



Book Launch

LinkedIn for me and my career or business



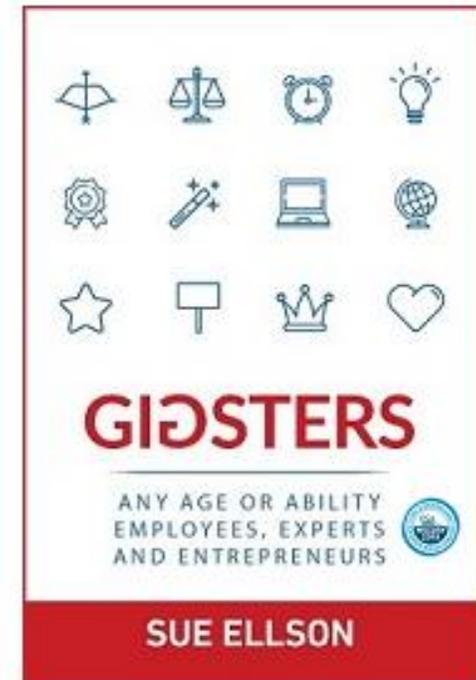
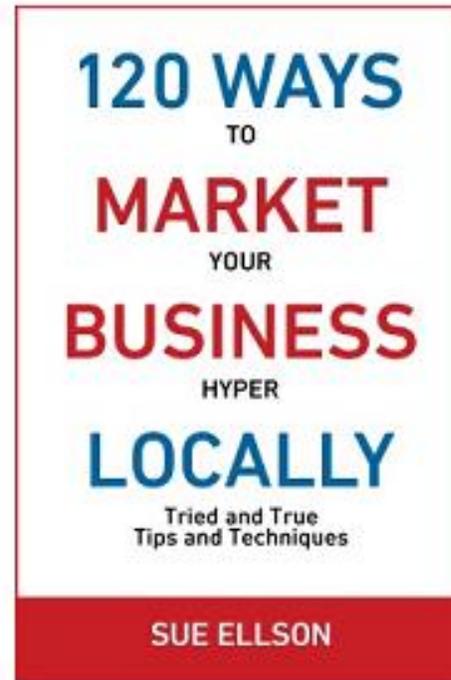
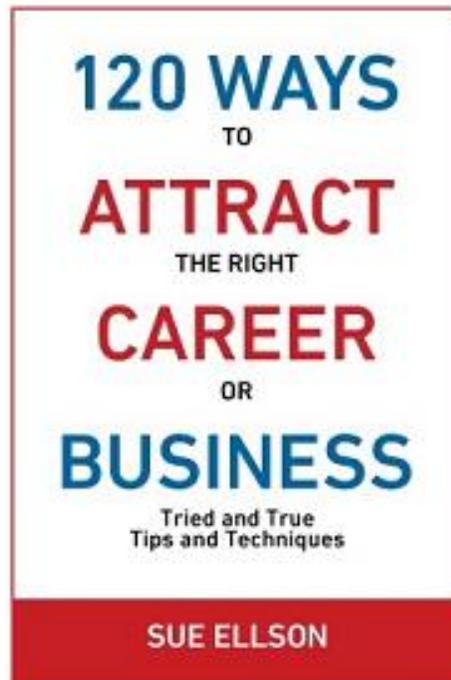
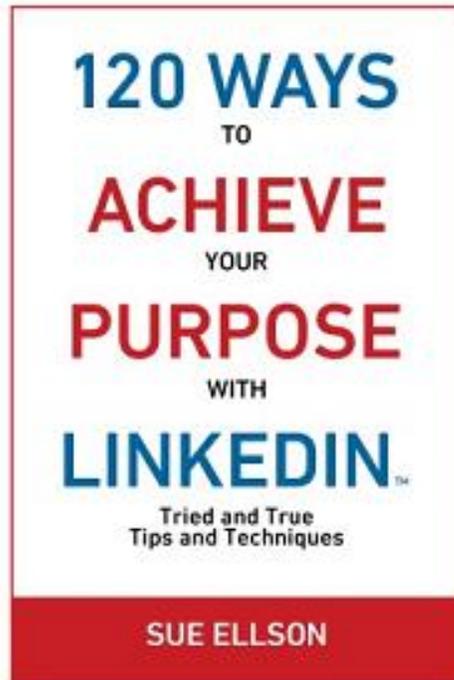
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Thank you for coming!



Free to download at

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Today

- Top 10 features of LinkedIn in 2020
- Top 10 secrets from the book
- Actions from today
- Author Interview

1. LinkedIn Profile

- Featured section
- Audio messaging
- Audio name pronunciation (10 seconds introduction)
- Events



2. Open to Work

- green Profile Photo 'scarf' (if public not just recruiters)
- #opentowork
- #ono (Open New Opportunities)
- select five job titles



3. Showcase Services

- register at <https://www.linkedin.com/services>
- previously ProFinder



4. Open for Business

- select 10 services
- select location or remote
- #openforbusiness
- announcement post
- link added to Featured



5. Company Page Analytics

- see Follower details
- invite Connections to Follow (100 limited)
- revised engagement Statistics



6. Employee Advocacy

- 300+ Followers can target your Company Page Posts based on Follower profile data including organization size, industry, jobs seniority, geography and language preference
- can add Connections as Teammates
- can give Kudos from Connection's LinkedIn Profile More button



7. Video

- add native video with .srt captions file
- native videos on Company Pages have their own tab
- LinkedIn Live (application required)
<https://www.linkedin.com/help/linkedin/answer/100224/applying-for-live-video-broadcasting>



8. Newsfeed

- multiple Reactions (not just Like)
- Send from Newsfeed
- Create Post - Celebrate an Occasion, Find an Expert, Add a LinkedIn Profile (and share details about one of your Connections), Share that you're hiring, Create a poll or Offer your help



9. Stories

- added in phone app
- image or video
- last 24 hours
- Personal Profile or Company Page



10. Newsletters

- still in Beta
- see My Network if you are subscribed
<https://www.linkedin.com/mynetwork>
- first edition goes to all Connections



BOOK SECRETS

Secret 1

Read the LinkedIn User Agreement (in particular, Section 8 Do's and Don'ts)

<https://www.linkedin.com/legal/user-agreement>



Secret 2

Complete your own LinkedIn Profile in full
(everyone needs an online presence)



Secret 3

Decide what you really need from LinkedIn
(avoid chasing shiny objects)



Secret 4

Gather your intelligence – understand the platform and see what others are doing locally and internationally (select the best for you)



Secret 5

Decide what you will do each week (20 minutes) and stick to it (consistency is better than perfection)



Secret 6

Be a Personal Encourager (and keep your Engagement Ratio at around 12:1)



Secret 7

Play nice (do not kill the goose that lays golden eggs)



Secret 8

Be authentic and collaborative (there is enough for all of us)



Secret 9

Share your wisdom in Posts, Articles and Groups (but keep it professional, not personal)



Secret 10

Take action (and do it in small chunks so it is manageable)



ACTIONS FOR YOU

Actions

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