



Welcome to Rock Your Profile @



Workshop 10th March 2025



Giovanni Papa

Enterprise Account Director
LinkedIn Marketing Solutions

ROCK YOUR PROFILE

Our agenda

- 01 Why LinkedIn?
- 02 Your Profile, Your professional brand: Who you are
- 03 Beyond your LinkedIn Profile: Who you know and What you know
- 04 Let's check your LinkedIn profile!
- 05 Q&A

Get to know LinkedIn



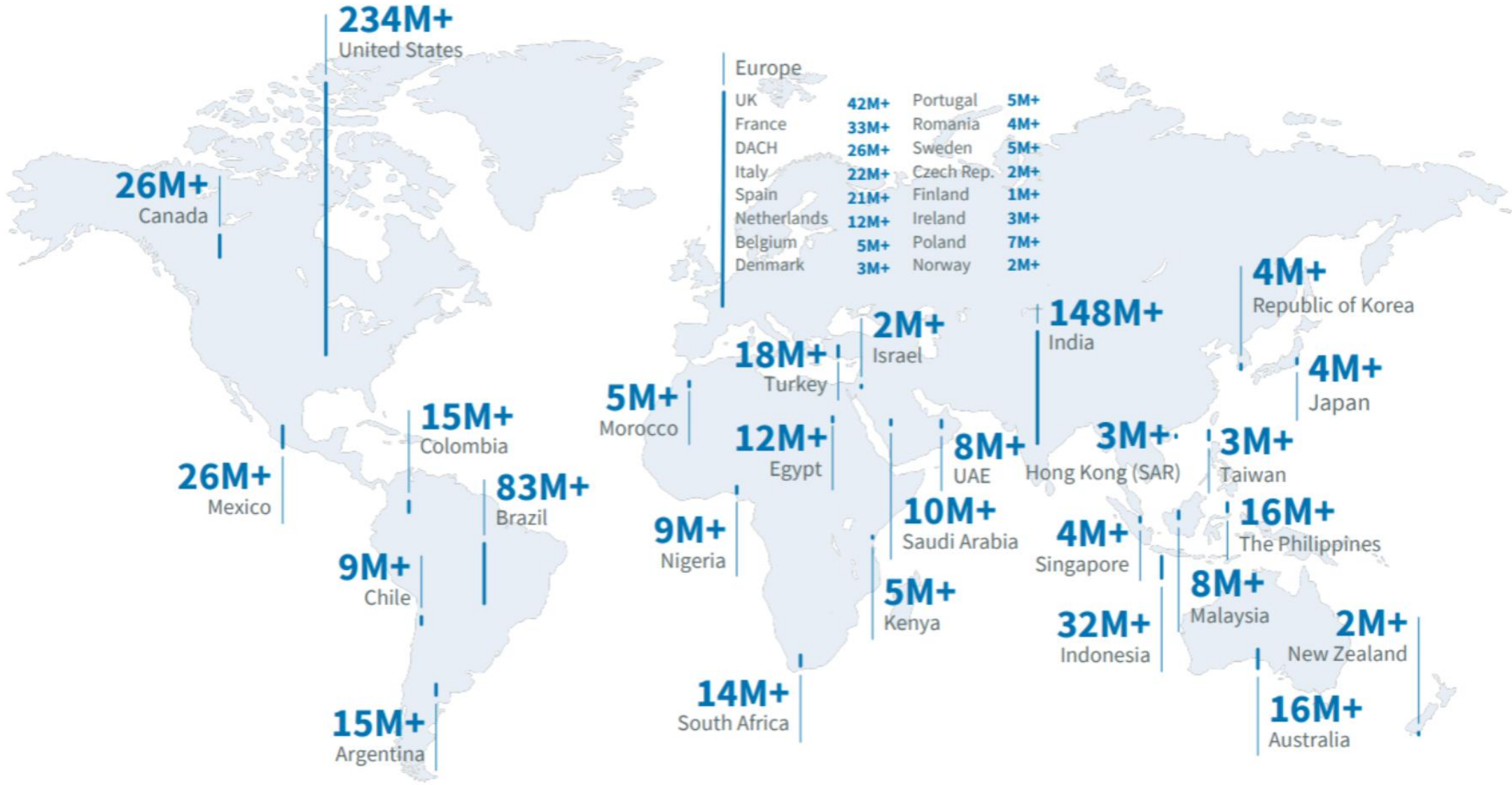
LinkedIn's vision is to create economic opportunity

for every member of the global workforce

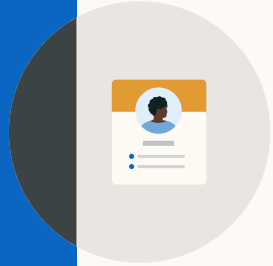
THE ECONOMIC GRAPH



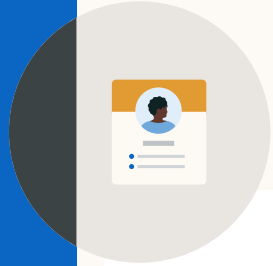
More than 1 billion members in 200 countries and regions worldwide*



*FY25/Q2 Membership: numbers are updated quarterly after Microsoft Earnings

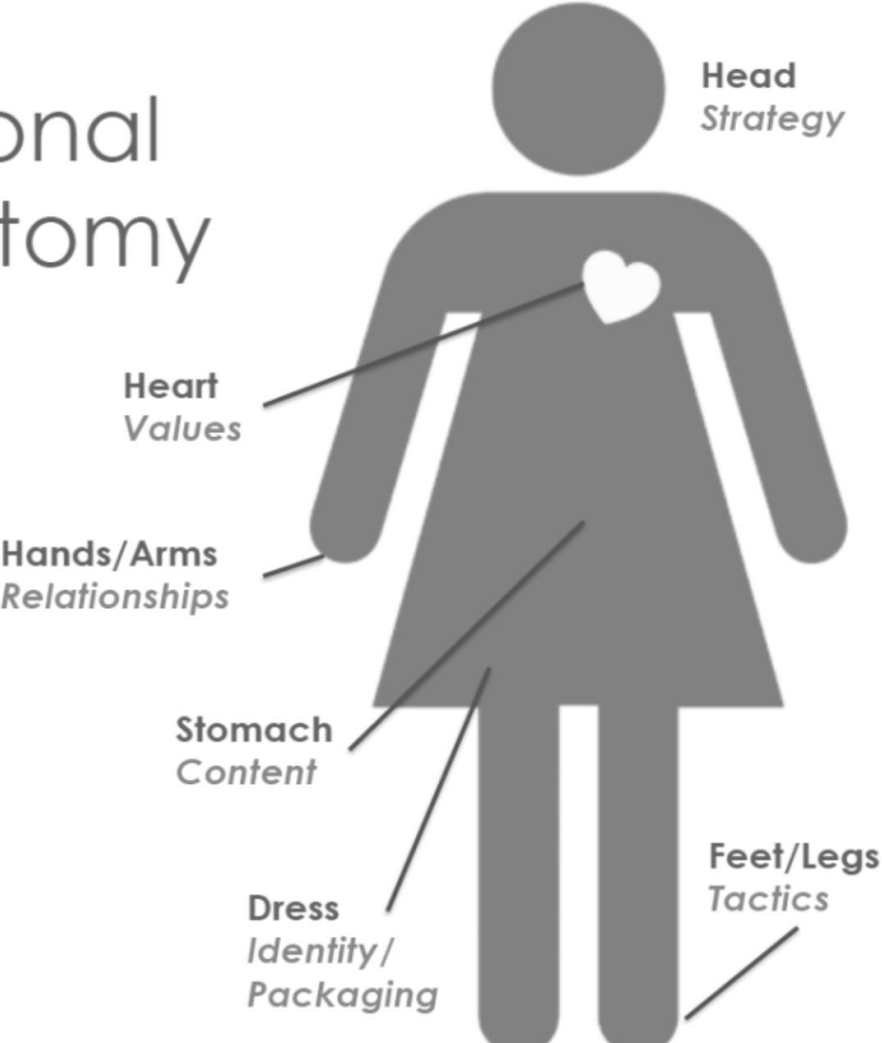


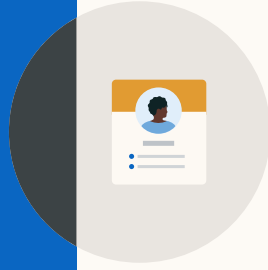
The Profile: Your Professional Brand on LinkedIn



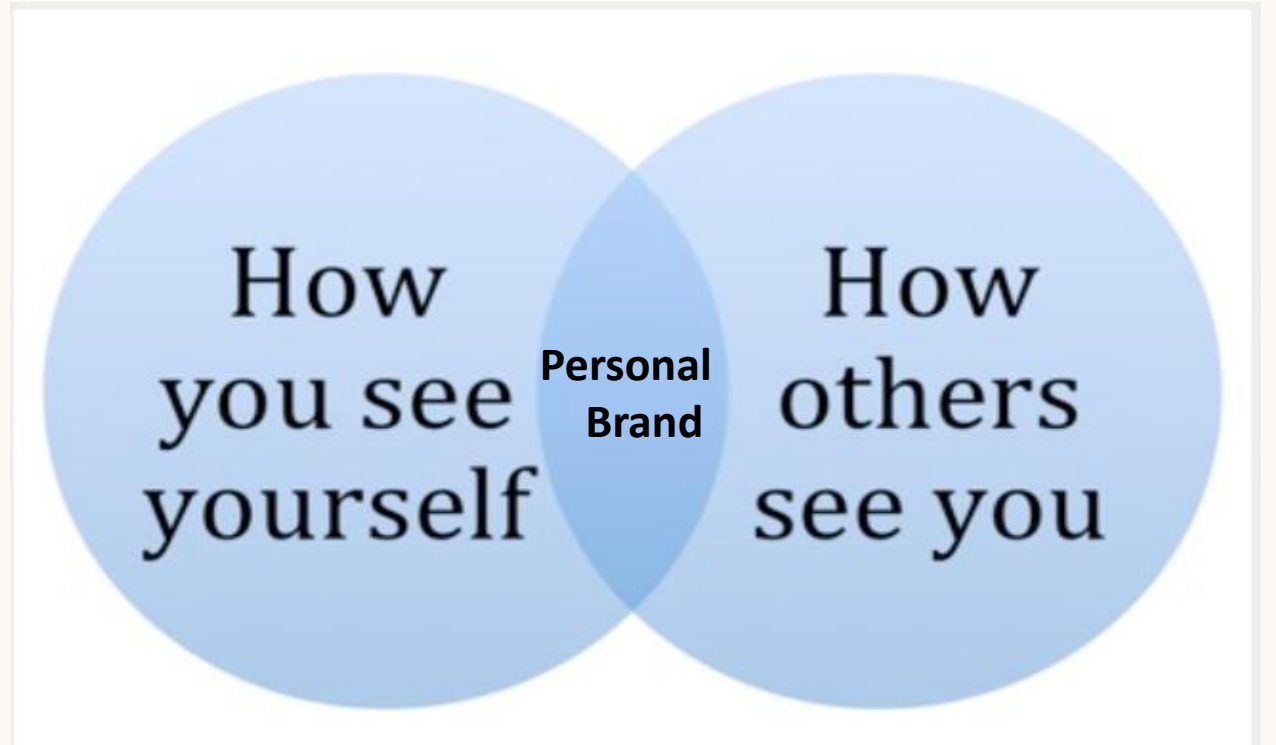
”A personal brand is a widely-recognized perception of an individual - based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.”

YOUR Personal Brand Anatomy





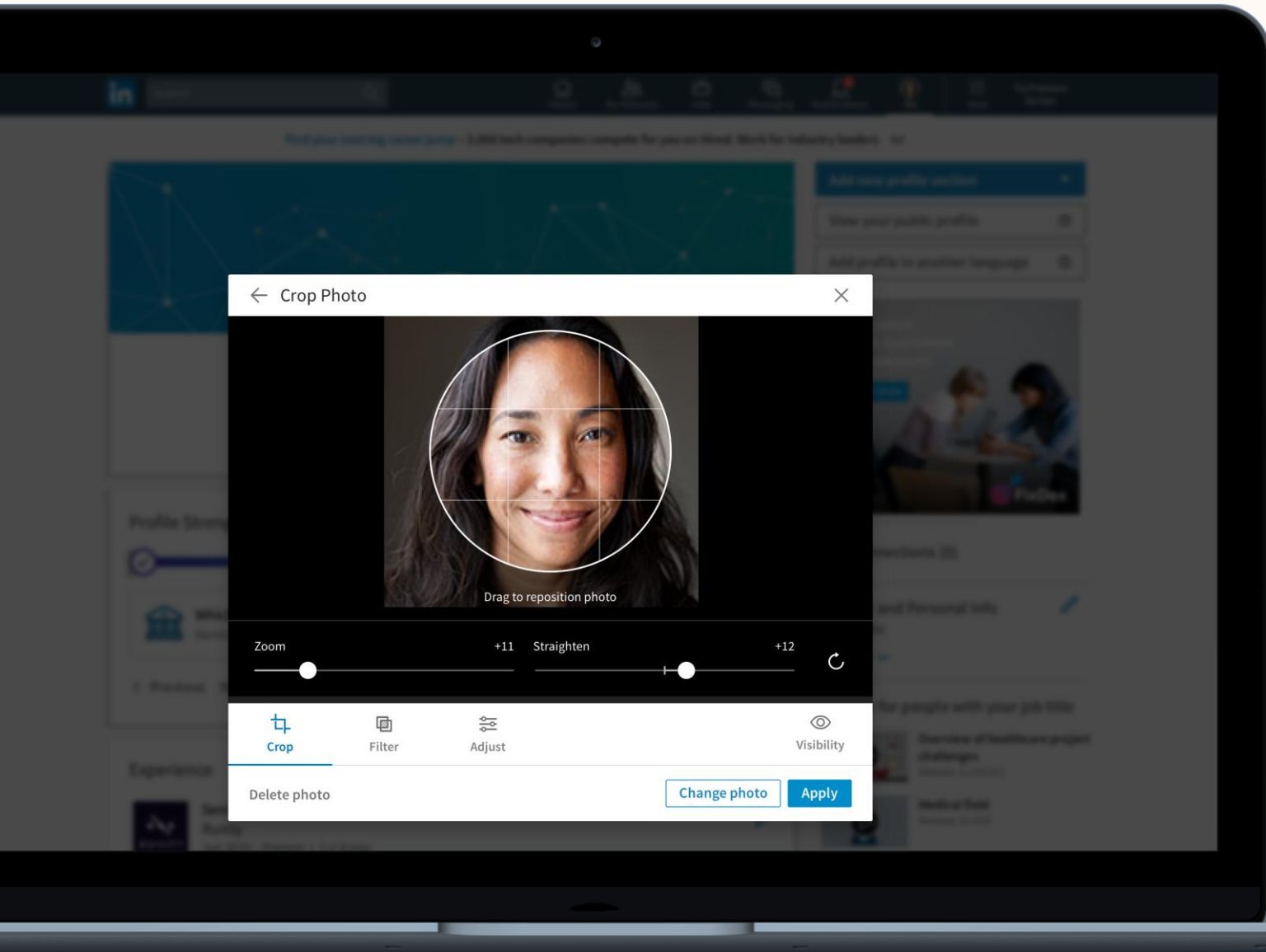
Why is Personal Brand Important?



STEPS IN DEVELOPING YOUR PERSONAL BRAND

1. Define who you are
2. Determine what you want to be known for
3. Define Your Audience
4. Research your desired Industry and follow the experts
6. Prepare an elevator pitch
7. Embrace Networking
8. Ask for recommendations
9. Grow Your Online Presence
10. Remember that your Personal Brand isn't just online





Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages

→ Best practice:

Include a background photo – consider a company hashtag, logo or brand photo

Record your name



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



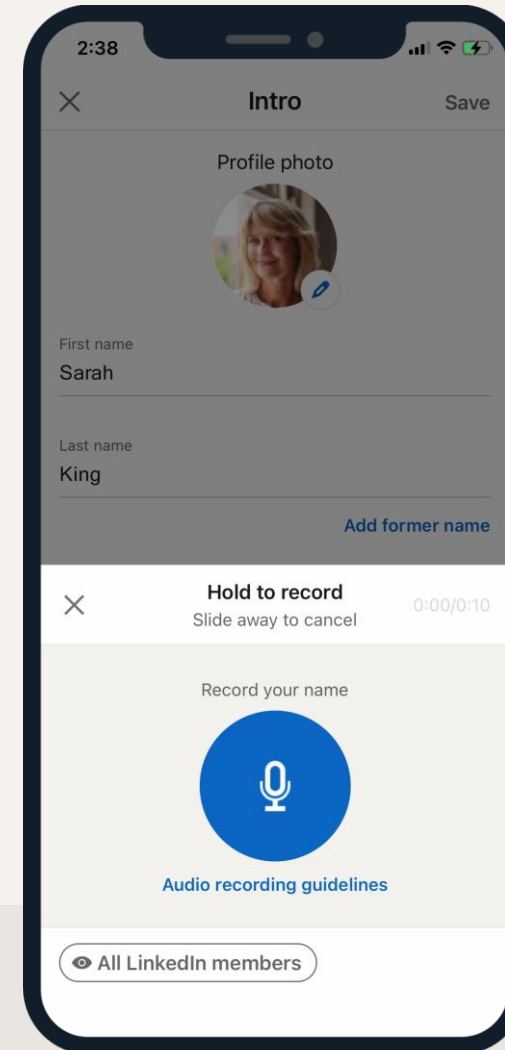
Update on mobile

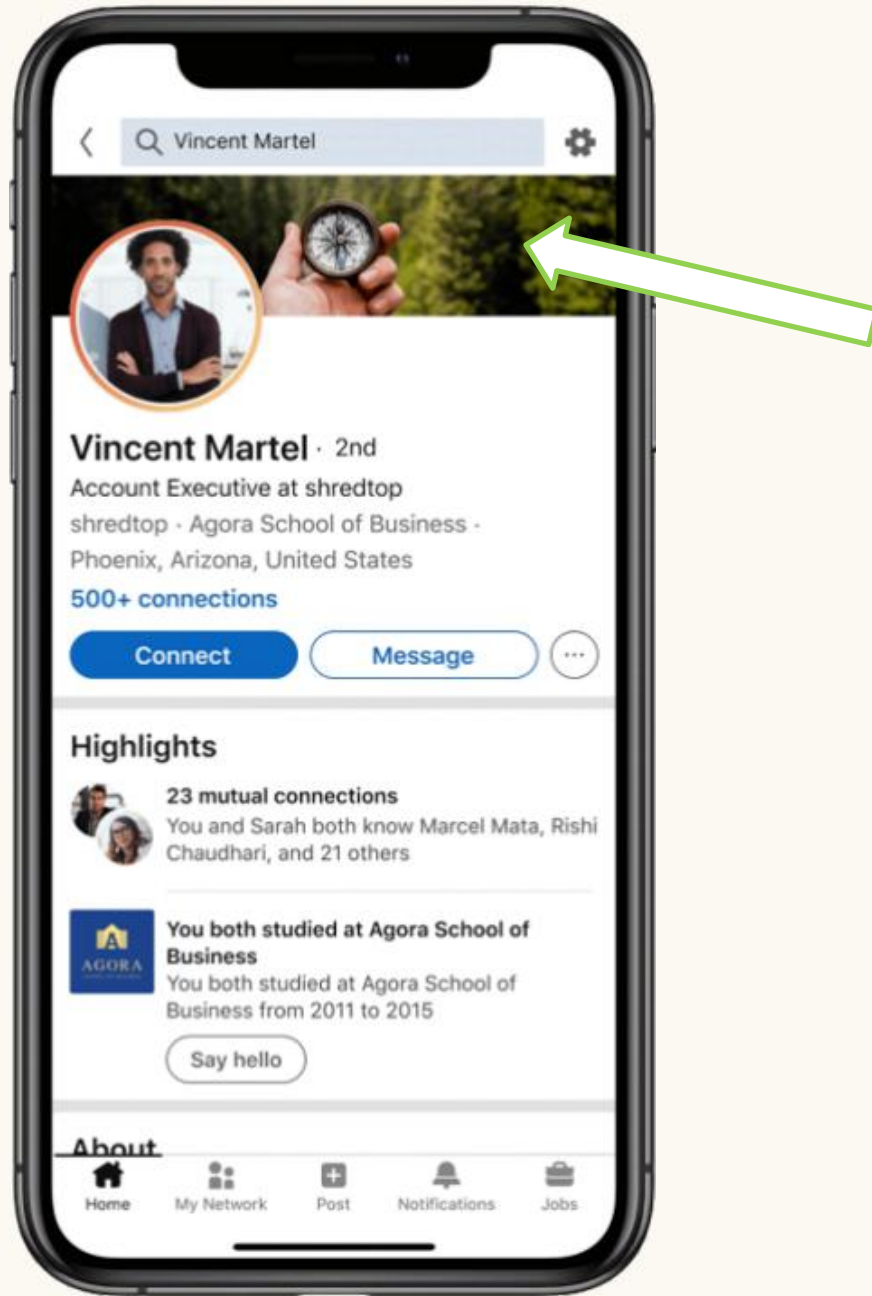


10 secs, limit background noise



Hold phone 4in away





Customize your cover image

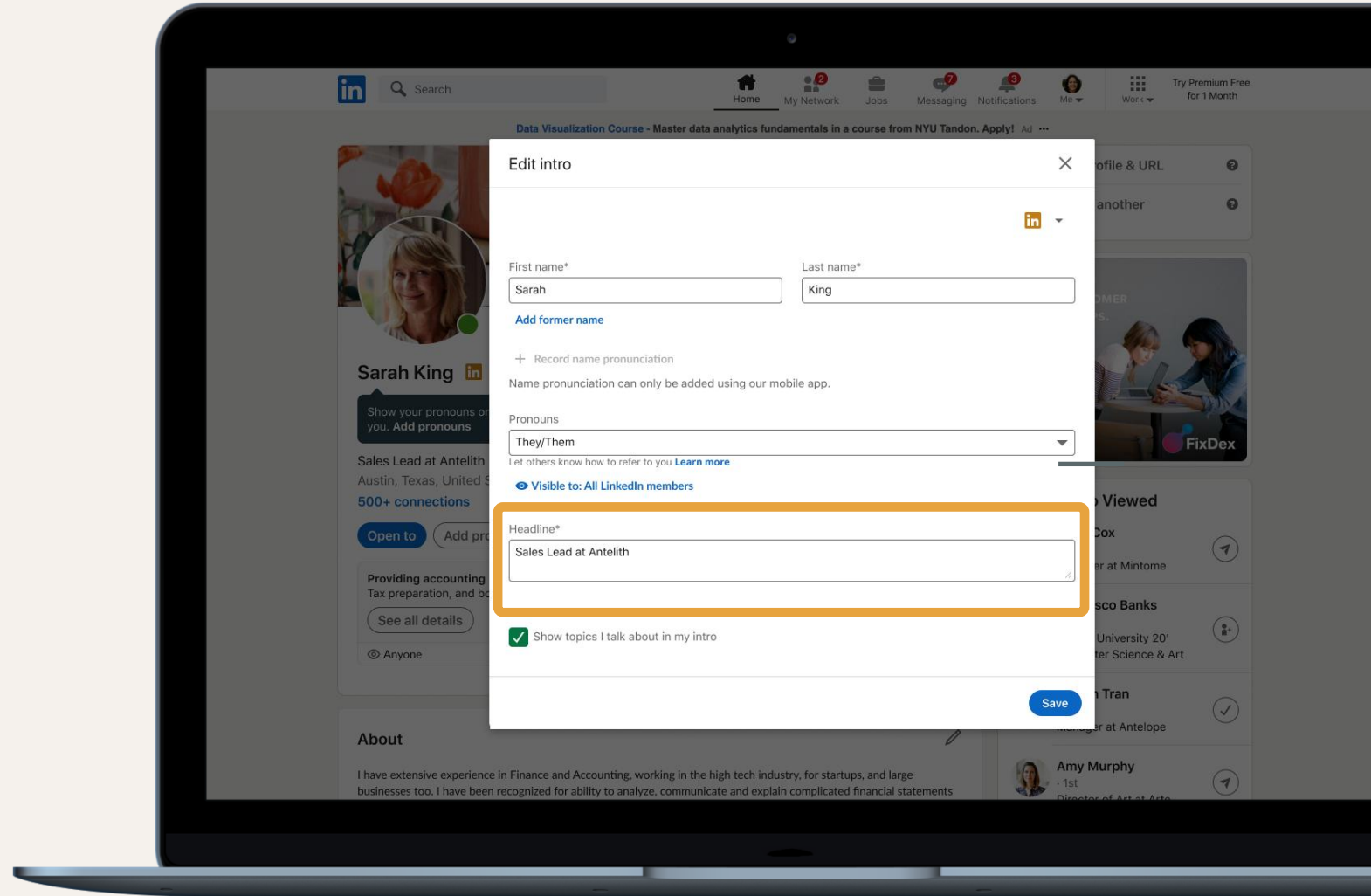
Grab attention.

Provide more info on your passions, your field of expertise

Update your headline



Your LinkedIn by line defaults to your title – you have flexibility here!



Craft a summary

Your “elevator pitch”



Featured in your
'About' section.



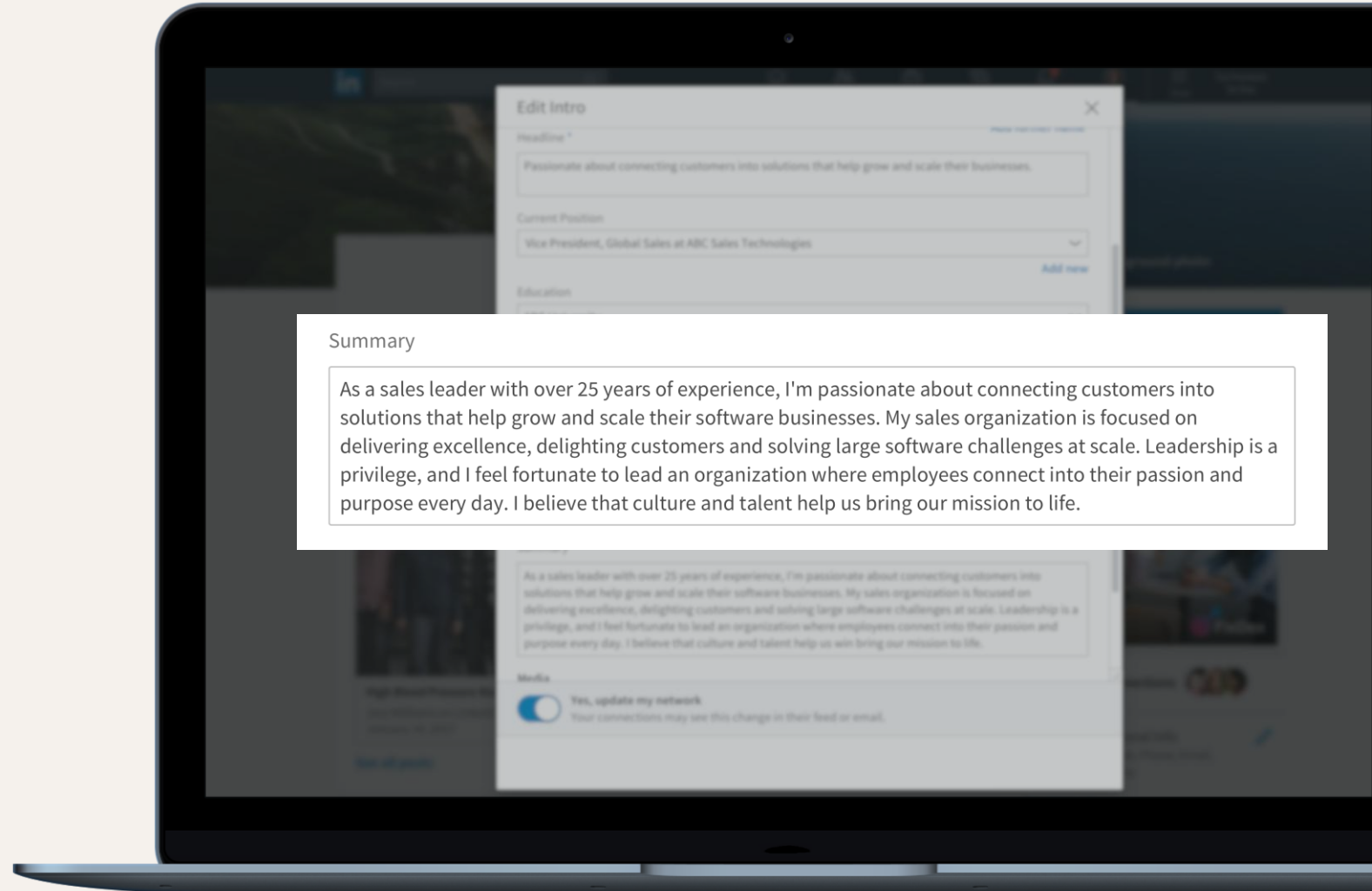
Focus on career
accomplishments and
aspirations



40+ words

→ Best practice:

first person, paragraph format.



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.

Detail your work experience

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



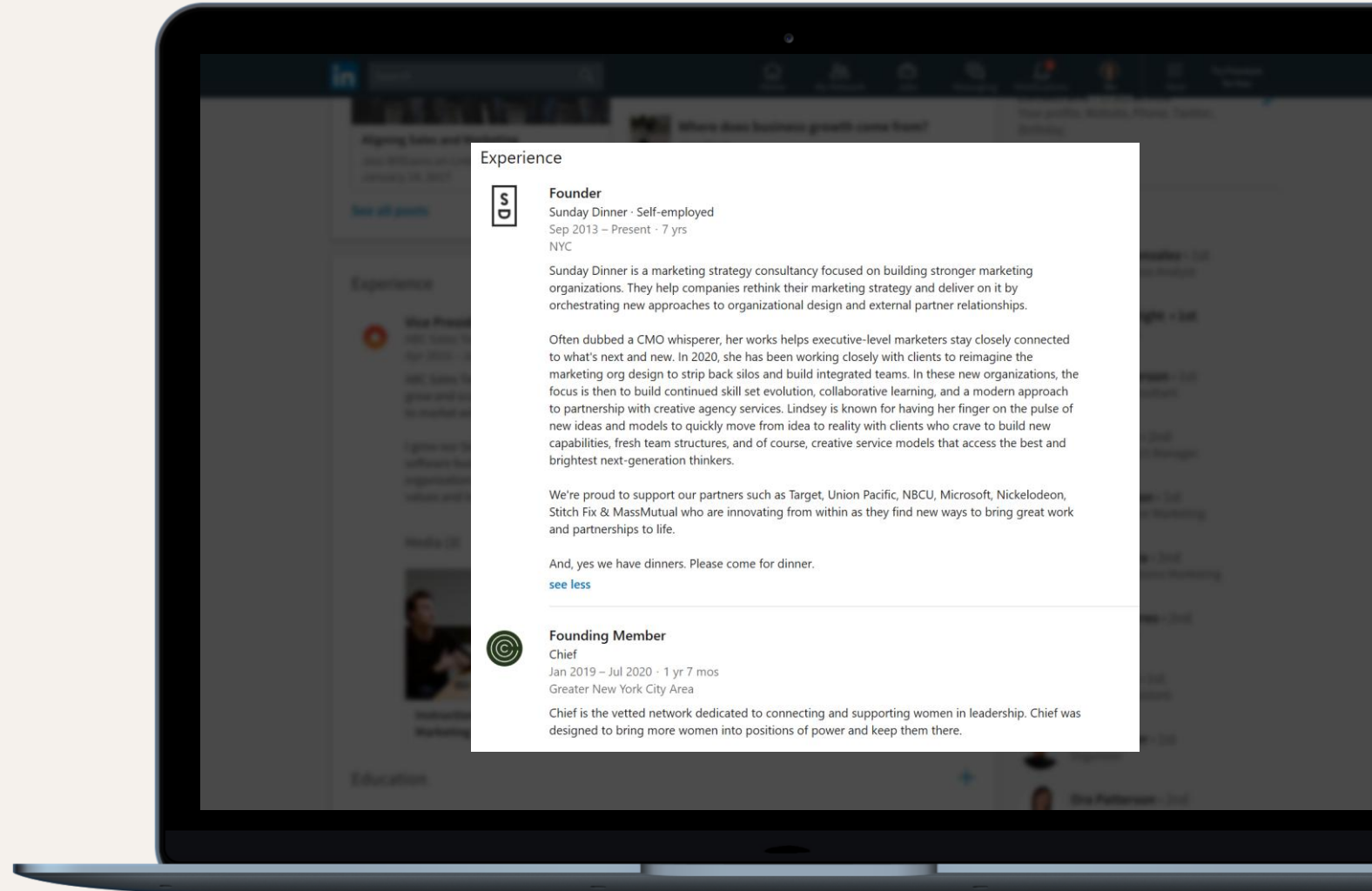
5x more connection requests



5x more Profile views



10x more messages



Experience

SG **Founder**
Sunday Dinner - Self-employed
Sep 2013 – Present · 7 yrs
NYC

Sunday Dinner is a marketing strategy consultancy focused on building stronger marketing organizations. They help companies rethink their marketing strategy and deliver on it by orchestrating new approaches to organizational design and external partner relationships.

Often dubbed a CMO whisperer, her works helps executive-level marketers stay closely connected to what's next and new. In 2020, she has been working closely with clients to reimagine the marketing org design to strip back silos and build integrated teams. In these new organizations, the focus is then to build continued skill set evolution, collaborative learning, and a modern approach to partnership with creative agency services. Lindsey is known for having her finger on the pulse of new ideas and models to quickly move from idea to reality with clients who crave to build new capabilities, fresh team structures, and of course, creative service models that access the best and brightest next-generation thinkers.

We're proud to support our partners such as Target, Union Pacific, NBCU, Microsoft, Nickelodeon, Stitch Fix & MassMutual who are innovating from within as they find new ways to bring great work and partnerships to life.

And, yes we have dinners. Please come for dinner.
[see less](#)

CC **Founding Member**
Chief
Jan 2019 – Jul 2020 · 1 yr 7 mos
Greater New York City Area

Chief is the vetted network dedicated to connecting and supporting women in leadership. Chief was designed to bring more women into positions of power and keep them there.

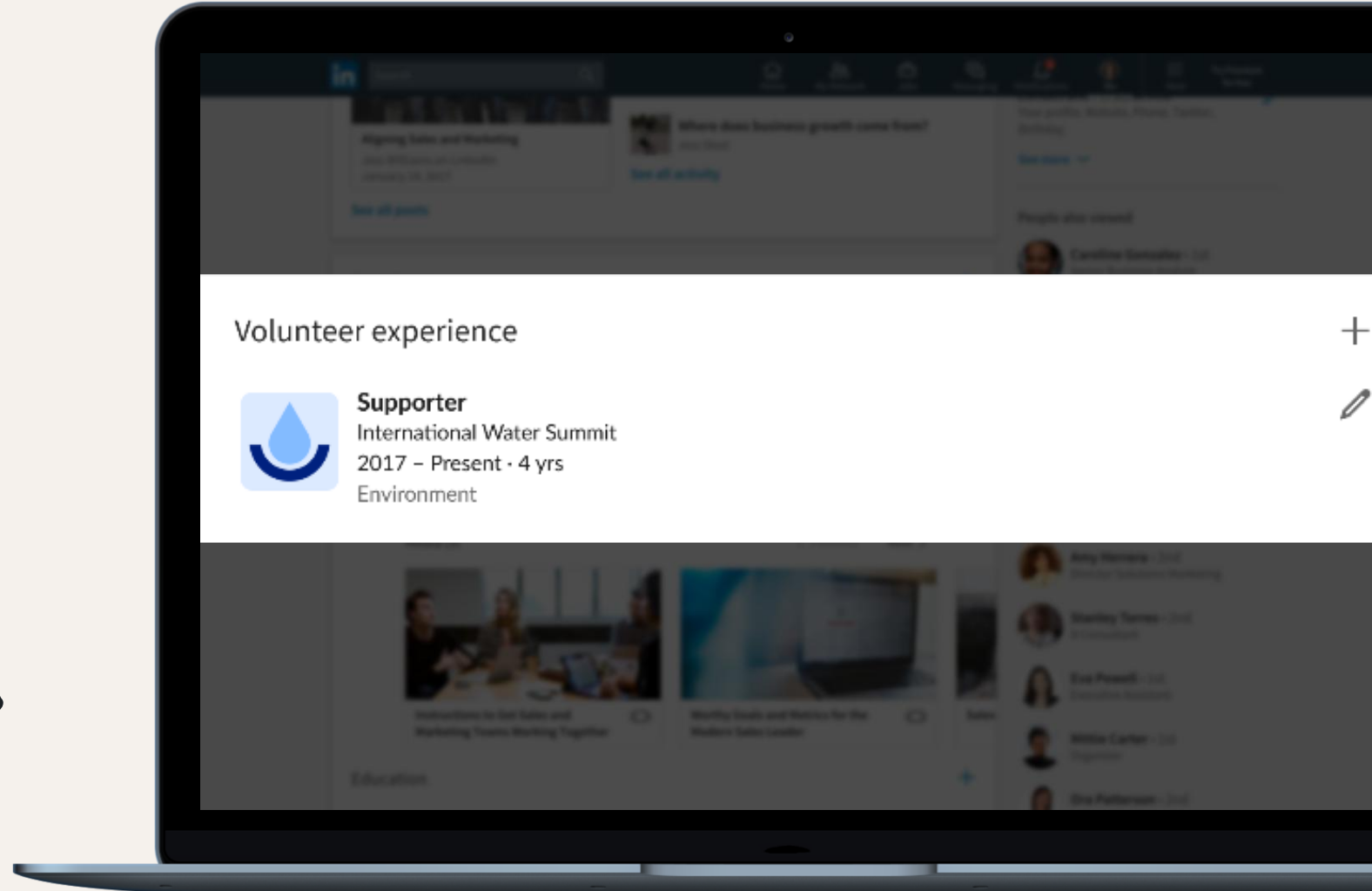
Add volunteer experience

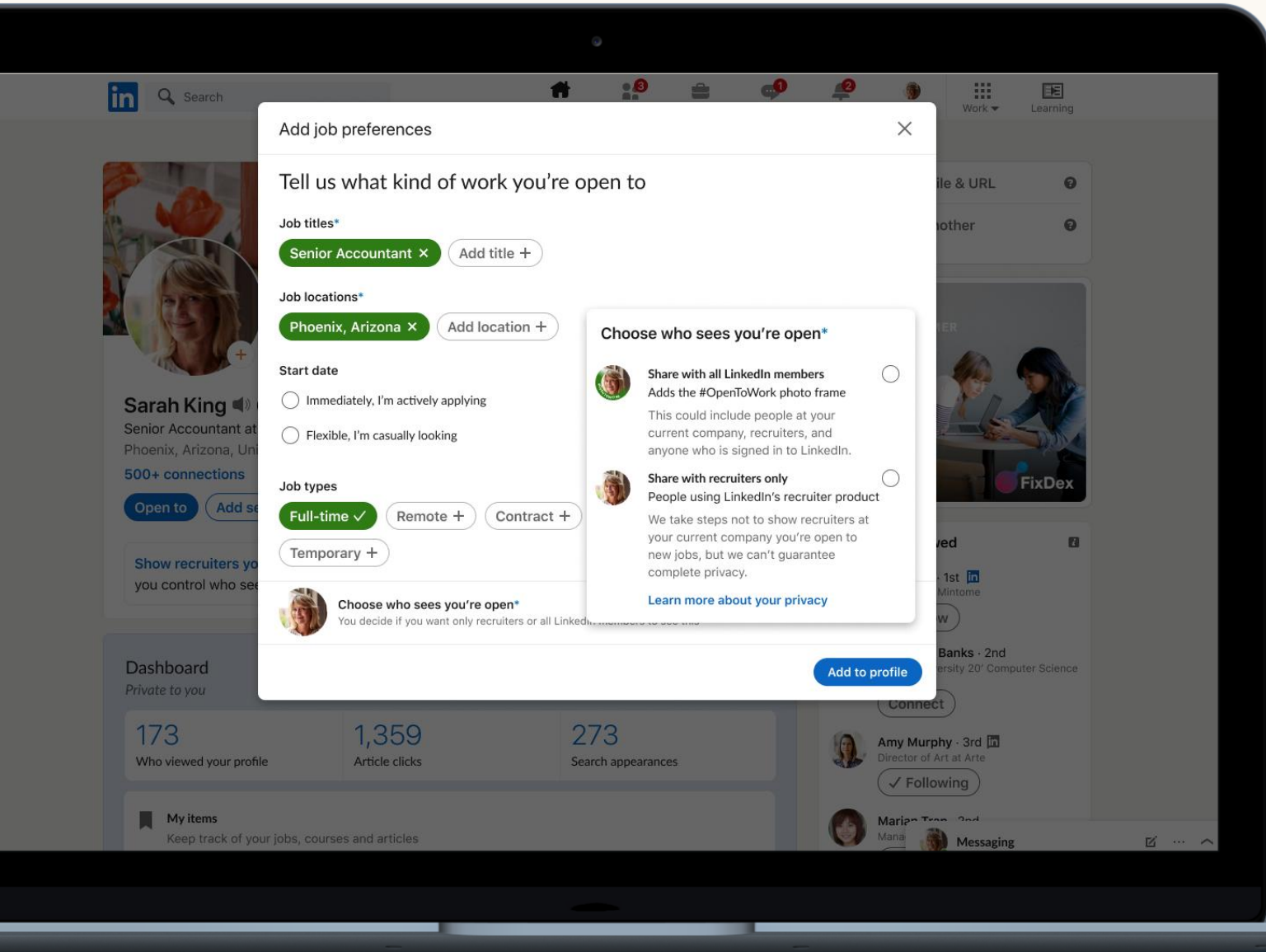
Members who add volunteer experience get up to:



6x more profile views

→ Best practice:
include board seats.





STEP 4

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.

Publishing



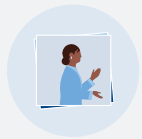
Showcase culture and storytelling



Three hashtags



Tagged colleagues



Photos showcasing people/culture



Amplification

The power of the comment



Comments are a powerful and light touch way to establish thought leadership



Don't wait for perfection and include real-time reaction and analysis to industry news.



Consider dedicating five minutes a day to commenting on employees by following your company hashtag

Beyond the text update

Try some of LinkedIn's other interesting mechanics for creating newsfeed posts that are interactive, dynamic, and media-forward.

- Use polls to take the pulse of your audience and start a dialogue.
- Test video – it's highly interactive
- Upload documents to create an interactive experience or share content.
- Acknowledge peers, employees, or other team members with Celebrations.

→ Best practice:

Short form posts and video are recommended for executives over long form articles.

Allen Gannett · 1st
Author of "The Creative Curve" & Tech Entrepreneur
2yr · 🌐

A few months back I gave a talk at Content Marketing World breaking down how I went from 0-1 million video views on LinkedIn in 6 months. ...see more

LinkedIn Video 101 · 45 pages

Content Marketing World
LinkedIn Video
0 - 1 Million Video Views in 6 Months

1 / 45

264 · 65 comments

String Nguyen · 2nd
4x LinkedIn Top Voice Follow for The Trusted Guide T...
1w · 🌐

Authenticity - what does it mean in personal branding?

Such an interesting and over-used word. But, I believe in the power of authenticity.

"String, I picked you because you're raw. You're not an influencer that fakes it till you make it. You show the human side to business and marketing."

The key to authenticity, understand:

- 👉 Your personal values, which sets your boundaries
- 👉 Your super powers, what makes you unique?
- 👉 Your value proposition, what makes you attractive to your clients/customers?

The more you know who you are, the more you can walk in your path of truth.

Content should be about reinforcing your 'Humanness' and brand as a person.

I'm not out to be famous or popular, I'm here to be present and be relevant.

I'm happy to share what works and what doesn't work.

LinkedIn is moving to becoming more of a platform to reinforce inbound marketing and having a strong personal brand allows me to pick key clients who understand my super powers and how I can them succeed.

Be you means being authentic.
Being authentic means being true to yourself.
Being yourself means understanding your personal values system.

Be you online.

#stringtheory on #personalbranding

What does authenticity mean to you?
The author can see how you vote. [Learn more](#)

Being true to your values	69%
Being human	22%
Being raw	6%
Other (comment below)	3%

161 votes · Poll closed

Kristy Hesse · 1st
CHRO | Strategic Executive Leader
1d · 🌐

My Mondays got a lot brighter when you came to CFCU! Happy 1 Year Anniversary! [Kayla Loos](#) #Kudos Thank you for #MakingWorkFun 🎉

Making Work Fun
Kayla Loos

12 · 3 comments

What To Do Now?



Track your progress +
measure engagement

A screenshot of a LinkedIn analytics dashboard. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. The main content area shows a post with 1,156 views and 112 reshares. Below this, there are four columns of analytics data: clicks from people at SAS, job titles of people who clicked, geographic locations of the audience, and where the article was found. At the bottom, there is a network visualization showing that most clicks came from a 2nd+ degree network.

1,156 views 112 reshares

3 clicks from people at SAS

LinkedIn	29
Global Young Voices	2
Nordstrom	2
R K Harrison Insurance Brokers	1

16 have the job title Salesperson

Corporate Trainer	9
Human Resources Specialist	6
Operations Specialist	5
Banking Sales Consultant	3

Your biggest audience is from San Francisco Bay Area

Greater Chicago Area	8
Greater New York City Area	6
Greater Los Angeles Area	4
Toronto, Canada Area	2

Your article was found through LinkedIn.com

Facebook	11
Google Search	7

Show more

1st 2nd+ Most of your clicks came from your 2nd+ degree network



Prioritize
engagement
quality over
quantity

Set your KPIs

Comments

- Avg # of comments
- Avg word count per comment
- Qualitative feedback

Engagement

- Views in the feed
- Likes/Shares
- Follower growth %
- Profile Views

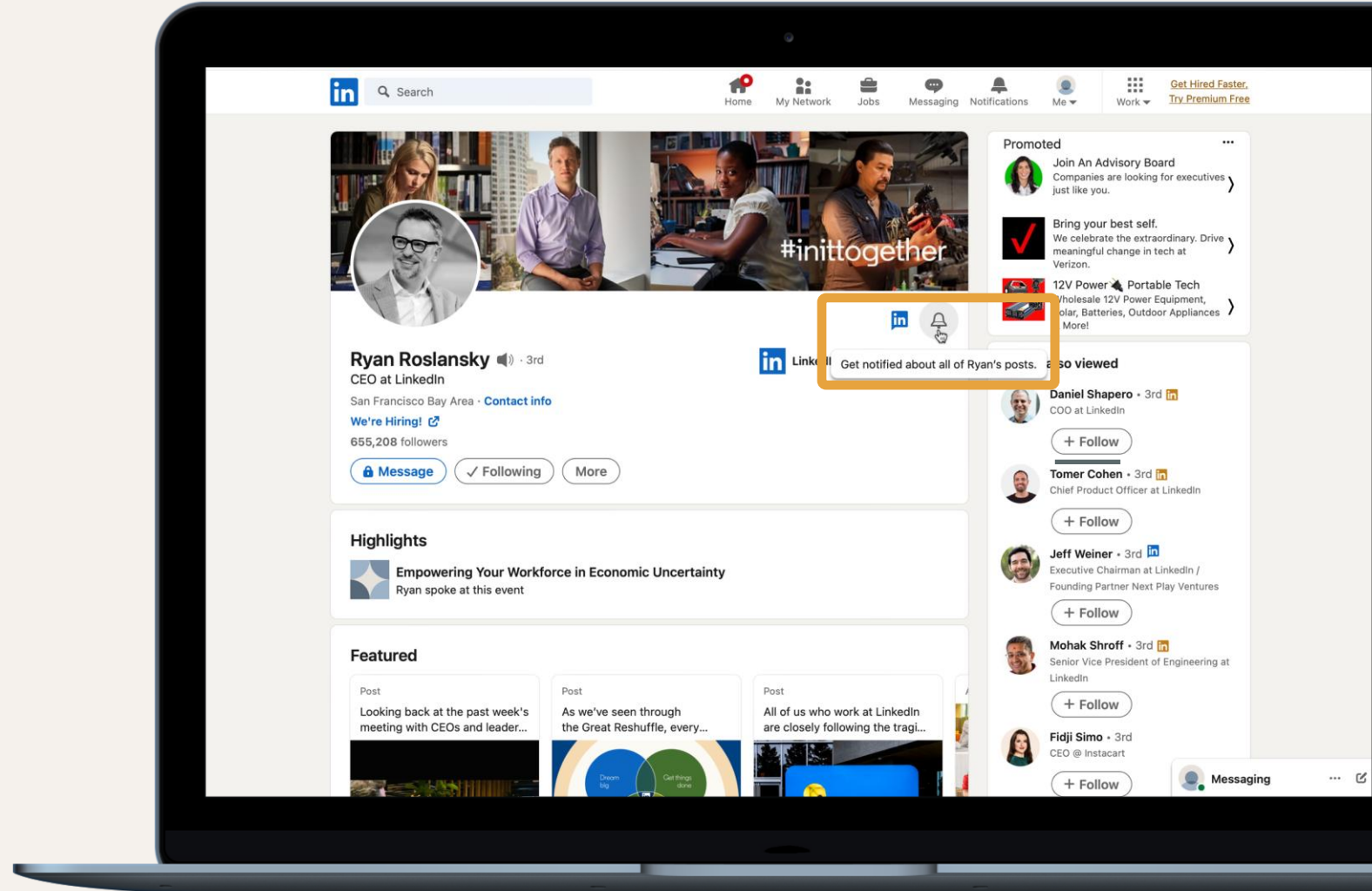
Executive Content Alerts



Typically only top posts will appear in your feed



Opt in to receiving notifications for every post by ticking the bell on the profile page of the executive you would like to follow



Your LinkedIn Profile ROI

Influencer

Trust

Reputation

ROI = Subject matter expert, Inspiring Leader

Reliability

Publication

ROI = Personal Brand

Determination

Popularity

Participation

ROI = Industry expert

LinkedIn
Member

Networking

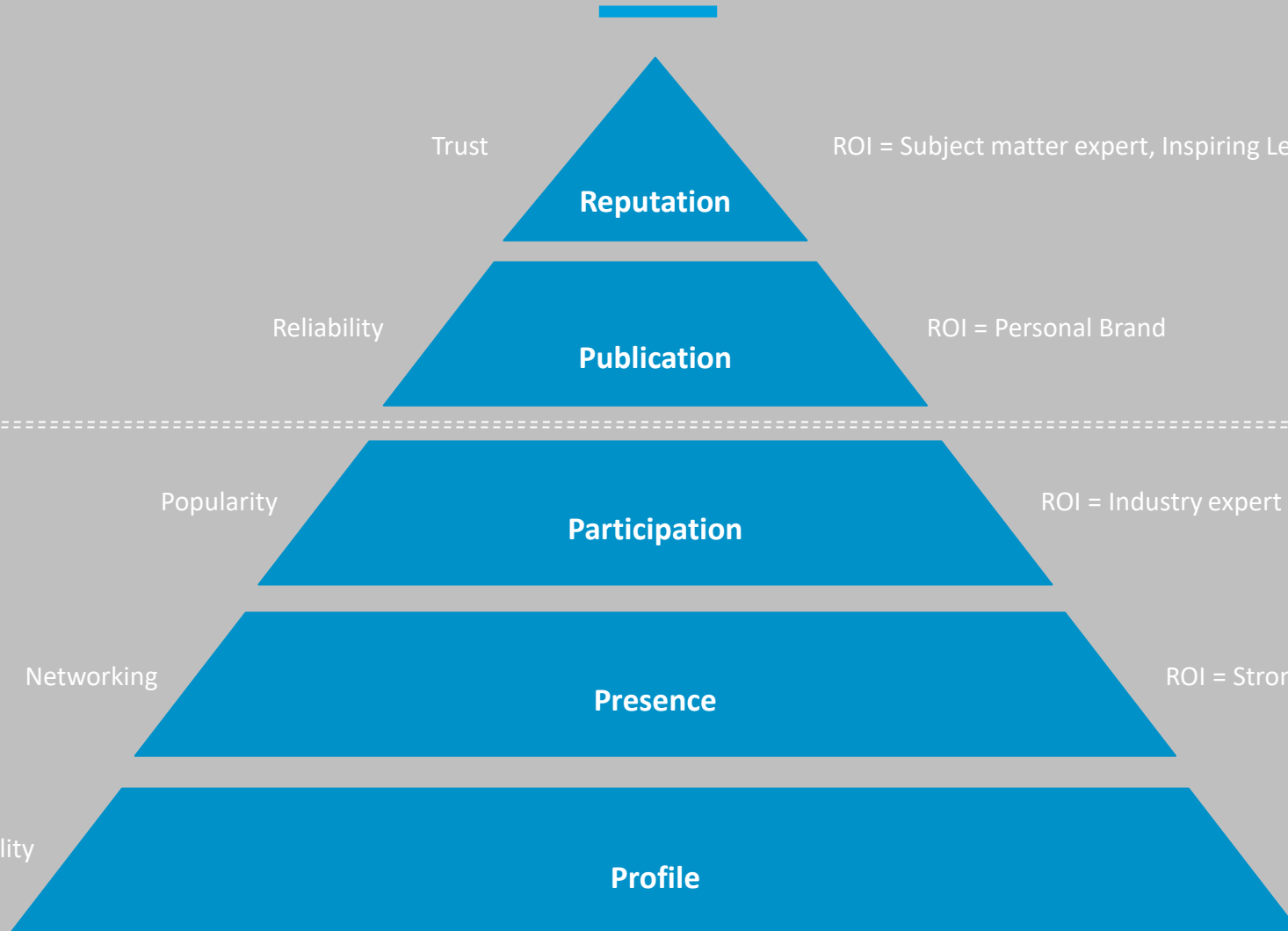
Presence

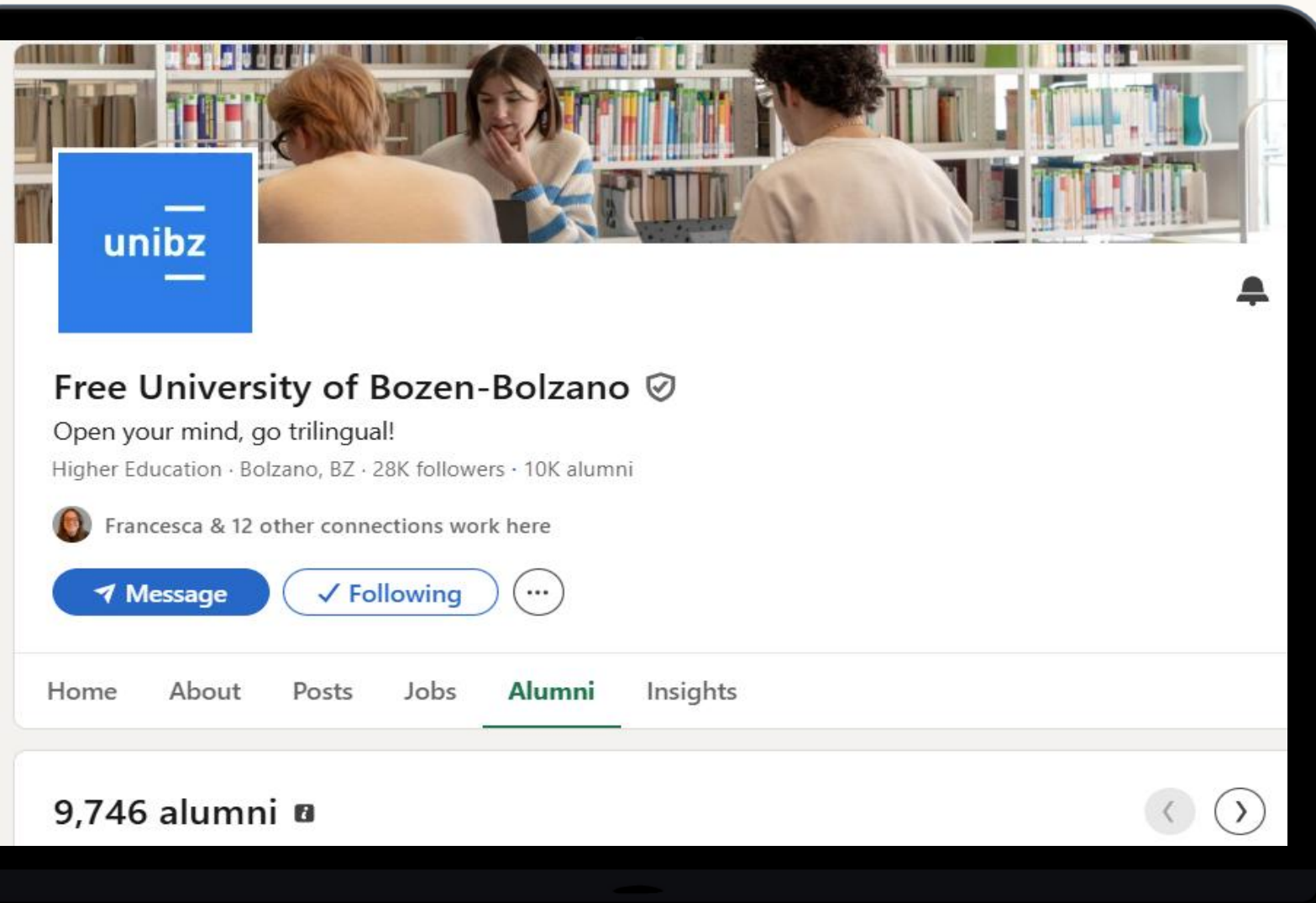
ROI = Strong Network

Visibility

Profile

ROI = to be found





THE POWER OF NETWORKING

Reach out to Fellow
Alumni who work @
your dream company

Questions?



Thanks!

