



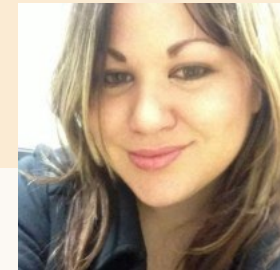
Welcome to Rock Your Profile



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Account Director

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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?

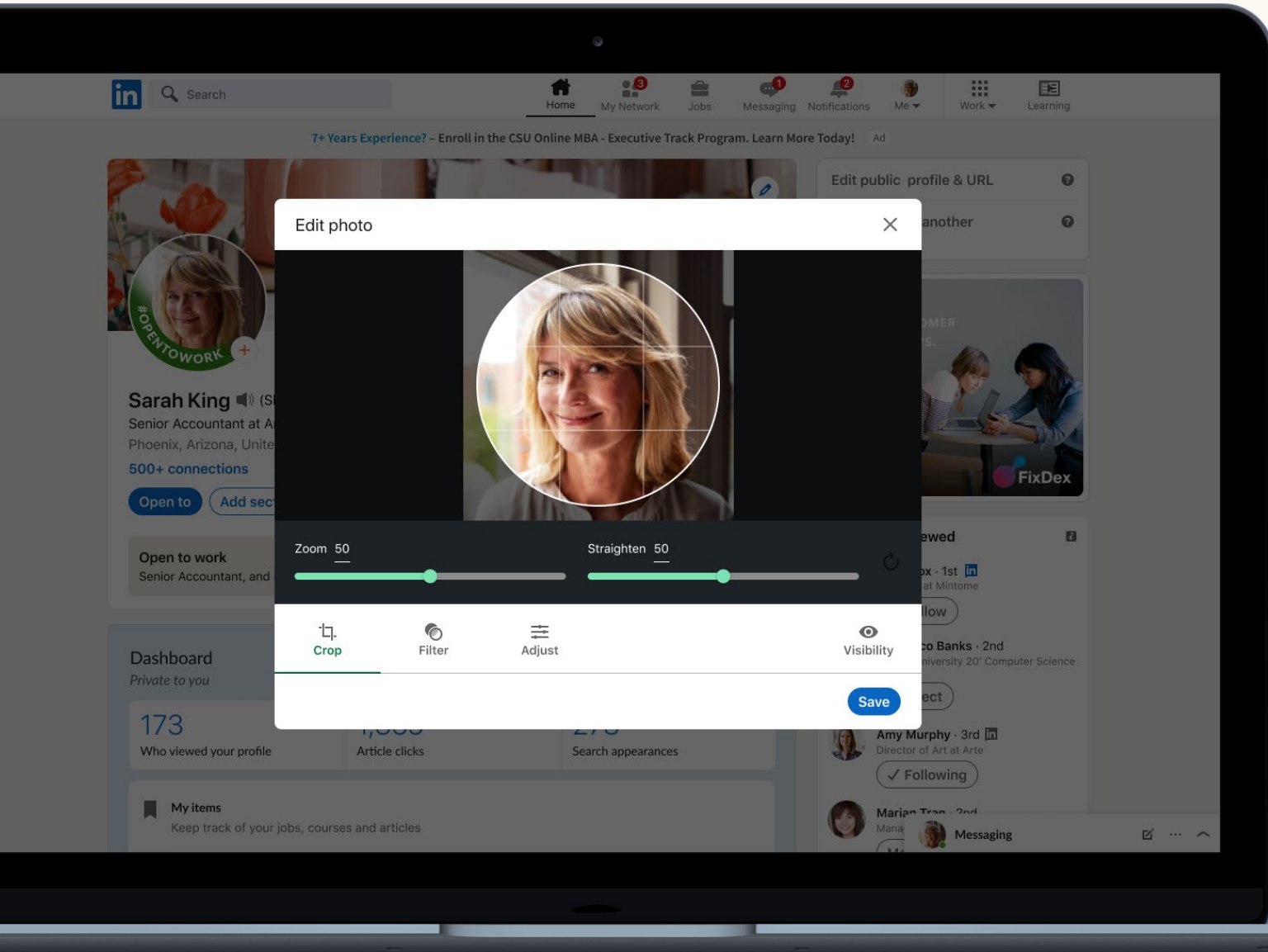


THE ECONOMIC GRAPH



Your profile,
your story





STEP 1

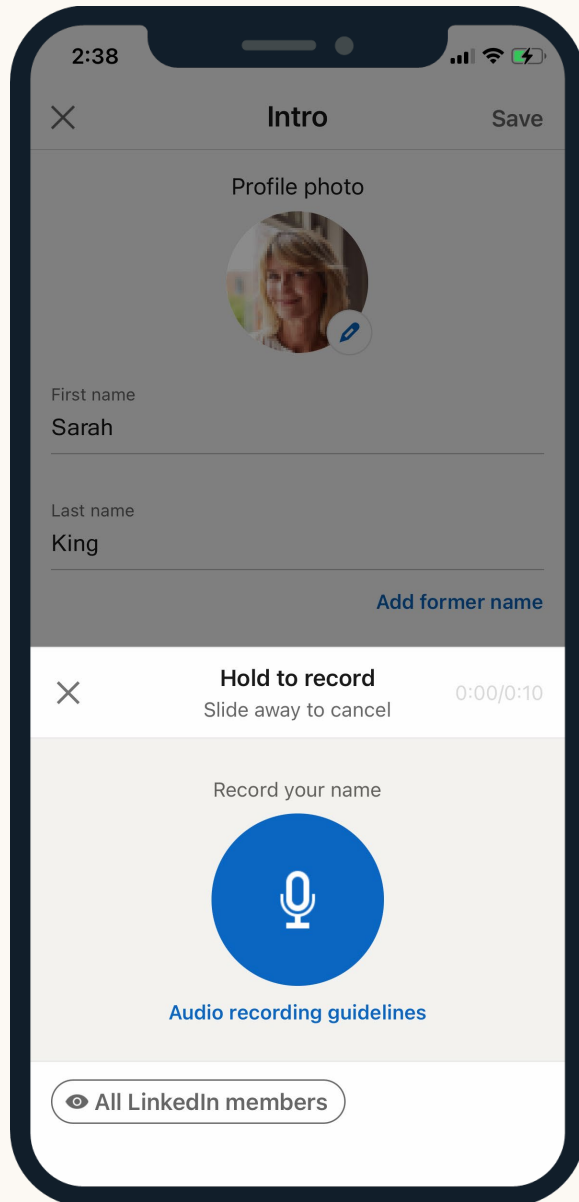
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages



STEP 2

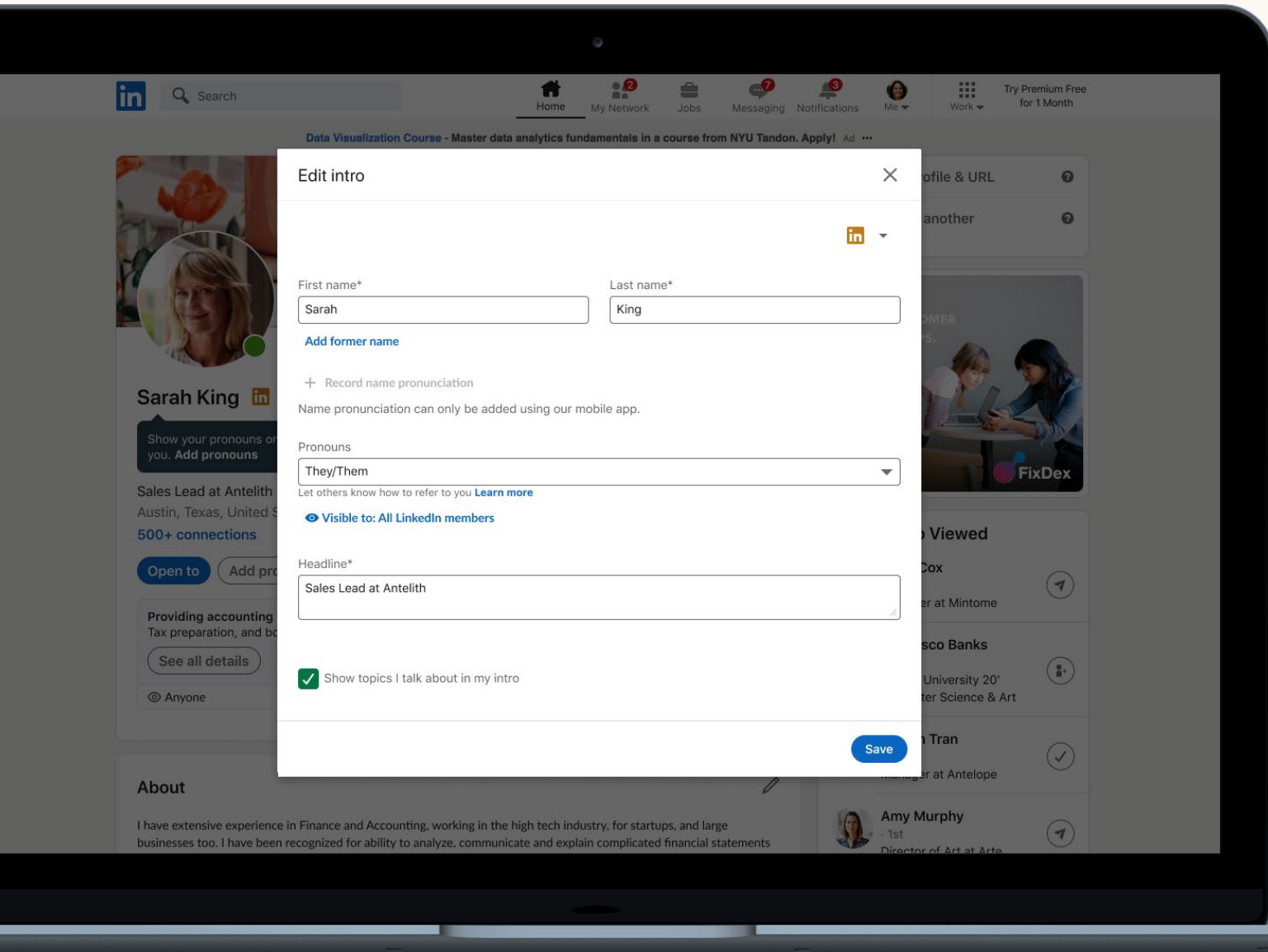
Record Your Name

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

Update on mobile

10 secs, limit background noise

Hold phone 4in away



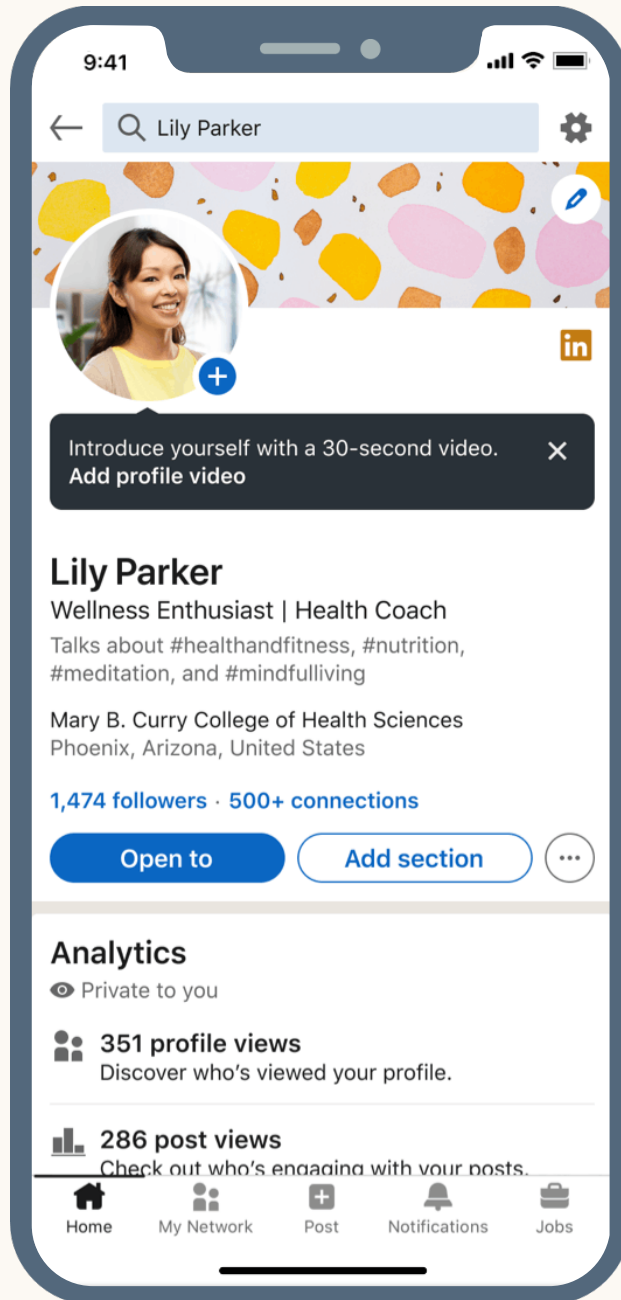
STEP 3

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

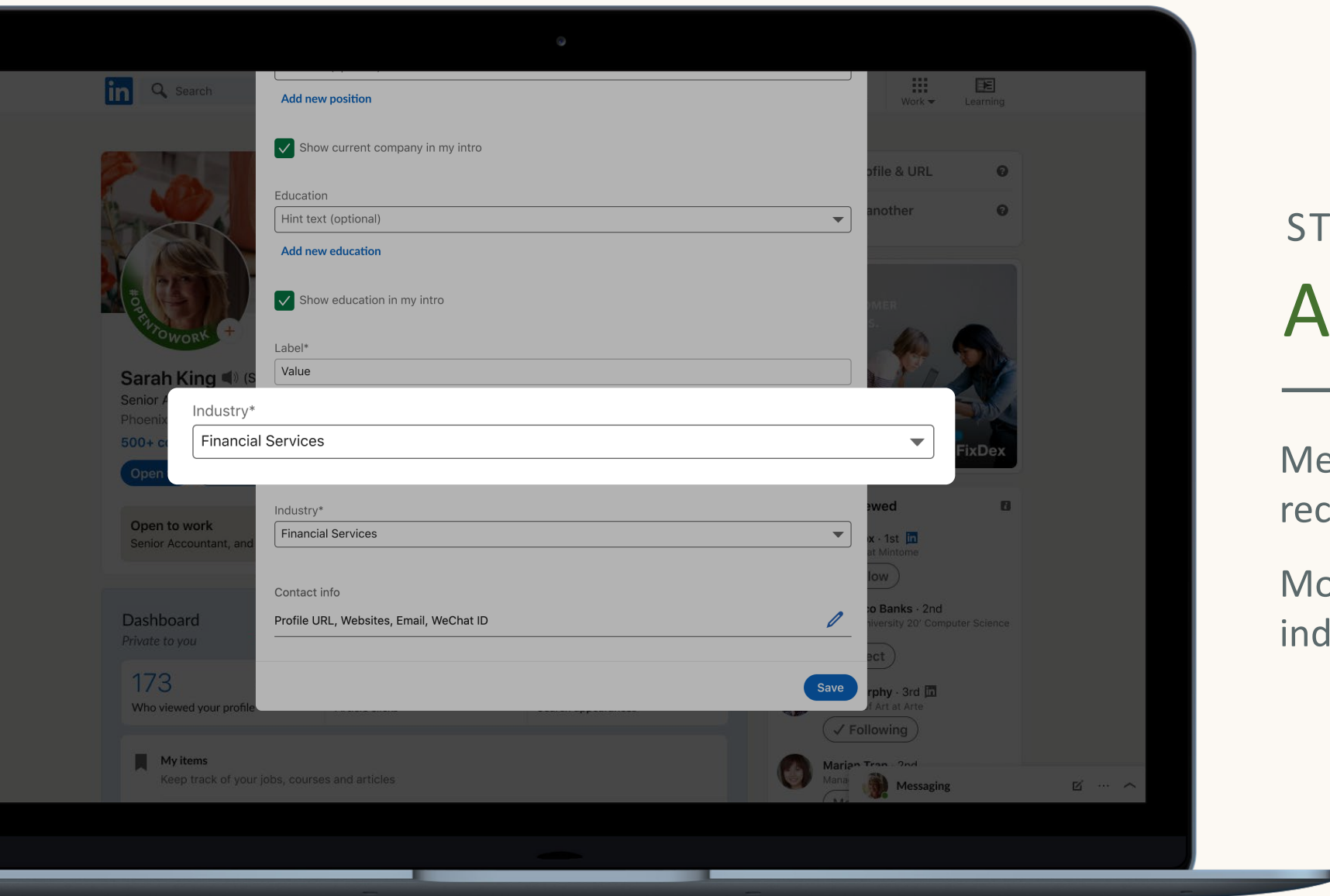
Create your Profile Video

30-sec video introducing yourself.

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

Leverage prompts to get started

Track viewer analytics

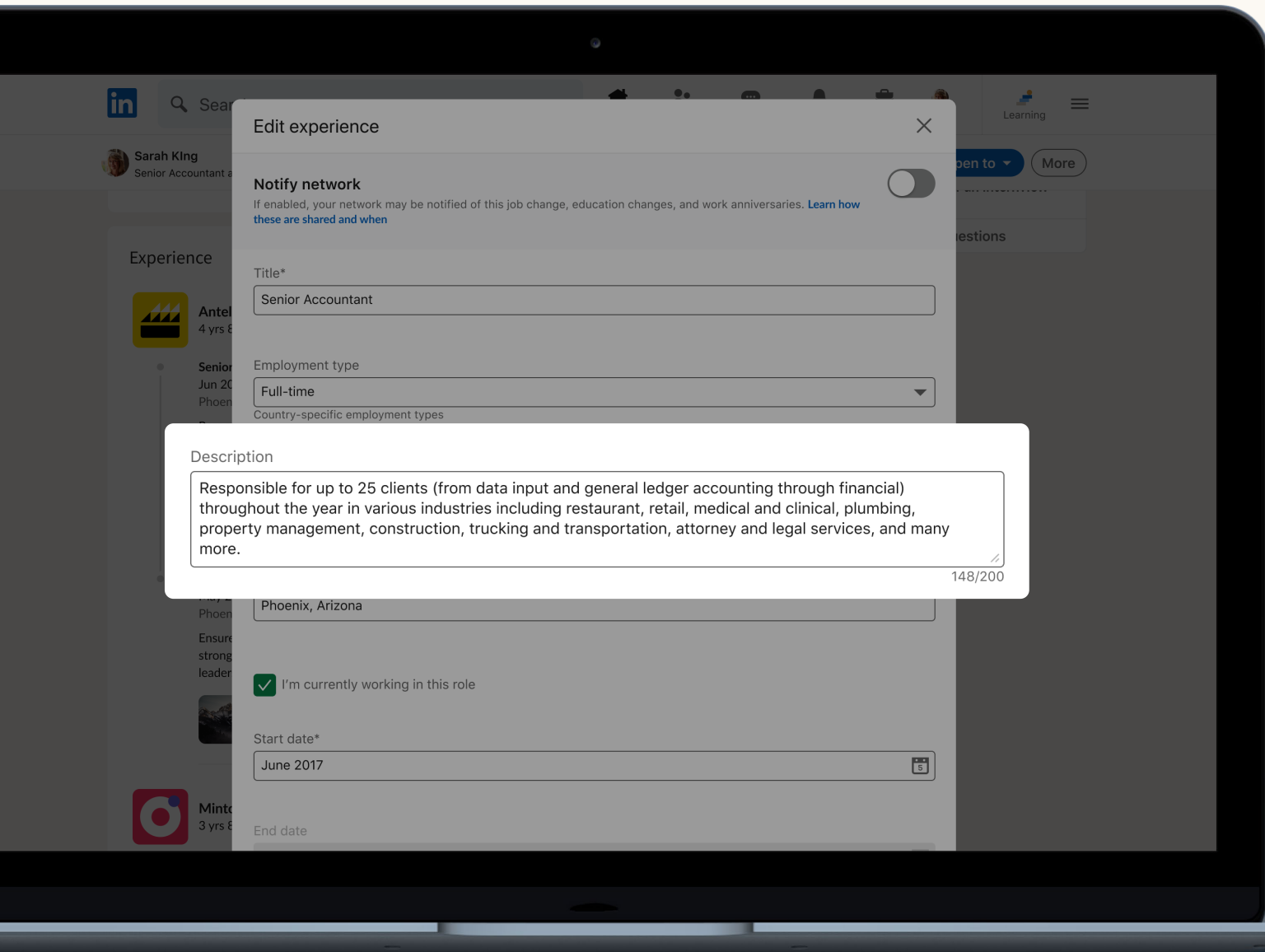


STEP 5

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.



STEP 8

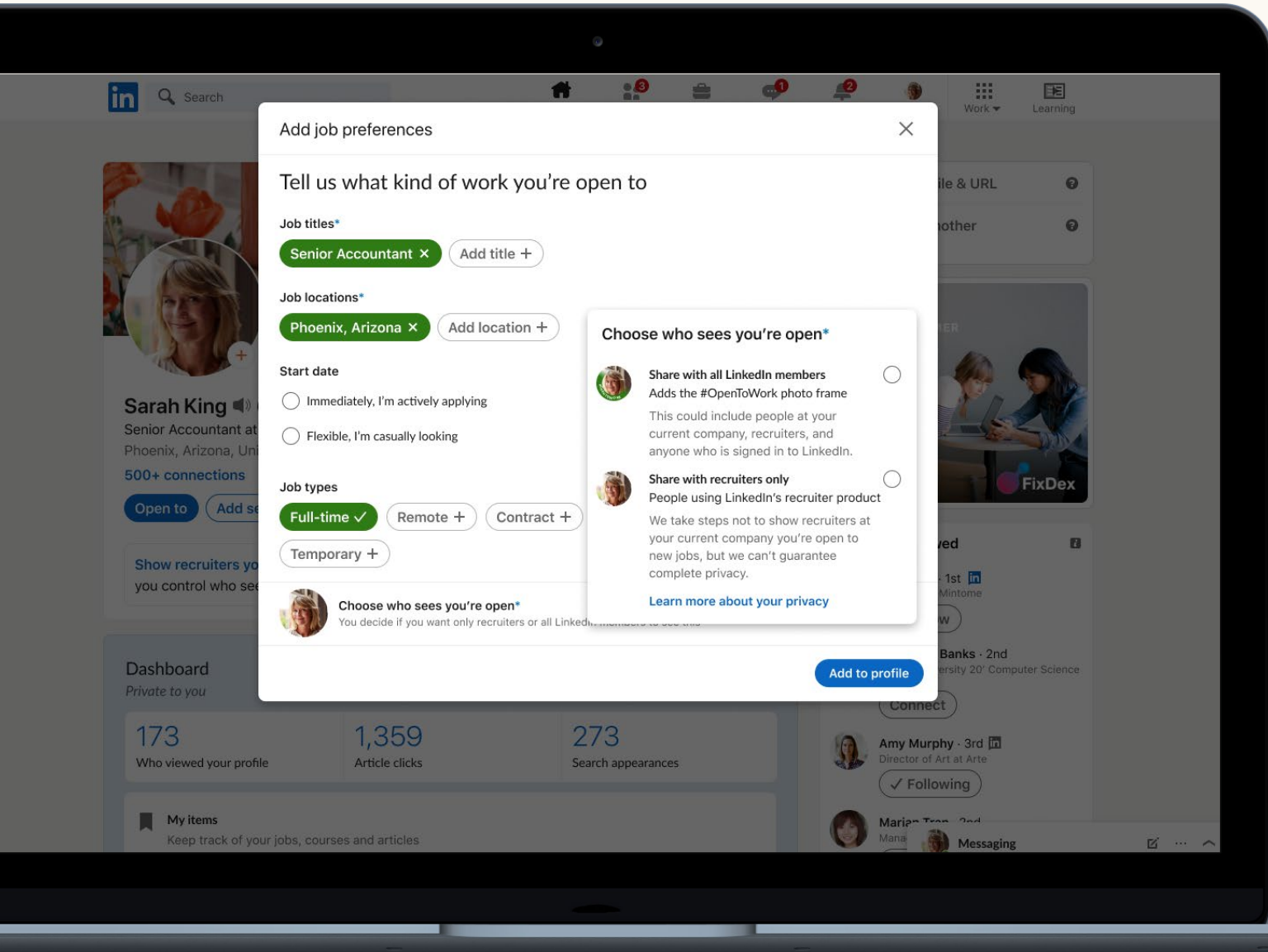
Detail your work experience

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

5x more connection requests

8x more Profile views

10x more messages



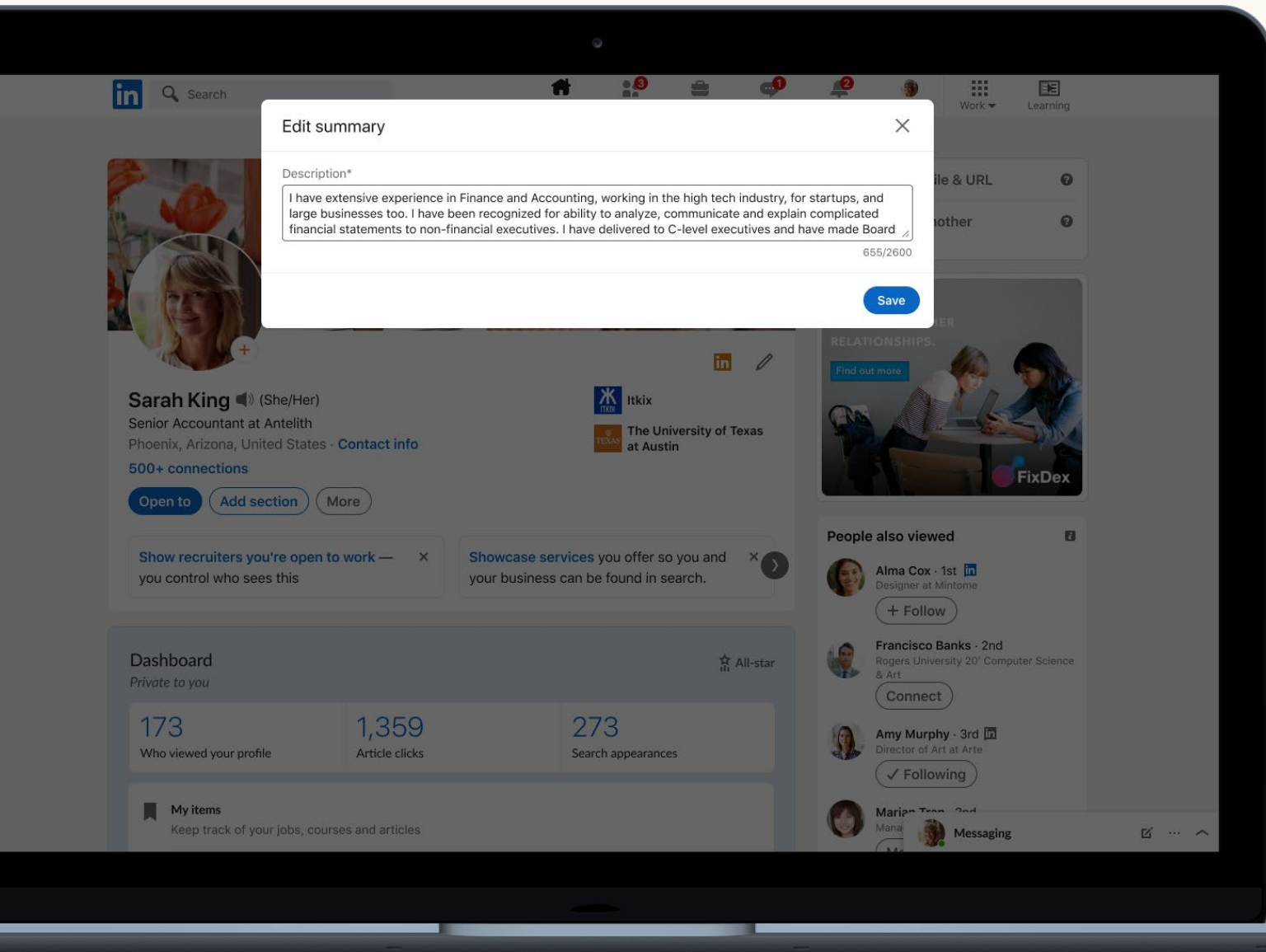
STEP 6

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.



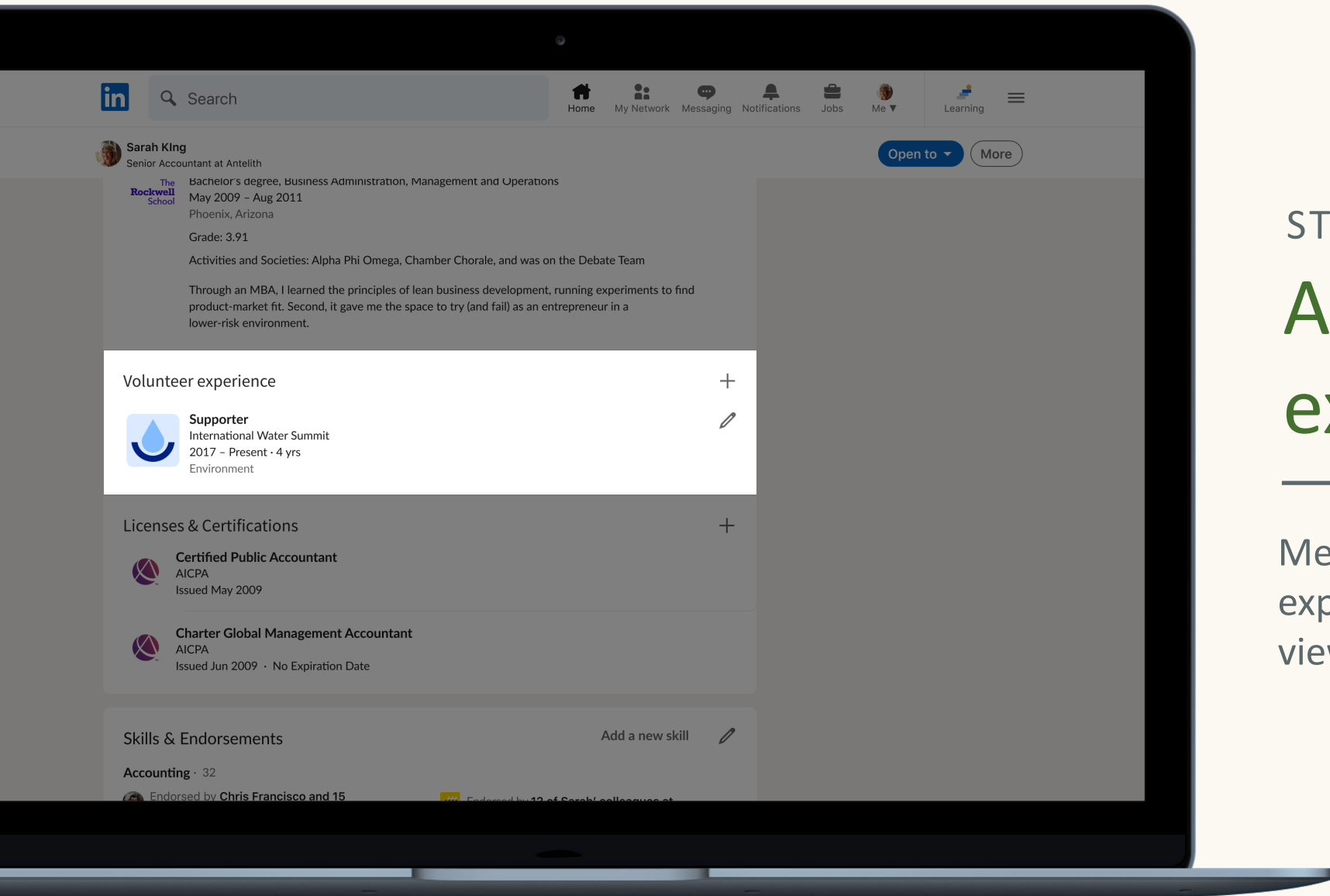
STEP 7

Draft a compelling summary

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

Focus on career accomplishments
and aspirations

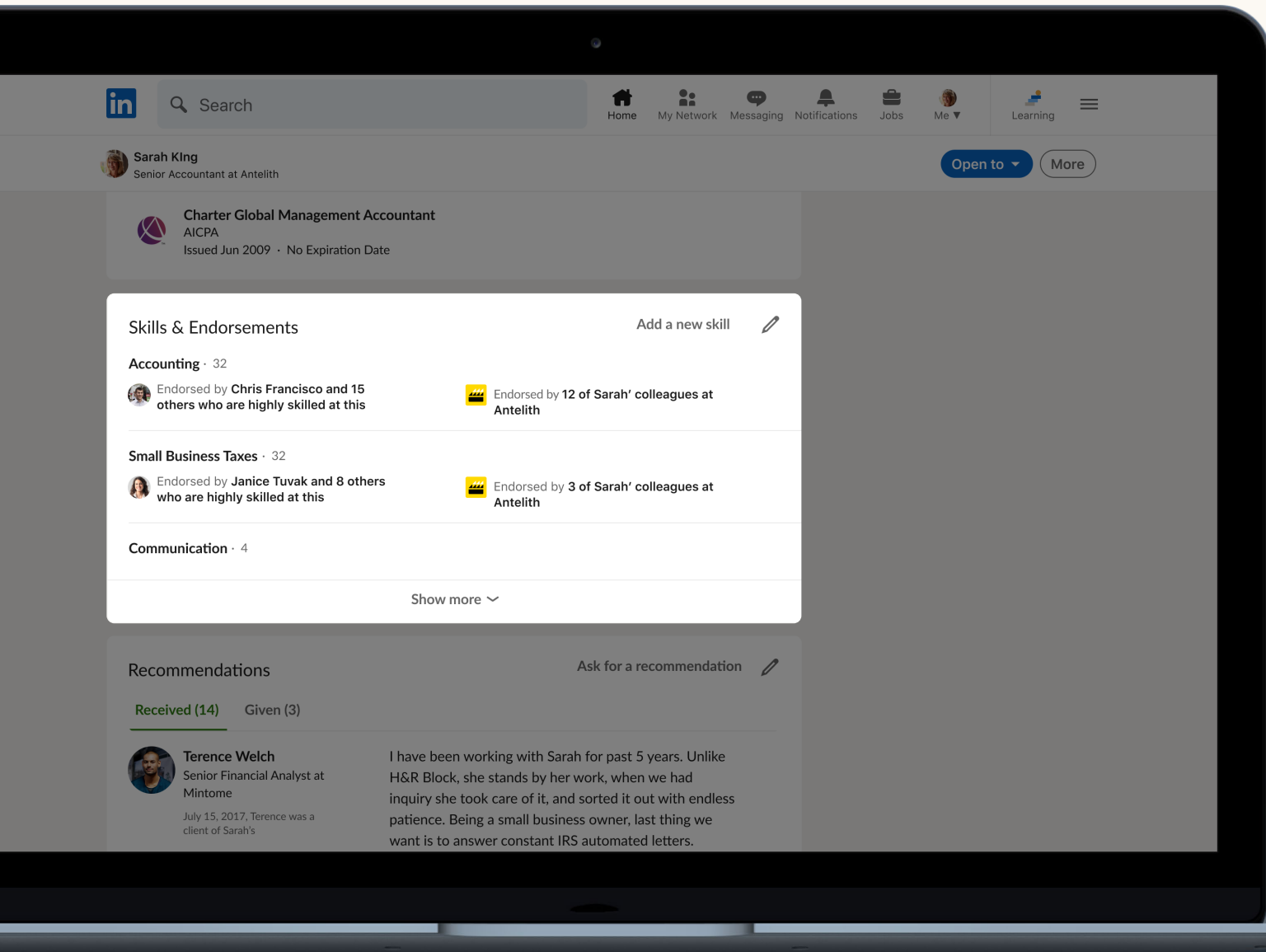
40+ words



STEP 9

Add volunteer experience

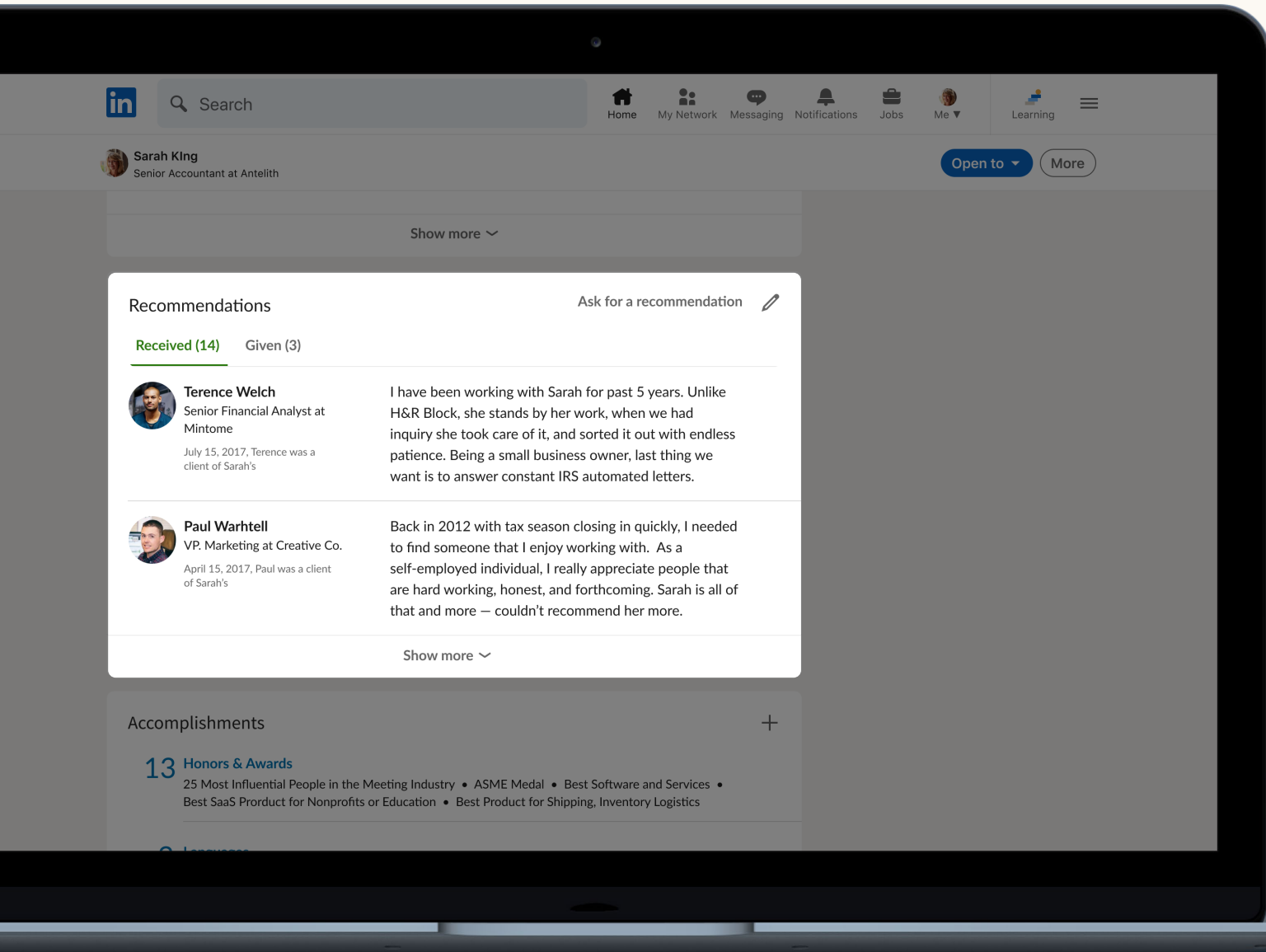
Members who add volunteer experience get up to **6x** more Profile views than those without



STEP 10

Add skills & get endorsed

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



STEP 11

Request a recommendation

Recommendations help build you credibility and validate your skills

And don't forget about...



Location



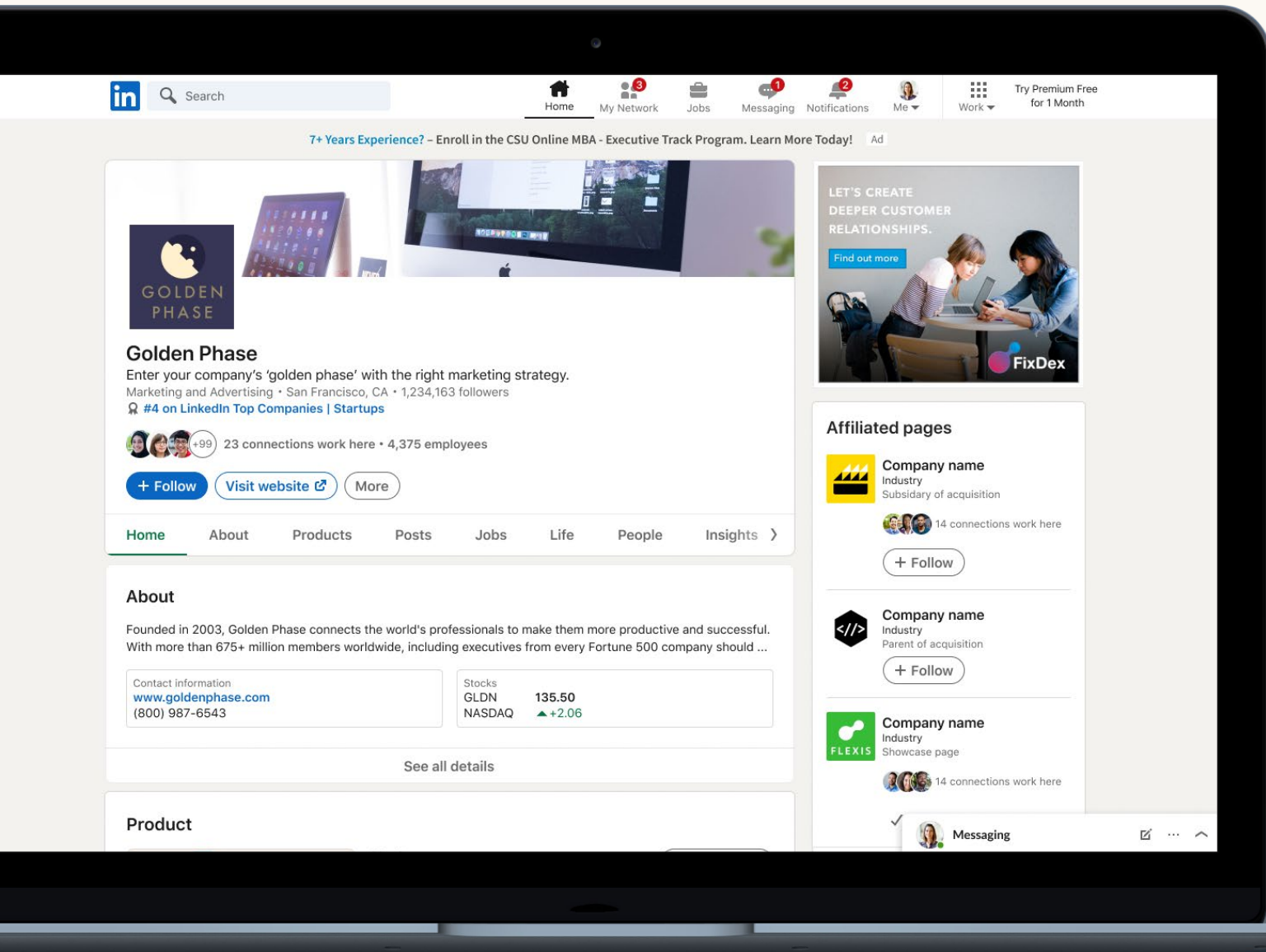
Education



Publications



Accomplishments



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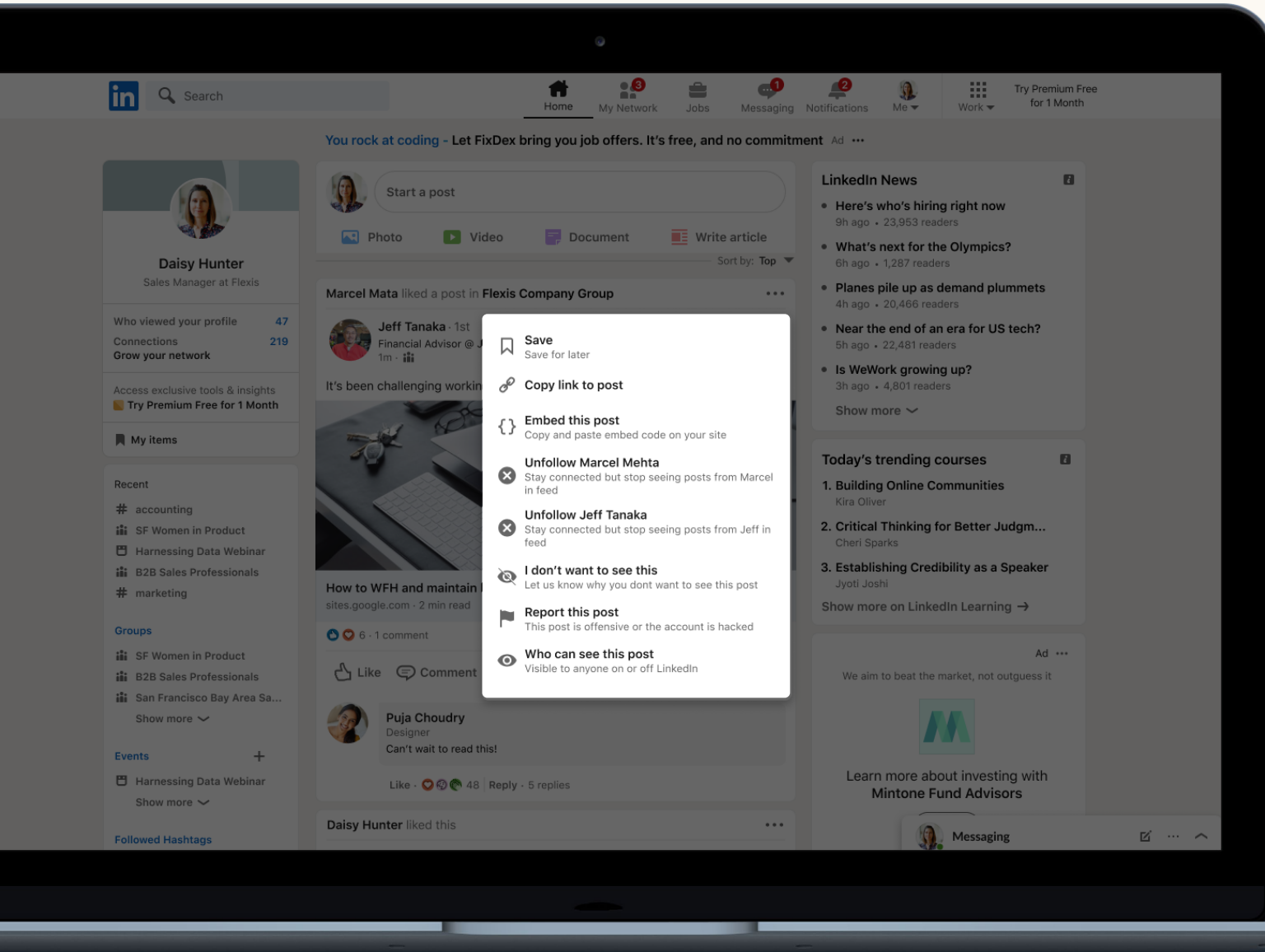
Withdrawn



Messaging

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content and posts
that matter most

Questions?