

# Welcome to Rock Your Profile



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Account Director LinkedIn Talent Solutions



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Account Director LinkedIn Talent Solutions ROCK YOUR PROFILE

Our agenda

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

# Get to know LinkedIn



OUR MISSION

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

# Why LinkedIn?

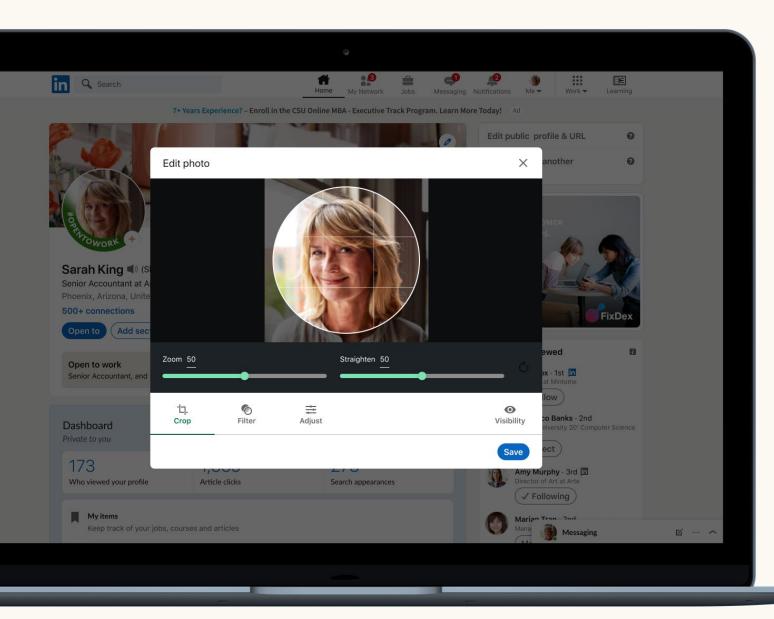


#### THE ECONOMIC GRAPH



# 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

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×	Hold to record Slide away to cancel	
	Record your name	
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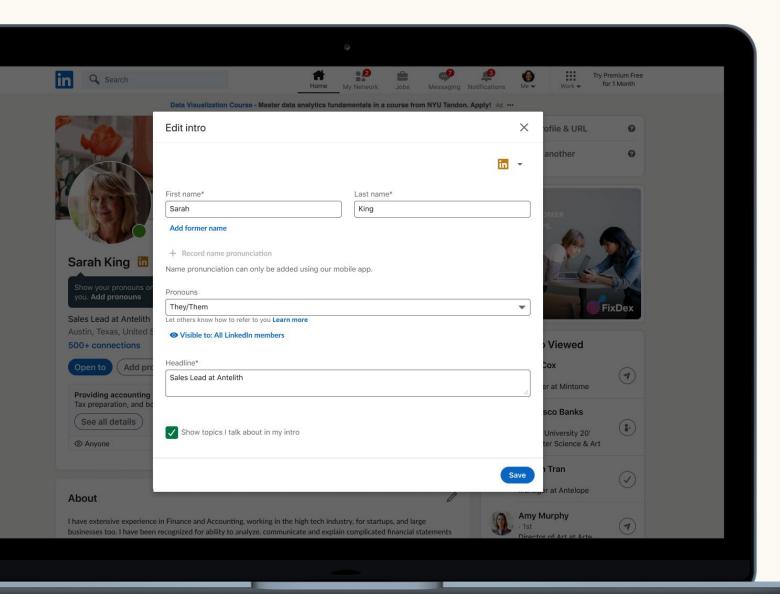
#### STEP 2 Record Your Name

Pronounce your name for others and make a great first impression.

Update on mobile

10 secs, limit background noise

Hold phone 4in away

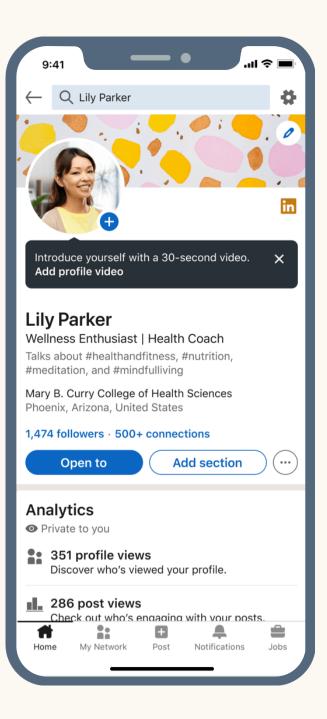


#### STEP 3 Add your pronouns

Show up as your authentic self.

Optional to add, you set visibility.

72% of hiring managers believe it's important & shows respect.



## STEP 4 Create your Profile Video

30-sec video introducing yourself.

Provide an intro, share your story, highlight your goals.

Leverage prompts to get started

Track viewer analytics

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#### STEP 5 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.

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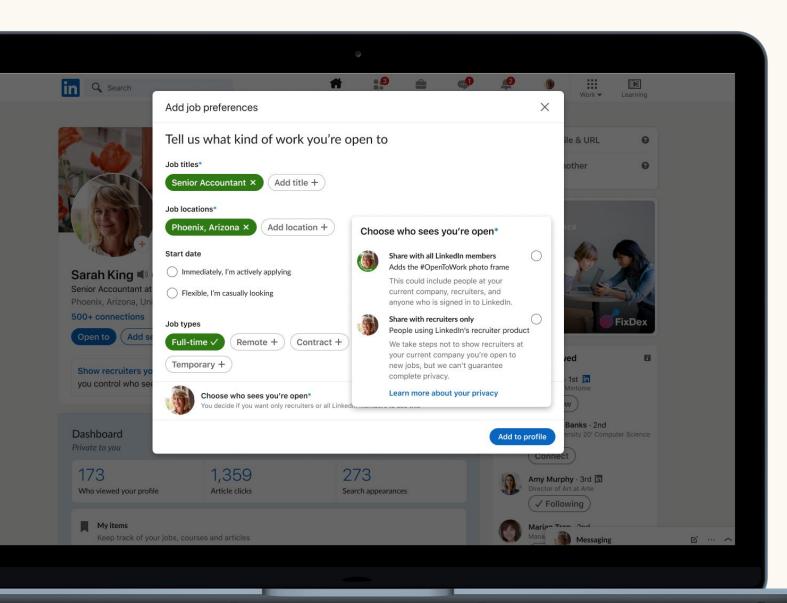
STEP 8 Detail your work experience

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

**5x** more connection requests

8x more Profile views

**10x** more messages

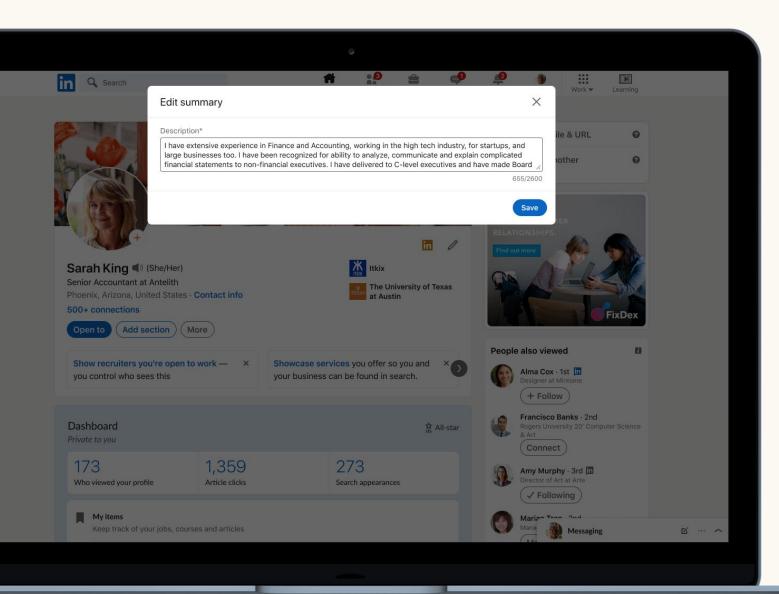


## Step 6 Show You're Open to Work

Add by clicking 'open to' button and select 'finding a new job.'

Specify job preferences and choose visibility settings.

**40%** more likely to be noticed by recruiters.

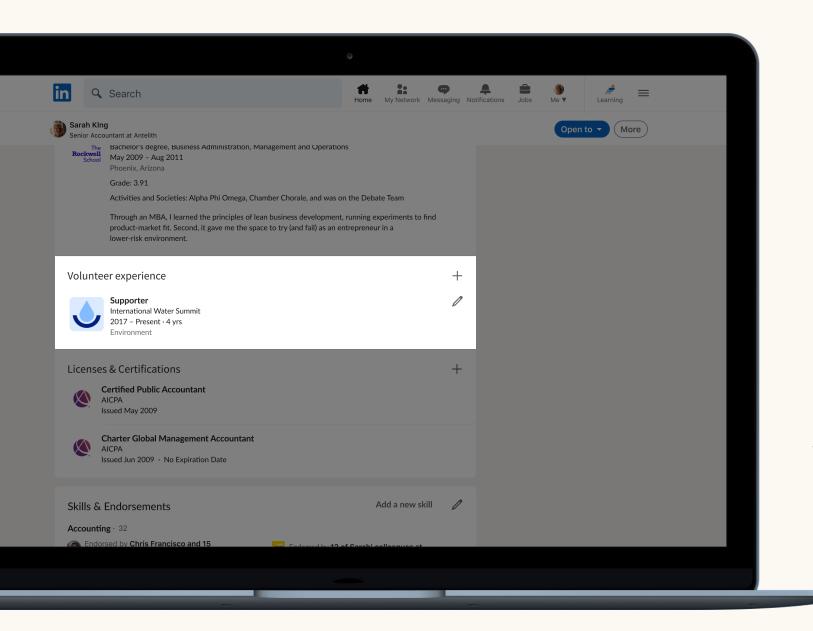


## STEP 7 Draft a compelling summary

Featured in your 'About' section Your "elevator pitch"

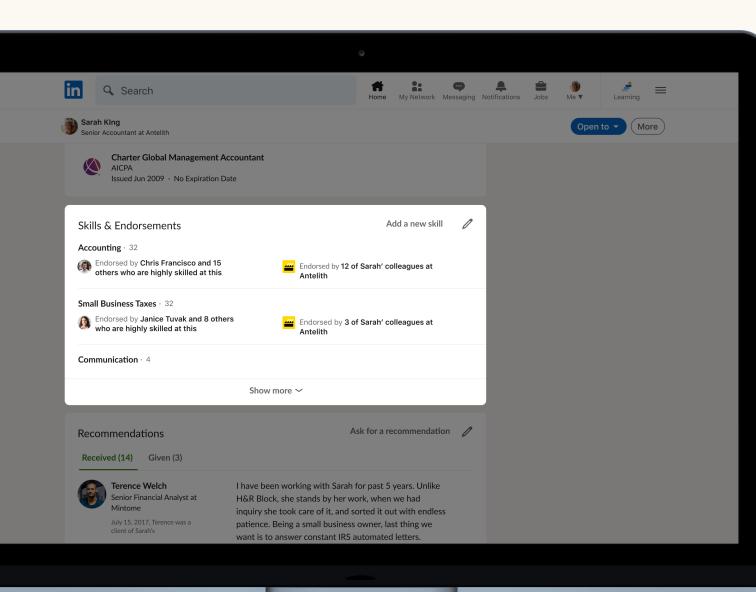
Focus on career accomplishments and aspirations

40+ words



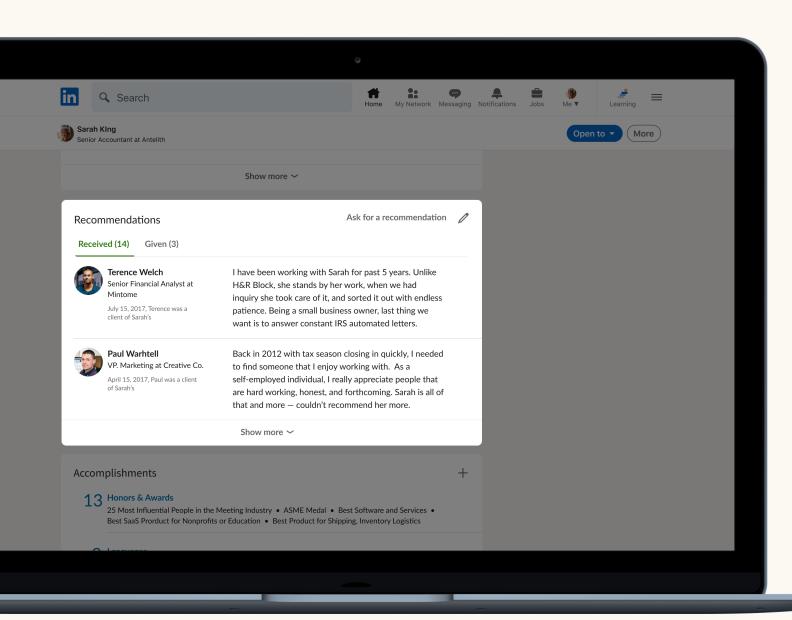
### STEP 9 Add volunteer experience

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



# Add skills & get endorsed

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

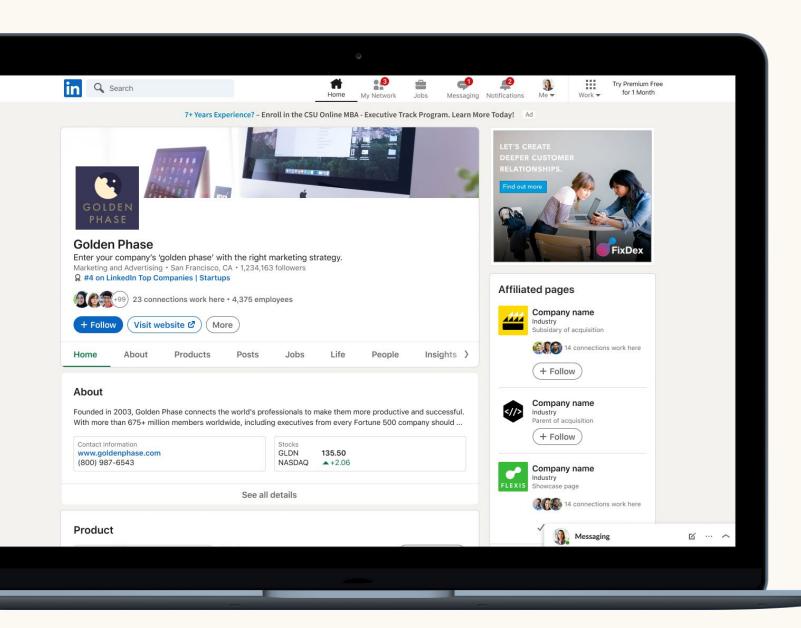


# Request a recommendation

Recommendations help build you credibility and validate your skills

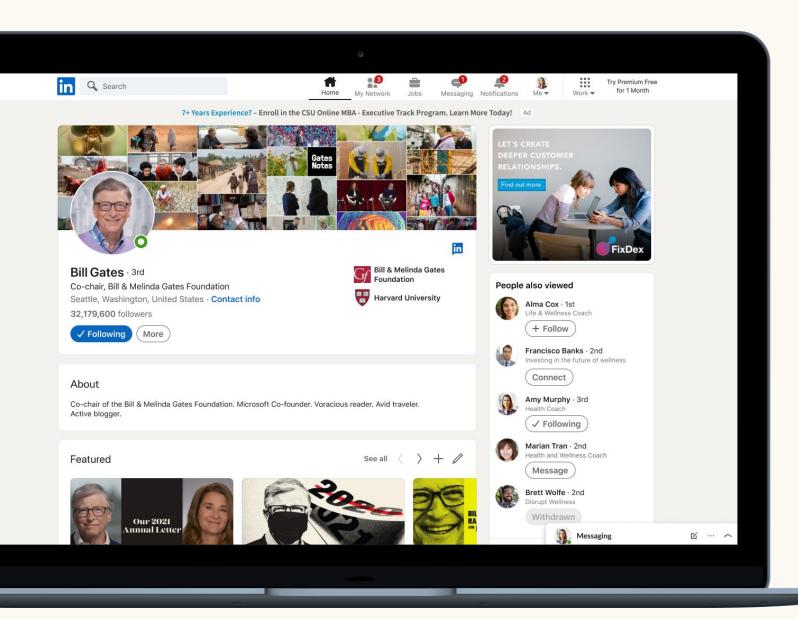
## And don't forget about...





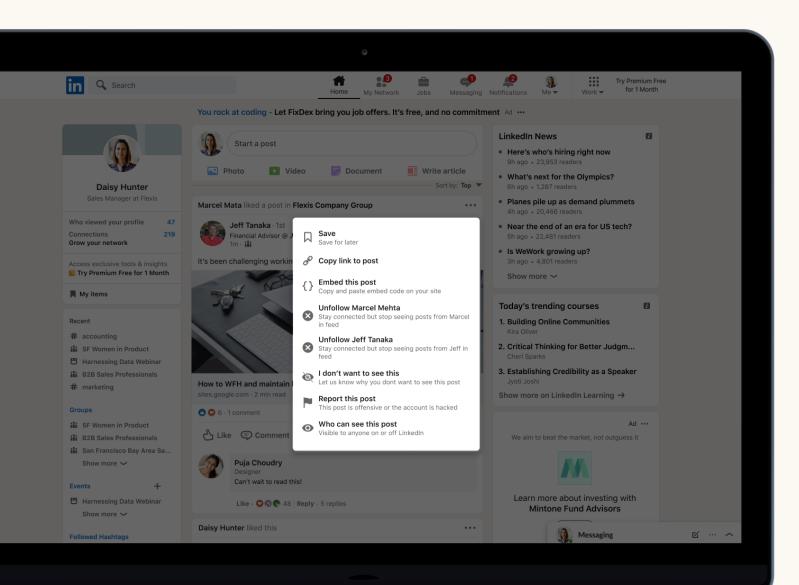
#### GAIN KNOWLEDGE

# Follow companies



#### GAIN INSIGHTS

## Follow influencers



#### CUSTOMIZE YOUR FEED

See the news, content and posts that matter most Questions?