



Managing Your Professional Brand



Hector Javier Preciado
Manager, Sponsored Content – North America
LinkedIn

What is LinkedIn? 400M+

LinkedIn is the **world's largest** professional network

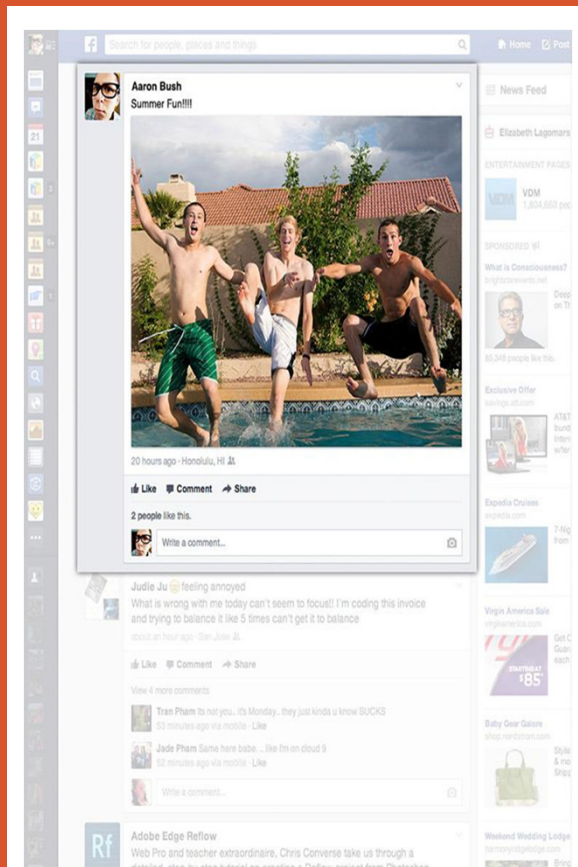
Members across the globe

>2 New

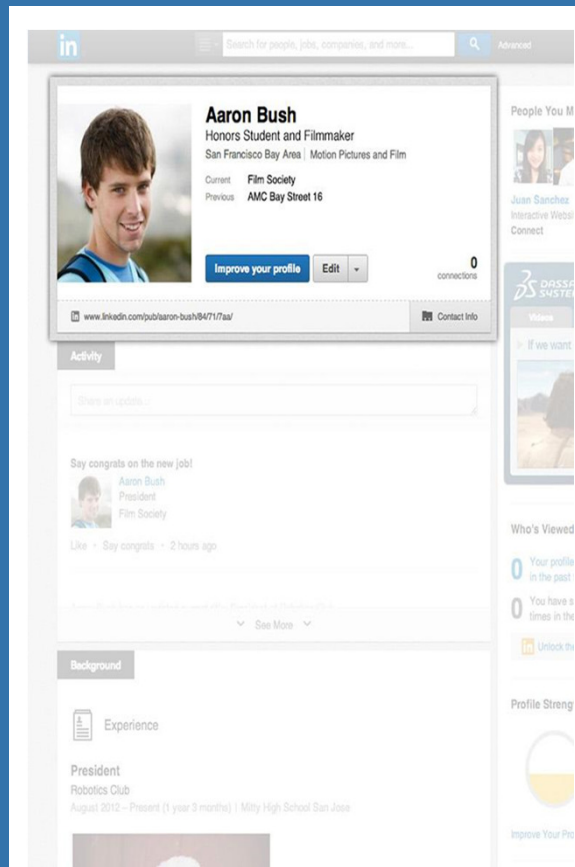
Members per second

What makes LinkedIn different?

Other social networks focus on your personal life



LinkedIn is the place to showcase your professional brand





I'm eating a #donut



I like donuts



Here's a video of me eating a donut



Here's a great photo of my donut



Here's a donut recipe



I'm listening to "Donuts"



Anyone want some donuts?





LinkedIn

- My skills include donut eating
- I'm qualified in donut making
- I work in the donut industry
- I'm looking for a job at a donut company
- I'm connected to donut experts
- Here's a video / photo / recipe for donuts

LinkedIn helps its members



CONNECT



STAY INFORMED



GET HIRED

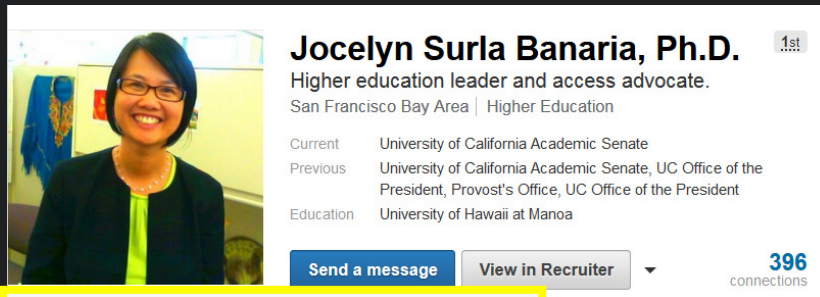


CONNECT

with your professional world



Build a great profile



Jocelyn Surla Banaria, Ph.D. 1st

Higher education leader and access advocate.
San Francisco Bay Area | Higher Education

Current University of California Academic Senate
 Previous University of California Academic Senate, UC Office of the President, Provost's Office, UC Office of the President
 Education University of Hawaii at Manoa

Send a message View in Recruiter

396 connections

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

Background

Summary

Higher education leader with 20+ years of experience and an outstanding record of delivering results to complex higher education projects. Strengths include excellent project management skills and working with diverse constituencies that have competing interests and driving projects towards completion.


Experience

Assistant Director
University of California Academic Senate
August 2015 – Present (10 months)

Principal Policy Analyst
University of California Academic Senate
February 2015 – August 2015 (7 months)

Policy Analyst - Institutional Research & Academic Planning
UC Office of the President
October 2009 – February 2015 (5 years 5 months) | Oakland, California

- Manage stewardship of systemwide academic policies.
- Maintain close working relationship with Academic Senate & campuses.
- Oversee system-level academic program reviews.
- Analyze institutional data to identify trends, predict outcomes, & simulate long-term trajectories.



1

Add a professional photo
&
Edit LinkedIn URL

14x

More views with a
profile photo than
without

Hasan Ahmad 1st • PREMIUM

Sabrina Poblete
Professional Matchmaker for LinkedIn. Emphasis on Professional.
San Francisco Bay Area | Human Resources

Current LinkedIn
Previous LinkedIn, BDO USA, LLP, Roger CPA Review
Education San Francisco State University

Send a message View in Recruiter

359 connections

Brian Araujo 1st • PREMIUM

The Steph Curry of Social Selling @ LI | Redefining the old, ineffective ways we connect to our buyers
United States | Internet

Current LinkedIn
Previous Mimeo.com, Capital One, Cit
Education State University of New York at Albany

Send a message View in Recruiter

500+ connections

help tell stories. Whether it's through presentations, user experience, or brand/identity development, my

Siena Sarmiento 1st

Bringing people and resources together for the University of California
San Francisco Bay Area | Education Management

Current University of California
Previous UCOP, The Right Thing Inc, Bluewolf
Education Haverford College

Send a message View in Recruiter

Cathy (Tonsing) O'Sullivan LinkedIn

Chief of Staff to the COO - University of California
San Francisco Bay Area | Higher Education

Current University of California
Previous University of California, Cathy Tonsing, Independent Consultant, Intel Capital
Education University of California, Davis - Graduate School of Management

November 2007 – Present (7 years 6 months) | San Francisco Bay Area

User Experience Designer

LinkedIn

December 2012 – December 2014 (2 years 1 month) | Mountain View, California

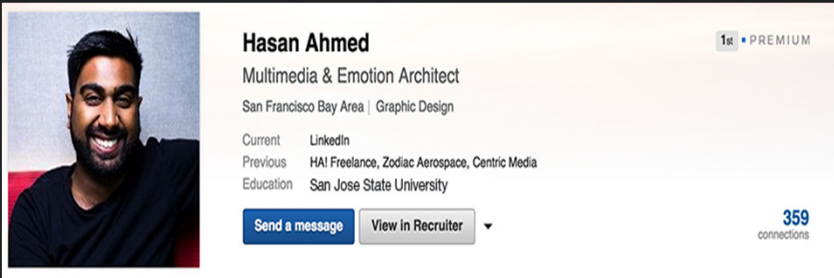
▶ 1 recommendation

2

Write an attention-grabbing headline

Explain what it is you do

Show your passion and value




Hasan Ahmed 1st • PREMIUM
 Multimedia & Emotion Architect
 San Francisco Bay Area | Graphic Design

Current [LinkedIn](#)
 Previous [HAI Freelance](#), [Zodiac Aerospace](#), [Centric Media](#)
 Education [San Jose State University](#)


[Send a message](#) [View in Recruiter](#) 359 connections


Background

 **Summary**


Higher education leader with 20+ years of experience and an outstanding record of delivering results to complex higher education projects. Strengths include excellent project management skills and working with diverse constituencies that have competing interests and driving projects towards completion.

.....
 experience for member's and viewers alike.

 **Experience**

Senior User Experience Designer
 LinkedIn
 December 2014 – Present (5 months) | Mountain View, California 

Contract Designer
 KMidori Design & Easy Art Co.
 November 2007 – Present (7 years 6 months) | San Francisco Bay Area

User Experience Designer
 LinkedIn
 December 2012 – December 2014 (2 years 1 month) | Mountain View, California 

▶ 1 recommendation

3

Draft a compelling summary

Focus on career accomplishments and aspirations

Recommend 40 words or more

Include keywords – not buzzwords

10x

More profile views than those without



Experience

User Experience Designer

LinkedIn

May 2014 – Present (1 year) | United States



› 1 project

Filmmaker/ Multimedia Designer

HA! Freelance

January 2013 – April 2014 (1 year 4 months) | United States



Klien Epstien & Parker F/W 13 Perfect Imperf...



Carapace Custom Wetsuit Kickstarter Camp...

Multimedia Designer

Zodiac Aerospace

2012 – April 2014 (2 years)



Mr. Ahmed was part of an in-house design team which was responsible creative design He was directly responsible for various multimedia needs, including but not limited to: web development, photography, motion graphic concept and design, video concept and production. Mr. Ahmed was initially hired for internal photo documentation and graphic design, however after displaying proficiency in video production, motion graphics and web development created a position for himself as multimedia designer.

Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

Tasks

4

Detail your past work experience

12x

More profile views than those without

Source: <https://www.corp.linkedin.com/wiki/cf/display/PRT/Value+statements+for+Profile+Editin+g>



Experience

User Experience Designer

LinkedIn

May 2014 – Present (1 year) | United States



› 1 project

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Notable Projects

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Tasks



Add examples of your work in photos presentations & videos

Give a dynamic, visually appealing representation of your professional story

Source:
<https://www.corp.linkedin.com/wiki/cf/display/PRT/Value+statements+for+Profile+Editing>

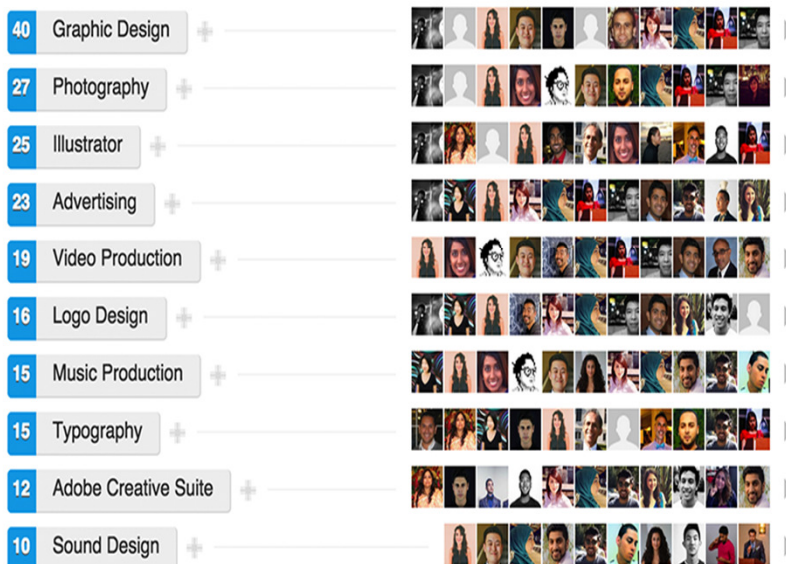
Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

Tasks



Top Skills



Hasan also knows about...



6

Add skills and get endorsed for them

Include a mix of high level and niche skills

TIP:

If you endorse other people, they are more likely to endorse you in return!



Volunteer Experience & Causes

Designer

East Palo Alto Charter School

2007 – Present (8 years) | Education

I've worked on a variety of design projects for EPACS, from identity systems, to apparel, to posters for fundraising.

Board Member; Co-Chair, Marketing & Communications Committee

LinkedIn for Good for Employees

January 2015 | Economic Empowerment

Shaping stories and experiences that inspire LinkedIn employees to engage with opportunities for social impact.

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

Opportunities Hasan is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

Causes Hasan cares about:

- Children
- Education
- Environment
- Health
- Science and Technology

Organizations Hasan supports:

- [Sierra Club](#)

7

Include Volunteer Experiences & Causes

6x

More profile views than those without

41%

of hiring managers

Consider volunteer experience equally as valuable as professional



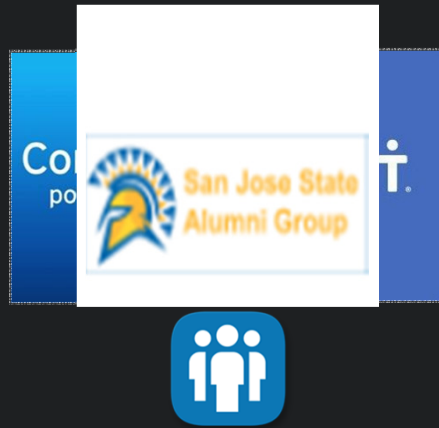
STAY INFORMED

Build your professional brand

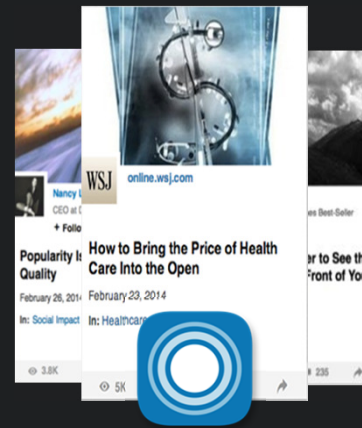
The most relevant professional news and knowledge



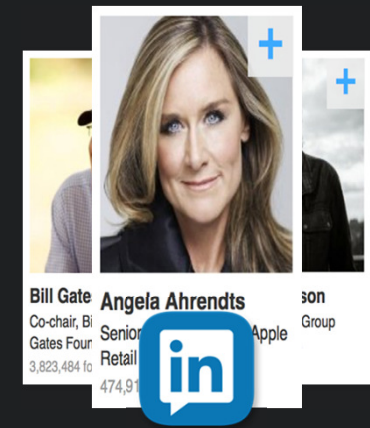
SlideShare



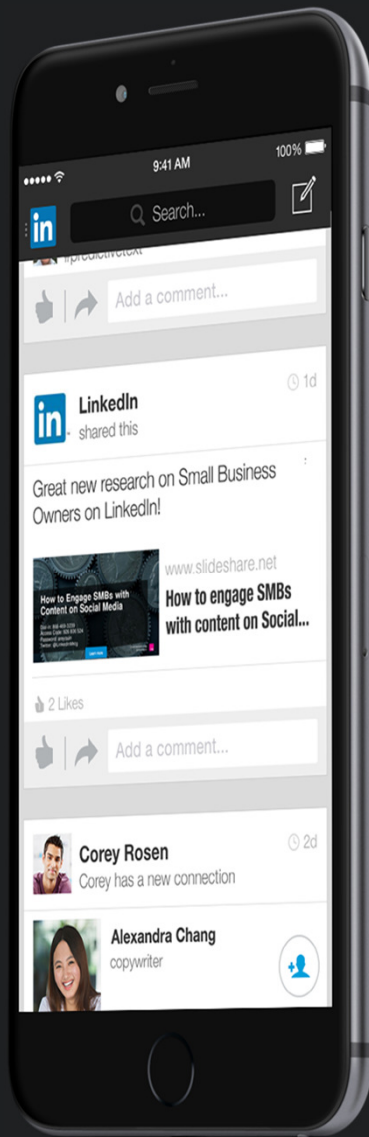
Groups



Pulse



Influencers & Publishing



Tell visual stories
with SlideShare

Increase search findability

Find and join Groups

Participate in discussions related to your industry

The screenshot shows the LinkedIn interface for the SHRM (Society for Human Resource Management) Official Group. At the top, there are navigation links for 'My Groups' and 'Discover', a search bar, and a settings icon. The group header includes the SHRM logo, the group name 'SHRM (Society for Human Resource Management) Official Group', and a 'Member' button. Below the header, there is a section for starting a conversation with the group, followed by a 'Conversations' tab and a 'Jobs' tab. A featured post by Chantal Rotondo, Manager of Membership Marketing, is highlighted with a 'FEATURED' badge and a '2d' timestamp. The post title is 'Free SHRM FLSA webinar on upcoming changes - 15 minutes', and the text describes an upcoming webinar about FLSA overtime regulations. Below the post, there are 'Like', 'Comment', and '9' icons. A reply box is visible below the post. At the bottom of the post, there is another post by Blaine Donais, President and Founder of the Workplace Fairness Institute, with the title 'Workplace Fairness and Employee Health'. On the right side of the page, there is an 'ABOUT THIS GROUP' section, a 'Group rules' link, and a 'MEMBERS' section showing 170,381 members and an 'Invite others' button. At the bottom right, there is a promotional banner for the SHARKS FOUNDATION with the text 'GET YOUR VISA TODAY' and 'Support the SHARKS FOUNDATION'. The footer includes links for 'About', 'Feedback', and 'Privacy & Terms', and the LinkedIn logo with 'LinkedIn Corp. © 2016'.

The screenshot shows the LinkedIn Pulse homepage. At the top, there's a navigation bar with 'Home', 'Profile', 'Connections', 'Jobs', 'Interests', 'Business Services', and 'Go to Recruiter'. Below this is the Pulse logo and the tagline 'The news and insights you need to know.' A search bar is also present. The main content area features a large banner with the text 'A SMARTER READ IN MORE WAYS THAN ONE' and an image of a man's head filled with various icons. Below the banner, there's a section titled 'Recommended for you' which displays a grid of content:

- Recommended for you:**
 - Liz Ryan:** CEO and Founder, Human Workplace (565,485 followers)
 - Robert Herjavec:** Shark on ABC's Shark Tank, Founder of Herjavec Group (446,578 followers)
 - Blake Mycoskie:** Chief Giver at TOMS (48,431 followers)
 - Tony Hsieh:** CEO at Zappos.com (129,892 followers)
 - A.J. Jacobs:** Author, Lecturer and Editor at Large at Esquire magazine (38,054 followers)
- Topic-based cards:**
 - Economy:** 5,355,895 followers
 - Online Advertising:** 407,616 followers
 - Big Data:** 1,799,139 followers
 - Android Community:** 6,069 followers
 - Techonomy:** 9,632 followers
- Additional profiles:**
 - Michelle Rhee:** Founder / CEO at StudentsFirst (148,702 followers)
 - Phil Baumann:** Strategist at Telex (59,238 followers)
 - Brian Wong:** Founder and CEO at Kip (82,549 followers)
 - Bruce Broussard:** President and CEO at Humana (68,576 followers)
 - Joe Mansueto:** Morningstar CEO (48,901 followers)

Discover content that matters to you on Pulse

Build your knowledge

Gain insights from top industry leaders

Deepak Chopra (official)
Founder, Chopra Center for Consciousness to its
4,022,538 followers

Janet Napolitano
President at University of California
Oakland, California | [Higher Education](#)
Previous US Department of Homeland Security, State of Arizona
Education University of Virginia School of Law
[Follow](#) Know Janet? [Connect](#)
14,084 followers

Guy Kawasaki
Chief evangelist, Canva
1,559,634 followers

Gretchen Rubin
Bestselling writer about habits and happiness
1,511,678 followers

Mark Cuban
President
1,770,319 followers

Katya Andresen
CEO at Cricket Media/ePals
1,210,990 followers

Tony Robbins
#1 New York Times best-selling author, life and...
1,585,112 followers

Sharing updates vs. publishing posts

Helping you grow and engage your network

“ Update status

📷 Upload a photo

✍️ Publish a post



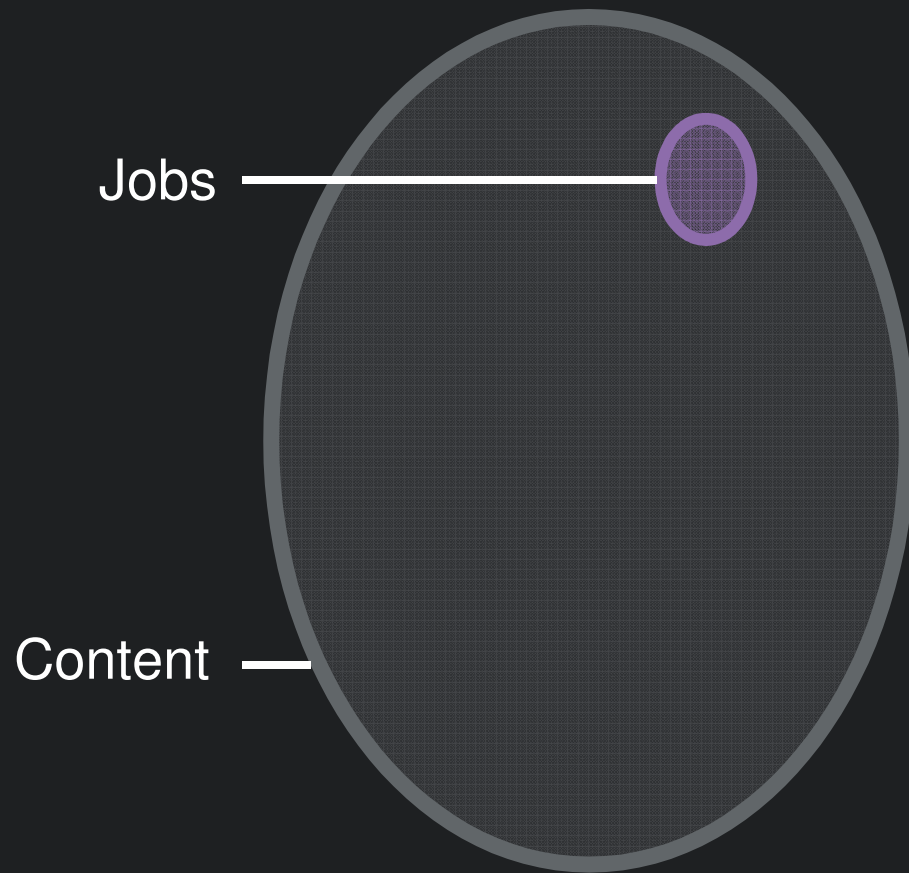
UPDATES

Share links, articles, images, quotes or anything else your followers might be interested in



PUBLISHING

Deeply explore topics that matter to you, then watch the comments to see your impact



7x

More engagement
with content vs. jobs

Publishing on LinkedIn



Becomes part
of your profile



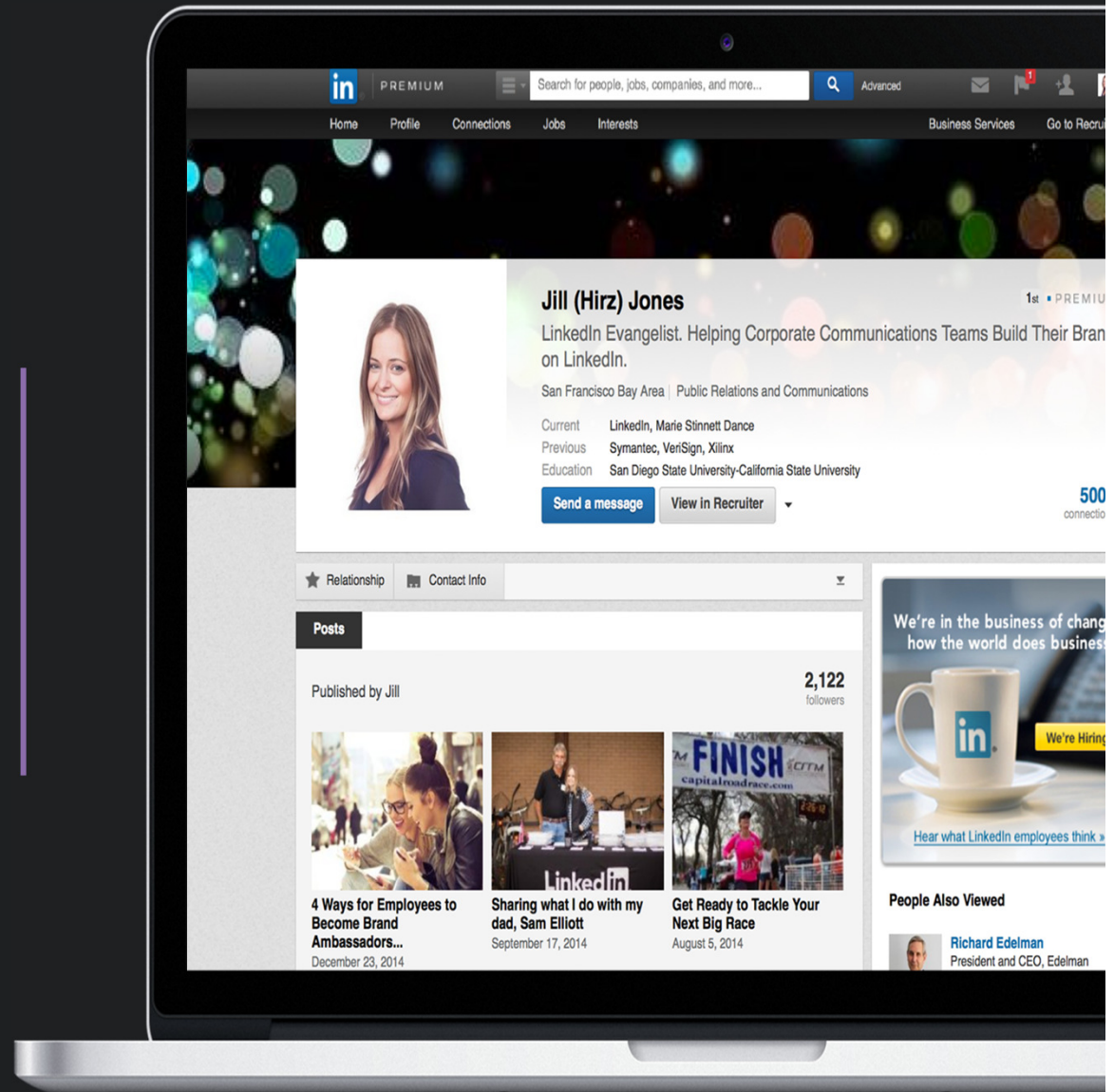
Gets shared
with your network



Reaches the largest
group of
professionals ever
assembled

Be known for
what you know

Strengthen your reputation
and grow your reach



Questions?

