



「Unlock the full potential of your **LinkedIn** profile」

A guide to helping Employees become
Business Social Media savvy.



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Introduction

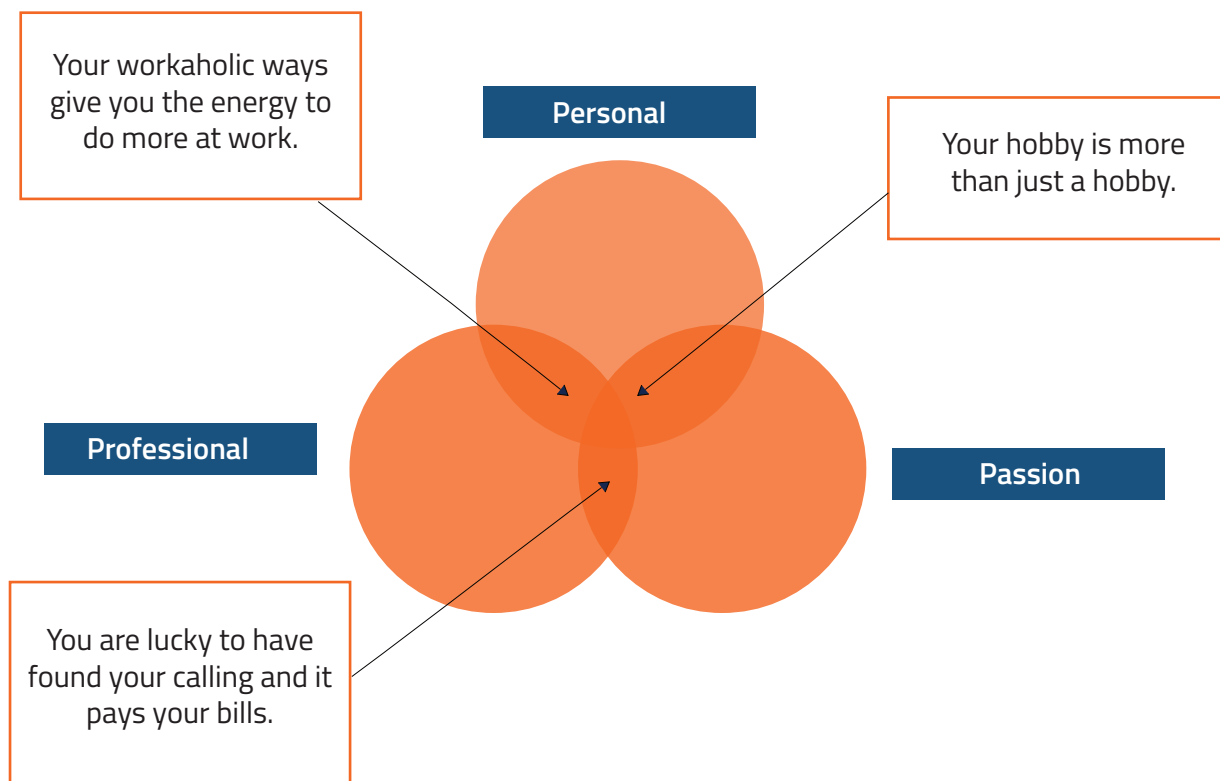
There are three kinds of networks in this hyper media age.

The Personal Networks: Your friends, family and acquaintances with whom you connect and share interesting content and moments from your life. Think of this as your virtual content album of thoughts and perspectives.

The Passion Networks: This is what you follow or be followed for what you love to do in your life. Biking, Driving, Photography, Music... your passion points which you want to learn and share what your love to do.

The Professional Networks: This is your profession. This is what puts the food on the table. Pays the rent. This is where you are skilled at and work. This is your workplace and business.

Call it the Ikigai of Networking.



Your choice of channels depend a great deal on how you are wired. Now we know this could go into a lesson on life philosophy eBook, so we will not get into life goals and purposes, rather look at it from a simple standpoint of which channels serve you better based on your purpose of being on social media.

If it's personal and about your life moments, you would be drifting towards Facebook and Instagram.

If it's passion, then you would be primarily using YouTube, Instagram or Facebook.

If it's business and profession, it would be LinkedIn and Twitter and yes depending on what you are promoting on Instagram as well.

And here's what we found with our experience of enabling users in social media. Personal networking is intuitively understood by everyone. And we have somehow instinctively, learnt the ropes on personal social media.

However, when it comes to passion or business networking, we try to apply the same rules which we learnt on the personal front. And more often than not wind up without any traction and quickly become disinterested and therefore, quit.

This ebook is meant to help you understand how to build your network chops on LinkedIn, the undisputed king of the professional networking.



Why LinkedIn?



LinkedIn has for long been the underdog. But with **722 million** members and a run rate of two new members per second, it's hard to deny that it's the largest professional network in existence today. It's also home to 30 million companies and has a footprint across over 200 countries. Talk about underestimating a guy. The truth is, despite how it started out, LinkedIn today is far more than just a professional network – it's a source of precious, actionable intelligence. In other words, people visit it seeking useful information.

An even lesser known fact is that LinkedIn does wonders for you from a professional standpoint. It's the perfect platform to power up your own "professional brand." Grab a coffee, for it sure as hell is a LOT more than just adding connections.

This eBook is for people who want to leverage LinkedIn to its full true potential but aren't sure how to. Because checking it twice a year, accepting a handful of connection requests, and liking, sharing, and commenting on a bunch of random posts at the top of your news-feed just doesn't cut it.

We do get it that you're short of time, and that you can't spend hours scouring through everything that appears in your feed. But the fact remains, if you want to go from hobby to pro, you need to allocate a consistent time for "doing LinkedIn" every day to see results. Yes, it's akin to doing that- setting a meeting invite every day and participating in that meeting productively. Let's say for starters you need to allocate 30-45 mins of your time every day in LinkedIn to be productive.

Step #1

Go Pro with Your Profile.

No, we don't mean you should hire a professional to do it (though that's not a bad idea if you're willing to consider it). Your profile is what makes the first impression on your audience. Many people forget (or are too lazy) to update their LinkedIn profiles. But there's nothing that can have a bigger impact on a visitor than an awesome, complete profile. A complete profile helps from two perspectives – one, it makes you more visible, and two, it showcases you.

And if you're the best at your job, let that show, too. You don't have to brag about it. Just state the facts. Keep updating your profile every time you've crossed a professional milestone. If you're serious about your personal branding, you just can't afford to have outdated information on your LinkedIn profile. It'll reflect poorly on you.



The Headline. At least work on a kick-ass headline and summary, and update your industry and location. These elements constitute your age-old sales hook (yes, you're selling something. You, or the brand you work for). Use the "|" instead of ";" as a separator for separate elements.

And no typos allowed, so take your time. Equally important – use keywords intelligently, and back them up with credibility. Mention any certificates or recognition you've received. However, elegance is key. Do not sell. Just tell your story.

While the world is divided on emoji use on the profiles. We strongly recommend you stay away from that emoji trigger and make it professional. Unless you are a stand-up comic trying your chops here.

Here are some examples to get you thinking about your headline and summary.

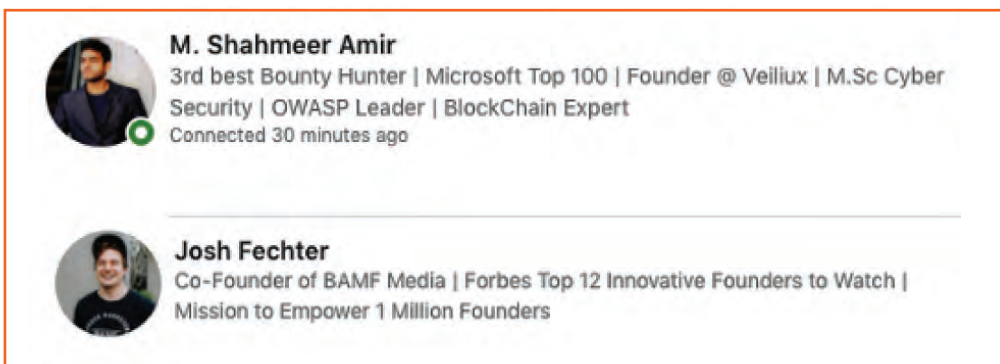
Thinking point #1

Make a reader ask, "How?"

You want to catch the attention of someone that you can provide value for. It's not to brag about yourself.

1. Convey value to the reader
2. Entice them to read more
3. Appear in relevant searches





Thinking point #2

If you already have a claim to fame highlight and what else you bring to the table:

Focus keywords: LinkedIn Trainer and Social Selling Expert

#1 Bestselling Author, LinkedIn Unlocked | LinkedIn Trainer / Social Selling Expert | Showing B2B Companies How to Turn Cold Connections into Clients International

Focus keywords: Social Selling Speaker and LinkedIn Expert

#1 Bestselling Author of LinkedIn Unlocked | Social Selling Speaker | LinkedIn Expert

Thinking point #3: the short-cut

Use a linear template:

Your Role | Your Industry/Area of Expertise | Your Unique Value

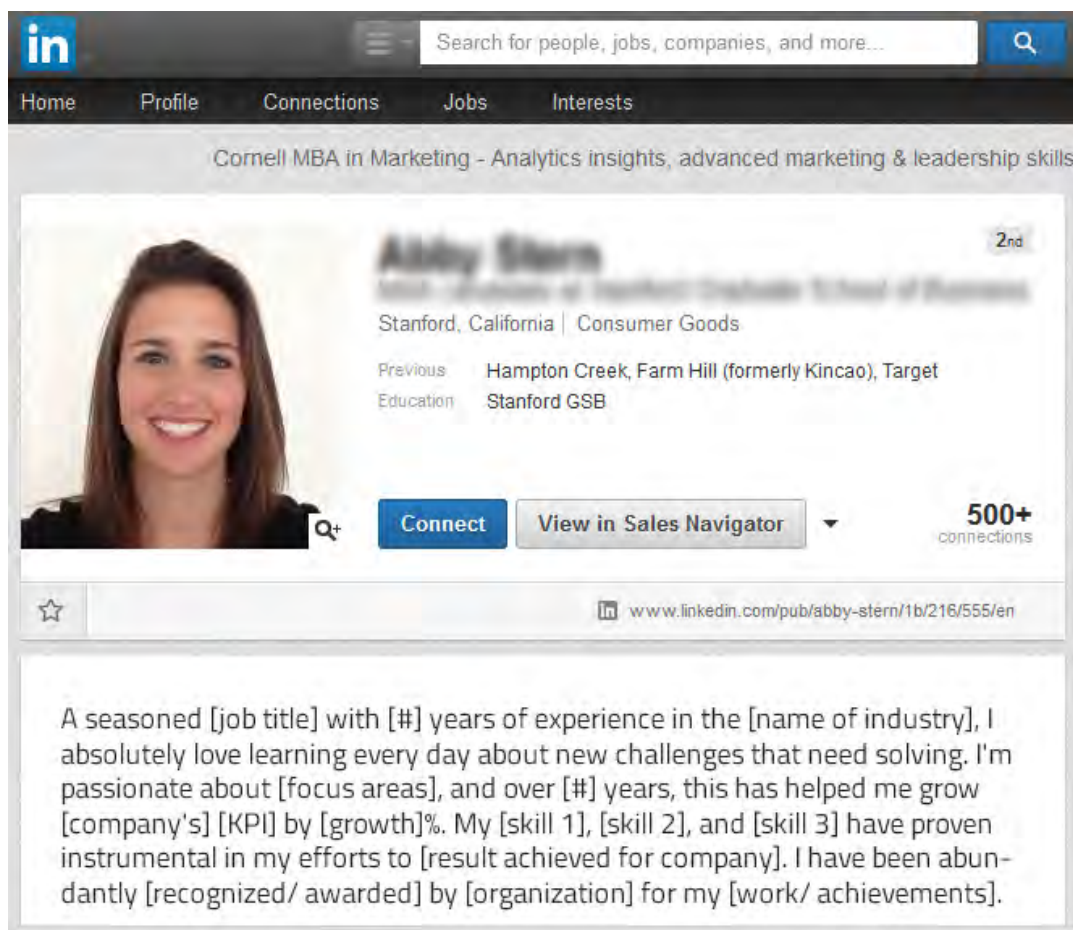
The Summary

Think personal value that you bring to the table rather than copy paste your resume type copy on the summary. People don't want to know the sequence of jobs you did. People want to know how your skills will work in business. So, show them. And make sure that you write it down in a conversational manner instead of heavy sounding buzzwords.

You might also want to connect the core keywords to which you would like to be associated with.

DO NOT SELL! TELL...

⚡ Powered-up example



⚡ Powered-up LinkedIn profile summaries



1. **Use a professional profile picture.** Don't fall for the selfie or a random shot where you are a tiny spec in the picture. The underrated Profile Photo is actually the most important for networking. A great portrait shot done professionally is a must. Observe the backgrounds, the lighting, the apparel, the smiling and how the faces are looking in at you. You can be semi-formal in the look and make it warmer and more approachable.

Don't guess which one of your pictures work. Test it with [Photofeeler](#), a photo testing tool.

Some examples of some good profile shots. Not that we recommend these folks or any such. There are tons of great profile shots out there:



2. **Create a vanity URL.** The default profile URL you get on LinkedIn is usually long, and often includes a mildly annoying alphanumerical stretch. Luckily, you have the option to [customize a vanity URL](#). It's a good idea to use your name, so that you're instantly recognizable when you share your URL with people.

3. **Boost your profile views.** Have more time? Go through these 13 tips, straight from the horse's mouth:

<https://www.linkedin.com/pulse/13-easy-linkdin-hacks-boost-your-profile-views-larry-kim/>

4. **Offer value.** Above all else, provide value to your visitors. Give them information that they might most likely be looking for. The more you come across as someone who has answers to their questions, the more trust – and followers – you'll gain.



Step #2

Leverage Search and Other Free Powerful Tools.

One of the biggest mistakes you can make on LinkedIn is shy away from reaching out to connect with influencers within your industry – simply because you don't know them personally. But that's the whole point! You don't think twice about reaching out to strangers on other platforms when you don't have half the good reasons you have on this one, but here you're shy? Oh, the irony. Only you can help yourself with this one. Get out there, get to know new people, and get in front of the ones that matter.



LinkedIn is as much a platform to speed up your learning curve as some of the best brains are already out there, sharing insights, information and data about what they are at. This is also the best place to find deep information and links to learning and reading material. If you ask us, you can use this platform to just learn and not do anything else on it as well.

However, the key to being accepted in the networks is to build your own profile with the skills you got as well. Because... the community appreciates knowledge from everywhere. Unless you choose to be corny.

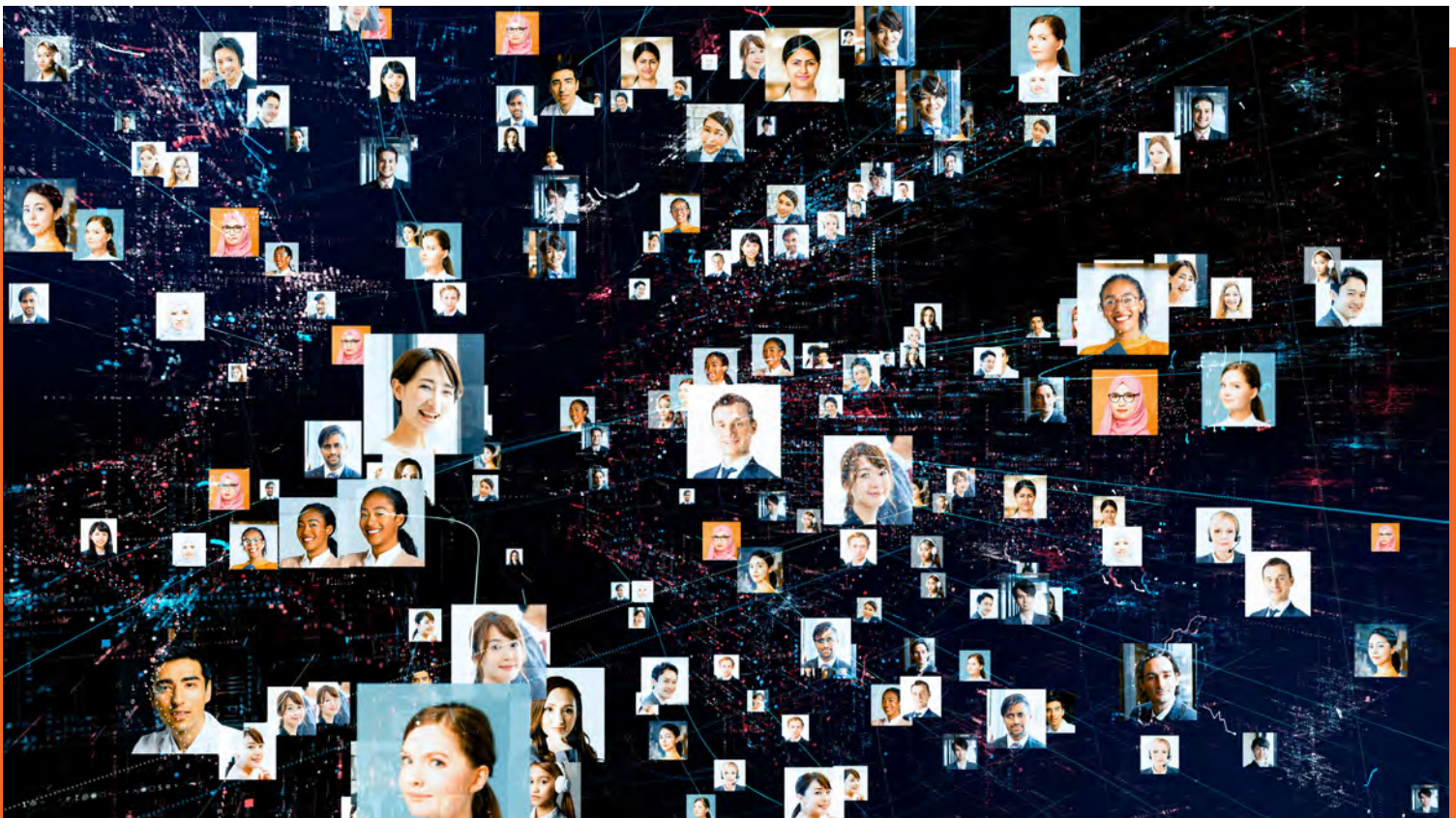


((⚡)) Powered-up tip: Leveraging the network effect

1. If you want to appear in a specific connection's newsfeed, send them a private message – the LinkedIn algorithm will start featuring your post in your connection's feed more often.

2. Endorsements and recommendations: Either request them, or hand them out and watch karma work its magic. Getting recommendations from people you have worked with is as easy as asking your peers, ex-bosses, ex-colleagues to write about their experiences of working with you. Don't worry if all of them don't respond.

If you are new to recommendations, it's a great idea to first identify who you enjoyed working with and writing some good recommendations about them on their pages before asking for one quid pro quo. This is a failsafe tip and works most of the time. Charity begins at home. Don't be afraid to ask.



3. Hashtags: Well there are tags (of people) and hashtags of topics. If you are posting content, try to find and put hashtags on all your posts. Relevant ones. And try not to go beyond three per post. Less hashtags are more, and that's not a cliché. You can also find how popular hashtags are using the LinkedIn search bar on Mobile.

What's more LinkedIn now gives user the ability to follow certain hashtags so that you can be "in sync" with what everyone is talking about on the topics of interest.

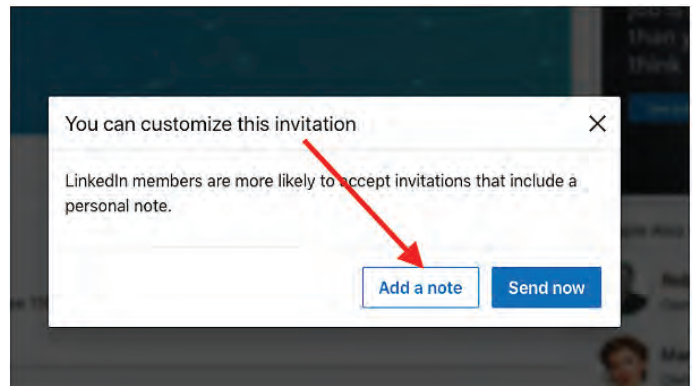


4. Social Selling Index (SSI): When was the last time you checked your Social Selling Index? While some might brush it off as a vanity metric. We believe this a good measure of how you are doing on LinkedIn. Just because it got the words Social Selling, does not mean its only valid for sales folk. This metric is the one you should keep a watch on as it shows how you are productively networking on the platform. How relevant your connections are, and how you are engaging with your network.

Here's the link to finding your [SSI](#).

A screenshot of the LinkedIn Sales Solutions landing page. The top navigation bar includes "Sign in", "Product", "Compare Plans", "Resources", "Partners", "Support", and a "Contact sales" button. The main headline reads "Measure your sales success with Social Selling Index" and "Sales Navigator can boost your Social Selling Index by 20%". Below this are "Learn more" and "Get your score free" buttons. A central image shows a person holding a laptop displaying the "Social Selling Dashboard" with a score of 62. Below the main section, a heading "Four elements of social selling" is followed by a subtext: "LinkedIn measures your social selling efforts. Here's what adds up to your score and ways to improve them." Two video thumbnails are shown: "1. Establish your professional brand" and "2. Find the right people". Each video has a description below it. A "Contact us now" button is in the bottom right corner.

5. Personalized invitations: Random invitations to connect don't provide much incentive to be accepted. Moreover, receivers can even label your invite as "I don't know this person." Personalize your connection with context by adding a note, and see how people respond. You don't have to do much – just adding a quick message introducing yourself and briefly explaining why you'd like to connect will help start a relationship. More importantly, you won't come across like you're desperately trying to bump up your numbers.



Here's an example of a great personalized invitation:

A screenshot of a LinkedIn invitation form for a user named Stephen. The title is "Invite Stephen to connect on LinkedIn". Below the title, there's a section "How do you know Stephen?" with radio button options: "Colleague", "Classmate", "We've done business together", "Friend", "Other", and "I don't know Stephen". Below this is a section "Include a personal note: (optional)" with a large text area. The text in the area is: "Hi,

I'm John Doe, a [job title], and may I say that I'm an absolute fan of your content. I couldn't agree more with the point you made in your post on [article name]. I think it would take a mature company to adopt this approach, since it inherently places higher power in the hands of employees.

I've read and enjoyed all your books till date, and try to apply your theories in my own way.

I'm sending you this connection request in the hope that I can keep seeing more of your content.

Regards,
John Doe". At the bottom of the form, there are two buttons: "Send Invitation" and "or Cancel". Below the buttons, there's a note: "Important: Only invite people you know well and who know you. [Find out why.](#)"

Step #3

Network like Your Life Depends on it.



The first step to networking is building a profile that stands out from the milieu. Tick. Next, you need to connect with relevant professionals and start engaging with them. Also done, but we can't stress enough how important it is to keep it relevant. There are broadly two types of connections you'll want to make – successful peers, and industry leaders – both of whom can help you grow. If you don't see how someone can ever add value to your professional life, it's better not to connect with them.

Most importantly, start slow and slowly build up your numbers – never get banned. However, most importantly do not over engineer your networking. Keep it broad. The trick is to find the balance between broad matching and being profile screening Nazi. As you would like to reach, find and also be known. The numbers also matter. So, keep it easy while taking out the obvious screening.

[For example, you are a data scientist and you get recommendation to connect with a plumber. No offense to plumbing as a profession, but to you this is not leading anywhere.]

Expanding your LinkedIn network offers you more benefits than you know. You don't just get in front of influencers, but attract more endorsements, and impress more people with your awesome content (getting to this in just a bit). The higher the number of people who see your content, the farther its potential reach, and the stronger your personal branding. So, find and build your army. Regularly.

And once you start building your network, you need to start building and nurturing your relationships. Check out their posts, like, or even better, comment on them (constructively if not positively), and share content that's too good to turn your back on.

You can even send the occasional DM to check on how your contacts are doing and offer your help if there's any opportunity. It's a network, it works both ways – even if you put someone in touch with a potentially useful contact from your own network, it's good karma.

Finally, a way to build your industry connections is to join groups. Find ones that are relevant to your niche, join them, engage in discussions, and power up your visibility. However, from our experiences, LinkedIn groups are not too effective. So, don't get into it unless you have spare time.



Step #4

Focus on building relationships through content.

Another way to foster relationships is to post engaging content and opinions. Sharing great articles is good to get going, but, you should also be looking to post your own articles on LinkedIn. Unless of course you have figured out your status post chops and can maintain the frequency and quality.

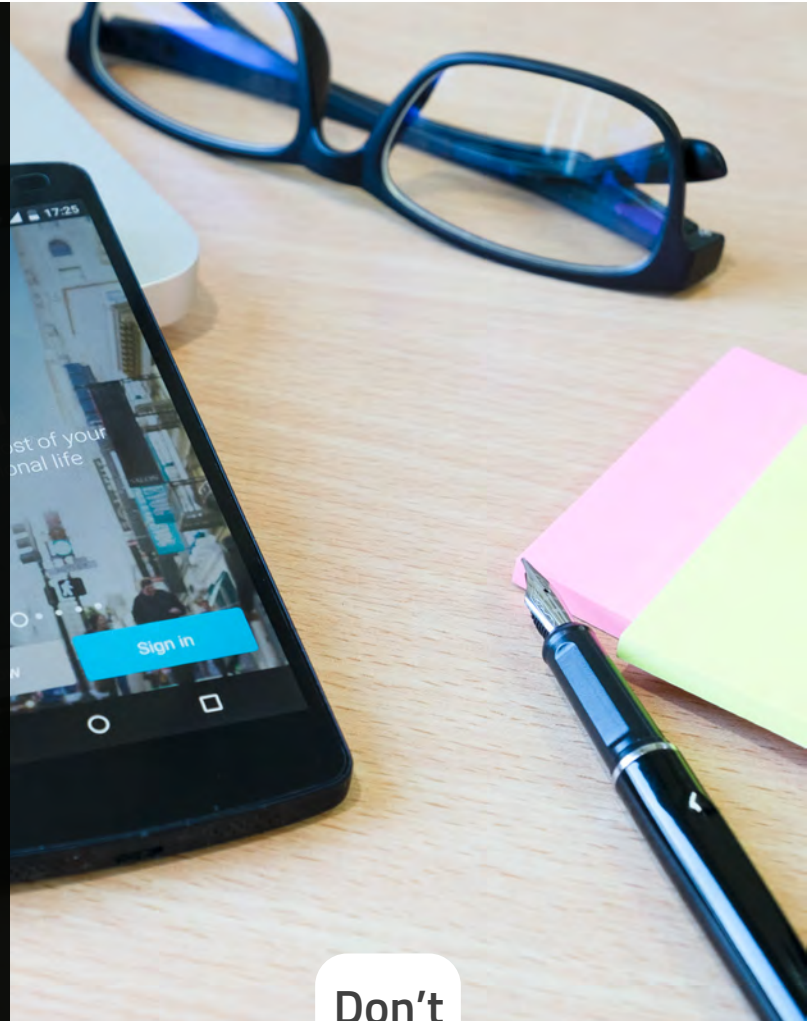
Your content should showcase you as a thought leader – your voice, your expertise, and your professional take on things.

Simply click the “Write an article” link (it’s below the “Start a post” link) on your home page to get started. An insightful, well-written post will boost engagement, besides driving your contacts to share it on their networks and widen your reach.

Here’s a quick list of **Dos** and **Don’ts** to keep in mind when writing:

Do

- ✓ Post regularly (even one article a month is regular)
- ✓ Include a strong headline and powerful, relevant statistics
- ✓ Add real images and try to avoid stock photos
- ✓ Offer as much relevance and value as possible
- ✓ Keep the tone professional yet conversational to encourage engagement
- ✓ Reply to all comments



Don't

- ✗ Just share posts without your toppings of insights
- ✗ Get too personal – remember, LinkedIn is a professional platform
- ✗ Keep sharing the same type of content
- ✗ Include external links in your post – you may add them in the comments if you have to
- ✗ Always aim for a hard sell

Now, unless you're careful, content can very easily get repetitive/ boring. So plan ahead, mix it up, and make sure to add a healthy dose of rich content such as videos, articles, branded infographics, case studies, and white papers. "How To" and "Essential Guide" content formats are incredibly popular.

To summarize, make sure your content is rich, relevant, insightful, and interesting to attract and engage as many readers as possible.



Step #5

Post Status Updates Regularly.



LinkedIn likes status posts a lot. And that too long copy status posts. If that isn't reason enough to start posting, consider this: It's an easy way to stay connected – and top of mind – with your network. The post can be anything from a literal update on something interesting you're up to (for instance, if you're attending an event), a brilliant insight you just came up with, a motivational quote, or even a great article someone else shared (of course, with your take on it as well).

Heads-up – know that this is a commitment. Daily status updates will get more people checking out your profile than ever before, but if you can't keep it up, it's better to start with maybe three posts a week and then work your way up to one a day. At any rate, don't start out with all your guns blazing and then fizzle out.

1. Credit your news sources: If you're posting industry news, make sure you tag people/ companies by using (@profile/ company name) in your description. This will help your audience navigate to the mentioned profiles or company pages, and the tagged entities also receive notifications that they've been mentioned.

2. Tag people in your network who may have a strong point of view: Aim to publish posts that will elicit a lot of interaction. Ask your audience for their views, opinions, or guesses. Tag people who are relevant and most likely to have something to say. However, avoid tagging second or third level connections.

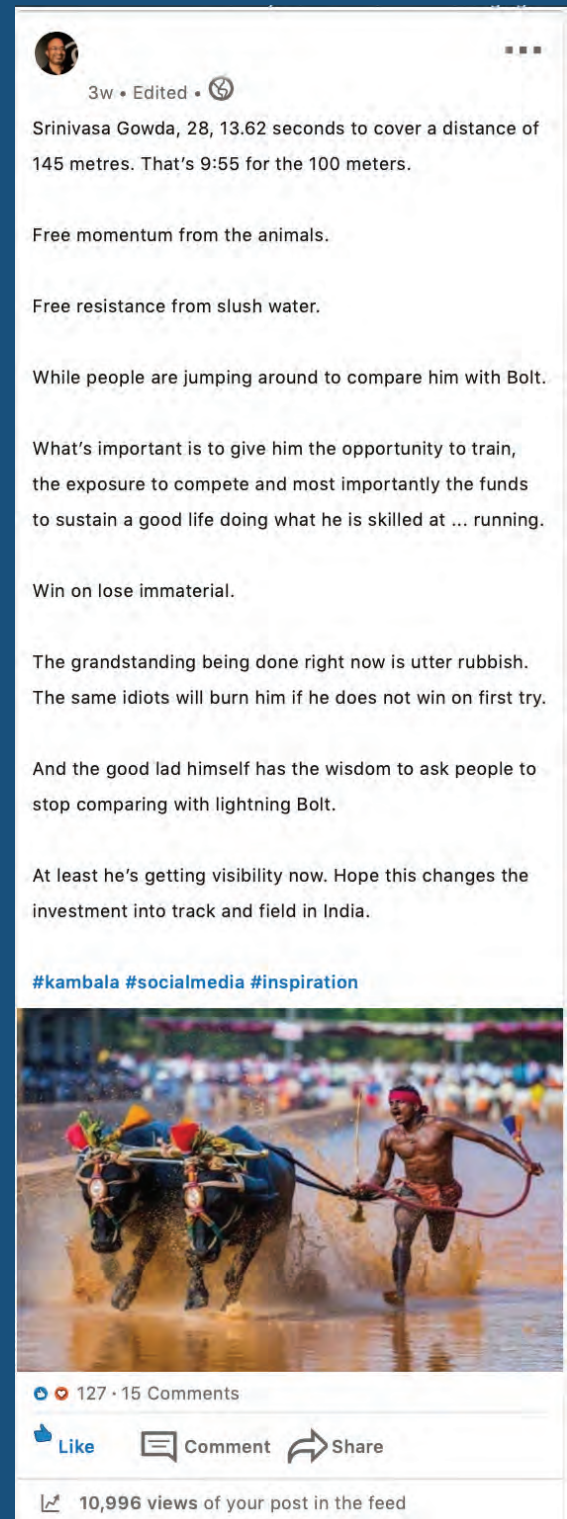
3. Respond to all comments: Don't miss even one, and make sure you respond within a reasonable timeframe. Not only will the commenter appreciate your response, you'll foster a sense of community on your page. And here's a nifty hack – ask questions in your comments to elicit even further engagement.

4. Be nice. Sarcasm is always misunderstood, and if you're looking to grow your network and popularity, it just isn't the way to go.

5. Post at ideal times. Hubspot.com states that the best times to post are Tuesday through Thursday – 7:30 to 8:30 AM in the morning, and 5.00 PM to 6.00 PM in the evening. The sweet spot, however, is Tuesday, right before lunch – your post will still be visible to your first-degree connections at 5.00–6.00 PM. And it would be a good thing to note that if your target audience is mostly in the US, about 80% of them are in the Central and Eastern time zones.

6. Last but most important. Pay attention to the formatting. As given in the blurb on this page.

⚡ Powered-up Status Text Format



Step #6

Maximize Your Reach Via Advocacy.

Now, let's shift the perspective from employees to employers – in other words, brands. Imagine being able to leverage all the above benefits – at scale. That's what brands can do, when they mobilize their employees to leverage their networks on behalf of their brand. It's what you call advocacy marketing, and it's one of the most powerful tools in the world of marketing right now.

Employee advocacy offers several benefits to employers as well as employees themselves, the most important ones being enhances branding and reach for both parties. And LinkedIn is the most natural place to start, given that most employees will already have extensive networks there. What's more, people advocate for their employers all the time – A simple status update saying "Just had a sudden lunch celebration – who said there's no such thing as a free lunch? Awesome, to boot." is a perfect example.

That said, employee advocacy is a different ballgame when compared to personal branding on LinkedIn.

Pro hacks:

- 1. Set clear goals:** If you want to achieve certain business goals, be sure to define them clearly to your employees. Also communicate how success will be measured – in terms of what metrics will be used, and why.
- 2. Outline policies:** When you're a brand, all communication should be uniform. While employees should of course be encouraged to use their own style, there should be broad guidelines regarding what's acceptable and unacceptable behavior on social media.
- 3. Leverage the right technology:** Unless you consolidate everyone onto a common platform, things can quickly get out of hand – besides becoming impossible to track and analyze. Your best bet would be to adopt a powerful platform like Socxo to centralize as well as simplify effort, from your perspective as well as that of your employees. You can also track and analyze every action from a single dashboard, making it easier to keep activities on track.
- 4. Motivate employees:** Employee advocacy can only be successful if employee stay motivated. Make sure they do. Try gamifying the process, and incentivizing intelligently enough to keep things fun and interesting.

5. Don't force activity: Employee advocacy should be an entirely voluntary, and undertaken out of genuine interest. The idea is to inspire advocacy, not mandate it. If you're not eliciting enough participation, relook at your implementation – perhaps the goals are too dauntingly high, or the process isn't engaging enough, or maybe the content is just uninspiring. With a platform like Socxo, you can even run a poll to find out why your program isn't taking off!

If You're Serious About Professional Growth, while having a lasting and positive impact on the brand/business you are working on, LinkedIn is where you need to be.

LinkedIn is definitely not anything like you knew it to be even a few years ago. Like any social media platform, its algorithms are constantly changing, and you definitely have to be at the top of your game to keep leveraging it to the best of its potential. So, take some time to explore the platform, get acquainted with all its features, and use this laundry list of hacks to get started. Once you do that, it's just a matter of brushing up every now and then.





SOCXO

We'd be happy to help you understand how Socxo can maximize the results of your Advocacy Marketing efforts.

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