



LinkedIn Profile Workshop

How to communicate your value through social media

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The power of a great LinkedIn profile

First impressions are crucial – whether it is to clients, prospects, partners, employees, job candidates or investors.

Nowadays, those first impressions are far more likely to be on a screen rather than over a handshake and eye contact, and the most pervasive medium in the world of business is LinkedIn.

A LinkedIn profile showcases your business' most important assets – your staff. An effective profile can push the viewer to take the next step in their relationship with you and your business.

As an employer, therefore, you need your team to make the right impact. Most organisations realise that, whilst a profile is personal, the employee is representing the company, and that for client facing and senior executive people, the majority of their views will be by current and prospective clients and partners. They see that it is therefore in the company's interests to actively encourage employees to have a strong profile.

"But if I encourage them to build a great profile they'll get headhunted", is the concern sometimes voiced. Of course, there is always a risk that good people will be targets for recruiters. They always have been and always will be, regardless of tools and technology. But letting the fear of headhunting dominate would ultimately lead to companies providing no training and development at all. To paraphrase Henry Ford, "The only thing worse than your encouraging your employees to have a strong LinkedIn profile and having them leave, is not to encourage a strong profile and having them stay".

It is certainly true that even a few years ago, an updated LinkedIn profile meant the individual was looking for a change. Much like CVs, employees only updated their profile when they wanted a new job.

THINGS HAVE CHANGED - It is very widely recognised now that LinkedIn is a networking, marketing and sales tool as much, and often more than, a recruitment tool. It is now rightly seen as a crucial part of a company's presentation of itself and its staff to its market.

As well as a showcase of your people's strengths and talents, LinkedIn can be a platform for your team to publish content, which will help establish your team (and by association your business) as industry thought leader. As they attract followers, you can use the platform to generate traffic to your company website and build leads.

LinkedIn is also a great tool for education on key industry and technology issues. By understanding how to follow influencers, clients and prospects, your team can keep up to date with their views, news and announcements. Joining Groups of like-minded professionals enables engagement in discussion of key trends and issues in your industry.

Finally, don't forget job candidates – they have a choice of employer just as you have a choice of applicants. They will certainly be looking at you, and your current employees, when considering whether to apply to you. The more professional and capable your team appears, the higher the quality of candidates you will be able to attract and hire.

Building best profiles

Words2Win offers three ways to help you and your team build your best profiles:

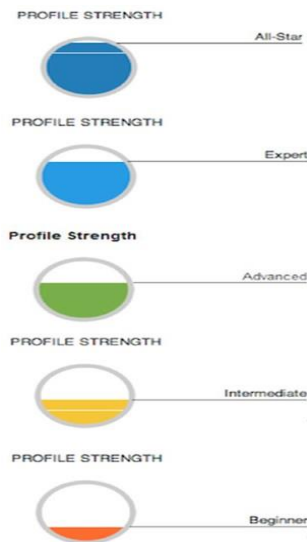
1. LinkedIn profile checklist – this is a free guideline document for those who have the time and capability to write their own profile with a little guidance.
2. LinkedIn refresh – this is a 'do it for you' service, consisting of a 45 minute one on one interview, writing /revising the content for all appropriate sections and making the updates into LinkedIn. Delivery is 5 days from interview. Cost is \$800 (ex-GST).
3. LinkedIn workshop. This is ideal for a business that understands the value of its employees having a strong profile, but which doesn't have the inclination or the budget to offer each of them the full refresh service. Attendees are coached in small groups to update their own profiles. Additional information and link for booking below.

LinkedIn profile workshop

The workshop includes:

- Description and best practice advice for all LinkedIn sections
- Coaching to write key sections in the workshop:
 - Header
 - Summary
 - Current Experience
 - Update LinkedIn link name
 - Contact info
 - Other sections according to the priorities of the attendees and time available, with suggestions including:
 - Projects
 - Education
 - Interests
- Recommendations – why they are gold, how to get them, how to write them. Copy of 'How to write a great LinkedIn recommendation' guide.
- How images, videos, slides, backgrounds can enhance your profile
- Search and download generally available background images
- Search for recommended Groups to join
- Advice on how to select organisations and people to follow
- Tips on usage - increasing connections, raising your profile through groups, articles, sharing others' content
- Management of key settings

Outcome



Attendees leave the workshop with the essential elements of their profile updated and the knowledge and guidelines on how to update remaining sections after the workshop. They will have a profile that showcases their skills, knowledge and talents and enhances the reputation of the company. There are 5 levels of LinkedIn 'Profile Strength' – if attendees implement all recommended suggestions, they will have an 'All-star' profile.

Facts and figures

The workshop costs \$1500 (+GST), for up to 8 people

The workshop runs for half a day (up to 4 hours)

The workshop can be on company premises or at my office in Melbourne CBD (internet access essential and each employee needs laptop or PC to access LinkedIn – not phone or tablet.

Travel costs apply for workshops run outside Victoria.

Optional extras

Headshot photography – onsite (minimum number required) or voucher for photography session (Melbourne only). Price TBA

Pre-headshot consultation with image consultant - Price TBA

To book your workshop, or for further information, call Carol Benton on 0431 671879 or email at <mailto:carolbenton@words2win.com>