

# LinkedIn for Personal Branding

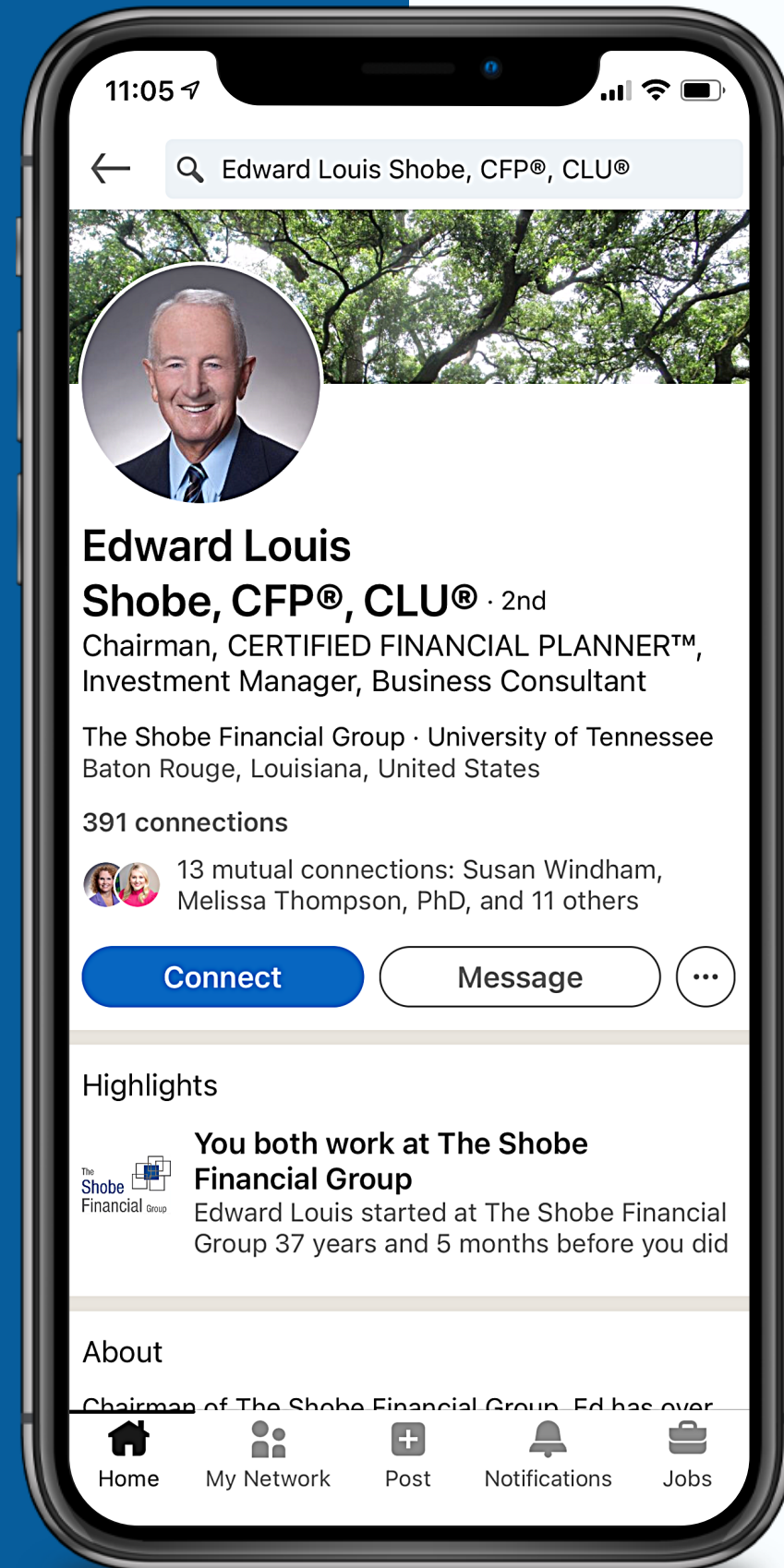
Optimizing Your LinkedIn Profile



Why do I need to improve my profile?

**Think about your profile as your personal website. Your profile reflects your personal brand.**

Completed profiles  
are 40x more likely  
to receive  
connections



## Set up your full profile for maximum reach

Filled out profile helps ensure maximum reach and  
becoming LinkedIn "All-Star"





# Becoming a LinkedIn All-Star

LinkedIn ranks your profile based on your activity and that affects your reach

1

**Beginner- 0.5x**

2

**Intermediate- 1x**

3

**All-Star- 1.5x**

People with updated profile pictures are 14x more likely to be viewed

# What you need to do to become an All-Star

Things to watch:

1

Profile Picture and Banner

2

Summary and Education

3

Experience and Skills

4

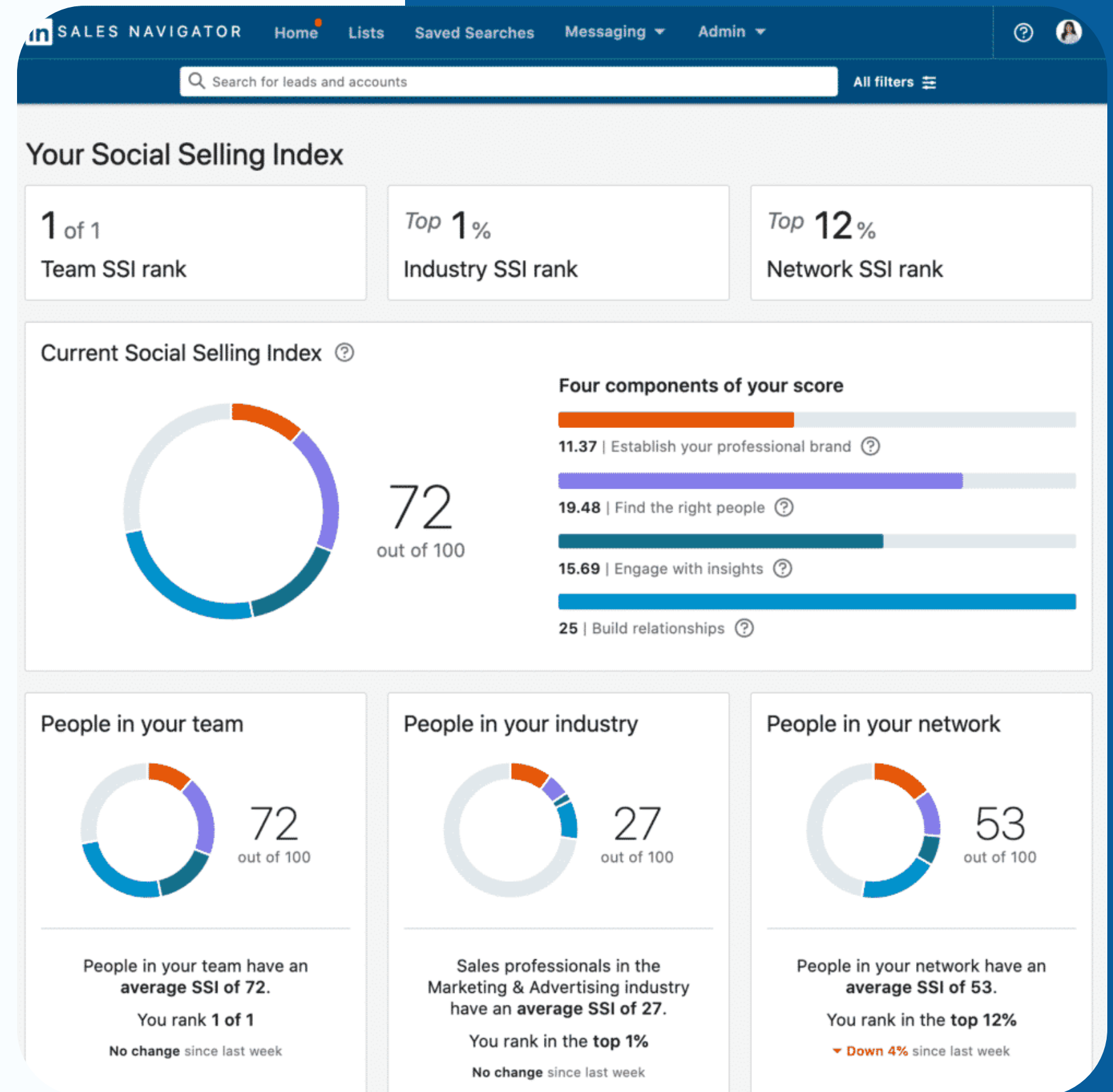
Connections

# LinkedIn Social Selling Index (SSI)

<https://www.linkedin.com/sales/ssi>



Utilizing SSI is helpful to track and manage your progress



Score of at least 60 is ideal  
to rank you higher among  
your industry

## SSI Score is based on:

1

Network Size

2

Engagement with  
insights

3

Filled out profile

4

How often found in  
search results

# Tips to use on a daily basis

Most important thing to do is participate

1

**Consistency NOT frequency—build the habit**

2

**Support your connections posts**

- Likes
- Shares
- Comments

3

**Grow your network**



# Summary

A few key takeaways:

## Fully set up profile

Ensuring all your profile information is update to date enhances attraction to your profile.

All changes should be made through RJ.

## LinkedIn ranking affects your reach

Beginner- 0.5x  
Intermediate- 1x  
All-Star- 1.5x

## Monitoring your Social Selling Index (SSI)

Score is based off network size, engagement on others posts, filled out profile, and how often you are found in searches.

Target score= 60

## Engage with connections

At a minimum, liking a post is helpful but sharing and commenting helps boost your activity.

Remember to do these within our compliance.

## Consistency NOT frequency

Make using LinkedIn daily and build up a good habit of using it.

# Questions?

