



Building Success. Together.

# Amplify Your LinkedIn

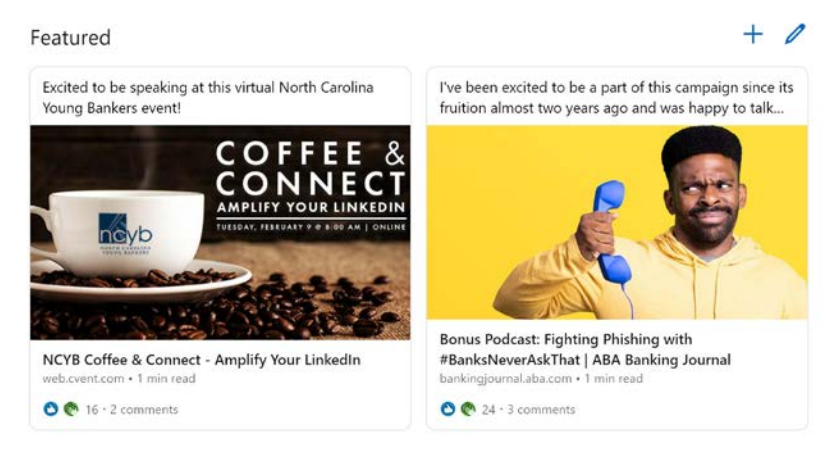
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# Why LinkedIn?

- 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



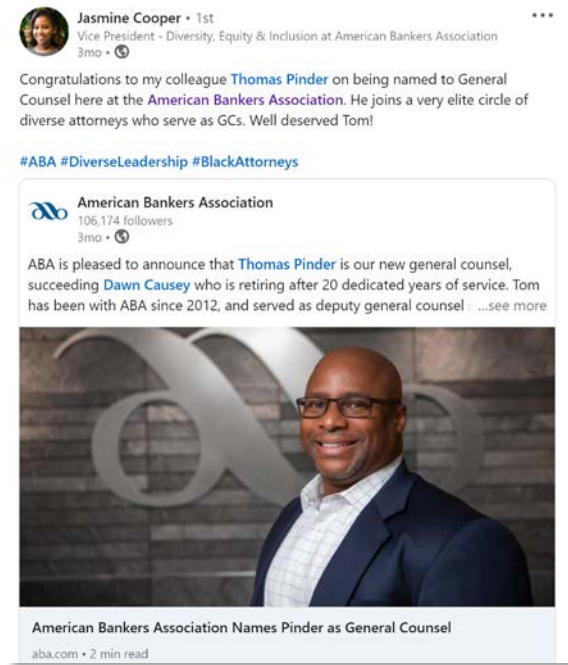
# LinkedIn Networking Tips

- 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.
- Tag your employer in posts about them, so they can engage.
- 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.



# 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/>