

Akron Chapter IMA

is proud to present



The Association of
Accountants and
Financial Professionals
in Business

Build Your Personal Brand on LinkedIn

Presented by Kristin Williams

**Qualifies for up to
1.0 hour of CPE**



October 7, 2020



Recording



This session is being recorded.

Housekeeping

Thank you for joining us today!

Please note that you are **muted upon entry**.

Use the **chat or Q & A** feature to ask questions.

Questions will be handled at the end of the presentation.



Housekeeping (cont.)

To receive full IMA CPE credit (or school credit), you must:

- Attend the full presentation
- Answer questions through the poll or chat feature
- Complete the Evaluation Survey that will be sent out in an email after the event (*Optional but encouraged*)



Learning objectives

1. Build an appealing profile on LinkedIn
2. Create content for LinkedIn
3. Engage broadly on LinkedIn

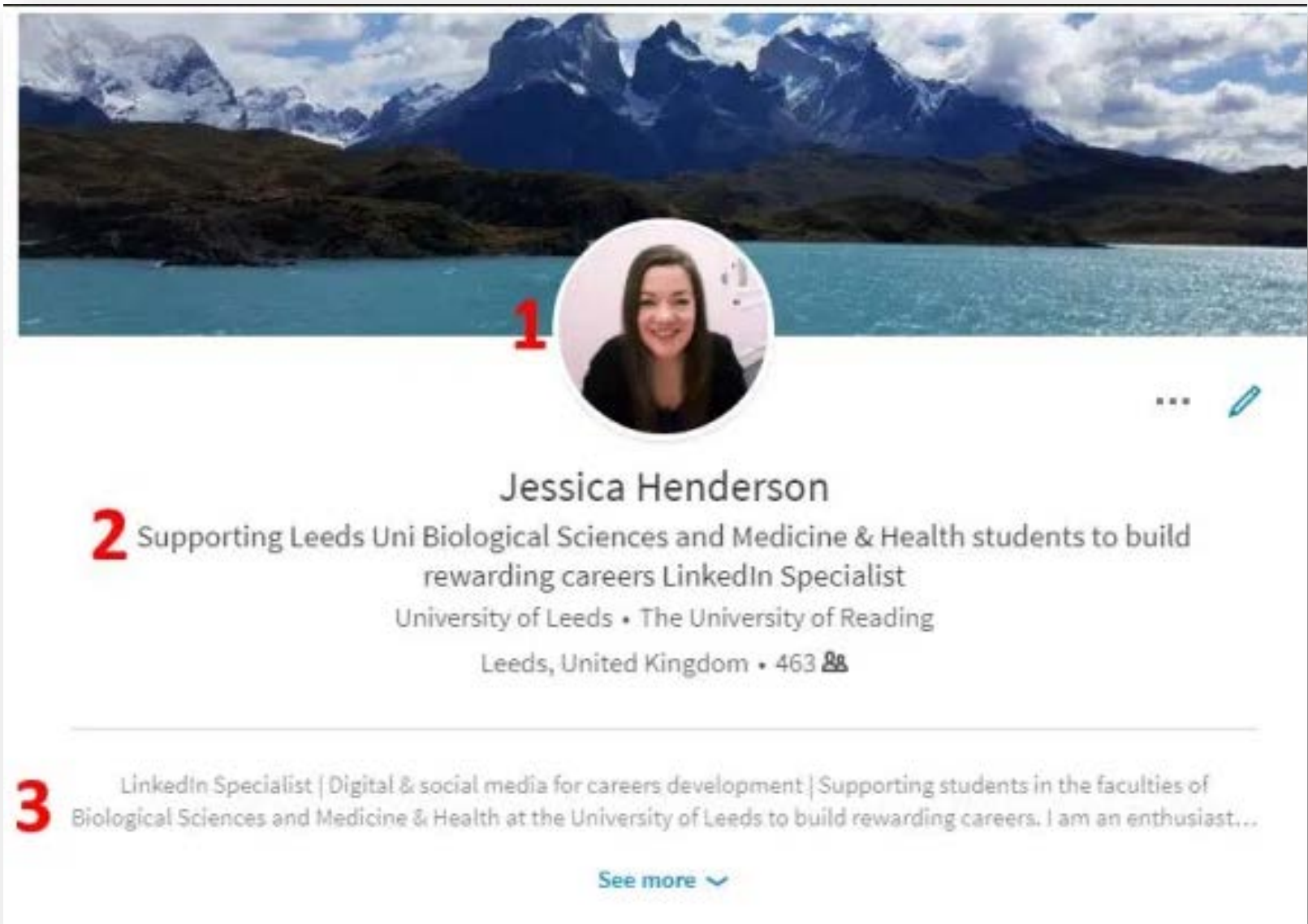
Kristin Williams

**Executive Director, Career
Exploration and Development,
Kent State University**

Building your brand on



Your Profile



1

2 Supporting Leeds Uni Biological Sciences and Medicine & Health students to build rewarding careers LinkedIn Specialist
University of Leeds • The University of Reading
Leeds, United Kingdom • 463 28

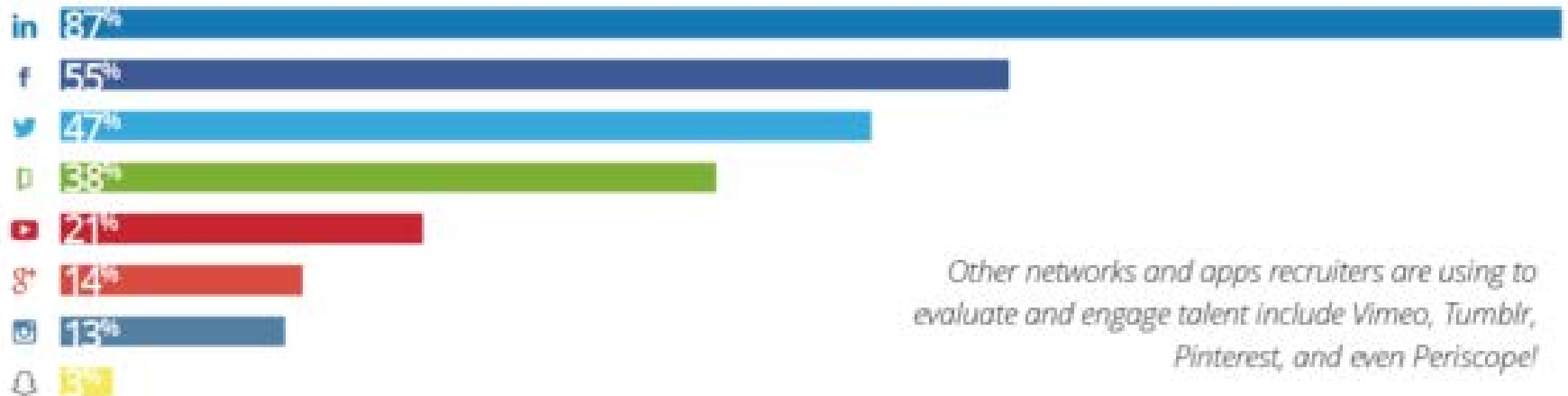
3 LinkedIn Specialist | Digital & social media for careers development | Supporting students in the faculties of Biological Sciences and Medicine & Health at the University of Leeds to build rewarding careers. I am an enthusiast...

[See more](#) ▼

Why?

SOCIAL

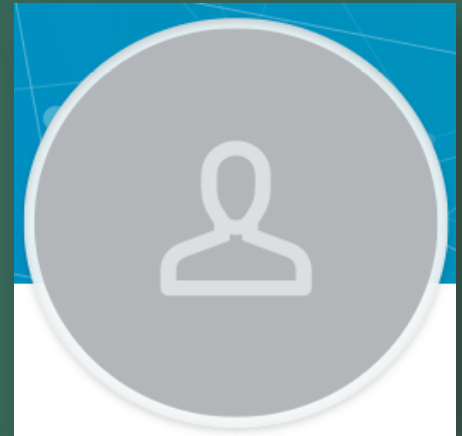
Only 4% of recruiters **DON'T** use social media in the recruiting process. 4% aren't sure, but the **92%** of recruiters that do use social media cast a wider net than ever:



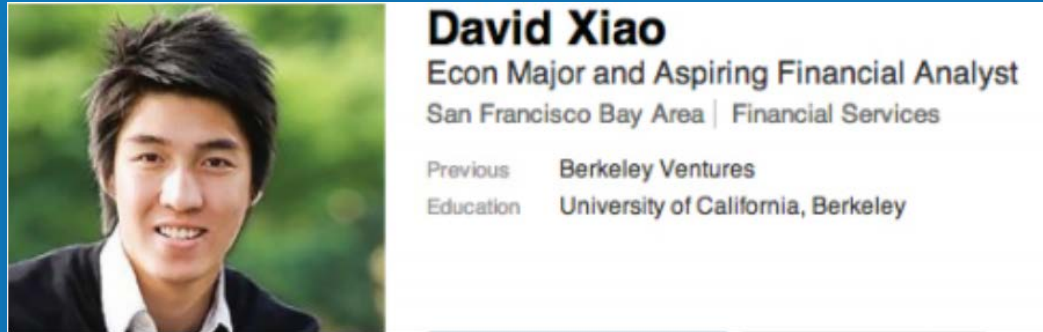
Profile Pictures

- Make sure you have a profile photo - it will help get you recognized and connect to potential opportunities.
- Members with a profile photo receive up to 21x more profile views and 9x more connection requests.
- You don't have to have a professional photo shoot to have a strong profile photo.

<https://www.linkedin.com/pulse/tips-do-it-yourself-headshot-you-can-even-use-your-iphone-de-witte/>



Headline



- Include “career ambitions” and keywords
- What are you passionate about now? What do you hope to do in the future?
- Who do you want to “help”?
- Let it serve as your “brand” (value)



Bruce Lam • 2nd

Senior Recruiter at Shippo. I spark joy in recruiting and enable candidates to be successful.

San Francisco, California

[Connect](#)

[View in Recruiter](#)

[More...](#)



Shippo



University of California,
Davis



See contact info



500+ connections



University of California,

contact info
connections

n. Along the way,
career move. And if
there.

teams and dreams.
full-cycle
recruiting, so far,
move in software

GoT and re-runs
the East Bay, and

I find great people and find them great careers. This all starts with a conversation. Along the way, we'll find it together and uncover their values, personal aspirations, and next career move. And if we don't, well then we keep the conversation going, because I want to get them there.

I'm a data-driven and an insightful recruiter who is passionate about growing teams and dreams. From private start-ups to public Fortune 500 companies, I've grown my skills in full-cycle recruiting, strategic sourcing, data analytics, and project management. My joy in recruiting, so far, has been matching top-performing and rising professionals with the right career move in software engineering, sales, management, UX, marketing, and more.

When I'm not recruiting or pivoting tables, I'm improving an old recipe, watching GoT and re-runs of The Office, listening to biographies on Audibles, hanging out with my wife in the East Bay, and sipping stouts and cab francs.



Getting Started



Authenticity

- What makes you unique?
- Am I being real + honest?
- Am I focusing on selling myself/a product?
- What can I offer?



<https://www.linkedin.com/learning/search?keywords=personal%20branding%20on%20linkedin&u=76082546>

Headline

- Is it clear?
- Are their clichés?
- How am I describing myself?

LinkedIn Headline Formula

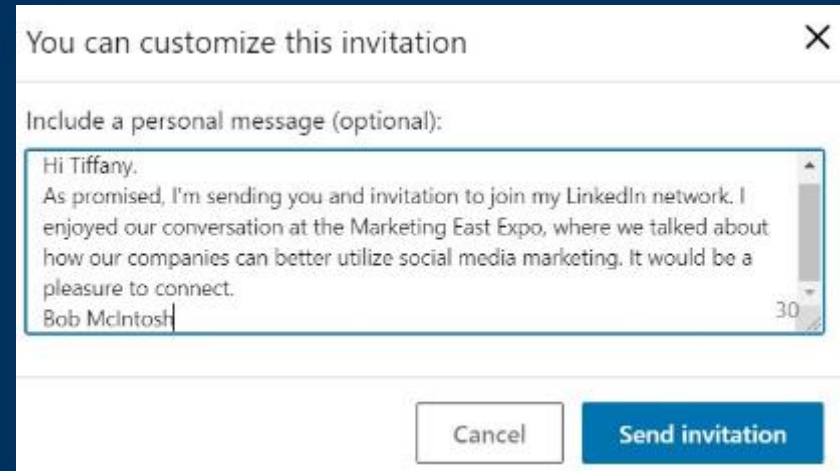
Part 1: Keyword Filled Overview

Data Scientist, Machine Learning, & Analytics Manager
@ Nike | Driving Growth Across 170M Members

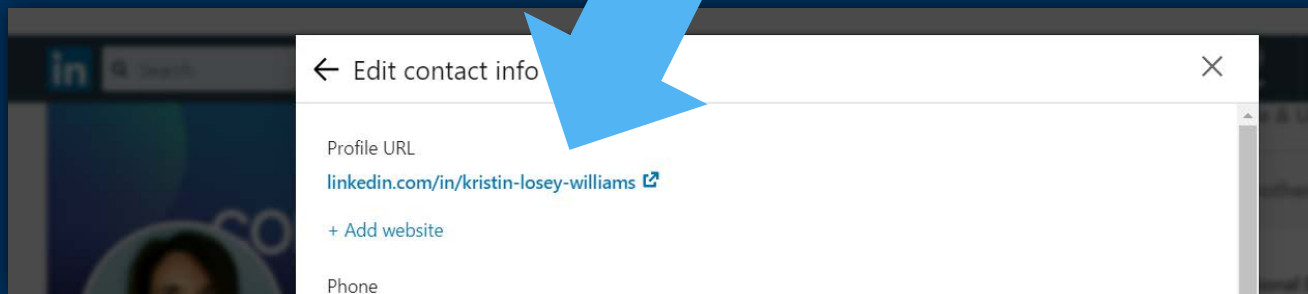
Part 2: Value Illustration (With Results!)

Consistent + Personal

- Am I presenting a similar message platforms?
- Do I introduce myself?
- Did I customize my profile URL?
- Is my profile public?



This is a screenshot of a LinkedIn invitation customization dialog box. The title bar says "You can customize this invitation" with a close button (X) in the top right corner. Below the title bar, there is a section labeled "Include a personal message (optional):". Inside this section is a text area containing the following text: "Hi Tiffany. As promised, I'm sending you an invitation to join my LinkedIn network. I enjoyed our conversation at the Marketing East Expo, where we talked about how our companies can better utilize social media marketing. It would be a pleasure to connect. Bob McIntosh". The text area has a character count of 30 in the bottom right corner. At the bottom of the dialog box, there are two buttons: "Cancel" and "Send invitation".



This is a screenshot of a LinkedIn "Edit contact info" dialog box. The title bar says "Edit contact info" with a back arrow on the left and a close button (X) on the right. The dialog box contains several fields: "Profile URL" with the value "linkedin.com/in/kristin-losey-williams" and a link icon, "+ Add website", and "Phone". A large blue arrow points from the top right towards the "Profile URL" field.

Creating Content



Update your profile

- New job?
- Recent speaking engagement?
- Skills + Endorsements
- Recommendations

Skills & Endorsements

Add a new skill 

Take skill quiz

Career Counseling · 54

 Endorsed by Nick Fahnders, who is highly skilled at this

Higher Education · 53

 Endorsed by George Stevens and 3 others who are highly skilled at this

Program Development · 35

 Endorsed by Nick Fahnders and 1 other who is highly skilled at this

Show more 

Recommendations

Ask for a recommendation 

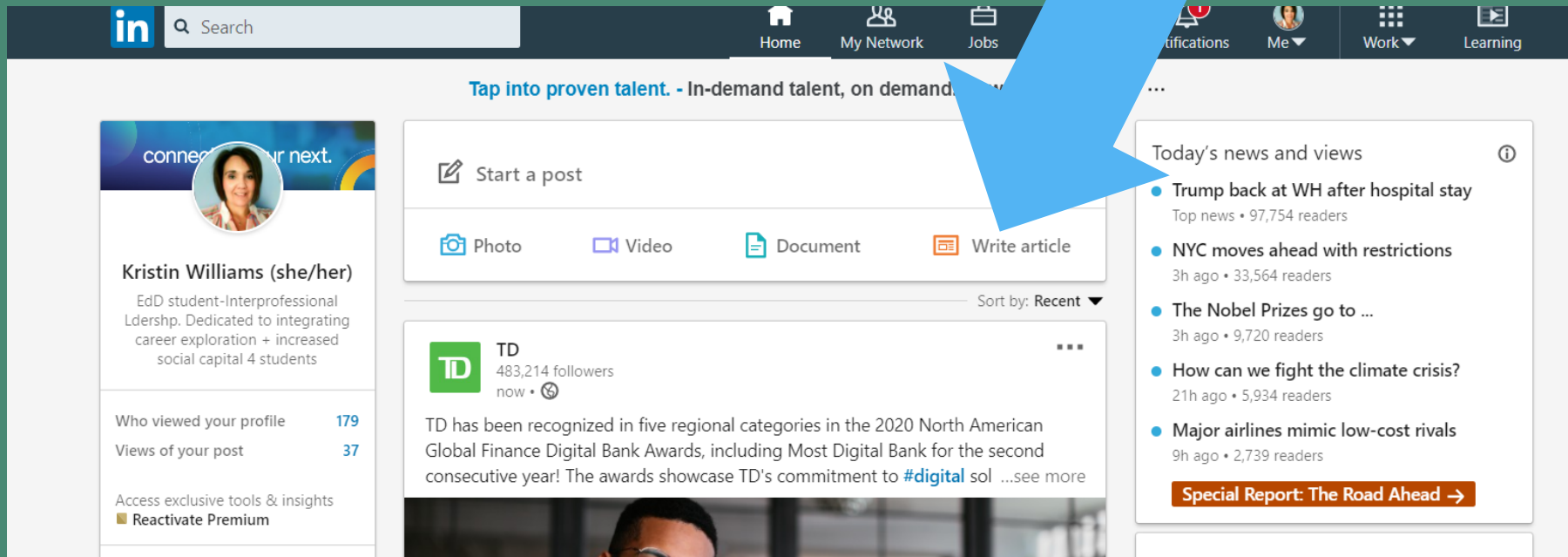
Post

- Like and comment each post. Use a hashtag.
- What is going on in your field?
- Can you educate?
- Is this self-promotion?



Write Articles

- Your interests
- For work



The screenshot shows the LinkedIn homepage interface. At the top is a dark blue navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Notifications, Me, Work, and Learning. Below the navigation bar is a banner that reads "Tap into proven talent. - In-demand talent, on demand...". The main content area is divided into three columns. The left column features a profile card for Kristin Williams (she/her), an EdD student-Interprofessional Leadership. The middle column contains a "Start a post" section with options for Photo, Video, Document, and Write article. A large blue arrow points to the "Write article" button. Below this is a post from TD, which has 483,214 followers and mentions recognition in the 2020 North American Global Finance Digital Bank Awards. The right column displays "Today's news and views" with a list of articles: "Trump back at WH after hospital stay" (97,754 readers), "NYC moves ahead with restrictions" (33,564 readers), "The Nobel Prizes go to ..." (9,720 readers), "How can we fight the climate crisis?" (5,934 readers), and "Major airlines mimic low-cost rivals" (2,739 readers). At the bottom of this list is a "Special Report: The Road Ahead" link.

in Search

Home My Network Jobs Notifications Me Work Learning

Tap into proven talent. - In-demand talent, on demand...

connect your next.

Kristin Williams (she/her)

EdD student-Interprofessional Leadership. Dedicated to integrating career exploration + increased social capital 4 students

Who viewed your profile 179

Views of your post 37

Access exclusive tools & insights

Reactivate Premium

Start a post

Photo Video Document Write article

Sort by: Recent

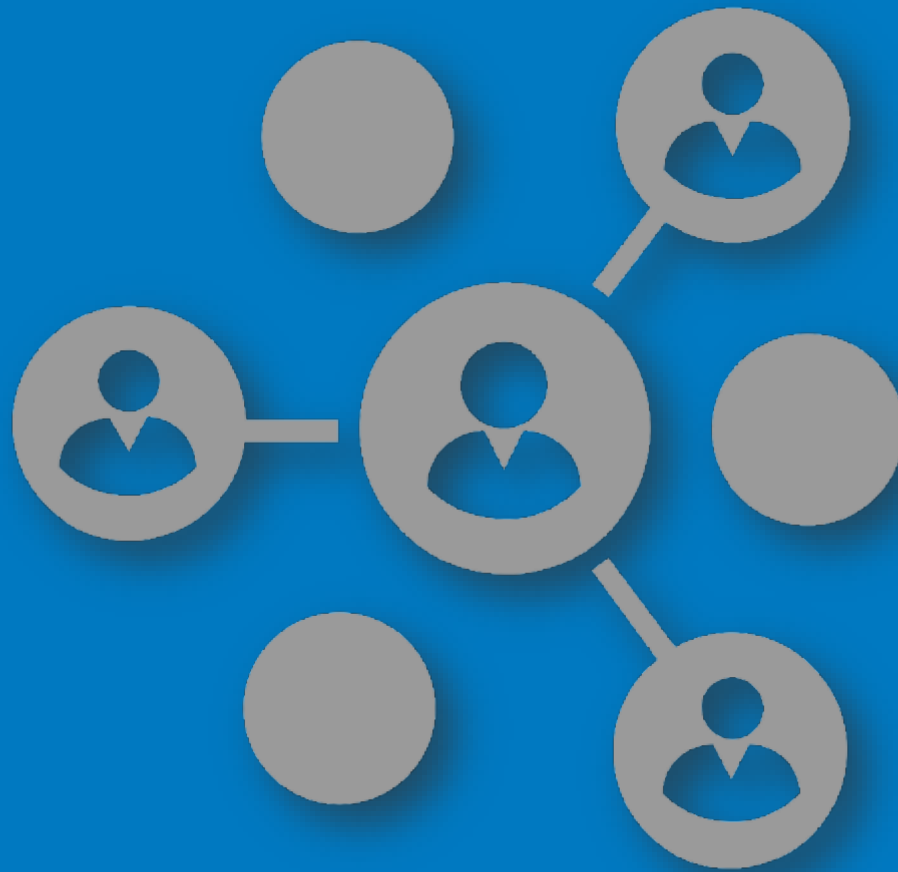
TD 483,214 followers now

TD has been recognized in five regional categories in the 2020 North American Global Finance Digital Bank Awards, including Most Digital Bank for the second consecutive year! The awards showcase TD's commitment to #digital sol ...see more

Today's news and views

- Trump back at WH after hospital stay
Top news • 97,754 readers
- NYC moves ahead with restrictions
3h ago • 33,564 readers
- The Nobel Prizes go to ...
3h ago • 9,720 readers
- How can we fight the climate crisis?
21h ago • 5,934 readers
- Major airlines mimic low-cost rivals
9h ago • 2,739 readers

Special Report: The Road Ahead →

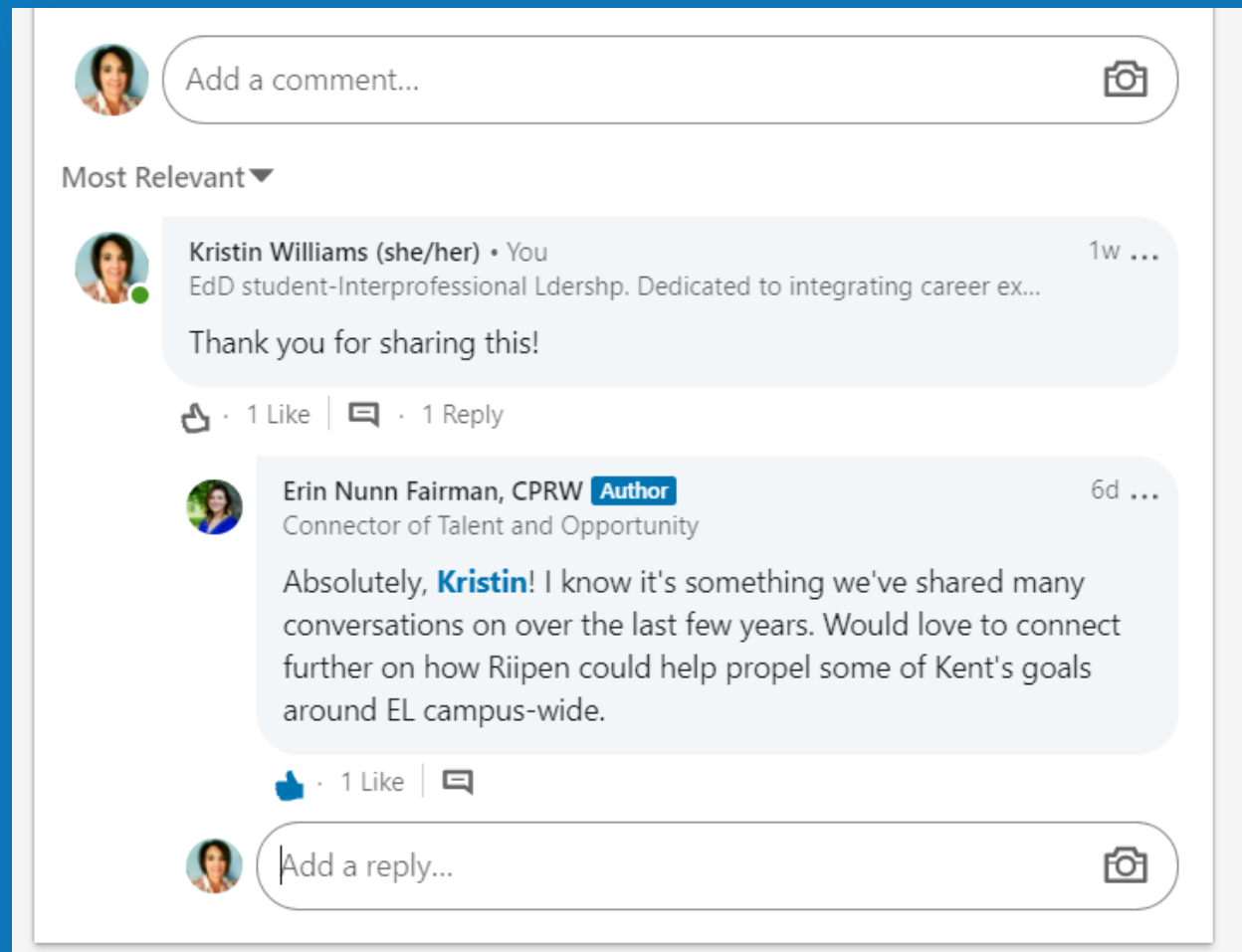


Create Connections



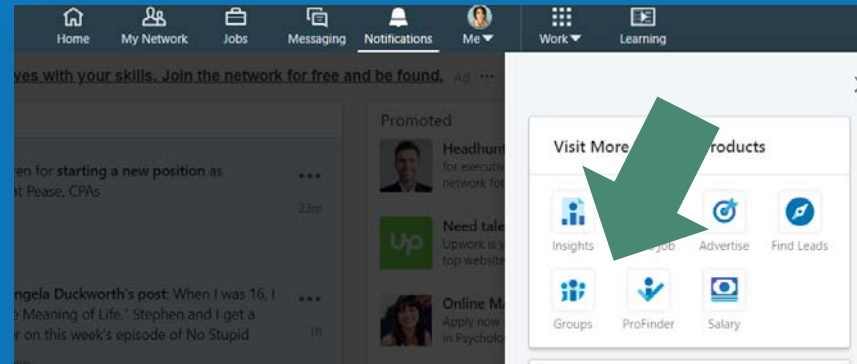
Interact

- Comment on other posts
- Follow up with new connections



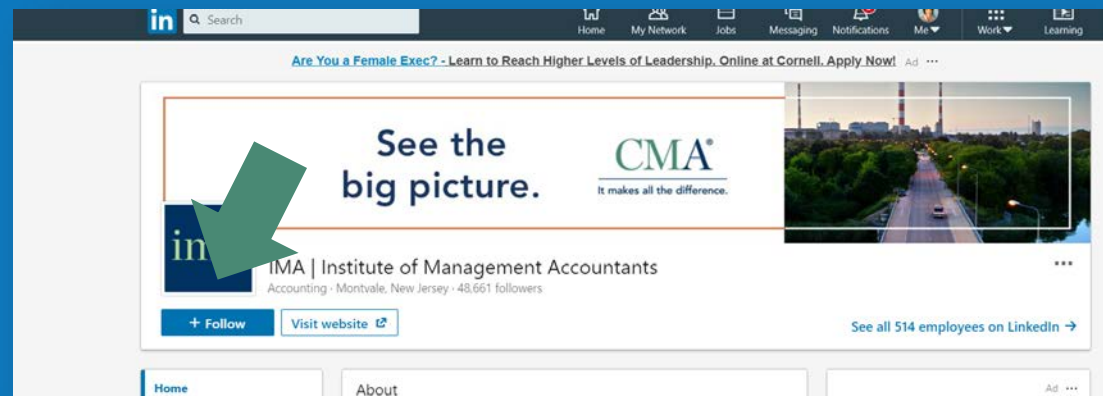
Join Groups

- Interest groups
- Professional organizations



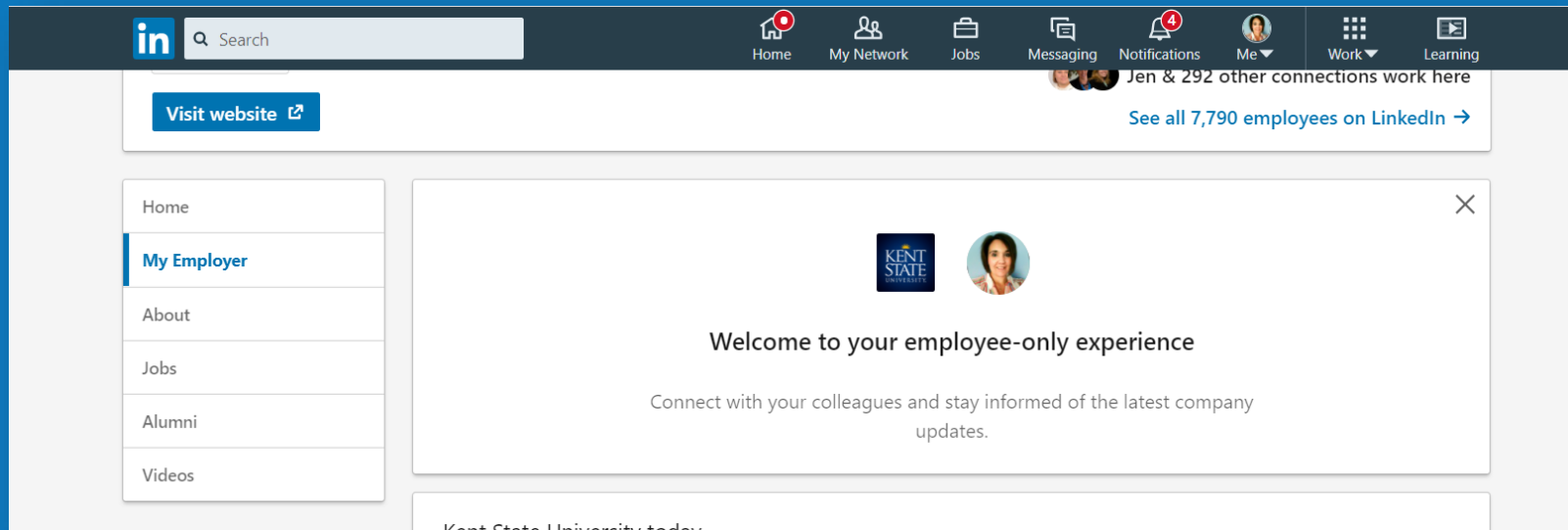
Follow Employers

- Drives what shows in your feed



Leverage the alumni tool

- Learn from others
- Hear career journeys
- Collaborate on content
- Grow connections



Questions and Answers



Use the **chat**
or **Q & A**
feature to
type
questions.

Thank you to our presenter!

Kristin Williams



Thank you for joining us today!

Final Reminders

- ▶ Please complete the evaluation survey that appears in your browser after webinar ends
- ▶ CPE certificate – post-event e-mail – Please allow at least four weeks for this to arrive
- ▶ Your CPE credit will be recorded in your transcript by the Akron Chapter

Upcoming 2020 webinars

Next up:

Accounting Standards Update,

Tue., October 13, 12 –1 pm Eastern

Presented by Marie Brilmyer, Cohen & Co.



IMA Student Leadership Conference

VIRTUAL 2020



November 13, 2020

Register Now
imaslc.org



Thank You!

**The Akron Chapter
would like to thank
you for joining us for
this event!**

**We hope you learned
something that will
help you.**



akron.imanet.org



Next up: Accounting Standards Update,
October 13, 12 – 1 pm Eastern