



AMCP Webinar: LinkedIn

An overview of LinkedIn and the unique features that power the user experience, add value to the platform, and will help you enhance your professional brand.

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Laconic Digital is a creative agency focused on Social Media Management and Visual Content Development. Consumers are driving digital innovation and experience at a rate that most brands find it difficult to keep up with. We provide you with insight and strategies that are being used by some of the top global brands so that you can stay competitive in the digital marketplace.



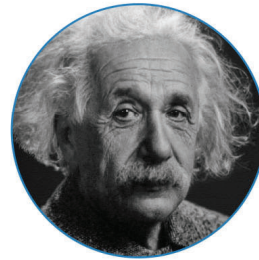
Webinar Overview



Why LinkedIn?



Understanding the Basics



Advanced Features

Why LinkedIn?



It's all about staying connected.



Professional Networking

LinkedIn was built for the purpose of expanding your professional and social network.



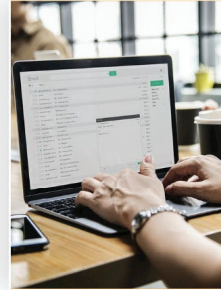
Cultivating Relationships

Establishing meaningful relationships take time; create points of engagement online.



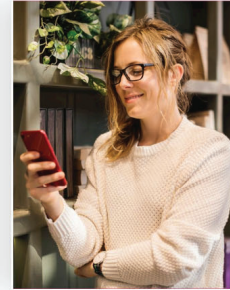
Evolving Professional Database

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Search Visibility

Google typically ranks LinkedIn first when someone is searching for you online.

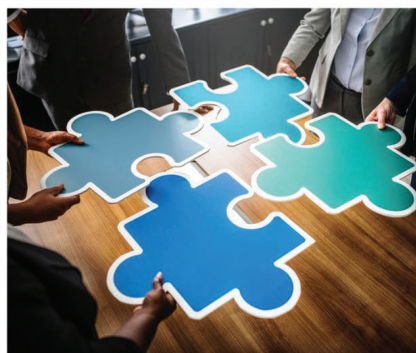


Personal Branding

The platform provides a great opportunity to develop your voice and highlight your professional strengths.



Understanding the Basics



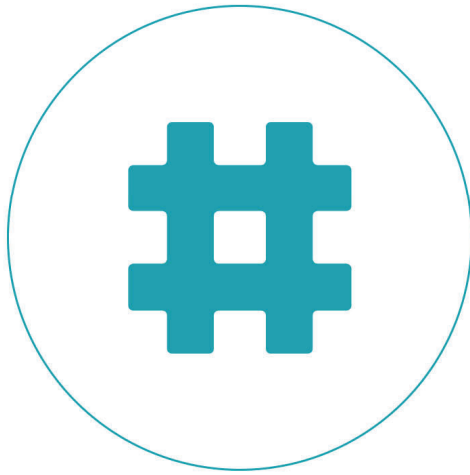
Joining the LinkedIn Community

- 1 Create a Profile**
Similar to other social profiles, you'll need to include some basic personal and contact information to get started.
- 2 Add a Photo and Background Image**
These simple visuals help you stand out and add character to your profile.
- 3 Personalize Your Headline**
Limited to 120 characters, this one liner provides a glimpse into who you are and what you do.
- 4 Highlight Your Skills and Interest in a Summary**
Create a short professional biography or brief areas of interest that viewers can use to learn more about you.
- 5 Complete Work Experience and Education**
These sections allow you to highlight all relevant work experience and academic accomplishments that made you the All-Star you are today!
- 6 Include Skills and Endorsements**
A list of promoted skills that users can view and endorse you as a subject matter expert.
- 7 Review Additional Profile Sections**
From certificates to spoken foreign languages, there are many unique areas of your profile that can be completed to provide the best overall representation of you!
- 8 Engage with Your Community**
Like, comment and share content you enjoy on LinkedIn. This provides a simple point of engagement for your colleagues.

Advanced Features



Advanced Features



Hashtags

This is a great way to connect and start conversations around shared interests or events. They are often used in the body or at the end of your posts and can be created or contributed to at any time.

Advanced Features



Personalize Profile URL

Similar to any website address, your personalized URL is a unique way for colleagues to find and connect with you on LinkedIn. Adding this URL to areas such as your email signature block is a great way for your contacts to quickly navigate to your profile.

Advanced Features



Mixed Media Content

You can add a variety of mixed media to your profile such as publications, PDFs, presentations, photos or videos that will be highlighted at the top of your LinkedIn page. Similar content can also be added within each section of your professional experience to promote various works of interest.

Advanced Features



Quick Resume / One Click Job Applications

LinkedIn makes it easy for you to export a basic resume and apply to new opportunities on their platform. The more comprehensive your profile is, the more accurate your exported resume will highlight your distinct skill set and expertise.

Advanced Features



Export Connections

After growing your network over time, you may have a need to export and organize the data of your connections. Although this feature is not prominently displayed, you can easily transfer the contact information of your connections.

Advanced Features



Mobile - Find Nearby

This is a great interactive feature that helps potential connections nearby find each other quickly on LinkedIn.

Advanced Features



Mobile - QR Code

LinkedIn provides each user with a unique QR code that can be used to send potential connections directly to your profile page.

Advanced Features



Join Groups! Ahem, AMCP!

LinkedIn Groups exist as another way to join up with people who share common business interests. Locally, nationally, or globally, there are Groups around both broad and niche topics where you can exchange ideas, ask questions, and stay involved and connected to people based on wanting to learn more about specific topics.

Thank you!

