

LinkedIn

MASTER CLASS: CORENET

Meaghan Edelstein



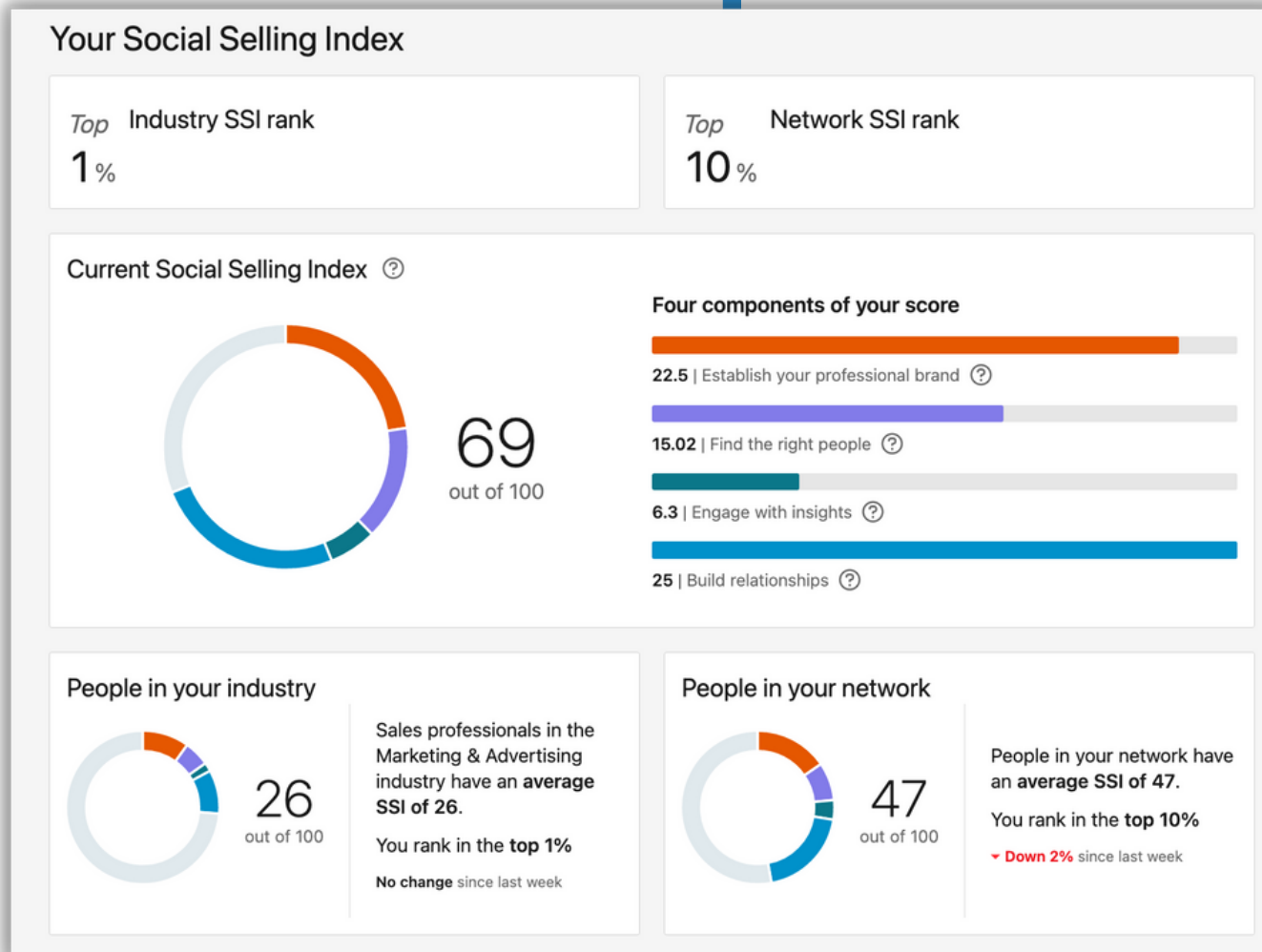
SSI

Social Selling Index Impact

Find your score [here](#).

Your **Social Selling Index (SSI)** measures your **social selling efforts**, how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships.

Each LinkedIn user has an individual score, a number between 1 and 100. **Higher Score = Higher Reach.**



>75 = High reach

60-75 = Avg reach

< 60 = Low reach

PROFILE



Professional Profile Photo



Background Photo



Public Profile URL



A good **profile photo** communicates you're **approachable** and **trustworthy**. Directions [here](#).

Avoid distracting backgrounds or outdated photos. [More tips](#).

Add a **background photo** to help tell your story. A **company banner** or team picture works well. Directions [here](#). Free & customizable templates [here](#).



Use a **personalized LinkedIn URL** for a more professional-looking and shareable LinkedIn account. Directions [here](#).



Jim's Profile

[linkedin.com/in/jimhaydencre](https://www.linkedin.com/in/jimhaydencre)

PROFILE



Eye-Catching Headline

Edward Wagoner · 1st
CIO helping you with real estate technology & data



Headline's are extremely important and often used incorrectly. They play a major factor in LinkedIn's **search algorithm** and they grab people's attention so they can take action.

Your headline should convey **who you are** and **what you're about** in a **short, clear**, and **concise** way.

- ✓ 120 characters or less.
- ✓ Comes up next to your name in your search results.
- ✓ An important part of your LinkedIn SEO.
- ✓ Focus on your benefit/solution.
- ✓ Include unique selling proposition (USP).
- ✓ Be approachable.
- ✓ Include keywords & hashtags.

Only mention your current job title/company

LinkedIn Headline Formula:

"[Title]: helping [prospects] do X."

LinkedIn headline generator [here](#).

PROFILE



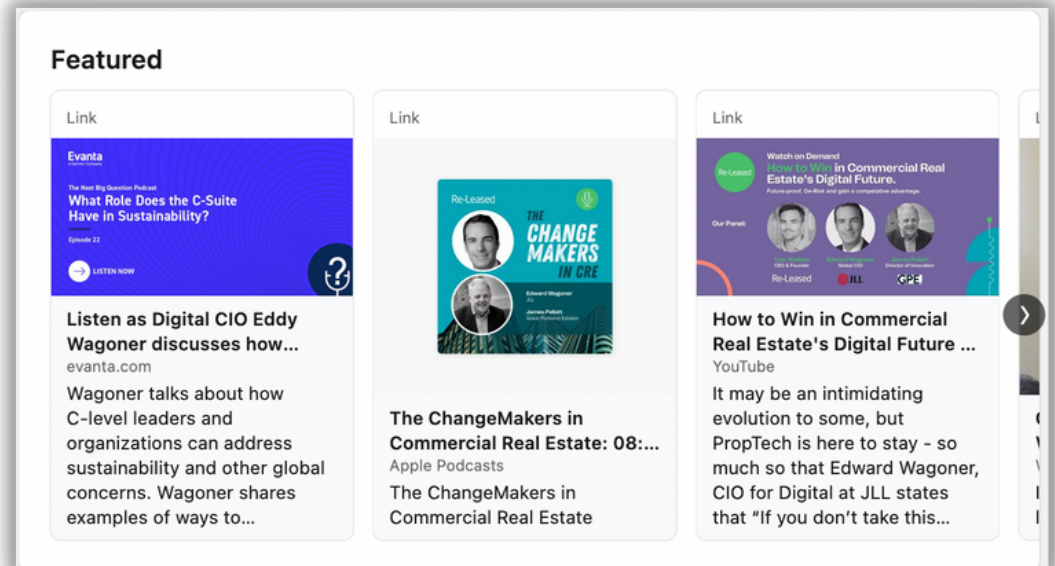
Featured Section



Don't leave the **featured section** blank.

Highlight:

- ✓ Posts from LinkedIn
- ✓ Media (photos, documents & presentations)
- ✓ Articles published on LinkedIn
- ✓ External links
- ✓ Slide decks or PDFs
- ✓ Video clips



Feature section FAQ [here](#).

PROFILE



Recommendations

- ✓ Give to Get
- ✓ Request
- ✓ Be Real
- ✓ Get Specific
- ✓ Give Often




Recommendations are gold. Give recommendations and ask your connections to return the favor. Directions [here](#).

Recommendations

[Recommend Jenna](#)

Received


Given



Kumara Shivanna MCR, SLCR, MRICS · 2nd
Senior Director - Real Estate & Facilities India at CITRIX
October 10, 2022, Kumara Shivanna worked with Jenna on the same team


Jenna and I are colleagues for more than 7 years in Citrix. She is very hard working, dedicated and an excellent team player. Her support & contribution to Global & International team while managing couple of global projects during Pandemic & Return To Office are commendable !


...see more



Kok Liang Kong · 2nd
Director, Real Estate and Facilities, APAC
October 6, 2022, Kok Liang worked with Jenna on the same team

Jenna is a great team player, who can work well with every management level and often bringing the best out of the team with her proficiency and enthusiasm. I have had the pleasure of working alongside her on many global initiatives and projects, where she has shown a good grasp of international real estate knowledge, and accommodating for local nuances and practices. One can be assure ...see more



Amy Haworth  · 2nd
I meet you where you are to help you get where you want to go.
December 17, 2021, Amy worked with Jenna but on different teams

Quite simply, when you have Jenna on your team projects move faster, work is designed with humans at the center, teams coalesce around a shared goal (and feel great working towards it), and you never have to worry about whether the project will be done on time...and done well. Jenna not only brings a deep understanding of commercial real estate and future trends, she understands the psyc ...see more

[Show all 9 received →](#)

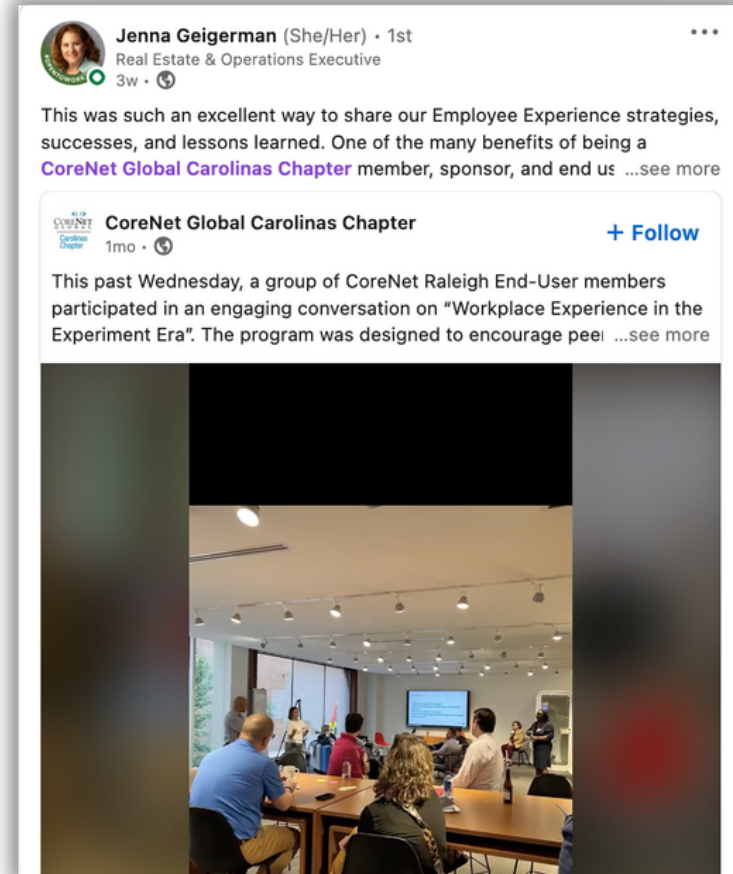
ALGORITHM



Resources



Less than 10% of your connections see your posts. To increase this number, you must **hack the algorithm**. Do this through high-engagement posts.



Consistently share **relevant**, **valuable**, and **helpful** content from a wide variety of resources. Don't post more than 1x per day.

The LinkedIn algorithm explained [here](#).

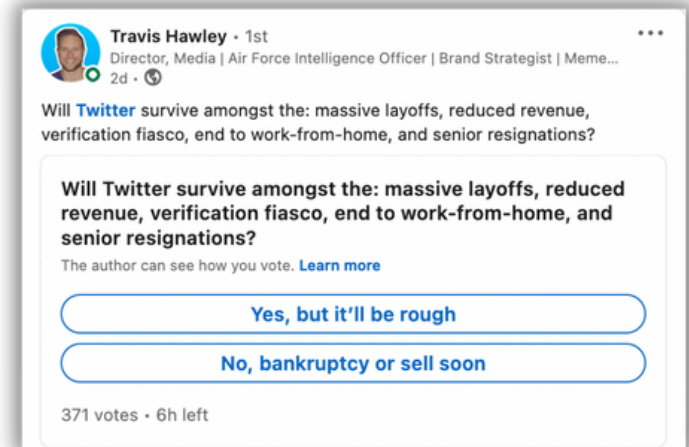
ALGORITHM

High-Engagement Posts



High **engagement** posts:

- ✓ [Polls](#)
- ✓ Graphics
- ✓ [Video](#)
- ✓ Quotes/Inspiration
- ✓ Questions
- ✓ BTS
- ✓ Quality Articles
- ✓ Long-form
- ✓ Announcements
- ✓ [Carousel](#)



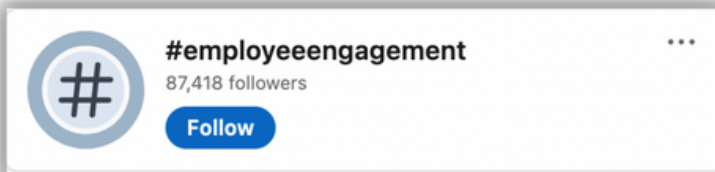
Turn a static post into an **entertaining** series of **carousel cards**.

- ✓ Take up a larger amount of real estate on the newsfeed.
- ✓ People are more inclined to read the document over clicking on a link.

Step-by-step instructions, specs, and tips [here](#).

ALGORITHM

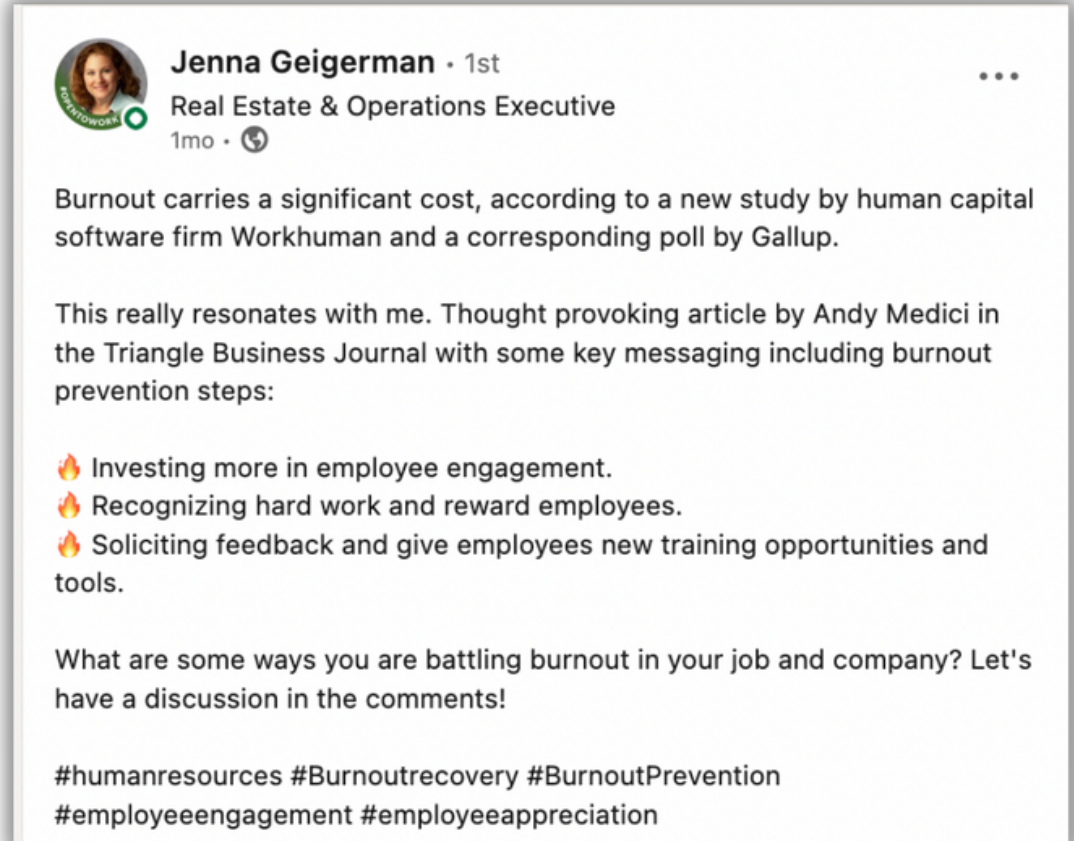
Hashtags



Expand reach through the strategic use of **hashtags**.

- ✓ Search & follow # to **find** topical content
- ✓ Use relevant # to make your content **searchable**
- ✓ Follow #
- ✓ Never **spam**

Everything you need to know about # [here](#).



ALGORITHM



Engage



Authentically **engage**. Don't expect your connections to engage with your posts if you don't engage with theirs.

- ✓ Like
- ✓ Comment **Pro Tip**: Tag the original
- ✓ Share **Pro Tip**: Include a thoughtful caption

Engagement should be **thoughtful, relevant, and original**. A little effort will go a long way in improving your engagement.



Dan Burkhart • 2nd

CEO & Co-Founder of Recurly, Inc.
1yr •

Fun chat with John Koetsier about rapidly changing consumer behaviors and the boom of the subscription model in the midst of Covid.

[#subscriptioneconomy](#)



Henry Lee • 2nd

RVP, Cloud Services at Salesforce

1y ...

Great insights [Dan Burkhart](#). Been a long time my friend. Not surprised to see you doing some great things.

Like | Reply

ALGORITHM

Fast Response Time



According to LinkedIn, the **faster** you engage with those who engage with your post, the better.

- ✓ Alerts enabled
- ✓ Check frequently first 24 hours
- ✓ Tag
- ✓ Like & comment
- ✓ Answer questions
- ✓ Acknowledge differing opinions
- ✓ Encourage continued engagement



CAPTIONS



Humans & Algorithm



Tag



Emojis



Hard Returns



CTAs



-Write for **humans & algorithms** when crafting captions.

-Use clear CTAs.

-Ask questions. What do you think? Do you agree?

-**Tag people & companies.**

Use **emojis** to:



Break up text



Highlight key points



Stand out in newsfeed



Break up paragraphs with **hard returns**



Edward Wagoner • 1st

CIO helping you with real estate technology & data

2w • Edited •

"**#Kindness** is the oil that reduces friction between people." 🙌

Employees started "quiet quitting" to push back against increased expectations & pushes for more productivity while their organization pocketed all of the benefit. 🙌

Managers are apparently fighting back passive-aggressively by avoiding one-on-one communication & direct feedback including silently passing people over for promotions & raises thereby "quiet firing" the quiet quitters.



I think the real problem is because everyone is being "quiet"... 🙄

Many pundits note that remote work negatively impacted our ability to communicate with each other by eliminating the in-person office connections & conversations between co-workers, managers & teams.

I think the communication problem has always been there... it's perhaps just gotten worse...

My thinking is influenced by a recent stage presentation I did with **Nashunda Jewels Williams**, JLL's Global Head of Diversity, Equity & **#Inclusion**.

CAPTIONS



Action Words



Power Words



Lists

According to studies, the brain shifts into a higher mode of action when reading **action words**.

Create - Read - Explore - Speak - Defeat
Build - Write - Master - Examine

Power words can push someone to take the action you want.

Discover - Free - Easy - Introducing
Results - New Proven - Quick - Announcing

Lists do well on LinkedIn and are highly-recommended when summarizing articles that contain lists.



The best way to make every meeting great. It's a simple meeting outline:

1. Each individual in the group checks in with their current emotional state and says what they want—what their goal is—for this meeting.
2. Each individual states how far away they are from achieving their stated meeting goal.
3. The group as a whole pursues the goal they are currently farthest away from having achieved.
4. Check Out as soon as you've achieved your goal. Don't waste your time or anyone else's.

ARTICLES



Length



Strong Headlines



High-Quality Images



Writing **LinkedIn articles** is a great way to stand out on the platform, demonstrate your expertise, and get visibility with your target audience.

-125,000 characters. Recommend 500 - 1,000

-[Strong headlines](#)

-[High-quality images](#)

-Link previous articles

-Link reputable sources

Step-by-step instructions for posting a LinkedIn article [here](#).

LinkedIn Sales Navigator Q&A With Richard van der Blom

Published on May 12, 2021



• **Richard Bliss**

Top Social Selling Trainer on LinkedIn | Author of DigitalFirst Leadership |
Public Speaker | LinkedIn Top Voices | BlissPoint Consulting

41 articles


Richard van der Blom is a LinkedIn Sales Navigator and Social Selling genius.

He is also the author of the annual LinkedIn algorithm research report, the founder and owner of **Just Connecting**—a business that supports and trains professionals and organizations on Social Selling and LinkedIn—and a [BlissPoint](#) international partner.

And he generously shares his wealth of knowledge with all his followers on LinkedIn daily. If you don't already follow him on LinkedIn, you're missing out.

Follow him by [clicking here](#).

TIMING

 **Wed 9–10 a.m. & 12 p.m.**

 **Tue - Fri 8 a.m.& 3 p.m.**

 **Saturdays & Sundays**



Best time to post on LinkedIn:

Wed 9-10am & 12pm and Tue - Fri 8am & 2pm.

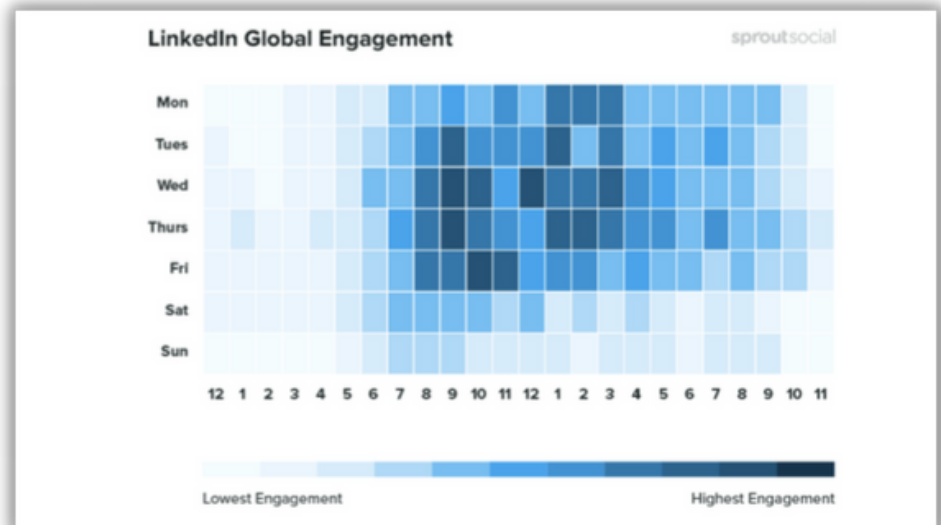
Take best practices with a grain of salt.

Timing Hack: Pay close attention to when (days & times) you post & track results.

Timing Hack: post an hour before “prime time” for a boost in visibility during peak times. Post before peak time, get engagements, LinkedIn shows the post in more feeds.

Post quality content **2-5** times weekly.

Article on the best times to post [here](#).



PROSPECTING



Search (Free)



Sales Navigator (Paid)



Linkedin Search (Free): Search for prospects using filters:

- ✓Connections.
- ✓Connections of.
- ✓Industry.
- ✓Current Company.
- ✓Past Company.
- ✓Keywords.

Sales Navigator (Paid):

Professional:

- ✓Advanced lead & company search
- ✓Alerts on your saved leads and accounts
- ✓Create Custom Lists

Team:

- ✓Share content and track engagement
- ✓Warm introductions from teammates

Enterprise:

- ✓CRM updates with Data Validation
- ✓Integrate CRM contacts
- ✓Advanced enterprise integrations

RESOURCES

[Quillbot](#)

[Canva](#)

[Unsplash](#)

[How to publish articles on LinkedIn](#)