

Best practice for personal brand.

Tips for growing your personal brand through LinkedIn.

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1. Optimize your profile

1

Have a great headshot & cover image

2

Nail your headline (what appears under your name)

3

Write a compelling summary & remove redundant information

4

Detail your past work experience & education

5

Add skills & get endorsements

6

Include volunteer experiences & causes

2. Build credibility

01	02	03	04
Audience	Story	Leverage	Consistency
<p>Be clear on who your audience / community are and the impact you want to have on them.</p> <p>More importantly understand the impact they will have on your personal brand.</p>	<p>Your story is the most significant part of your personal brand. It explains your "why" and your motivations.</p> <p>People will always connect with how you make them feel – it is how they will remember you.</p>	<p>The opportunities to brand yourself within your community can come from others.</p> <p>Look for where you can leverage your community – events, speaking engagements, interviews, etc. – be generous with what you give to others.</p>	<p>Be consistent.</p> <p>Being consistent means that you will need to commit to the topics, activity and content you will engage with or create.</p> <p>Think of how consistent you are in what you do in your work and personal life, bring this consistency to your personal brand activity.</p>

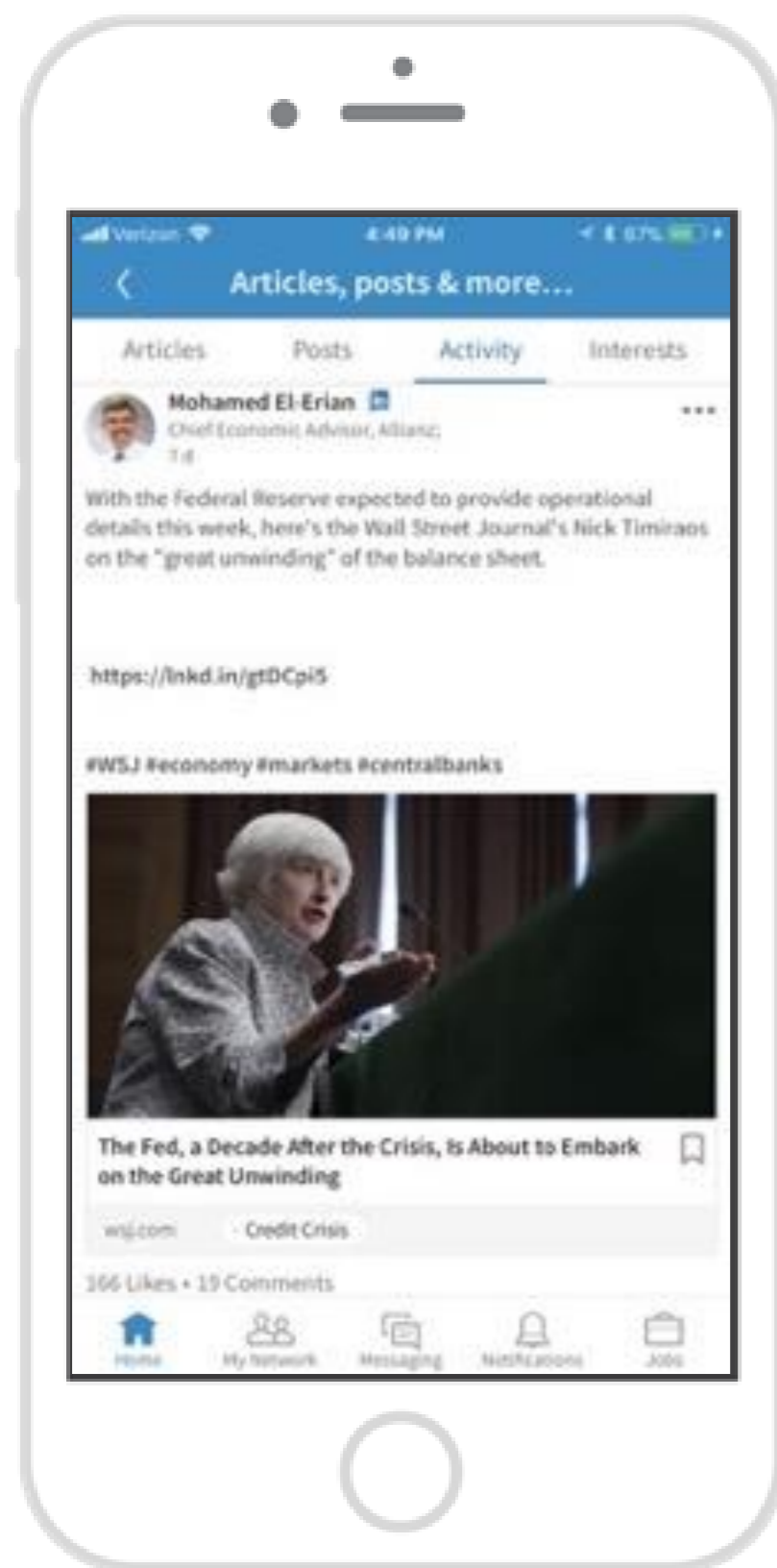
3. Grow your engagement

01	02	03	04	05
Following v connecting	Ensure your profile is public	Use hashtags ###	Don't forget to @	Ask for interaction
<p>Enabling following allows you to reach a larger audience. by allowing others to follow your activity and read what you're sharing on LinkedIn.</p> <p>Make sure your profile is set up so anyone can follow you on LinkedIn.</p>	<p>Like allowing followers, if you are posting from your personal profile make sure that your profile is public.</p> <p>This also will mean that your hashtagged content and posts will be searchable by all LinkedIn members not just your network.</p>	<p>Hashtags are there to make content more discoverable to people who aren't connected with or following you.</p> <p>Add in hashtags to all your posts, but make sure the hashtags are relevant to the content you are posting.</p>	<p>If your post or article references a company or a person don't forget to @ them.</p> <p>To tag a person or company, make sure you are connected / following them, and use the @ followed by the company or persons name.</p>	<p>Always ensure your post copy delivers your take on the content you are posting or sharing.</p> <p>Also, if you want your community to like, comment or share - make sure you ask them for their interaction by having a clear "call to action" in your post.</p>

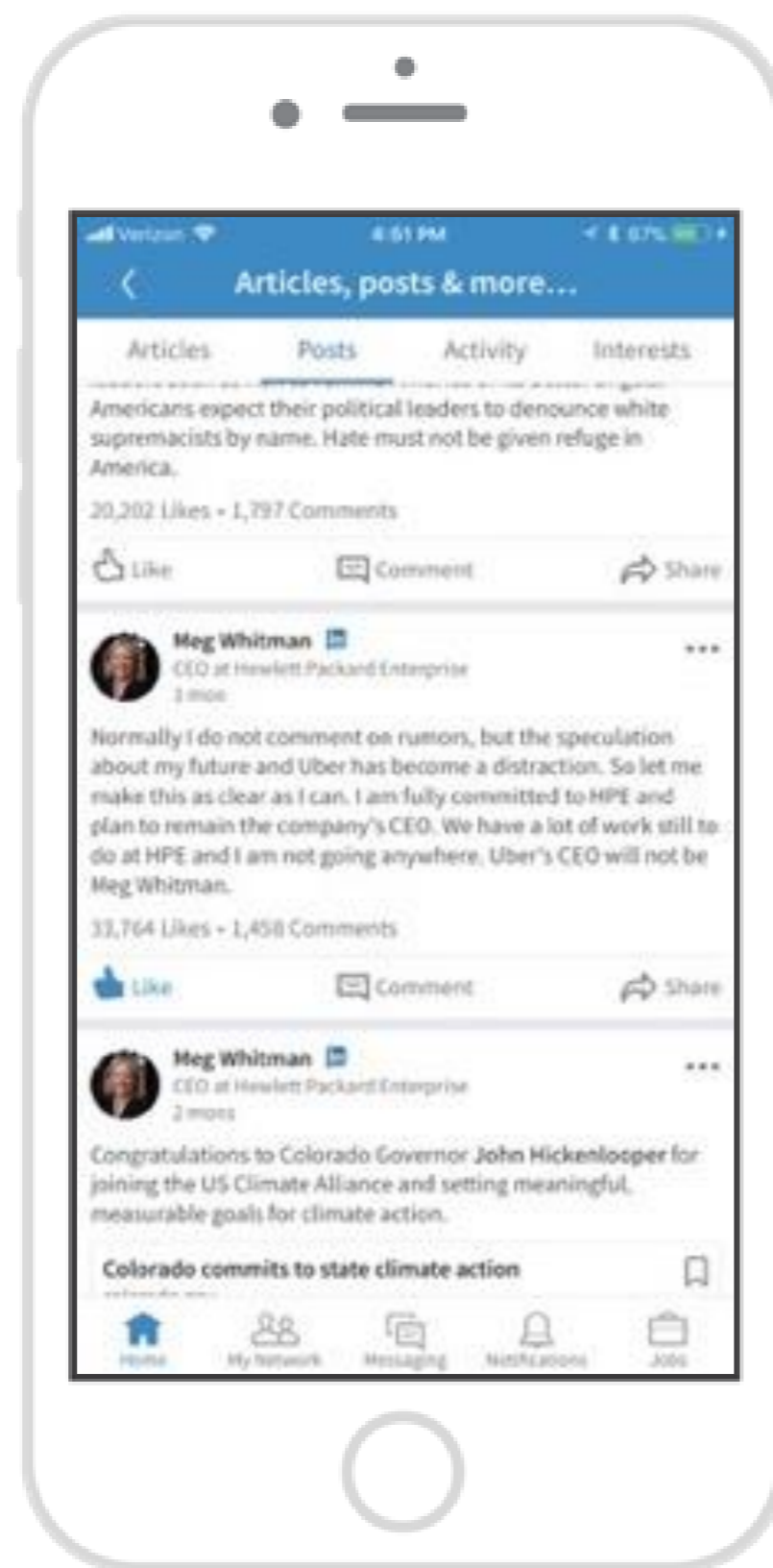
Simple ways to bring your brand to life on LinkedIn.

Build your thought leadership.

Share what you're reading.



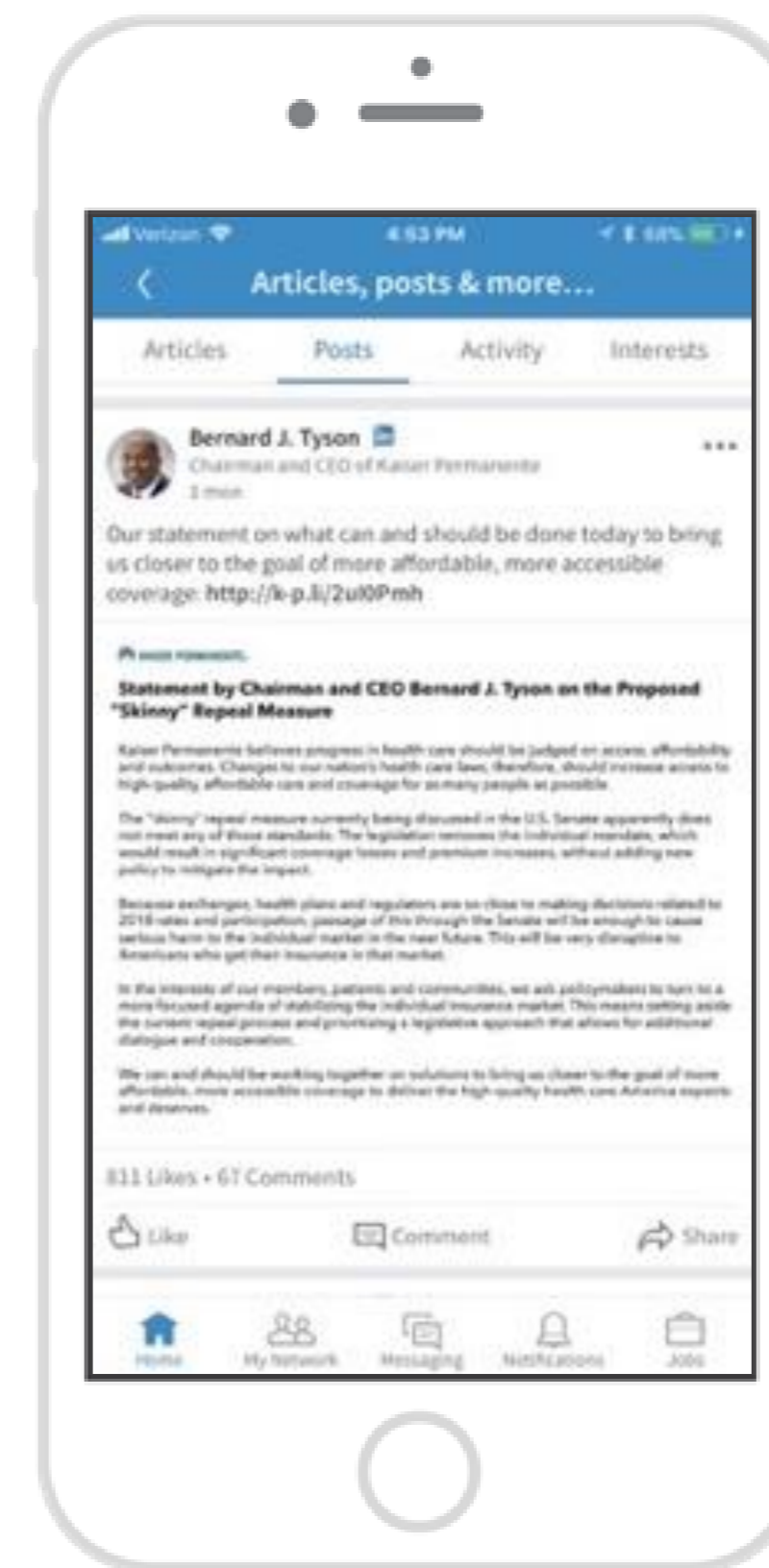
Break news or debunk a rumour.



Share a "peek behind the curtain."



Respond to news or industry events.



Share company news or milestones.



My personal brand

Personal Brand Statement			
Personal Values	Personal Passions	Personal Identity (Values + Passion)	I will engage with:
Professional Experience	Professional Strengths	Professional Value (Experience + Strengths)	I will create / do:

Thank you