

Using LinkedIn to stand out from the crowd

What is LinkedIn?

LinkedIn is a business-oriented social network that allows you to build your online identity and benefit from having a professional network. With more than 45 million profile views taking place on LinkedIn every day it's likely that your profile is being viewed by potential customers, clients or candidates. Your LinkedIn profile may well be the first interaction they have with your company.

How can LinkedIn help you?

With more than 347 million members worldwide, LinkedIn is both the largest and most advanced business network in the world. It also acts as a business intelligence platform. LinkedIn grows by more than two new members per second, it is free to join and as soon as you have created your profile you can:

- **Manage your professional identity** – help build your personal brand
- **Grow and engage with your professional network** – connect with customers, clients, candidates and colleagues
- **Strengthen your global connections** – stay connected with what's happening around the world
- **Access knowledge, insights and opportunities** – with two billion member updates each week from over 200 countries and territories
- **Connect to relevant content** – engage with information that's of interest to you
- **View individual profiles** – find out more about a connection prior to meeting them
- **Manage your internal career path** – export your LinkedIn profile to your company intranet to keep your skills and experiences up-to-date

LinkedIn can provide your company with:

- **A shop window** – through which people can discover our services and the work that we do
- **A communication channel** – that we can use to tell our story and share information about our people, services and capabilities.
- **New business opportunities** – linking us to current and future customers, clients and candidates

How LinkedIn adds value

The reach of LinkedIn enables us to showcase your business both through your employee's profiles and your corporate page. It is also key to building your company's brand.

To perform well, be trusted and respected in a digitally connected world requires your company to be known and understood. It requires us to visibly demonstrate why we are a successful business.

By using all of your employee's combined networks you can introduce your company to hundreds of thousands of people in your industry. Encourage employees to regularly share your company's posts with their network. LinkedIn recommend posting at least once a week.

How you can get value out of LinkedIn

Ten things you can do to get LinkedIn working for you:

1. **Perfect your profile picture** – Use an authentic photograph that well represents you. Just having a picture makes your profile 14 times more likely to be viewed by others.
2. **Headline** – The headline is the text right under your name. Most people use this space to list their job title. However, does a job title really define your personal brand? Why not make it your mission statement?
3. **Summary, experience and skills** – This is your opportunity to paint a picture of who you are and what you aspire to be. It's not a CV, so instead use it to list your goals, passions, accomplishments, bringing your personality to life.
4. **Connections** – Connect with like-minded professionals in and outside our industry. A professional network provides you with an audience to engage with and receive content and insights from.
5. **Recommend and be recommended** – Build your credibility by displaying positive feedback from colleagues, customers or clients.
6. **Return the favour** – Take the opportunity to recognise the strengths and skills of others.
7. **Groups** – Join and be part of online communities. Share and receive compelling content that can add value to your professional life.
8. **Follow** – Follow companies and influencers that you are inspired by or interested in. By doing this you'll stay on top of industry news, gain real time insights and access to valuable content from thought leaders.
9. **Share content** – Create, share, add, and upload content to truly tell your and your company's story. This is your chance to make your profile multi-dimensional. Refer our jobs to your network, and share news and inspiration directly from the company LinkedIn page or a relevant group.
10. **Make it visual** – Try to include a video, link or picture as on average this can boost engagement by 147%.