About LinkedIn

Our Vision

Create economics opportunity for every member of the global workforce.
LinkedIn Statistics

- ~61m users are senior level influencers
- 610m+ users on LinkedIn with less than 50% active on a monthly basis
- 90%+ recruiters use LinkedIn to source candidates
- ~40m users are in decision making positions
- ~3m users are sharing content daily
WHY LINKEDIN?

Creating Opportunity

Establish Your Profile

Building a Powerful Network

Keep Learning

Thought Leadership

Realize Your Earning Potential
LET'S GET STARTED

Your Impact
How are you different?
What value do you bring?

Your Brand
How do others see you?
How do you see yourself?

Your Content
What are you sharing?
How is this helping you?

Your Community
How are you building meaningful relationships?
### Identify Your Strengths
- How would your family & friends describe you?
- What obstacles have you overcome and how?
- What do you do better than most people?
- What skills (soft-skills or technical skills) do you have to offer?

### Identify Your Passion
- What are some activities you enjoy doing?
- What motivates you?
- What/who are things you're loyal to?
- If money wasn't an issue, how would you spend your time?

### Clarify Your Goals
- What are your short, mid, and long term goals?
- Are they SMART goals?
- Why are these your goals and how important are they to you?
- How do you spend your time each day and is it relevant to your goals?

### Craft Your Impact Thesis
- Sum it all up in an action packed thesis statement.
  - "I use my {strengths} and {passion} to {goals}."
1. Profile Picture
Pick a photo aligned with your role/brand. Members with a photo get:
9x More Connection Requests
21x More Profile Views
36x More Messages

2. Banner Image
Create a banner image (1584px x 396px) to highlight things at a glance. Consider including the following:
Relevant background photo
Logo(s), Products, & Services
Social/Personal Website
Areas of Expertise
Call To Action

3. Headline
Customize this as it shows up as your byline. Use the following:
"[Role/Department] at [Company] | Industry of Interest | Unique Statement"
TIP: Editing on Mobile allows you to use more characters

4. Summary
Include your impact thesis here. Utilize keywords from industries/roles of interest. Share about your interest, experience, career aspirations, etc.

5. Media
Include digital rich media highlighting any notable features or projects.
Tiffany Parra  •  1st
Connect[in]g Talent to Opportunity | Host of the Work in Progress Podcast | Creator of #Flexwithfood
Sunnyvale, California

LinkedIn
California Polytechnic State University-San Luis Obispo
See contact info
See connections (500+)

Tap [...] and hit 'Follow' 1st Generation American. Podcaster. LinkedIn Content Creator. Spikeball Fanatic. I am a dynamic individual with many different skill sets and a passion for building communities, brands, and ideas. I'm currently a Recruiting Coordinator at LinkedIn. Outside of work, I...
Your Content
Dear students,

Don’t spend your college years finding yourself; instead, spend your time defining yourself. You define who you are.

For the first 2 years of undergrad, I wasn’t sure if I made the “right” choice with my degree, and I was searching externally for the answer, but it was not until recently that I realized that the true answer comes from within. We are the only ones who can make the judgement call for ourselves and in doing so, we take the initiative to define who we are and who we want to be.

Cheers,
Patrisse

P.S. I’d love to hear from students on LinkedIn who are creating their own opportunities - Jordan, Rita, Blessing, and Cecilia! #studentvoices #studentsofib #personaldevelopment

1,623 Likes · 110 Comments
Best Practices for Posting on LinkedIn

Use short-form posts to share and start conversations about what you're reading, ask for advice or ideas, and to respond to industry news, trending topics and major events.

**Content matters**
Share quality insights and fresh perspectives based on your knowledge, expertise or observations.

**Share consistently**
This helps build a relationship and habit around your content.

**Start or join a conversation**
Engage your network by asking a question or by sharing a point of view. Respond to commenters and engage with others' posts.

**@Mention**
Invite people to participate in your conversations by tagging them in your posts.

**Use relevant #hashtags**
Use a # to indicate what your post is about. Hashtags are searchable and help your content get discovered.

**Include a photo or video**
Posts with images or rich media draw people in and bring your post to life.
Use articles to share your insights, perspectives, and expertise.

**Timely commentary**
The best way to drive conversation and attention is to write on industry trends or share commentary about the day’s news.

**Headlines matter**
Ask yourself: “In the course of my busy day, would I click on that?”

**Images do, too**
Articles with cover photos tend to get more engagement than those without.

**Go long (but not too long)**
The sweet spot for article length is about 500-1,000 words.

**Here are some ideas to get you started:**
- What will (or should your industry look like in 5, 10, or 15 years, and how will it get there?
- What important trends should people in your industry or area of expertise know?
- What are some challenges you’ve faced or opportunities you’ve seized?
- What’s the biggest problem your industry needs to solve?
- What concrete advice would you give someone hoping to enter your field?
**The 3 C's of Great Writing**

<table>
<thead>
<tr>
<th>CLEAR</th>
<th>CONFIDENT</th>
<th>CONCISE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Translate business jargon into simple words. Such as:</td>
<td>Delete words that undermine your authority.</td>
<td>Follow these rules to make your writing &quot;digestible&quot;</td>
</tr>
<tr>
<td>Leverage -&gt; Use</td>
<td>&quot;Sometimes&quot;</td>
<td>No more than 25 words in a sentence.</td>
</tr>
<tr>
<td>Competencies -&gt; Skills</td>
<td>&quot;Possibly&quot;</td>
<td>No more than 3 sentences in a paragraph.</td>
</tr>
<tr>
<td>Optimize -&gt; Perfect</td>
<td>&quot;I think&quot;</td>
<td>Avoid double descriptions (&quot;The room was clean and tidy&quot; -&gt; &quot;The room was clean.&quot;)</td>
</tr>
<tr>
<td>Cognizant -&gt; Aware</td>
<td>&quot;Usually&quot;</td>
<td></td>
</tr>
<tr>
<td>Commence -&gt; Begin</td>
<td>&quot;Maybe&quot;</td>
<td></td>
</tr>
<tr>
<td>Numerous -&gt; Many</td>
<td>&quot;It seems&quot;</td>
<td></td>
</tr>
<tr>
<td>Sufficient -&gt; Enough</td>
<td>&quot;It might&quot;</td>
<td></td>
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By Jon Youshaei
The Secret to Write a Great Headline

Look at recent blogs and news sites for trending topics (Quora, Medium, Reddit).

<table>
<thead>
<tr>
<th>E</th>
<th>A</th>
<th>T</th>
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</thead>
<tbody>
<tr>
<td>E = End result reader wants</td>
<td>A = Address any objections</td>
<td>T = Time period they’ll get it</td>
</tr>
<tr>
<td>&quot;My dream job&quot;</td>
<td>&quot;I don't have any experience&quot;</td>
<td>&quot;ASAP&quot;</td>
</tr>
</tbody>
</table>

**EXAMPLE**

"5 Secrets to Getting Your Dream Job Without Experience" [E+A]

"Get Hired for Your Dream Job By Next Month" [E + T]

"How To Get Your Dream Job As a College Student" [E+A]

Adapted from Jon Youshaei
# PROVEN HEADLINE TEMPLATES

<table>
<thead>
<tr>
<th>SUPERLATIVE</th>
<th>SECRET</th>
<th>SCARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headlines about &quot;the best&quot; or &quot;worst&quot;</td>
<td>Headlines that reveal the unknown</td>
<td>Headlines that instill fear/intrigue</td>
</tr>
<tr>
<td>The World's Worst Advice About &quot;X&quot;</td>
<td>The Hidden Truth About &quot;X&quot;</td>
<td>10 &quot;X&quot; Mistakes You're Making Without Realizing</td>
</tr>
<tr>
<td>The Best &quot;X&quot; You've Never Head Of</td>
<td>10 Secrets The &quot;X&quot; Experts Don't Want You To Know</td>
<td>The Untold Dangers Of &quot;X&quot;</td>
</tr>
<tr>
<td>The World's Most Unusual &quot;X&quot;</td>
<td>The Secret of Successful &quot;X&quot;</td>
<td>10 Reasons Not To &quot;X&quot;</td>
</tr>
<tr>
<td>The World's Best &quot;X&quot; You Can Actually Afford to Buy</td>
<td>Little Known Ways to &quot;X&quot;</td>
<td>10 &quot;X&quot; Things You Should Never Do</td>
</tr>
<tr>
<td>The Top 10 Most Important &quot;X&quot;</td>
<td>10 Myths About &quot;X&quot; That You Still Believe</td>
<td>Beware Of These 10 &quot;X&quot;</td>
</tr>
<tr>
<td>10 Reasons &quot;X&quot; is the Worst &quot;Y&quot;</td>
<td></td>
<td></td>
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</tbody>
</table>

By Jon Youshaei
One of the easiest ways to capture attention is to record a video.

**Start with a bang**
Hook viewers quickly with a striking visual or a good opening line.

**Show it**
Your followers want to see what you're seeing. Show them!

**The details**
For a clearer picture, be sure you're not backlit. We also recommend filming vertically.

**The right length**
Keeping your videos between 30 seconds and two minutes is a good guide.

**Use a #hashtag**
This helps your content get discovered. (#OnCampus and #YourUniversity)

**Be heard**
Try to film in a quiet spot. If you're in a noise place, consider using your headphones or an external microphone for clear sound.

**When sharing videos, consider these stand-out content types:**

- Share professional tips.
- Share from industry events or conferences.
- Show a demo, lecture or conversation.
- Record an explainer video.
- Share a "behind the scenes" or insider view.
- Engage viewers by asking a question.
- Give context by adding text on screen.
- Share everyday work moments with LinkedIn video filters.
#STUDENTVOICES MONTHLY CONTENT THEMES

## LINKEDIN 2019 STUDENT CALENDAR

Monthly content themes for students. Interested in a topic? Write about it during the specified month and include the hashtag somewhere in the body.

### JAN - 5 YEARS LATER
It’s the beginning of the new year. Tell us about your plans for the future and goals you hope to achieve. Where do you see yourself in 5 years? #5YearsLater

### FEB - MY INSPIRATION
We’re all motivated to achieve success. Tell us about those that influence your drive. What or who inspires you the most? #MyInspiration

### MAR - HIGHS AND LOWS
We’re all faced with obstacles. What are some moments to highlight some highs and lows? What did you learn from these experiences? How did you push forward? #HighsAndLows

### APR - SMARTWORK VS HARDWORK
For many, it’s a busy time to balance school, work, and extracurriculars. When is it appropriate to work smart vs hard? How do you decide? #SmartworkVsHardwork

### MAY - MY CAREER CHOICES
As we enter the end of the term, many of us are pursuing the start of a career. What factors did you consider? Have you made the right career choices? #MyCareerChoices

### JUN - TASTE OF SUCCESS
We all want to succeed. Everyone measures success differently. Tell us about what success means to you. How have you been successful? #TasteOfSuccess

### JUL - PEER PRESSURE
We’ve all faced peer pressure. It could be a time that pushed you out of your comfort zone. Share about a time you gave into peer pressure. What did you learn? #PeerPressure

### AUG - THERES MORE TO ME
We all have a unique story. Take a look at your LinkedIn profile and share about something that’s not on there. What’s the other side of you? #TheresMoreToMe

### SEP - WHAT LINKEDIN MEANS TO ME
As you continue to share your voice, what have you noticed has changed? How has this experience helped you? Share your favorite moments. #LinkedInCELife

### OCT - STARTUPS VS MNCS
What are some of the pros and cons of startups vs MNCS? Which do you see yourself working at? And how do you make this decision? #StartupsVsMNCS

### NOV - DESTROYING STEREOTYPES
In the face of societal norms, what are stereotypes that you think need to be changed? And what steps should students (and others) take to break the stereotypes? #DestroyingStereotypes

### DEC - EXPECTATIONS VS REALITY
Reflecting on 2019, what were some expectations you had in regards to internships, jobs, and academics? What were the realities? And what did you learn? #ExpectationsVsReality

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### GET STARTED NOW
HTTP://LINKD.IN/PUBLISH

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Photos courtesy of Canva | Created by Germain Louie
Your Community
Hi [FirstName],

I'm currently finishing my final year in University where I study Business Economics and Political Science. I have an interest in Digital Marketing and Social Media as I independently learn about both. Would appreciate a time to chat to learn more about your role as a CMO.

Cheers,
GL

Hi [FirstName],

I'm currently finishing my final quarter at UCI and am an aspiring product marketer/community manager. I saw your profile after [Mutual] had mentioned you in his recent share about the importance of workspace. I’d love to chat and learn more about your experiences.

Chat soon,
Germain
USING THE ALUMNI TOOL

153,460 alumni

Search alumni by title, keyword or company

Where they live

142,946 | United States
51,061 | Orange County, California Area

Where they work

3,867 | UC Irvine
888 | Kaiser Permanente

Start year 1900  End year 2019
sending voice messages

Sarah Grosz
just to go to this haha im down.

DEC 17, 2018

Germain Louie • 9:16 am
Here's the video collab/mash-up that I'll be sharing for my workshop! Thanks for your help and being part of it. (-;

https://www.linkedin.com/feed/update/
urn:li:activity:648047542956729344/

Germain Louie on LinkedIn:
"The world we live in is m... December 17, 2018: Germa...

Sarah Grosz • 9:29 am
YEET YEET YEET

DEC 30, 2018

Sarah Grosz • 4:38 pm
0:31

DEC 31, 2018

Germain Louie • 12:49 pm
0:27
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Where is everyone?
Nearby members will appear here when you both have this page open.

**LinkedIn Code**

Scan

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Revenue Operations at Cylance | LinkedIn Campus Editor & Learning Ambassador | Lin...

Share my code
Save to photos
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If you need additional help, please feel free to contact us via LinkedIn.

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Germain Louie
Head of Event Operations at Impact Mentality
LinkedIn Campus Editor & Learning Ambassador
www.germainlouie.com
Thanks for attending "Using LinkedIn to Crush It"
We'd love to know a bit about your experience with us.

bit.ly/crushedit-linkedin