

*Linked In
Part Two*

Best Corporate Branding Agency UK - *Business Excellence Awards 2020*

BRANDABLE & Co.

We're on a mission to make business more human
because being human is good for business

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WE'RE A THIRD OF THE WAY THROUGH AND BACK WITH PART TWO

Here at Brandable & Co. we're on a mission to make the world of business more human as well as opening the door to possibility for everyone, regardless of circumstances. We do this through our client work in over 20 countries, complimenting that with *pay it forward* projects and free resources like this series of guides.

To recap, we've pulled together a three-part LinkedIn series of guides and added it to our free resources as a follow up to a #30over30 campaign we ran on the Brandable & Co. LinkedIn page. Time seems to be the main block to getting things done so with that in mind, each tip that we give you can be actioned in 5 minutes or less. We can all find 5 minutes in a day and if you do one thing per day, at the end of 30 days, 30 small steps will have turned into a big difference!

LinkedIn provides an excellent platform for developing and strengthening your professional or leadership brand. It can increase your visibility as an individual, as well as raising your company's profile. This is a free tool that's available to everyone and with so many incomplete profiles out there, and underused accounts it is really easy for you to stand out in your industry if you put in a bit of time understanding how to make the most of your LinkedIn presence.

LinkedIn used to be a bit of a dried-up corporate yawn-fest but it's really come on leaps and bounds since Microsoft bought it in June 2016. It's now business social media and whether you're in a career, a freelancer or a business owner, building your personal brand on LinkedIn is a VERY good idea!



IMPROVE YOUR LINKEDIN PROFILE IN 5 MINUTES

PER DAY FOR 30 DAYS // PART TWO

LinkedIn has upped its game significantly in the past few years and the biggest advantage currently on LinkedIn is the organic reach potential of your posts. This means far more people will see the posts and content that you create. Although this won't last forever, it is what's happening now so what better time than to show your LinkedIn profile a bit of love! You can catch up on tips 1-10 in part one (on the same 'guides' page within the resources section of the Brandable & Co. website that you downloaded this from) but this is part two and we're starting with number 11.

11 - POPULATE THE PUBLICATIONS SECTION

The Publications section is one of the most under-used elements of LinkedIn profiles – and that means that you can really stand out from the crowd when you use this feature to draw attention to existing thought-leadership content.

- [Have you helped to write an eBook or a White Paper?](#)
- [Or written a post on your company's blog?](#)
- [Had something published in the media?](#)

The Publications section links your profile to these assets. **HOW?** To add a publication, click the “Me” icon at the top of your LinkedIn homepage, then “view profile”. Select Publication from the drop-down, type in your publication information. (you can also give credit to collaborators by clicking Add another author) then click save.

12 - ADD PROJECTS

The Projects section can highlight your involvement with different projects, which may be standalone or associated with the position you held whilst you worked on a specific assignment, with a larger group or team-oriented initiatives. “Why do I need to add projects, when I've included my experience?” we hear you ask! Here are a few reasons why Projects can really boost your LinkedIn Profile and your career or business:

- [It can increase your chances in appearing in LinkedIn search results \(because you'll be including keywords in your Project name and description\)](#)
- [It demonstrates your skills & expertise and enhances your reputation, therefore potentially attracting new opportunities](#)
- [You can showcase your teamwork skills \(by adding team members in a Project and linking to their LinkedIn Profiles\) or the work you have done for your clients](#)
- [Maybe you want to attract and drive new visitors to your website or anywhere on the web? When you assign a relative URL, Projects will help to do that.](#)

IMPROVE YOUR LINKEDIN PROFILE IN 5 MINUTES PER DAY FOR 30 DAYS // PART TWO

12 CONTINUED - ADD PROJECTS

- It gives people who are viewing your profile a better feel for what you / your company are all about
- Including this section on your profile will help you reach all-star status (a completed LinkedIn profile)

OK, so you're sold! Now you may be wondering what you can add into your projects section. Here's some food for thought:

- Case Studies, whitepapers, free reports & research papers
- Webinars, workshops, training, courses and programmes you have given / offer
- Presentations, lectures, talks, panels, and speeches you've given. Maybe, newsletters you distribute or events you have organised
- Your own work (your own websites, your pages & groups in social media networks), the products and services you are offering, your completed work or even something you are currently working on

There is no right or wrong, use this section however works best for you and your career or business goals. **HOW?** Click the "Me" icon at top of your LinkedIn homepage, view profile and select "accomplishments" from the add profile section on the right of the page. Click the "add" icon to the right of Projects, fill out the fields and click save.

13 - CLEAN UP YOUR CONTACTS & REFRESH YOUR NETWORK

As in life, we can end up with people that don't make us feel good, that we've outgrown and some that we don't even know who they are or where they came from! LinkedIn is no different and it is both healthy and cathartic to have an annual cleanse. Who should you delete?

- People you don't know. If you don't actually know the person, and aren't utilising them for networking purposes, maybe it's time to consider why you have them in your connections!
- People you are not comfortable contacting or who don't make you feel good. The whole point of LinkedIn is to network with your connections and if you're not comfortable sending them a message or they're giving you a bad vibe, it's looking like a big reason not to have them in your network
- People who don't respond. Maybe you have tried contacting someone and left messages, but they keep going unanswered. If someone can't put in the effort to reply to your messages, they're probably falling into the previous point and not making you feel good. Is it time to hit the remove button?!
- People with extreme views. If you wouldn't want to be seen with them in real life, don't connect with them online either!



IMPROVE YOUR LINKEDIN PROFILE IN 5 MINUTES

PER DAY FOR 30 DAYS // PART TWO

13 CONTINUED - CLEAN UP YOUR CONTACTS & REFRESH YOUR NETWORK

Before removing Connections from your LinkedIn network, we recommend adjusting the privacy setting called, “Select what others see when you’ve viewed their profile.” LinkedIn will not notify people that you removed them from your network but adjusting this setting will protect you from being visible on the person’s profile you want to remove. **HOW?** Once you have changed your privacy settings (as above), go to “My network” in the menu and select “connections”. This will list your connections, (which you can sort by recently added, first name or last name) and if you want to delete them, simply hit “remove”

14 - CONNECTING VS FOLLOWING

LinkedIn gives you two ways to keep in touch with your contacts: connecting or following – people and brands. When you ‘connect’ with someone, you’re both able to see each other’s posts, updates, photos etc on your LinkedIn homepage and although ‘Following’ lets you see another LinkedIn member’s posts and articles, the sharing is only moving in one direction, as opposed to the mutual following that a connection brings. You might think there is no reason to specifically follow someone when you can connect and reap the same benefits. But there are some instances where following might be the best option:

- [Someone who doesn’t have 'connect' options available \(This usually happens when they are a public figure, a brand, or someone with high privacy settings\)](#)
- [You are interested in the content that a member shares, but you don’t consider them a personal or professional contact](#)
- [You would rather not connect as you do not want to share your personal and professional information](#)
- [You want to gain access to someone’s posts quickly without you having to wait for them to accept you as a connection](#)

HOW? To find out who you are following and who is following you, go to “Me” then select “Posts & Activity” from the drop-down. On the left side of the page, you’ll see the number of followers you have and if you click on that number you’ll go to a followers / following page.

15 - SHARE RELEVANT CONTENT FROM YOUR FEED

It is one thing to have a network of connections on LinkedIn – it’s far better to have an active role in that network, appearing in your connections’ LinkedIn feeds in a way that adds value for them. Sharing relevant content with your network is one of the most accessible ways of doing this.

IMPROVE YOUR LINKEDIN PROFILE IN 5 MINUTES PER DAY FOR 30 DAYS // PART TWO

15 CONTINUED - SHARE RELEVANT CONTENT FROM YOUR FEED

You can make a start by keeping a close eye on your LinkedIn feed, and sharing content that you find genuinely interesting – and that aligns with your point of view. **HOW?** Give it a go. Your news feed is already part of the LinkedIn experience, taking up the centre column of your home screen, below the box where you share an update, photo, or post. If you want to change the sort order of elements in your news feed, click the drop-down arrow next to Sort By at the top of your feed, and choose "top" (top choices decided by LinkedIn) or "recent" (the most recent additions to your feed)

16 - JOIN IN THE CONVERSATION

Add comments / join in the conversation: Sharing is great – but it's just the starting point. When you add comments to your shares, you give yourself greater prominence within the feed and start to express why you think a particular piece of content matters. Well-expressed comments also enable you to share a broader range of content. **HOW?** Following on from the previous tip, once you have found shareable content, add your viewpoint and engage with other comments.

17 - COMBINE A THOUGHT + A SHARED LINK WITH A PHOTO OF YOU

What do we mean by this? It's all to do with strategic positioning. For example, if you would like to become a public speaker it can be exceedingly difficult to get started without previous experience. So how can you start positioning yourself so that people associate you and speaking?

You can get someone to take photos of you whilst you're talking (not posing) – you can do this against a plain background, even a wall in your home or if you're at an industry event, you can hop on the stage afterwards and get someone to take a few snaps (and to be clear, you are NOT going to state that you were a speaker at that event – that's manipulation not positioning!). Now you have some photos of you 'speaking' you can share links to third party articles about topics like the art of public speaking, using your voice to have an impact, tips for greater stage presence etc and instead of the link populating the image, you can add a photo of yourself to that post.

People see public speaking and people see you, but not once have you said you are a speaker. People only see what you show them and showing them an image of you 'doing' whatever it is that you're aiming for can be incredibly powerful. It doesn't take much for this to convert into comments, conversation and eventually speaking opportunities.



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**LinkedIn is not just a way to find your
dream job, but a way to be better at
the job you already have**

JEFF WEINER
CEO, LinkedIn

IMPROVE YOUR LINKEDIN PROFILE IN 5 MINUTES

PER DAY FOR 30 DAYS // PART TWO

17 CONTINUED - COMBINE A THOUGHT + A SHARED LINK WITH A PHOTO OF YOU

So, what is it that you would like to be associated with being / doing? If you are already doing it, how can you strengthen it? The more 'you' show up on your LinkedIn feed, the deeper the connections you build with your network. **HOW?** Try it! Capture you 'in action' rather than posed shots - use existing photos, get someone to take photos of you or set the timer on your camera and take them on your phone. Then find an interesting article around a topic of your choice, post it on your feed with your thoughts or a takeaway comment, and combine the post + article link, with a photo of yourself. Does it generate more comments than usual? Does it start a conversation with someone in your network? Keep periodically testing it and measuring the response to see what is working best for you.

18 - USE A SCHEDULING TOOL

For us, scheduling is a must when it comes to consistency. With all the best intentions to post regularly, things crop up, workload changes and consistently showing up on social media goes out the window! It also saves time and by dedicating half a day a week to social media scheduling, all you then need to do is show up on the platform to engage and network. Another benefit of scheduling is the in-depth analytics on how your posts are performing, and with paid plans you will be able to customise reports and get them sent straight to your inbox for a snapshot on what's working best. **HOW?** There are a many scheduling tools out there, at varying price points often with a free trial. We use Hootsuite to schedule most of our content but Buffer, Crowdfire and Sprout social are a few others to look at. New tools are becoming available all the time so have a quick Google search (include the year in your search so you're seeing up-to-date recommendations), ask your friends what they're using and pick one that works best for you.

19 - ASK FOR RECOMMENDATIONS

...and, where applicable, return the favour! LinkedIn recommendations can make a positive difference to your online reputation and have an impact on your prospects as a job candidate. The skills and endorsements we talked about in tip 7 give people viewing your profile a quick, visual sense of what you are valued for and recommendations take that a step further. They are personal testimonials written to illustrate someone's experience of working with you. There's a drop-down menu in the Recommendations section of your profile that makes it easy to reach out to specific contacts and request recommendations.

IMPROVE YOUR LINKEDIN PROFILE IN 5 MINUTES PER DAY FOR 30 DAYS // PART TWO

19 CONTINUED - ASK FOR RECOMMENDATIONS

Bear in mind that the effectiveness and weight those recommendations carry depends on the quality and who writes them so be strategic in your choices. Take the time to think about who you would most value a recommendation from – and personalise your request, offering to write one in return and if appropriate, giving them a few pointers on what you'd like them to highlight. It goes without saying but we will say it anyway... end with a thank you! **HOW?** Click the "me" icon at the top of your LinkedIn homepage. Select "view profile". Scroll down to the "recommendations" section and click "ask to be recommended". Type the name of the connection you'd like to ask for a recommendation in the "who do you want to ask?" section, personalise your message and send. Once the person has done it, you will receive a notification to review what they've written and an option to feature it on your profile.

20 - WHEN TO “POST” AND WHEN TO “WRITE AN ARTICLE”

Let's start with the difference between post and articles - Did you even know that there is a difference between them? If the answer is no, you are not alone! People often use the "Write an article" option to share a sentence or two, when they should have been using "Post" for that type of content. It's not a massive drama if you make the mistake of sharing content as an article instead of a post, but you could come off as a LinkedIn amateur and if you want to be seen as a leader in your field, this could impact your online reputation and personal brand.

When sharing with your network, you have two options: start a post or write an article but what do you choose and when? Posts cover everything from images, links, shares, polls, videos, documents and more. Whereas “write an article” should be used when writing your own blog or thought leadership pieces. Articles should generally be longer (long form) than when using the "post" option. There are no fixed rules, but a rough guide would be anywhere from about 600 words to 2,000+. Ideally, articles should answer a question, explore an issue, and provide insights. You can add links to research and third-party websites within your content to add credibility or to refer to an external piece, but the majority of the content in an article should be your own original thoughts. Think of it as your blog on LinkedIn. **HOW?** This one is very straightforward. Click “write an article” near the top of your homepage. Use the “headline” field to type the headline of your article (surprise, surprise!) and then the “write here” field to type the content of your article. Click the Publish button in the top right of the page et voila!



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What really matters in the networked age? Relationships

REID HOFFMANN
Founder, LinkedIn

ALMOST THERE! IT'S TIME TO MOVE ON TO LINKEDIN PART THREE..

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