

The POWER of LinkedIn.

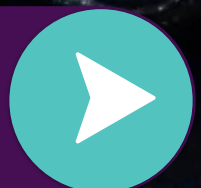
LinkedIn is an essential recruitment tool.

It's a powerful way of networking and connecting with new people.

It's vital that you know how to use LinkedIn effectively.



The next few pages will help you make the most of your LinkedIn profile.



The **POWER** of LinkedIn.

When it comes to LinkedIn, all you need to remember is 'POWER'.

P	PROFILE	Create a standout profile and find opportunities
O	ORGANISE	Understand how others use LinkedIn and what type of content works well.
W	WORDS	Your choice of words and how you communicate with your network.
E	EXECUTION	Plan and schedule your posts when inspiration strikes.
R	REAL	Be real. Be yourself.

LinkedIn: Profile.

The easiest way to edit your LinkedIn profile is to navigate to your profile and find the section you want to update. The below explains how your profile is divided into sections and what content can be found within each section.

Header section.



- Background.
- Profile photo.
- Name.
- Headline.
- Contact info.

About.



The **about** section is where you can express your mission, motivation and skills to anyone who views your profile.

Experience.



The **experience** section gives readers information about your past and current job roles. You have the opportunity to describe each of your previous roles, in detail.

Education.



Adding **educational** qualifications is a great way to showcase your knowledge and achievements.

Skills.



Add relevant **skills** to your profile so that others know your strengths.

Recommendations.



A **recommendation** is a commendation written by a LinkedIn member to recognise your work. This could be from a client, candidate or colleague.

Interests.



You can add **interests** to help colleagues and potential clients and candidates learn more about the things you like.

LinkedIn: Profile.

1 Profile photo.

Your profile photo should always be **professional** and **clear** (and set to public).

The photo should include your head and shoulders and you should be looking at the camera.

The marketing team will take a headshot for you to use.



2 Background.

Your background image appears in the header section of your LinkedIn profile.

The marketing team will provide you with the background image

which features the logo of the company you work for. It should also include your email address and phone number.



This is the second visual element people will see when they view your profile.

3 Headline.

Your headline appears at the top of your profile and is visible on every comment you make.

This is why it's important that it summarises what you do, the industry you work in and how people can get in touch with you.

When writing your headline, you should include your job title, company and phone number.

4 Contact information.

It's important that clients and candidates can easily get in touch with you when they need to.

Make sure your work contact details are on your LinkedIn profile so that you can be contacted outside of LinkedIn.

Your contact information should include your work email, work phone number, work address and relevant company website URL.

LinkedIn: Profile.

5 About.

This section will tell clients and candidates about you, so this is your chance to tell them your story.

Be specific about how YOU can make a difference to them.

Make sure this section is clear and personal to you. Don't be afraid to use big spaces and emojis to break up the information and make it easier to read. You should consider adding your contact details in here, too.

6 Experience.

Your experience section should include your current and previous job experiences. It gives anyone who views your profile a better understanding of your work experiences and skills.

7 Skills

Add relevant skills to your profile so that others know your strengths.

These skills should back up your headline, about section and experience.

LinkedIn uses your chosen skills to show your profile to relevant clients and candidates.

Step by step

If you need support updating your LinkedIn profile, follow our step-by-step video tutorials, here:

<https://talentia.group/power/>

Alternatively, contact the marketing team on:

marketing.inbox@talentia.group

LinkedIn: Organise.

Creating posts and talking to your community can be scary so before you press “post”, it’s important to see how others are communicating on LinkedIn.

Gain inspiration from others, and if you’re already posting, reflect on the success of your current content.

The best way to do this is to **review** and **organise**.



1 Eye-spy on competitors.

Look at your competitors, perhaps find someone within the organisation that does a similar role to you and ask yourself...

1. What’s working for them?
2. What would you change about their profile?

This exercise isn’t to copy their feed but to understand how other people within the same industry and role engages with their audience.

2 Flashback to previous posts.

Review your own content over the last few weeks, or months:

1. Which post got the most likes?
2. Which post got the most comments?

To build an audience online, you need to understand your audience.

3 Ask the right questions.

Ask your team to proof read (check) your posts and make sure they are written well. They could also share ideas of how you can improve your profile.

A fresh pair of eyes always offers a new perspective.

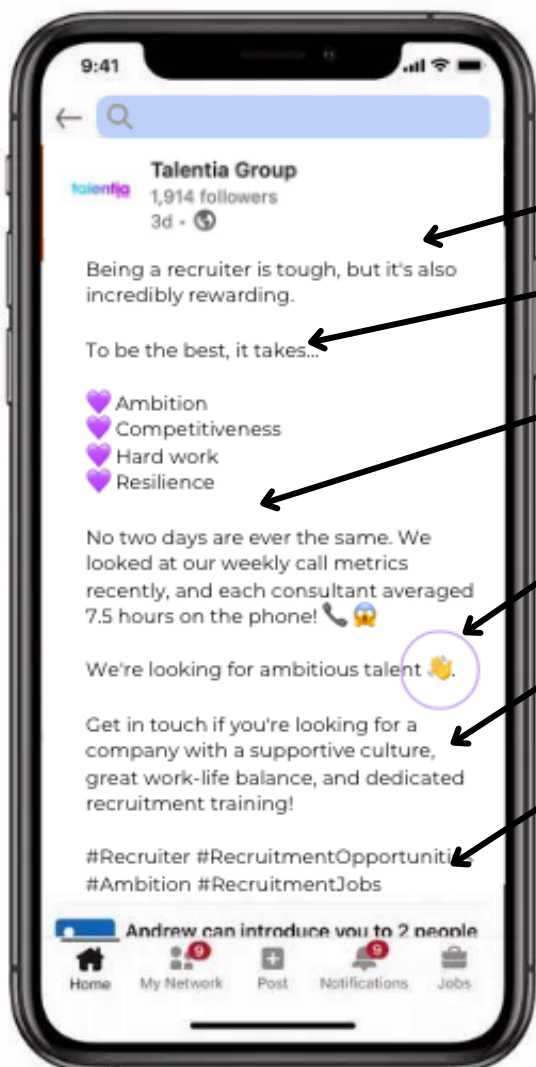
LinkedIn: Words.

It's important to create a community around yourself and your brand.

Engage with your audience by creating shareable content that will make them feel something - whether it's for entertainment or education.

1 What do you want your audience to feel?

- Do you want to make them laugh?
- Do you want them to relate to a problem they are having?
- Do you want them to find your content helpful?



2 How to write a caption.

Intro – engage the reader

Share info – what are you explaining?

Don't be afraid of using white space

Use emojis

Finish with a Call To Action (CTA)

Use hashtags relevant to the topic

3 Content ideas. feedly

It can be challenging to generate content, which can be used for posts, on a weekly basis.

Check out Feedly.com to find topics and trends that matter to you. Exploring LinkedIn for other content ideas can also help.

LinkedIn: Execute.

Planning and scheduling your posts can take the pressure off. It also allows you to write down your ideas when inspiration strikes.

Give your audience a reason to come back to your page, by posting regular content.

Mindful Questions:

?

What are your busiest times of the year?

?

When is your audience going to be using LinkedIn?

?

Are there specific national holidays that you would like to celebrate?

For example, is it International Women's Day? If so, have you thought about the content you would like to create for that?

It's important to have these dates scheduled so you are prepared in advance.

The easiest way to schedule your content is by writing captions in the "Notes" app on your phone, saving images in your phone gallery and setting a reminder in your calendar to post on the given day.

If you would like to schedule your captions in more detail, please reach out to the Marketing team and we can assist.

Recommended/busiest times on LinkedIn

Monday - Wednesday



Morning
8:00 - 9:00 AM



Afternoon
12:00 - 14:00 PM



Evening
16:00 - 18:00 PM

***If you don't have time to post, you can like and share other peoples' content!*

LinkedIn: Real.

Stay focused on what you're doing and your own mission.

It's very easy to get distracted by watching what others are doing and how many followers they have.

In this game of social media, there aren't any winners or losers.

You make the rules.

What ways can you keep it real?



Why do these matter?