

A smiling woman with curly hair, wearing a green blazer and large earrings, is the background for the slide.

# Transforming Your Professional Brand

#Belonging #RockYourProfile



## Our Mission

Create the world's opportunities for everyone  
to connect, grow, and succeed



# Use LinkedIn to build a brand and realize your potential



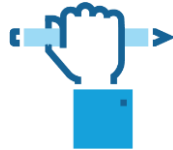
Establish  
Your Profile



Building a Powerful  
Network



Keep  
Learning



Thought  
Leadership



Realize Your  
Earning Potential

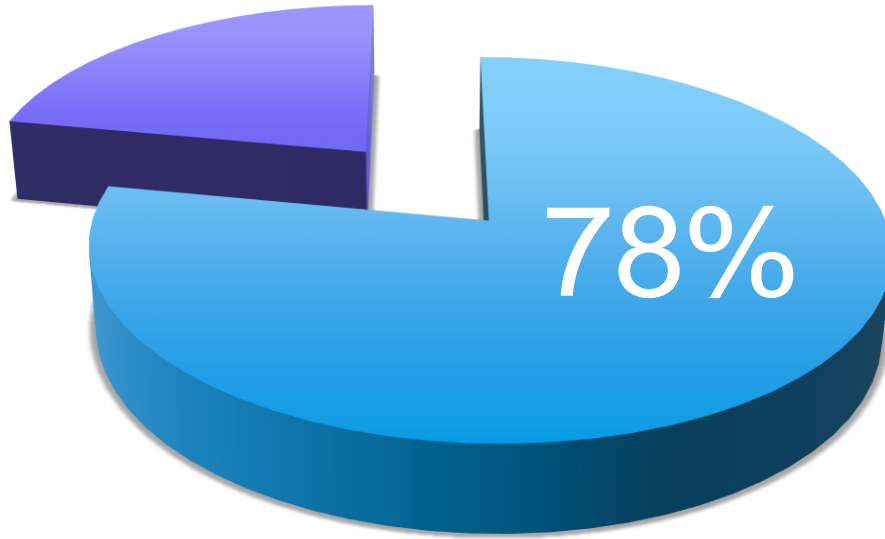


# Build Your Professional Brand on LinkedIn

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.**



# 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



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## Add a Photo

Members with a photo get up to:

9x

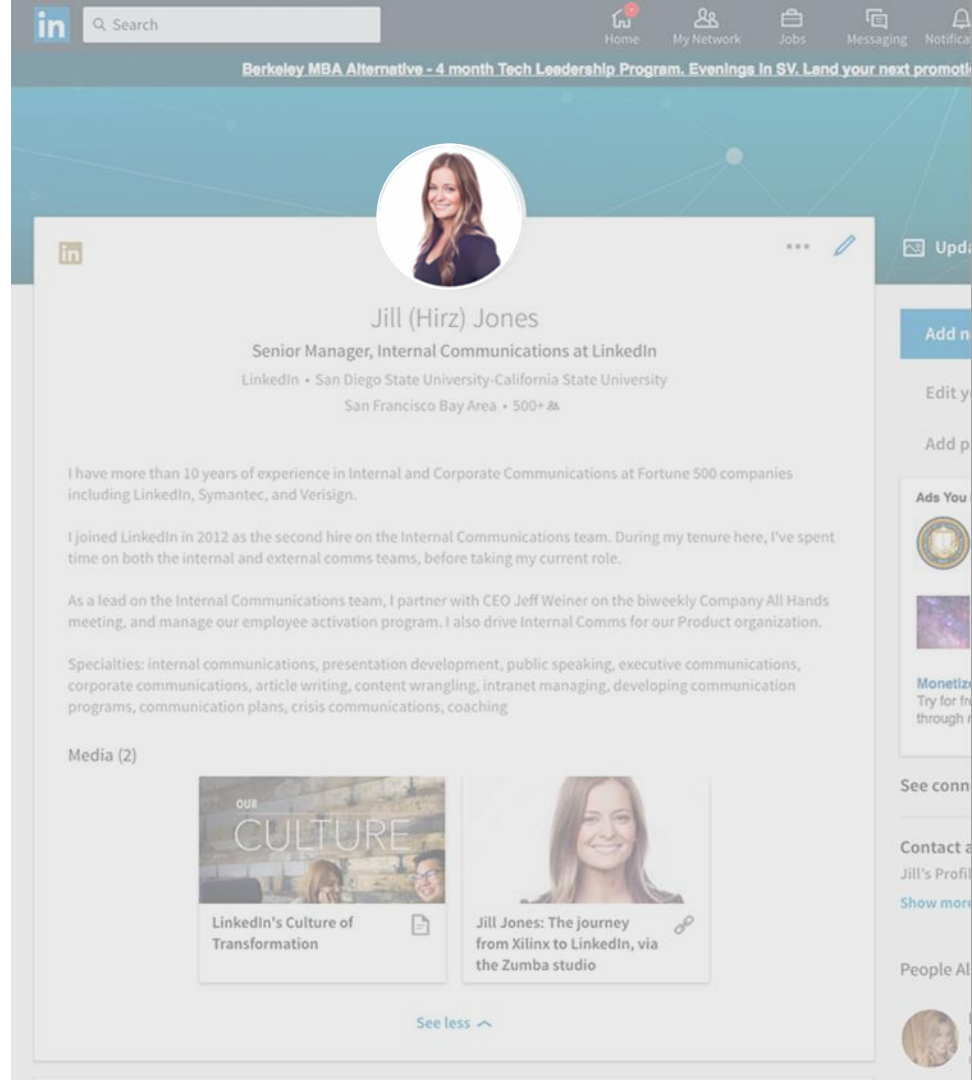
More  
connection  
requests

21x

More  
profile  
views

36x

More  
messages



BUILD YOUR PROFESSIONAL  
BRAND ON LINKEDIN



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## 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 screenshot shows the 'Edit intro' form on LinkedIn. The fields are as follows:

- Former Name:** Hirz (Visible to: Your connections)
- Headline:** Senior Manager, Internal Communications at LinkedIn
- Current Position:** Senior Internal Communications Manager at LinkedIn (Add new position)
- Education:** San Diego State University-California State University (Add new education)
- Country:** United States
- ZIP code:** 95030
- Locations within this area:** San Francisco Bay Area
- Industry:** Public Relations and Communications
- 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:** (Empty field)

At the bottom, a note states: 'Your edits above won't be shared with your network.'

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## 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 detailed 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:

- A video titled 'OUR CULTURE' with the subtitle 'LinkedIn's Culture of Transformation'.
- A photo of Jill Jones with the caption 'Jill Jones: The journey from Xilinx to LinkedIn, via the Zumba studio'.

The right sidebar of the profile shows options to 'Add new', 'Edit y', 'Add p', 'Ads You', 'Monetize', and 'See conn'.

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## Detail Your Work Experience

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

5x

More  
connection  
requests

8x

More  
profile  
views

10x

More  
messages


Bring In Your Parents Day is Back on November 5  
Jill Jones on LinkedIn  
July 30, 2015

See 3 more articles

Jill liked  
I'm honored to have received this  
#WomenInTech award at today's WIT 2017  
Jill liked

See all activity


### Experience

 **Senior Internal Communications Manager**  
LinkedIn  
Feb 2016 – Present • 1 yr 2 mos • San Francisco Bay Area


In my current role on the Internal Communications team, I am responsible for driving the content strategy and execution of our bi-weekly Company All Hands meeting, hosted by CEO Jeff Weiner. This includes everything from agenda & slide creation, to speaker prep and day-of execution.

In addition, I partner with organizations across the company to connect employees to the exciting work happening at LinkedIn. Specifically, I work with the Member Marketing & Communications team on major campaigns, including the unveiling of LinkedIn's first TV commercial and campaign, You're Closer Than You Think, and the Week of Learning. I also partner with our Product team to keep global employees informed of the incredible products we're launching every day.

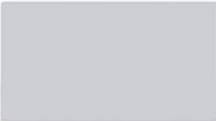
### Media (7)



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


See less ^

### Corporate Communications Manager

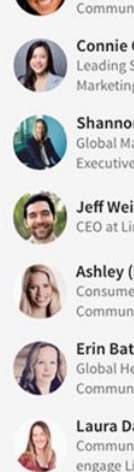
 **Corporate Communications Manager**  
LinkedIn  
Jul 2012 – Feb 2016 • 3 yrs 8 mos • San Francisco Bay Area

See description ^

### Dance & Zumba Instructor

 **Dance & Zumba Instructor**  
Marie Stinnett Dance  
Sep 2008 – Jan 2016 • 7 yrs 5 mos • Campbell, CA

See description ^



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## 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 several sections:

- Activity:** At the top, there are two posts. The first is a text post titled "Bring In Your Parents Day is Back on November 5" by Jill Jones on LinkedIn, dated July 30, 2015, with a link to "See 3 more articles". The second is a photo post titled "I'm honored to have received this #WomenInTech award at today's WIT 2017" by Jill, with a link to "See all activity".
- Experience:** The main section shows the role of "Senior Internal Communications Manager" at "LinkedIn" from February 2016 to the present. The description highlights driving content strategy for the bi-weekly "Company All Hands" meeting and partnering with various teams on major campaigns like the first TV commercial and the "You're Closer Than You Think" campaign.
- Media (7):** Below the experience section, there is a carousel of media items. The first item is a photo of a man sitting on a chair, titled "LinkedIn's Company All Hands". The second item is a photo of two women on a stage, titled "It's handled: How Judy Smith had to manage her own reputation". The third item is a video thumbnail titled "Connecting the Dots at LinkedIn: An interview with SV-IABC member".
- Additional Experience:** Below the main experience section, there is a listing for "Corporate Communications Manager" at "LinkedIn" from July 2012 to February 2016, and another listing for "Dance & Zumba Instructor" at "Marie Stinnett Dance" from September 2008 to January 2016.

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## 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

Leadership · 22

Social Media · 41

Content Developm... · 17

Content Managem... · 9

Program Manage... · 9

Journalism · 3

Presentation Skills · 1

Strategy · 26

Marketing Commu... · 23

Communications ... · 29

Editing · 14

Creative Direction · 6

Message Develop... · 6

Web Content Man... · 3

Marketing · 1

Messaging · 24

Presentation Deve... · 4


Newsletters · 20

Management · 20

Employee Engage... · 7


Digital Media · 9

Crisis Communica... · 3

[See less](#) 

### Recommendations

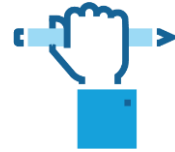
[Received \(3\)](#) [Given \(1\)](#)



**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?



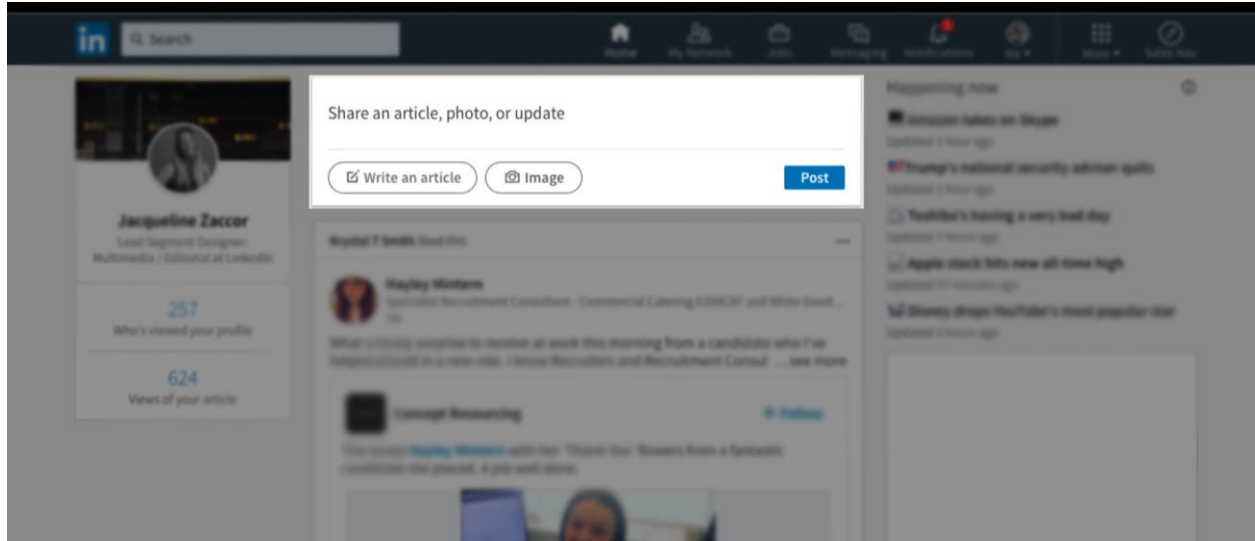
Timely  
topics

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





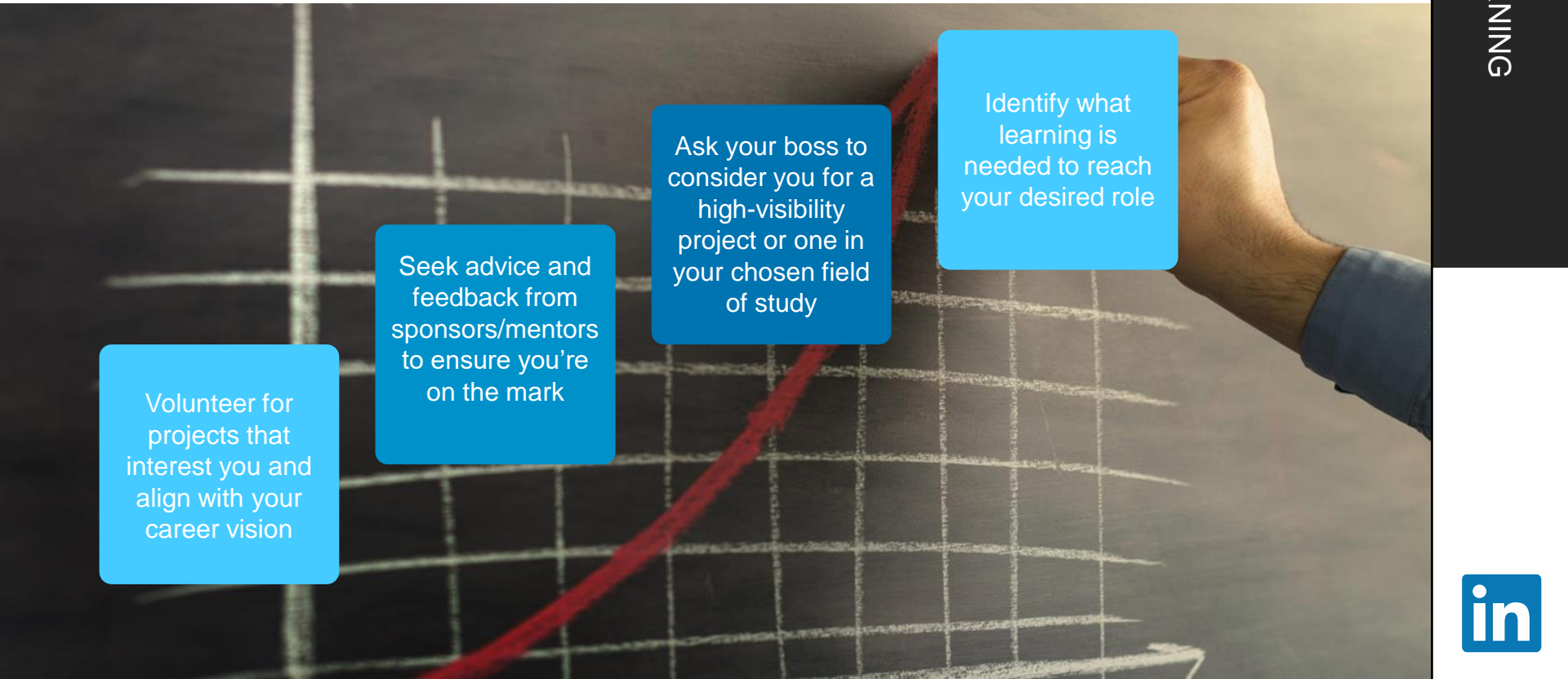
## Keep Learning

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



REALIZE YOUR EARNING  
POTENTIAL



# LinkedIn 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

