



Welcome to Rock Your Profile

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

OUR VISION

Create economic opportunity
for every member of the
global workforce

Why LinkedIn?



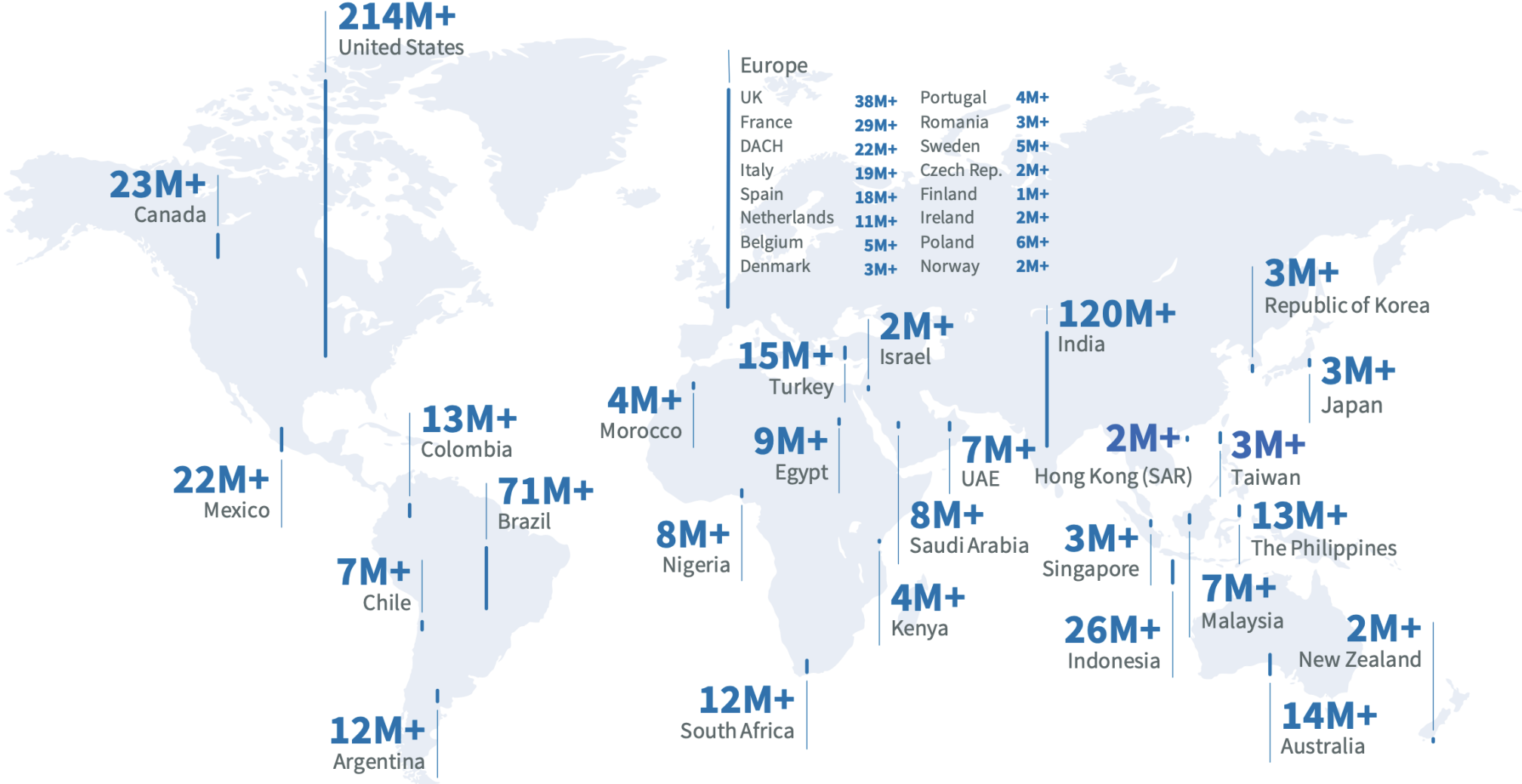
OUR VALUE PROPOSITION

Connect to opportunity

THE ECONOMIC GRAPH



More than 1 billion members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings

Talent pool

239 Recruiter search

Post a job

Recommended matches

+ Add a candidate

Spotlights 

+

Job titles

+

Locations

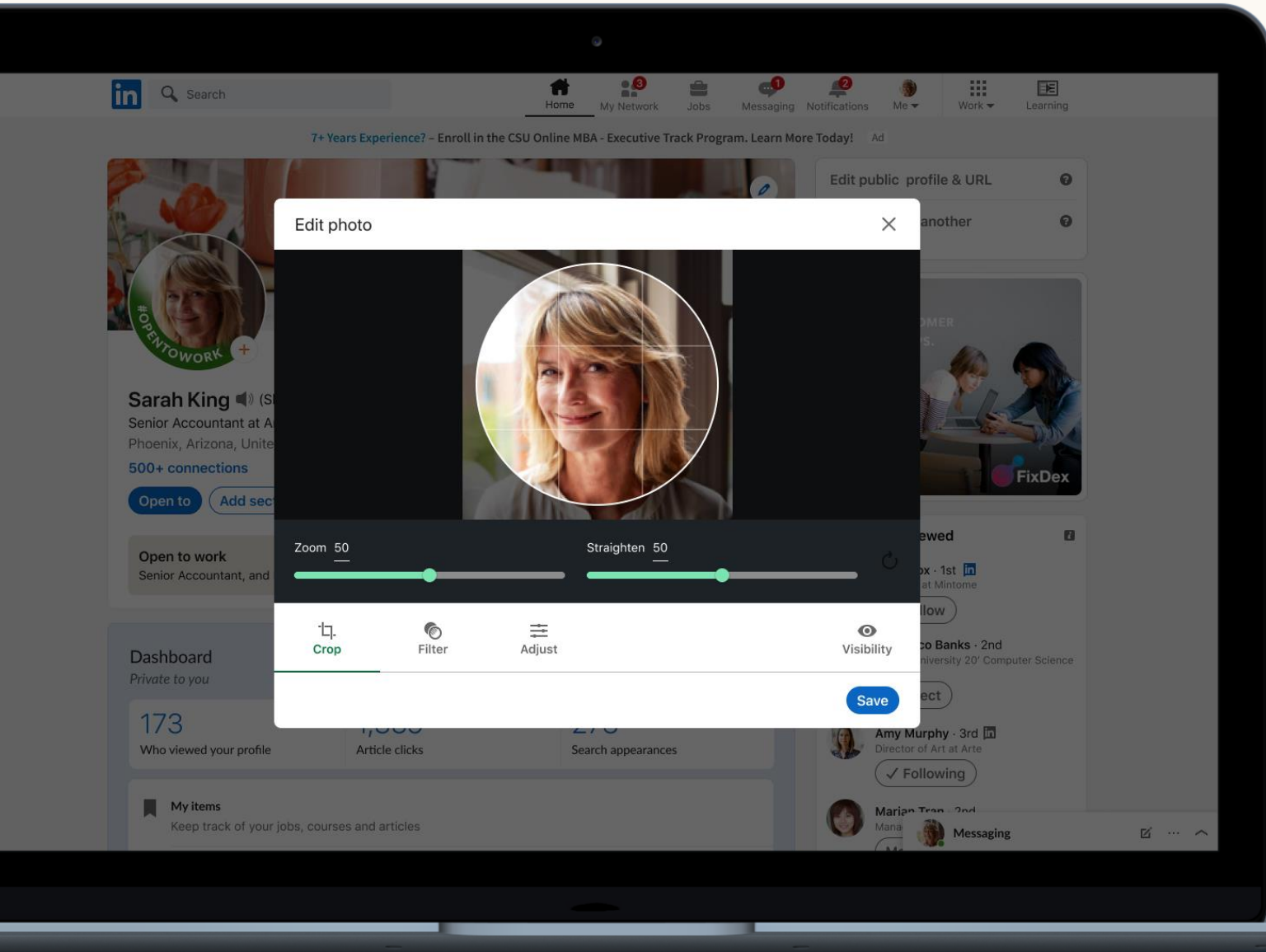
+

Skills

+

Your profile,
your story





STEP 1

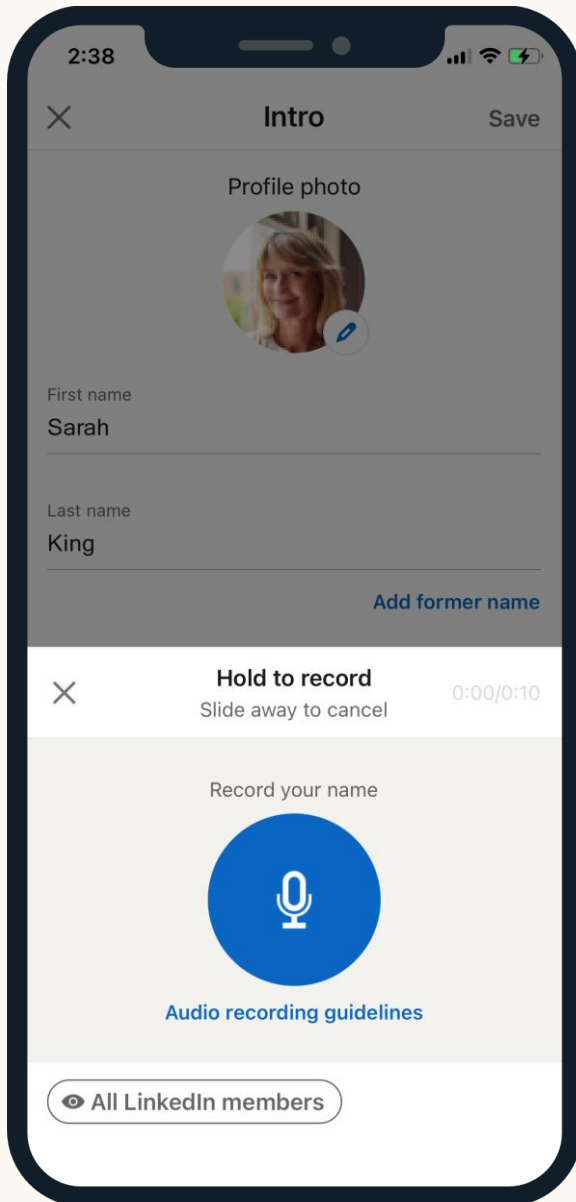
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages



STEP 2

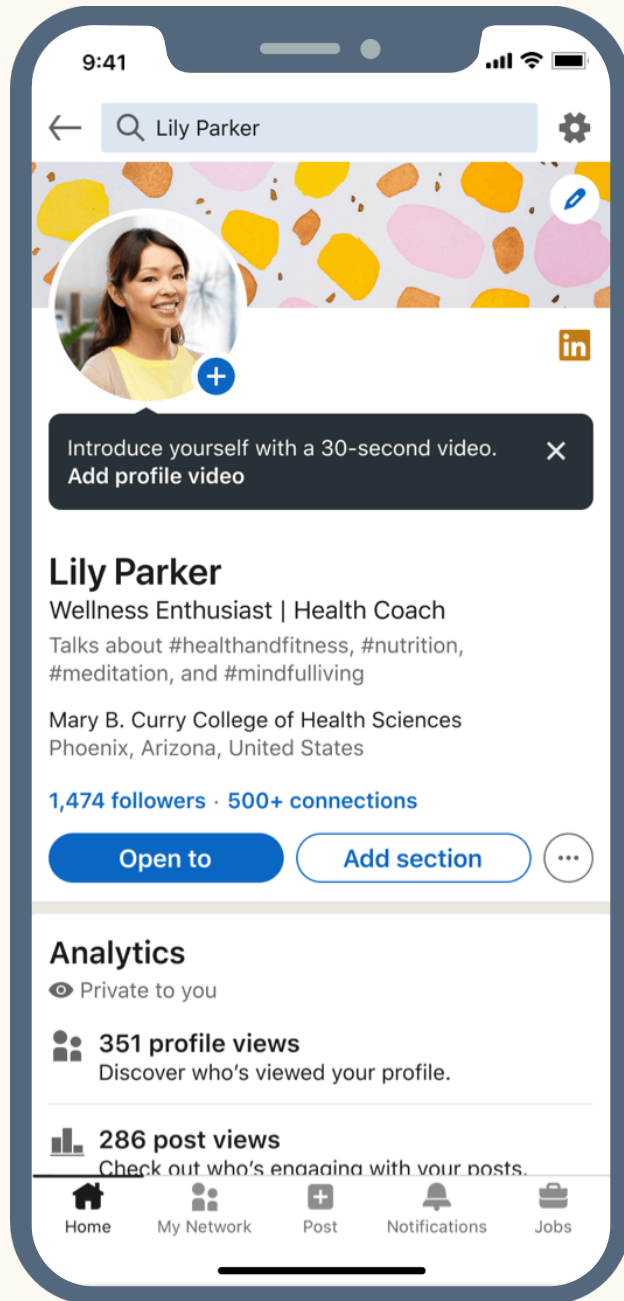
Record Your Name

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

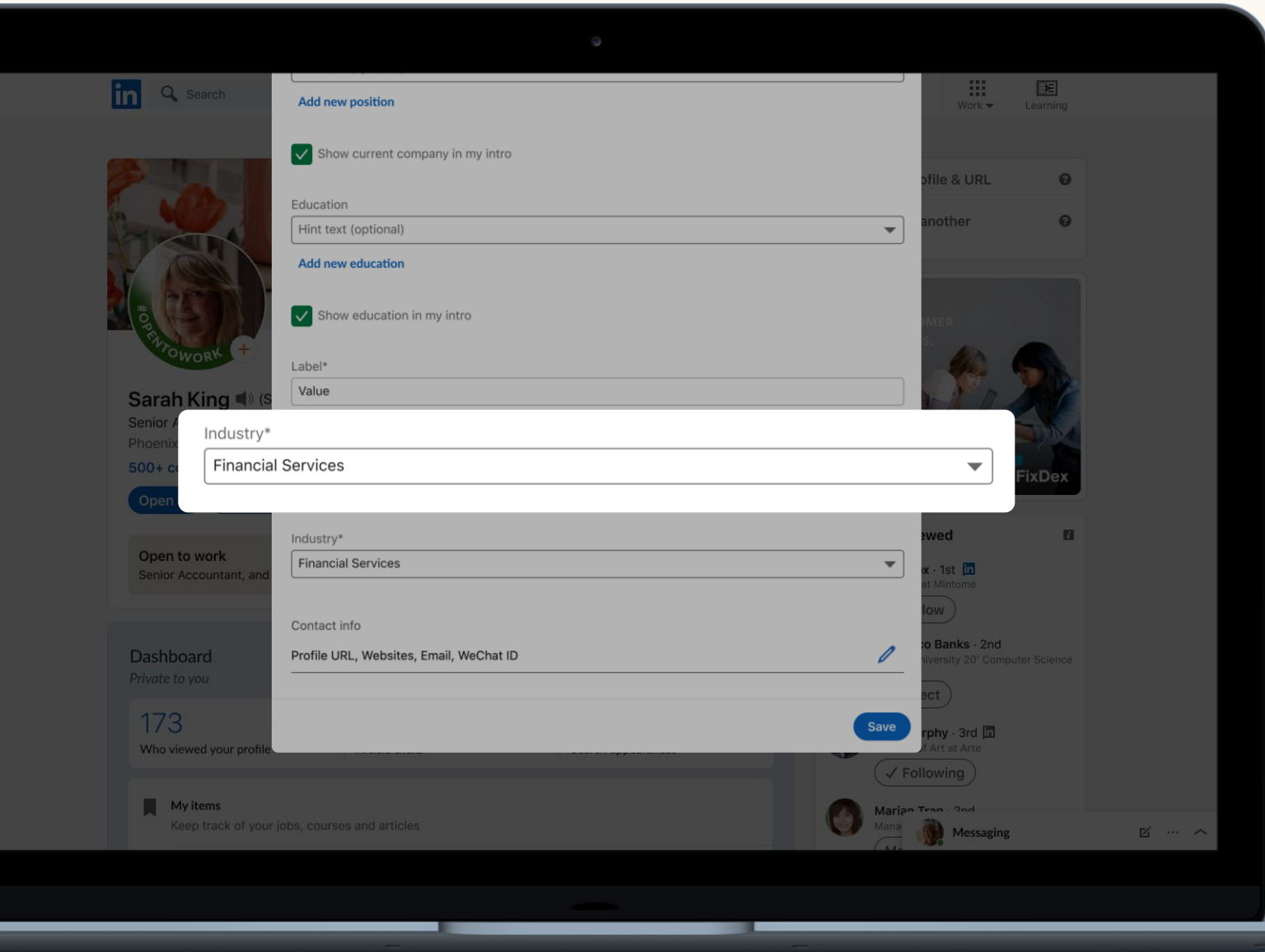
Create your Profile Video

30-sec video introducing yourself.

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

Leverage prompts to get started

Track viewer analytics

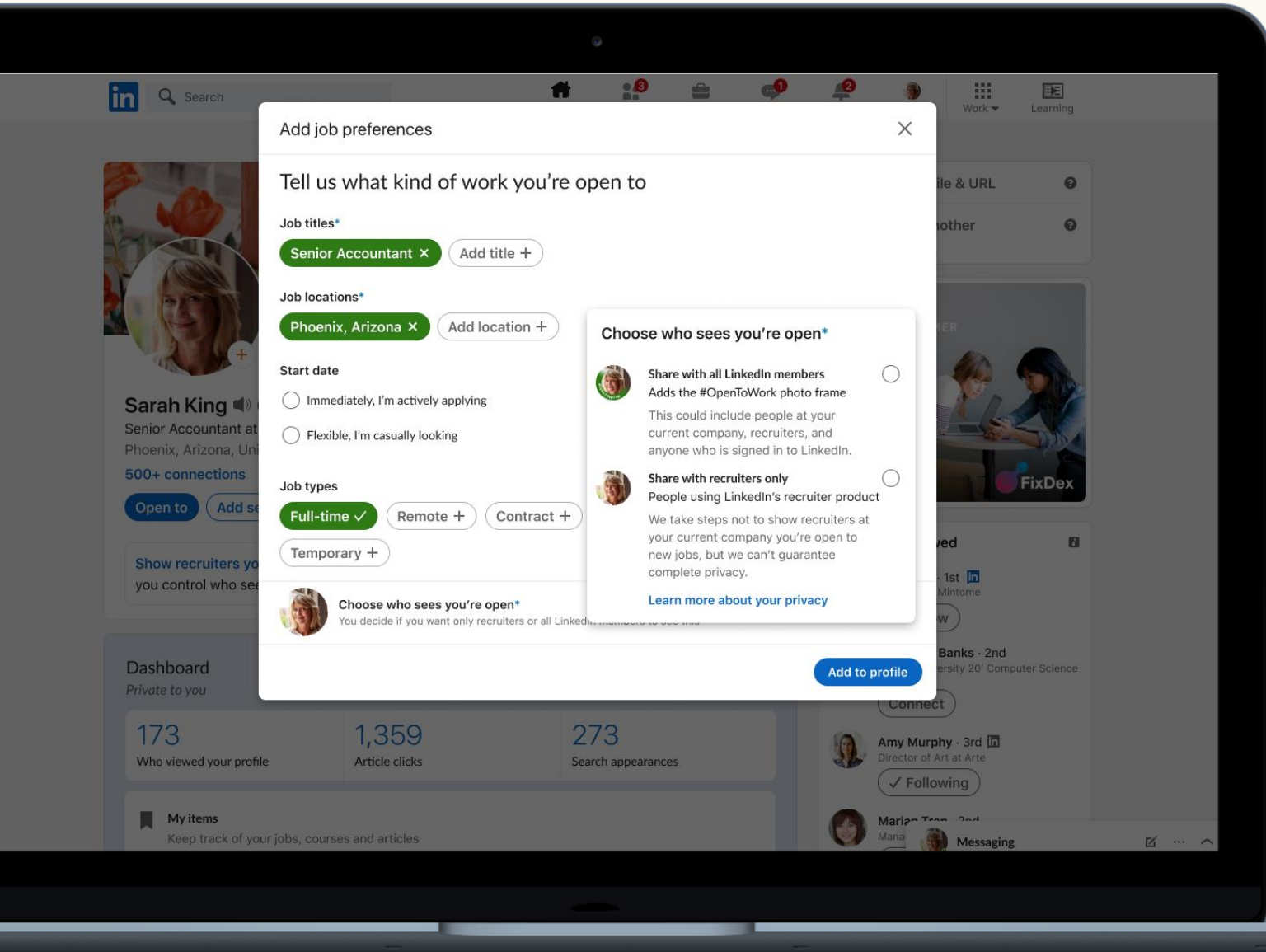


STEP 4

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.



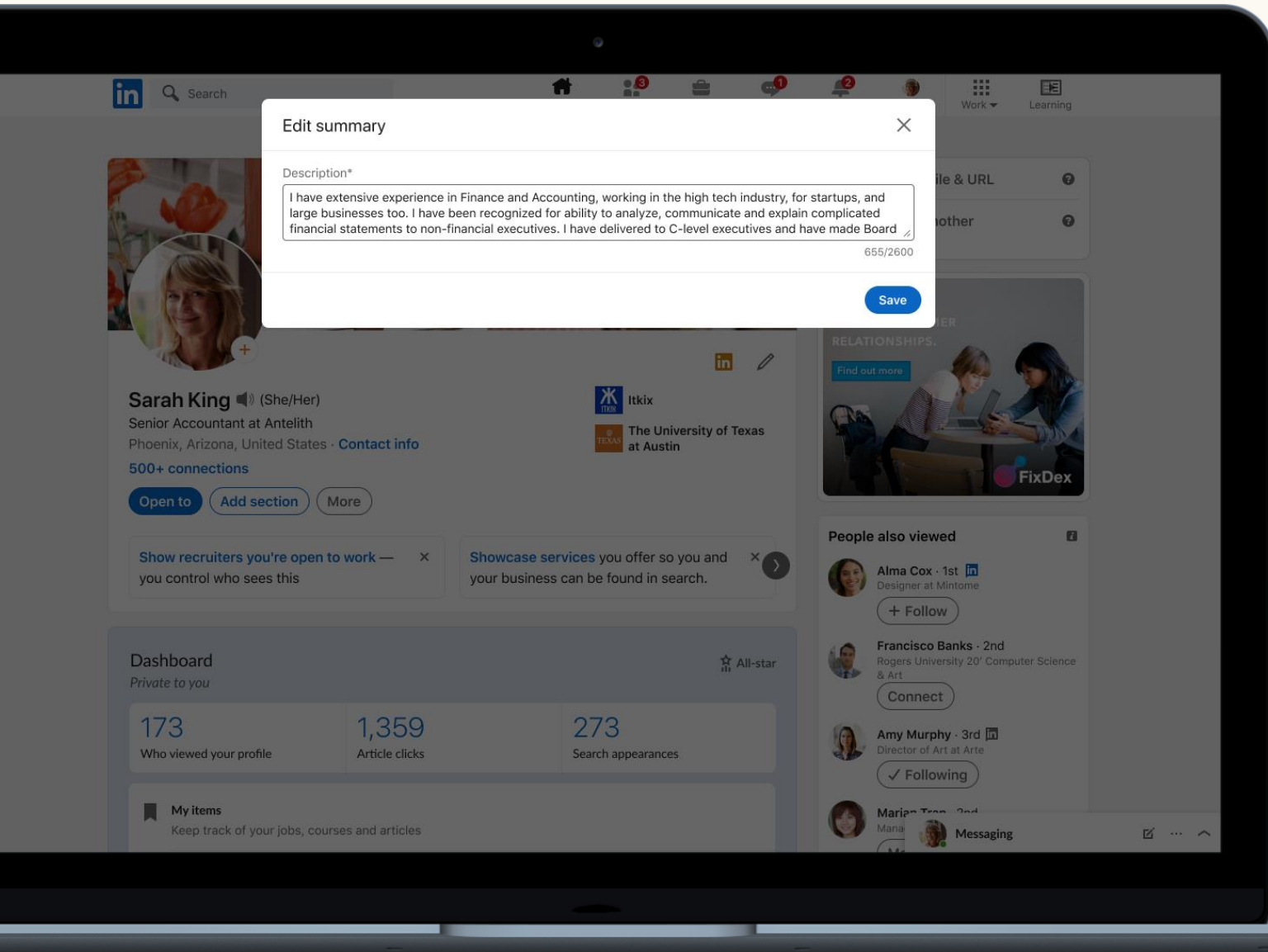
STEP 5

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.



Edit summary [X]

Description*

I have extensive experience in Finance and Accounting, working in the high tech industry, for startups, and large businesses too. I have been recognized for ability to analyze, communicate and explain complicated financial statements to non-financial executives. I have delivered to C-level executives and have made Board

655/2600

Save

STEP 6

Draft a compelling summary

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

Focus on career accomplishments
and aspirations

40+ words



Connect to opportunity with LinkedIn - [LinkedIn](#) Tutorial

From the course: [Rock Your LinkedIn Profile](#)

Transcripts

[View Offline](#)

Connect to opportunity with LinkedIn

“ - You have a story. Whether you're just starting out in your career, taking it to the next level, or simply pivoting to something new, your LinkedIn profile can help you bring your story to life. In this course, I'll help you explore how to build a profile that tells a story of your career journey. My name is Lauren Jolda. I've spent over six years working at LinkedIn where I've built a career in learning and development. I currently lead LinkedIn's Rocket Profile program, a global program

Contents

Introduction ^

- ▶ [Connect to opportunity with LinkedIn](#)
1m 11s
- ▶ [What to know before getting started](#)
37s

1. Your Profile, Your Story v

2. Profile Photo, Headline, and Industry v

3. Profile Summary v

4. Experience v

5. Skills, Endorsements, and Recommendations v

Conclusion v

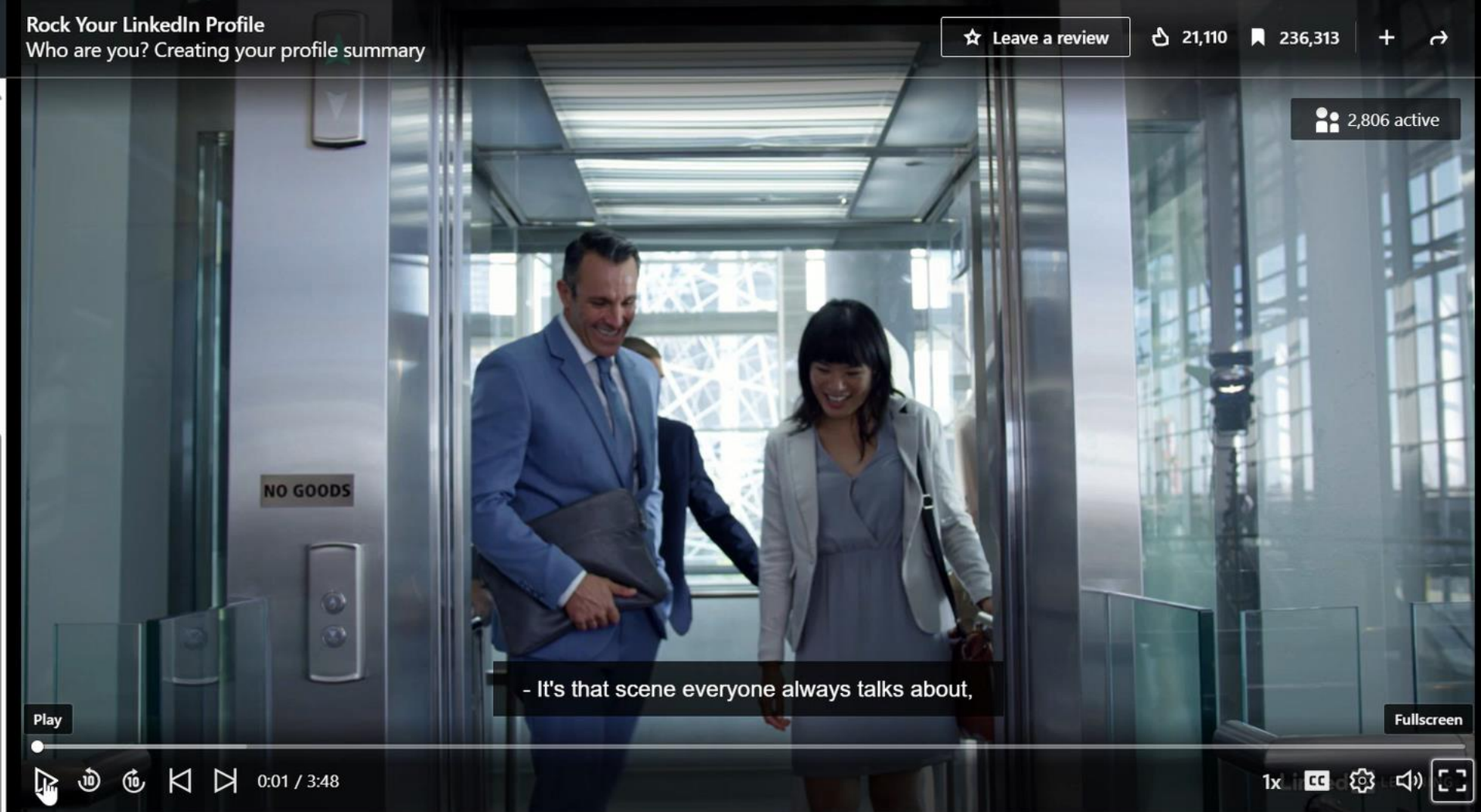


👥 2,806 active

- 4m 58s
- ✓ Keep your industry and location current 3m 39s
- Show you're open to work 3m 42s
- Add your pronouns 1m 41s
- Activate creator mode 4m 19s
- Chapter Quiz 6 questions
- 3. Profile Summary**
- ✓ Who are you? Creating your profile summary 3m 48s
- ✓ Take action: Create a summary that introduces you 4m 18s
- Showcase work you're proud of: Adding featured content 4m 54s
- Chapter Quiz 3 questions

4. Experience

- ✓ Showcase your accomplishments with work experience 4m 7s
- ✓ Take action: Craft your work experience 4m 11s



Play

0:01 / 3:48

Fullscreen

Overview

Q&A

Notebook

Transcript

INSTRUCTOR

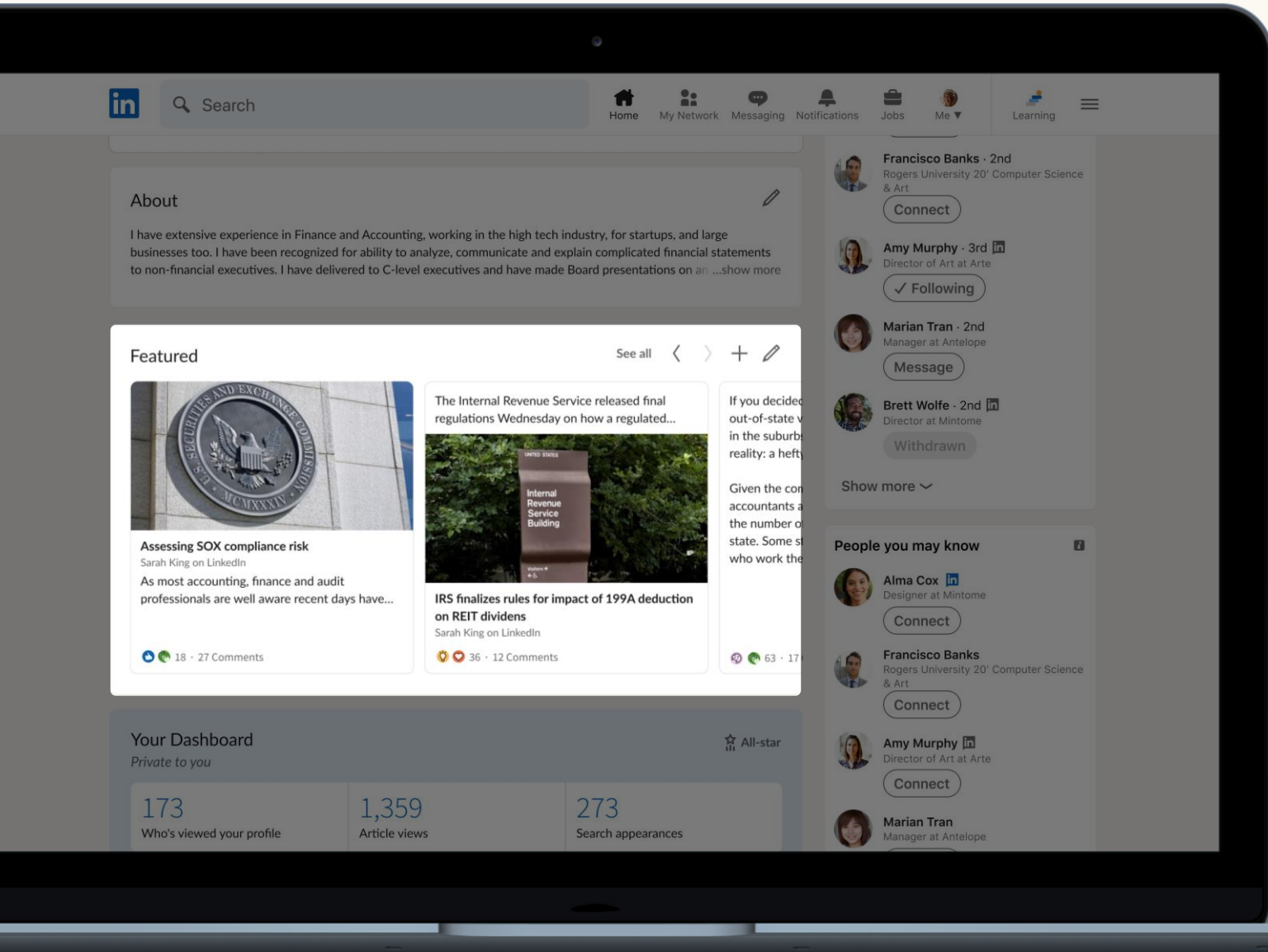


Lauren Jolda
LinkedIn Program Manager and Rock Your Profile Program Leader

✓ Following on LinkedIn

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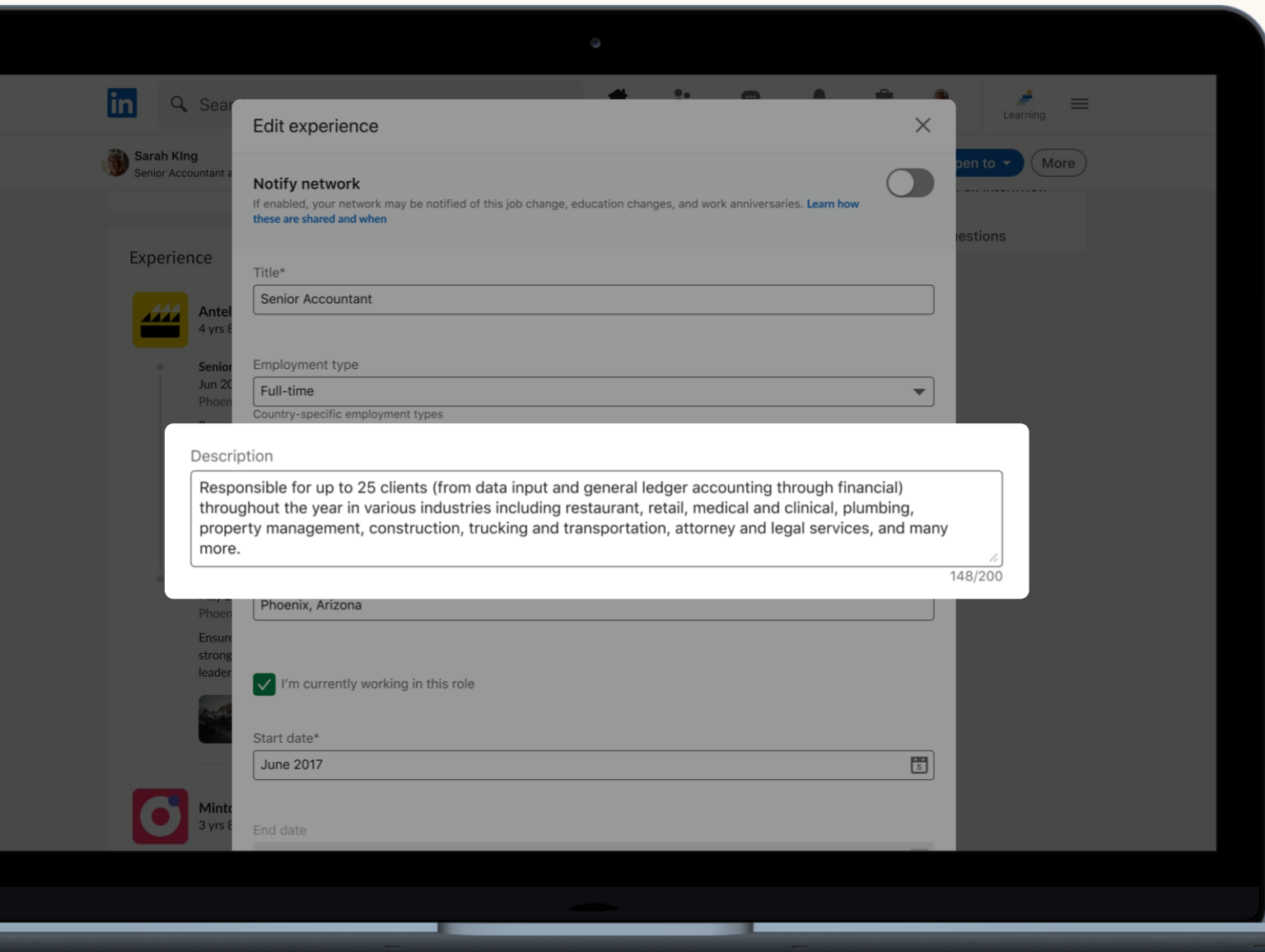


STEP 7

Feature Content

Bring your story to life by pinning rich media content you're proud of to your 'Featured' section

Don't forget to feature rich media content throughout your profile



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

Rock Your LinkedIn Profile
Take action: Craft your work experience

★ Leave a review

👍 21,116 📄 236,596 + ↗

👤 2,884 active

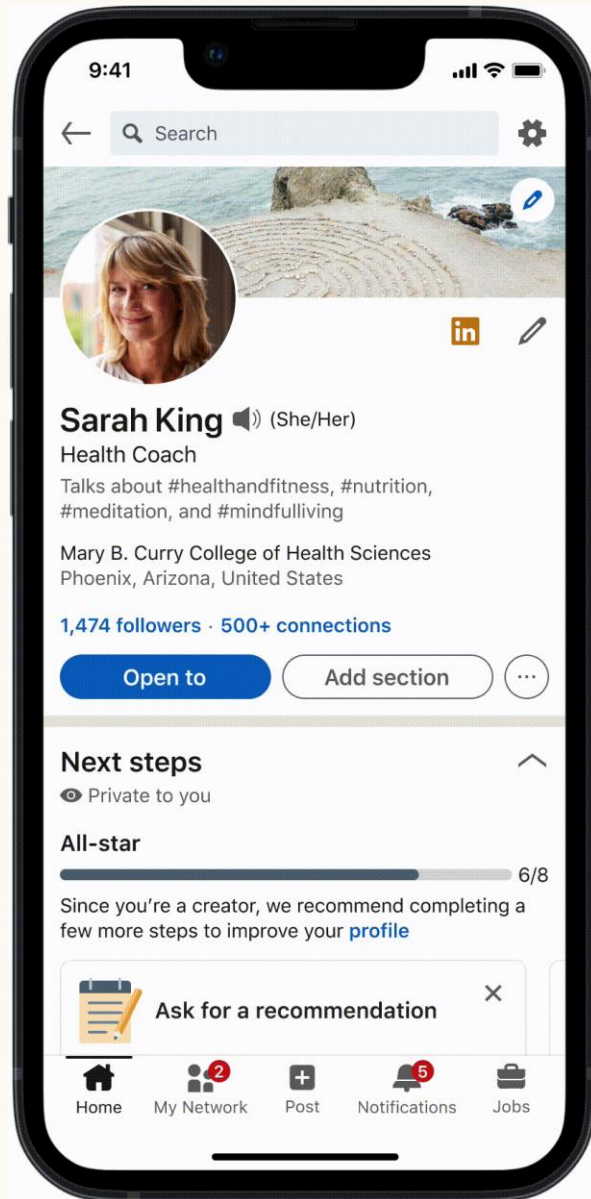


Play

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LinkedIn LEARNING

1x 📄 ⚙️ 🔊 🗉



STEP 9

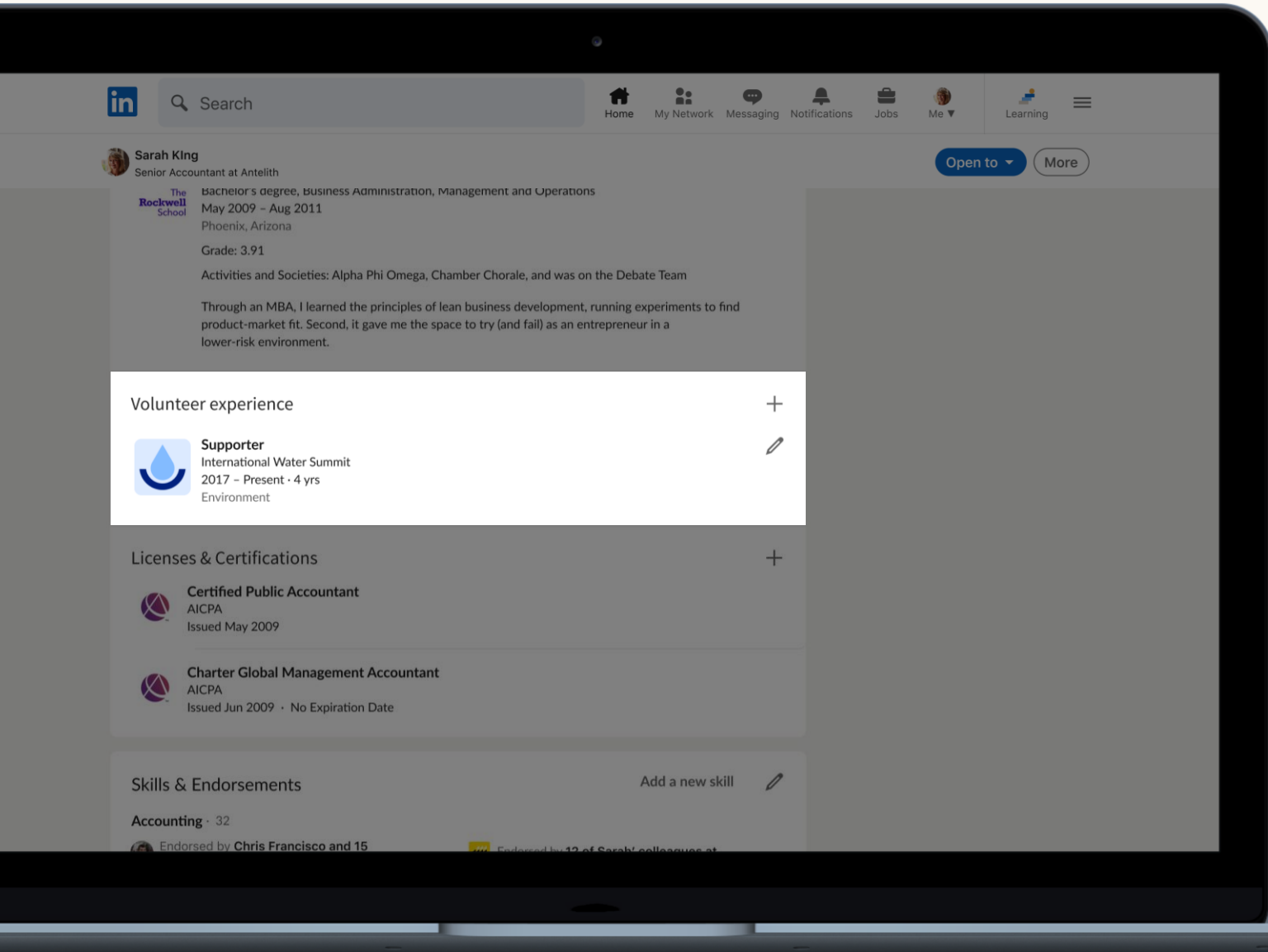
Add a career break

Add break type & details

Highlight new experiences or skills learned during your break

Feature in 'about' section & 'profile video' to tie into your overall story

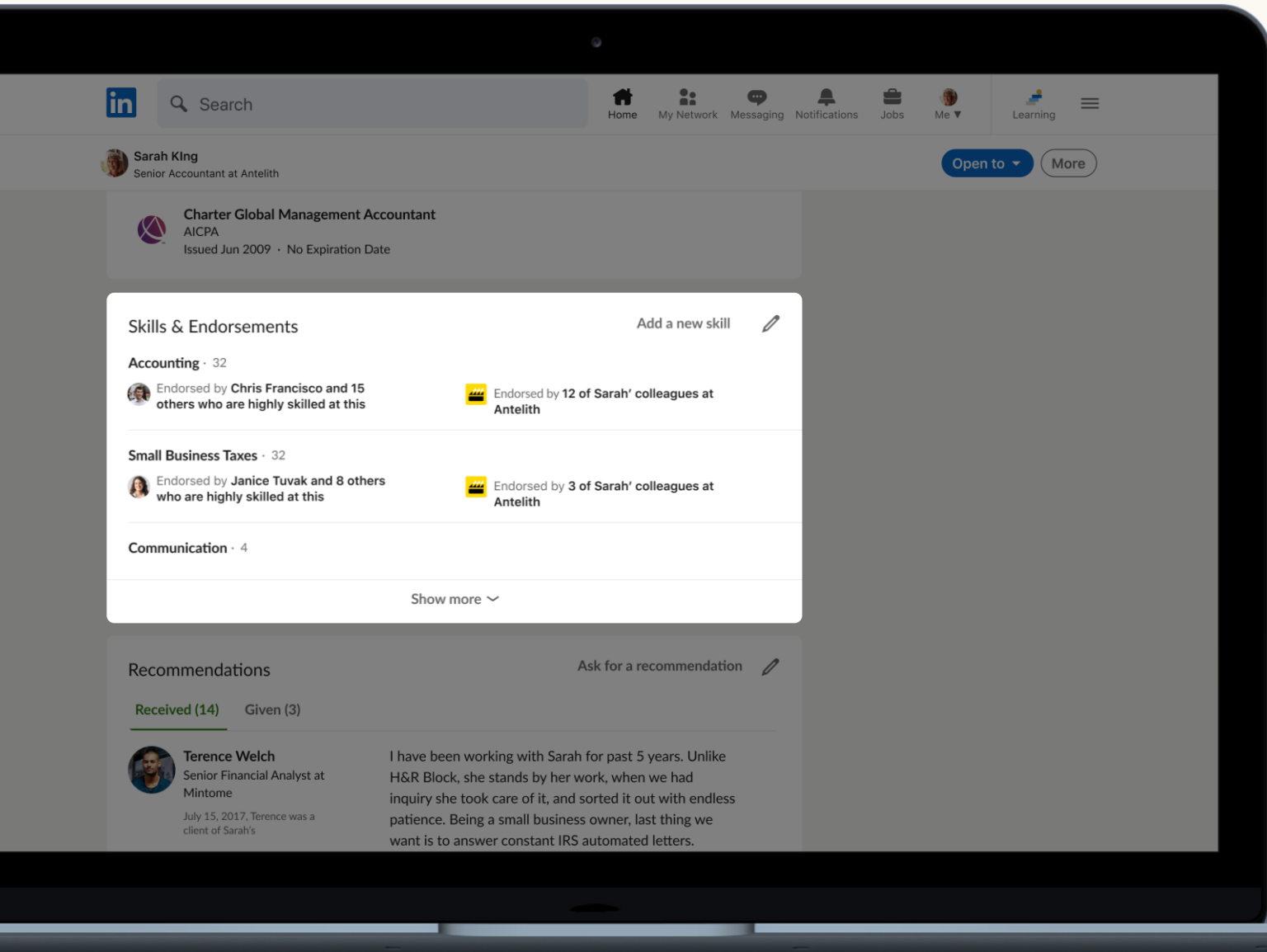
51% of hiring managers are more likely to contact you



STEP 10

Add volunteer experience

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



STEP 11

Add skills & get endorsed

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

SELECT YOUR CITY

Greater Toronto Area, Canada, Canada

ENTER A JOB

Food Server

SORT

Popularity (high to low)

Skills for Food Server

- Teamwork
- Customer Service
- Food & Beverage
- Social Media
- Communication
- Time Management
- Microsoft Access
- Organization Skills
- Leadership
- Hospitality
- Sales
- Restaurant Management
- Public Speaking
- Marketing
- Event Planning
- Catering
- Waiting Tables
- Research
- Adobe Photoshop
- Problem Solving

14 job matches in Canada for Food Server.

Salesperson

Match: 67%

Skills Overlap

Food Server Salesperson



+11 unique skills to each

Skills To Build

- Retail
- Sales Management
- Negotiation
- Customer Satisfaction
- Retail Sales

Popularity



Transitioning to Salesperson from Food Server is common

Find Jobs on LinkedIn

Find Connections on LinkedIn

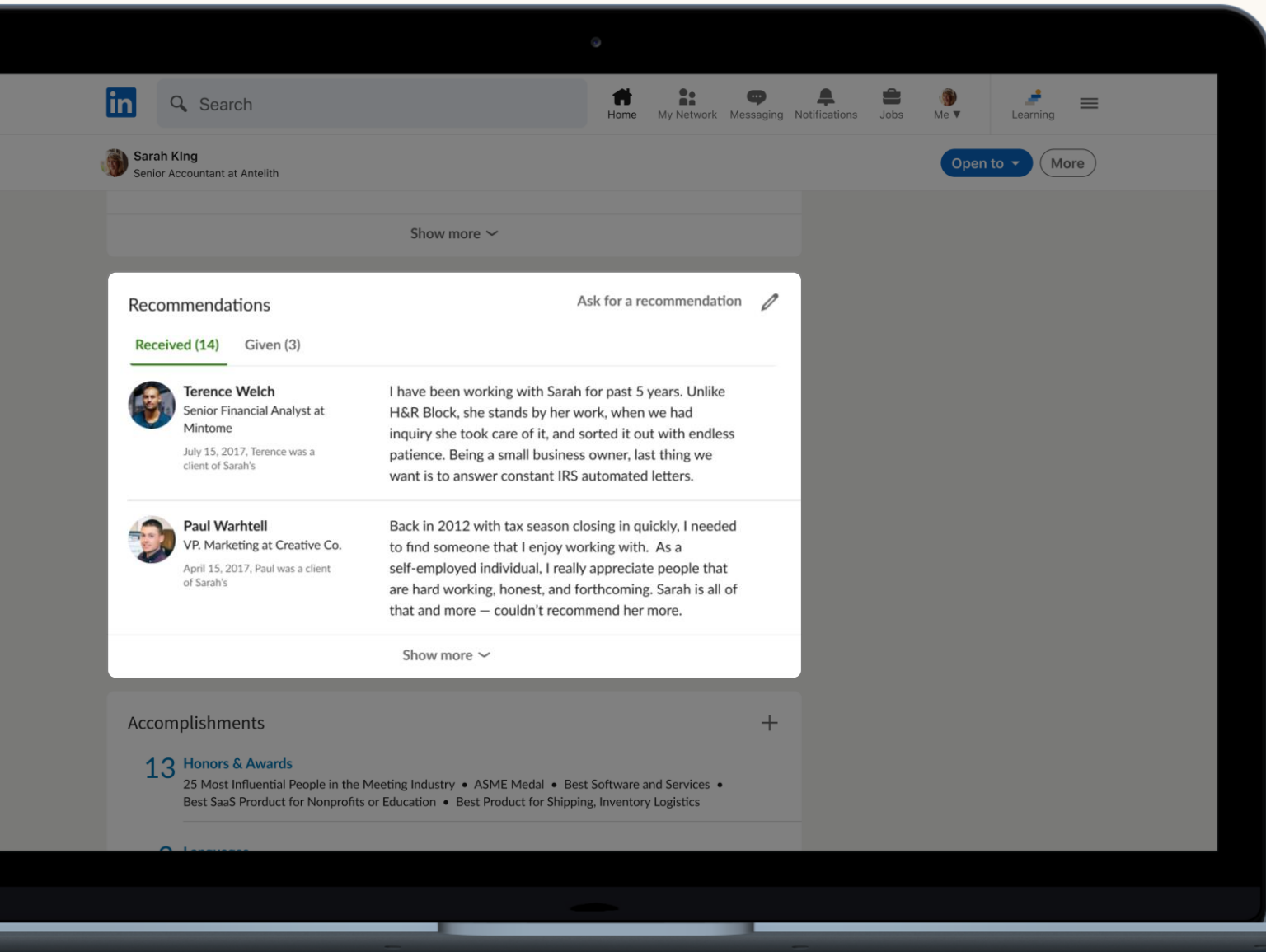
Customer Service Representative

Match: 81%

Skills Overlap

Skills To Build

Popularity



STEP 12

Request a recommendation

Recommendations help build your credibility and validate your skills

And don't forget about...



Location



Education



Publications



Accomplishments

Beyond Your Profile





Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work

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Golden Phase

Enter your company's 'golden phase' with the right marketing strategy.

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#4 on LinkedIn Top Companies | Startups



23 connections work here · 4,375 employees

+ Follow

Visit website

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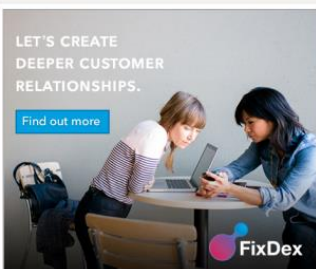
Founded in 2003, Golden Phase connects the world's professionals to make them more productive and successful. With more than 675+ million members worldwide, including executives from every Fortune 500 company should ...

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Product



Affiliated pages



Company name
Industry
Subsidiary of acquisition



14 connections work here

+ Follow



Company name
Industry
Parent of acquisition

+ Follow



Company name
Industry
Showcase page



14 connections work here



Messaging

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Bill Gates · 3rd

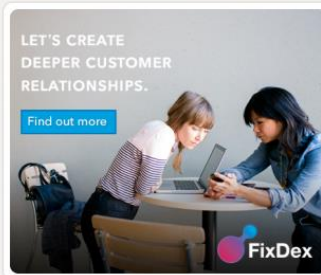
Co-chair, Bill & Melinda Gates Foundation

Seattle, Washington, United States · [Contact info](#)

32,179,600 followers

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Messaging

About

Co-chair of the Bill & Melinda Gates Foundation. Microsoft Co-founder. Voracious reader. Avid traveler. Active blogger.

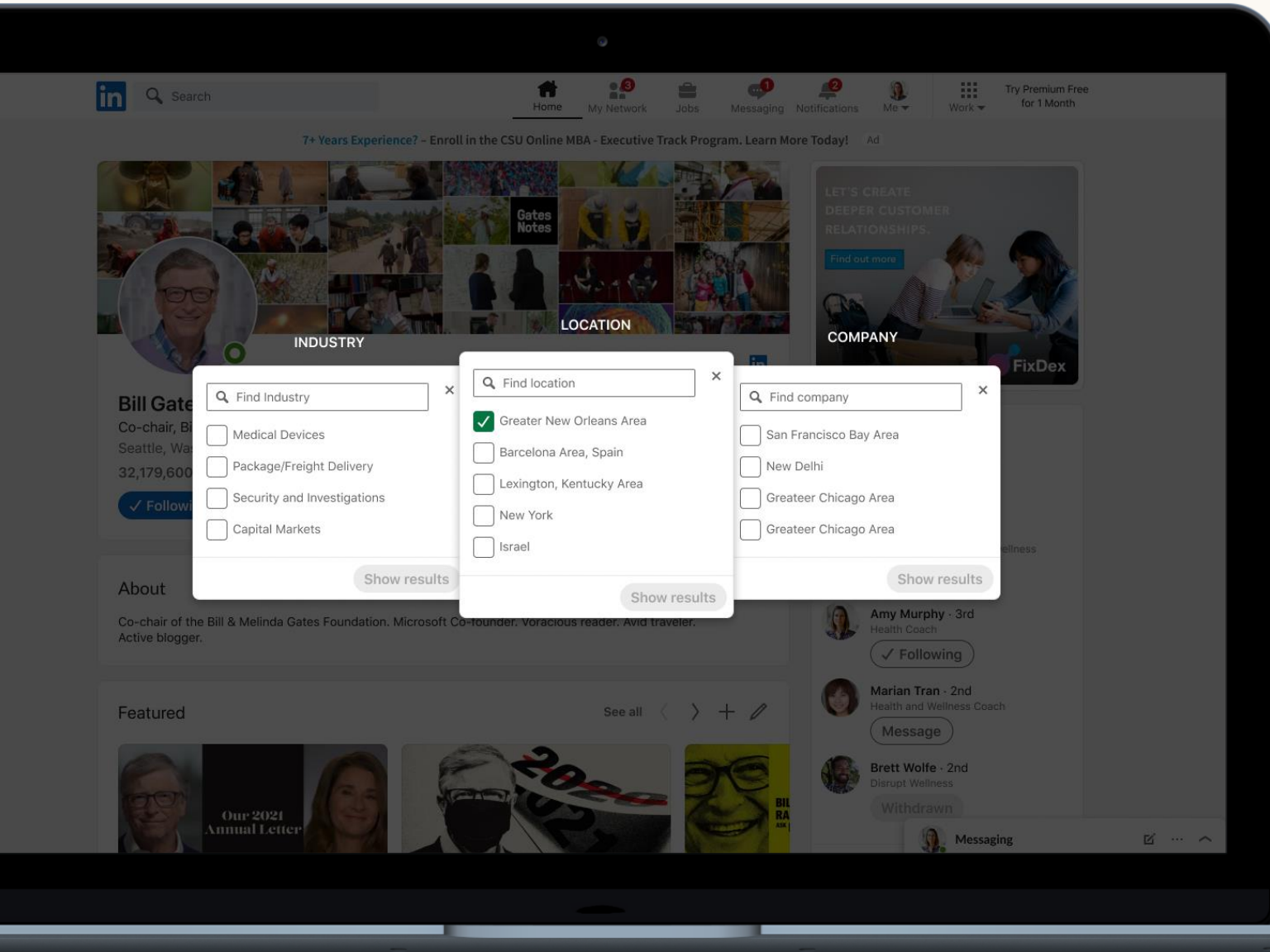
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GAIN INSIGHTS

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Search



PREMIUM Foundational Learner
make learning a habit.




Jennifer Catallo
Learning & Development Leader | Talent Solutions Leader | Public Sector Advisor | LinkedIn Account Executive

Profile viewers **212**
Post impressions **2,039**

[Go to Sales Navigator](#)

[Saved Items](#)



The Slippery Easel Art Ho...

Page notifications **0**
Page visitors **6**

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Media



Event



Write article

Sort by: Top



Rae Hinton celebrates this



PurpleSpace

5,615 followers

1d •

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We are delighted to welcome [LinkedIn](#) as new members to the PurpleSpace community.

[...see more](#)

WELCOME NEW MEMBER



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- Boeing 737 Max program head is out**
1h ago
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7h ago
- BuzzFeed plans cuts, sells Complex**
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Alpha is off

Share feedback

Questions?

Build Thought Leadership

Your Voice on LinkedIn



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



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

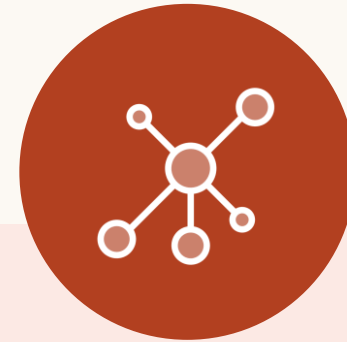
Publishing on LinkedIn



Becomes part
of your profile



Gets shared
with your network



Reaches the largest
group of professionals
assembled online



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

You rock at coding - Let FixDex bring you job offers. It's free, and no commitment Ad ...



Sarah's Activity

Interests

Your post posted on March 25, 2021
2,783 Reactions · 147 Comments

3,647 views 17 reshares



156 people from Flexis viewed your post

Lamcane	29
Golden Phase	5
Runity	4
Mintome	3



57 people who have the title Accountant viewed your post

Senior Accountant	48
Bookkeeper	38
Accounting manager	31
Financial analyst	22



617 people viewed your post from San Francisco Bay Area

Greater New York City Area	273
Cincinnati, Ohio Area	158
Greater Denver Area	137
Greater Seattle Area	93

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PUBLISHING

Track your progress

Questions?