



Welcome to Rock Your Profile

We start at 4pm



Welcome to Rock Your Profile



Jéssica Arraes

Customer Success Manager



Nina Mello

Customer Success Manager

ROCK YOUR PROFILE

Our agenda

- 01 Get to know LinkedIn
- 02 Why LinkedIn?
- 03 Your profile, your story
- 04 Beyond LinkedIn Profile
- 05 Q&A

Get to know LinkedIn





OUR VISION

Create economic opportunity for
every member of the global
workforce

OUR MISSION

Connect the world's professionals to
make them more productive and
successful

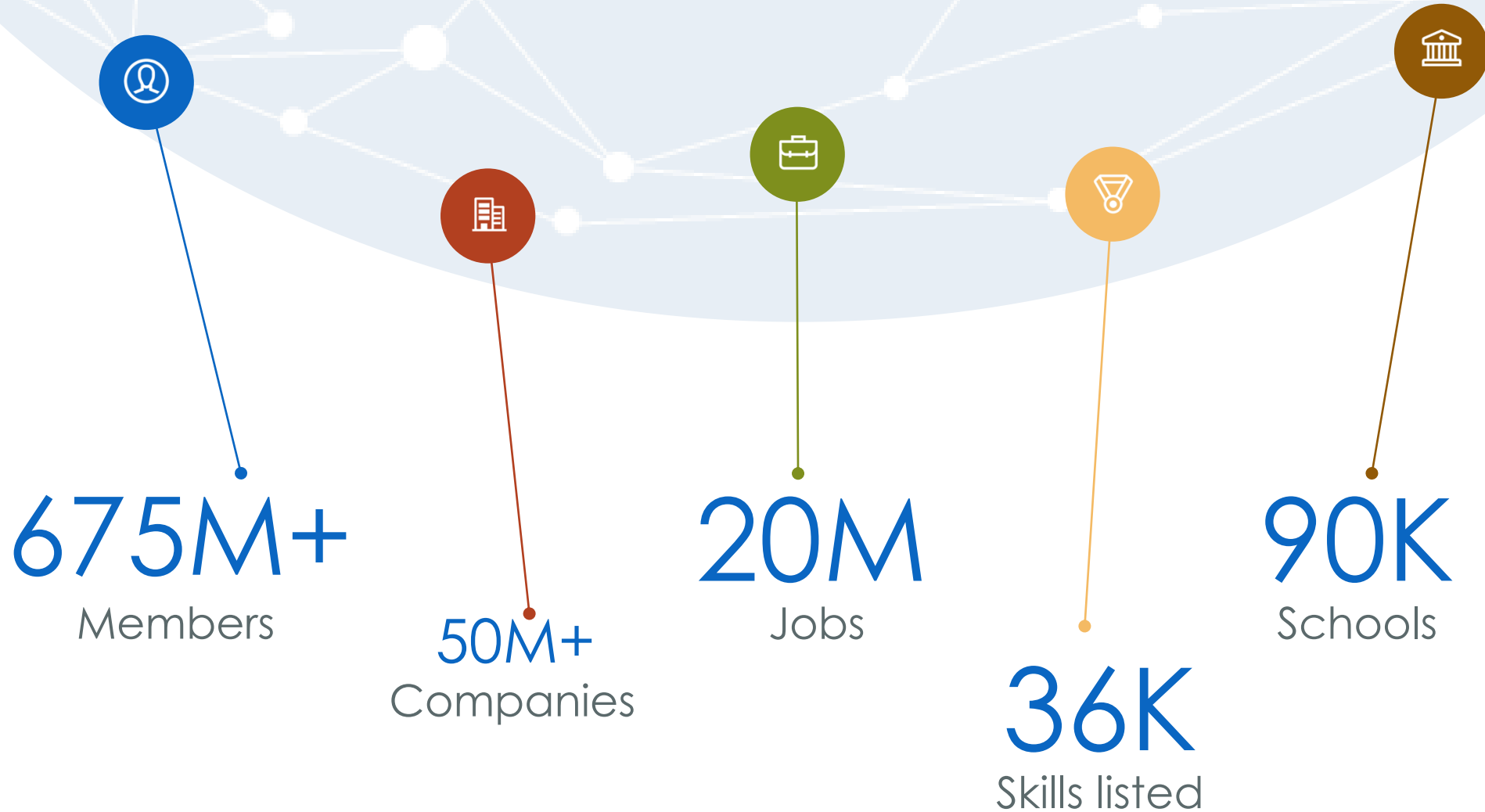
Why LinkedIn?



OUR VALUE PROPOSITION

Connect to opportunity

The power of LinkedIn



Brazil

4th country with the biggest number of users.



So how is this useful for you, and the
work you do?



Build a great profile



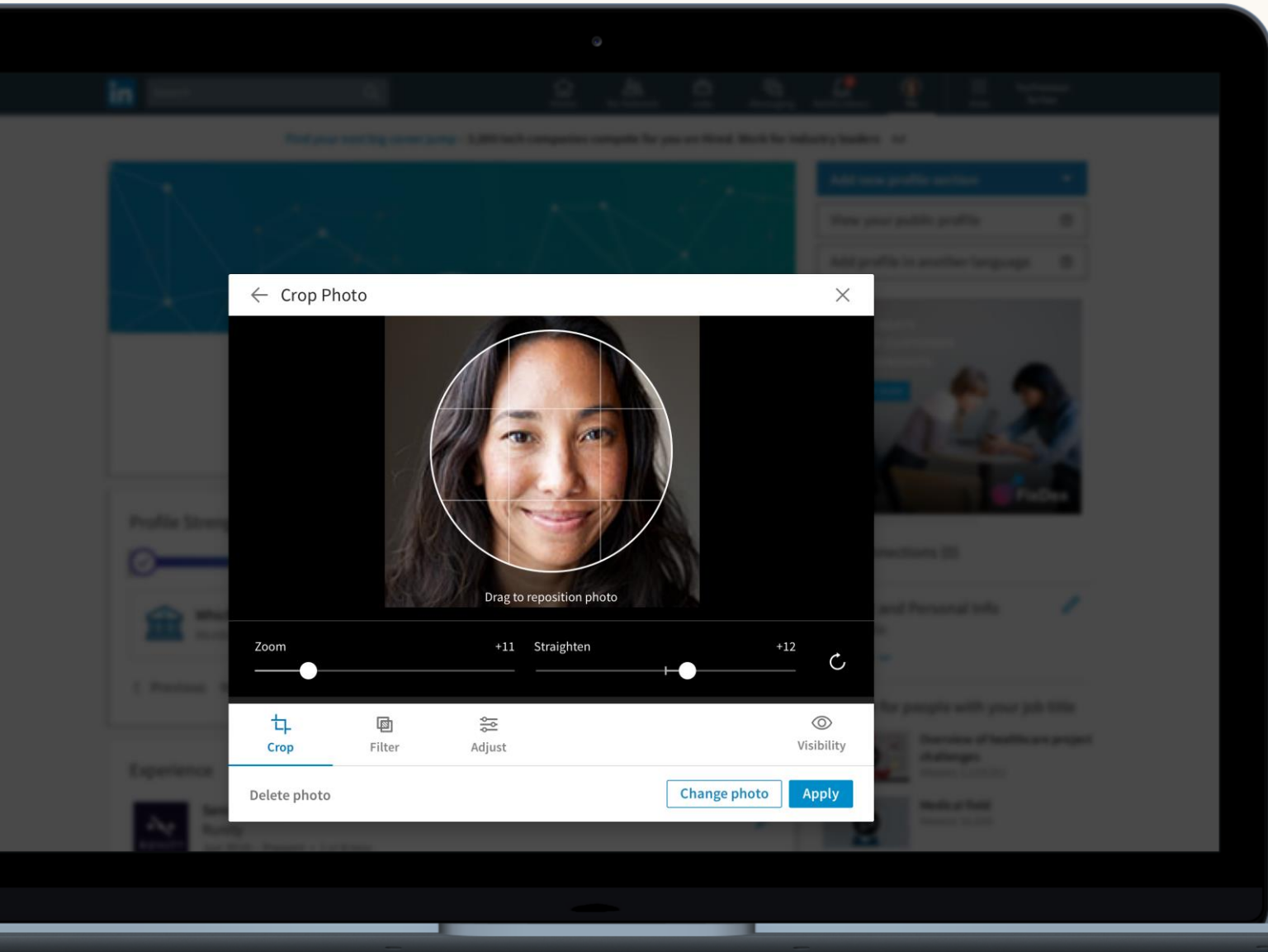
Develop your network



Engage with your
network

Your profile,
your story





STEP 1

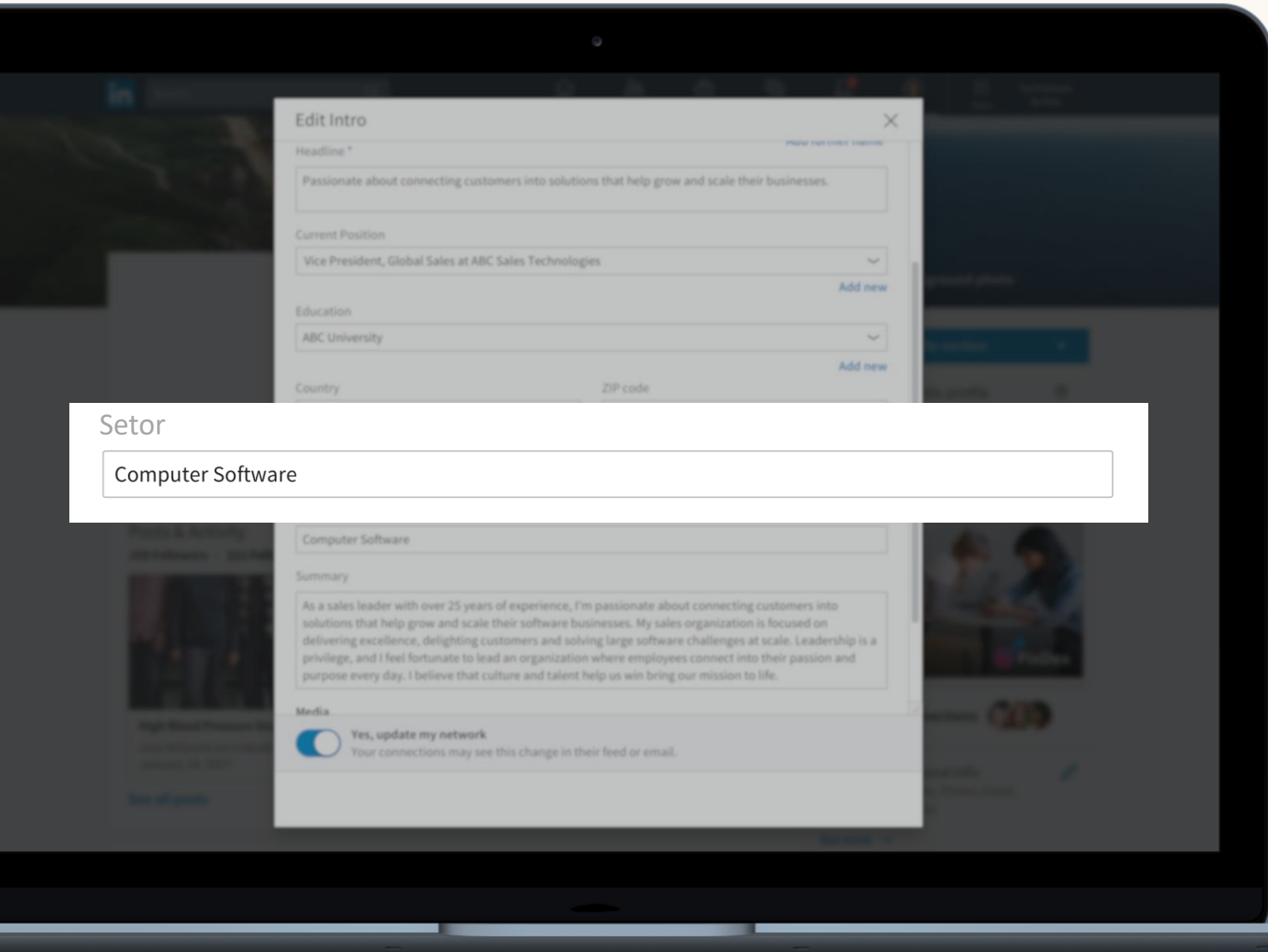
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages



Setor

Computer Software

STEP 2

Add your industry

Members with industry information receive up to **9x** more Profile views

More than **300K** people search by industry on LinkedIn every week.

Edit Intro

Headline *

Passionate about connecting customers into solutions that help grow and scale their businesses.

Current Position

Vice President, Global Sales at ABC Sales Technologies

Add new

Education

Summary

As a sales leader with over 25 years of experience, I'm passionate about connecting customers into solutions that help grow and scale their software businesses. My sales organization is focused on delivering excellence, delighting customers and solving large software challenges at scale. Leadership is a privilege, and I feel fortunate to lead an organization where employees connect into their passion and purpose every day. I believe that culture and talent help us bring our mission to life.

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Media



Yes, update my network

Your connections may see this change in their feed or email.

STEP 3

Draft a compelling summary

Your “elevator pitch”

Focus on career accomplishments and aspirations

40+ words

STEP 4

Detail your work experience

Member with up-to-date positions receive up to:

5x more connection requests

8x more Profile views

10x more messages



Vice President, Global Sales

ABC Sales Technologies

Apr 2015 – Jul 2016 • 1 yr 4 mos

ABC Sales Technologies is focused on helping small software businesses around the world thrive, grow and scale. We believe that platforms tools and technology can transform the way businesses go to market with new software solutions.

I grew our Software Sales business line to over \$20M in revenue delivering solutions to hundreds of software businesses in over 30 different countries. I've had the pleasure of leading a talented organization of over 200 sales professionals. I strive to create a culture that aligns into our company values and inspires employees to do the best work of their careers.



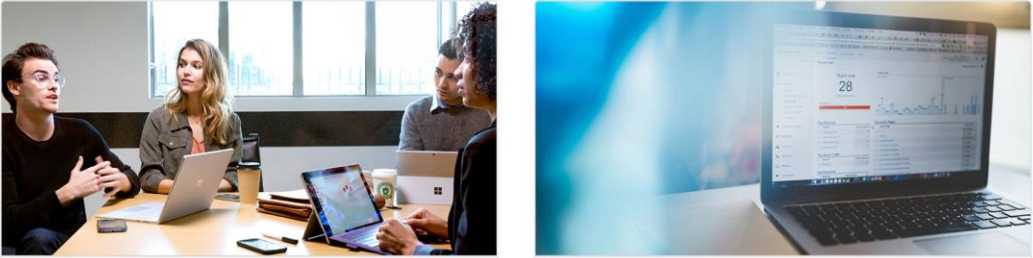
STEP 5


Add examples of your work


Upload photos, presentations,
and videos

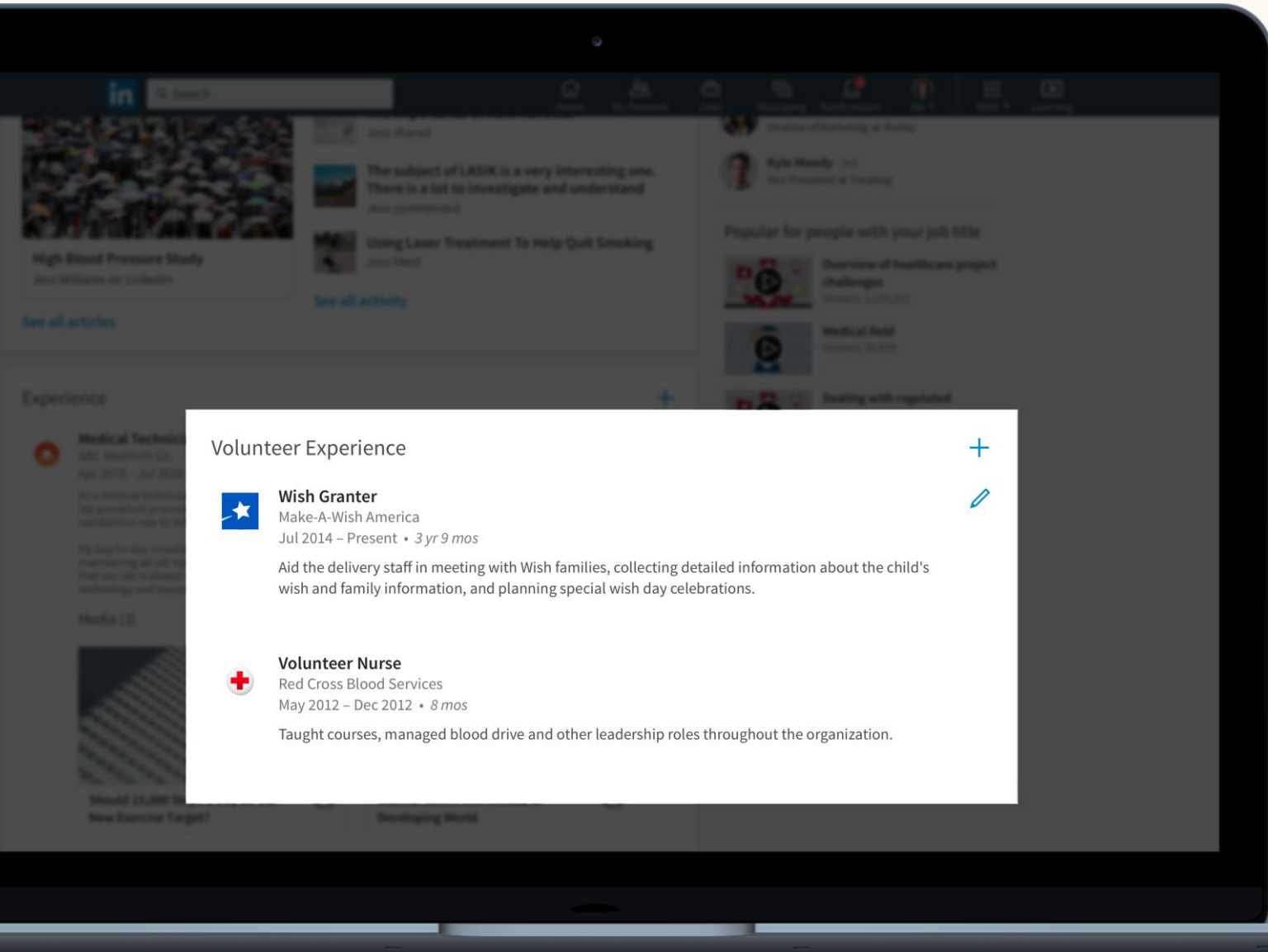
Give a dynamic, visually
appealing representation of
your professional story

Media (3) < Previous Next >



Instructions to Get Sales and Marketing Teams Working Together 

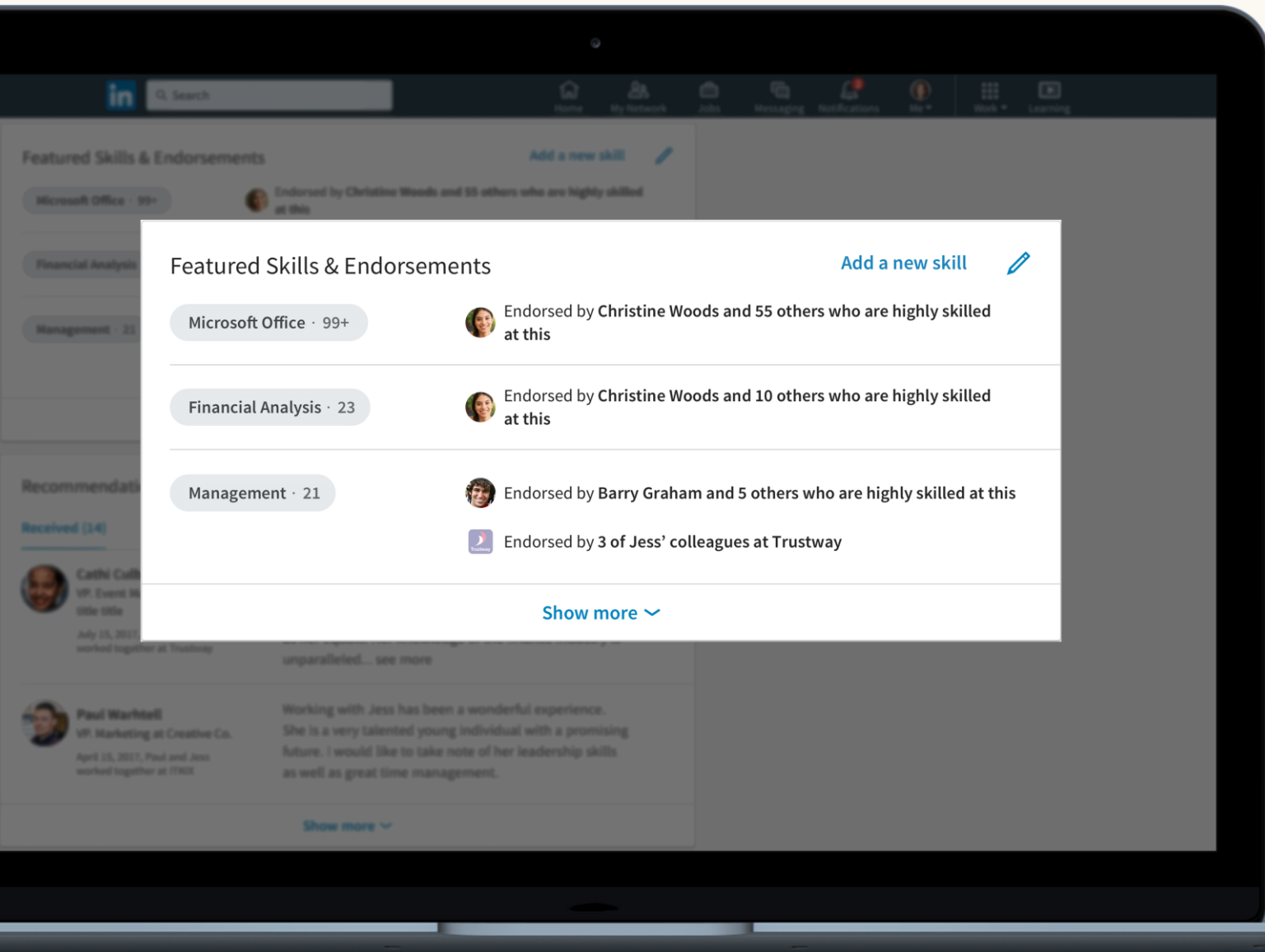
Worthy Goals and Metrics for the Modern Sales Leader 



STEP 6

Add volunteer experience

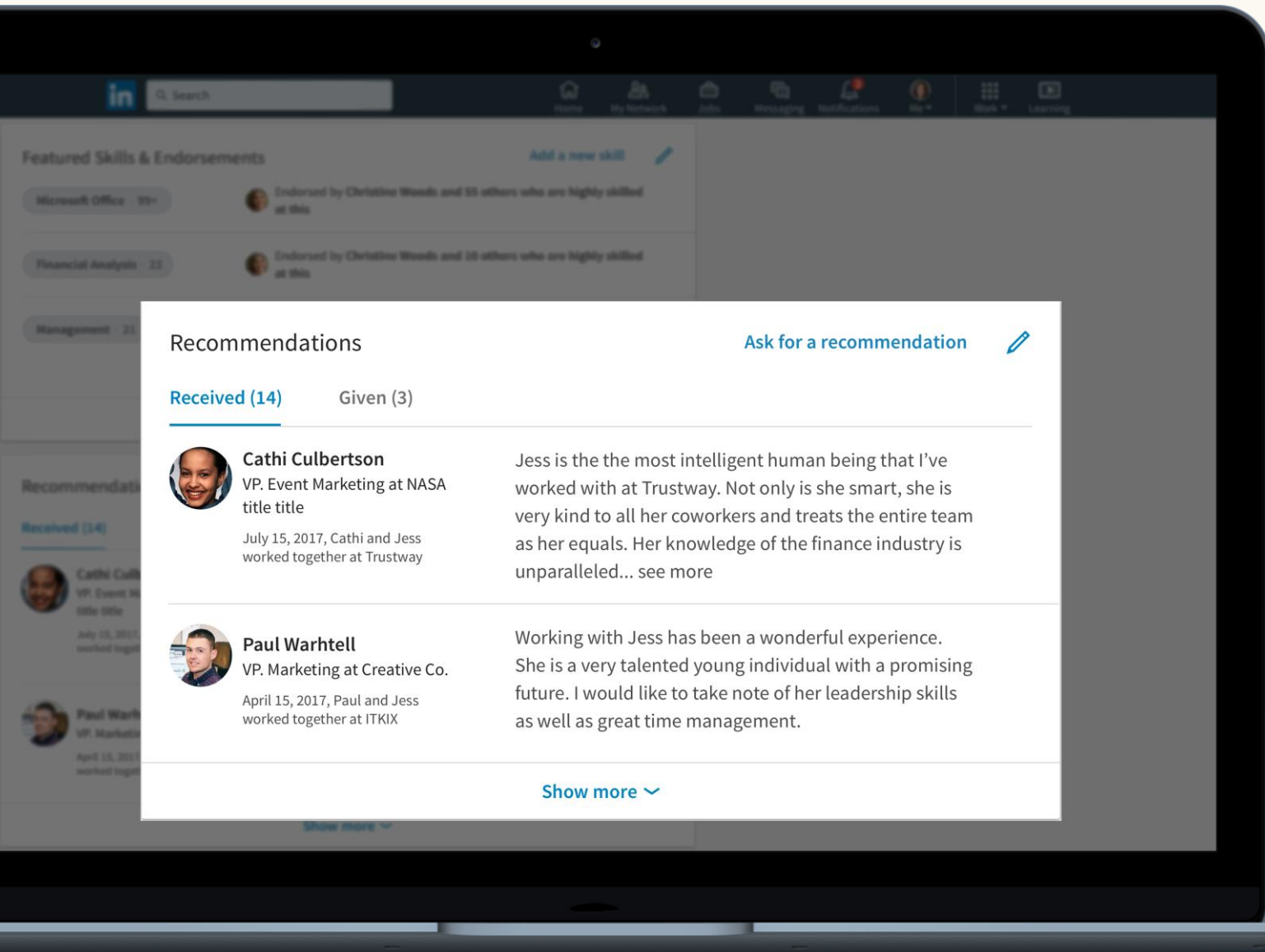
Members that add volunteer experience receive up to **6x** more profile visits than users that do not provide this data.



PASSO 7

Add skills & get endorsed

Members who add **5** or more skills receive up to **17x** more Profile views



STEP 8

Ask for recommendations

Recommendations help you to build credibility and to validate your skills.

Thought Leadership

Your voice on LinkedIn



Share updates vc. Publish articles

HELPING YOU TO GROW AND ENGAGE WITH YOUR NETWORK



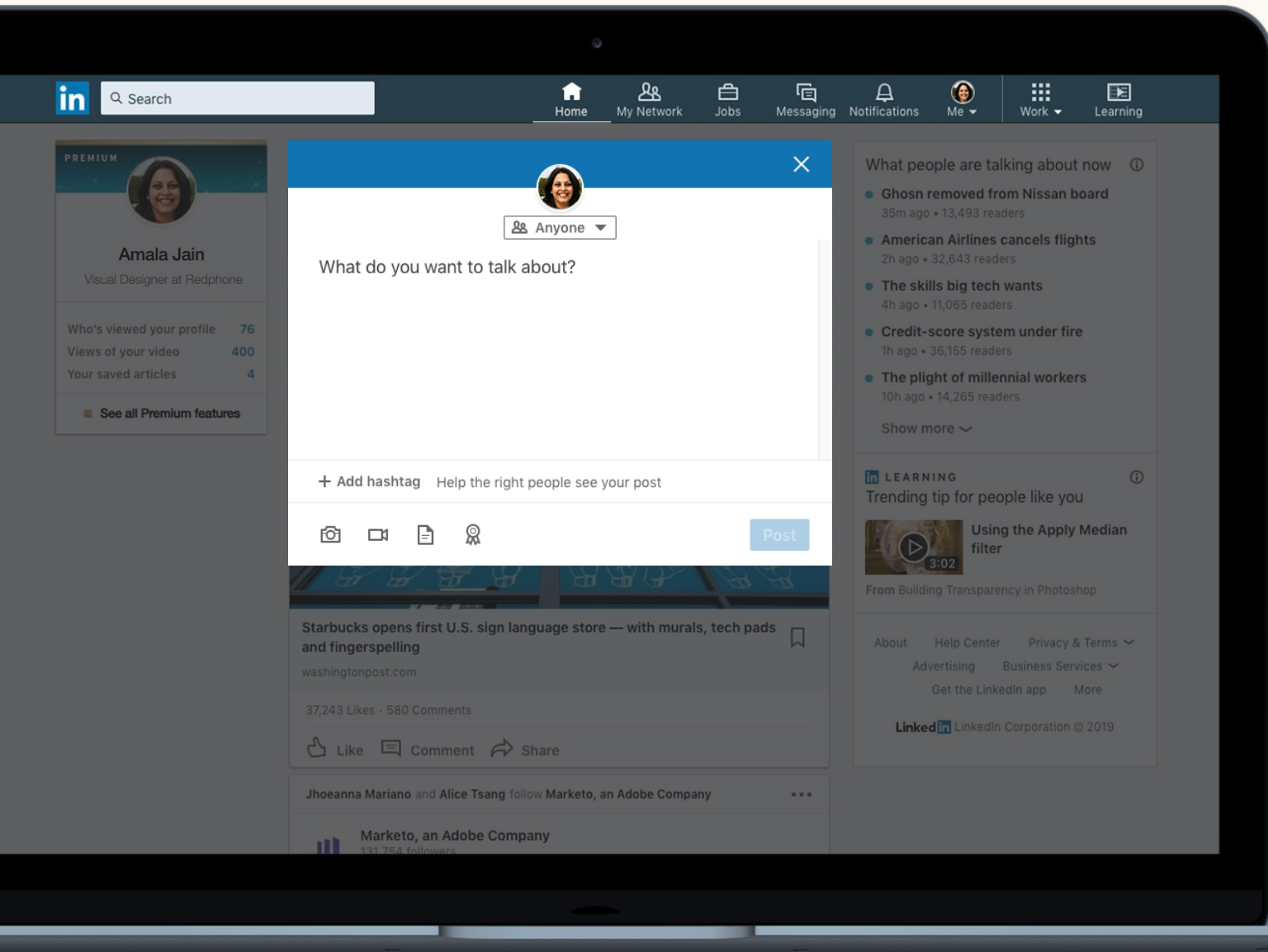
Updates

Share links, pictures, articles, quotes or anything that should be interesting for your followers.



Articles

Explore in depth topics that are important to you and see your impact.



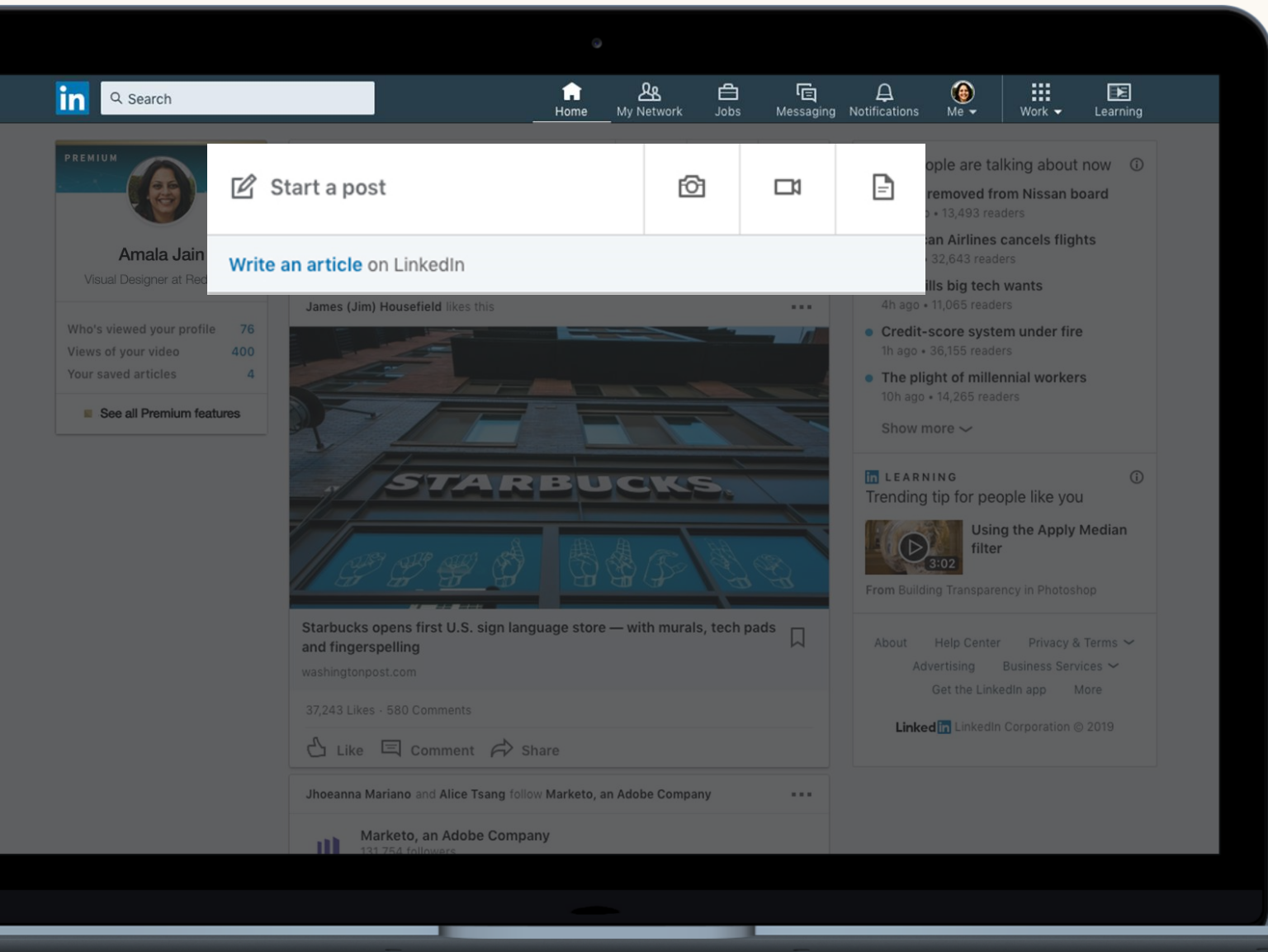
Sharing updates

Share status updates

Best practices for sharing updates

1. Share your authentic voice.
2. Post frequently
3. Start a conversation or share your point of view
4. Include rich media to increase engagement
5. Create an opportunity for reciprocity





Start a post

Write an article on LinkedIn

PUBLISHING

Start on your homepage



Best practices for publishing content

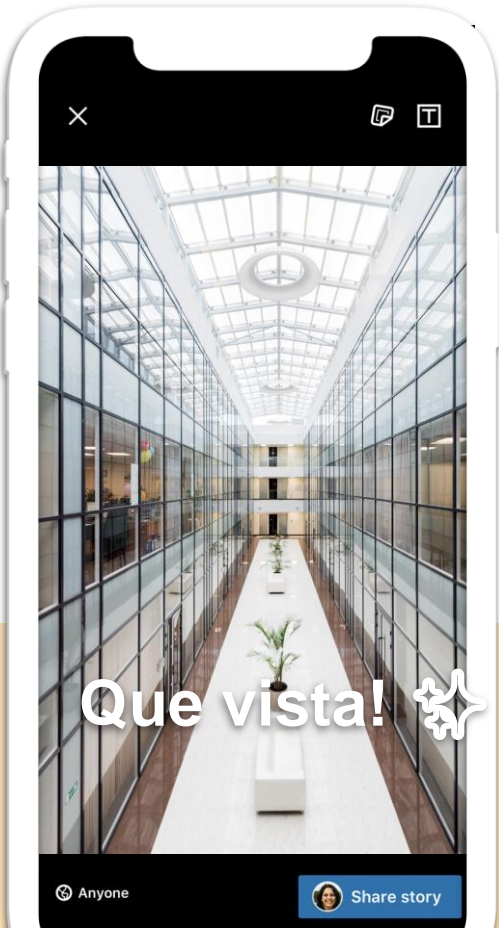
1. Create a headline that captures attention
2. Include a photo to stand out
3. Be authentic, use your voice
4. Think about your audience
5. Article length matters

LinkedIn Stories

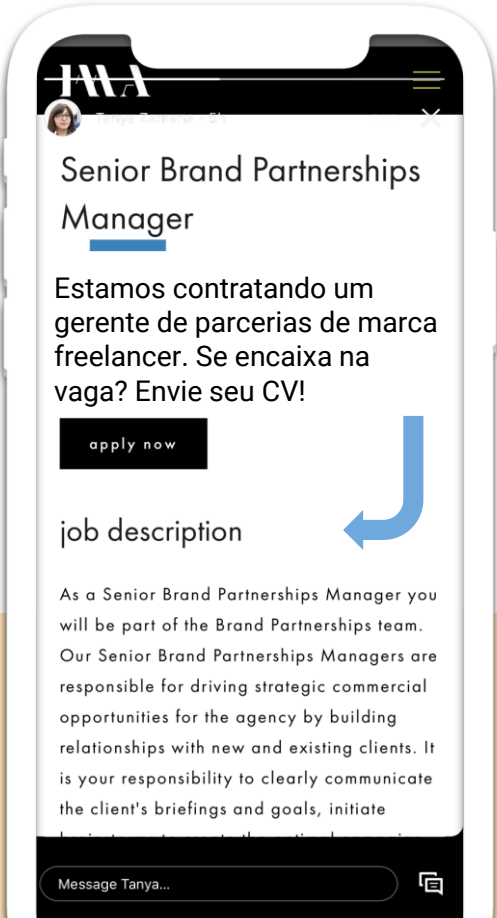
What you and your team do



Workplace

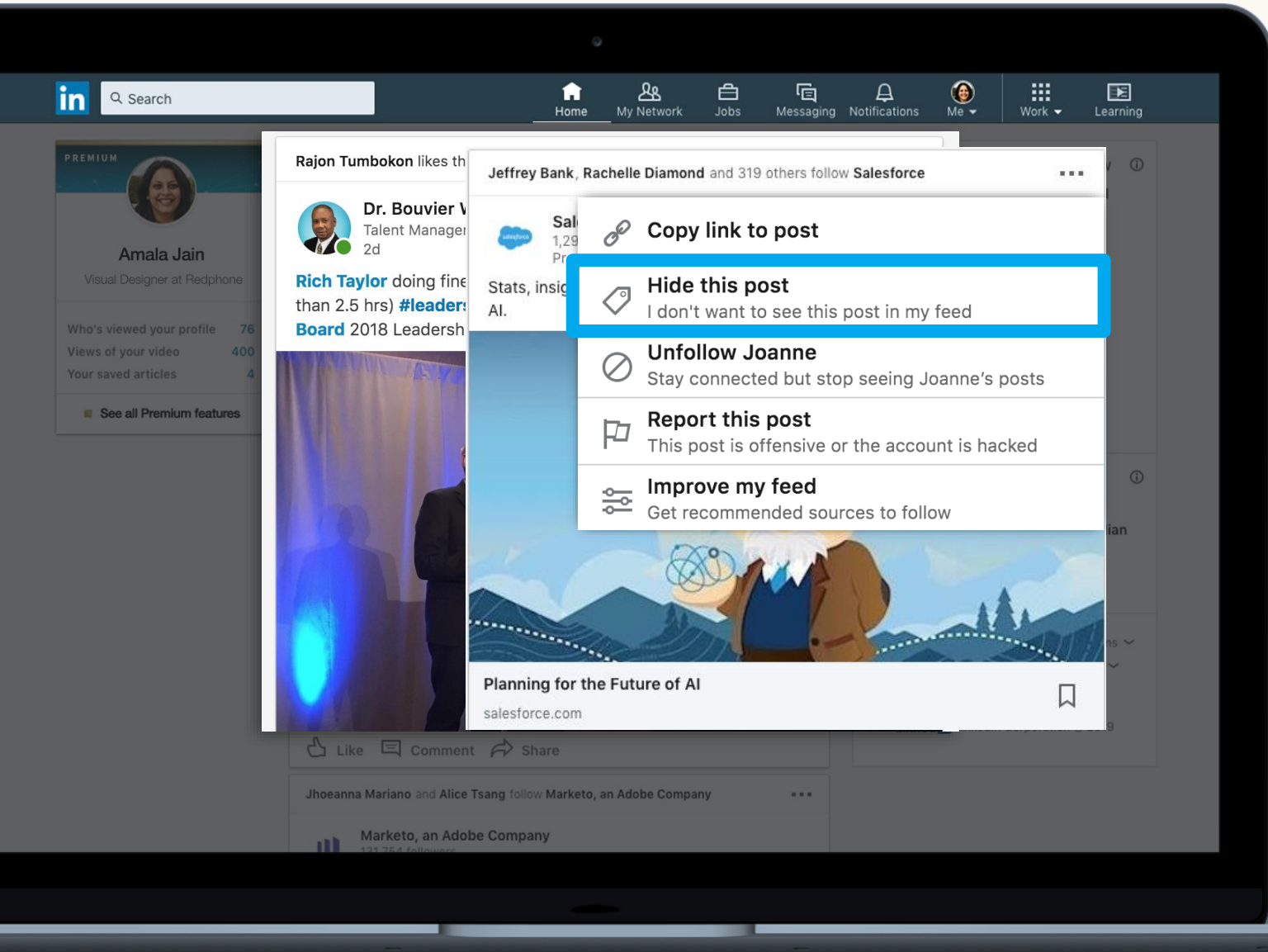


Things that are relevant to your work



Gain
knowledge
and insights





CUSTOMIZE YOUR FEED

See the news,
content and posts
that matter most

in it to do what I love



LinkedIn

Internet • Sunnyvale, CA • 2,668,372 followers



[View in Sales Navigator](#)

[See jobs](#)

540 connections work here.
[See all 15,060 employees on LinkedIn](#) →

Overview



Jobs



Lauren (Hipschman) Jolda
Powerhouse Program Mana...

[View job openings at LinkedIn](#)

Life



About us

Whatever motivates and inspires you, we're a community that helps you realize your definition of success. #InItTogether

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 530 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions

[See more](#) ▾

Recent update

[See all](#)



Antoine Troupe: In it to do wh...

1,030 Likes • 25 Comments
3w

Employee Experience

Do you believe that promotions are awarded fairly at LinkedIn?



Skip

Your response is private and will not be shared with your company or shown on your profile.

GAIN KNOWLEDGE


Follow
companies

GAIN KNOWLEDGE

Follow
Influencers

The image shows a laptop screen displaying a LinkedIn profile for Bill Gates. The profile header includes the name "Bill Gates", his title "Co-chair, Bill & Melinda Gates Foundation", and his location "Greater Seattle Area". There is an "Unfollow" button. Below the header is a section for "Bill's Articles & Activity" with 6,932,276 followers. It features three article snippets: "Warren Buffett's Best Investment" (February 14, 2017), "One of the greatest values of our nation is the belief that the best investment any of us can", and "I recently sat down with LinkedIn executive editor Daniel Roth to talk about the process of". To the right of the profile is a "Contact and Personal Info" section with a "Show more" link. Below that is a job advertisement for "Irene, explore jobs at The Gates Foundation that match your skills" with a "See jobs" button. The background of the profile page is a collage of documents and photos.

fluencer




Bill Gates
Co-chair, Bill & Melinda Gates Foundation
Bill & Melinda Gates Foundation • Harvard University
Greater Seattle Area

[Unfollow](#)

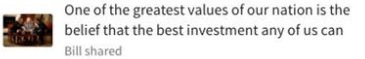
Co-chair of the Bill & Melinda Gates Foundation. Microsoft Co-founder. Voracious reader. Avid traveler. Active blogger.

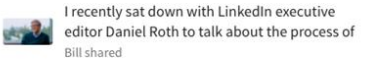
[See more](#)

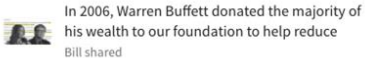
Bill's Articles & Activity
6,932,276 followers


Warren Buffett's Best Investment
Bill Gates on LinkedIn
February 14, 2017

[See 60 more articles](#)

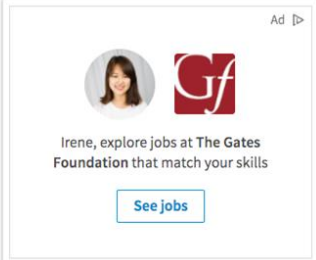

One of the greatest values of our nation is the belief that the best investment any of us can
Bill shared


I recently sat down with LinkedIn executive editor Daniel Roth to talk about the process of
Bill shared


In 2006, Warren Buffett donated the majority of his wealth to our foundation to help reduce
Bill shared

[See all activity](#)

Contact and Personal Info
Bill's Profile and Websites
[Show more](#)


Irene, explore jobs at The Gates Foundation that match your skills
[See jobs](#)

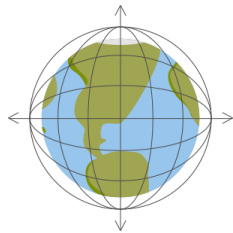
Experience



Leverage your outreach and influence



Participate
and be
active in
relevant
groups



Connect
with relevant
people



Follow
companies &
influencers



Share content that
is valuable



Quality is more
important than
quantity

Questions?