

Building Success. Together.

Amplify Your LinkedIn

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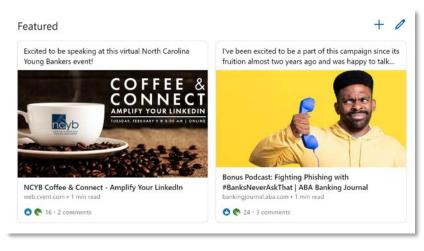
Why LinkedIn?

- 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.

#interestrates #economy #realestate #mortgage Mortgage Bankers Association Mortgage Coach American Bankers Association FoxBusiness.com CNBC



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.



Jasmine Cooper + 1st Vice President - Diversity, Equity & Inclusion at American Bankers Association 3mo • 🕥

Congratulations to my colleague Thomas Pinder on being named to General Counsel here at the American Bankers Association. He joins a very elite circle of diverse attorneys who serve as GCs. Well deserved Tom!

#ABA #DiverseLeadership #BlackAttorneys

American Bankers Association 3mo • 🕥

ABA is pleased to announce that Thomas Pinder is our new general counsel. succeeding Dawn Causey who is retiring after 20 dedicated years of service. Tom has been with ABA since 2012, and served as deputy general counsel see more



American Bankers Association Names Pinder as General Counsel aba.com • 2 min read



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Q&A and Action Items

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

