



LinkedIn Tips and Tricks You Probably Haven't Heard

Bringing Ingenuity to Life
paconsulting.com



Launching a New Partnership

The PA Foundation and Dress For Success Worldwide will be working together to empower women through a series of digital literacy workshops

Tuesday November 29, 2022



Introduction



Irina Dayton

Head of Marketing, Americas at PA Consulting


- Irina Dayton and PA Consulting volunteers will share advice on how build your personal brand and how to optimize your LinkedIn profile to its full potential.
- Breakout rooms give you the chance to network with members of the PA team and receive coaching on your LinkedIn profile and brand.
- Leave this session with a 'checklist' of best practices

PA Volunteers



Agenda

- 1. Building your personal brand**
- 2. Going beyond the basics**
- 3. Networking**
- 4. How to use #hashtags**
- 5. How to get noticed by editors**
- 6. Breakout rooms**
- 7. What's next?**
- 8. Women's Networks**

A blurred crowd of people walking through a brightly lit yellow tunnel with a grid floor. The background is a vibrant yellow wall with dark, curved lines forming a grid pattern. The people are out of focus, creating a sense of motion and a busy, modern environment.

Personal branding is a way of establishing and consistently reinforcing who you are and what you stand for in your career and life.

“Personal branding is one’s story.”

Creating your personal brand: Step 1

Figure out who you are.

In order to build a personal brand that accurately reflects your personal and professional identity, you first need to know who you are.

Be introspective and create a list of your personal strengths and weaknesses.

Ask yourself:

- ❖ **In which areas of work do I excel?**
- ❖ **What motivates me?**
- ❖ **What characteristics have others complimented me on?**
- ❖ **Which projects have others had to help me with repeatedly?**
- ❖ **Which roles seem to drain my energy?**
- ❖ **Which projects can I spend hours on without feeling overwhelmed or tired?**
- ❖ **What impact do I want to have?**

Creating your personal brand: Step 2

Write a Personal Brand Statement

Your personal brand statement should be a 1-2 sentence declaration that explains:

- The unique value you bring to the table (personality and confidence)
- Who benefits from it (audience)
- How they benefit (value)
- Talk about your personality (why you)

I help [someone] to get [what they want] through [your unique skill set, education, background, etc.].

I am a [adjective] [your profession] with [your unique skill set, education, background, etc.] who helps [someone] to get [what they want].

Building your brand – within your current organization

- 1. If you don't ask you don't get**
- 2. Ask one question at every meeting you attend**
- 3. Network internally beyond your immediate team**

If You Don't Define Your Personal Brand, Others Will

Building your brand - externally

- 1. Be you. Be authentic.**
- 2. Create a distinctive profile headline**
- 3. Avoid clichés**
- 4. Be visible**
- 5. Build brand associations**
- 6. Get recommendations**
- 7. Give generously**

LinkedIn Profile

How to create a professional profile that reflects your brand.

LinkedIn Headline:

"[Title], helping [clients] do X."

LinkedIn Summary

Your summary should be one paragraph — two at the max. Prospects are usually skimming your profile, so anything longer won't be read.

Describe your role, your unique value proposition, and why you're passionate about the job. And don't be afraid to give your summary a little personality. You want readers to feel like they know you already.

LinkedIn Role Descriptions

Under your current position, you might write:

- Work with businesses in X, Y, and Z industries to reduce manufacturing defects by 3% on average
- Help customers reduce costs by \$500,000
- Achieve 100% passing rate for safety standards for customers

[Your Social Selling Index](#)

A person is seen from behind, sitting at a table in a cafe. They are holding a white coffee cup on a tray. The background features large windows with blinds and a wall with a geometric tile pattern. A dark blue rectangular box is overlaid on the image, containing white text.

“Active participation on LinkedIn is the best way to say, ‘Look at me!’ without saying ‘Look at me!’”

A photograph of a sailboat's mast against a blue sky with white clouds and a blue ocean. The mast is a white, cylindrical structure that runs vertically through the center of the image. The sky is filled with soft, white clouds, and the ocean below is a deep blue with gentle ripples. The overall scene is bright and clear, suggesting a sunny day at sea.

Going Beyond the Basics

Showcase your best work with the Featured section

April Hennig 3rd
 Chief Merchandising Officer at Moda Operandi, Inc
 New York, New York, United States · [Contact info](#)
 2,760 followers · 500+ connections
 + Follow Message More

Featured

- Link: So You Want To Work In Fashion? April Hennig, Moda... Daily Front Row. Thank you Daily Front Row for this piece talking about career advice, fashion, and motherhood!
- Post: Fall 22 Round Up. The luxury buyers' view on autumn/winter 22 drapersonline.com · 12 min read
- Post: Thank you #bof. Moda Operandi Appoints Chief Merchandising Officer businessoffashion.com · 1 min read

Activity
 2,760 followers
 April hasn't posted lately
 April's recent posts and comments will be displayed here.
 Show all activity →

About
 Retail Executive and Brand President with a demonstrated history of working in the luxury apparel industry and a focus on Business Development, Brand Building, Omni Channel Retail, Marketing, Merchandising, Buying, Planning and Strategic Operations.

Experience

- Chief Merchandising Officer**
 Moda Operandi, Inc · Full-time
 Sep 2021 - Present · 1 yr 3 mos
 New York City Metropolitan Area
- President**
 Jonathan Simkhai
 Aug 2015 - Aug 2021 · 6 yrs 1 mo
 Los Angeles Metropolitan Area

← Featured

- Link: So You Want To Work In Fashion? April Hennig, Moda Operandi's Chief Merchandising Officer, ... Daily Front Row. Thank you Daily Front Row for this piece talking about career advice, fashion, and motherhood!
- Post: Fall 22 Round Up. The luxury buyers' view on autumn/winter 22 drapersonline.com · 12 min read
- Post: Thank you #bof. Moda Operandi Appoints Chief Merchandising Officer businessoffashion.com · 1 min read
- Post: Thank you #bof. Moda Operandi Appoints Chief Merchandising Officer businessoffashion.com · 1 min read
- Post: I am honored to be joining Moda Operandi in this newly created role during such an exciting... EXCLUSIVE: Moda Operandi Picks New Chief Merchant wwd.com · 3 min read
- Link: Advocate Inspire Support Empower. A Mentorship Effort to Address Barriers for Black Talent WWD. A group of fashion creatives and business professionals are launching RAISEfashion, meant to open up industry networks to Black talent.

The featured section allows you to **highlight elements of your profile** you want to draw your readers' attention to.

It's located at the top of your LinkedIn profile just below the About section and above your Activity section.

Media

A Mentorship Effort to Address Barriers for Black Talent
 A group of fashion creatives and business professionals are launching RAISEfashion, meant to open up industry networks to Black talent.
 View

*Respect
 Advocate
 Inspire
 Support
 Empower*

raise
 FASHION

www.raisefashionnow.org

LinkedIn skills section

Skills

Entrepreneurship
Endorsed by Weston Bergmann and 13 others who are highly skilled at this
Endorsed by 4 colleagues at The Corcoran Group
99+ endorsements

Marketing
Endorsed by Deborah Shane and 15 others who are highly skilled at this
Endorsed by 2 colleagues at The Corcoran Group
99+ endorsements

Investments
Endorsed by Avi Geller and 2 others who are highly skilled at this
Endorsed by 2 colleagues at The Corcoran Group
99+ endorsements

Show all 38 skills →

← Skills

All Industry Knowledge **Interpersonal Skills**

Strategic Planning
99+ endorsements

Motivational Speaking
99+ endorsements

Published Author
59 endorsements

Charismatic Leadership
41 endorsements

Management
33 endorsements

Leadership
33 endorsements

Public Speaking
14 endorsements

Uniqueness
5 endorsements

1. Don't forget to include soft skills

- Creativity
- Persuasion
- Collaboration
- Adaptability
- Emotional Intelligence

2. Reorder your skills

- **Arrange your skills in the order you want them to appear.**
- **Remember that only the top 3 are visible when people scroll through your profile.**


3. Remove any irrelevant skills and endorsements.

Check out the [top 10 skills](#) you need to land a job right now, according to LinkedIn.



Ask for recommendations

Recommendations


Received Given

 **Victoria Olafson** · 3rd
Transformative leader developing integrated strategies and process improvements for operational and technology issues.
June 15, 2021, Victoria was Jenny's client

This recommendation is well-deserved and long overdue. I was kind of lost in my job search. I have a broad range of skills and just did not know what type of work to pursue in a new market. I was not having any luck doing what I was doing. Jenny provided some excellent guidance and helped me target work that resulted in an interview and job offer shortly after. Jenny is smart, saavy, and a true expert. ...see more

 **Emily McIntyre**  · 3rd
CEO of Catalyst Trade / Public Speaker
July 26, 2019, Jenny was Emily's client

Aside from enormous competence and professionalism, Jenny is defined by her "GAS Factor". She genuinely "gives a shit" about her clients, their career transitions, and making the world a better place. Jenny's been a client of mine for a while, which means I get to interview her past clients and write their success stories. Over and over I hear from them that the turning point in their job hunt was her. ...see more

 **Anne Linne**
Engineering Project Manager at Apple
June 22, 2015, Anne was Jenny's client


I am thrilled to recommend Jenny to anyone currently looking for a new career. Her professionalism and wisdom throughout the entire process was outstanding. I used her guides, the Ridiculously Awesome Resume Kit and Ridiculously Awesome LinkedIn Kit and they were wonderful! Thank you Jenny for everything!

Show all 30 received →



Request feedback from colleagues, clients, vendors, etc.

Recommendations


Received Given

 **Karen Lundergan Friesen** · 3rd
Content Strategist - I write copy that gets results: resumes, cover letters, web copy, grants, direct mail pieces & more
September 21, 2021, Jenny managed Karen Lundergan directly

Karen is a full-on magician with all things copywriting and customer service and can juggle the demands of a growing startup like nobody's business. We met serendipitously (via Craigslist, whaaaaat?) a decade ago and I cannot imagine life without her. Ten thumbs up. If I had ten thumbs.

 **Alisa Hill**  · 3rd
Director of Business Strategy and Operations at JobJenny.com | Helping customers and companies achieve success
September 21, 2021, Jenny managed Alisa directly

I first worked with Alisa back in 2006. She came on board my then fledgling recruiting agency, took one look at the chaos that I called "processes" and got down to business in organizing the chaos. She was instrumental in enabling the business to thrive and grow. And customers llllooved her. ...see more

 **Seth Seelye** · 3rd
Agency Development Manager at Colonial Life
September 4, 2018, Jenny managed Seth directly


Seth's a motivated, proactive and versatile emerging marketing professional. He dove into every assignment without hesitation and helped us immensely with our social media strategy. A great intern! I'm excited to see how his career unfolds.

Show all 8 given →

But also make sure to give.

Add shiny new sections to your profile

Volunteering

 **National Speakers Bureau Member**
RAINN
Jan 2017 - Present · 5 yrs 11 mos
Social Services

I share my survivor story as means to educate the public and support other victims of sexual assault. You ever hear of making lemonade out of lemons? This would fall under that category.

 **Food Collector / Pantry Volunteer**
HUNGER FIGHTERS OREGON
Jan 2018 - Present · 4 yrs 11 mos
Poverty Alleviation

I collect food from local grocery stores, which is distributed to families struggling with food insecurity in Metro Portland. I also volunteer at the community pantry and deliver to those lacking transportation.

 **Volunteer, Night Strike**
BridgeTown Inc.
Jan 2017 - Jan 2020 · 3 yrs
Social Services

I worked with a team of wonderful, caring volunteers in providing food, company and support to Portland's homeless community.

Honors & awards

1986: Academy Award for Best Supporting Actress: The Color Purple: Nominated

2011: Jean Hersholt Humanitarian Award

2013: Presidential Medal of Freedom

Show all 4 honors & awards →

LinkedIn lets you add several sections to **give your profile more visual appeal and depth.**

You can add sections for posts, volunteering, languages, honors and awards, patents, causes you care about, and many more.

These all offer additional opportunities to **communicate your brand and connect.**

Languages

English
Native or bilingual proficiency

French
Professional working proficiency

Italian
Native or bilingual proficiency

Causes

Civil Rights and Social Action · Education · Health · Human Rights · Politics · Social Services



Networking tips

Connect with people you don't know yet

Nicole Su · 2nd
Finance at Away
New York, NY Connect

Hannah Hunter · 2nd
Associate at Lippincott | Ex-BCG, Ex-Away
New York City Metropolitan Area
Past: Product Marketing Associate Manager at **Away** Connect

Willa Tellekson-Flash · 2nd
Product Marketing & Community | Forbes 30 Under 30
Brooklyn, NY
Past: Editorial Intern, Here Magazine at **Away** Connect

Isabel Buntain · 3rd+
Brand Marketing Consultant
Brooklyn, NY
Current: Senior Brand Manager at **Warby Parker** Message

Ziqin Liu · 3rd+
Talent Acquisition at Warby Parker
New York, NY
Current: Recruiting Specialist at **Warby Parker** Message

Chloe Foerster · 3rd+
Ecommerce Merchandising @ Warby Parker
New York, NY
Current: Ecommerce Merchandising Manager at **Warby Parker** Message

One of the biggest mistakes people make on LinkedIn is failing to connect with people you want to know but don't yet. That's the whole point of networking — **getting to know new people**, not just established connections.

But **give a personal touch** – don't just default to LinkedIn's "I'd like to add you to my professional network on LinkedIn."

You can customize this invitation ×

✓ You can add a note to personalize your invitation to **Nicole Su**.

Add a note Send

Invite Nicole to connect ×

Build a quality network by connecting only with people you know.

Message (optional)

Ex: We know each other from...

300 / 300

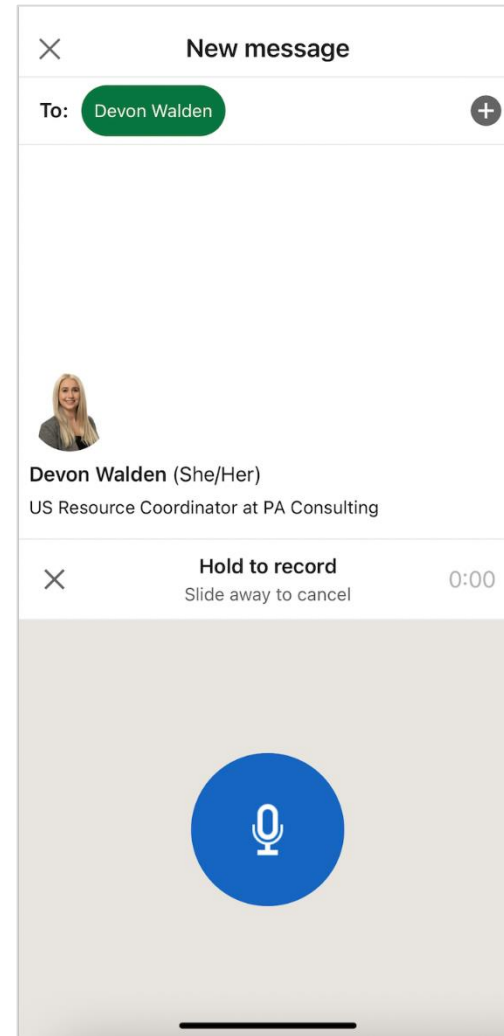
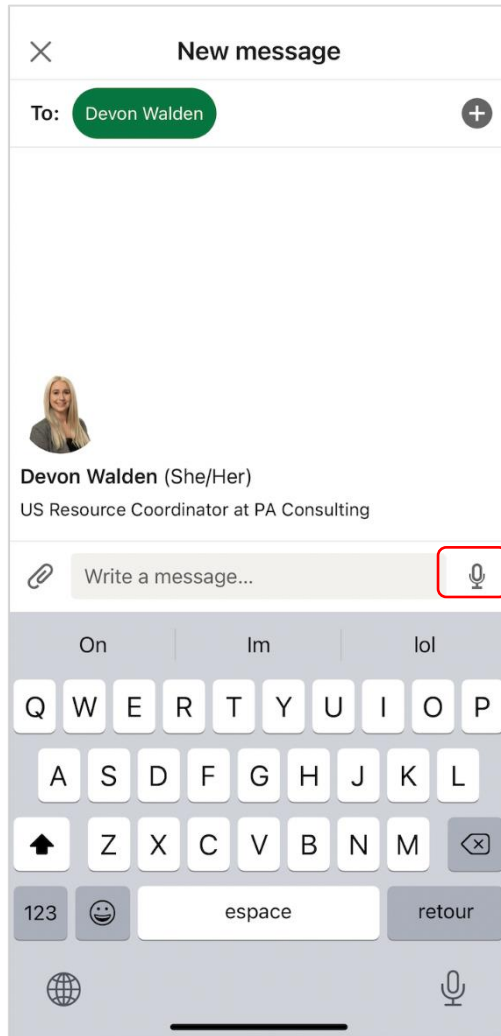
PREMIUM

Don't know Nicole? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.

[Retry Premium Free](#)

Cancel Send

Send voice messages



One of the best ways you can stand out and build relationships with your connections is to **personalize all your communications** with them.

The LinkedIn mobile app provides a fantastic way to send personalized messages to your 1st degree connections through the Voice Message feature.

With this feature, you can record and send voice messages that are 20-60 seconds long.

Voice messages allow you to communicate in your own voice with your connections, **which helps them to know, like and trust you.**

Choose when to be stealthy

Visibility of your profile & network		
Profile viewing options		→
Edit your public profile		→
Who can see or download your email address		→
Connections	On	→
Who can see members you follow	Anyone on LinkedIn	→
Who can see your last name		→
Representing your organizations and interests	On	→
Profile discovery and visibility off LinkedIn		→
Profile discovery using email address	Anyone on LinkedIn	→
Profile discovery using phone number	Nobody	→
Blocking		→


Whenever you view someone’s profile, LinkedIn will share your name and headline. LinkedIn recommends this, but sometimes you might want to be a bit stealthier before connecting.

← Back


Profile viewing

Select what others see when you've viewed their profile


Your name and headline

 Kara Zurlinden
Consultant Analyst
New York, New York | Business Consulting and Services

Private profile characteristics

 Business Analyst at PA Consulting

Private mode

 You will be in complete private mode


Selecting Private profile characteristics or Private mode will disable Who's Viewed Your Profile and erase your viewer history.


Accepting and replying to new connections

Don't simply accept a connection, take a minute to **reply personally** to new connection requests you decide to accept.


The image shows two panels from a LinkedIn interface. The left panel displays 'Invitations' with two pending requests. The first is from Shangchi Chiang, a Pharmacy Analyst, with 'Ignore' and 'Accept' buttons. The second is from Liviana Hoffmann, a Student at Belmont University, also with 'Ignore' and 'Accept' buttons. The right panel shows a 'New message' window with Liviana Hoffmann as the contact. The message content area is empty, with a text input field containing 'Write a message...'. At the bottom of the message window are icons for attachments, GIFs, emojis, and a 'Send' button.



Invitations See all 2

 **Shangchi Chiang**
Pharmacy Analyst Ignore Accept

 **Liviana Hoffmann**
Student at Belmont University - Jack C. Massey Graduate School of Business Ignore Accept


Invitations Manage

 Liviana is now a connection Message ×





 **Shangchi Chiang**
Pharmacy Analyst Ignore Accept
 Elivia Ambler, MPH and 2 others

New message ↶ ×

Liviana Hoffmann × +

 **Liviana Hoffmann** · 1st
Student at Belmont University - Jack C. Massey Graduate School of...

Write a message... ▾

    Send ⋮

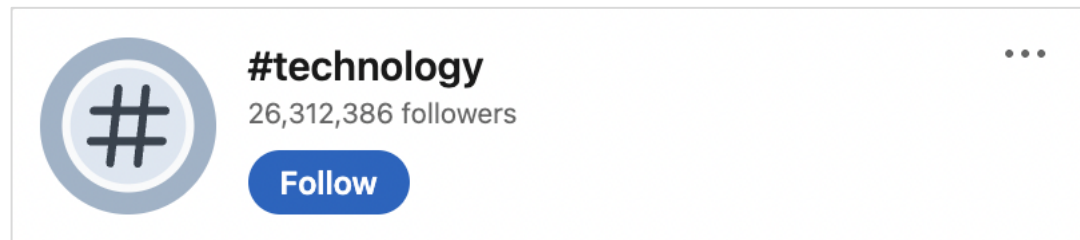
A close-up photograph of a person's hands typing on a laptop keyboard. The scene is dimly lit with a warm, orange glow. A dark blue rectangular overlay is positioned in the center of the image, containing the text 'How to use #hashtags' in white, bold, sans-serif font. The keyboard keys are visible in the foreground, and the person's hands are positioned above them.

How to use #hashtags

Get noticed with LinkedIn hashtags

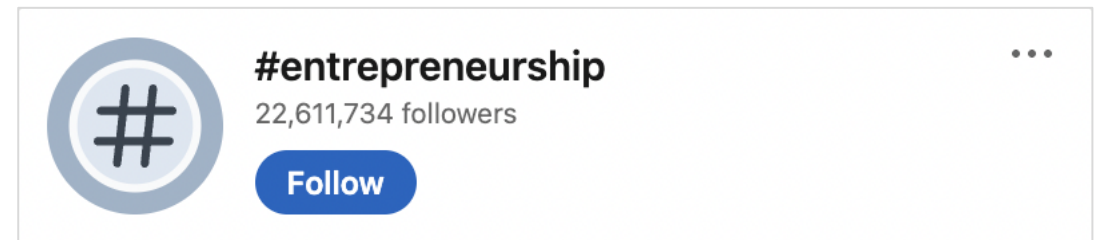
Most people are on LinkedIn to connect with peers or hunt for their next job (or both). LinkedIn hashtags are the best way to put up your bat signal and get noticed for your content, whether your goal is to build a personal network, gain followers for your company page, or recruit talent.

Creating posts with trending hashtags on LinkedIn is a good idea because it can earn you a ton of views if your content goes viral. However, be careful jumping on trends. Ensure it fits your brand and content strategy and makes sense for you to post.



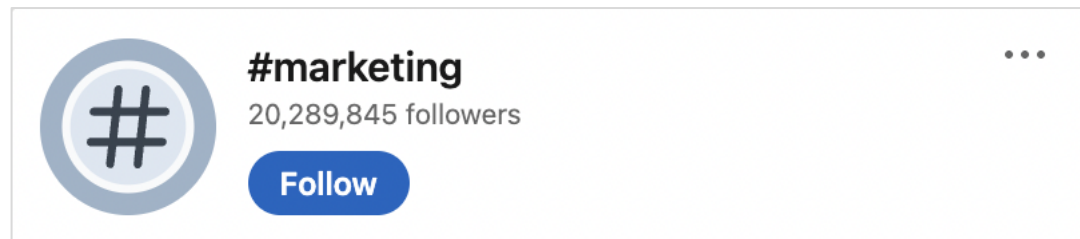
#technology
26,312,386 followers
Follow

This card features a blue circular icon with a white hash symbol on the left. To its right, the text "#technology" is displayed in bold, followed by "26,312,386 followers" in a smaller font. A blue "Follow" button is positioned below the text. Three dots are visible in the top right corner.



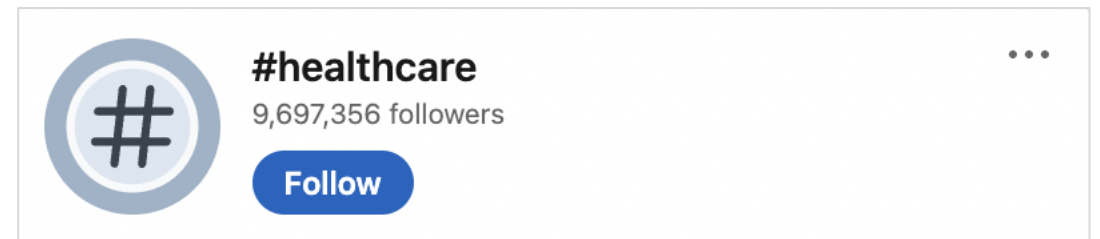
#entrepreneurship
22,611,734 followers
Follow

This card features a blue circular icon with a white hash symbol on the left. To its right, the text "#entrepreneurship" is displayed in bold, followed by "22,611,734 followers" in a smaller font. A blue "Follow" button is positioned below the text. Three dots are visible in the top right corner.



#marketing
20,289,845 followers
Follow

This card features a blue circular icon with a white hash symbol on the left. To its right, the text "#marketing" is displayed in bold, followed by "20,289,845 followers" in a smaller font. A blue "Follow" button is positioned below the text. Three dots are visible in the top right corner.



#healthcare
9,697,356 followers
Follow

This card features a blue circular icon with a white hash symbol on the left. To its right, the text "#healthcare" is displayed in bold, followed by "9,697,356 followers" in a smaller font. A blue "Follow" button is positioned below the text. Three dots are visible in the top right corner.

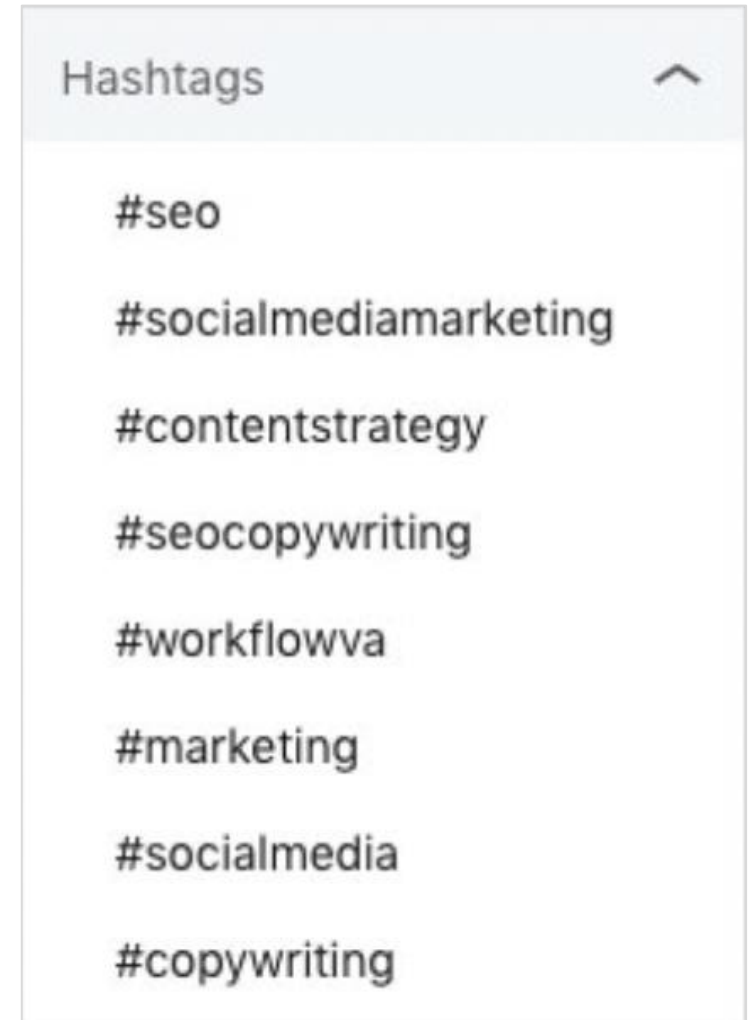
Research your audience

Find out what your audience wants by following hashtags about topics they're interested in.

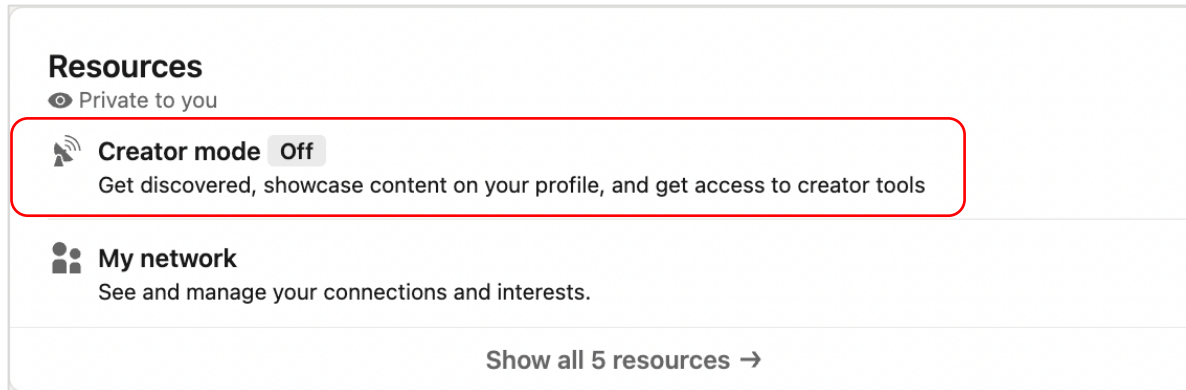
Which hashtags are your audience using?

Which hashtags are your competitors using?

Following hashtags is an easy, and free, way to get first-hand knowledge about your target audience and keep your competitive research up-to-date.

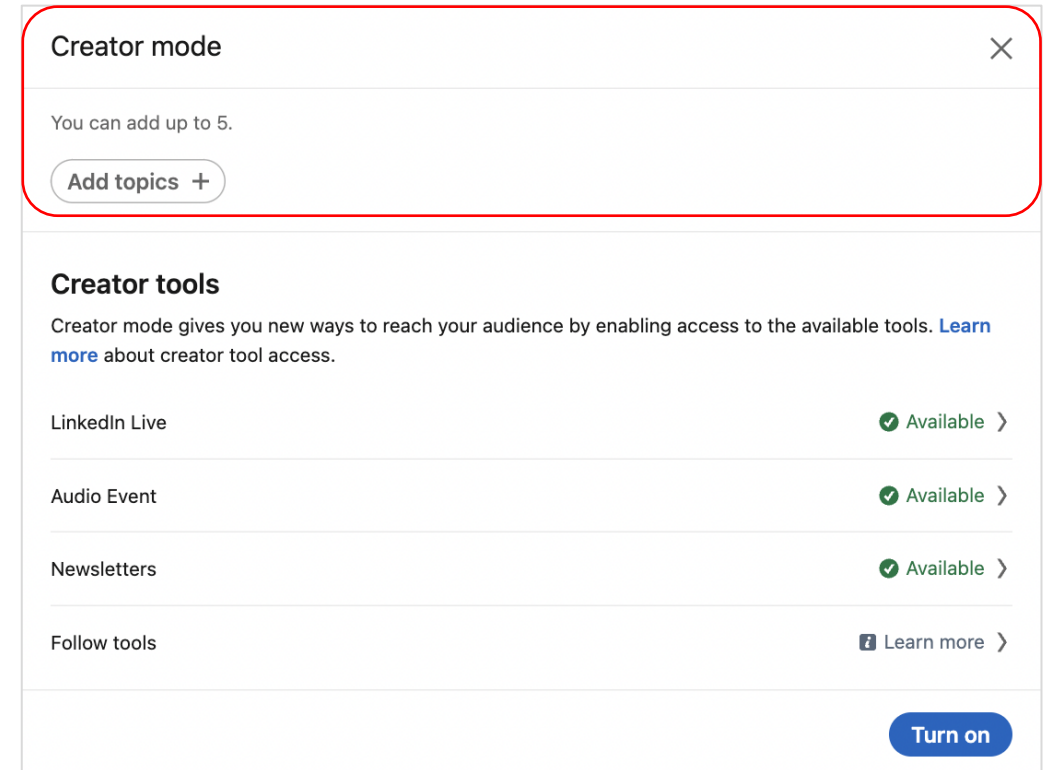


Add hashtags to posts, articles and profile



To add hashtags to your personal profile, you first need to turn on LinkedIn's Creator mode.

Go to your profile and scroll down to the Resources section, located under the headline and analytics sections. Click on Creator mode.



Then you'll be able to add up to 5 hashtags (as well as have access to LinkedIn Live posts, audio events, and the newsletters feature).

Follow hashtags on LinkedIn

When you follow LinkedIn hashtags, your homepage feed will show you more posts containing and relating to those topics. You also get quick access to your tags in the left sidebar, so you can quickly see what's new on LinkedIn.

Everyone should follow at least a few hashtags on LinkedIn, relevant to your industry. Make a habit of scrolling through posts and leaving insightful comments on 3 of them at least once a week. Not trying to sell anything or promote yourself—just offer a thoughtful opinion or helpful advice.

#entrepreneurship 22,611,734 followers	Following
#retail 339,434 followers	Following
#artificialintelligence 2,435,636 followers	Following

Recent

- # contentcreation
- 👤 Social Media Today
- 👤 Inbound Marketers - For ...
- 👤 Sendible etc
- 👤 Media & Marketing Profes...

Groups

- 👤 Social Media Today
- 👤 Inbound Marketers - For ...
- 👤 Sendible etc

Show more ▾

Followed Hashtags

- # contentcreation
- # digitalmarketing
- # contentstrategy

Show more ▾

A woman with long brown hair is looking down at her smartphone. She is wearing a black long-sleeved top. The background is a bright, outdoor setting with a modern building and a railing visible. A dark blue rectangular box is overlaid on the image, containing white text.

Get noticed by the LinkedIn Editors

Get noticed by the LinkedIn Editors

1. Follow the relevant LinkedIn editor in your area of focus.
2. Leave comments and bring insight into the conversation. Buzz Sumo is a great tool for discovering the most popular topics for a given industry, audience, and domain.
3. Publish your own content on LinkedIn Pulse - Align your content with your audience, Use the appropriate hashtags, Share with network, Publish consistently but be on brand

LinkedIn News

- **1,200 Twitter staffers resign: NYT**
Top news • 97,927 readers
- **For Sears, its final holiday season?**
10h ago • 632 readers
- **Holmes sentenced to 11 years**
20h ago • 12,384 readers
- **Emoji meaning takes a 'sick' twist**
9h ago • 2,926 readers
- **Best and worst airports in America**
23h ago • 21,185 readers
- **Western NY snowstorm turns deadly**
4h ago • 668 readers
- **Young workers tutoring the C-suite**
9h ago • 936 readers
- **Home sales slide as rates rise**
21h ago • 7,462 readers
- **Exhausted? Might be 'social jet lag'**
9h ago • 522 readers
- **Attract top talent with two Qs**
9h ago • 926 readers



Breakout rooms

What's next?

- **Do the work to create your personal brand**

- **Be active**

Once a week congratulate someone on birthday, anniversary, promotion, etc.

Add your point of view to a discussion – based on your experience.

Publish something you have written or think would be useful to your network (with added insight from you).

The ideal posting frequency for LinkedIn is 2-5 times per week, up to 20 times per month.


- **Remember it's a journey**

As your skills, experience and focus develops, so should your brand. Make sure you are keeping it up to date.

Women's Networks

Below is a list to start with but will also be shared after the call.

- 1 We Are the City**
Conferences, awards, networking, women in big corporate.
- 2 Lean in Circles**
Group support, volunteers leading roundtables, free to join.
- 3 DrivenWomen**
Personal growth in career and life, deep connections, accountability.
- 4 Purpose Girls: The Women's Happiness Network**
Facebook group, science of women's happiness, inspiring stories.
- 5 Allbright**
Global, online academy with variety of courses, women in business.
- 6 Women Who Start Up**
Entrepreneurs, rapid-learning, collaboration, virtual seminars.
- 7 Forward Ladies**
Global, connecting women to opportunities, leadership training.
- 8 ProjectWE**
Mothers, game-plan for all areas of life, personal development.
- 9 Everywoman**
Closing the gender pay-gap, learning for career advancement.
- 10 Boss Babe Academy**
Online network, monthly subscription, build an online business.

An aerial photograph of a brick amphitheater. The steps are made of red bricks and concrete. Two women are sitting on the upper steps, one with her hand raised. In the lower part of the image, a man is sitting on the steps holding a large white board, and another man is standing nearby holding a tablet. The background shows a brick wall and a paved area.

Take control of your narrative – don't apologize or ask for permission.

And remember that advocating for yourself – empowers others.



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About PA.

We believe in the power of ingenuity to build a positive human future.

As strategies, technologies, and innovation collide, we create opportunity from complexity.

Our diverse teams of experts combine innovative thinking and breakthrough technologies to progress further, faster. Our clients adapt and transform, and together we achieve enduring results.

We are over 4,000 strategists, innovators, designers, consultants, digital experts, scientists, engineers, and technologists. And we have deep expertise in consumer and manufacturing, defense and security, energy and utilities, financial services, government and public services, health and life sciences, and transport.

Our teams operate globally from offices across the UK, Ireland, US, Nordics, and Netherlands.

PA. Bringing Ingenuity to Life.

Discover more at paconsulting.com and connect with PA on [LinkedIn](#) and [Twitter](#)

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