

Get More Out of LinkedIn

*Sheila Scarborough
Tourism Currents*



Who Are We?



Sheila
Scarborough
Leslie McLellan

Tourism Currents

*Training & education in
social media for
tourism, hospitality, &
economic development*

LinkedIn is...

Your primary professional presence online (Google your name & see)

A brand/biz “storefront” opportunity

A networking & learning hub

*@TourismCurrents
#PBArollsinto100*



How can LinkedIn...

Support your business goals?

Help you with brand awareness,
connections, & recruiting talent,
& how will you measure?

*@TourismCurrents
#PBArollsinto100*

In other words...

Get clear about what you're
doing on LinkedIn, & how you'll
measure whether it's
working or not.

*@TourismCurrents
#PBArollsinto100*

Why
People
Bomb on
LinkedIn



 Weak LI personal profile

 Only showing up there
after you're fired or quit

 Dead brand/biz Page



Punch Up Your Profile

@TourismCurrents
#PBArollsinto100



Phil Gerbyshak 🗣️ (He/Him) · 1st

Want to chat about Sales, Sales Enablement or Leadership? | Sharing insights to help you lead more effectively, sell more and discover new insights | Speaker | Husband | Bonus Dad | Pinball Wizard

Talks about #sales, #podcast, #linkedin, #techtips, and ##socialselling

Greater Orlando · [Contact info](#)

[Sales and Leadership Show](#) 🔗

13,955 followers · [500+ connections](#)



Phil Gerbyshak

Sales Trainer | Pinball Wizard | Business at the Intersection of Sales, Marketing & Tech | Orange glasses are my fave!

About

Short story: Phil Gerbyshak is a sales speaker, sales expert, sales trainer, and small business coach. Phil trains his clients on the power of connection and how to best leverage the reach of social media, combined with the deeply personal work of nurturing 1-to-1 relationships, to grow profitable, long-term clients, transforming business and boost... see more



Articles & activity

11,677 followers



You can't export your LinkedIn email addresses. Now what!?!



Phil Gerbyshak
Published on LinkedIn



You're so welcome Jim MacDuff!!

Phil replied to a comment



Aron Shea Placencia missing the actual



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Zulkhumor (Zulya) Rajabova · 2nd

Founder and President at Silk Road Treasure Tours, Conde Nast Top Travel specialist for Central Asia since 2012, Travel+Leisure Magazine's Top Travel Advisor

Chester, New Jersey, United States · [Contact info](#)

500+ connections



27 mutual connections: Mike Hinshaw "Nomadic Texan", Melvin Boecher, and 25 others

[Connect](#)

[Message](#)

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Silk Road TreasureTours



Bukhara State University

About

Top Travel Specialist for Central Asia and Caucasus since 2012-2022 by Conde Nast Traveler Magazine. Travel&Leisure Magazines A-list travel experts for Central Asia



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Brandy Evans, MBA, CDME · 1st

Vice President Marketing at Visit Wichita

Shreveport, Louisiana, United States · [Contact info](#)

500+ [connections](#)



22 mutual connections: Maree Forbes (Gaughan) Ph.D., Gathan D. Borden, MBA, and 20 others

[Message](#)

[More](#)



Visit Wichita



Centenary College of
Louisiana



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Keith Snode · 2nd

Lead Navigator (COO) at Group Travel Odyssey

Talks about #tourism, #teamwork, #leadership, #travelindustry, and #traveltechnology

Winter Garden, Florida, United States · [Contact info](#)

2,304 followers · 500+ connections



6 mutual connections: Jessica Brown TDM, CTA, Billy Mussett, and 4 others

+ Follow

Message

More



Group Travel Odyssey



Bowling Green State University

Featured

Link



Connect Travel on LinkedIn: The last 2020 "Staying Connected"...

Post

It was such an honor to represent [Kaleidoscope...](#)



Tue, Dec 1 - Thu, Dec 3

Uzakrota Online Travel Summit'20

Article

IT'S TIME FOR YOU, WE'LL BE



Join the Movement to Rebuild the Travel Industry - ...





Sheila Scarborough

Speaker, Trainer, Writer. Co-founder Tourism Currents (social media training for tourism) & the Perceptive Travel Blog.

Who's viewed your profile

69

Impressions of your posts

603

Access exclusive tools & insights

[Network Smarter. Try Premium Free](#)

My items



Tourism Currents®

Page notifications

0

Page visitors

31

[See visitor analytics](#)

Recent

- Economic Development 2.0
- Search Engine Land
- # tourism



Start a post



Photo



Video



Audio event



Write article

Audio Events: Host live, interactive conversations with your community.

Sort by: Top



Leah Chandler, CDME • 1st

Chief Marketing Officer at Discover Puerto Rico

11h •

Press briefings kicked off the second morning of [Brand USA Travel Week](#). [Discover Puerto Rico](#) CEO [Brad Dean](#) shared the Island's heritage, attractions, and connectivity with European media in [#Frankfurt](#).



LinkedIn News

- [Florida braces for Hurricane Ian](#)
Top news • 22,188 readers
- [Big Mac shows pain of dollar surge](#)
2h ago • 19,236 readers
- [Salaries aren't meeting living costs](#)
2h ago • 24,424 readers
- [Theft wave has retailers on defense](#)
2h ago • 2,228 readers
- [Meeting mania is costly: Study](#)
2h ago • 30,718 readers

[Show more](#)

Promoted



What do top startups use?
Find out why advisors outperform consultants for growing startups.



Temporary VPN
If you need temporary or disposable VPN service with private IP's - ValeVPN



Highest-performing GIS
Demo the #1 GIS system in the economic development industry.

[About](#) [Accessibility](#) [Help Center](#)

[Privacy & Terms](#) [Ad Choices](#)

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[LinkedIn](#) LinkedIn Corporation



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Sheila Scarborough (She/Her)

Speaker, Trainer, Writer. Co-founder Tourism Currents (social media training for tourism) & the Percepti...

Mor

Analytics

Private to you



69 profile views

Discover who's viewed your profile.



603 post impressions

Check out who's engaging with your posts.
Past 7 days



32 search appearances

See how often you appear in search results.

Resources

Private to you



Creator mode **On**

Get discovered, showcase content on your profile, and get access to creator tools



My network

See and manage your connections and interests.

Add a 20 second video
introducing yourself to
your LI profile photo
(use LI app to make)



Sheila Scarborough
All LinkedIn members



@TourismCurrents
#PBArollsinto100

Two key LI privacy settings

*@TourismCurrents
#PBArollsinto100*



Settings



Account preferences



Sign in & security



Visibility



Communications



Data privacy



Advertising data

Profile viewing

Select what others see when you've viewed their profile

Your name and headline



Sheila Scarborough
Speaker, Trainer, Writer. Co-founder Tourism Currents (social media training for tourism) & the Perceptive Travel Blog.
Round Rock, Texas | Travel Arrangements

Private profile characteristics



Journalist in the Leisure, Travel & Tourism industry from Austin, Texas
Metropolitan Area



Private mode



You will be in complete private mode

Selecting Private profile characteristics or Private mode will disable Who's Viewed Your Profile and erase your viewer history.



Settings



Account preferences



Sign in & security



Visibility



Communications



Data privacy



Advertising data

Profile discovery using phone number

Nobody →

Blocking

→

Visibility of your LinkedIn activity

Manage active status

No one →

Share profile updates with your network

Off →

Notify connections when you're in the news

On →

Mentions or Tags

On →

Followers

→

Ideas for LI Profile Posts

Your take on trends & issues. Do polls.

Go live with video

Long form content (series? themed?)

Share blog posts, videos, photos, Page posts

What do YOU suggest?

@TourismCurrents
#PBArollsinto100



Brandy Evans, MBA, CDME

Vice President Marketing at Visit
Wichita

[View full profile](#)



Brandy Evans, MBA, CDME • 1st
Vice President Marketing at Visit Wichita
3d • 🌐

Today [Visit Wichita](#) hosted its first-ever meet-up for local social influencers and content creators.

They are some of the community's loudest cheerleaders, and we wanted to thank them. [#visitwichita](#)





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Zulkhumor Rajabova

Founder and President at Silk Road Treasure Tours, Conde Nast Top Travel specialist for Central Asia since 2012, Travel+Leisure Magazine's Top Travel Advisor

+ Follow

View full profile



Zulkhumor Rajabova • 2nd

Founder and President at Silk Road Treasure Tours, Conde N...
3w •

+ Follow ...

Kyrgyzstan is one of the top travel destinations of Asia for adventure and nomadic experience. However starting April 2023 we will start our first fashion tour to Kyrgyzstan! Join me if you are interested in crafts, art and fashion of this nomadic nation and meet top fashion designers! [#kyrgyzfashion](#) [#silkroadtour](#) [#fashionshow](#) [#centralasiafashion](#) [#fashion](#) [#experience](#) [#designers](#) [#centralasiatours](#)





Go Long-Form with LinkedIn Articles

@TourismCurrents
#PBArollsinto100



No-Tel Motel sign, Route 172, Massillon, Ohio circa 1988 (courtesy The Library of Congress on Flickr Commons)

How hotels and tourism folks often fail on social media

Published on September 15, 2020

[Edit article](#)

[View stats](#)



Sheila Scarborough

Speaker, Trainer, Writer. Co-founder Tourism Currents (social media training for tourism) & the Perceptive Travel Blog.

[3 articles](#)

How hotels and tourism folks often fail on social media

13 reactions · 9 comments

57 article views

1 reshare



15 views from people at
Tourism Currents®

TravelAwaits	2
National Harbor	1
The PJD Agency	1
Visit Stockton	1



15 have the job
title Founder

Executive Director	5
Business Strategist	3
Marketing Specialist	3



15 views from
Austin, Texas
Area

Greater Pittsburgh Area	4
Greater Los Angeles Area	2
Greater Omaha Area	1



Your article was found
through Facebook

LinkedIn.com	13
--------------	----

on social media



Reykjavik is gaining attention from international meeting planners and attendees

Published on August 9, 2016



Brynja Laxdal | [Follow](#)

Director of Marketing at Meet in Reykjavik Convention Bureau



19



2



3

Reykjavik is emerging as an international meeting destination and the readers of Business Destination and Smart Magazine chose Reykjavik as one of

"Dig your well before you're thirsty"

Harvey Mackay



Courtesy RJA1988 on Pixabay

Instead of only showing up when
you're "seeking new challenges..."

Post updates, interact in News Feed

Build out your network, then talk to it!

Share your perspective: write LI articles

Participate in a few LI Groups

@TourismCurrents
#PBArollsinto100

Let's pause and talk money...

LinkedIn PREMIUM [Start my free trial](#)

[Tools for job seekers](#) [Tools for business leaders](#)

Build your business by accessing over 30 million companies and exploring valuable competitor data and industry news.

[Try now](#)

More InMail credits



2.6x
more effective than
emails alone

Unlimited search



Who's Viewed Your Profile



Expand your network

Contact peers, industry leaders, or potential partners with InMail. It's 2.6x more effective than emails alone.

Connect with new companies

Enjoy the freedom to explore all businesses in the world's largest professional network.

Turn views into opportunities

See who's viewed your profile over the last 90 days, and who looks next.



LinkedIn Learning

Sheila, grow your skills and advance your career with LinkedIn Learning

 Carlos and millions of others are on LinkedIn Learning

Start my free month

Need to train your team? [Learn More.](#)



Top picks for Sheila



COURSE
Social Media Marketing: Social CRM
By: Megan Adams

59m



COURSE
Writing Articles
By: Starshine Roshell

29m



COURSE
Content Marketing for Social Media
By: Colleen Jones and Madecraft

57m



POPULAR
COURSE
Dan Ariely on Making Decisions
 Shashi Bellamkonda likes this:

57m



POPULAR
COURSE
Unix Essentials
By: Kevin Skoglund

1h 1m



LinkedIn Groups

BIZBASH

BizBash—Event Plan...

+ Join



Business Butterflies:...

+ Join



Business Honors Pro...

+ Join



Destinations Advisors

+ Join

EXHIBITOR

EXHIBITOR

+ Join



Event Managers

+ Join



Event Managers Aro...

+ Join



Event Planners and ...

+ Join



Event Planning & Ev...

✓ Member



HSMAT - Hospitality S...

✓ Member



ISES - International S...

+ Join



ISES Austin

+ Join



Independent Meeting...

+ Join



Lead Generation Mar...

+ Join



MISA Alumni

+ Join



MPI - Texas Chapters

+ Join



tour operator groups



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Travel Employees Networking Group for Airline-, GDS-, Tour Operator- and Travel

Agency staff

51.3K members

Podcast & Online Magazine for travel enthusiasts and professionals. www.travelemployees.com Add your Job Openings in our site and get them published in this group. For people working within the Airline-, Travel Agent-,....



WORLD TOUR OPERATOR

61.2K members

The FIRST FREE NETWORK of PROFESSIONAL **TOUR** OPERATORS. ALL T.O are FREE TO INSERT YOUR PRODUCTS and Offers and create Connection Between all of us. T.O can contact ziegler91@gmail.com to join our Travel Platform...



Tour Operator / Travel Agent

42.1K members

This is to connect **Tour** Operators & Travel Agents around the world. Visit us at <https://www.NavigatorIND.com>



South America Tour Operator

4.1K members

Tour Operator and DMC Specialized in South America destinations such as Argentina, Brazil, Peru, Bolivia, Uruguay Paraguay and Chile! Wine Tours, Adventure Tours. Corporate and Leisure Travel, Travel agents exclusive fares...



AFRICA TOUR OPERATOR

3.5K members

Are you a lonely **tour operator** in the middle of the Savana ? Taking guests through Malawy, driving 4 x 4 in The Assekrem ? Providing transfers to Quai 4 in CPT ? Do you have a nice DB with Kenia Hotels in it : Then join us . Is...



Tour Operator Land

1.6K members

This group is for **tour** operators who are developing programs to and within North America.

LinkedIn Pages



Instead of a dead brand Page...

Claim your Page – you may have one!

Get team profiles connected to correct Page

Post 2-3 times/week (LI is stickier)

Experiment with video, including live

*@TourismCurrents
#PBArollsinto100*



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Let's connect your dot.coms!



Marketing Connection

Eliminate social media management guesswork with marketing strategy guidance and individualized training.

Marketing Services · St. Cloud, MN · 170 followers



Carolyn works here · 1 employee

✓ Following

Visit website

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About

Need someone on your team who will think like a marketer, help you tell your story and reach new heights? My business provides the following services: • Marketing consulting • Market research, social platform evaluations,



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Ireland Family Vacations

Exceptional advice for your magical Ireland vacation.

Travel Arrangements · Ankeny, Iowa · 108 followers

See 1 employee on LinkedIn

✓ Following

Learn more

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Exceptional advice for a magical Ireland vacation. Ireland Family Vacations is the only online resource dedicated to Ireland family travel. A treasure trove of information for individuals or families planning an Ireland holiday, Ireland Family Vacations provides first hand recommendations on where to visit, where to stay, and what to do in Ir... [see more](#)



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Ireland Family Vacations

108 followers

[View full page](#)



Ireland Family Vacations

108 followers

6d • 🌐

If you are considering Temple Bar TradFest in Dublin this January (and you really should!) I've compiled everything you need to know to plan your trip! Dates, transportation, tips to choose concerts, where to stay, and other fun activities.

<https://lnkd.in/d2GACrvi>





Fredericksburg Convention and Visitor Bureau

470 followers

[View full profile](#)



Fredericksburg Convention and Visitor Bureau

470 followers

11mo

Ernie Loeffler, President/CEO of the Fredericksburg CVB, was an instructor at last week's Texas Travel Industry Association's Travel & Tourism College. He presented on the topic of Culinary Tourism.





Visit Newport Beach Inc.

966 followers

View full profile



Visit Newport Beach Inc.

966 followers

11mo • 🌐

Hoping for an event right at the water's edge? You can't get any closer than this, courtesy of Newport Beach, CA: meetingsnb.com ✓ #eventpros #meetingsandevents #meetingpros





Visit Concord, CA

743 followers

✓ Following

View full profile



Visit Concord, CA

743 followers

6d • Edited •

✓ Following ...

Influencer marketing in the travel industry is key! We recently teamed up with Rachel of the solo-travel blog, Blonde Wayfarer and she created this great piece on Concord:

<https://bit.ly/2Tgs9bL> ✓



How to Plan a Wonderful Solo Trip to Concord CA • Blond Wayfarer

blondwayfarer.com • 9 min read

More Ideas for LI Page Posts

Share a tip sheet, slide deck PDF as a download

Highlight public art, places to eat, things to do near your meeting/conference venues (DMO)

Show yourself in action during client work

Trends & insights. Try a poll.

Repurpose older blog posts as LI articles



**How
coworkers
can help
Pages**

Team members can help Pages

Help plan & create Page content

Like & Share Page updates

Tag the Page in their personal updates

Tell their other social networks about it

Some Newer LinkedIn Features

Host an audio gathering

Colorful text posts called “template posts”
(can only make them in the LI app)

Page Commitments

Newsletters (Creator tool)

@TourismCurrents
#PBArollsinto100



Tourism Currents®

5,565 followers

[View full page](#)



Tourism Currents®

5,565 followers

1h • 🌐



You can only create colorful "template" posts like this in the LinkedIn app, at least for now. Have you tried making one?



[How to make template posts](#)



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Career growth and learning



Career growth and learning

We believe that the only way to keep up with the pace of change in tourism marketing is to commit to being a lifelong learner. Sheila and Leslie are learning every day, right alongside you, then we teach you what we know, without hype or fluff.

Programs

Self-paced online course in social media for tourism • three-part Roadmap Package • consulting and coaching sessions • conference speakers • blog posts • biweekly free newsletter.

Resources

Link



How to work with Tourism Currents - 6 ways to add us to your brain trust - Tourism Currents®

Link



Need a speaker on social media for tourism or hospitality?
All of the Tourism Currents team

Link



Consulting and Coaching in Social Media for Tourism
Need smart social media experts

- * DEI / Diversity, Equity, and Inclusion
- * Work-life balance
- * Social impact
- * Career growth and learning
- * Environmental sustainability



Search

Comment, react, and share as



Sheila Scarborough



Tourism Currents®



Save

Respond as you, or as your Page

24



Like



Comment



Share



Send

More LinkedIn Features

Events, as a person or a Page

Streaming live video (LI Live – Creator tool)

Page features like “Invite to Follow”

Better LinkedIn app, esp. for Page activity

Profile verification (free)

*@TourismCurrents
#PBArollsinto100*

 Weak LI personal profile

 Only showing up there
after you're fired or quit

 Dead brand/biz Page

NO DRESS
REHEARSAL
THIS IS
OUR LIFE





Thank you!

Sheila Scarborough

Tourism Currents

Sheila@TourismCurrents.com