



Building Success. Together.

Amplify Your LinkedIn

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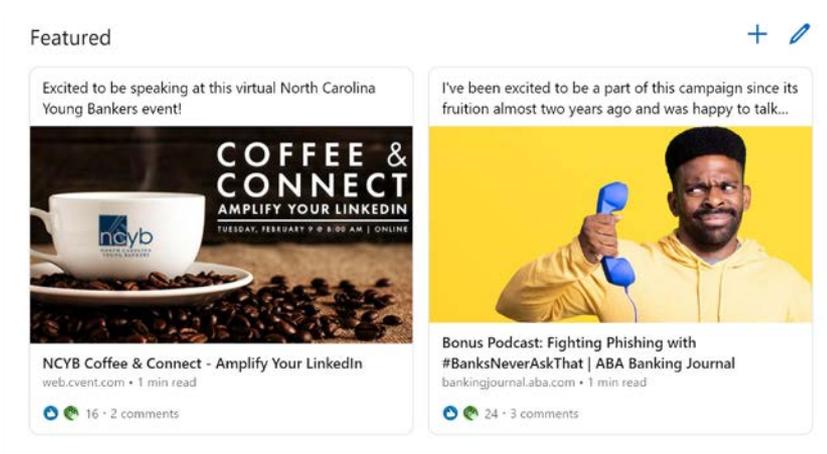
Why LinkedIn?

- Trust: LinkedIn ranks highest as a trusted source for content across social platforms.
 - Internet users consider LinkedIn to be the most trusted social platform.
- Career Opportunities: 93% of recruiters use LinkedIn to research and recruit candidates.
- Social Proof: recommendations and endorsements
- Networking: groups and events

Personal LinkedIn: Best Practices

- Profile Checklist:

- Professional profile photo
- Creator mode?
- Background photo
- Pronouns
- Headline
- About
- Featured (posts, articles, links, media)
- Experience
- Skills & endorsements (assessments)
- Accomplishments (publications, patents, awards, etc)



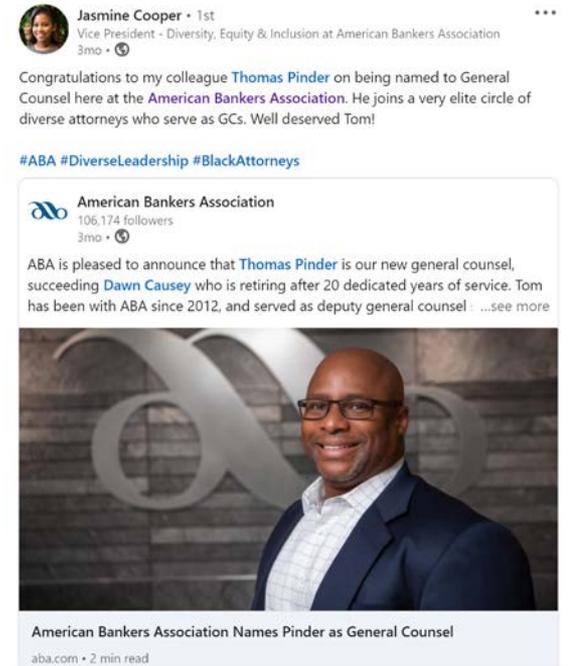
LinkedIn Networking Tips

- DO:
 - Send a message when you invite someone to connect.
 - Look for opportunities to leave meaningful comments.
 - Join and engage with relevant Groups.
 - Use hashtags strategically and follow relevant hashtags.
- DON'T:
 - Tag people or companies in posts just to tag them.
 - Use hashtags just to use them.
 - Invite people to whom you have zero connection to connect.



Promoting Your Employer on LinkedIn

- Follow your employer's social media policy.
- Take advantage of coordinated opportunities.
- Make sure to use correctly sized images/graphics (current best practice is 1200 x 628 pixels)
 - Get up to date stats [here](#).
- Share posts that your employer shares, with or without additional comment/copy.
- Provide testimonials for your employer's Life page.



Q&A and Action Items

- Check your profile and make sure it's up to date
- Follow ABA:
 - <https://www.linkedin.com/company/american-bankers-association>
- Connect with me:
 - <https://www.linkedin.com/in/caitlincroswell/>
- Visit [BankTalentHQ](#)