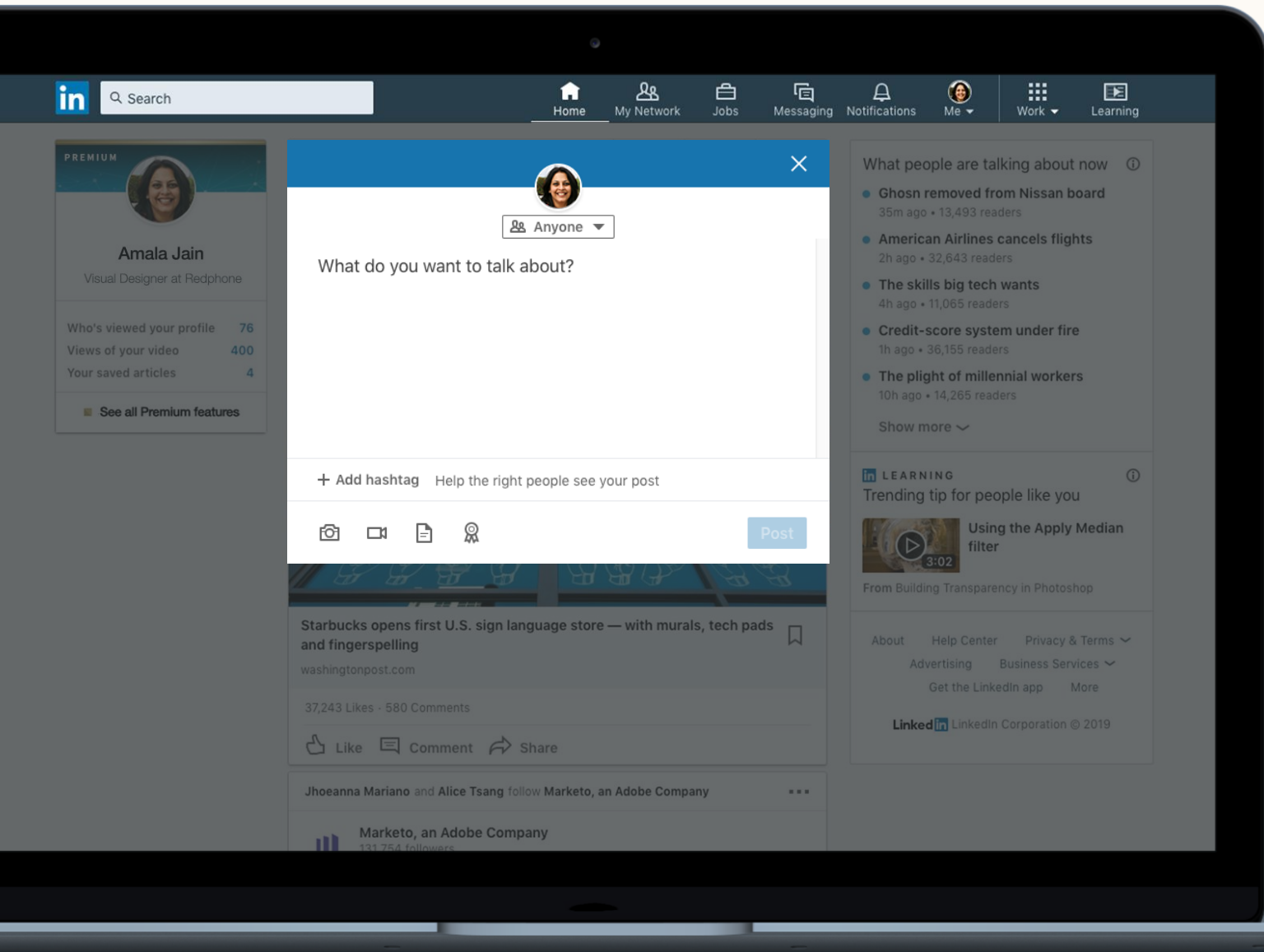
Updates

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



Publishing

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



SHARING UPDATES

Share status
updates



Best practices for sharing updates

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

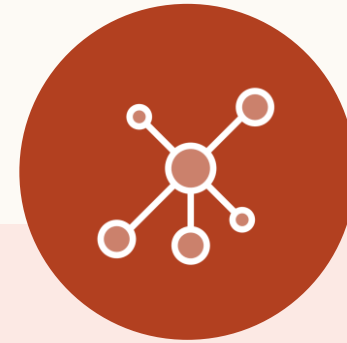
Publishing on LinkedIn



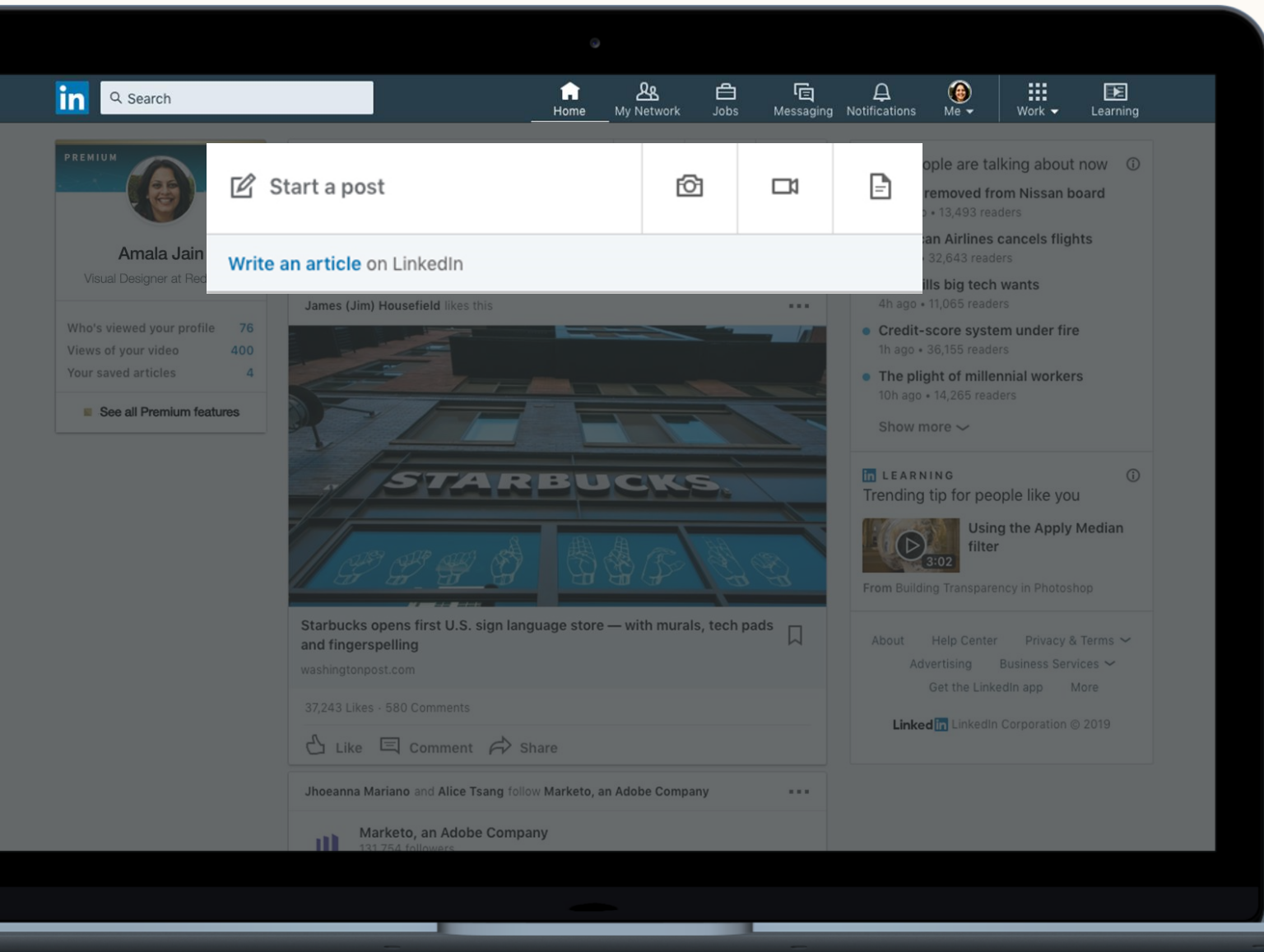
Becomes part
of your profile



Gets shared
with your network



Reaches the largest
group of professionals
assembled online



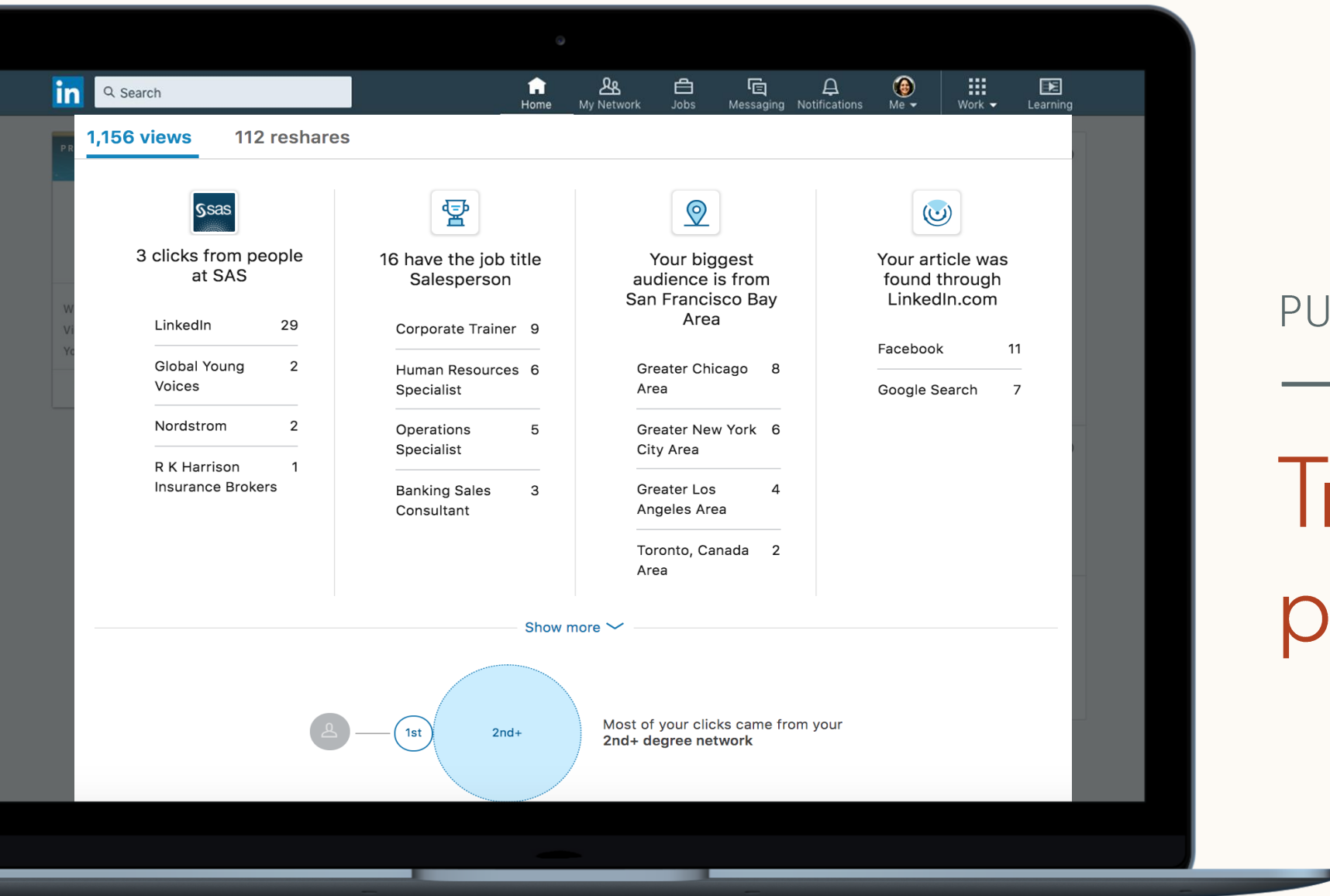
PUBLISHING

Start on your
homepage



Best practices for publishing content

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



PUBLISHING

Track your progress

Gain
Knowledge
and Insights



in it to do what I love



LinkedIn

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

[View in Sales Navigator](#)

[See jobs](#)



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

Overview



Jobs



Lauren (Hipschman) Jolda
Powerhouse Program Mana...

[View job openings at LinkedIn](#)

Life



About us

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

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

Recent update

[See all](#)



Antoine Troupe: In it to do wh...

1,030 Likes • 25 Comments 3w

[See more](#) ▾

Employee Experience

Do you believe that promotions are awarded fairly at LinkedIn?

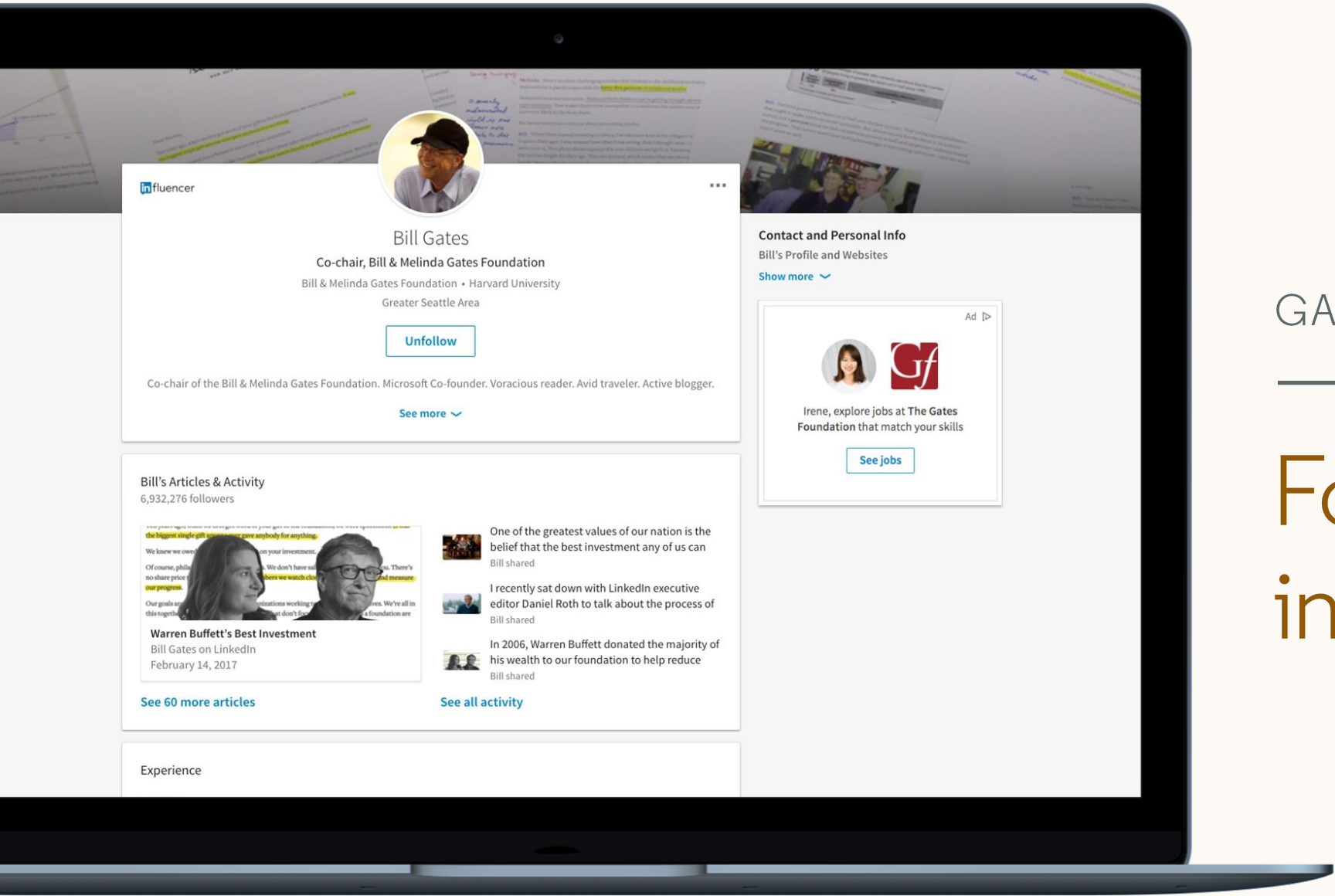


[Skip](#)

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

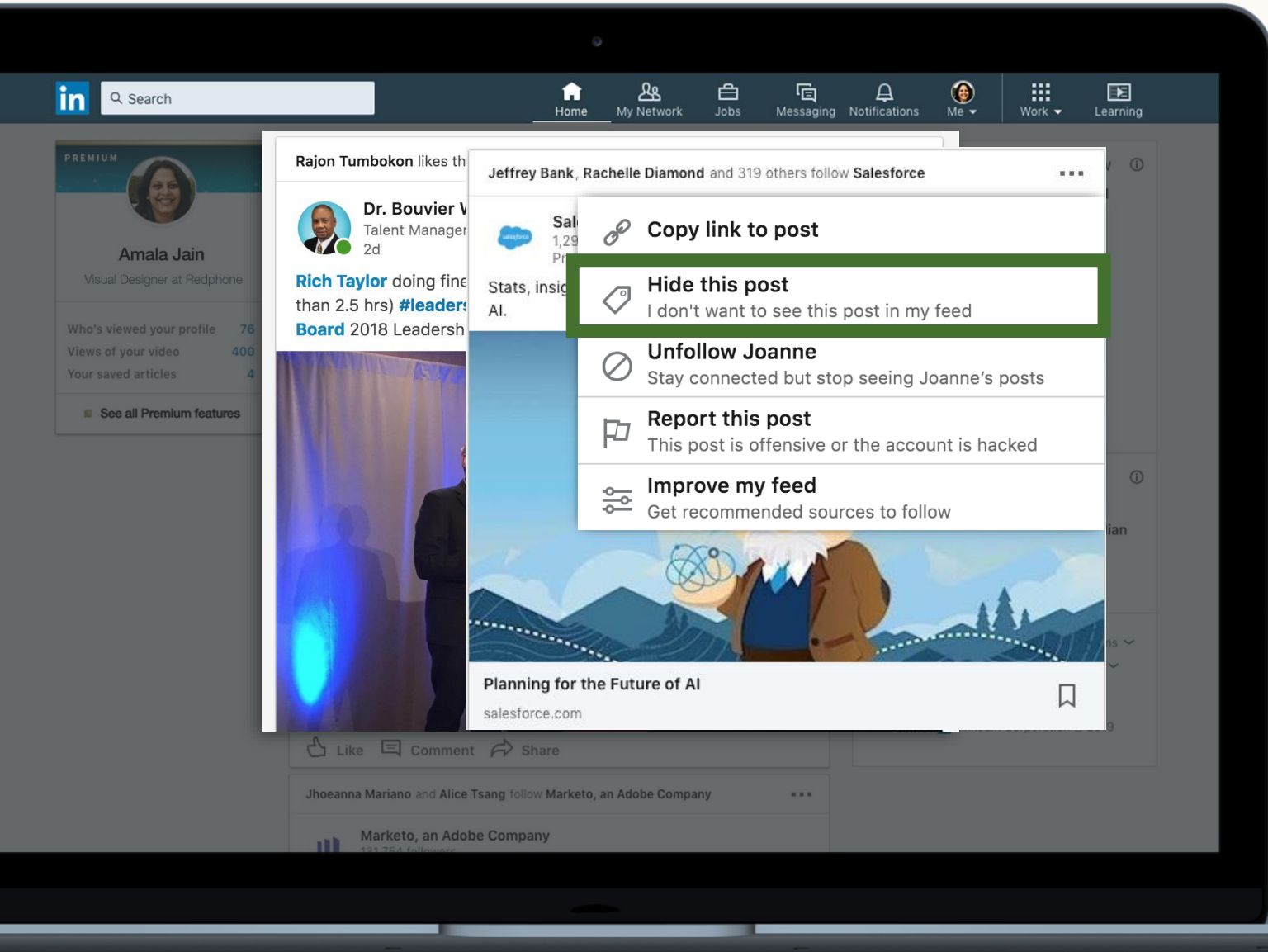
GAIN KNOWLEDGE

Follow
companies



GAIN INSIGHTS

Follow influencers



CUSTOMIZE YOUR FEED

See the news,
content and posts
that matter most

CONTROL YOUR PRIVACY SETTINGS

Update your Account details (ie change email address, passwords, set up two-step verification etc)

Update your Privacy Settings (ie how others see your profile and network information)

Change your Communication and Notification preferences

Use our Help Centre for answers to commonly asked questions at [LinkedIn.com/help](https://www.linkedin.com/help)

The image shows a screenshot of the LinkedIn website. At the top, the navigation bar includes a search bar and icons for Home, My Network, Jobs, Messaging, Notifications, and Me. The 'Me' icon is selected, opening a dropdown menu. In this menu, 'Settings & Privacy' is highlighted with a blue box. Below the menu, the 'Privacy' settings page is visible. It has tabs for Account, Privacy (which is active), Ads, and Communications. The main heading is 'How others see your profile and network information'. There are three main sections: 'Edit your public profile' (with a 'Change' link), 'Who can see your email address' (with a 'Change' link), and 'Who can see your connections' (with a 'Change' link). The left sidebar shows the user's profile information, including their name 'Vrinda Singh', company 'Marketing @ LinkedIn ANZ', and statistics like '148 Who's viewed your profile' and '460 Connections'.

Search

Home My Network Jobs Messaging Notifications Me Work Learn

Environmental Efficiency - Reduce environmental footprint with easy and e

Share an article, photo, video or idea

Write an article Image

Michael Spencer commented on this

John Patrick Mullin
Investment Banker | Speaker | Writer | FinTech & Blockchain Enthusias
4h
"John, should I go in to Investment banking or FinTech?"

Back to LinkedIn.com

Account **Privacy** Ads Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

Edit your public profile Change
Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address Change
Choose who can see your email address on your profile

Who can see your connections Change
Choose who can see your list of connections

Questions?