





## THE VALUE OF LINKEDIN

- Not just your online resume anymore.
- The B2B connections are solid and valuable
- No clutter - focus on the goals



When used well, LinkedIn can help you build your personal brand and business brand while boosting traffic to your business. ***Strategy matters.***



## POLL #1

**When was the last time you updated your LinkedIn profile?**

- Past Week
- Past Month
- Past Year
- I'm supposed to update it?



## OPTIMIZE YOUR PROFILE

- **Profile Photo**
- **Cover Photo**
- **Summary and Description**
- **Experience**



Our community has two resumes:  
***professional and community***



## OPTIMIZE YOUR PROFILE

- **Volunteer Positions**
- **Additional Categories**



OPT



Tonia Latham

Marketeer | Social Media Maven | Trekkie | Statistics Ge

Storyteller | Believer in all that is good

Maryville, Tennessee · 500+ connections · [Contact info](#)

Providing services

Marketing Strategy, Social Media Marketing,  
Digital Marketing, Public Speaking, Public...

[See all details](#)

① Public

## About

Creator and implementer of marketing plans for small businesses who  
Community investor who believes in partnering with others to create th  
... see more

## Featured

Showcase your work by featuring your best posts, documents, media

Add profile section ▾

More...



Intro

About

Featured

Background

Work experience  
3 positions on your profile

Education  
2 schools on your profile

Licenses & Certifications  
Showcase your expertise with  
your credentials

Volunteer experience  
6 volunteer experiences on your  
profile

Skills

Accomplishments

Additional information

Supported languages



## OPTIMIZE YOUR PROFILE

- **Volunteer Positions**
- **Additional Categories**
- **Points to Consider about Various Narratives**
- **Paid Accounts**



## POLL #2

**Have you sought out new connections on LinkedIn this week?**

- Yes
- No
- What's a connection?



## POLL #2

**Have you posted on LinkedIn in the past 7 days?**

- Yes
- No
- I'm supposed to post?



## OPTIMIZING CONNECTIONS

# 4 Keys to Optimizing Connections

- Being Intentional About Reaching Out
- Being Strategic About Reaching Out



# 4 Keys to Optimizing Connections

- Being Intentional About Reaching Out
- Being Strategic About Reaching Out



# Things to Ask Before Connecting

- Can I learn something from them?
- Can my product, service, or expertise be of value to them?
- Will my product, service, or expertise be of value to people in their network?



# 4 Keys to Optimizing Connections

- Being Intentional About Reaching Out
- Being Strategic About Reaching Out
- Adding Value Through Your Own Engagement
- Acknowledging the Value Your Network is Giving You



# OPTIMIZING CONNECTIONS



Start a post

#ThankATeacher #Teachers

[Write an article](#) on LinkedIn



# OPTIMIZING CONNECTIONS

The image shows a digital publishing interface. At the top, there is a navigation bar with the following items: 'Publishing menu' (with a dropdown arrow), 'Normal' (with a dropdown arrow), 'B I U' (bold, italic, underline), and a 'Publish' button. Below the navigation bar is a large white area. In the top right corner of this area is a small blue 'X' icon. In the center of the white area is a placeholder for images or video, featuring two small thumbnail icons (one with a landscape image and one with a person icon) and a central blue plus sign inside a circle. Below this placeholder is a large, bold, dark gray heading 'Headline'. Underneath the heading is a text input field with the placeholder text 'Write here. Add images or a video for visual impact.' At the bottom of the page is a large, light gray 'Publish' button with a dark gray outline and a white background.





# OPTIMIZING CONNECTIONS

Featured



**Do you have an analytics problem or a goals problem?**  
Jeremy LaDuke on LinkedIn

I am confident that most local small businesses don't measure their marketing in any meaningful way. And I...

**+** **+**

- Posts**  
Show content posted to LinkedIn
- Articles**  
Show articles published on LinkedIn
- Links**  
Show links to web content
- Media**  
Upload photos, documents, and presentations

Jeremy LaDuke on LinkedIn

Thanks to COVID-19, remote working has gone mainstream. While many have embraced this practice...



## OPTIMIZING CONNECTIONS

**Share job changes, education changes, and work anniversaries from profile**

Change  
Yes

Choose whether your network is notified



## POLL #3

**What platforms have you used paid advertising on?**

- Facebook
- Twitter
- Instagram
- LinkedIn
- I can advertise on social media!? Who do I call??



## DEVELOPING YOUR BUSINESS PAGE

- Create your page if you haven't already.
- Make it professional
- Have valid and up-to-date info and descriptions (update them as needed)
- Schedule new posts and shares
- Ask employees to share content
- Use LinkedIn content suggestions
- Analytics
- LinkedIn Advertising



**THANK YOU!!!**

[e9url.com/review](http://e9url.com/review)