



NEW YEAR, NEW YOU  
(ON LINKEDIN)  
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**Thank you to our panelists!**

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**Area of Focus: Brand Clarity**

- What's your purpose for LinkedIn? (Brand Awareness, Meet Potential Clients, Investors Introductions, etc.)
- How are you going to use LinkedIn? As a networking tool, content creator, etc.
- Once you've identified those things, update your banner, profile picture, and title to give clarity to who you are and what you do.

Tip: Use a tool like [Photofeeler](#) to rate your profile picture and learn how others will react to it.

**BRAND MESSAGING**

- Use your headline to make you stand out by using keywords. What keywords will people use to search for someone in your field?
- In your "About Me" section start with a fact, stat, or something they can relate to. Craft it in a way that will make people want to read more. Craft the message to be buyer centric, where you present a problem and how you are the solution to that problem.
- Be clear on how you want people to engage with you further and next steps.
- Use the Featured Content section to lead the conversation off LinkedIn (setting up a phone call, link to your website, or other highlights you want people to see.)

## **USING LINKEDIN TO EXPAND YOUR NETWORK**

- Set up your profile to attract your target audience
- Three types of people to have in your network: Clients, Collaborators, and Champions
  - Think of your “champions” as your invisible sales team. Their “likes” and comments will increase visibility of your content and profile to others.
- Identify who are the influencers in your industry that people listen to
  - Actively engage with those influencers by posting a substantive reply to one of their posts and use that as an opportunity to open up conversation with others active in that thread.
- When you post content, keep your target audience in mind

## **JOB SEARCH BEST PRACTICES**

- Update your profile to indicate that you’re open to finding a new job
- Post content that answers what potential employers might be looking for
- Use your “profile insights” to see who’s viewing your profile and how they found you

## **MAKE YOUR CONTENT MORE VISIBLE**

- It’s all about the algorithm!
- If a post gets engagement within the first 45 minutes LinkedIn will populate it on other feeds
  - If you’re sharing from a business it is best to have each person personalize the post, and make sure your colleagues quickly like/comment to increase visibility
- Post content that induces a conversation, the more engagement a post has the better
- If you have a business, make sure your personal and business pages are linked.
- Create your own hashtag and include it on all your posts