

Boston University & LinkedIn

Rock Your Profile Session



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Agenda

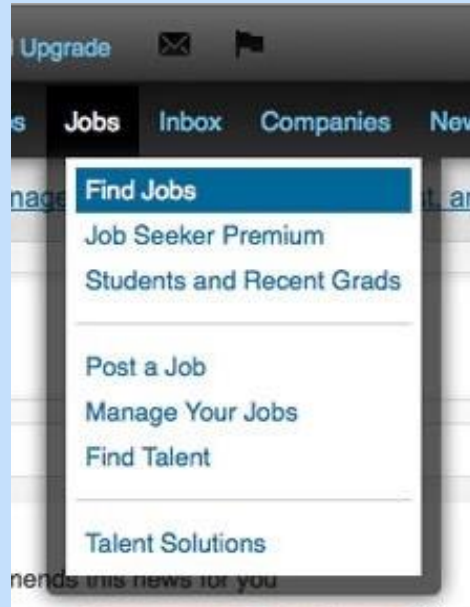
- 1 LinkedIn Market Update
- 2 Your Profile, Your Story
- 3 Build Thought Leadership
- 4 Gain Knowledge & Insights
- 5 Q&A

LinkedIn Market Update



LinkedIn's evolution: Job Board to Ecosystem

Pre-2017: The Job Network



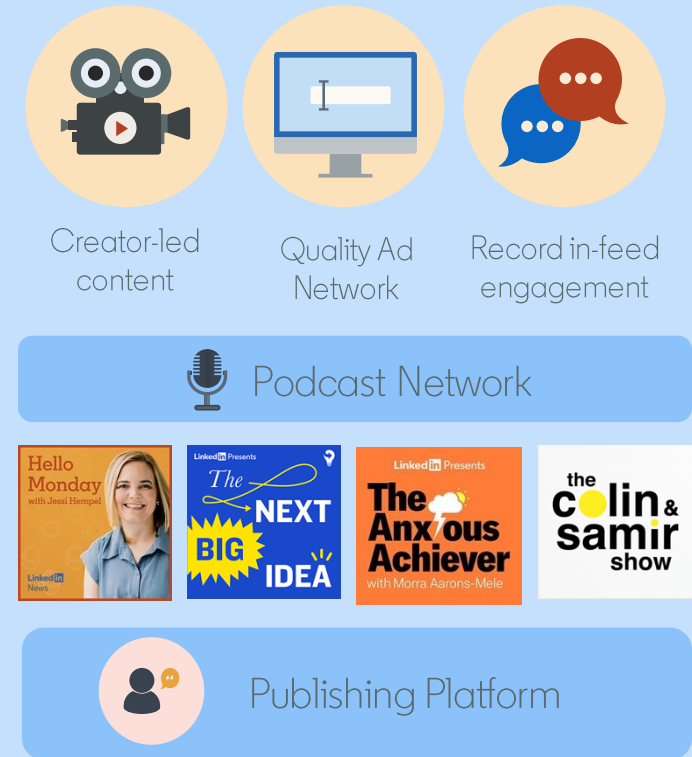
Under 400M Members

2018-2021: The Feed



Growing to 400-800M Members

2022 & Beyond: The Ecosystem



1B+ Members Globally & counting...



1B+
Members

Every LinkedIn member is both a professional **and** consumer.

Members have professional, personal, individual needs & aspirations which they look to peers & brands to help fulfil.

135K+
Schools

41K+
Skills

2B+
LinkedIn Pages monthly
interactions

67M+
Companies

353M
Monthly Job Apps

365M
Newsletter
Subscriptions

Professionals Engage with Purpose and with Content

50%

YOY growth in
feed engagement

15X

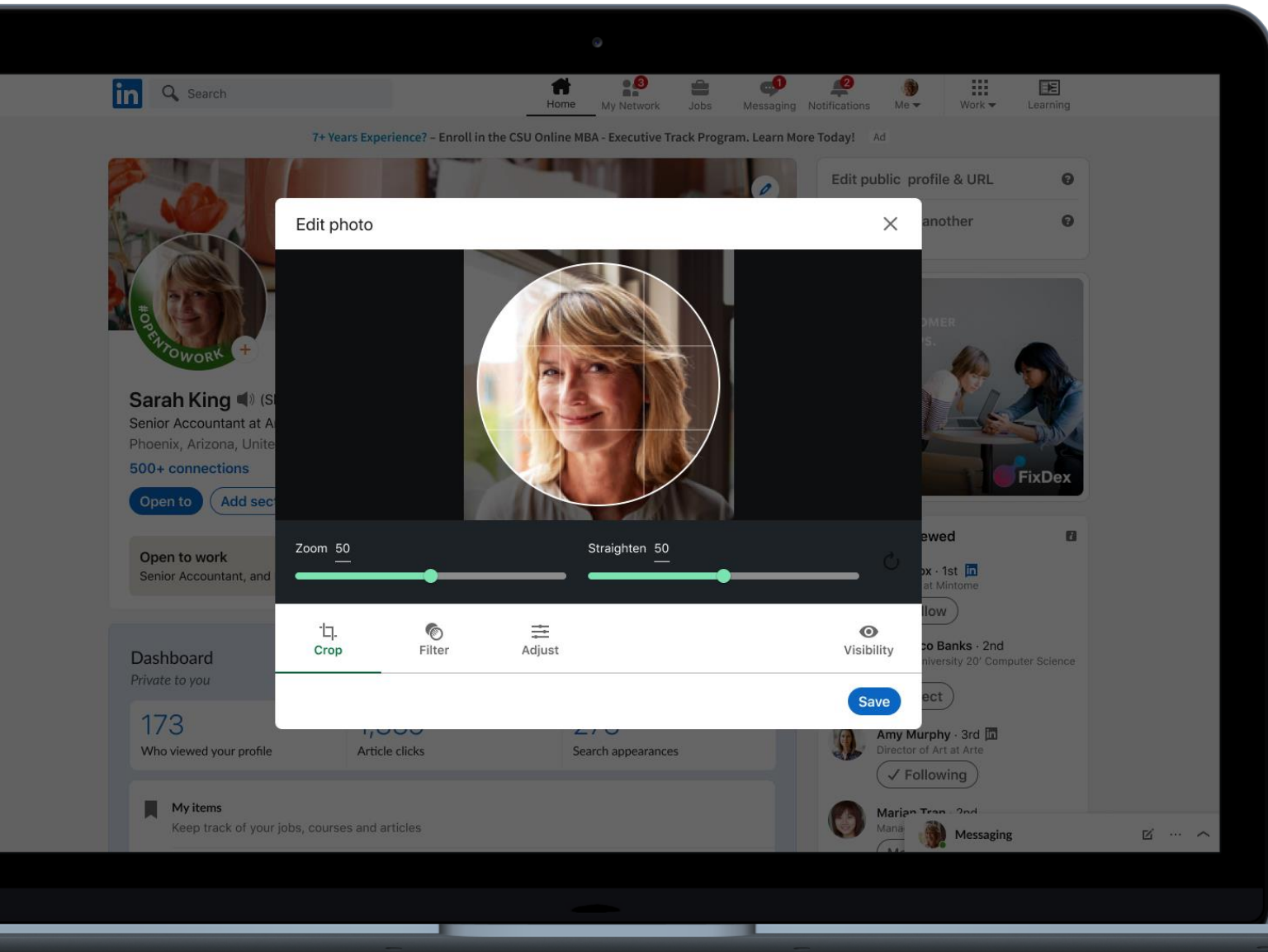
content vs job
postings

9 bn

content
impressions /
week

Your profile,
your story





STEP 1

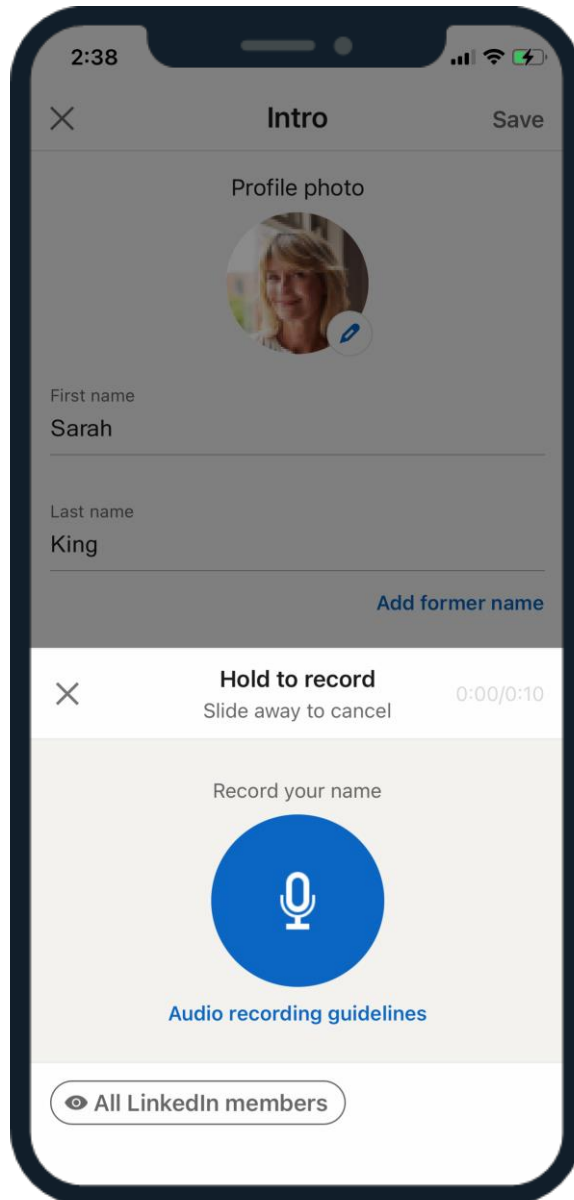
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages



STEP 2

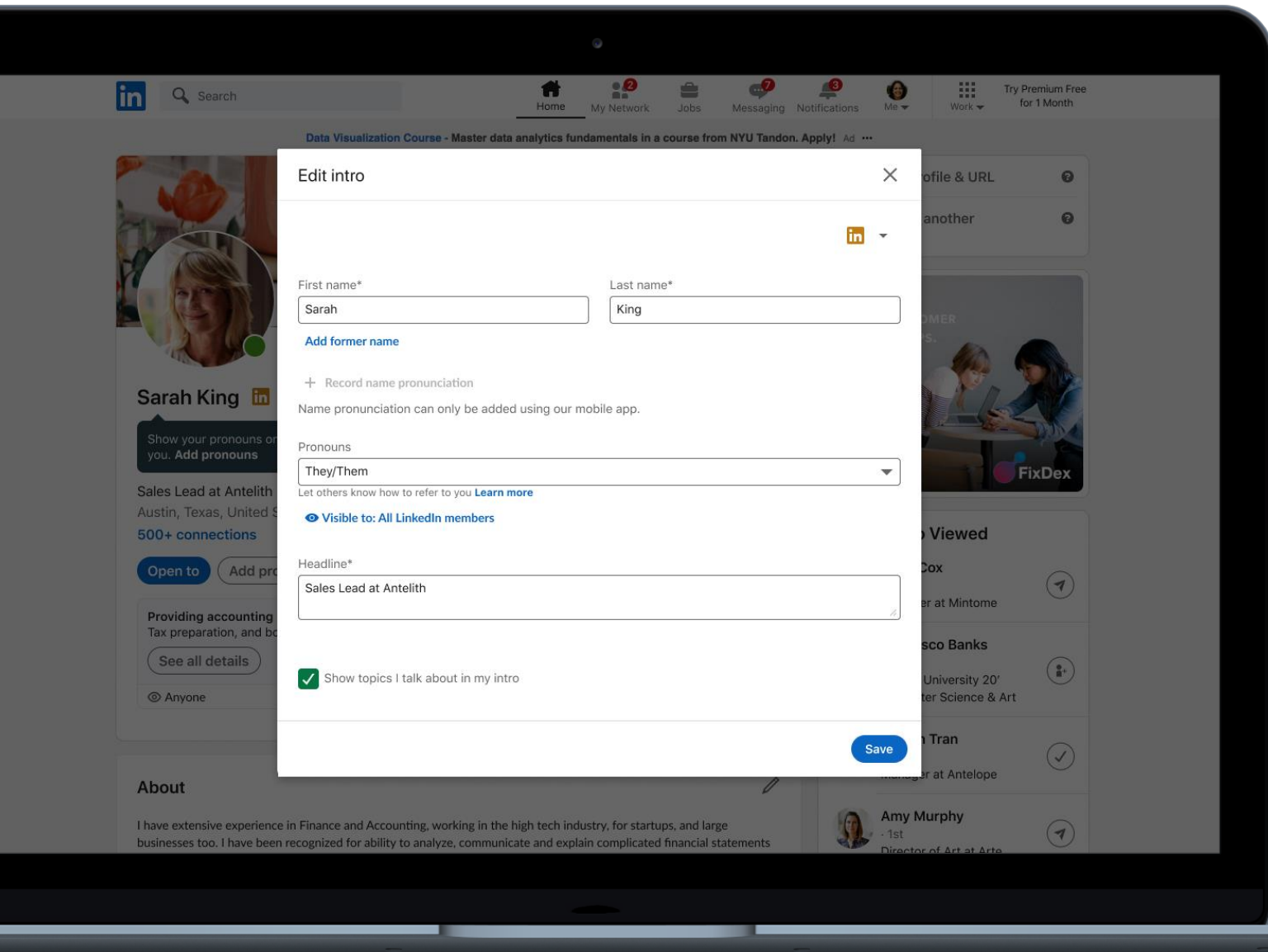
Record Your Name

Pronounce your name for others
and make a great first impression.

Update on mobile

10 secs, limit background noise

Hold phone 4in away



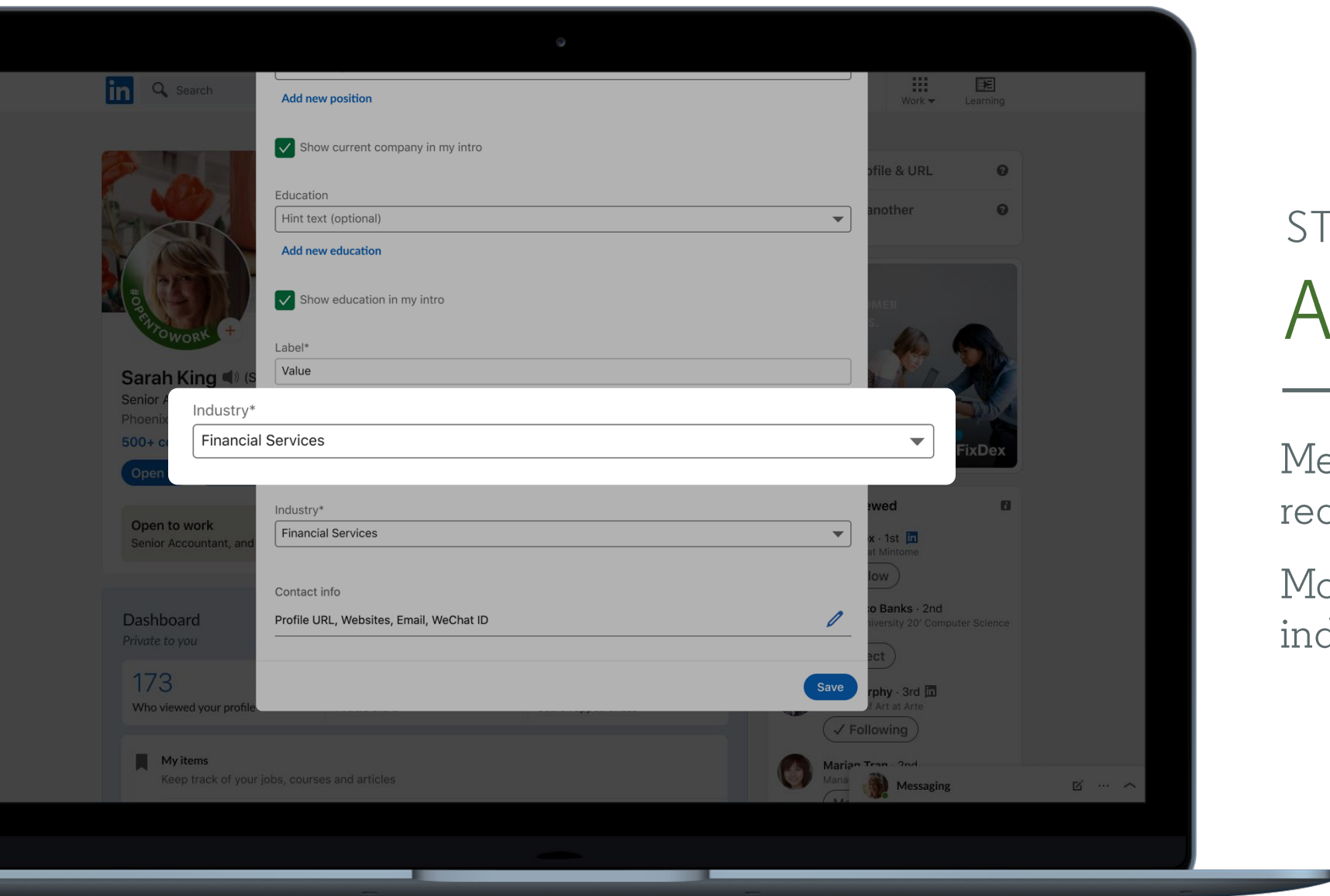
STEP 3

Add your pronouns

Show up as your authentic self.

Optional to add, you set visibility.

72% of hiring managers believe it's important & shows respect.

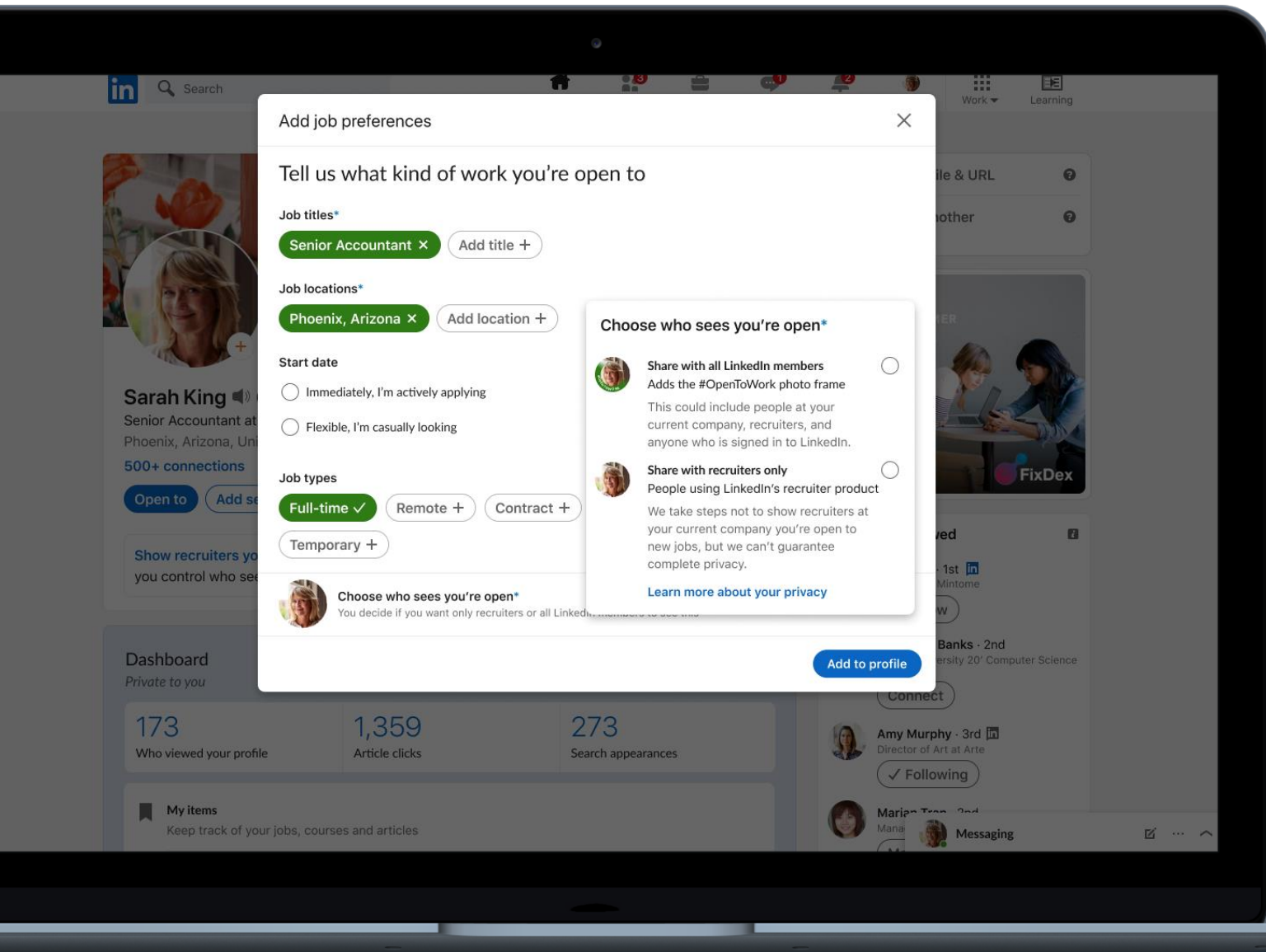


STEP 4

Add your industry

Members with industry information receive up to **9x** more Profile views

More than **300K** people search by industry on LinkedIn every week.



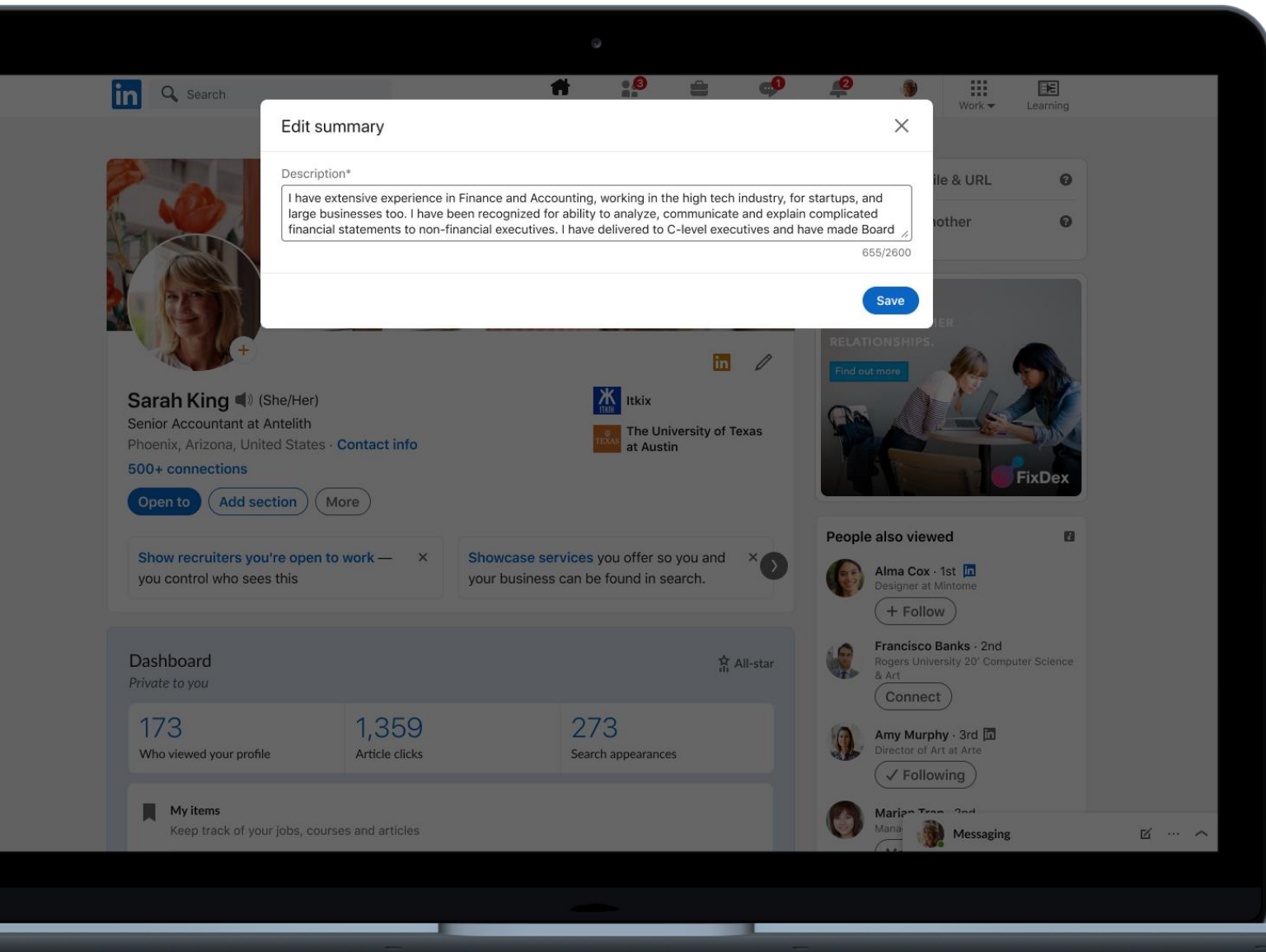
STEP 5

Stand out to recruiters and those filling roles

Add by clicking 'open to' button and select 'finding a new job' when searching for a new role.

Specify job preferences and choose visibility settings.

40% more likely to be noticed by recruiters.



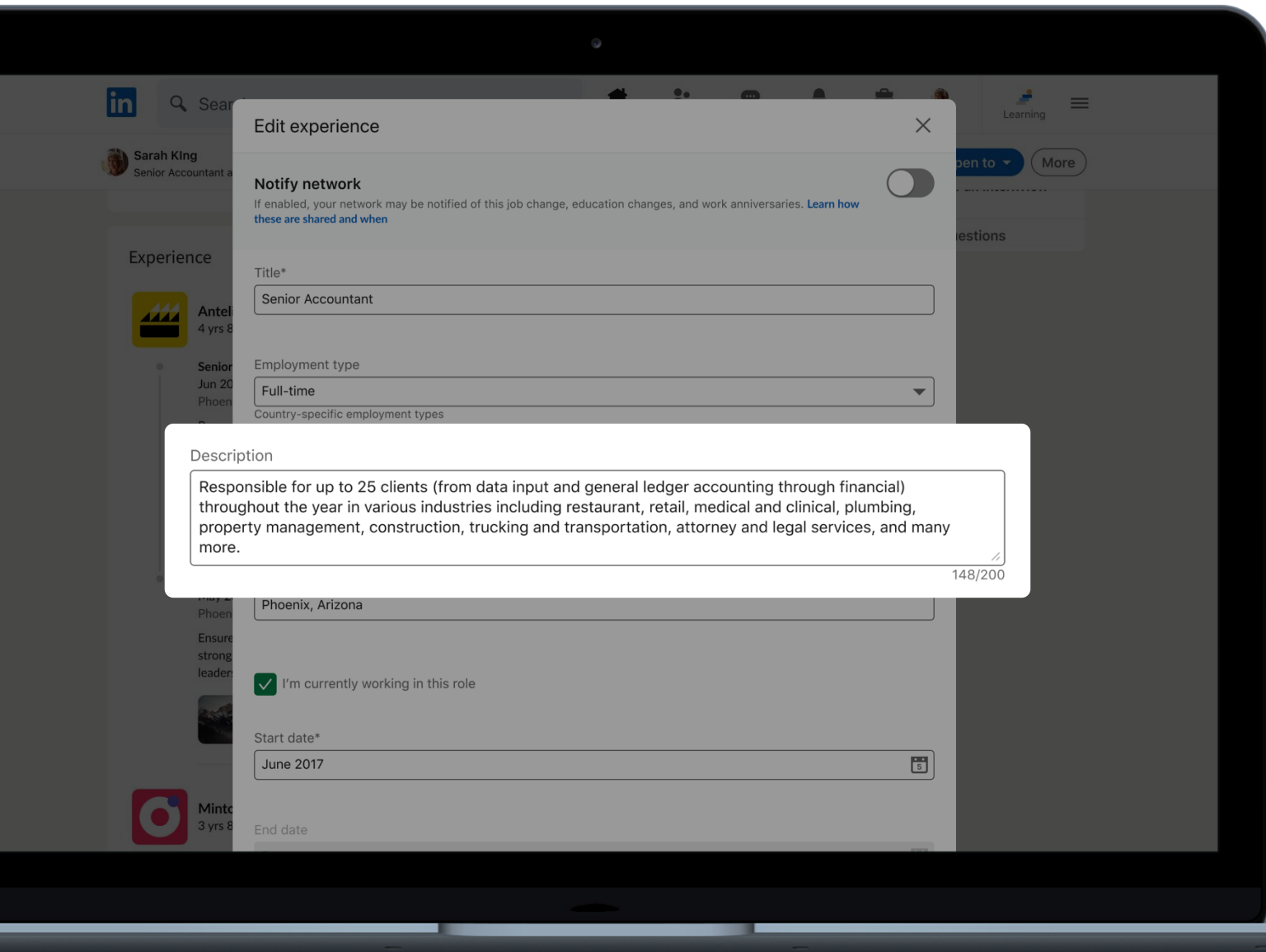
STEP 6

Draft a compelling summary

Featured in your 'About' section
Your "elevator pitch"

Focus on career accomplishments
and aspirations

40+ words



STEP 7

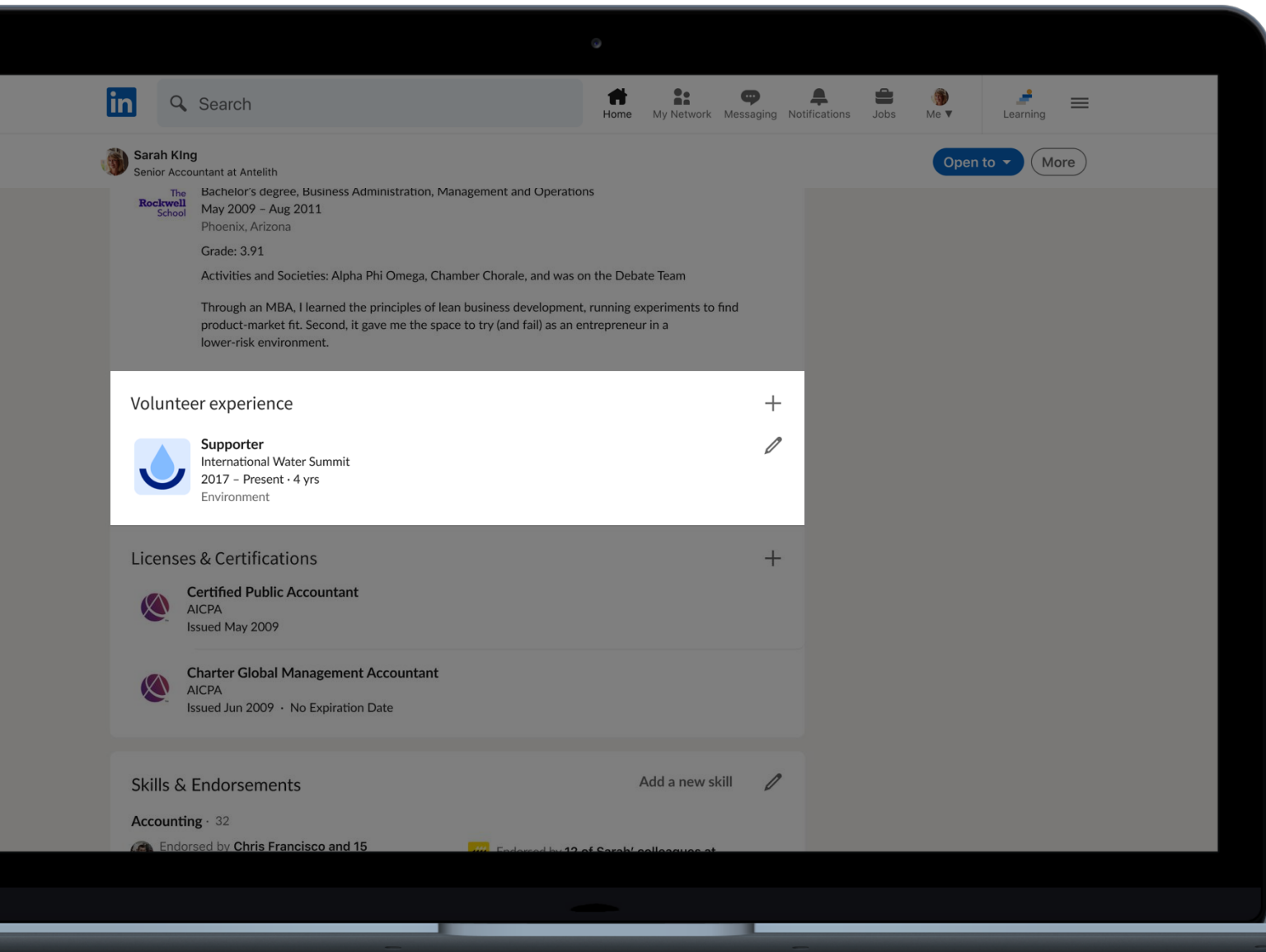
Detail your work experience

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

5x more connection requests

8x more Profile views

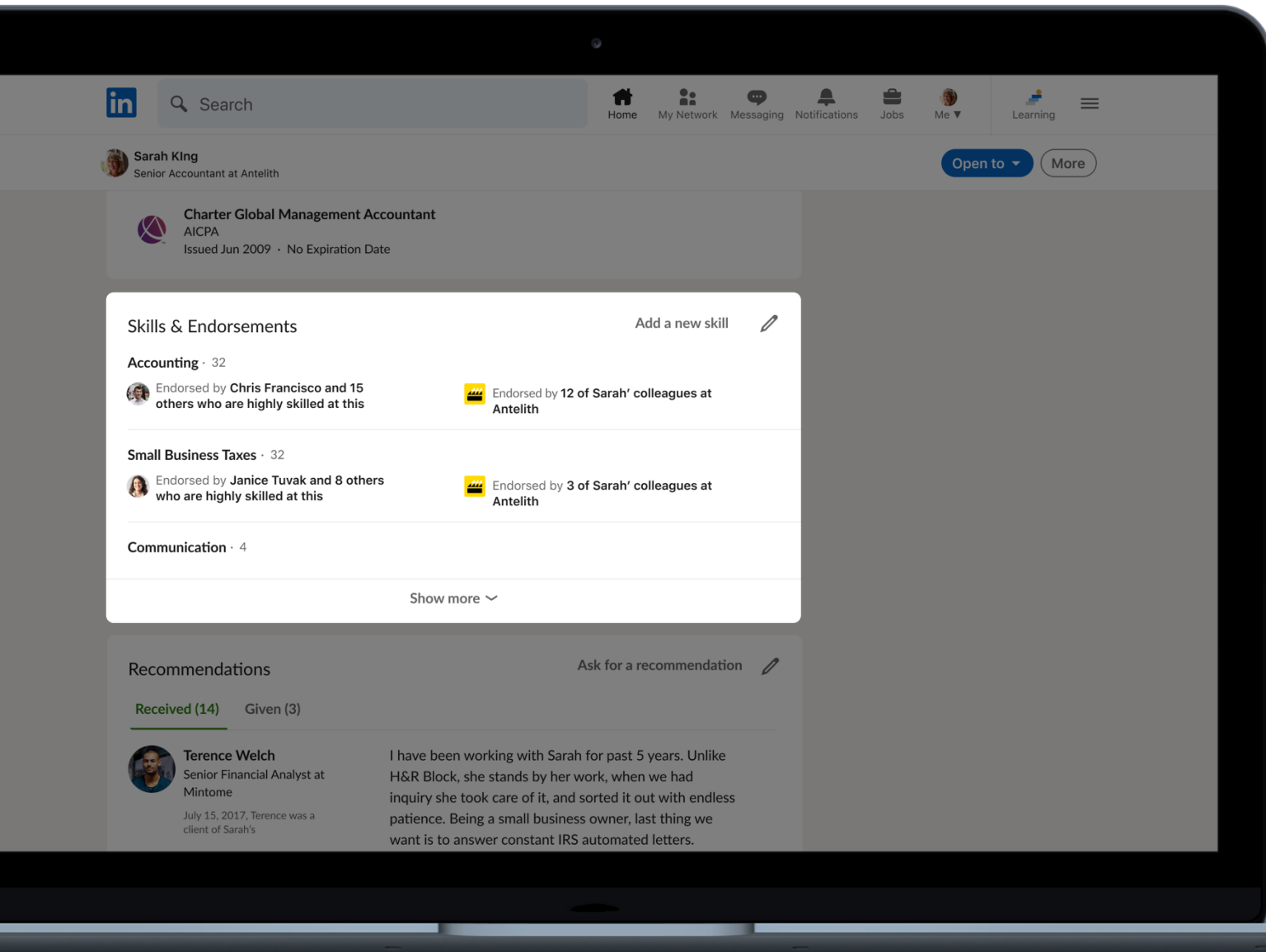
10x more messages



STEP 8

Add volunteer experience

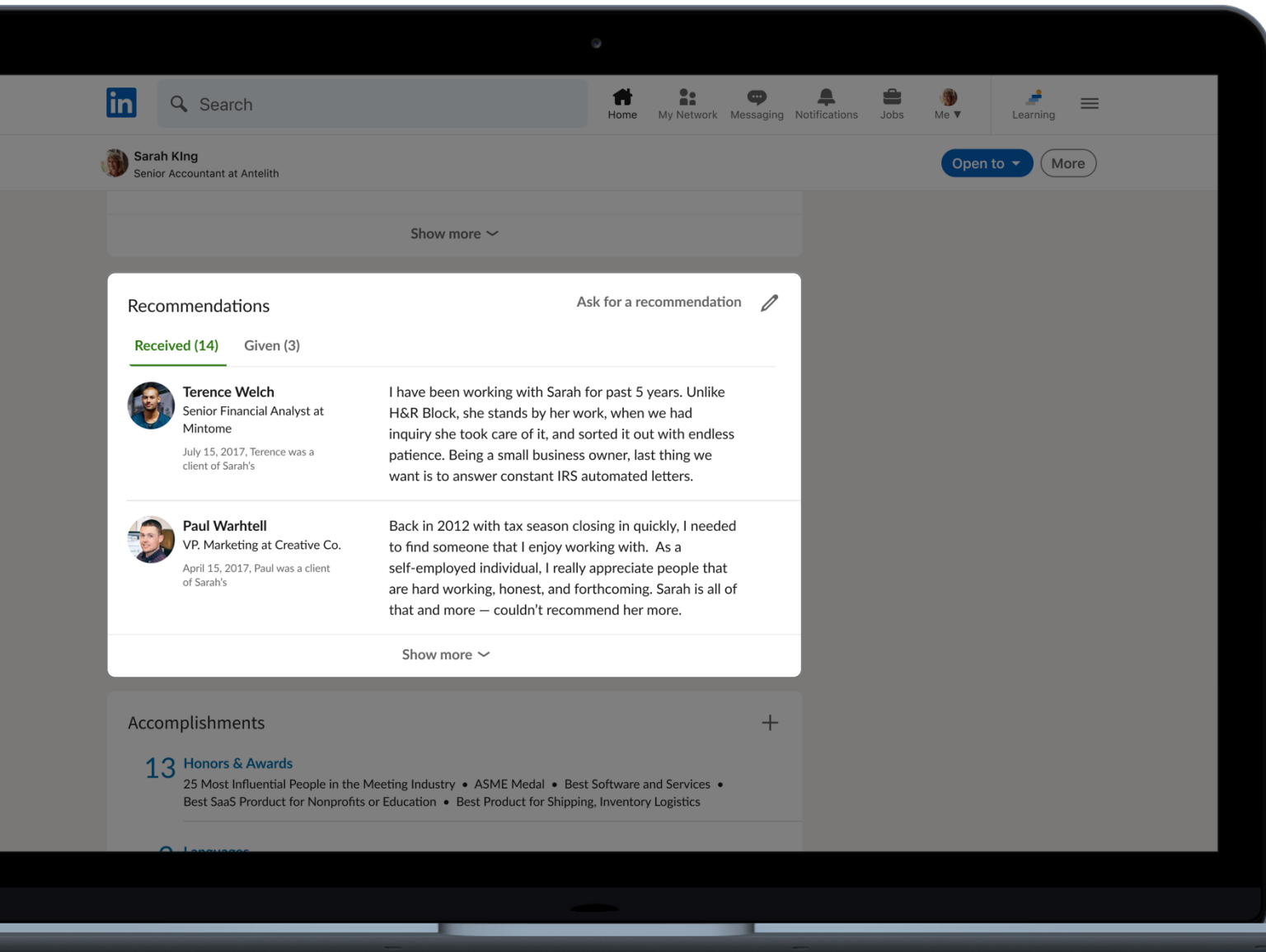
Members who add volunteer experience get up to **6x** more Profile views than those without



STEP 9

Add skills & get endorsed

Members who add **5** or more skills receive up to **17x** more Profile views



STEP 10

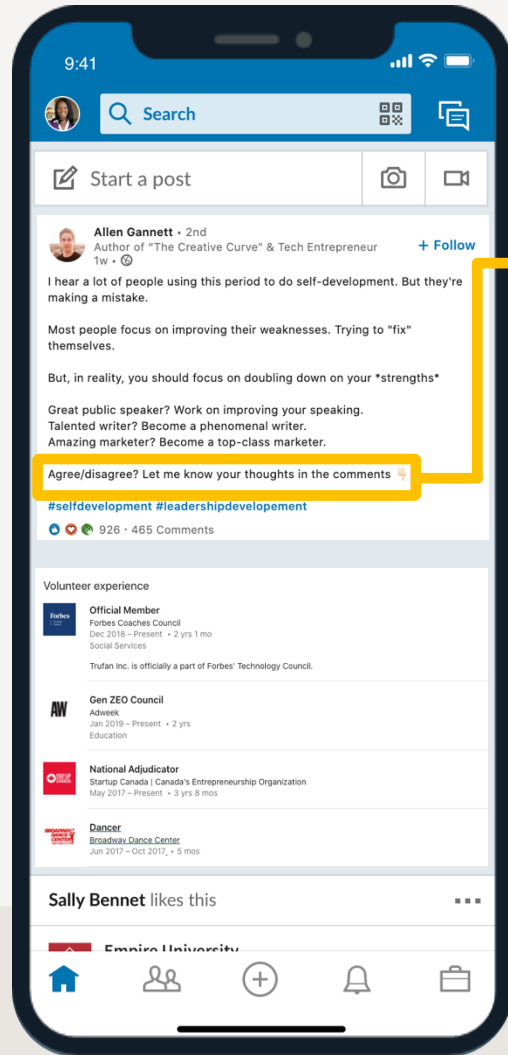
Request a recommendation

Recommendations help build your credibility and validate your skills

Build Thought Leadership

Your Voice on LinkedIn





Comments

Aim to start a conversation with your posts. Value comments as the key indicator of a quality post versus sheer volume of engagement.

The longer the character count – the more valuable the algorithm finds the content!

Newsfeed updates & posts

Short-form text posts in the feed help provide a consistent presence on the platform (especially for mobile consumption). Don't wait for perfect and include a mix of the following:

- Real-time reaction and analysis to industry news.
- Sharp point-of-view on company or industry content.
- Quick hitting words of wisdom or aspirational advice.

→ Best practice:

Utilize hashtags within your post to quickly signal what your content is about and increase discoverability – three is optimal

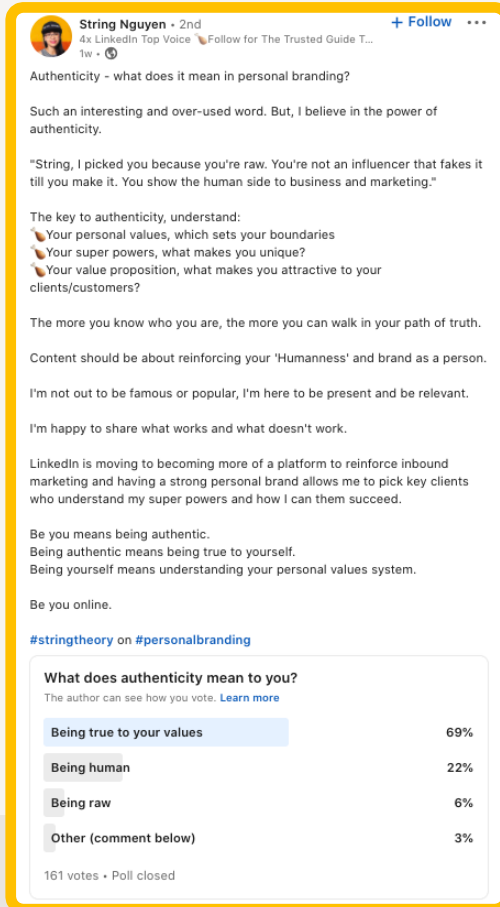
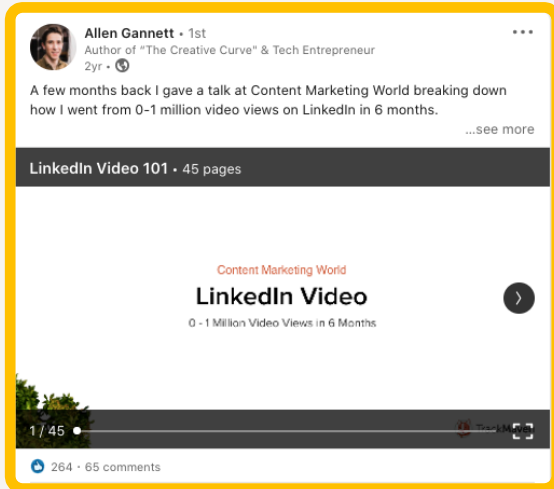
Beyond the text update

Try some of LinkedIn's other interesting mechanics for creating newsfeed posts that are interactive, dynamic, and media-forward.

- Use polls to take the pulse of your audience and start a dialogue.
- Test video – it's highly interactive
- Upload documents to create an interactive experience or share content.
- Acknowledge peers, employees, or other team members with Celebrations.

→ Best practice:

Short form posts and video are recommended for executives over long form articles.



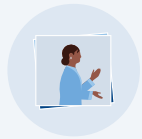
Showcase culture and storytelling



Three hashtags



Tagged colleagues



Photos showcasing people/culture



Amplification

The power of the comment



Comments are a powerful and light touch way to establish thought leadership



They are an opportunity to engage with new hires and showcase culture and executive support to potential hires



Consider dedicating five minutes a day to commenting on employees by following your company hashtag

Activate Creator Mode



Reach a larger audience



Default to follow



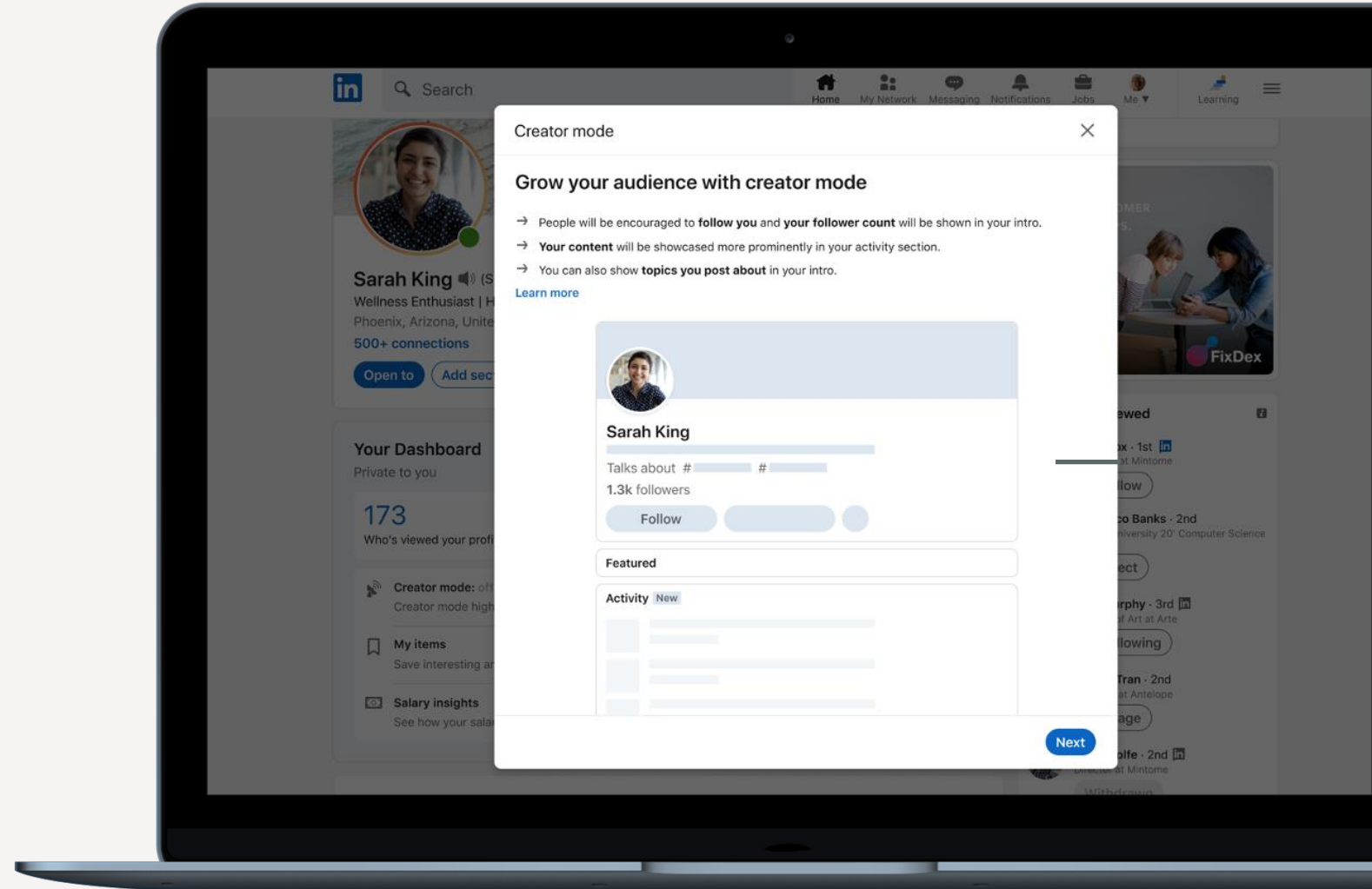
Showcase content front & center



Establish your voice & get discovered



Access to Creator Tools



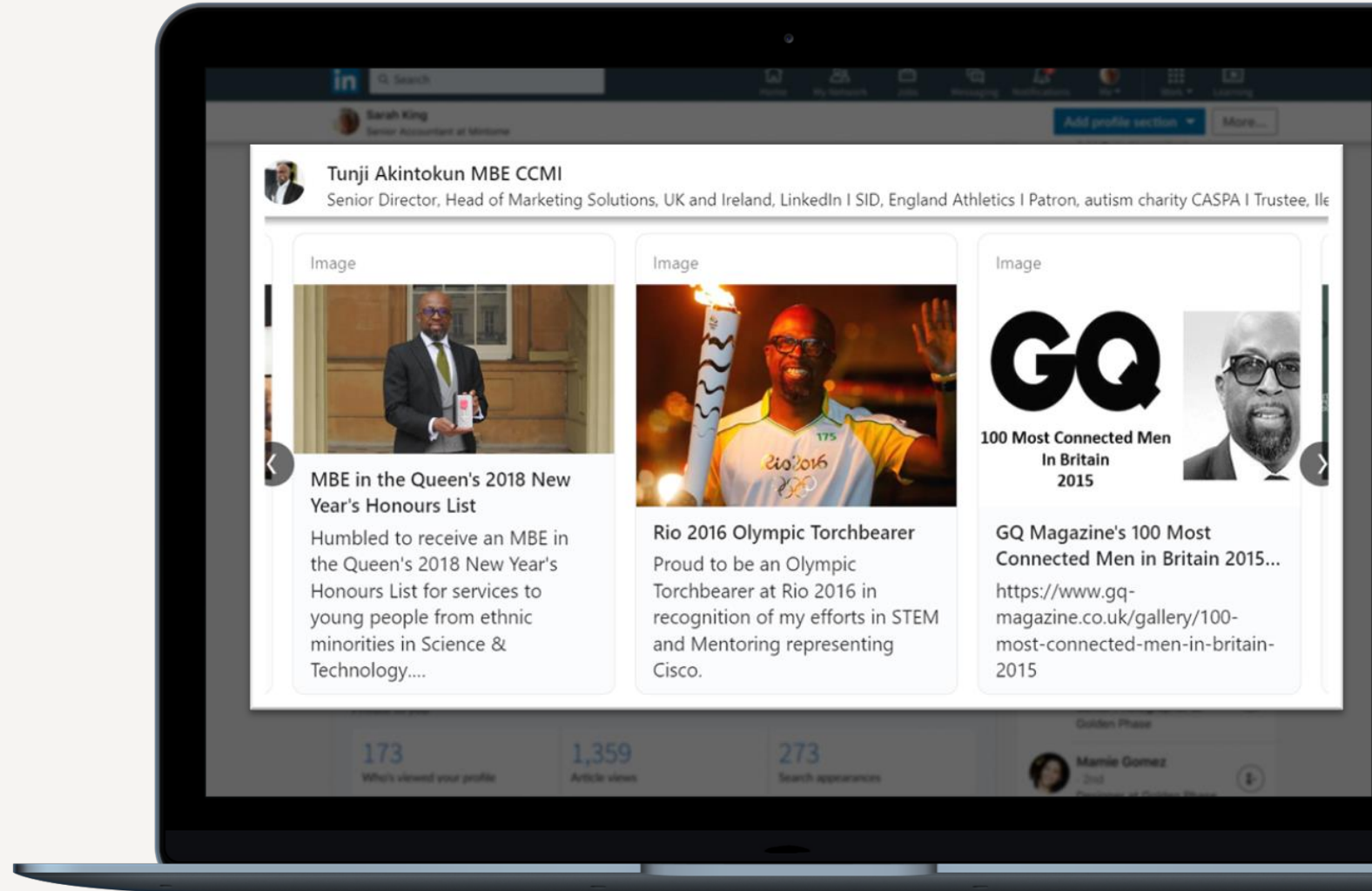
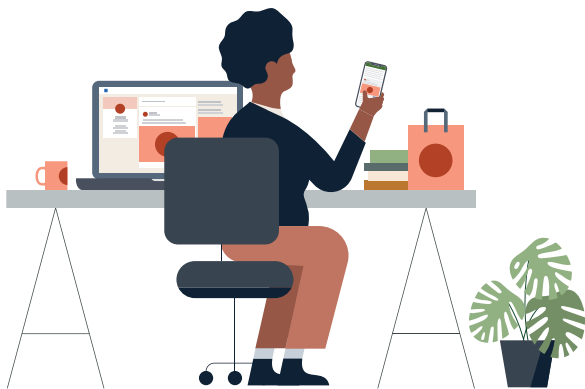
Feature content



Bring your story to life by pinning rich media content you're proud of to your 'Featured' section



You can edit this frequently. For example, to include your most recent LinkedIn post



Building a Presence through BU



Pages with complete information get **30% more** weekly views (Logo, Overview, Organization info, CTAs)



Companies that post weekly see a **2x lift** in engagement with their content

Boston University Global Development Policy Center
Policy Research for a Better World.
International Affairs · Boston, Massachusetts · 2K followers · 11-50 employees

Viewed by 74 people this week

+ Follow Message

Home About Posts Jobs People Insights

About
The Boston University Global Development Policy (GDP) Center is a University-wide center in partnership with the Frederick S. Pardee School of Global Studies. The GDP Center's mission is to advance policy-oriented research for financial stability, human well-being and environmental ... see more

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Overview

The Boston University Global Development Policy (GDP) Center is a University-wide center in partnership with the Frederick S. Pardee School of Global Studies. The GDP Center's mission is to advance policy-oriented research for financial stability, human well-being and environmental sustainability.

To fulfill its mission, the GDP Center conducts rigorous policy research, provides a convening place for scholars and stakeholders, engages in policy dialogue with policymakers, civil society and media and offers experiential learning for Boston University students.

Website

<http://www.bu.edu/gdp/>

Industry

International Affairs

Company size

11-50 employees

62 associated members

Headquarters

Boston, Massachusetts

Founded

2017

Specialties

Development, Research, Policy Research, Environmental Sustainability, and Financial Stability

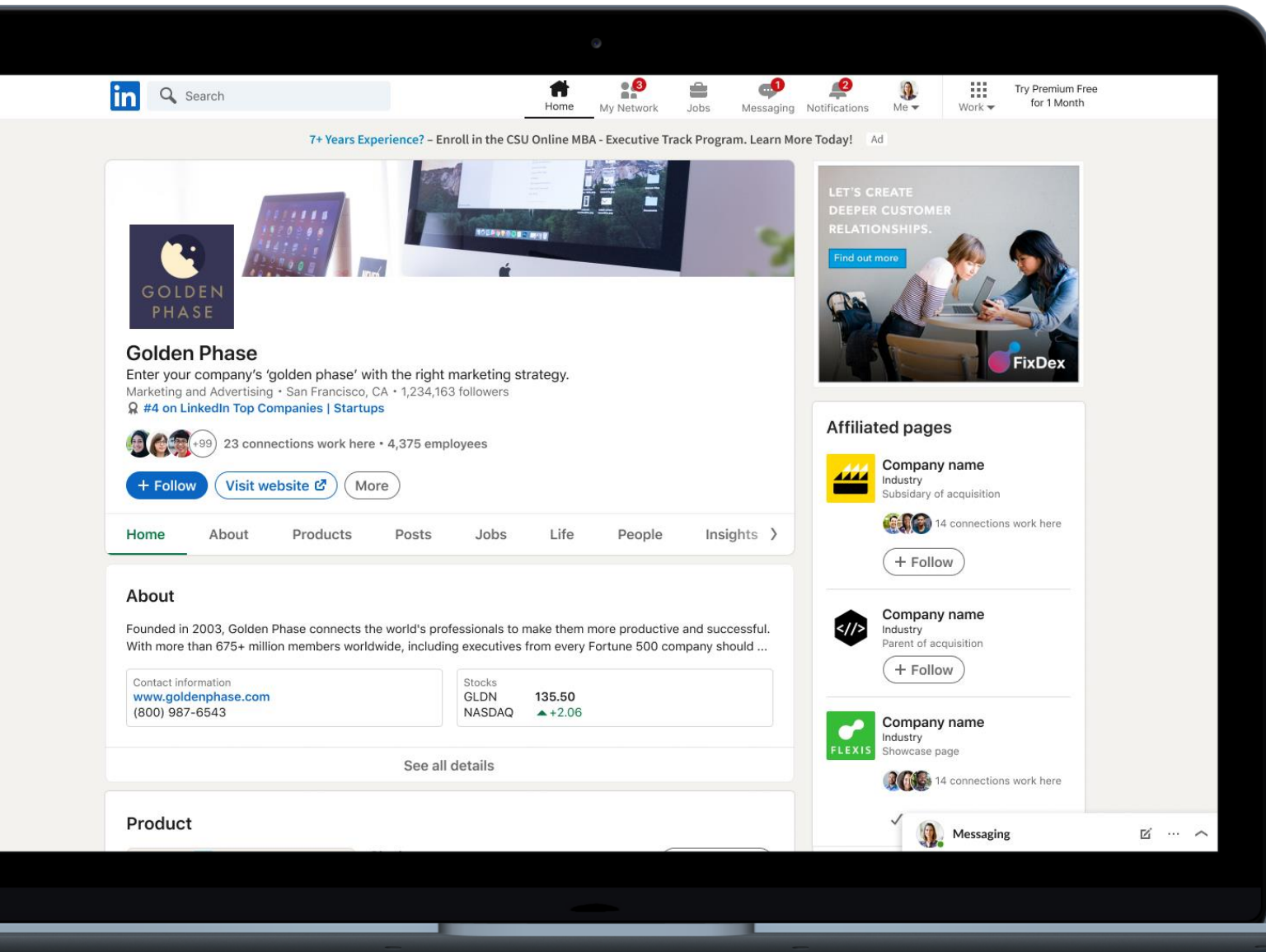
Recently posted jobs

Program Manager - Global Economic Governance...
Boston University Global...
Boston, MA
5 hours ago

Show all jobs →

Gain
Knowledge
and Insights





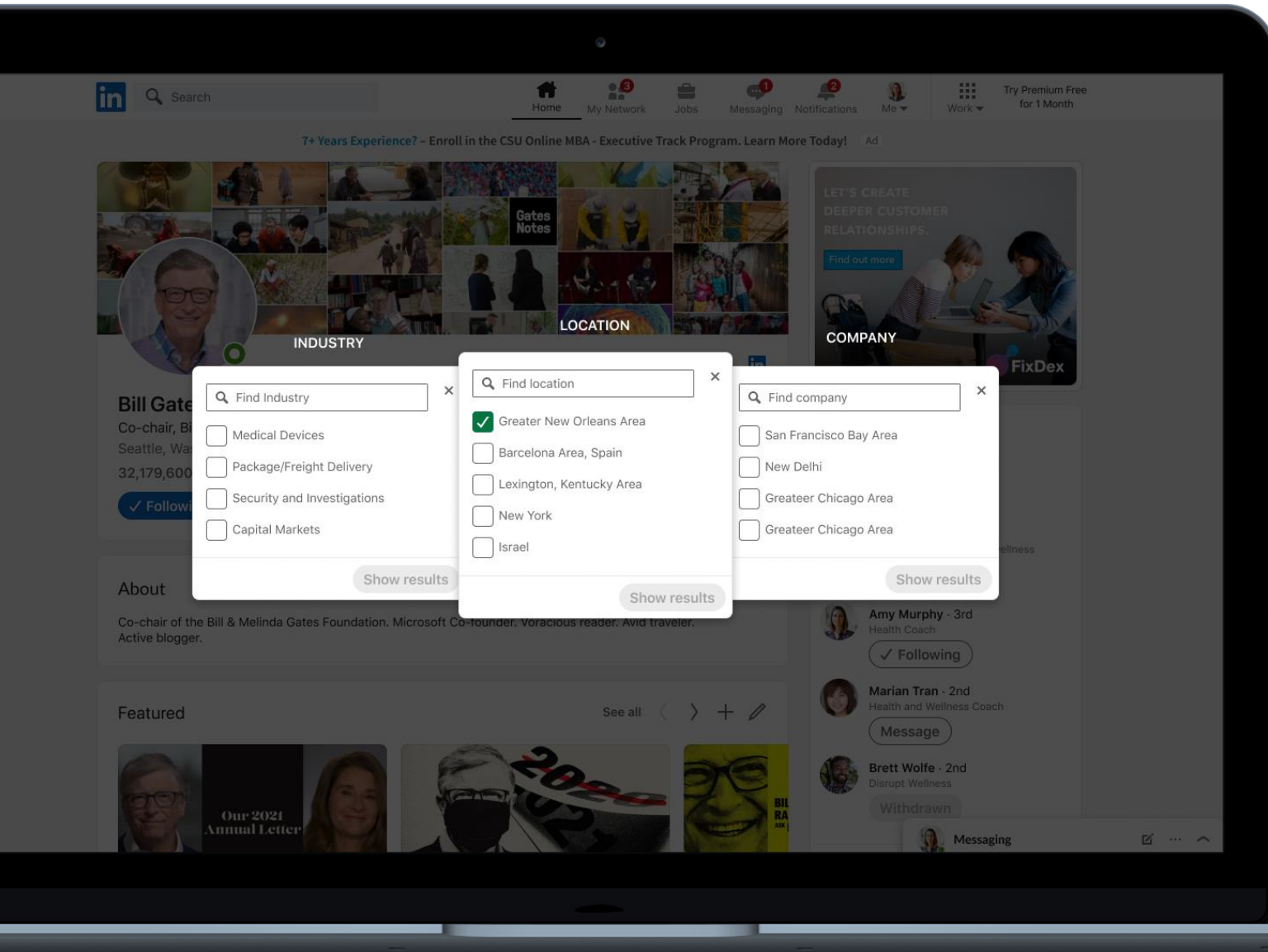
GAIN KNOWLEDGE

Follow
companies



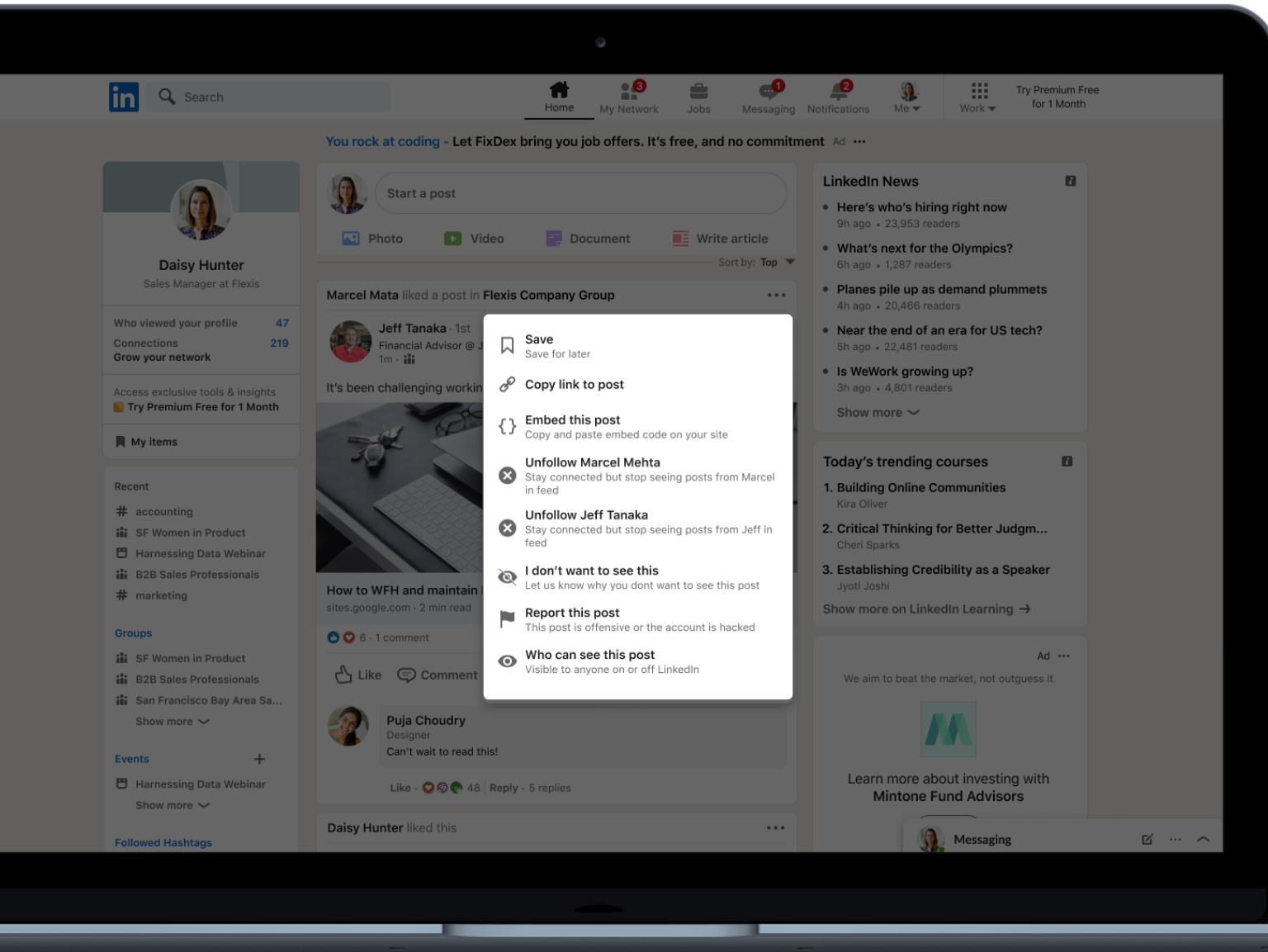
GAIN INSIGHTS

Follow
influencers



SEARCH AT SCALE

Advanced search filters help you find what's important



CUSTOMIZE YOUR FEED

See the news,
content and posts
that matter most



Your Content

See it in action

Meet Dan Shapero

LinkedIn's Chief Operating Officer

- 200+ posts
- 184K engagements
- 15M impressions
- 2,841 reshares

Dan's #ThinkAboutIt videos account for **64%** of his post reshares since its launch in 2021.

LinkedIn Internal Data, 2023. For internal, non-commercial use only. Provided under license from LinkedIn and subject to the LinkedIn Subscription Agreement and Service Terms.

The screenshot shows the LinkedIn profile of Daniel Shapero, COO at LinkedIn. The profile includes a circular profile picture of a man with glasses, a banner image of a landscape, and a verified badge. The bio states he talks about #linkedin, #strategy, #leadership, #careeradvice, and #thinkaboutit. He has 142,620 followers and 500+ connections. The page features interaction buttons like 'Message', 'Save in Sales Navigator', and 'Connect'. A 'Highlights' section shows that Daniel follows the user and that they both work at LinkedIn. The 'Featured' section displays three items: an article about LinkedIn's \$10B revenue milestone, a post featuring a video of Dan and Liz Li, and an article about losing at home.

Daniel Shapero ✓ (He/Him) · 2nd COO at LinkedIn

Talks about #linkedin, #strategy, #leadership, #careeradvice, and #thinkaboutit

Mountain View, California, United States · [Contact info](#)

142,620 followers · 500+ connections

Gordy Hao, Edward MacNabb, and 97 other mutual connections

[Message](#) [Save in Sales Navigator](#) [More](#)

[Connect if you know each other](#) [Connect](#)

Highlights

Daniel follows you
Daniel has been following you since Jun 2021

You both work at LinkedIn
Daniel started at LinkedIn 11 years and 5 months before you did

[Message](#)

[Show all 3 highlights →](#)

Featured

Article

LinkedIn hits \$10B in revenue by helping companies connect...
Daniel Shapero on LinkedIn

Yesterday, we shared an incredible milestone for LinkedIn: we achieved \$10 billion in revenue in fiscal year 2021, up 27 percent from last year. And as Ryan shared in a post today, thi...

Post

My amazing colleague [Liz Li](#) joined me today to elaborate o...

1,984 · 157 comments

Article

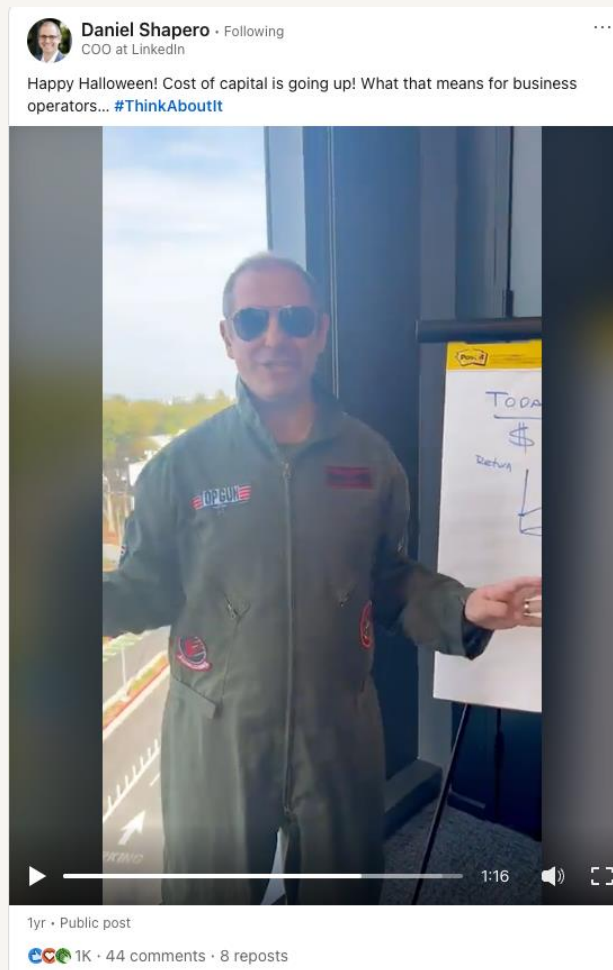
You can't win at work if you're losing at home
Daniel Shapero on LinkedIn

Three years ago, I sat down with my manager, Mike. He wanted to promote me into his old role... leading a large global sales team covering over 25 offices in 5 continents. It was a tremendou...

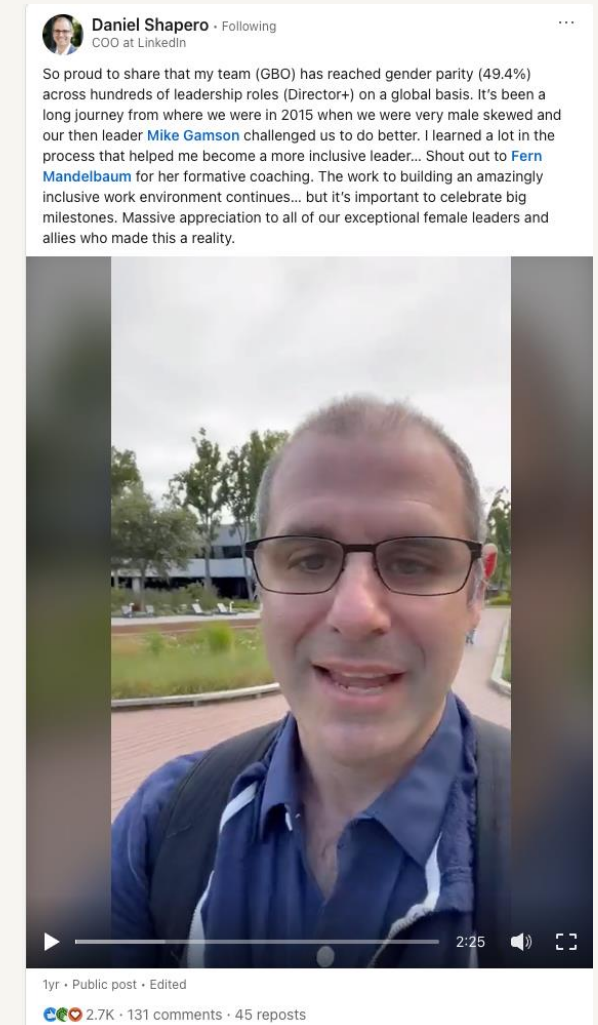
Highlights from Dan's Top Videos



Posing a question to followers

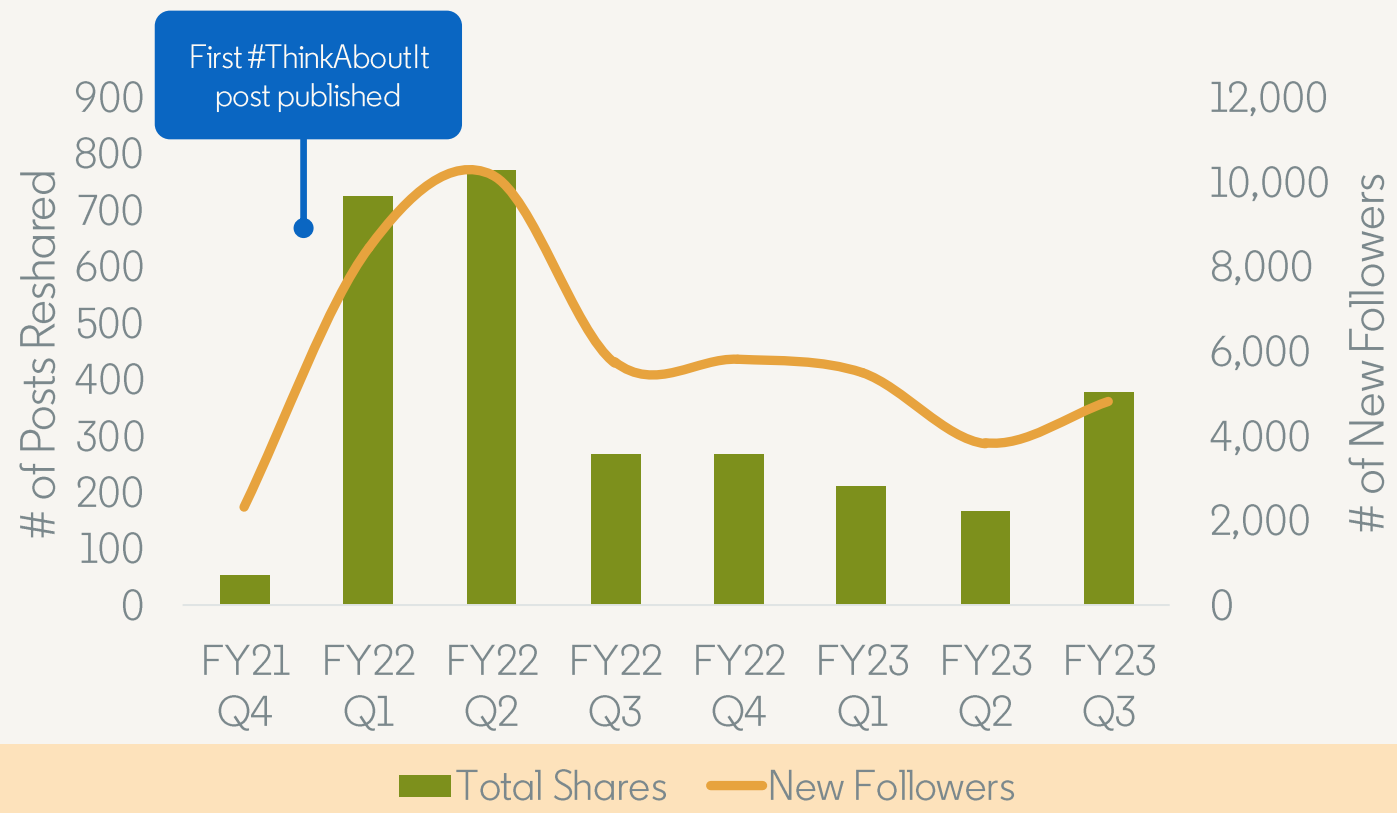


Being authentic and
informative



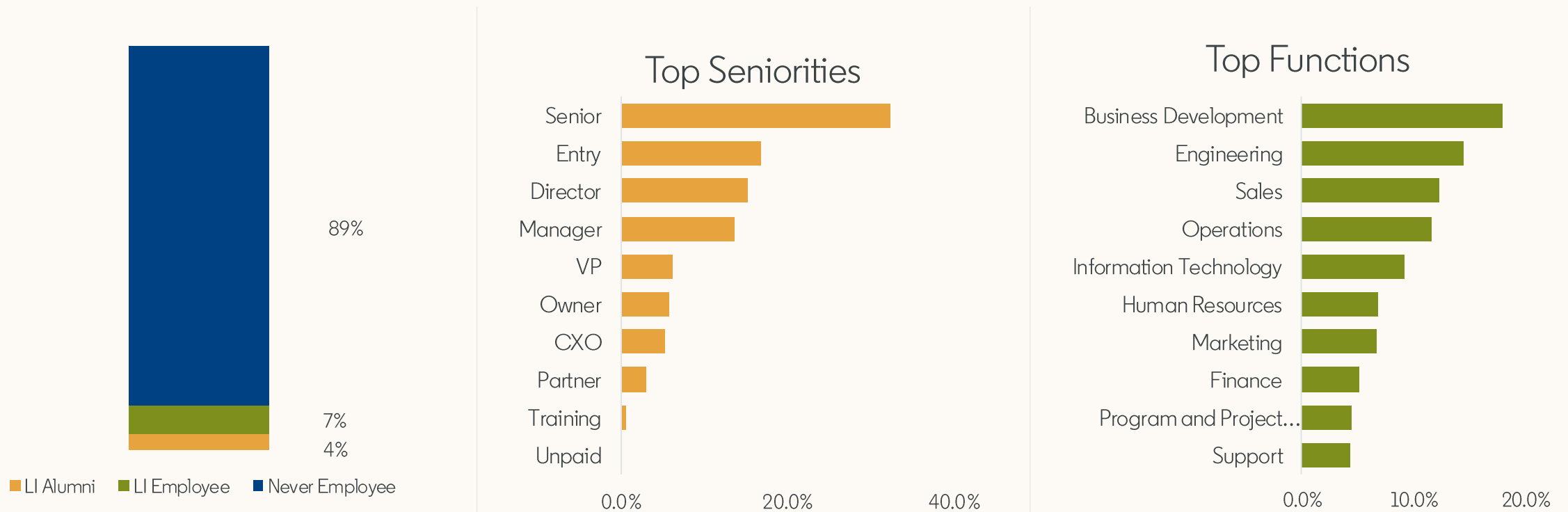
Showcasing what matters most

Since #ThinkAboutIt launched, Dan has seen a 50% increase in follower count and 2.7K post reshares, resulting in an expansive reach on LinkedIn.



Source: LinkedIn Internal Data. April 1 2021 – February 28 2023. For internal, non-commercial use only.
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Dan's #ThinkAboutIt posts have reached a wide variety of members, many of whom do not work at LinkedIn and could be future decision makers.



Source: LinkedIn Internal Data.
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So why does
#ThinkAboutIt content
perform so well?

Dan's content works because it's:

Authentic

Dan's videos are incredibly authentic and showcase his personality. They're done via phone and are usually recorded while he's on the move, making them relatable.

Timely

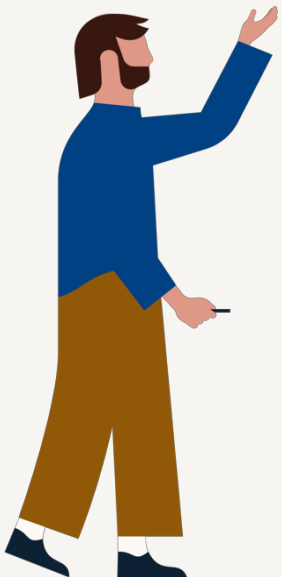
The discussion topics are typically top of mind for leaders and decision-makers on the LinkedIn platform, again creating relatability.

Unique

Dan recognizes the range of his audience (entry-level to senior executives) and tries to make the information understandable and beneficial for all. This helps inspire new thinking and engagement from his followers.

Engaging

Dan recognizes the range of his audience and tries to make the information beneficial for everyone, which sparks new thinking and engagement from senior-level executives to entry-level.



Your thought leadership cheat sheet

Establish a presence

- Have a complete profile
- Turn on Creator Mode
- Follow and use company hashtag
- Discover new voices to follow via LinkedIn's Top Voices
- Follow relevant industry peers and colleagues
- Brainstorm topics you might like to publish about in the next 6 months. Think about:
 - Professional expertise
 - Industry trends
 - Company vision & values
 - Community impact

Develop consistency

- Focus on a content persona and establish your initial publishing pillars/topics to write about
- Establish an initial publishing cadence that you can keep consistently (at least monthly)
- Experiment with different post formats:
 - Short form newsfeed
 - Newsletters
 - Video
- Monitor your publishing metrics for best time/day to post
- Share relevant content from within your network and add personal perspective.

Lead in thought & provoke dialogue

- Post consistently at least 1x/week.
- Establish an ideal content mix of more than one format (ie 2x/weekly newsfeed posts with 1x/monthly video or newsletter issue)
- Participate in comment threads and dialogue on your content or others'
- Use LinkedIn Live to engage with your audiences in real-time.
- Share company & brand content with personal POV and perspectives.