



NEWPORT
HOSPITALITY GROUP

→ **Create a strong profile**

Make sure your LinkedIn profile accurately represents you and your professional background, including your skills, experiences, and achievements

→ **Engage with your network**

Connect with colleagues, clients, and other professionals in your industry. Regularly engage with their posts by commenting, sharing, and liking.

→ **Share valuable content**

Share content related to your industry and relevant to your audience. This can include articles, infographics, videos, and blog posts that provide valuable insights and thought leadership.

→ **Promote your company**

Share updates about your company, its products and services, and its latest news. Highlight the achievements and contributions of employees to help build the company's brand and reputation.

→ **Participate in groups**

Join LinkedIn groups related to your industry and participate in discussions. This can help you build connections, expand your knowledge, and increase your visibility on the platform.

DIGITAL MARKETING TIP

BECOME A LINKEDIN PRO!

KNOWING HOW TO
EFFECTIVELY USE
LINKEDIN HELPS YOU
PROMOTE YOURSELF

→ **Utilize keywords**

Use keywords related to your industry in your profile and posts to increase your visibility in search results.

→ **Be consistent**

Regularly post and engage with your network to keep your profile active and top-of-mind with your connections.

**MAKE YOURSELF KNOWN
AND CREATE YOUR BRAND
USING THESE TIPS AND
LINKEDIN. SHARE WHAT
YOU KNOW!**

Reach out with any questions
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Your Screen Team