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LinkedIn Username & Bio Cheat Sheet
(aka LinkedIn Pages for Companies and LinkedIn Profile for Individuals)

In this lesson you will learn about setting up LinkedIn profiles for...
- ★ Company Pages
- ★ Individuals

Company Page

Company Pages
- ★ LinkedIn company pages are a great way to showcase your business on LinkedIn but are widely known as being difficult to grow if you are a small business or a freelancer as they don't have connections.
- ★ You can, however, attract people to FOLLOW your company page by sharing relevant and engaging content.
- ★ A lot of freelancers or small businesses set up a company page, and keep it updated monthly for example, but focus on using their personal LinkedIn profile to grow their network and brand as this has far greater reach.
- ★ For larger businesses, there are more benefits to having a LinkedIn company page.
- ★ LinkedIn showcase pages are separate pages (connected to a company page) that large companies sometimes use to showcase a product or brand. For example, Microsoft would have a showcase page for Excel. We would not encourage small businesses to set up multiple company pages or showcase pages as they are hard to grow and resource-intensive.

A Company Page enables you to
- ★ Pull through the company logo to your personal profile (i.e. the logo will show up in your experiences), which looks professional.
- ★ Share your company page posts to your network, and encourage and engage your employees to engage with the content that is posted (often referred to as employee advocacy programmes).
- ★ Link employees to the company page, which provides you with great organic exposure. Your company becomes a clickable link within each personal profile.
- ★ Follow company pages that you are interested in.
- ★ Have access to better analytics for your content.
- ★ Engage in paid advertising if you wish to reach more people with your business.

LinkedIn Company Page Cover
- ★ The cover image is the first impression someone gets of your company.
- ★ You can use it to capture people's attention and encourage them to take a closer look at your page content.

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★ An image/graphic that is true to your brand and consistent with your other platforms helps people to understand quickly what you are all about.
★ A company page is a place for companies to include information about their business and create updates about their organisation and industry.
★ It can be linked to your profile via the experiences section.
★ It is a great place to advertise or promote your latest offer for FREE!
★ It can act as your business/company billboard and showcase your best work.
★ You can update it as frequently as you like by posting from it regularly. However, as we have previously mentioned, unless you are a large business, company pages are quite challenging to grow if you don't know the growth methods we teach in lesson 6.

Profile Image & Dimensions
★ For a company, it should be a recognisable logo which is consistent with your other platforms
★ Check how it looks on mobile view and amend if necessary.

CTA Button
★ Edit this button for the best way for people to find out more about your company, visit your website or contact you.

Name
★ This should be the name of your organisation so that if people have heard of you, they can easily search and find you.

Tagline
★ It should be a brief but compelling summary of your company.
★ Once you have captured people's attention with your enticing cover, the tagline is where you have a chance to elaborate.
★ Taglines have a 120 character limit.

About/Overview
★ Filling in the 'About' section on your company page allows you to give an overview of your organisation.
★ This section has a 2000 characters limit.

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★ Begin with some paragraphs that highlight what you/your company does, and how you help people. Share your company highlights here, and ensure you focus on communicating the problem you solve.

★ Add a call to action at the end of this section to tell people what you want them to do next (for example, visit your website).

★ Complete all the information here for your company contact details, website, size, type and year founded.

Hashtags

★ Here you can add three hashtags that are relevant for your company to follow. This then means you can like, comment and share posts that are on these feeds as your business, which you cannot do anywhere else on LinkedIn.

Pin A Company Post

★ You should ensure there is a key pinned post on your page, showcasing your company.

Company Page example: 923 Jobs

★ 923 Jobs have used their company logo on their header. This has the effect of making the page 'pop' out at you.

★ Stating, in their tagline, that they are an 'award-winning' recruitment agency adds weight to their credibility:
  ○ https://www.linkedin.com/compa
  ○ ny/923-jobs/

Company Page example: Evergreen SEO Agency

★ This is a company page of another Oxfordshire business and is a great example to look at - they are posting regular and varied content.
  ○ https://www.linkedin.com/company/theevergreenagency/?originalSubdomain=uk

Personal Profile

Individual Profile

★ It should reflect who you are, what you do, your personal brand, and demonstrate that you care about your professional image.

★ Everything that you write and share paints a picture of the professional you are to people who might be interested in hiring or networking with you.

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★ LinkedIn personal profiles can also help you to generate leads if you are a freelancer looking to attract B2B clients.
★ Similar to a CV, you add information about yourself and your job history.
★ When done correctly, it can encourage other professionals to connect with you, which can potentially lead to exciting opportunities such as a new job or client.
★ Anything that you post to share, like or comment on shows up in the LinkedIn feed and other people can comment and react to it.

LinkedIn Cover Photo for Personal (Individual) Profiles
★ The cover image is how you express who you are professionally in a visual way.
★ If you have professional photography for your business, we would recommend you use it here, sized correctly. If you don't, you can download a free image from free stock image sites such as Unsplash or Pixabay. Or you could purchase an image from sites such as Shutterstock.
★ Either way, choose an image that represents you or what you do - for example, a virtual assistant might have a cover image that shows stationery and a desk.
★ Some companies have covers they ask you to use (it is entirely up to you if you want to use them!)

Profile Photo
★ Make sure you have a professional picture with a smile!
★ Make sure the image is NOT a holiday picture and that your eyes, teeth and face are visible. It should look professional only for LinkedIn. Please don't use images of you in sunglasses or hats, and ideally don't crop from another photo, have one taken just of you.
★ You can also add a frame to your image as well, indicating a message, e.g Open To Work or that you are Hiring. These frames make it really obvious to others that you are seeking employment or that you have positions available.
★ According to Lisa Unwin, author of 'She's Back', profiles with a smiling picture are 25% more likely to get looked at!

Cover Story Video
★ You can now record a 30 sec video on your mobile to display on your profile.
★ You can describe what you do and how you help people and give a call to action.
★ The presence of a video is indicated by an orange glow around your profile photo. Click on it to play it on mobile or desktop.

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Name
★ On your personal LinkedIn profile, you usually include your first name and surname.
★ It is searchable on Google (along with your most recent experience! So make sure it is up to date) If you have more than one present 'experience', you can decide which one to prioritise.
★ Former name - this is important for anyone who has changed their name for any reason and you still want your former name to be visible and searchable. Make sure you enter your former name in the 'former name' section.
★ You can also include your pronoun with your name section.

Headline
★ You have 240 characters - make them count!
★ The first 120 characters of your headline follows you around on LinkedIn whenever you make a comment, which is why it needs to be impactful.
★ Include KEYWORDS specific to your field. Keywords are words that describe your specific skills and positions; for example, you might be knowledgeable in a particular type of electronic system or teach a particular field.
★ If you've won awards or have a big client, make sure you don't shy away from including them here.
★ If you are a job seeker, you should put in your headline that you are open to new opportunities.
★ Consider communicating your USP - what makes you unique in the way that you work with people, or the skills/experience that you have?

Open To Work Section
★ This section highlights that you are open to work and therefore seeking new opportunities. It was introduced on LinkedIn following the start of the pandemic.
★ You can edit your job preferences, locations and start date to your network and also edit who sees this information (all of your network or Linkedin recruiters only, for example if you don't want your current employer to know this.
★ This feature also allows you to have a green ring around your profile picture stating you are open to work, which LinkedIn introduced so that you can be easily identified as a job seeker.

Services Section

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★ In this section you can state the services you provide, include text in your About section (up to 500 characters), show your work location and invite people to review you here as well.

About Section
★ 2000 character limit (approx 250 words)
★ It expands on your headline and tells people all about you, your professional highlights, and if you are a freelancer, what clients you like to work with.
★ It's your pitch to employers or clients to show what you have to offer.
★ Ensure you write it in the first person.
★ Include a call to action within the first 3 lines - for example how people can contact you or your website address.
★ It should reflect who you are, what you do, your personal brand, and show that you care about your professional image.
★ Be authentic in this section, and don't be afraid to let people know your values. Include an interesting fact about yourself or something you've achieved!
★ Ensure this section includes lots of white space and short paragraphs only, and use bullet points if appropriate to ensure it is easy to read and digest.
★ Invest some time in writing your About section summary. It's essential to spend time on this section if you are seeking work or whether you are a business owner or a freelancer! You can write it in a separate google document to edit it, and you can ask others to read it and provide you with feedback.

Featured Section
★ LinkedIn now allows you to feature some key information about you or your work on your profile that you are most proud of.
★ For example, you can feature posts that you are proud of or that share key information about you, articles you have published on LinkedIn, or attach media such as images or documents and links to a website.

Great Personal Profile Examples:
★ **Lucy Emmerson**
   ○ Lucy has used her header well to promote the products that her company produces.
   ○ Her headline says precisely what she does.

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- - She has included her maiden name so that she is easily searchable to people that knew her before she was married.
  - https://www.linkedin.com/in/lucyjemmerson/

- ★ **Natasha Reynolds**
  - Natasha has a great profile which showcases herself well - we love her cover Image!
  - Natasha Reynolds https://www.linkedin.com/in/natashahreynolds/

- ★ **Beth Kirk**
  - Beth uses LinkedIn as a freelancer and posts regularly on the platform.
  - Beth Kirk https://www.linkedin.com/in/bethsociallyoxford/

- ★ <u>**Padma Knowles**</u>
  - Padma has used Linkedin to market her career coaching business.
  - https://www.linkedin.com/in/padmaknowles/

Key Takeaways for Company Pages
- ★ Company pages give people the first impression of you or your organisation and enable you to share content that showcases your business professionally.
- ★ You should always use professional images on your company page, and complete all the information in the bio.
- ★ Ensure you are following three hashtags specific to your target audience in your bio section.

Key Takeaways for individuals
- ★ If used correctly, the appearance and content of your profile can encourage people to connect with you.
- ★ Your About section, if written well, can help you stand out from the crowd, and should help you find work or clients .