

# LinkedIn profiles + pages

Top 10 tips to grow your personal and professional networks



# **Download these slides**

<https://squarelysocial.com/workshop-resources>

**Squarely  
Social**

# What we're going to cover

- Building a professional presence with your personal profile
- The basics of company pages and how to use them
- Ideas to help you create engaging content
- Ways to grow your business relationships
- Top 10 tips
- Q+A

Make your online marketing make sense.

# Guidelines for participating



## Mute/unmute

Keep audio off  
to reduce  
background noise



## Camera on/off

This is up to  
you



## Rename yourself

Include your  
name and your  
company name



## Participation

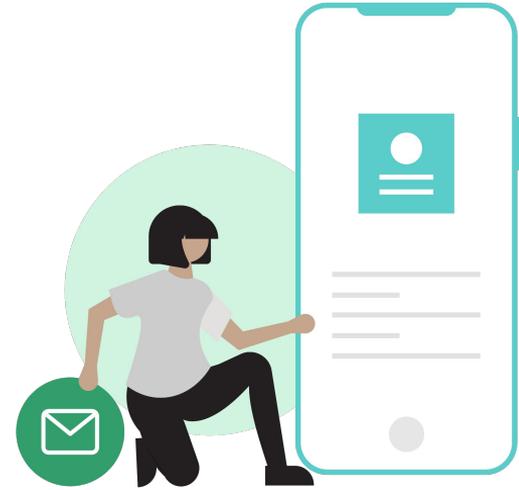
Chat, reactions,  
polls

Make your online marketing make sense.

# LinkedIn Profiles

Poll

# How long have you been on LinkedIn?



# Platform stats

- There are approximately 849.6 million members on LinkedIn (as of June 2022)
- 4 out of 5 professionals on LinkedIn have decision-making authority in their organizations
- 40% of people on LinkedIn use it daily; 9 billion posts come from less than 100 million content creators
- 6 out of 10 users actively look for industry insights
- Content gets 15x more impressions than job postings

Make your online marketing make sense.

# What LinkedIn is really about

- Opportunity
- Credibility
- Relationships
- Visibility

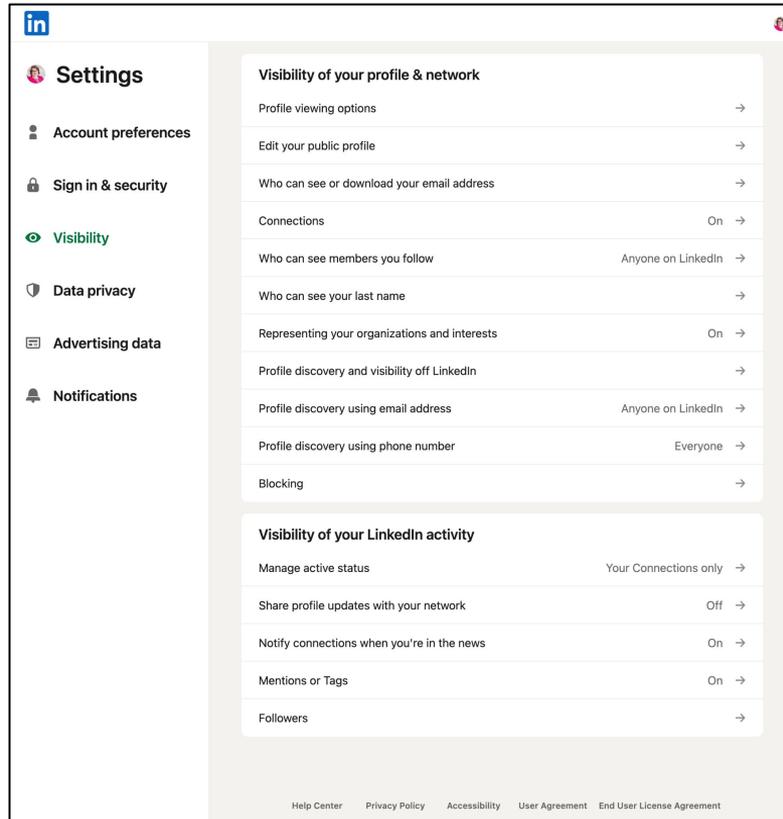
Make your online marketing make sense.

# You define what professional means

- LinkedIn doesn't define professional -- you do
- It's important that your LinkedIn presence is a genuine reflection of your professional and personal brand
- If you're pretty casual in real life, be casual on LinkedIn
- If you're more formal, then be more formal

Make your online marketing make sense.

# Let's start here: Privacy settings



The screenshot shows the LinkedIn 'Settings' page with the 'Visibility' section selected. The left sidebar lists various settings categories, and the main content area is divided into two sections: 'Visibility of your profile & network' and 'Visibility of your LinkedIn activity'. Each setting includes a description, a current value, and a right-pointing arrow for editing.

Section	Setting	Current Value	Action
Visibility of your profile & network	Profile viewing options		→
	Edit your public profile		→
	Who can see or download your email address		→
	Connections	On	→
	Who can see members you follow	Anyone on LinkedIn	→
	Who can see your last name		→
	Representing your organizations and interests	On	→
	Profile discovery and visibility off LinkedIn		→
	Profile discovery using email address	Anyone on LinkedIn	→
	Profile discovery using phone number	Everyone	→
Visibility of your LinkedIn activity	Blocking		→
	Manage active status	Your Connections only	→
	Share profile updates with your network	Off	→
	Notify connections when you're in the news	On	→
	Mentions or Tags	On	→
Followers		→	

You control what kind of activity you want others to be notified of, including profile changes.

# LinkedIn profile components

**1**  
Profile photo

**2**  
Headline  
Your headline can be up to **220** characters long

**3**

**4**  
Cover photo

**5**

**6**

**Squarely Social**  
Make your online marketing make sense.  
squarelysocial.com

**Kelly Thibodeau** (She/Her)  
Marketing Strategist | Speaker | SheEO Activator | Instructor and trainer | I help people think differently about online conversations  
Talks about #webwriting, #linkedintips, #squarelysocial, #contentstrategy, and #socialmediamarketing  
Headingley, Manitoba, Canada · [Contact info](#)  
2,012 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

**Open to work**  
Director Marketing Communications, Marketin...  
[See all details](#)

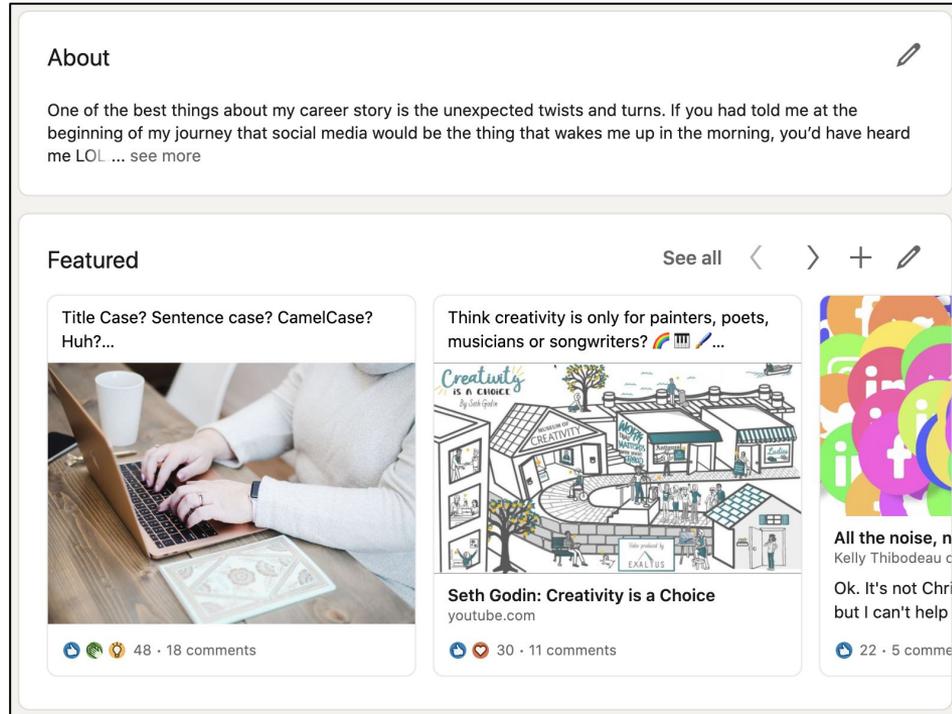
**Providing services**  
Brand Consulting, Digital Marketing, Marketin...  
[See all details](#)

# LinkedIn profile components

The About section is your handshake -- write the first 2 lines to make someone curious and read more

- Tell a story
- Write like you talk
- Include an action

Use the Featured section to highlight articles you've written or to link to a website



Note: These sections might be in a different order if you've turned on Creator Mode.

# LinkedIn profile components

## Experience

 **Principal**  
Squarely Social  
Jun 2018 - Present · 3 yrs 11 mos  
Winnipeg, Canada Area

I started Squarely Social because I saw an opportunity to help business owners connect with their ideal customers. I've helped entrepreneurs, non-profits, financial advisors and industry organizatio ...see more

---

 **Instructor**  
The University of Winnipeg, Professional Applied and Continuing Education  
Nov 2018 - Present · 3 yrs 6 mos  
Winnipeg, Manitoba

I'm teaching the Digital Marketing Strategy course in the new Digital & Social Media Marketing Certificate program. The course focuses on helping students understand and apply digital marketing prii ...see more

---

 **Marketing Manager**  
Petline Insurance Company  
Jul 2018 - Aug 2019 · 1 yr 2 mos  
Winnipeg, Canada Area

As a member of the senior leadership team at Petline Insurance, I'm fortunate to work with a talented team to help educate, inform and inspire Canadian pet owners about protecting their best frie ...see more

---

 **Great-West Life**  
12 yrs 8 mos

Use the Experience section to highlight your proudest accomplishments (not your job description)

Write in the first person (me, I)

# Profile photo tips

- Profiles with photos get 9 times more views and 13 times more engagement
- This doesn't have to be a professional headshot, but it should be representative of you in your work and less than 2 years old
- Make sure the lighting is clear and the background isn't distracting
- Show some personality
- Crop, add filters and adjust your photo right on LinkedIn!



# Headline

Compelling, customized, represents you -- in 3 unique ways

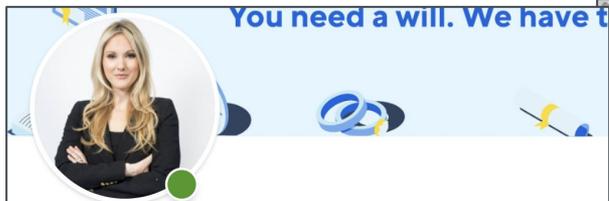
1. Industry keywords
2. Your role
3. Unique skills or passions

Don't get too vague about this -- example "Bridge builder"

**Make your online marketing make sense.**



# Some inspiration



Erin Bury · 1st

CEO of estate planning startup Willful. Entrepreneur, speaker, startup advisor.



Michaela Alexis · 1st 

Millennial LinkedIn Trainer and Coach | Espresso Fueled LinkedIn Learning Instructor | Helping Businesses and Audiences Shine on LinkedIn



Cher Jones · 1st 

Corporate Social Media Trainer | Keynote Speaker | 1:1 Personal Branding Coach | Teaching professionals how to brand themselves & use social media at work for work | #JustAskCher LIVE on LinkedIn Tues at 8PM EST



Kristin Gallucci · 1st 

People-first leader | Customer-first marketer | Director of Marketing @ Signarama | LinkedIn Top Voice | Tedx Speaker | Modern Marketer



Naheed Somji · 1st 

Social Media Specialist at Economical | Part-time Professor at Conestoga College | Digital Marketing Consultant  
Kitchener, Ontario, Canada · [500+ connections](#) · [Contact info](#)



Lacey Abbacchi · 1st 

LinkedIn Coach | Unwavering Optimist | Classic Rock Enthusiast | LinkedIn Queen | Forbes Business Council | Personal Branding Strategist | #laceyisms 🌸

# Your cover photo

- LinkedIn uses a default background image if you don't update your cover photo
- Make sure it connects with your professional work, background or values
- Make sure text isn't hidden behind your profile picture
- You can upload a [free stock photo](#) or create a custom image
- To go all in with your cover photo:
  - Give people a call to action
  - Show what you do
  - Give people more ways to connect with you

# Edit your public url

## Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



**Make your online marketing make sense.**  
squarelysocial.com



**Kelly Thibodeau**  
Marketing Strategist | Speaker | SheEO Activator |  
Instructor and trainer | I help people think differently about  
online conversations  
Headingley, Manitoba, Canada · 500+ connections

[Sign in to follow](#)

**Contact Kelly for services**  
Brand Consulting, Digital Marketing, Marketing Strategy, Search Engine Optimization (SEO), Social Media Marketing, Content Strategy, Content Marketing, Marketing Consulting, and Training  
[See all details](#)

 **Squarely Social**  
 **The University of Winnipeg,  
Professional Applied and...**

### Edit your custom URL

Personalize the URL for your profile.  
[www.linkedin.com/in/kthibodeau](http://www.linkedin.com/in/kthibodeau) 

### Edit Content

This is your public profile. To edit its sections, update your profile.  
[Edit contents](#)

### Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.  
[Learn more](#)

Your profile's public visibility  On

#### Basic (required)

Name, number of connections, and region

#### Profile Photo

Only 1st-degree connections  
LinkedIn members directly

# Notifications & activity

Get comfortable with this; don't creep someone's profile

- Your connections see a record of every action you've taken on LinkedIn
- Connections can see if you've looked at their profile
- Use it to build connections, get access to new content and meet new people

**Activity**  
1,656 followers [Manage followers](#)

 I love that LinkedIn gives me a chance to meet people from around the world —...  
Kelly commented

 Wow! Amazing Fabian. Congrats!  
Kelly commented

 Wow! Congratulations & looking forward to hearing from you!  
Kelly commented

 Congratulations Sheila! Ridge is a great group.  
Kelly commented



# LinkedIn algorithm: Personal profiles

## The “friendliest” algorithm

- Major shifts started in 2019 to move away from influencers to favouring content + engagement
- Factors include:
  - Keywords in your profile + people you’re likely to know
  - Reactions in the first few hours from your connections give your content extended life in the newsfeed
  - How you engage with other content in your newsfeed

Make your online marketing make sense.

# Creator mode

- Creator mode changes some of your profile layout
- Prioritizes followers over connections
- You can add up to 5 hashtags to your profile
- You can build and send your own LinkedIn newsletter
- Gives your content more visibility and reach

Make your online marketing make sense.

# LinkedIn Pages

# Why consider a company page

## The good

- It's your official brand presence on LinkedIn
- You can feature your best content
- You need it to advertise on LinkedIn
- It gives you an SEO boost
- Your employees' Experience sections will be linked to the company page

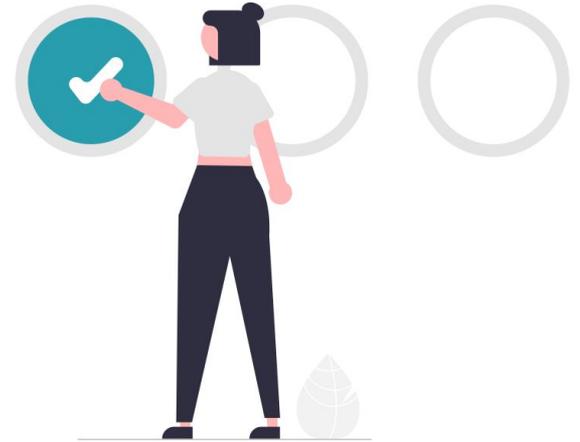
## The bad

- It doesn't get much reach in the newsfeed

**Make your online marketing make sense.**

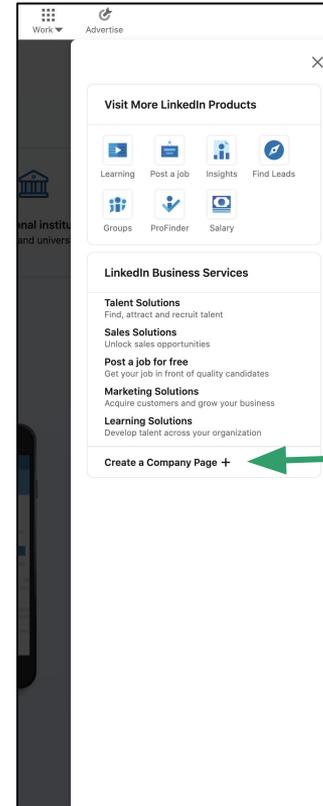
Question

# Do you have a LinkedIn page?



# How to set up a company page

- Click the “Work” menu and select “Create a Company Page”
- Choose the type of company and follow the prompts
- Assign appropriate admin roles to others you’re connected to
- Customize your page with a company logo, cover photo, tagline, CTA button and hashtags



Note: This functionality is only available on desktop.

# LinkedIn page: Member view

The image shows a LinkedIn member view for the company Mailchimp. The page is annotated with seven green circles containing numbers 1 through 7, with arrows pointing to specific elements:

- 1** points to the banner image at the top of the page.
- 2** points to the company logo (a yellow square with a black monkey face).
- 3** points to the company name "Mailchimp" and its tagline "Make big moves with the smarter all-in-one Marketing Platform built for growing businesses."
- 4** points to the "About" tab in the navigation menu.
- 5** points to the "About" section content, which describes Mailchimp as an always-on marketing platform for small businesses.
- 6** points to the "Recently posted videos" section, which features a video thumbnail and a description of an animated comedy series.
- 7** points to the "Page posts" section at the bottom of the page.

The right-hand side of the page features an advertisement for Mailchimp jobs, a section titled "Pages people also viewed" listing HubSpot, Slack, and Salesforce, and a "See all similar pages" link.

# LinkedIn page: Admin view

The screenshot displays the LinkedIn Admin view for the page 'Squarely Social'. The interface is divided into several sections:

- 1**: Home navigation tab.
- 2**: Profile picture and cover image area.
- 3**: Page name 'Squarely Social' and follower count '323 followers'.
- 4**: 'Edit Page' and 'Share Page' buttons.
- 5**: 'View as member' button.
- 6**: 'Admin tools' dropdown menu.
- 7**: 'Grow your followers' section with 'Invite connections' button.
- 8**: 'Analytics' section.
- 9**: Analytics data for 'Search appearances' (Last 7 days) showing a 14.3% decrease.
- 10**: Analytics data for 'Custom button clicks' showing 0 clicks.
- 11**: Analytics data for 'New leads' showing 0 leads.

Other visible elements include the 'Start a post' section with options for Photo, Video, Poll, and Write article; the 'Find your next great hire' section with a 'Post a free job' button; the 'Amplify your content' section with a 'Boost' button; and a 'Manage' sidebar with options for Events, Hashtags, and Newsletter.

# A note about admins

- You no longer have to be directly connected to someone to add them as an admin on the page
- Always make sure you *and* someone from your team have admin access, even if you're outsourcing your content, page management or paid ads
- Assign the right level of permissions -- don't give anyone access that they don't need
- Use 2-factor authentication on your LinkedIn account

Make your online marketing make sense.

# What to share on your company page

- Complete the About section
- Showcase the industry, culture and the people, not just job postings
- Share ppts, pdfs and Word docs that are valuable for your target audience
- Use “notify employees” feature to tell employees when you’ve posted to the company page

Make your online marketing make sense.

# Crafting content that gets noticed

# Create content that invites conversation

Tell people how you want them to engage and respond

- Ask questions, use polls, ask for opinions
- Introduce people in your comments
- Tag people in your posts -- but only people you know will respond
- Don't be afraid to be vulnerable -- post when you've had a hard day, need help solving a problem or want to learn about something new

Make your online marketing make sense.

# Writing LinkedIn posts

- Remember LinkedIn shows the first 2 lines before using “read more” so stand out from feed content by using those first 2 lines to draw readers in
- Start with a surprising fact, a bold statement or a question about a common trend, add detail and end with a call to action
- Use white space to break up the lines and improve readability
- Be genuine and avoid using click-bait tactics
- Examples:
  - The pandemic has changed this industry dramatically. And it’s not going back.
  - I’ve learned a lot of lessons the hard way, and this one was no exception.
  - Technology isn’t revolutionizing the way work gets done.

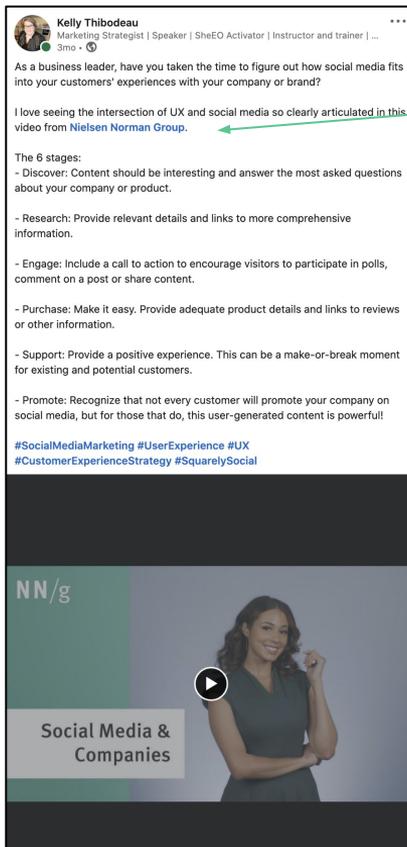
# Posting and curating content

Your perspective

Points from the article

Hashtags

Link to the article



Tag the original publisher

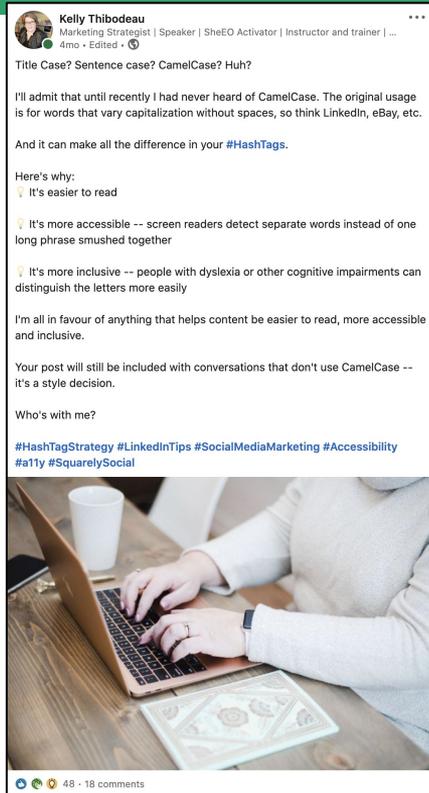
Remember:  
Use white space and line breaks  
to make the content readable  
and digestible.

# Comments are content

- You get notified every time someone in your network comments on an update
- Your network is notified every time you comment on an update
- Comment thoughtfully -- did something surprise you? Do you agree or disagree? Think about how and why you're adding to the dialogue.
- If others leave comments on your posts, dive in and ask questions to spark conversation (the sooner the better)

Make your online marketing make sense.

# LinkedIn hashtags



**Kelly Thibodeau**  
Marketing Strategist | Speaker | SheEO Activator | Instructor and trainer | ...  
4mo · Edited · 🌐

Title Case? Sentence case? CamelCase? Huh?

I'll admit that until recently I had never heard of CamelCase. The original usage is for words that vary capitalization without spaces, so think LinkedIn, eBay, etc.

And it can make all the difference in your [#HashTags](#).

Here's why:

- 🔦 It's easier to read
- 🔦 It's more accessible -- screen readers detect separate words instead of one long phrase smushed together
- 🔦 It's more inclusive -- people with dyslexia or other cognitive impairments can distinguish the letters more easily

I'm all in favour of anything that helps content be easier to read, more accessible and inclusive.

Your post will still be included with conversations that don't use CamelCase -- it's a style decision.

Who's with me?

[#HashTagStrategy](#) [#LinkedInTips](#) [#SocialMediaMarketing](#) [#Accessibility](#)  
[#a11y](#) [#SquarelySocial](#)



👍 🗨️ 🌐 48 · 18 comments

- Use 5-7 hashtags with every post
- Consider using a personalized or branded hashtag
- Research hashtags before you use them
- Use CamelCase to make them more readable and accessible
- Hashtag analytics are not available like other platforms

# Growing your network

Squarely  
Social

# Networking on LinkedIn

- Use the newsfeed to see what content your connections are sharing
- Comment thoughtfully -- did something surprise you? Do you agree or disagree? Think about how you're adding to the dialogue.
- If others leave comments on your posts, dive in and ask questions to spark conversation

Make your online marketing make sense.

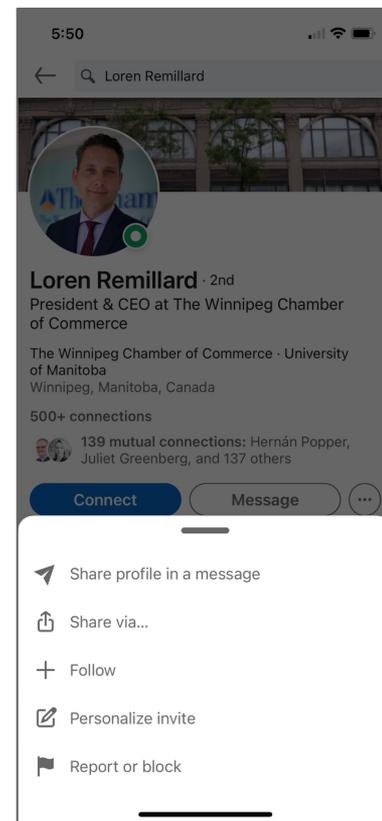
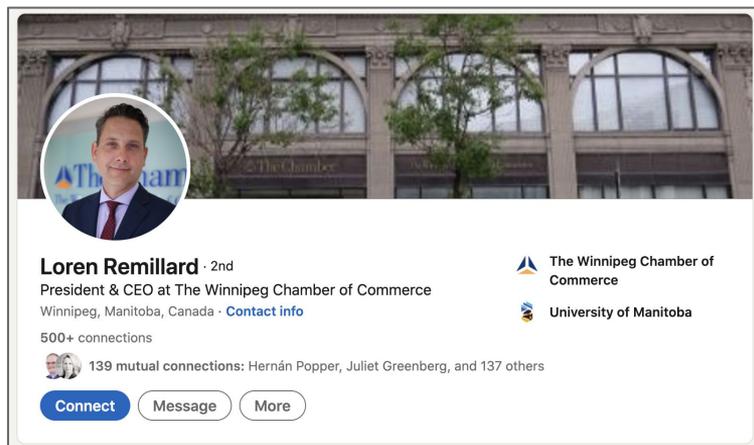
# Connecting with other people

- You connect with other LinkedIn members through a connection request
- Always personalize your message with a quick greeting, something you have in common and a closer
  - Example: “Hi Victoria. Looks like we have some interests in common. I’m in marketing and would love to learn more about your work. It would be great to connect on LinkedIn!”

Make your online marketing make sense.

# Personalize connection requests

1. Go to the person's profile that you want to connect with
2. Click "Connect" and then "Add a note"
3. On mobile, click ... and then select "Personalize invite"



# Accepting connection requests

Think about your purpose:

- To grow your network? Accept more.
- Use your discretion
  - Be cautious about invites from people you have no connections in common with
  - Be wary of the cold sales pitch
  - There are trolls. Sigh...

**Make your online marketing make sense.**

# Using search to grow your network

On LinkedIn, there are new ways to use search

- Find hashtags related to your industry, follow them and engage with people outside your network
- Find people by company or by job title and by connection, industry, location and even school

Make your online marketing make sense.

# Growing your company page

- How employees can help:
  - Make sure employees link to the company page from their Experience section on their personal profiles
  - Follow the page
  - Tag the company page in posts
  - ~~Share content from the company page~~
  - Comment on posts on the company page to increase engagement
  - Add the company page to their contact info on their personal profiles
- Page admins can send invites to their connections
- Interact with content under the company account through hashtags

# Top 10 tips

# LinkedIn takeaways

1. See LinkedIn as an opportunity, not an obstacle.
2. Make sure your profile photo reflects you professionally.
3. Tell more of your story with your headline.
4. Use a company page to establish your brand, share jobs and connect with employees.
5. Define your LinkedIn voice for your personal profile and your company page.
6. Think like a storyteller and focus on how you want your audience to feel.
7. Invite conversation with every post.
8. Tell your employees how to help grow your company page.
9. Personalize every connection request.
10. Leave thoughtful comments that create dialogue with other people.

“ LinkedIn is no longer your online  
resume.  
It’s your **digital reputation**.

— Jill Rowley, Chief Growth Officer, Marketo

# Thank you!

**Kelly Thibodeau**

kelly@squarelysocial.com

(204) 290-7709

squarelysocial.com

