

How to build your Personal Brand with LinkedIn

<https://www.linkedin.com/>

Why use LinkedIn for your Personal Brand?

- **550 Million LinkedIn** users including **8 Million in Australia**
- Your LinkedIn profile link is often at first place for a Google search on your name
- The strength of your LinkedIn profile influences how often people find you and you find them
- Jobs can be automatically matched based on your profile information
- Research companies of interest based on their hiring patterns, staff profiles and business page

How to be a LinkedIn All Star for your best Personal Brand?

A LinkedIn All Star has a completed LinkedIn profile. LinkedIn prompts you towards All Star status.

LinkedIn All Star Requirements

- ❑ Name, Email, Location, Industry, phone number and up to 3 website links
- ❑ A business professional headshot photo
- ❑ A headline that indicates your role and how you help your clients
- ❑ Background banner image. 1,584 x 396 px. See <https://www.canva.com/> for graphic creation.
- ❑ Summary including industry keywords, your background, how you help and a call to action
- ❑ Current and previous position. Company, title, period, description including achievements.
- ❑ Education. Degrees, certificates, trades tickets. Up to 50 courses.
- ❑ Skills. Up to 50.

Suggested: Public Profile URL e.g. www.linkedin.com/in/FirstnameLastname

LinkedIn Connections for Brand reach

Initially connect with work, school and university colleagues to get started.

Then connect with your industry and potential clients.

Your search effectiveness is limited by your 1st, 2nd and 3rd level connections.

A recruiter's / HR / Project Manager's ability to find you is based on their 1st, 2nd and 3rd level connections.

Your networks need to overlap to be found.

LinkedIn Connection Process

Run a LinkedIn search for a 2nd level connection + company, skill, industry, education, role or region.

Review the search results for LinkedIn profiles of interest.

Open summarised LinkedIn profiles of interest.

To begin the connection process, click Connect.

Write a short message using their name, what you have in common and why you want a LinkedIn connection.

If they accept you will have a notification message in LinkedIn. Your 1st level connection count increments.

Once connected, you can write longer messages with links and attachments. Show how you can help them.

LinkedIn Maintenance

Check your LinkedIn Notifications, create and respond to posts, join groups, follow companies, build your network and develop new business leads for meetings and phone calls.

Gain new jobs, projects, customers, partners and joint ventures.

Created by [Matthew Bulat](https://www.matthewbulat.com/). More information at <https://www.matthewbulat.com/career/>

How to build your Business Brand with LinkedIn

Why use LinkedIn for your Business Brand?

- **19 Million companies** are listed in LinkedIn worldwide
- You can build a Business showcase within LinkedIn
- LinkedIn Groups can let you communicate with up to **50,000** people at a time
- Show a formal LinkedIn presence to your stakeholders and partners
- Learn about a company before meeting with them face to face on LinkedIn
- Prospects can find you by industry, staff connections and jobs

LinkedIn Business Listing Requirements

From LinkedIn click Companies - Create.

- Header - Page Info - Company Name, Logo, Tagline (up to 120 characters)
- Header - Button - Button Text, Button URL to website
- About - Overview - Description (up to 2000 characters), **website URL, Phone number**, Industry, Company Size, Year Founded, Specialities (up to 20)
- About - Locations - One or more physical or postal **addresses**
- About - Hashtags - Up to 3 hashtags for your company. E.g. #CompanyName This can be used in posts.
- About - Featured Groups - Add up to 10 associated LinkedIn Groups

Multiple language versions are possible.

LinkedIn Business Extra Features

- Add posts with images and video
- Post History
- Featured Hashtag activity
- List of Featured Groups
- Content Suggestion. Trending content in your industry that could be shared on your business page.
- Analytics for Visitors, Updates and Followers
- Create a Showcase Page.** Create a [linkedin.com/ShowcaseName](https://www.linkedin.com/ShowcaseName) page.

