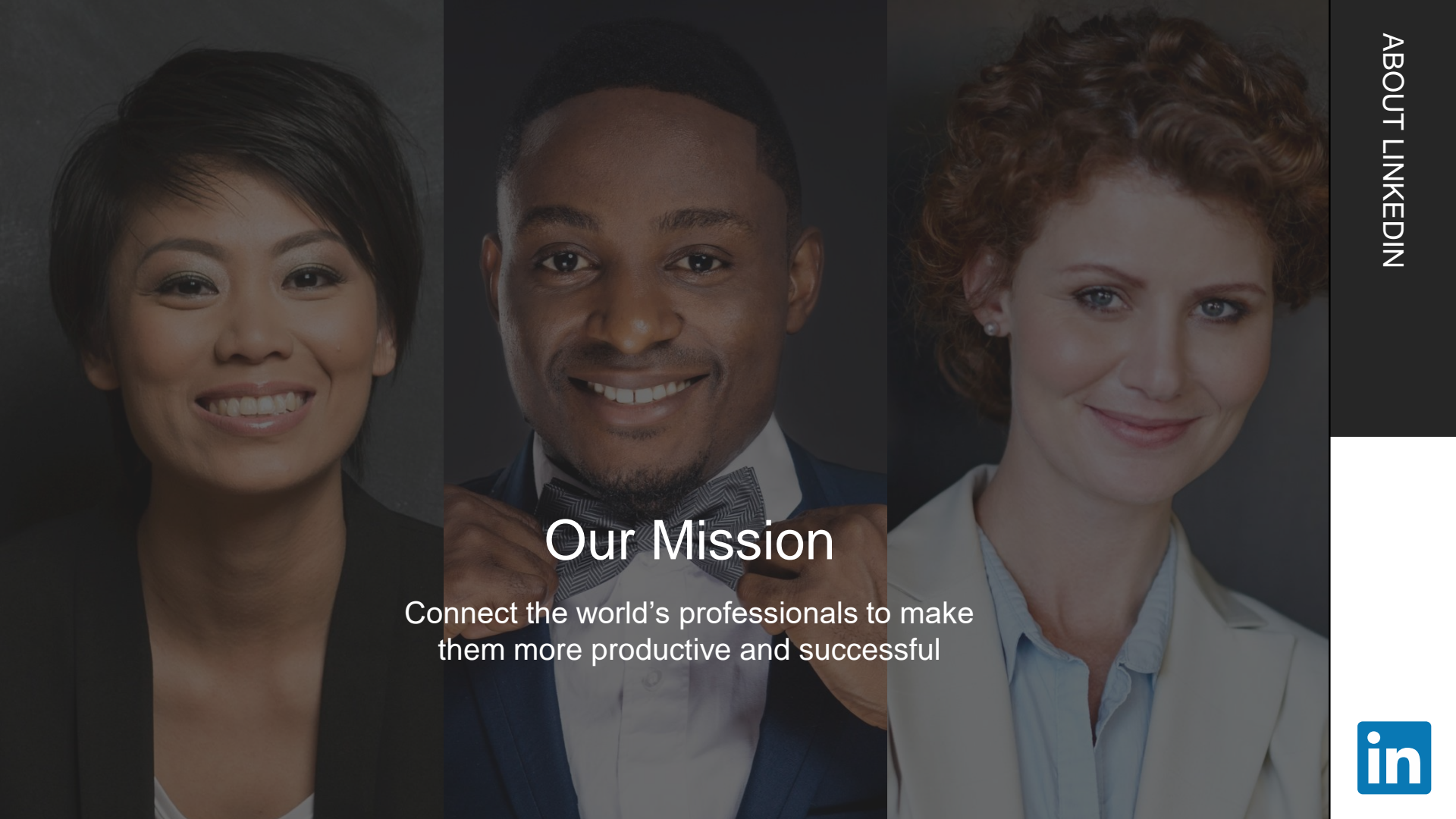




Transforming Your Professional Brand

#Belonging #RockYourProfile





Our Mission

Connect the world's professionals to make them more productive and successful



Use LinkedIn to build a brand and realize your potential



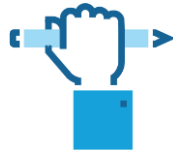
Establish
Your Profile



Building a Powerful
Network



Keep
Learning



Thought
Leadership



Realize Your
Earning Potential

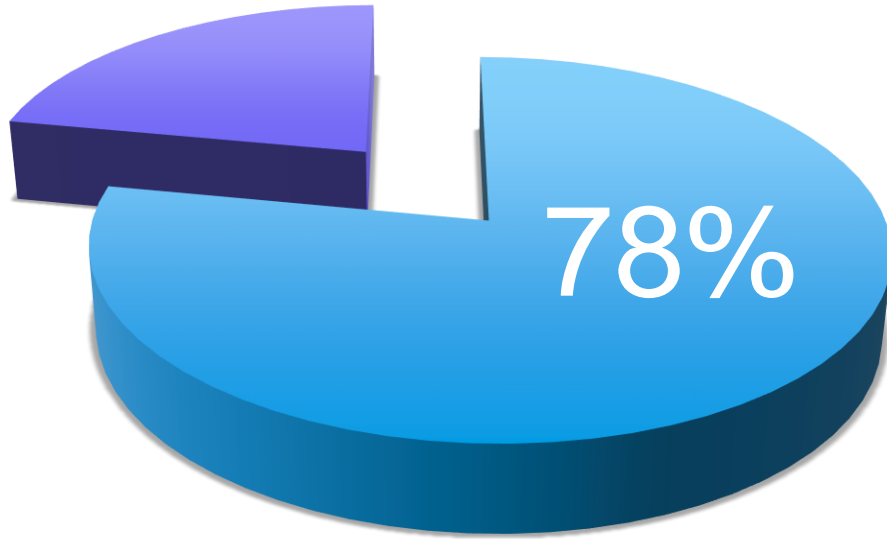


Build Your Professional Brand on LinkedIn

Your step-by-step guide to telling your story.



Online Presence is Key!



of professionals first search online for information on a new colleague or prospective hire.

Curate your online brand.

Source: Landit



Why Is Building Your Professional Brand Relevant?

- Positions you for success as you shape your career identity
- Can yield better opportunities and career success
- Identifies your niche in today's ever-changing job market
- Shows how your values align with your actions
- Creates a platform to uplift colleagues as well



1

Add a Photo

Members with a photo get up to:

9x

More connection requests

21x

More profile views

36x

More messages

in Q Search Home My Network Jobs Messaging Notifica

Berkeley MBA Alternative - 4 month Tech Leadership Program. Evenings in SV. Land your next promot

Jill (Hirz) Jones
Senior Manager, Internal Communications at LinkedIn
LinkedIn • San Diego State University-California State University
San Francisco Bay Area • 500+ &

I have more than 10 years of experience in Internal and Corporate Communications at Fortune 500 companies including LinkedIn, Symantec, and Verisign.

I joined LinkedIn in 2012 as the second hire on the Internal Communications team. During my tenure here, I've spent time on both the internal and external comms teams, before taking my current role.

As a lead on the Internal Communications team, I partner with CEO Jeff Weiner on the biweekly Company All Hands meeting, and manage our employee activation program. I also drive Internal Comms for our Product organization.

Specialties: internal communications, presentation development, public speaking, executive communications, corporate communications, article writing, content wrangling, intranet managing, developing communication programs, communication plans, crisis communications, coaching

Media (2)

OUR CULTURE
LinkedIn's Culture of Transformation

Jill Jones: The journey from Xilinx to LinkedIn, via the Zumba studio

See less ^

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BUILD YOUR PROFESSIONAL BRAND ON LINKEDIN



2

Add Your Industry

- More than 300,000 people search by industry on LinkedIn every week

9x

More profile views than those without industry information

The image shows a screenshot of the LinkedIn 'Edit intro' form. The form is titled 'Edit intro' and has a close button (X) in the top right corner. The fields are as follows:

- Former name:** Hirz. A link below the field says 'Visible to: Your connections'.
- Headline:** Senior Manager, Internal Communications at LinkedIn.
- Current Position:** Senior Internal Communications Manager at LinkedIn. A link below the field says 'Add new position'.
- Education:** San Diego State University-California State University. A link below the field says 'Add new education'.
- Country:** United States (dropdown menu).
- ZIP code:** 95030.
- Locations within this area:** San Francisco Bay Area (dropdown menu).
- Industry:** Public Relations and Communications (dropdown menu).
- Summary:** I joined LinkedIn in 2012 as the second hire on the Internal Communications team. During my tenure here, I've spent time on both the internal and external comms teams, before taking my current role. As a lead on the Internal Communications team, I partner with CEO Jeff Weiner on the biweekly Company All Hands meeting, and manage our employee activation program. I also drive Internal
- Media:** Add photos, videos, documents, slides, stories and presentations.

At the bottom of the form, it says: 'Your edits above won't be shared with your network.'

BUILD YOUR PROFESSIONAL BRAND ON LINKEDIN



3

Draft a Compelling Summary

- Focus on career accomplishments, aspirations, and strengths
- 40 words or more

The screenshot shows a LinkedIn profile for Jill (Hirz) Jones, a Senior Manager at LinkedIn. The profile includes a profile picture, a cover photo, and a summary section. The summary text is as follows:

I have more than 10 years of experience in Internal and Corporate Communications at Fortune 500 companies including LinkedIn, Symantec, and Verisign.

I joined LinkedIn in 2012 as the second hire on the Internal Communications team. During my tenure here, I've spent time on both the internal and external comms teams, before taking my current role.

As a lead on the Internal Communications team, I partner with CEO Jeff Weiner on the biweekly Company All Hands meeting, and manage our employee activation program. I also drive Internal Comms for our Product organization.

Specialties: internal communications, presentation development, public speaking, executive communications, corporate communications, article writing, content wrangling, intranet managing, developing communication programs, communication plans, crisis communications, coaching

Below the summary, there is a 'Media (2)' section with two items:

- LinkedIn's Culture of Transformation
- Jill Jones: The journey from Xilinx to LinkedIn, via the Zumba studio

The right sidebar shows navigation options like 'Home', 'My Network', 'Jobs', 'Messaging', and 'Notifications', along with a search bar and a notification for 'Berkeley MBA Alternative - 4 month Tech Leadership Program'.

BUILD YOUR PROFESSIONAL BRAND ON LINKEDIN



4

Detail Your Work Experience

Members with up-to-date positions receive up to:

5x

More connection requests

8x

More profile views

10x

More messages

The screenshot shows a LinkedIn profile page. At the top, there are two activity posts: one about 'Bring In Your Parents Day' and another about a '#WomenInTech' award. Below these are two buttons: 'See 3 more articles' and 'See all activity'. The main section is titled 'Experience' and features two job entries. The first is 'Senior Internal Communications Manager' at LinkedIn, with a description of responsibilities and a 'Media (7)' section containing three video thumbnails. The second job is 'Corporate Communications Manager' at LinkedIn. Below that is a 'Dance & Zumba Instructor' entry for Marie Stinnett Dance. On the right side of the page, a vertical list of profile pictures and names is visible, including Connie, Shannon, Jeff Wei, Ashley, Erin Bat, and Laura D.

BUILD YOUR PROFESSIONAL BRAND ON LINKEDIN



5

Add Examples of Your Work

- Upload photos, presentations, and videos
- Give a dynamic, visually appealing representation of your professional story

The screenshot displays a LinkedIn profile with the following sections:

- Articles:** Two articles are visible at the top. The first is "Bring In Your Parents Day is Back on November 5" by Jill Jones on LinkedIn, dated July 30, 2015. The second is "I'm honored to have received this #WomenInTech award at today's WIT 2017" by Jill, dated July 30, 2015. Links for "See 3 more articles" and "See all activity" are provided.
- Experience:**
 - Senior Internal Communications Manager** at LinkedIn (Feb 2016 - Present, 1 yr 2 mos, San Francisco Bay Area). The description details responsibilities for content strategy, bi-weekly company meetings, and major campaigns.
 - Corporate Communications Manager** at LinkedIn (Jul 2012 - Feb 2016, 3 yrs 8 mos, San Francisco Bay Area). A link to "See description" is provided.
 - Dance & Zumba Instructor** at Marie Stinnett Dance (Sep 2008 - Jan 2016, 7 yrs 5 mos, Campbell, CA). A link to "See description" is provided.
- Media (7):** A carousel of media items is shown, including:
 - "LinkedIn's Company All Hands"
 - "It's handled: How Judy Smith had to manage her own reputation"
 - "Connecting the Dots at LinkedIn: An interview with SV-IABC member"




6

Add Skills and Get Endorsed

- Add at least 5 skills (soft skills & technical skills)

27x


More likely to be found by recruiters via search than members with less than 5 skills

Featured Skills & Endorsements Add a new skill 


Internal Communi... · 96

- Endorsed by Virginia Stefan and 7 others who are highly skilled at this
- Endorsed by Laura Davenport (mutual connection)

Corporate Commu... · 58


- Endorsed by Erin Hosilyk and 2 others who are highly skilled at this
-  Endorsed by 27 of Jill's colleagues at LinkedIn

Strategic Commu... · 58

- Endorsed by Erin Hosilyk and 2 others who are highly skilled at this
-  Endorsed by 30 of Jill's colleagues at LinkedIn


Jill is also good at...

Public Speaking · 15	Strategy · 26	Messaging · 24
Leadership · 22	Marketing Commu... · 23	Presentation Deve... · 4
Social Media · 41	Communications ... · 29	Newsletters · 20
Content Developm.. · 17	Editing · 14	Management · 20
Content Managem... · 9	Creative Direction · 6	Employee Engage... · 7
Program Manage... · 9	Message Develop... · 6	Digital Media · 9
Journalism · 3	Web Content Man... · 3	Crisis Communica... · 3
Presentation Skills · 1	Marketing · 1	

[See less](#) 

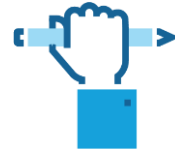
Recommendations

[Received \(3\)](#) [Given \(1\)](#)

 **Donna Schilder, MCC**
EXECUTIVE COACH / CEO COACH / CAREER COACH / MASTER CERTIFIED COACH (MCC): Helping Leaders Be Inspiring
December 5, 2014, Donna was a

I attended an educational event that Jill led at LinkedIn headquarters and Jill was an amazing presenter. She packed so much useful, actionable information into such a short time that I came back with a list of 30 Action Items after a 2 hours presentation!





Thought Leadership

Share your insights on important industry conversations or unique passions.



Why Is This Relevant?

- Establishes your expertise and reinforces your value
- Tells your colleagues and your network what you are working on
- Invites collaboration and collective learning with others
- Sharing your thoughts and knowledge on industry trends keeps you visible



What Should I Write?



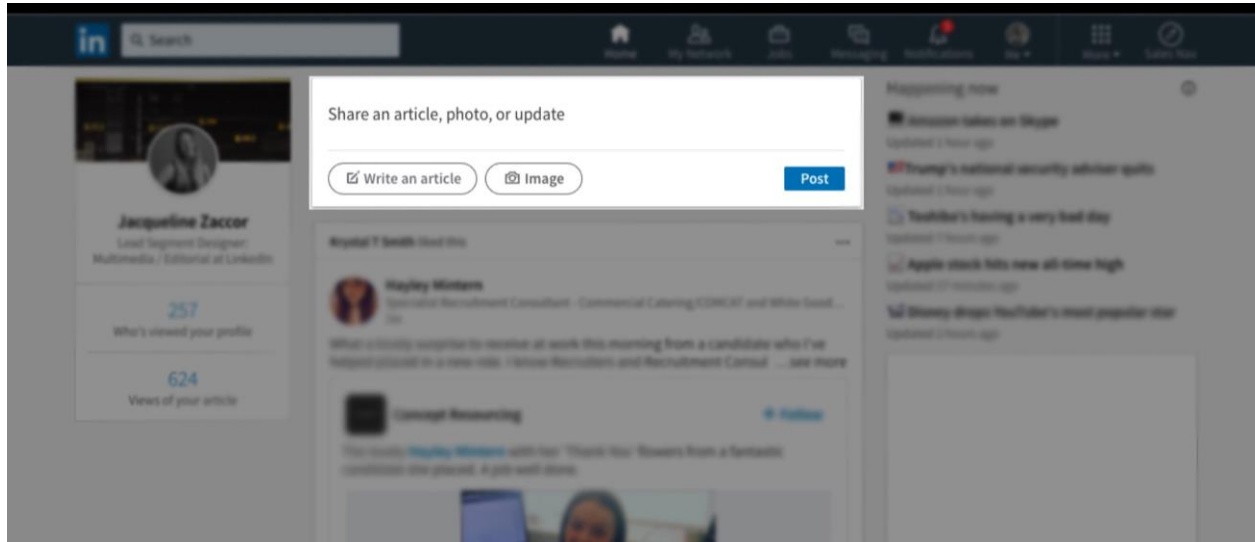
Timely topics

Breaking views

Unique insights & perspectives

Trends

Getting started....





Building a Powerful Network

Stay top of mind with your connections for that next opportunity.



Why Is This Relevant?

- 70-80% of jobs are not published
- Building a win-win ecosystem of relationships is critical to success
- Your ability to unlock the knowledge assets of your network is part of your value
- Being a connector is powerful





Keep Learning

Demonstrate aptitude and passion for what matters most to you.

Developing Your Continuous Learning Plan

Volunteer for projects that interest you and align with your career vision

Seek advice and feedback from sponsors/mentors to ensure you're on the mark

Ask your boss to consider you for a high-visibility project or one in your chosen field of study

Identify what learning is needed to reach your desired role

Advance Your Career

Schedule time to pursue relevant courses online at LinkedIn Learning or in-person at your local institution

LinkedIn LEARNING

[Train my team](#) [Start my free month](#)

A revolution in learning.
The evolution of you.

Try LinkedIn Learning free for one month.

[Start my free month](#)



Learn in-demand skills with LinkedIn Learning



Personalized Recommendations

Know the skills that are in-demand based on your experience.



On Your Schedule

Access courses from your computer or mobile device - anytime, anywhere.



Industry Experts

Learn from passionate instructors with real world experience.

lynda
.com

A LINKEDIN
COMPANY

KEEP LEARNING





Realize Your Earning Potential

Accessing LinkedIn's Salary App



Why Is This Relevant?

- 44% of workers who are satisfied, ask for and get the salary that they requested
- 75% of people who ask for a raise, get a raise
- 31% of women report that they were uncomfortable with salary negotiations
- Negotiating without undervaluing yourself is an important career management skill



LinkedIn Salary

 SALARY

Jacqueline Jones



Discover your earning potential



Job title



Location

Search

Popular job titles

\$120K

Software Engineer in San Francisco Bay Area

\$73K

Business Analyst in Dallas

£49K

Project Manager in London

\$80K

Registered Nurse in New York

REALIZE YOUR EARNING
POTENTIAL





Go Deeper

More resources to stay on top of our game....



Sources

LinkedIn

- Diversity, Inclusion & Belonging
- Corporate Communications
- LinkedIn Publishing/Caroline Fairchild
- LinkedIn Learning

Research and External Partners

- Stanford University– Center for the Advancement of Women’s Leadership
- Landit.com
- ABI

