

Unleash the Power of LinkedIn & Leverage Your Government Agency



Jessica Koch of Jessica L. Koch Consulting
www.jessicaLkoch.com
jessica@jessicaLkoch.com
410-349-6016

Why LinkedIn?

- 562 Million Users
- 47% Use it Daily
- 54% of LinkedIn users earn more than \$75,000
- 41% of the worlds Millionaires use LinkedIn
- 2 New Members per Second!
- 146 Million users based in US
- Professionals looking to work with other professionals
- 1.5 Million Groups

Who Should Use LinkedIn

- **Students**-16 years old or older – Beginning to set themselves up to be accepted to their ideal College or University and tracking achievements
- **College Students** – As they take this education journey they make connections and can leverage those connections for introductions and possible future career opportunities
- **Universities, Colleges and Educational Organizations**- Position themselves as Top facilities, attract best staff, attract donors, and attract STUDENTS
- **Military Members** Transitioning from Military Careers to Civilian workforce- Find Employment
- **Companies and Business Owners** – Seeking Customers and Employees
- **Non-Profits**- Share their Story, recruit volunteers, recruit board members and recruit donors and share information about upcoming events

- **Government Agencies and Organizations-**
 - Attract top talent
 - Communicate with citizens about available programs- Mayor Boris Johnson for the city of London communicated with citizens about a city bus issue and relieved stress for citizens and addressed problem using Social Media. Mayor Cory Booker 2010 of New Jersey dealt with a similar problem involving snow removal and used social media to communicate, also.
 - Social Listening is a chance to learn what support citizens may need
 - Collaborate about Innovated Solutions to current or potential future challenges – Philadelphia, Pennsylvania entered a contest run by Pepsi and won money to build a park, using Social Media
 - Share the History and Story of the area helping residents feel more connected– Republic County Economic Development is using LinkedIn to market to residents that have moved away and may want to return to fill newly available jobs
 - Increase Tourism – Create videos of your areas hot spots and put video link in article you post on LinkedIn then share with Facebook and Twitter with one click!!
 - Attract industry to locate in your area and strengthen local economy– *Citizens of Lisle, Illinois launched a social media campaign to encourage Navistar to located their headquarters in their city, and succeeded. Muskegon, Michigan ran a similar campaign to affect Scandia Wind Offshore to include their deep-water port.
 - Share Budget Information for transparency
 - Disaster support
- **Great Examples:**
- <https://www.linkedin.com/company/city-of-melbourne/>
- <https://www.linkedin.com/company/city-of-portland/>
- **I would love to see Portland post more than just job ads but good they have a very good following...**
- <https://www.linkedin.com/company/city-of-reno/>
- **Awesome they share videos and all kinds of great information.**
- **Industry Leaders-**A thought leader is someone who drives innovation and new ideas in their given industry. They are experts in their area. They're highly respected, connected and valued. Being a thought leader is about sharing your ideas and your unique professional opinion of your industry... so are you sharing yours?

Industry Leaders Action List: Write Articles, Create Videos, create Learning tools
Powerpoints/ebooks , GET interviewed-there are lots of opportunities for this --Be a mentor, have a mentor, stay active on multiple Social Media Platforms – ask and answer questions – have a strong consistent profile whatever platform you use!

Example of a good Profiles from Procurement Industry:
<https://www.linkedin.com/in/matt-hanson-b05a141b/>

<https://www.linkedin.com/in/nathanjaysorensen/>

Permission to use the above examples was given by the profile owners. ☺

*Some information on this slide found in "Social Media and Local Governments, Navigating the New Public Square" by Patricia E. Salkin and Julie A. Tappendorf

Get Started

Define a Social Media Strategy- Choose Platforms
Setup Profile and Understand how to Navigate
Establish Goal so you know what Success Looks like?

*Follow each of these steps keeping each of the below in mind

You- How will your social media plan affect you and your career

Your Agency/Organization – How will your plan help your agency and can the Agency Establish it's own marketing plan if it hasn't already and if you it has a plan can it be improved?

Your Community- Can you contribute to a charity? By sharing their event, Does your Agency promote community beyond it's website?

Your State-What is your community doing that others might want to incorporate for themselves or what industry knowledge can you blog about on LinkedIn and share Nationally and Globally

Your Country- What is your community doing that could help the country...and if shared on multiple Social Media Platforms how might that impact our World?

LinkedIn

Profile Top Down Insights

*Headshot

*Background photo

Canva

Pixabay

befunky

Snipping tool

***Headline**- what is most important about you, makes you valuable?

***Summary**-How do you approach your purchasing responsibilities that sets you apart?

Key Questions to ask yourself:

- | | |
|-----------------------------|---|
| 1.) Wouldn't you love to..? | 6.) Can.. You.. Can't you? |
| 2.) Isn't it time to..? | 7.) Do you notice how good it feels when? |
| 3.) Are you tired of ..? | 8.) Do you need/want a better? |
| 4.) Can you imagine..? | 9.) Did you ever ask yourself? |
| 5.) Are you drowning in..? | 10.) Are you interested in..? |

***Media**-video on LinkedIn that carry over the image are:

YouTube, Vimeo, Ustream, and Brightcove... for the moment-
However, you can add Facebook and Periscope you just need to
include a call to action to watch the video. (This is a chance to give
your presentation/both short and Long version!)

you never know who or how your information can help and what
time of day they will watch! Also just record yourself doing your bio and/or sharing
training or new information on something that could help someone in your industry

—
some people hate to read.. Some people prefer it --be set for both
personality types and preferences!

***SEO**-Summary-Media titles and description

***ProFinder**-be sure you are ready to apply-

You really must have! strong references/a complete profile

You can use and link badge using Snipping Tool! (This could be good for

local citizens.)

***Slideshare** – another space to gain and share knowledge

***Experience**- what matters to your story

Education**Volunteer Experience*****Skills**

Recommendations**Accomplishments*****Interests*****Groups**

***Growing Connections:**

Staff at your agency

Fellow procurement officials from NIGP

Alumni

Home Feed-Articles/Posts

Groups

Advanced Search

People LinkedIn suggests

Other Profiles Viewed

Views of your profile in notifications

Recommendations

**People you admire, no matter how famous! Like Authors! I give some examples in the slides below

People that LinkedIn suggest you to follow (use dots)

Notifications

Use with caution adding you email address book and mass connects

-----Choose a goal number of new connection invitations to send – select either a daily number or weekly number, what ever works better for you!

***Export Contacts**

***Advanced Searches-** Saved searches seems to be down-and the ability to save

***Jobs** – LinkedIn Salary – Update Career Interests – and Manage Alerts-job searches are available and save options

7 Best Purchasing and Procurement Books are as below:

[Procurement and Supply Manager's Desk Reference by Fred Sollish and John Se manik](#)

[Procurement Game Plan: Winning Strategies and Techniques for Supply Management Professionals by Charles Dominick and Soheila Lunney](#)

[Category Management in Purchasing: A Strategic Approach to Maximize Business Profitability by Jonathan O'Brien](#)

[Purchasing Chessboard: 64 Methods to Reduce Costs and Increase Value with Suppliers by Christian Schuh et al](#)

[Purchasing and Supply Chain Management by Robert M. Monczka et al](#)

[Procurement, Principles & Management by Peter Baily et al](#)

[Purchasing and Supply Management by P. Fraser Johnson and Anna Flynn](#)

Above information taken from a article written by Ben Benjabutr
<https://www.supplychainopz.com/2015/03/purchasing-books.html>

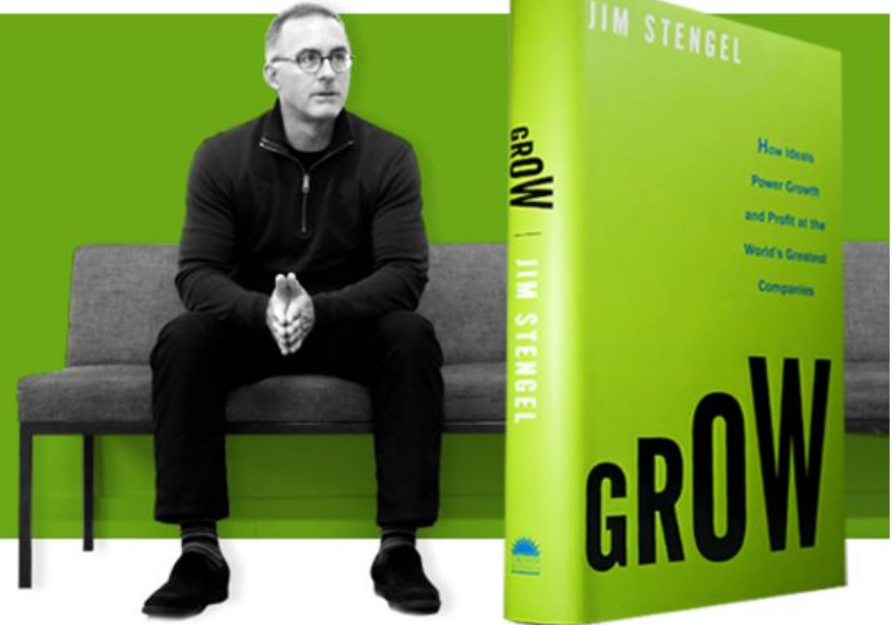
Marc Allen, Multi-Millionaire & co-Founder of New World Library Publishing Company



[Marc Allen](#), internationally renowned author, reveals in this interview his methods for setting goals and affirmations. Marc is the co-founder (with Shakti Gawain) of New World Library publications and its current president and publisher. He guided the company from a small start-up with no capital to its current position as one of the leading independent publishers in the country, making him a multi-millionaire in the process.

“ A new, powerful model for business. This is a must-read, not just for marketers, but for all business leaders. ”

— Sheryl Sandberg, chief operating officer, Facebook®



***Add a Section**

***Customize you LinkedIn URL**

***Public Profile**

***Articles**-as mentioned pixabay-befunky-canva

<http://www.free-powerpoint-templates-design.com>

<https://screencast-o-matic.com>

put link in web-blog and youtube-Share on FB-
twitter-repurpose-email link-direct message link-
community and networking event announcements
Snipping Tool

*** Videos can be placed in Articles, This amazing Los Vegas YouTube video can be placed in an Article link on LinkedIn and then with a click of a button shared on both FaceBook and Twitter offering the City more success for the effort already made... Lets make the most of all you do!

<https://www.youtube.com/watch?v=vX3ZHx2HjJA>

Similarly, Chicago has a good LinkedIn page and an outstanding YouTube Channel, Very well branded but both can benefit from one another by adding links to both And uploading video to LinkedIn page and articles

<https://www.linkedin.com/company/city-of-chicago/>

<https://www.youtube.com/channel/UCmmqVuFMva-PXvotPeLnqvw>

Maryland has a great LinkedIn page, however I could not find a YouTube Channel...and that could really Boost value for the effort already made.

<https://www.linkedin.com/company/maryland-commerce/>

City Of Frederick- Great YouTube Channel!

<https://www.youtube.com/channel/UCTig2g9-KiZFgNg8kYxeKXA>

Could add so many of these amazing videos to LinkedIn Page and then push to Facebook and Twitter. Easy!

<https://www.linkedin.com/company/city-of-frederick-md/>

Exciting Options on LinkedIn

LinkedIn has the option to allow yourself to mentor others or be mentored

LinkedIn has an extensive Learning library that in some cases offers certificates/certifications upon Completion—This service cost money on LinkedIn However, the exact learning Library Can OFTEN be accessed by your citizens for FREE through local Libraries , an opportunity most citizens don't know about..
www. Lynda.com -- write and article on LinkedIn and get the word out to your Community!

LinkedIn has SlideShare interface for free with a ton of valuable learning tools and a place to feature the Tools you developed that can support others!

LinkedIn has Profinder that will help local consultants, independent contractors and Free lance workers find employment helping to build the economy in your community!!

LinkedIn has a Volunteer Match up

LinkedIn is great to help your citizens find employment and your business community to hire the best.

LinkedIn has a special site to support Non-Profits

<https://nonprofit.linkedin.com/>

LinkedIn for Good has several exciting programs that could offer support to your Community.

<https://linkedinforgood.linkedin.com/en-us>

Other Great Resources

GovLoop is for Government Only... and can be very helpful but should not be your Only strategy because the public can not participate.

<https://www.govloop.com/about-us/>

NextDoor for Cities has some great testimonials and case studies to check out

<https://us.nextdoor.com/agency>

Google Alerts: Setting up alerts for topics of interest can help you stay up with what is happening Globally and give you great content for article writing

Reference USA/ A-Z Data Bases and Hoovers – A great resource often free for your citizens and business owners and is rarely know about
LinkedIn is a great place to write articles and share this information with your community and cross tie it to your other social sites....

THANK YOU

**Please feel free to Contact
Me with Questions**

Jessica Koch

410-349-6016

jessica@jessicaLkoch.com