



Linked In
Part Three

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 ALMOST THERE! SAY HELLO TO PART THREE

If you've read the previous two guides, you'll know that 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 by complimenting our client work in over 20 countries with pay it forward projects and free resources, like this 3-part LinkedIn series which we're running in tandem with a #30over30 campaign on the Brandable & Co. LinkedIn company page throughout June 2020.

Time seems to be the main block to getting things done so each tip that we give you can be done 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... or two and a half hours of investing in yourself, your career and your LinkedIn "shop window".

We're all about #humanbrands so we chose to focus on LinkedIn because it provides an excellent platform for developing and strengthening your professional, career or leadership brand. It can increase your visibility as an individual, as well as raising your company's profile. It's a free tool that's available to everyone and with so many incomplete profiles out there, and underused accounts it is going to be relatively easy for you to stand out in your industry after you've put a bit of time and effort into understanding how to make the most of your LinkedIn presence.

LinkedIn used to be a bit of clunky, corporate Rolodex but Microsoft bought it in June 2016 and saved it from itself. These days, it's business social media and it's continually improving. The networking possibilities are plentiful, the audience are career and business focused and the organic reach potential of your posts is one of the biggest advantages right now. This means far more people will see the posts and content that you create and although this won't last forever, it's what's happening currently so what better time than to show your LinkedIn profile a bit of love!

Regardless of whether you're in a career, you're a freelancer or a business owner, building your personal brand on LinkedIn is a VERY good idea!

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IMPROVE YOUR LINKEDIN PROFILE IN 5 MINUTES

PER DAY FOR 30 DAYS // PART THREE

You can catch up on tips 1-20 in parts one and two (on the same 'guides' page within the resources section of the Brandable & Co. website that you downloaded this from). This is the final LinkedIn guide in our 3-part series and we're starting with tip number 21.

21 - LONG-FORM CONTENT

In tip 20 we covered the difference between posts and articles so let's now focus on articles - otherwise known as long-form content. OK, it will take you longer than 5 minutes to write the content, but we wanted to include it because articles are such a great way to demonstrate thought leadership, knowledge, and expertise. Posts in the feed are brilliant for increasing your visibility, but articles can help to get your voice heard and potentially resonate in the minds of decision-makers. Articles often don't pull in the same views as posts, but regardless, they're still important. And the most important part of all is your headline because 8X more people look at the headline as look at the body copy, so you will need one that draws people in. After that all-important headline comes your intro. Your latest article is featured on your LinkedIn profile and it will display a 4-line intro on desktop and mobile, so in order to make people interested enough to keep reading, write something catchy in your opening lines. **So, what else should you think about when publishing an article on LinkedIn?**

- A headline can make or break a LinkedIn article - aim for around 45 characters
- Articles that have a headline that poses a question don't appear to perform as well as those framed in a 'How to' or 'list' style. For example:
 - Don't use
 - Can a personal brand help your career?
 - Do use
 - A personal brand can help your career
 - How to build a personal brand that helps your career
 - 8 reasons a personal brand can help your career
- Include at least one image in your article, and we'd suggest going as far as adding 8
- Divide your post into 5 - 7 headings
- Posts between 1900 and 2000 words perform the best and gain the greatest number of post views, likes, comments, and shares.
- Keep your language and explanations simple
- Share your LinkedIn article on your other social networks

HOW? Click 'Write an article' near the top of your homepage and then click the Headline field to type the headline of your article, then type your content in the 'Write here' field and when you're finished, click the Publish button in the top right of the page.

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

22 - USE YOUR LINKEDIN'S SSI SCORE TO SEE HOW RANK IN YOUR INDUSTRY

Let's start with the obvious question – what is an SSI score?! It stands for your Social Selling Index. LinkedIn takes four pillars of selling on LinkedIn, and gives you a score out of 25 on each, bringing you to an overall percentage based on a scale of 0 to 100. The four pillars (or LinkedIn SSI pillars) are comprised of:

- Create a Professional Brand
- Find the Right People
- Engage with Insights
- Build Strong Relationships

“I'm not in sales, why does it matter?” is a valid question and even if you are in sales, this may be considered a vanity metric and its validity questioned. However, the reason we feel that it's a great tool for everyone to be aware of is that it will give you a gauge on which parts of your profile need some attention and if you are working hard to improve your profile, it will provide you with insight into how that is translating within your industry. Rather than explain it in more detail, have a look at how you rank within your industry. **HOW?** Ensure that you're signed into LinkedIn on your device then type this link into your browser: <https://www.linkedin.com/sales/ssi>

23 - HELP CLIENTS DISCOVER YOUR SERVICES

This one is particularly helpful to freelancers and small businesses who are looking to grow. LinkedIn rolled out the ability for you to share your services on your profile. It's a great way to quickly show other members what services you provide, so they can reach out to learn more about your work and what you do. **HOW?** Visit your profile page and you'll see a box under your profile photo/headline that talks about how to showcase the services you provide. Click “Add Services” and then fill out the form - be as detailed as possible so members who view this section have a good sense for what you provide. Click “continue” and this will automatically be added to your profile.

24 - LINKEDIN NEWSLETTERS

Don't get too excited (we've been there!) as currently, becoming a newsletter author on LinkedIn is by invite-only but we're hopeful that it will get rolled out to all members later down the line. Newsletter authors get to write about a professional topic they care about on a regular basis, and members can subscribe to receive updates when they publish something new. Until this becomes a widely available feature, you can still use LinkedIn to publish a regular newsletter in the form of Articles (see Tip 21). The only reason that we mentioned it here is so that you have it on your radar for future reference and we've also saved you 5 minutes by not giving you anything to do on LinkedIn today!



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Contrary to popular belief, LinkedIn is not a digital CV. It's an elevator pitch.



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25 - VIDEO CONTENT

You're able to share video content on LinkedIn but what can you use it for? Video is ranked highly in LinkedIn's algorithm and because of this, you are in with a better chance of your video reaching the top of a person's Feed. Here are a couple of suggestions on how to incorporate video:

- **Tell your story** – people are inquisitive and always curious to know more about who they're connecting with. It could be the story behind your business venture, or a quick explanation behind how you got started. However you do it, sharing your story allows people to really understand you and your brand; boosting brand awareness and furthering relationships with your connections.
- **Video blogs** – Whether you're promoting a business or an individual who wants to be known in your niche, if video is your preferred medium, why not use LinkedIn as a vlogging platform. Whatever story you have to tell, share it with your connections. Being relatable will see your connections and engagement rate surge!

Here are a few things to bear in mind if you're planning to use video on LinkedIn:

- Add subtitles for users who mute videos when watching in public
- Keep the length short (people have a short attention span and LinkedIn have a 10 minute limit on videos in the Feed)
- ...and the quality high (especially the audio!)
- Preview your content on mobile before hitting the publish button
- Link back to your video from your other social channels

HOW? You can share a video as a post or article. Just like a traditional status update, add a bit of text to draw people in, and embed your video directly below.

26 - GET CREATIVE

If you haven't heard of Canva, where have you been?! Canva is THE place to create eye-catching, conversation starting, professional looking graphics for free. It's endless templates combined with a drag-and-drop approach to design makes it easy to create branded LinkedIn covers, social cards and images to share in your posts. Canva's easy-to-use features and functionality mean that anyone (and everyone) can create a variety of engaging content that gets shared. **HOW?** Give it a try over at www.canva.com

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

27 - TAKE A SKILLS ASSESSMENT

LinkedIn Skill Assessments is a feature that allows members to take assessments on various skills to test and showcase their proficiency. This feature allows you to demonstrate your knowledge of the skills you've added on your profile by completing assessments specific to those skills. A typical assessment consists of 15 multiple choice questions and each question tests at least one concept or subskill. The questions are timed and must be completed in one session. **HOW?** Scroll to the skill section of your profile and select 'Take Skill Quiz' then choose the Skill Assessment you'd like to take. Any results are kept private to you, and if you pass (in the 70th percentile or above), you will have the option to add a “verified skill” badge to your profile.

28 - SHOWCASE LEARNING

Do you find that simply listing your education (see Tip: 6 in our part 1 guide) on your LinkedIn profile doesn't highlight all of the learning and development you've done? Head to the Accomplishments section on your profile to list any courses you have taken, test scores you have achieved, different languages that you speak and Awards you have won or been nominated for. **HOW?** To add an accomplishment, click the “Me” icon at the top of your LinkedIn homepage, then “view profile”. Scroll down to the Accomplishments section and click +. Then select what you would like to add, fill in the relevant information then click save.

29 - SHIFT PERSPECTIVE

We're nearing the end of our 30 tips over 30 days, and the final part of our 3-part LinkedIn series of guides so if you've been investing 5 minutes a day, it's time to take a look at how that's impacted your profile. If you've worked through our guides in one go, reviewing how you show up for others still applies. To step outside of your current view, you'll need to take a look at your profile from different perspectives.

HOW?

- **Perspective 1: The CV / resume** - Go to your profile page, you'll see a button called 'More' next to the 'Add profile section' under your cover photo – here you can download your profile as a pdf and review
- **Perspective 2: Your public profile** – To see how people you're not connected to see your profile, go to your profile page and at the top of the right column you'll see 'Edit public profile & URL'. Click that and use the options on the right side of the screen to edit contents and visibility as and where required.

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In order to inspire people, that's going to have to come from somewhere deep inside of you.

The important word there is inspire.

Inspiration comes from 3 things: clarity of one's vision, courage of their conviction and the ability to effectively communicate both of those things

JEFF WEINER
CEO, LinkedIn

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30 - TEST & MEASURE

We're fans of testing and measuring - how else will you know if something is or isn't working?! You've potentially spent the past 30 days investing 5 minutes a day in your profile, which amounts to around 2.5 hours of improvements. Maybe you missed our LinkedIn #30over30 campaign in June 2020 and have worked your way through our 3 guides at a later date. Regardless of how you've done it, we recommend that you get used to looking at your analytics to measure how your input is impacting your profile. It's very easy to do, the way it's presented makes it easy to understand and it will give you insights that you'd otherwise miss. Take a quick look at your analytics to see how many people have viewed your profile, how many views your posts have had and how many times you've appeared in LinkedIn search results. **HOW?** Go to your profile page and under your featured posts section (you should now have featured posts if you followed Tip: 9 in part 1 of our LinkedIn guides) you will see 'Your Dashboard'. If you are using the free version of LinkedIn, you will see 3 clickable boxes, which you can click on to see how your profile has been performing over the past 90 days. These are:

- **Who viewed your profile** – although you won't be able to see the full information with a free profile, you can scroll through the bar under the trends graph to see interesting views, where some of the viewers work, job titles and how people found you. This will give you a better understanding on whether you are reaching the right audience.
- **Post views** – this will take you to your posts and at the bottom of each post listing, you'll see a clickable box which tells you how many views there have been of your post in the feed. Click on this to see an overview of the companies, job titles & countries that have viewed that post.
- **Search appearances** – clicking on this option will give you your weekly search stats, tell you where some of your searchers work and what they do, as well as the keywords they used to find your profile in their results.

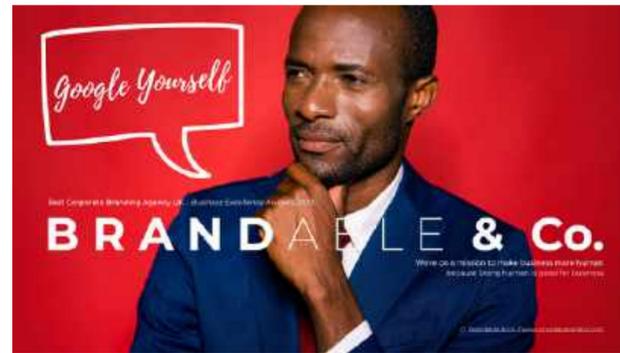
THAT'S ALL FOLKS!

There is much more that you can do on LinkedIn but we hope that these 30 simple tips have given you a great place to start from. If you found these guides useful, please pay it forward and share with one of your connections or friends - the one who has that anonymous grey icon as their profile photo, the one who has the standard blue LinkedIn cover photos or someone who is currently planning their next career move – it might just be what they need! We have lots of other free guides and as part of our social mission to ensure that everyone (whatever their circumstances) can access information that will help them to craft a personal brand & open the door to possibility, we are continually collaborating with new experts to add to our library of free resources. Looking forward to connecting with you on LinkedIn and if you like what you've seen, please give the Brandable & Co. company page on LinkedIn a follow for all things human, relating to personal brand, brand strategy & marketing. Thank you for choosing Brandable & Co. to accompany you on your LinkedIn journey.



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