

CORSEARCH[®]

LINKEDIN HOW-TOS

**AUGUST 2020
AN INTERNAL INITIATIVE**

For social media support,
contact Jessica Bos at
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HOW TO GET STARTED ON LINKEDIN

The Basics

The first thing you need to do is go to www.linkedin.com and click "Join now" in the top right corner. You can either choose to sign up by entering your email* and password or linking to your Facebook account.

**Make sure you enter an email address that you regularly check. Later, you will also have the option of linking other email addresses to your LinkedIn profile.*

You will be asked to input your personal and demographic information, as well as a short bio. This section is the perfect place to summarize your skillset, showcase yourself, and add a bit of personality. It's a good place to touch on your professional experience, but also your professional goals. Make sure your summary is at least 40 words so it will show up in searches, and be sure to add your specialties here as those keywords make you more visible.

Find examples of good bios/summaries on pages 11 and 12.

The image shows a LinkedIn profile for Tim Peters, MBA. The profile includes a header with a background image of a large white structure, a profile picture, and a summary section. The summary describes his experience as a Senior Management Executive in B2B Software, GreenTech, Outsourcing/BPO, and Not for Profit leadership. It also lists specific areas of specialization and provides contact information for Twitter and video content. Below the summary, there are two video thumbnails. To the right, the 'Current' and 'Previous' work history is listed, followed by a 'Patents' section detailing a trademark for the Canadian Hero Fund.

Director of Marketing
IntelliResponse Systems Inc
February 2014 - Present (1 year 2 months) | Toronto, Canada Area

Full Stack Marketer Managing a Team of Specialists & Inside Sales Reps.
B2B Demand Generation
Branding, Positioning & In Product Marketing
Public Relations, Pitching & Distribution
Email & Lifecycle Marketing
Analytics, A/B Testing & Landing Page Optimization
Content Marketing & Blogging
Business Development
Industry and Competitor Intelligence
Paid Advertising
Social Media (Facebook, Twitter, Google Plus, LinkedIn)
SEO

THE WALL STREET JOURNAL marketing sherpa

Tim Peters featured in the Wall Street Journa... MarketingSherpa Case Study: IntelliRespons...

Summary

Senior Management Executive with expertise in B2B Software, GreenTech, Outsourcing/ BPO, and Not for Profit leadership - including Directorships. I am highly entrepreneurial, with a track record of success in both the for-profit and not-for-profit worlds, having founded a successful registered Canadian charity and GreenTech venture. I have paired my start-up experience with an Executive MBA and now focus my efforts on working with high growth businesses in the technology space. I have proven competencies in team leadership, project management, negotiation, public speaking, media relations, and a demonstrated ability to influence C-level executives.

Specific areas of specialization include: Marketing, Management of Sales Teams, Public Relations, Social Media Management, Online Advertising, Social Sales, and Search Engine Optimization.

You can connect with me on Twitter: @TimothyPeters

To learn more about me watch the video below:

Click to Play: Tim Peters - Digital Strategist Recently Produced B2B Software Commerci...

Patents

Trademark: Canadian Hero Fund: Keeping their dreams alive. Book and Maple Leaf Design.
Canada TMA77811
Issued October 3, 2008

MARK DESCRIPTIVE REFERENCE:
CANADIAN HERO FUND Keeping their dreams alive book and maple leaf design

INDEX HEADINGS:
CANADIAN HERO FUND KEEPING THEIR DREAMS ALIVE.

VIENNA INFORMATION:
Code Description
5.3.4 Fine leaves (except 5.3.13), plane leaves, maple leaves
5.3.14 One leaf
5.3.13 Stylized leaves
5.3.51 Other maple leaf (leaves)
20:7.1 Books, magazines, newspapers, bookbindings... more

4 inventors:

Tim Peters, MBA
Founder, President, Board of Directors a...
Michael Boll
Todd Byers
Alan Fraser

Choose Your Account Type

You will be given the opportunity to choose a Basic LinkedIn experience, which is free, or the Premium option, which costs a fee. A free one is sufficient for those not in sales roles or looking for new opportunities.



HOW TO GET STARTED ON LINKEDIN

Adding a Photo

Since LinkedIn is a professional social network, professional photos are a must. This means:

Do...

- Make sure your photo is high-resolution (at least 200 x 200 pixels)
- Make sure you pick a photo that actually looks like you
- Make sure your face takes up 60% of the frame
- Make sure that you are the only person in the picture
- Wear what you'd wear to work
- Choose the right expression
- Use soft, natural lighting
- Use an up-to-date photo

Don't...

- Use a selfie
- Have a distracting background
- Use filters
- Try to be too outlandish

Input Your Work Experience

Make sure your experience reflects everything you can do. You can import your resume or choose to add each position manually. Always list your employment experience starting with your current role.

Add Your Skills

Try to aim for a bare minimum of five skills, but remember that the more skills you list, the stronger your profile. You can also ask your friends and colleagues to endorse your skills for even more support.

Add Your Education

Adding all of your previous education not only elevates your profile and displays your knowledge, but it makes it easier to grow your network by connecting you with old classmates.

Add Your Headline

This is what will sit beside your name on LinkedIn, and is an optimal space for you to input your current role at Corsearch.

Add Additional Information

You'll have the opportunity to add some interests and hobbies to your profile, which will personalize it and allow you to express your identity further.

Build Your Network

Making connections is what LinkedIn is all about! So start adding your colleagues, friends, and classmates to stay up to date with their careers and to share your professional passions with them!



HOW TO POST ON LINKEDIN

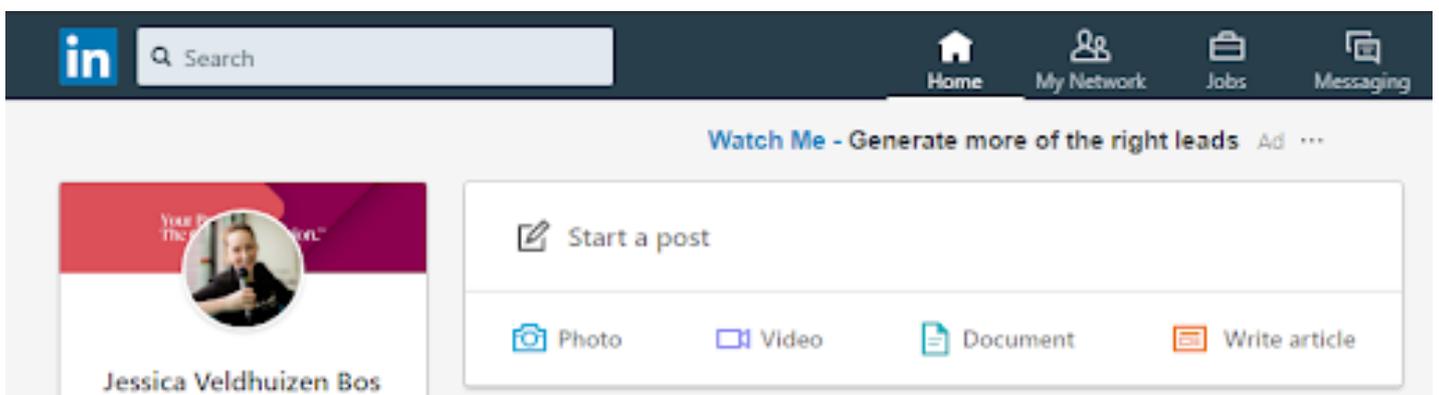
Once your profile is properly set up, you're free to start posting original content. Follow the steps below to create your first post.

Step 1

Go to www.linkedin.com, log in to your account and click "Home."

Step 2

Under the main menu bar, you'll see a section called "Start a post." Click on that to get started.



Step 3

A pop-up box will open where you can begin working on your content. The first step is to select your audience. This allows you to have control over the visibility of your post.



Step 4

Next, place your cursor in the section that says, "What do you want to talk about?" and start typing.



What do you want to talk about?

Step 5

If you're naming a company or a person, make sure you tag them accordingly by adding an @ in front of their name. A drop-down menu will appear where you can scroll to find the right person or business, just make sure you click on the correct name to tag them.



HOW TO POST ON LINKEDIN

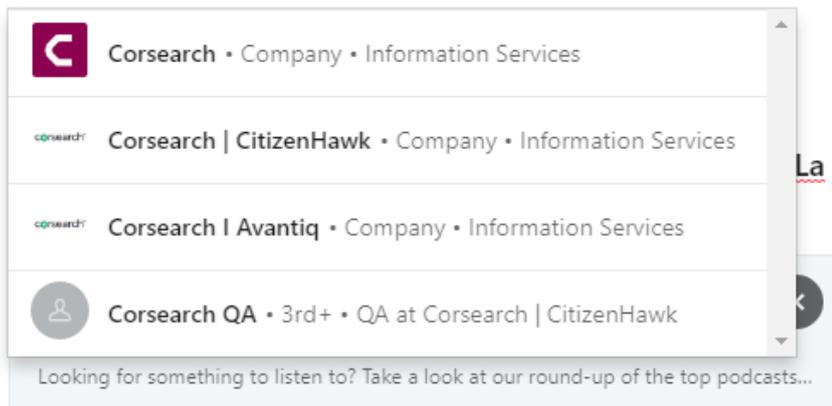
Step 5 - Cont'd



Jessica Veldhuizen Bos ▼

Anyone ▼

Looking for some of the best podcasts about intellectual property, trademark law, and brand protection? Check out this list from [@Corsearch!](#)



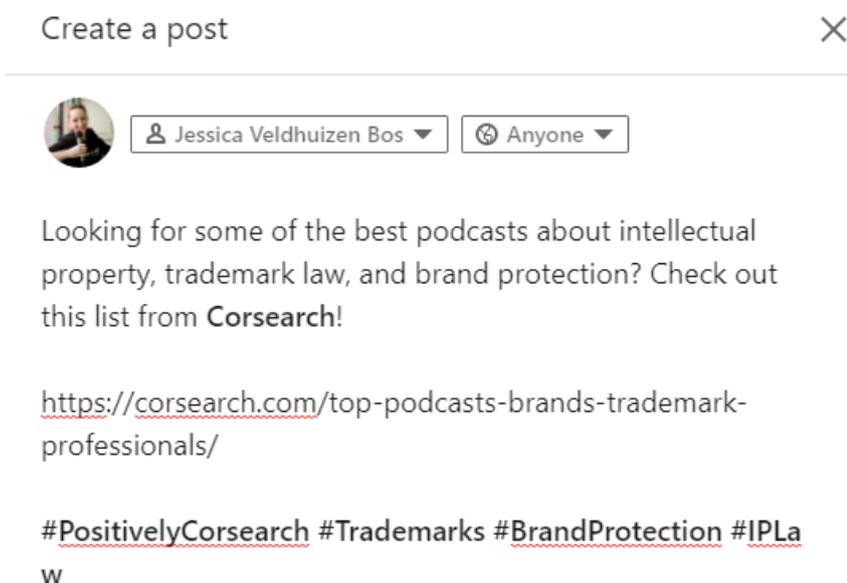
Step 6

If you're posting an image with people you know, you can also tag them in the image itself. Just click anywhere on the image to tag subjects.

Step 7

Once you're finished writing your caption, make sure you add your hashtags. If you're writing in relation to Corsearch, our general company hashtags are:

[#PositivelyCorsearch](#) [#Trademarks](#) [#BrandProtection](#) [#IP](#) [#IPLaw](#)
[#TrademarkSearching](#) [#TrademarkWatching](#) [#TrademarkScreening](#)



HOW TO POST ON LINKEDIN

Step 8

You have the option to add a photo, video, or document to your post. Be sure that whatever you're adding is professional and non-confidential.



PLEASE NOTE:

Unfortunately, you cannot link a page to a picture to make the picture clickable. If you'd like to add both a picture and a link to your post, you can upload an image and then paste the URL directly in the text box along with your caption. Don't worry about shortening the link because LinkedIn will do that automatically once you hit "Post" (see the Draft Post vs the Final Post images below for comparison).

If you've added a URL before uploading an image, a preview of the linked page will appear. Just click the "X" on the preview to remove it and upload a picture instead.

Draft Post

Create a post

Jessica Veldhuizen Bos

Anyone

Looking for some of the best podcasts about intellectual property, trademark law, and brand protection? Check out this list from Corsearch!

<https://corsearch.com/top-podcasts-brands-trademark-professionals/>

#PositivelyCorsearch #Trademarks #BrandProtection #IPLaw

The Top Podcasts for Brands and Trademark Professionals

New article

Add hashtag Help the right people see your post

Post

Final Post

Jessica Veldhuizen Bos
Digital Marketing Coordinator at Corsearch
now • 🌐

Looking for some of the best podcasts about intellectual property, trademark law, and brand protection? Check out this list from Corsearch!

<https://lnkd.in/egmUHSD>

#PositivelyCorsearch #Trademarks #BrandProtection #IPLaw

The Top Podcasts for Brands and Trademark Professionals

New article

Like Comment Share Send

1 view of your post in the feed

Add a comment...



HOW TO GENERATE ORIGINAL CONTENT ON LINKEDIN

The goal of original content is to establish you as a thought leader within your circle of influence, create new relationships, and nurture current ones.

What Types of Content Drive Engagement on LinkedIn?

Whatever stops the scroll!

- Humanity
- Familiar faces
- Thought leadership
- News
- Visual impact
- Quality

LinkedIn is the perfect place to tell professional stories. If you'd like to post pictures of a specific event or a snapshot of your working day, here are a few tips.

Tips for Framing a Scene

1. Get a full photo of the scene overall
2. 1:1 or small group shots*
3. Elements that will help you tell your story — this is especially important if you're sharing multiple photos in the same post

*1:1 or small group shots are excellent tagging opportunities, which expands your post's reach. Remember to post photos with clear faces, smiles, general excitement — and put down the beverages when possible!

(Make sure your connection has no problem with being posted or tagged on social media platforms.)

If you attend an event on behalf of Corsearch, please send your pictures to corsearchmarketing@corsearch.com along with the following information:

- Event details
- The venue
- The organizers
- Key attendees
- Significance/results
- Conversion? ROI?

Your #1 Rule for Posting on Social Media

If you have to ask "should I...?" DON'T POST IT!

- ➔ Remember that you're not only representing Corsearch, but your personal brand as well
- ➔ LinkedIn is indexed, meaning it's open to Google search



HOW TO GENERATE YOUR OWN CONTENT ON LINKEDIN

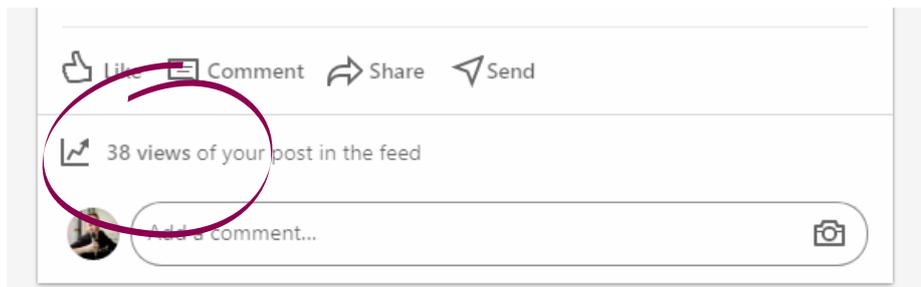
General Tips for Posting:

- Overall, the best times to post are from Mondays to Friday during working hours. However, more specifically, the optimum times are Wednesday from 8-10 a.m. and noon, Thursday at 9 a.m. and 1-2 p.m. and Friday at 9 a.m.
- Post regularly, but only compelling, purposeful content
- Use specific hashtags for your content
- Ask people to like and share your posts!
- Keep your posts short and snappy
 - LinkedIn only allows three lines of text to be seen without having to click “Read more,” so if you have more than three lines of text, be sure to place the most important information in the first three lines
- Always proofread your posts before posting
- Commenting, liking, and sharing other people’s posts will draw the same effect from them

How to View Post Analytics

When you post original content or share someone’s post, you can see how many views in the feed it received as a result of the post or share. Click on it to view a list of companies, titles, and locations that saw it.

Click on this section to see the full reach of your post:



Your post posted on August 4, 2020

38 views

Company	Count	Title	Count	Location	Count
8 people from Corsearch viewed your post					
Pointer Brand Protection & Research	4				
WWF Netherlands (WNF / Wereld Natuur Fonds)	1				
Nestlé Nespresso SA	1				
BBox Sports	1				
5 people who have the title Salesperson viewed your post					
Consultant	2				
Software Developer	2				
Marketing Specialist	2				
Founder	2				
14 people viewed your post from Amsterdam Area, Netherlands					
		Utrecht Area, Netherlands	4		
		Nijmegen Area, Netherlands	2		
		Greater New York City Area	1		
		Antwerp Area, Belgium	1		

[Show more](#)



THE VALUE OF ACTIONS ON LINKEDIN

LinkedIn's algorithm places varying levels of importance on the different actions you perform on the platform. They are ranked in the following order of importance:

- 1. Original (native) posting**
Video > Photo > Text only
- 2. Sharing someone's post**
- 3. Commenting on a post**
- 4. Liking a post**
- 5. DOING NOTHING**



**Let's get
active on
social media!**

EXAMPLES OF BIOS/SUMMARIES

Examples found at www.jobscan.co/blog/linkedin-summary-examples/

Example 1

Daniel, Customer Experience Specialist

I think like a customer. When people click "Contact Us," or they pick up the phone, they have a goal in mind and want an action completed. My first goal as a Customer Service Agent has always been to make sure that the customer gets what they came for.

When I get into a job, I want to know everything. What can we do? How can we do it? The devil is often in the details, so I make sure to be precise and detail-oriented. I strive to build my reputation at work by keeping open lines of communication with teammates and folks in different functional roles to find out what they know and how best to work with them. I navigate between sometimes competing goals of the firm and the customer by applying what I've learned through this communication.

When I feel I have a firm grasp on the job, I scale up my efforts to make customers' days better by training teammates and taking an active role in their development. I use positivity to make work a pleasant place to be, building an atmosphere of fun. Sometimes I find I can still learn new things when a teammate comes in with a fresh perspective, and I seek to give credit and elevate those who have something new to contribute.

My high energy and passion for fun come with me in my day-to-day life. I take pride in doing a little bit of everything. In addition to my career, I've had the opportunity to be a DJ for the Seattle Storm of the WNBA and the Washington Huskies, where I can build an experience for thousands of fans. I also keep busy inputting statistics for sports at the UW as well as Seattle Pacific University. It's definitely not uncommon to see me working two jobs in the same day. Sometimes it can be difficult to juggle, but I always find it rewarding.

Example 2

Jessica, Software Engineer

Detailed-oriented, responsible and committed engineer, with a get-it-done, on-time and high-quality product spirit, and more than a decade of experience defining requirements, designing, implementing, testing and delivering complex back-end and web applications using variety programming languages and technologies. Technical proficiencies include:

Programming languages: Java, J2EE, Apache Camel, CHEF, Ruby, XML, JSP, JavaScript, Perl, HTML, Ant, SOAP, Spring MVC, ELK Stack, JSP Servlets, Linux/Unix, Apache Maven

Database: SQL, Oracle, Cassandra, Procedure Language

Servers: Apache Tomcat, BEA Weblogic, IBM Websphere, JBoss

Tools: Eclipse IDE, Spring STS, Git, SVN, VersionOne, JIRA, NetBeans IDE, Accurev, Jenkins, JUnit, SoapUI, Putty

Methodologies: SAFe (Scaled Agile Framework), Oriented Design (OOD), Agile Software Development, Object-Oriented Programming (OOP), Scrum, Pair-Programming, Test-driven Development.

Certificates: Sun Certified Programmer for the Java 2 Platform 1.4 (March 2005)
Certified Scrum Master (September 2004)



EXAMPLES OF BIOS/SUMMARIES

Example 3

Dina, Marketing Executive

I've honed my ability to align teams to work towards common goals and KPIs. I take a consultative approach and understand communication is critical to obtaining alignment. That's why I flex to fit others' communication styles as a means to be more effective in fast-paced environments with cross-functioning teams. It works.

I believe there is always something to learn, and with digital media's rapid pace, there's always something new! I enjoy collaborating with others (either in person or virtually) to gain different perspectives to refine strategies. A/B testing is actually "fun" to me and I love the insights testing provides. (It's key to optimizing campaigns and maximizing ROI!) With the plethora of data sets that exist in today's marketing and business world, my perpetual curiosity drives the analytical side of my brain as I search for (and find) answers about why tactics are performing above or below expectations.

There's rarely a dull moment in my workday and I like it that way.

*** A few key achievements ***

- ✓ Developed in-house digital marketing teams which allowed us to save/reallocate 9% of annual marketing budget + develop internal talent
- ✓ Optimized multiple digital channels (SEM, Social, Video, Email, Programmatic, Mobile) to consistently achieve a blended Return on Investment of at least 12:1
- ✓ Revamped reporting processes using visualization tools which resulted in a 50% reduction in manual reporting hours

Example 4

Cal, Marketing & Communications Director

My career experience and skills have grown from my childhood hobbies: writing, creating brands and developing marketing collateral. I loved to come up with brand names, design logos and put together "catalogs" for my brands in hopes that I could pitch my parents on letting me start my own skate company. That didn't exactly pan out, but I've been able to convert those passions into reality through various roles in my career.

I began my career leading marketing & communications, sales and project management efforts for the construction and development of over \$50 million in residential assets, through a national housing crisis. From there, I managed a revolving portfolio of national real estate projects exceeding \$5 million in assets for Clayton, one of America's largest homebuilders.

In my free time, I launched an E-commerce business and grew sales by an average of over 100% each year until selling the business in 2016.

I led internal and external communications strategy for Clayton, through a company-wide rebranding effort, implementing new internal communications tools and processes that resulted in an increase of corporate communication satisfaction levels to over 90%, among management personnel. I also managed the brand's external voice, leveraging local, regional and national public relations efforts to boost brand awareness through engaging content and company news, in addition to managing the corporate Instagram account.

In my current role, my client and I earned the 2017 MarCom Platinum Award and 2018 Hermes Creative Platinum Award for our work in launching an international brand in the US — earning click-through rates 400%+ higher than the national industry average through our Google AdWords campaign (resulting in over 22 million impressions and 450,000 clicks) and achieving over 1.2 million targeted national media impressions, as well as a 61% overall growth of the client's company.

