

CHATTERKICK 

LinkedIn Playbook

Optimizing Your LinkedIn Profile & Engaging as an Employee Advocate



How To Optimize Your Profile and Amplify Your Impact

Optimizing your LinkedIn profile can significantly enhance your professional presence. This guide provides step-by-step instructions and examples to help you create a standout profile and actively engage on LinkedIn to promote yourself and the company.



Part 1:

Optimizing Your LinkedIn Profile

Components of a Well Put-Together LinkedIn Profile:

1. **Profile Photo:** Turn your face to the light! A well-lit photo makes a good first impression.
2. **Customizing Your Public Profile URL:** A unique URL makes it easier to share your profile and looks more professional.
3. **Get Verified:** Verification badges showcase authenticity, strengthening trust with potential candidates and clients.
4. **Headline:** Your headline conveys expertise, shaping immediate impressions in search results for your name.
5. **Bio (About Section):** Your bio gives a deeper insight into your professional background and personality.
6. **Experience:** Details your professional journey and accomplishments.
7. **Skills & Endorsements:** Showcases your key skills and expertise.
8. **Connections:** Expands your professional network.
9. **Activity:** Keeps your profile active and visible.

Consider including your alternate name, i.e., maiden name, nickname, preferred name, etc., to ensure you connect with your broader network.

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Erin Lowry, Kelsey Bailey, MBA, and 34 other mutual connections

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How to Set Up a LinkedIn Profile from Scratch

If you don't already have a LinkedIn profile, follow these steps to create one. LinkedIn is a powerful tool for professional networking and showcasing your career achievements, and it's essential for staying connected with your industry and peers. Here's how to get started.

Step 1: Signing Up for LinkedIn

- Go to LinkedIn's [Sign-Up Page](#)
 - **Enter Your Information:**
 - Provide your first name, last name, personal email address, and create a password.
 - Click "Agree & Join" to proceed.
 - **Verify Your Email:**
 - LinkedIn will send a verification email to the address you provided.
 - Open the email and click the verification link to confirm your email address.
-

Step 2: Setting Up Your New LinkedIn Account

- **Complete the Basic Information:**
 - Enter your country and postal code.
 - Specify whether you are a student or not.
 - Provide your most recent job title and company.
- **Build Your Network:**
 - Import contacts from your email to find and connect with people you know.
 - Start by connecting with colleagues, classmates, and industry professionals.
- **Download the LinkedIn App:**
 - For ease of access and to stay updated, download the LinkedIn app on your smartphone.
- **Follow the rest of the steps** below to ensure you have a complete profile!

Step-By-Step Optimization Guide

A strong LinkedIn profile can be a cornerstone of professional success, serving both individual career growth and personal brand development. By following these steps, you can create a profile that not only stands out but also effectively communicates your unique value.

1. Get Verified on LinkedIn

Why:

Verification increases your profile's credibility.

How:

Follow [LinkedIn's verification guide](#)

2. Choose a Strong Profile Photo

Why:

A professional photo creates a positive first impression.

How:

Follow [these tips](#) for taking a professional LinkedIn profile picture.

Example:

Use a clear, high-resolution photo where you are dressed in professional attire, smiling, and with a neutral background.

3. Choose a Unique Custom URL

Why:

A custom URL looks cleaner and more professional on business cards, email signatures, and resumes.

How:

Follow [these steps](#) for customizing your LinkedIn URL.

Example:

Instead of having a URL like *linkedin.com/in/john-doe-12345*, you can have *linkedin.com/in/johndoe*.

Tips for Choosing a Custom URL:

- o Use your full name without spaces (e.g., johndoe).
- o If your name is common and already taken, consider adding a middle initial, your profession, or location (e.g., johndoe, johndoeengineer, johndoesiouxcity).



4. Follow Your Company Page

Why:

Staying updated with company news and engaging with posts.

How:

- o Go to your company profile.
- o Click the 'Follow' button.
- o Refer to [this guide](#) for more details.

5. Write a Great Headline

Why:

Your headline is the first thing people see after your name and critical to search results (on google too!)

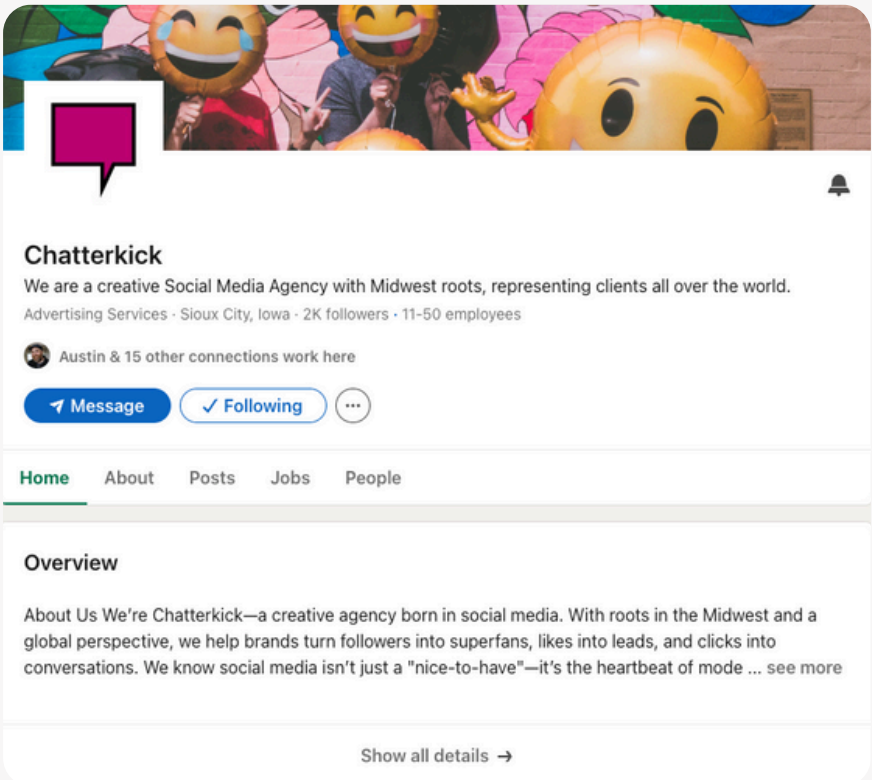
How:

Use the following formula:

- o Your Role: State your current position.
- o Your Company: State your current employer.

Example:

- o "Ad Strategist at Chatterkick"



6. Write a Great Bio (aka- About Section)

Why: A compelling bio highlights your professional background and personality.

How: Use the following detailed formula:

- o **Introduction:** Start with your current role.
- o **Professional Background:** Briefly describe your professional journey and experience.
- o **Key Achievements:** Highlight notable achievements and projects.
- o **Personal Touch:** Add a personal element to make your bio more relatable.

Example:

- o **Introduction:** *"I am an Ad Strategist at Chatterkick."*
- o **Professional Background:** *"With years of experience in digital advertising, I have developed expertise in campaign strategy, performance analysis, and audience targeting."*
- o **Key Achievements:** *"At Chatterkick, I have successfully led multi-platform ad campaigns that increased client conversions by 40% while optimizing ad spend efficiency."*
- o **Personal Touch:** *"Outside of work, I enjoy exploring new coffee shops and testing out the latest marketing trends to see what actually works (and what's just hype)."*

Detailed Bio Example: *"I am an Ad Strategist at Chatterkick with extensive experience in digital advertising and paid media strategy. At Chatterkick, I oversee ad campaigns across Meta, Google, LinkedIn, and TikTok, optimizing performance through data-driven insights and audience segmentation. My ability to blend creativity with analytics has helped clients achieve measurable growth, increasing engagement and conversion rates while maintaining cost efficiency. I'm passionate about demystifying digital ads and helping brands connect with their audiences in meaningful ways. Outside of work, you can find me exploring new coffee shops, keeping up with marketing trends, and fine-tuning ad strategies for maximum impact."*

Skills: This is also the section where LinkedIn will ask you to add up to 5 skills you wish to be known for. You can connect them to your experiences.

NEED HELP? HERE ARE **5 PLUG & PLAY EXAMPLES YOU CAN FOLLOW!**

7. Manage Your Experiences

Why: Details your professional journey and accomplishments.

How: Describe your role, responsibilities, and achievements using the following structure:

- o Role: Your title.
- o Responsibilities: Key duties and responsibilities.
- o Achievements: Specific accomplishments and projects.

Example:

Ad Strategist at Chatterkick

- *Develop and execute paid media strategies across Meta, Google, LinkedIn, and TikTok.*
 - *Analyze campaign performance data to optimize ad spend and improve conversion rates.*
 - *Led a multi-platform campaign that increased client engagement by 40% while reducing cost per acquisition.*
 - *Created a testing framework that improved audience targeting, resulting in a 25% lift in ROI.*
-

8. Adding Licenses and Certifications

Why: Including licenses and certifications on your LinkedIn profile showcases your professional qualifications and expertise. It highlights your commitment to continuous learning and can make your profile stand out to potential employers and connections.

How:

- o Scroll down to the "Licenses & Certifications" section. If you don't see it, click on the "Add Profile Section" button, then select "Licenses & Certifications" under the "Accomplishments" category.
- o Enter the Details:
 - Fill in the certification name, issuing organization, and other relevant details.
 - Specify the issue date and, if applicable, the expiration date.
 - If the certification doesn't expire, you can check the "This credential does not expire" box.
 - Add the certification URL if you have one, which allows others to verify your credential.
- o Save Changes:
 - Click the "Save" button to add the certification to your profile.

Optimizing Your LinkedIn Profile Checklist

By following these detailed steps and using the provided examples, you can create a LinkedIn profile that effectively showcases your professional brand and your role.

- Upload a professional profile photo.
- Customize your public profile URL.
- Get verified via CLEAR.
- Write a clear and keyword-dense headline.
- Craft a compelling bio using the provided formula.
- Detail your experience.
- List relevant skills and get endorsements.
- Add a custom button with a URL to contact you.
- Follow your company's LinkedIn page.
- Engage regularly with your network.



Part 2:

Active Engagement as an Employee Advocate

Why Engage on LinkedIn?

Engaging on LinkedIn helps promote your company, showcase your expertise, and expand your professional network. This section provides a simple plan for engaging on LinkedIn with weekly activities that fit into your busy schedule.

1. Engage with Your Company's Posts

Why: To show support and increase visibility for the company's updates.

How:

- Like, comment, and ideally, share your company's posts.
- Aim to do this once or twice a week.

Examples:

- **Personalized Comment:** *"Exciting to see our team launching this new campaign! The strategy behind it is top-notch—can't wait to see the results."*
 - **Insightful Comment:** *"Really valuable insights on digital advertising trends. Our team is always looking for ways to stay ahead of these changes!"*
 - **Engaging Comment:** *"Love seeing these creative ad approaches in action! Looking forward to testing similar strategies with our clients."*
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2. Share Industry-Relevant Content

Why: To position yourself as an industry expert and keep your profile active.

How:

- Share articles, news, or insights relevant to the construction industry.
- Look for content that aligns with your company's values and initiatives.
- Use hashtags and tag relevant people or organizations to increase reach.

Examples:

- **Sharing Content:** *"Digital ad trends are shifting, and this article breaks down what marketers need to know. A great read for anyone optimizing campaigns this year! #DigitalMarketing #PaidMedia @Chatterkick"*
- **Adding Personal Insight:** *"Just read this piece on audience segmentation strategies—so many great takeaways for performance-driven campaigns. Definitely something to implement in future ad tests! #MarketingStrategy #Advertising"*

3. Post Updates About Your Work

Why: To highlight your contributions and projects at your company.

How:

- o Post updates or photos of projects you are working on.
- o Tag your company and relevant team members in your posts to increase visibility.
- o **Pro tip: Feature Your Posts:** *Highlight important updates and achievements- feature a post about a significant project completion or a professional milestone.*
 - *How: Follow [this guide](#) to feature posts on your profile.*

Examples:

- o **Project Update:** *"Excited to share that our latest ad campaign has exceeded performance goals, driving a 40% increase in conversions! Huge shoutout to the team at @Chatterkick for the strategic execution. #PaidMedia #DigitalMarketing"*
 - o **Team Acknowledgment:** *"Proud to collaborate with such a talented group at Chatterkick. Our latest campaign was a true team effort, and the results speak for themselves! #Teamwork #MarketingStrategy"*
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4. Engage with Industry Professionals

Why: To expand your network and learn from others in your field.

How:

- o Connect with other professionals, comment on their posts, and join relevant groups.
- o Participate in discussions and share your insights.
- o Follow this link to learn how to [invite your connections to follow you](#).

Examples:

- o **Engaging Comment:** *"Great breakdown of audience targeting strategies, Alex! Finding the right balance between broad and niche targeting has been a game-changer for our campaigns at Chatterkick. #MarketingStrategy"*
- o **Joining Discussions:** *"Interesting conversation about ad spend allocation. We've been testing different budget splits between prospecting and retargeting—excited to share insights on what's working. #PaidSocial #Advertising"*

AI for Creating LinkedIn Content Best Practices

Using AI to help write LinkedIn posts can save time, ensure consistency, and improve the quality of your content. AI tools can assist in generating ideas, drafting posts, and optimizing language for better engagement.

Choose a Reliable AI Tool:

- Use reputable AI writing tools like OpenAI's ChatGPT, Grammarly, or LinkedIn's own content suggestions.

Provide Clear Instructions:

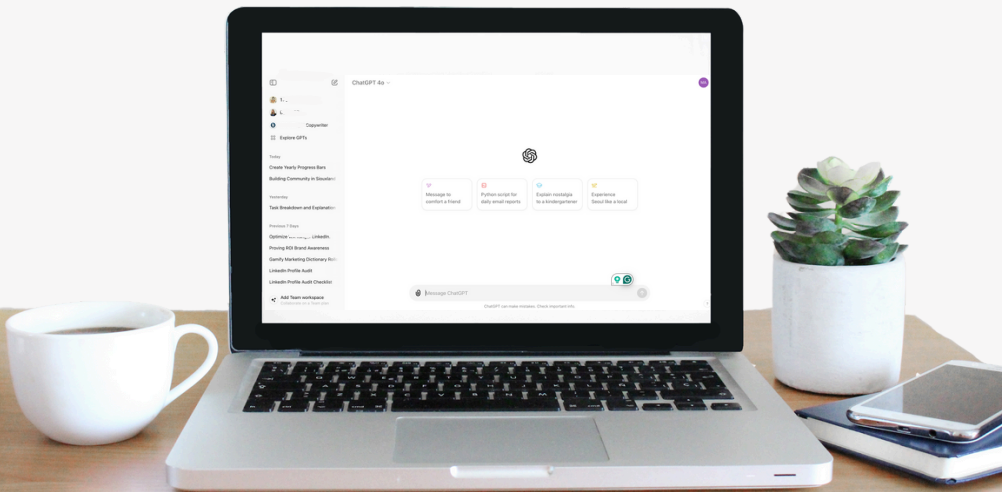
- Give the AI tool specific guidelines about the tone, style, and key points you want to include in your post.

Edit and Personalize:

- Review the AI-generated content to ensure it aligns with your personal voice and professional brand.
- Make necessary edits to add a personal touch and ensure accuracy.

Optimize for Engagement:

- Use AI to identify popular topics and trending hashtags relevant to your industry.
- Ensure the post includes a call to action, such as asking for opinions or encouraging shares.



How to Share on LinkedIn

1. Find Content to Share:

- Look for articles, news, or posts that are relevant to your industry or interests.
- Ensure the content aligns with your company's values and initiatives.

2. Add Your Own Insight:

- Write a brief introduction or comment about the content you're sharing.
- Explain why you find it valuable or how it relates to your work at Your company.

3. Use Hashtags and Tags:

- Include relevant hashtags to increase the visibility of your post.
- Tag your company and any other relevant individuals or organizations.

Examples:

- *"Just read this insightful article on the future of digital advertising. With ad platforms evolving constantly, staying ahead of these trends is key. At @Chatterkick, we're always testing new strategies to optimize results. #DigitalMarketing #AdStrategy"*
- *"Excited to share this piece on audience targeting techniques! Understanding your audience is the foundation of every successful ad campaign, and these insights align perfectly with how we approach strategy at Chatterkick. #MarketingStrategy #PaidMedia"*



Active Engagement Checklist

By following these detailed steps and using the provided examples, you can effectively engage with your network, your company followers, and your company to create an active, useful presence on LinkedIn.

- Like, comment, or share your company's posts once or twice per week.
- Share industry-relevant content at least once per week.
- Post updates about your work and projects at your company.
- Engage with industry professionals by commenting on their posts and joining discussions.
- Use hashtags and tag relevant people or organizations when sharing content.



Part 3:

LinkedIn Best Practices

By adhering to these do's and don'ts, you can maintain a professional and positive presence on LinkedIn, effectively representing your company and enhancing your professional brand.

Do's

- **Do** keep your profile updated.
- **Do** ensure your contact info is updated.
- **Do** engage regularly: Like, comment, and share posts to stay active and visible in your network.
- **Do** post your own updates and insights.
- **Do** personalize your interactions.
- **Do** be professional: Respect others' opinions and engage in constructive discussions.
- **Do** use multimedia: Incorporate high-quality and relevant images, videos, and documents in your posts to make them more engaging.

Don'ts

- **Don't** post inappropriately: Avoid sharing content that is not professional or relevant to your industry.
- **Don't** post anything that could reflect negatively on your company or yourself.
- **Don't** spam connections: Avoid excessive posting or commenting that can be seen as spamming.
- **Don't** engage in arguments: Keep discussions respectful and professional.
- **Don't** ignore engagements: Respond to comments on your posts and messages in a timely manner.
- **Don't** share confidential information: Do not post any sensitive or confidential information about your company or its projects.

Part 4:

Measuring Your LinkedIn Profile Performance

Understanding the performance of your LinkedIn profile can help you identify areas for improvement and measure the impact of your networking efforts. LinkedIn provides several tools and metrics to help you analyze your profile's effectiveness.

Why Measure Your LinkedIn Profile Performance?

- **Identify Strengths and Weaknesses:** Understand which aspects of your profile are performing well and which need improvement.
 - **Optimize Engagement:** Learn what type of content resonates with your audience to enhance engagement.
 - **Track Professional Growth:** Monitor your progress and achievements over time.
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How to Measure Your LinkedIn Profile Performance

- 1. Profile Views:**
 - **Why:** Indicates how often your profile is being viewed.
 - **How:** Go to your LinkedIn dashboard to see the number of profile views. Regularly check this metric to gauge interest in your profile.
- 2. Search Appearances:**
 - **Why:** Shows how often you appear in search results, indicating your profile's visibility.
 - **How:** Check your dashboard under "Search Appearances" to see how many times you appeared in search results over the past week.
- 3. Post Views and Engagement:**
 - **Why:** Measures the reach and interaction with your posts, articles, and shares.
 - **How:** View the analytics for individual posts below each post to see the number of views, likes, comments, and shares. High engagement indicates resonant content.
- 4. Followers and Connections:**
 - **Why:** Tracks the growth of your network.
 - **How:** Monitor the number of new connections and followers. An increasing number indicates effective networking.
- 5. Demographics of Profile Viewers:**
 - **Why:** Understand who is viewing your profile in terms of job titles, companies, industries, and locations.
 - **How:** Click on "Who viewed your profile" to see detailed demographics. This helps tailor your content to your audience.

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