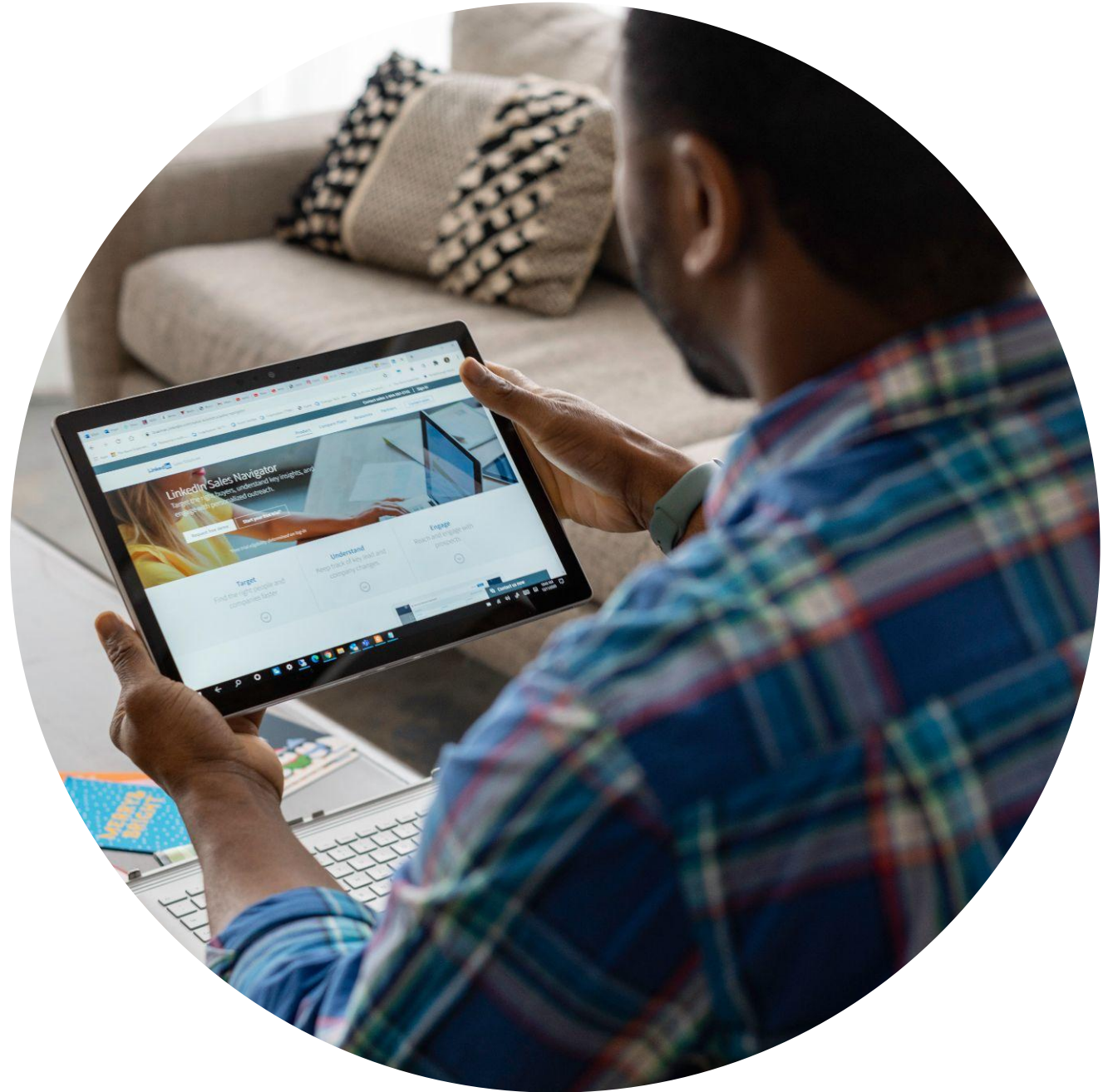


# Welcome to Rock Your Profile

You are all Brand Ambassadors



# Question 1

Vote in  
the chat!



How many languages are  
spoken in Kenya

1. 38
2. 60
3. 68
4. 102

## Question 2



For what efforts was Wangari Muta Maathai awarded a Nobel Prize in 2004

1. Sustainable development, democracy and peace
2. Science
3. Health

# Profile Pictures, what we recommend\*



# Example of good Profile Picture



**Dorcas Onyango** · 3rd

BBA, CPA II, MBA

Kisumu County, Kenya · [Contact info](#)

448 followers · 442 connections

 **Message**

**View in Recruiter**

**More**



**University of Nairobi**

# Welcome to Rock Your Profile

You are all Brand Ambassadors



# CONTENT MATTERS

The average person scroll through 300ft.  
(91m.) of mobile content on a single day

---



ROCK YOUR PROFILE

# Our Agenda

- 1 Get to Know LinkedIn
- 2 Why LinkedIn?
- 3 Your Profile, Your Story
- 4 Wrap Up & Q&A



# Get to know LinkedIn



## OUR VISION

Create economic opportunity for  
every member of the global  
workforce.

# As the world's largest professional network our data fuels our integrated talent approach

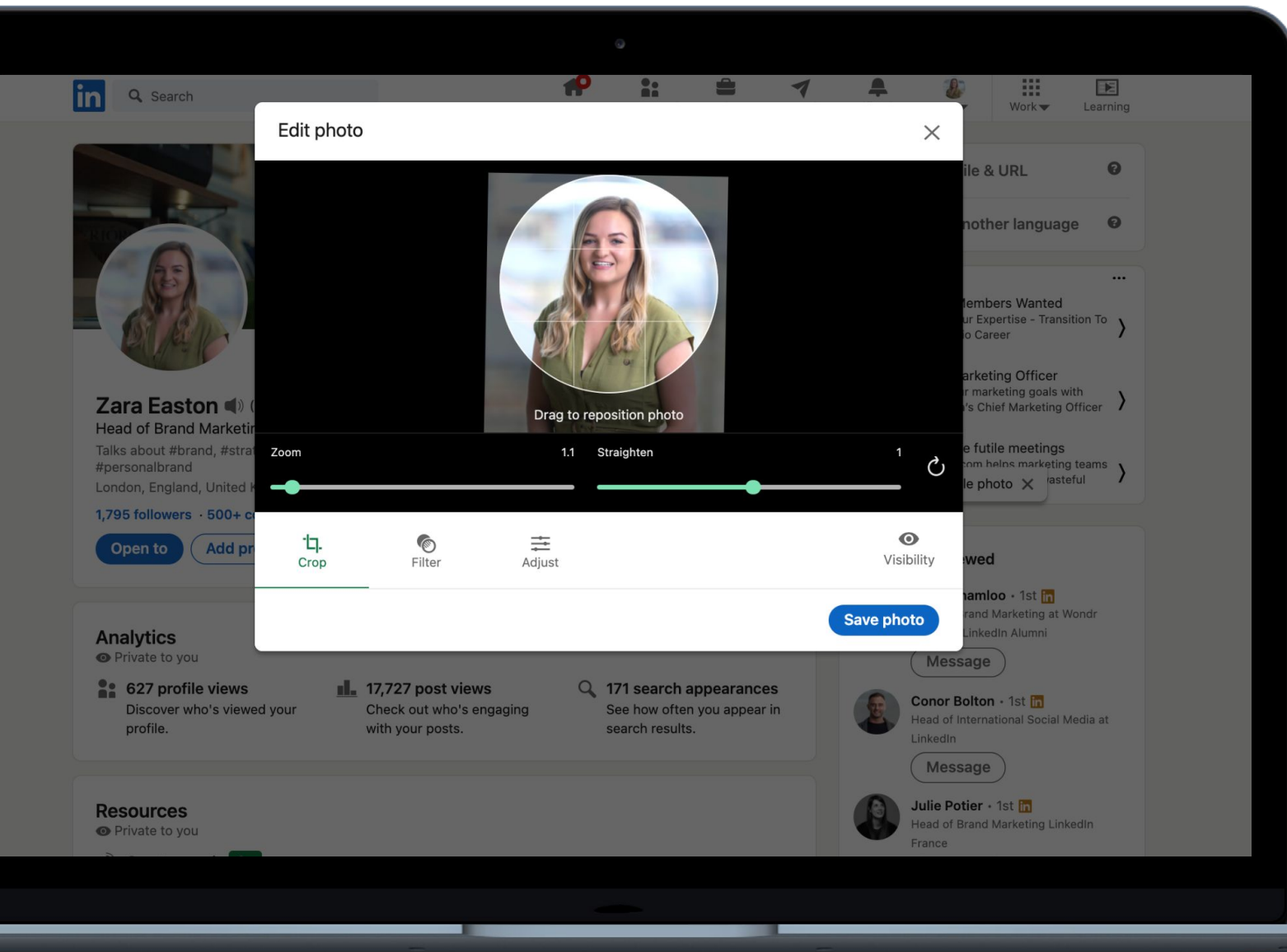


# Let's Rock Your Profile

Your  
profile,  
your story







STEP 1

## Add a photo

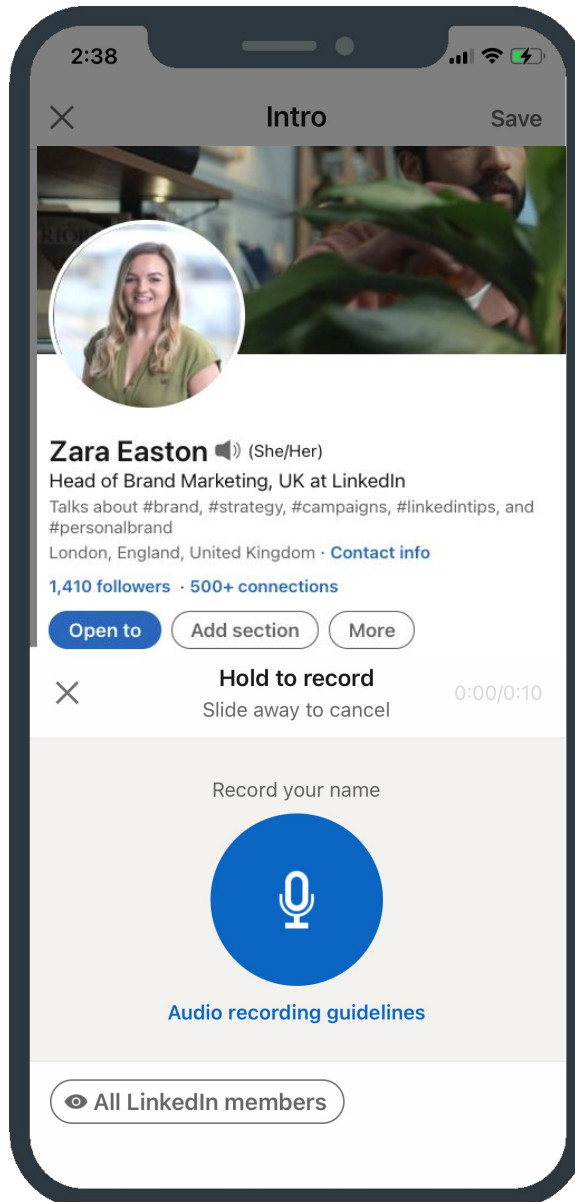
Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages





## STEP 2

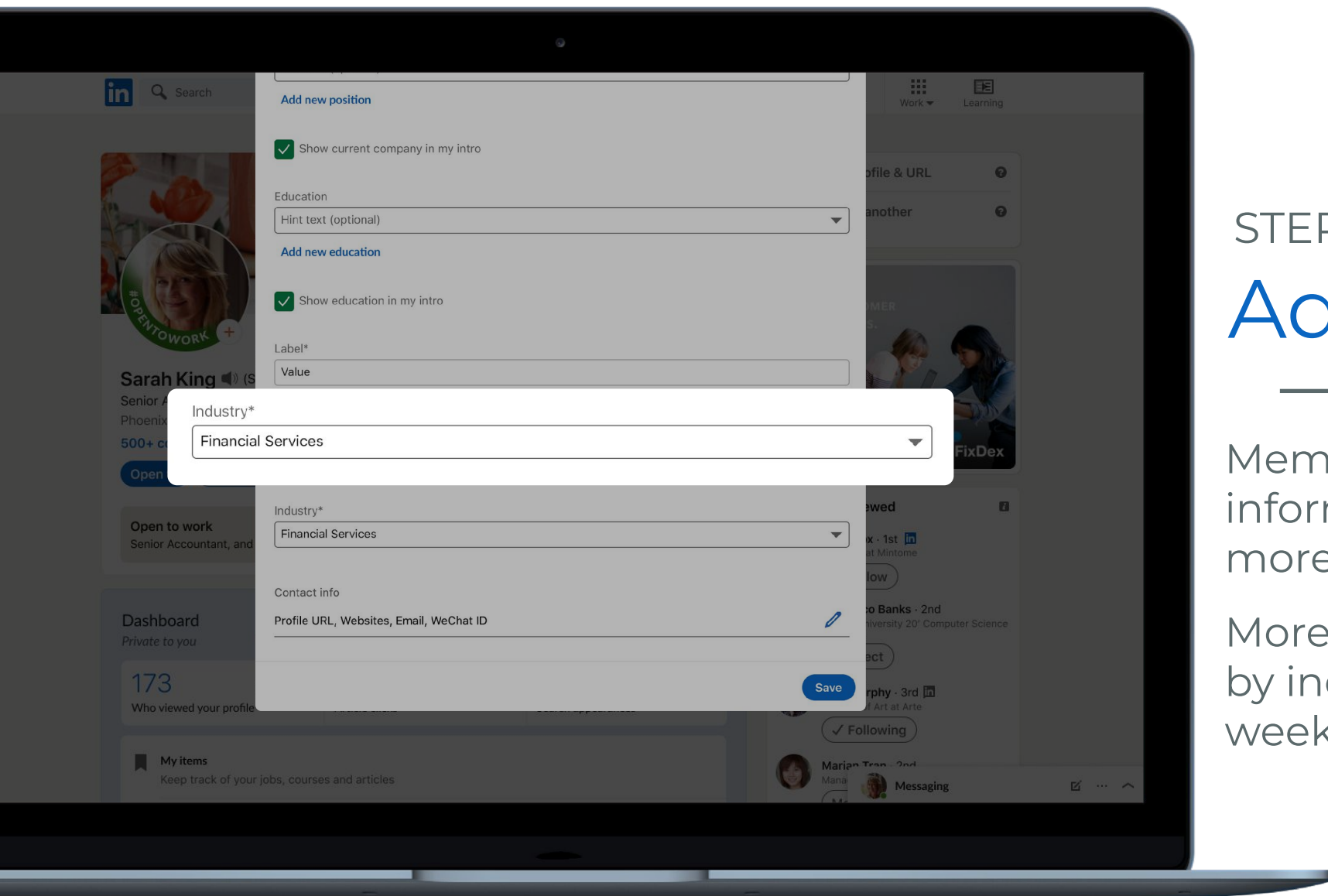
# Record Your Name

Pronounce your name for others  
and make a great first impression.

Update on mobile

10 secs, limit background noise

Hold phone 4in from your mouth

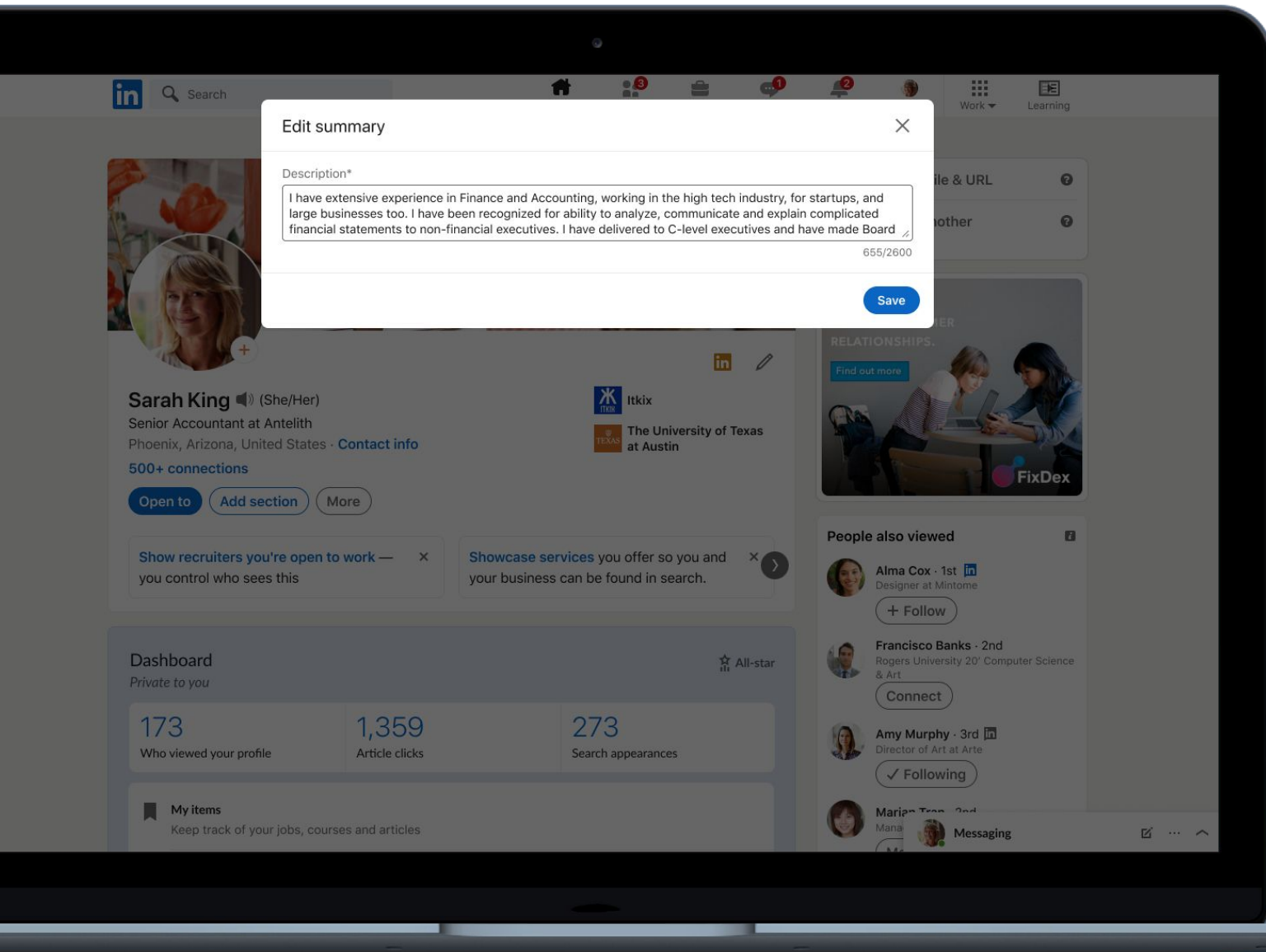


STEP 3

## Add your industry

Members with industry information receive up to **9x** more Profile views

More than **300K** people search by industry on LinkedIn every week.



## STEP 4

# Draft a compelling summary

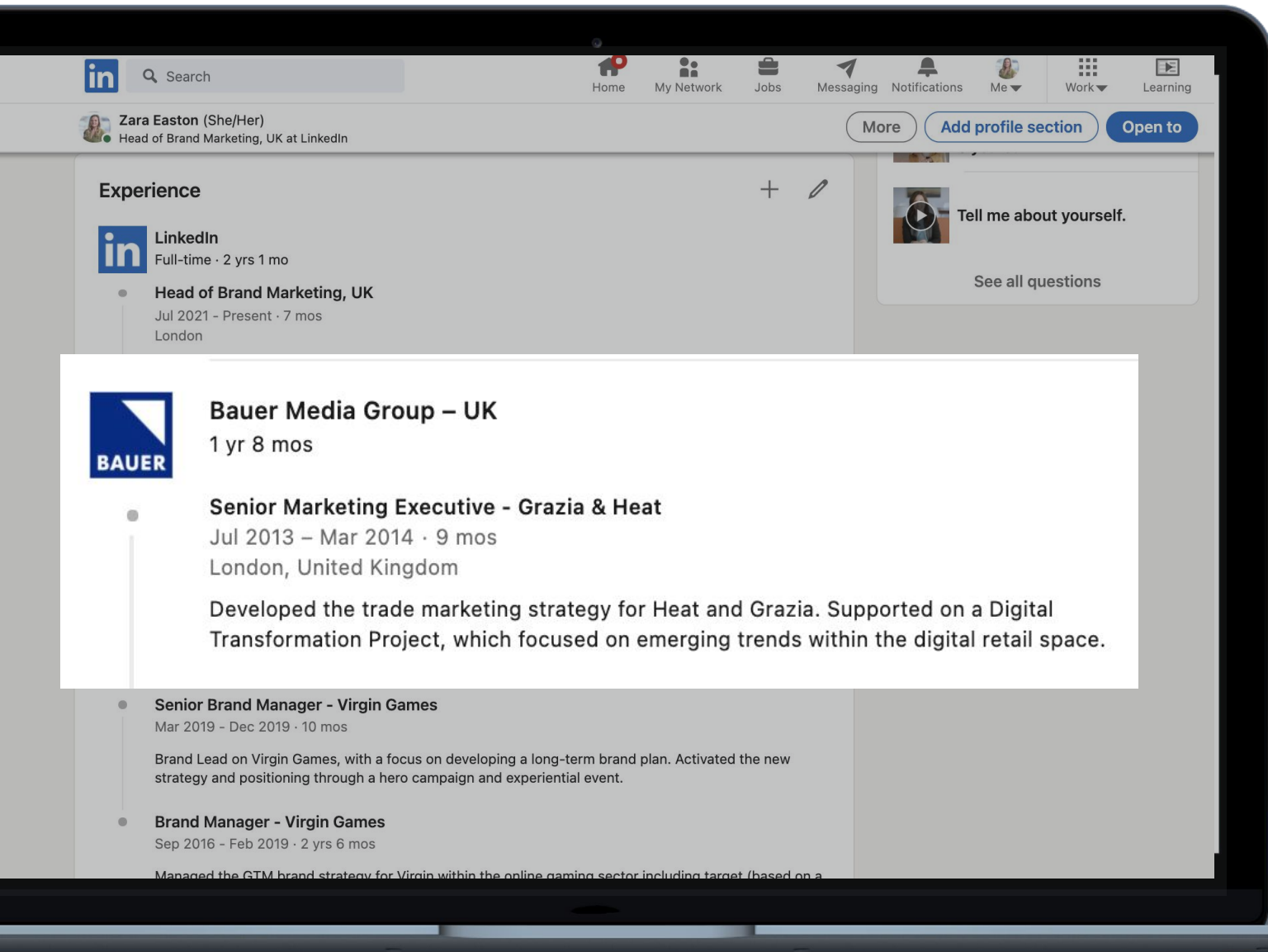
Featured in your 'About' section Your "elevator pitch"

Focus on career accomplishments and aspirations

40+ words

Using AI to  
draft your  
summary





## STEP 5

# Detail your work experience

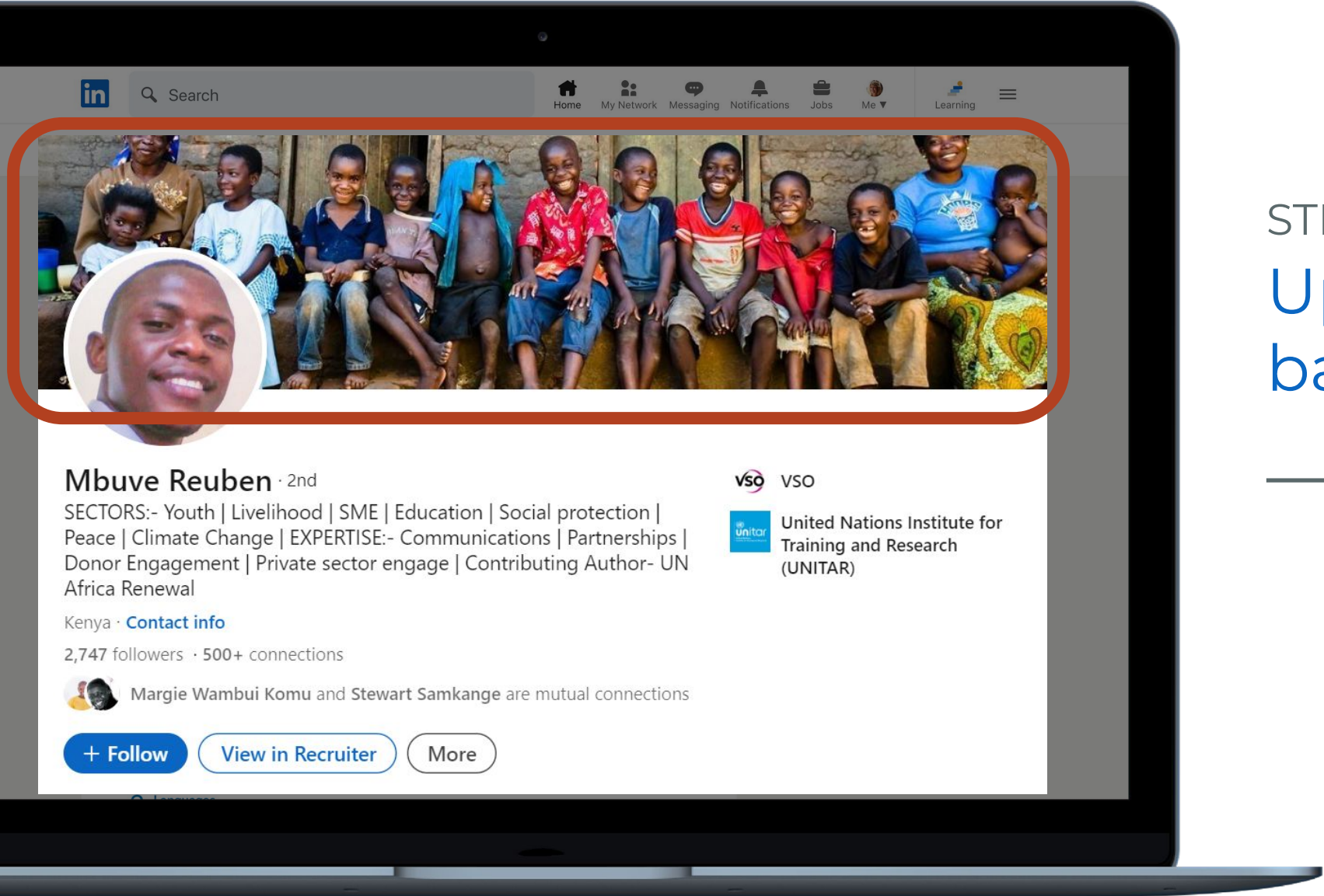
Member with up-to-date positions receive up to:

**5x** more connection requests

**8x** more Profile views

**10x** more messages

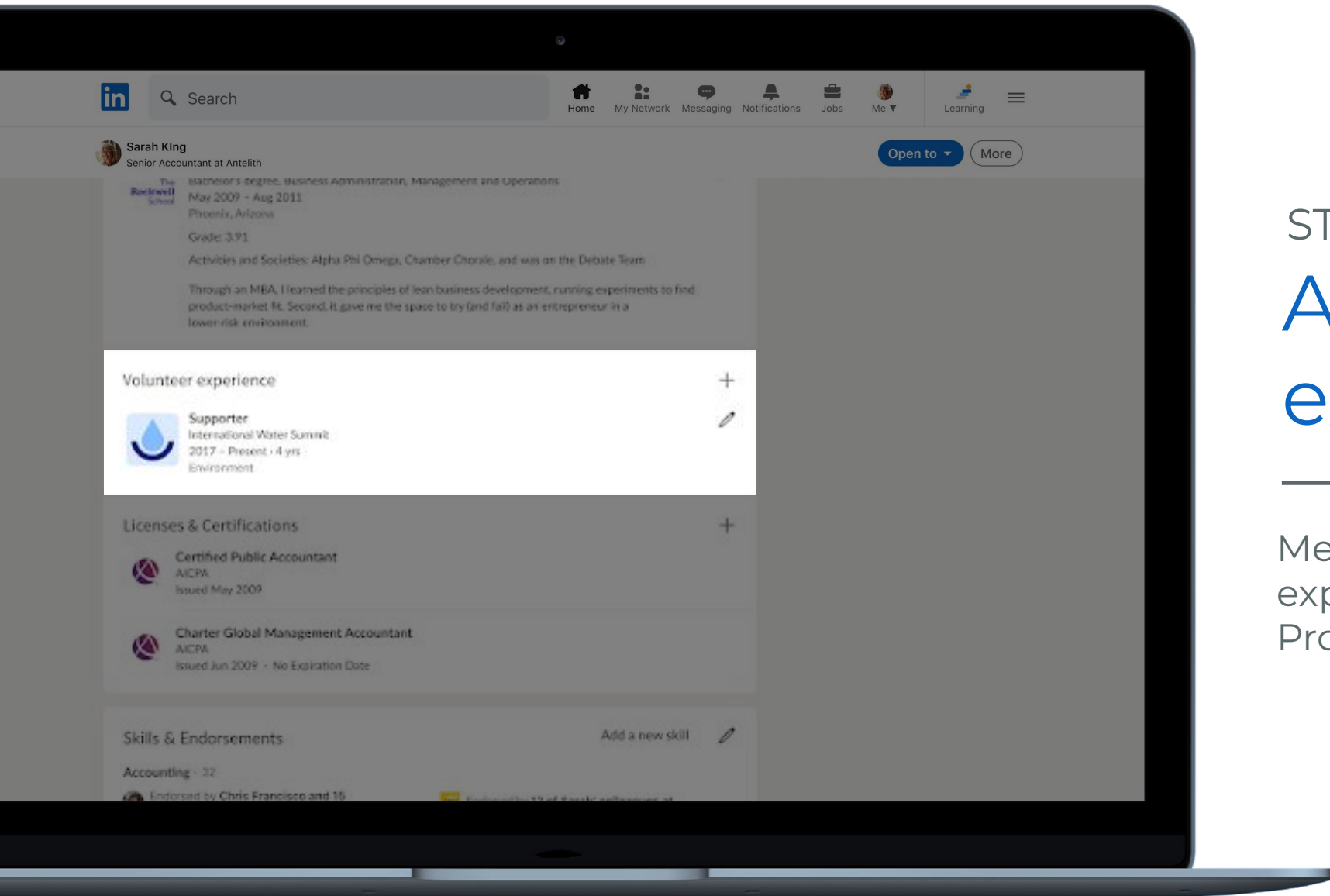




STEP 6

# Updating your background picture





## STEP 7

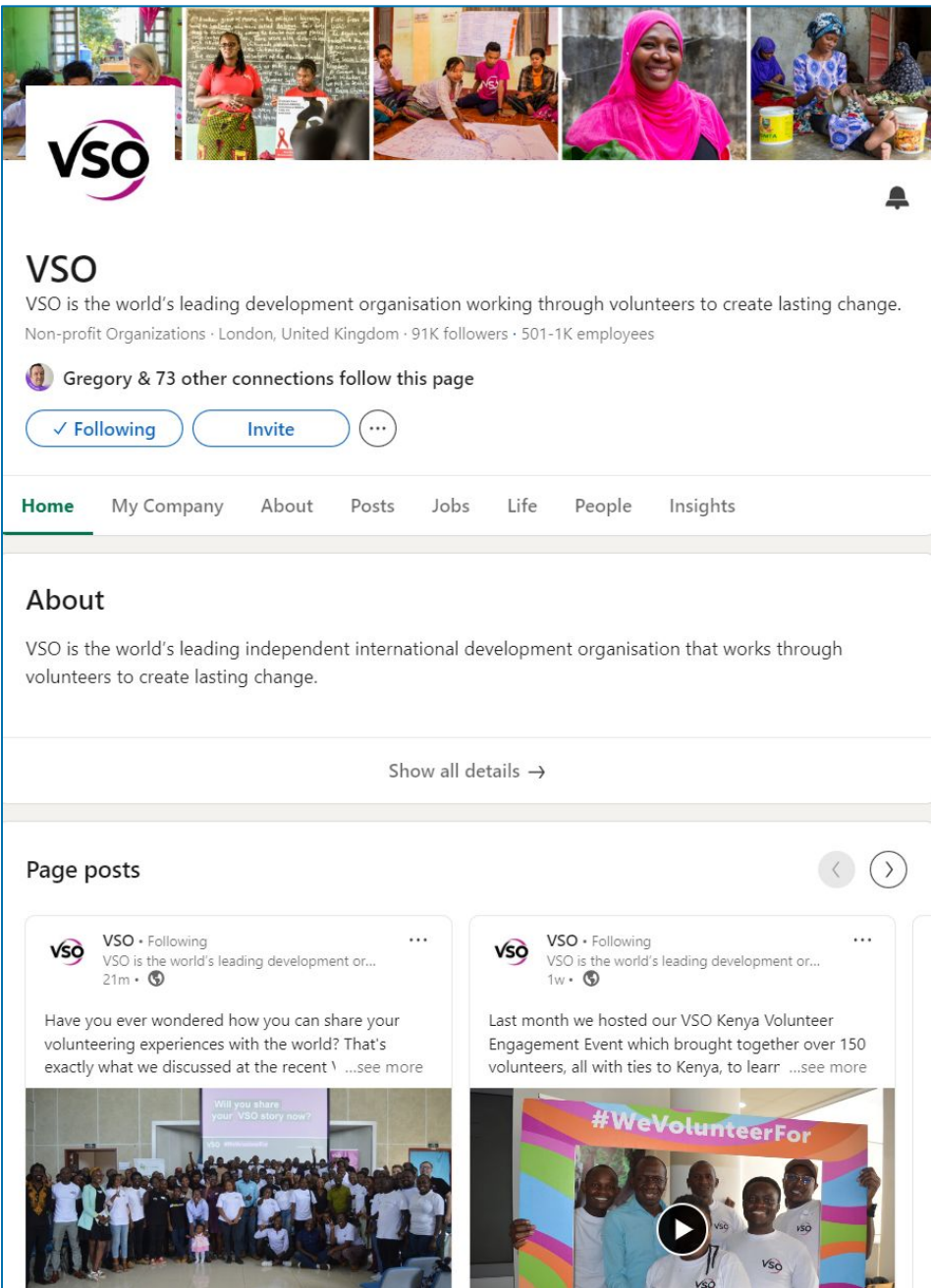
# Add volunteer experience

Members who add volunteer experience get up to **6x** more Profile views than those without

# Beyond your profile

Your Voice on LinkedIn






GAIN  
KNOWLEDGE

Follow  
companies

# Follow influencers & get alerts to “Gain Insights”





**Julia Lalla-Maharajh OBE** · 2nd

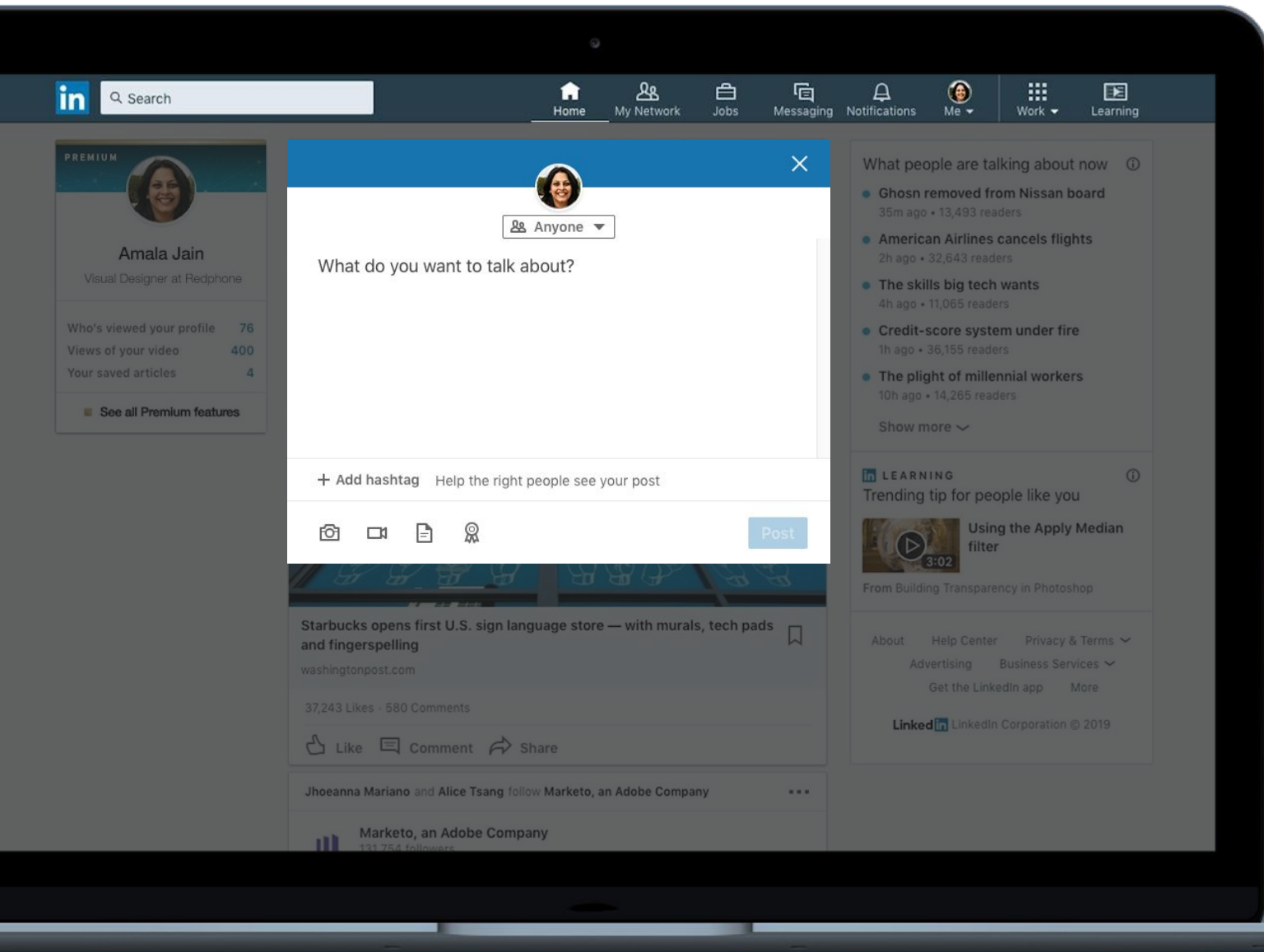
Chair of the International Board at VSO, Chair at Under One Sky,  
Adviser for social justice organisations

London, England, United Kingdom · [Contact info](#)

2,337 followers · 500+ connections

 Tamsyn Brewster, Kathryn Gordon, and 3 other mutual connections

[Connect](#) [View in Recruiter](#) [More](#) 



SHARING  
UPDATES

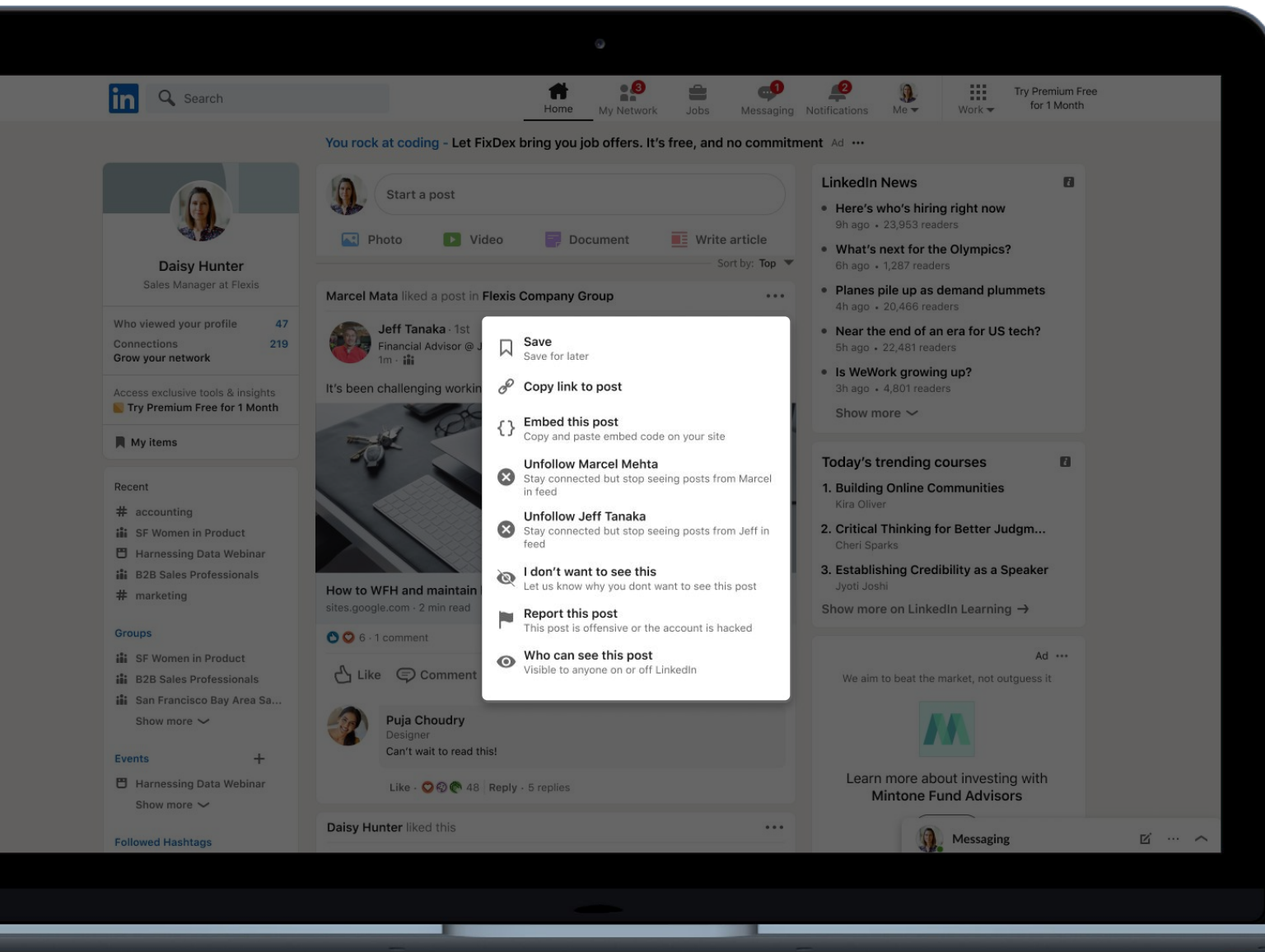
Share status  
updates



# Top Tips to help you get started







CUSTOMIZE YOUR FEED

—

See the news,  
content and  
posts that  
matter most

# Top tips to staying neutral

Get started with these 3 tips to using LinkedIn



Share don't dare

---



Questions not opinions

---



What would you tell granny?

---

# What could you use LinkedIn for?

Keep the below in mind as we explore how to set up a profile and get started with LinkedIn

## Employer Branding

- Tell us how great you are
- Celebrate your team, colleagues and organisation on a good job
- Share (where appropriate) news and updates
- Champion your organisation

## Thought Leadership

- You can be an expert without going into the details
- Your professional persona is not just your job title
- Who do you admire? Share their perspectives and work
- Align yourself with other organisations and leaders that match your values

## Championing D&I

- As a person
- As a manager
- As a leader
- As an ally

## Expanding your network

- Make (safe) connections
- Follow people if you do not know them
- Connect with other organisations and peers
- Look beyond the UK

## Developing yourself

- Seek opportunities to learn
- Consume news and thought leadership
- Keep up to date with your industry
- Understand what your peers are doing and keep ahead of the curve



# Best practices for sharing updates

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1. Share your authentic voice
2. Re-share other people's post
3. Start a conversation or share your point of view
4. Include rich media to increase engagement
5. Create an opportunity for reciprocity

# To Wrap up



# Digital Toolkit



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[Volunteering](#)

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[Donate](#)



**Download your Digital Toolkit today!**

To equip you with the skills you'll need to create engaging online content, we've developed the ultimate Digital Toolkit which will give you all the top tips and tricks for talking about your volunteering experience.





**Just a  
reminder...**

Share your story,  
#wevolunteerfor  
on LinkedIn

Questions/Suggestions please

