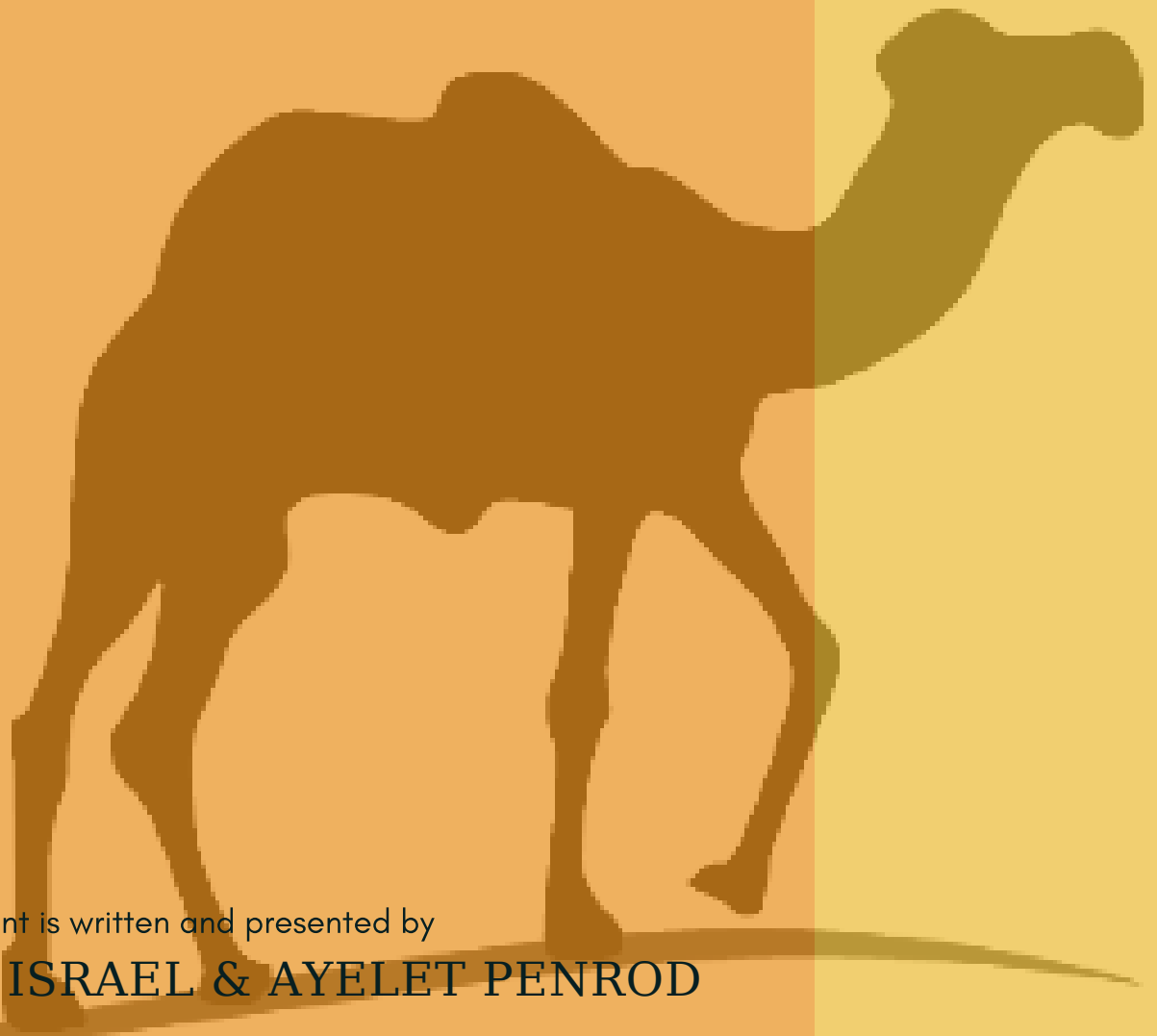


LINKEDIN MASTERCLASS



"From thought to thumb there should be no overthinking, the best time to post on LinkedIn is now." – Yoel Israel, WadiDigital



This content is written and presented by
YOEL ISRAEL & AYELET PENROD

WHAT WE'LL COVER

- 1. Profile Optimization**
- 2. Posting Best Practices**
- 3. Outreach & Engagement**



Why optimize your LinkedIn Profile?

Optimizing your profile means optimizing your **VISIBILITY** to be **FOUND**

8

Adding a current position = **8X more Profile VIEWS**

10

Adding a current position = **10X more messages** to create opportunity

5

Adding updated Work Experience = **5X more CONNECTION REQUESTS**

Optimizing your profile is the first step to establishing yourself with a professional brand.

It also increases the possibility for being found for relevant, meaningful business opportunities for not just yourself but for the business you represent.

LinkedIn URL

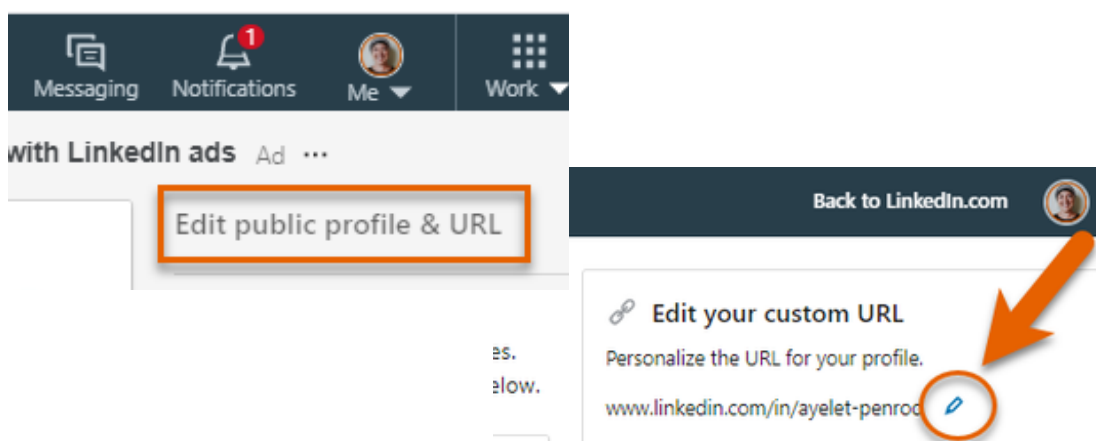
Customize it but make it easy!

Make sure it is consistent across platforms (ie - Liz vs Elizabeth)



Take Action

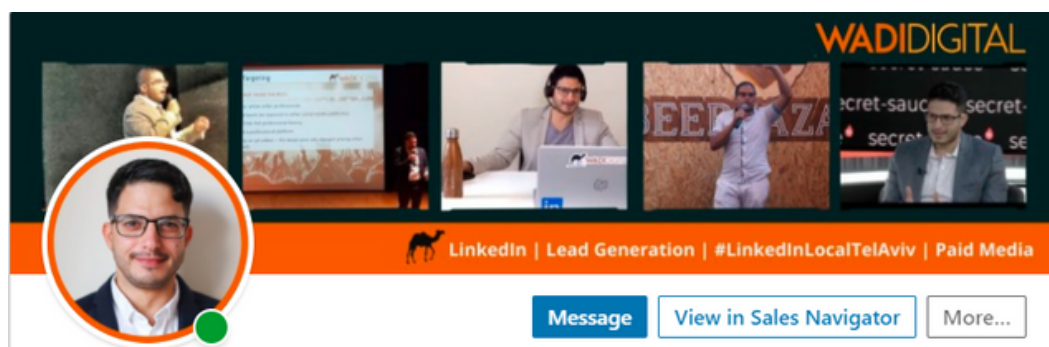
- Go to 'View Profile' from your LinkedIn Profile Image
- Top right of Profile page click 'Edit public profile & URL'



Banner

Valuable visual real estate!

Visually show your expertise of you in action and/or with logos or companies you've worked with; 'As seen on' logos; your core motto, hashtags, etc.



Take Action

- Use a Canva template -type in 'LinkedIn Banner'
- LinkedIn recommends image size: 1584x396 pixel; Type JPG, PNG, GIF; File size: under 8MB

Profile Photo

You don't need a professional photograph to look professional.

Pics that could use a little optimizing



Cut out from a group pic, floating hand, non-relevant background



Cluttered design detracts from face; text better placed on banner



No car pics! Find a solid background



No need for glamour pics (unless it's your profession)- it's not Tinder!

Don't:

- Take a selfie!
- Have bad lighting
- Crop it from a group picture
- Use an avatar, or worse, leave the LinkedIn default image
- Use a grainy or pixelated image
- Mismatch your industry (For example, hackers are known for their 'edgy' look, FinTech experts not so much)

Profile Photo (con't)

A simple, decent closeup pic with your phone is all you really need.



Do:

- Get a friend to take the pic!
- Dress for it! (at least waist up)
- Use good lighting (*make sure light is in front of you, not behind & avoid big shadows on face*)
- Consider your background (*solid color is easy win*)
- Frame it (*crop it from the collarbone up with a little head space*)
- **Smile :)**



Take Action

- *Schedule a time with a friend/co-worker for a 5-minute photo shoot*
- *Choose a location (consider the background)*
- *Check the lighting*
- *Dress for success*
- *Snap the pic & crop to right size*
- *Optional - use filter*
- *Upload to LinkedIn*

Wadi Tip - just as your name should match on social & email, update your email pic with the same LinkedIn image for easy ID

Name/Headline/Job Title

This displays for Search & Engagement - *make it count!*

Your headline is a gateway to your professional brand on LinkedIn, don't be generic.

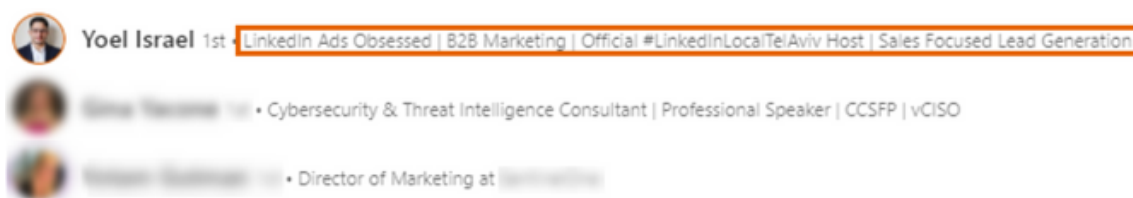
Name - Be consistent across social accounts and Email.
If you use a maiden name, use it everywhere. You want to be easily found.

Headline - This is more than a job title!

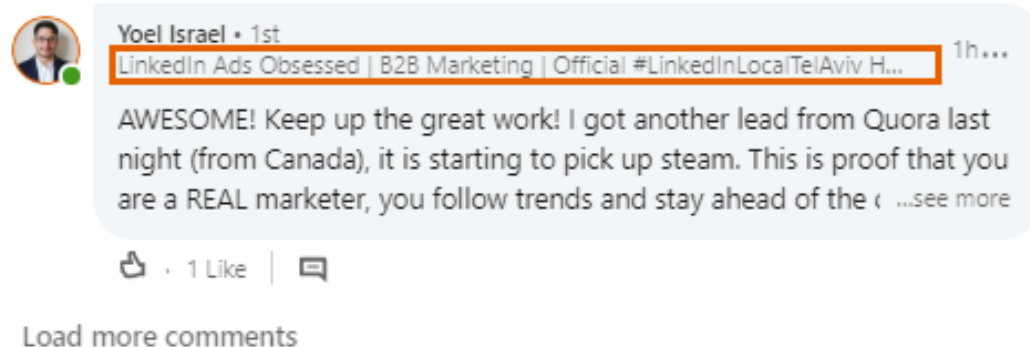
Use your headline to convey your unique value & focus.

It represents your professional brand every time you appear in a search or when you engage with others on LinkedIn.

SEARCH RESULTS:



ENGAGEMENT:



Name/Headline/Job Title (con't)

Ineffective Headline:

Cyber Security Account Executive at [REDACTED]

This conveys painfully little about this individual and does nothing to set this professional apart.

Other generic headlines include: *CEO, CMO, Marketer, Social Media Marketer*. These are merely job titles, not a headline.

What a lost opportunity!

Note: If you do not change your headline, the default will be the Job Title from most recent position listed + Company Name, exactly as the example above does.

You have 220 character limit – use them!

Instead, highlight your strengths, passions, core value while keeping it focused.

Wadi Tip: Remember LinkedIn is an algorithm. Include 3-4 keywords you want to appear for in Searches. Also, list most important first so they stay visible when posting/commenting and do not get truncated.

Examples of Effective Headlines w/professional branding:

Healthcare Marketing Phenom  - Content Creator - Cancer Survivor - Speaker - Goodwill Ambassador of Public Health

LinkedIn Ads Obsessed | B2B Marketing | Official
#LinkedInLocalTelAviv Host | Sales Focused Lead Generation



Name/Headline/Job Title (con't)

Examples of Effective Headlines con't:

Security Architect Leader | Podcast Host
| Cybersecurity Advisor | Featured in Tribe of Hackers

Founder, NowSourcing - Infographic Expert | Google Board
Member | #LinkedInLive | Podcaster | Featured: NYT, Forbes,
Mashable | #SXSW Advisory Board



Take Action

- *Brainstorm 3-4 key highlights you want to represent*
- *Include Industry keywords*
- *Highlight unique skills/achievements/interests to help you stand out*

Misc. Sections

Location- Keep it current and accurate! Don't use 'Other'
- Having a location increases your visibility in searches by 23X*

Connection Count - Aim for 501 connections or more
- 27% of LinkedIn users have between 500 and 1000 connections**

Contact Info - Make sure your email is an inbox that you check, even if it is not your primary email

Enable 2FA- Improve your online safety by enabling 2-Step Sign On (aka 2FA/MFA). Follow steps here:
<https://www.linkedin.com/help/linkedin/answer/544/turn-two-step-verification-on-and-off>

*<https://zapier.com/blog/linkedin-profile-tips/>

**<https://www.konstruktdigital.com/social-media/linkedin-stats-roundup/>



About/Profile Summary

Previously known as Profile Summary, the About section is an important touch point to communicate your professional brand to introduce who you are, what you do, and your key accomplishments and value.

According to LinkedIn, your About section is the #1 section recruiters look at when viewing a profile.*

Using the 3 key highlights you focused on in your Headline, use those as a guide to craft your About summary.

You get 2600 characters so you really have space to convey your persona along with your value.

Wadi Tip: Only first 3 lines are visible before the 'Show more' so work on an appealing leadin.



Take Action

- *Write in First Person - make it personal!*
- *Focus on your value and passion*
- *Keep paragraphs brief and focused*
- *Include keywords for your industry (gotta feed the LinkedIn algorithm)*
- *Use bullet points to highlight accomplishments or key skills*
- *Use a story format*
- *Have a call to action and/or include your contact details*

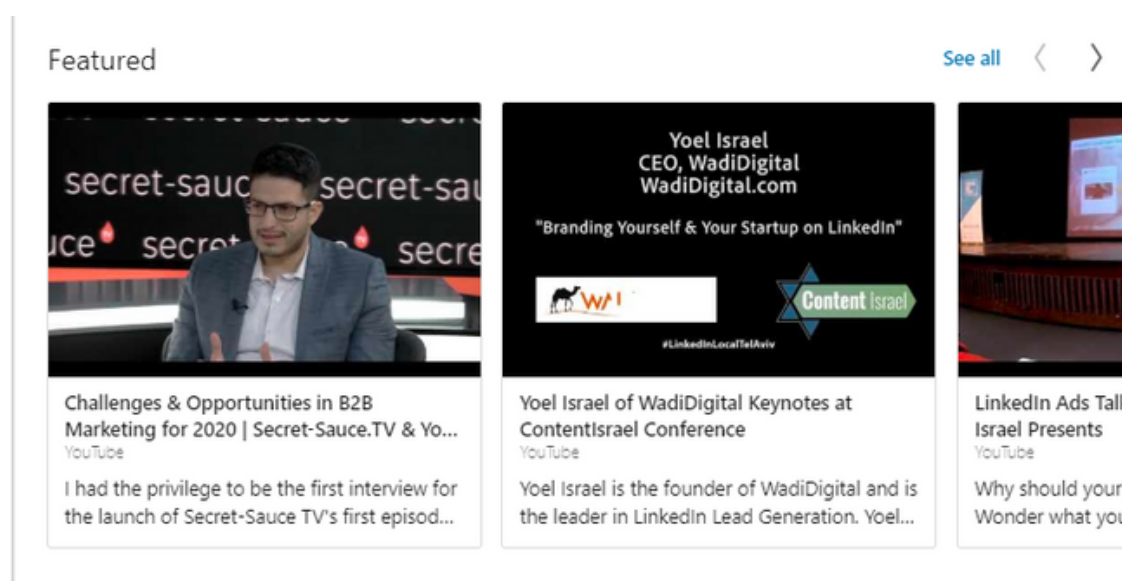
Featured

Utilize this section to feature content that showcases your work, presentations you've created, LinkedIn posts created or publications you have been featured in and more.

This section provides another touchpoint for your professional brand to highlight key successes or skills.

Think of it as a mini-portfolio of sorts.

You can feature any posts you've authored or even re-shared, articles published, external media, documents and links as well.



Take Action

- Click '+' icon to edit Featured and find 1-2 posts to add
- Upload 2-3 rich media to your Featured section
- Arrange the order so your best work displays first
- If you don't yet have content to add, this section will be hidden on your profile

Experience

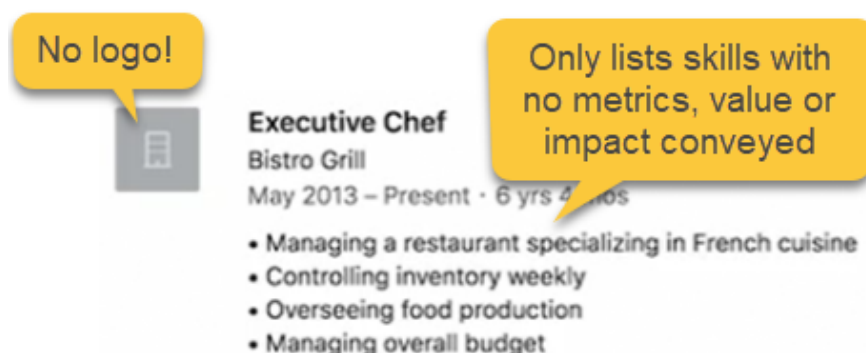
Use your current and previous work experience to highlight the **VALUE** you brought to a particular position.

Focus on RESULTS & VALUE instead of job responsibilities.

For lesser known businesses/organizations set context in 1-2 sentences of the company's mission. i.e. - *"I work at ServicePlus, a company focused on creating economic opportunity for every member of the global workforce."*

Similar to the About section, format your experience in short, concise paragraphs using bullet lists to highlight key results, metrics and impact.

Ineffective format focusing on skills/responsibilities



This example shows a resume entry for an Executive Chef at Bistro Grill. It lacks a company logo and focuses on listing skills and responsibilities without providing metrics or value. Callouts highlight these weaknesses.

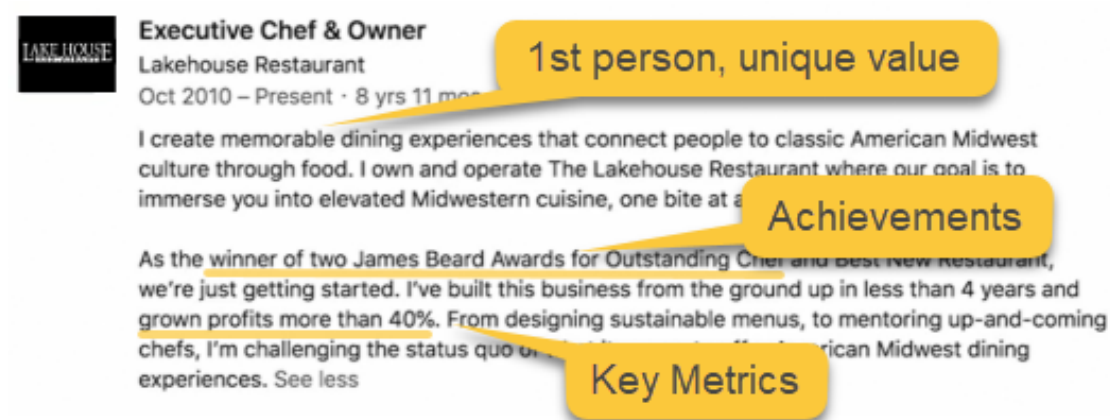
No logo!

Only lists skills with no metrics, value or impact conveyed

Executive Chef
Bistro Grill
May 2013 – Present • 6 yrs 4 mos

- Managing a restaurant specializing in French cuisine
- Controlling inventory weekly
- Overseeing food production
- Managing overall budget

Effective formatting focusing on value with context:



This example shows a resume entry for an Executive Chef & Owner at Lakehouse Restaurant. It includes a company logo, a first-person narrative of value, and specific achievements and metrics. Callouts highlight these strengths.

Lakehouse Restaurant

Executive Chef & Owner
Lakehouse Restaurant
Oct 2010 – Present • 8 yrs 11 mos

I create memorable dining experiences that connect people to classic American Midwest culture through food. I own and operate The Lakehouse Restaurant where our goal is to immerse you into elevated Midwestern cuisine, one bite at a time.

Achievements

As the winner of two James Beard Awards for Outstanding Chef and Best New Restaurant, we're just getting started. I've built this business from the ground up in less than 4 years and grown profits more than 40%. From designing sustainable menus, to mentoring up-and-coming chefs, I'm challenging the status quo of the American Midwest dining experiences. See less

Key Metrics

1st person, unique value

Wadi Tip: Connect the correct Company Page for the relevant work experience so 1) Company Logo displays 2) you appear in related Search Results when the Company is researched



Take Action

- Ask teammates, friends, mentors where you get passionate
- Update one job experience to get you started
- Write in first person, story format
- Focus on results, value, impact you had for a particular role
- Don't forget – you can also add rich media to a specific work experience to directly feature in this section as well!
 - Some companies will have brand assets to share publicly

Wadi Tip: Only keep experience relevant to your current focus. i.e. – remove 'Waitress' if you have moved on to be Director of Marketing

Skills, Endorsements, Certifications, Recommendations

As marketers, we know credibility is built by 3rd party endorsements - this holds true for professional branding as well.

Skills & Endorsements:

This section is valuable as it is part of what LinkedIn's algorithm uses to include you in a particular search result.

According to LinkedIn*, having 5+ skills listed results in:

- Discovered 27X more in Search Results
- Receive 17X more Profile Views

Keep your skills updated and current to skills most relevant to your professional branding. You may have up to 50 skills listed.

Wadi Tip: Pin the 3 most relevant skills you want to be associated with so those are what display.

<https://www.linkedin.com/learning/rock-your-linkedin-profile/take-action-create-a-summary-that-introduces-you>

Skills, Certifications, Endorsements, Recommendations (con't)

Top 3 pinned skills are visible within your Profile page:

Skills & Endorsements

LinkedIn Advertising · 99+

Endorsed by Denisse Schnabel Soker and 13 other mutual connections

Endorsed by 3 of Yoel's colleagues at WadiDigital

Google Adwords · 99+

Endorsed by Mark Meyerson and 3 others who are highly skilled at this

Endorsed by Avner Greenwald and 12 other mutual connections

Start-ups · 76

Endorsed by Blair Carey, CFA, CPVA and 9 other mutual connections

Endorsed by 3 of Yoel's colleagues at WadiDigital

[Show more](#)

Choose which skills to display by pinning manually

Top Skills

Influencer Marketing

Cybersecurity Marketer

B2B Marketing

Click on Thumbtack to pin or unpin a skill

Industry Knowledge

Marketing Strategy

Social Media Marketing



Take Action

- Pin the top 3 skills you want to be known for professionally
- Add mix of hard and soft skills that support your professional brand
- Remove any non-relevant skills to your current professional focus
- Adjust the order for the remaining skills so the most important are at the top
- Adjust the Endorsement settings for greater visibility

Volunteer Experience

LinkedIn Stat: 40% of hiring managers view volunteer experience as equivalent to formal work experience.*

Additionally, LinkedIn reports that members who added volunteer experience **receive up to 6X more profile views** than those without.

This shows a glimpse of your passion outside of the workplace.

While it doesn't need to be as robust as your Work Experience be sure to include:

- Context about the organization
- 1-2 sentences of how you contributed


Recommendations

Recommendations support your authority & branding.

Don't be shy requesting from happy clients & colleagues


Recommendations
Ask for a recommendation

Received (14)
Given (8)



Candice Carter
Threat Hunting Cyber Dragoness ~ Counterintelligence, SOCMINT, Ardent Threat Intelligence Researcher, Forensics, Published Unmanned Systems Author and Speaker
November 10, 2020, Candice was a client of Ayelet HaShachar's

Ayelet is impressive with her knowledge of the usage of algorithms and social behavior for digital platforms. Ayelet's ability to teach, demonstrations of the usefulness of change, and insight into the social platform networking are unmatched. I highly recommend her priceless addition as an advisor and teacher in this industry.



Robin Lennon Bylenga
HFACS-Cyber | Human Factors | Internal Threat

I had the privilege of being introduced to Ayelet as I needed some serious direction in revamping my LinkedIn page. I was struggling to learn the platform and create a profile that was more engaging



Take Action

- Request 4 recommendations from colleagues or clients
- Give 3 recommendations to co-workers or service providers
- Make a note to repeat every few months or when a notable achievement happens

POSTING STRATEGIES

Posting Best Practices

Original Trumps All Other Post Types...generally;)

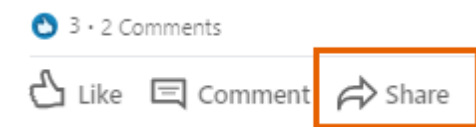
Original posts are those whose content is written directly in a post with media (videos, images, documents) directly uploaded.

These posts generally receive the most visibility on the platform.

Wadi Tip: Remember LinkedIn is an algorithm - it prefers posts that do not lead Users away from the platform. Therefore, post URLs in the comment of the post and not in the body of the post.

Sharing is NOT Caring

A Shared post is content that has come across your newsfeed and you click the 'Share' button to reshare this content.



However, pause and consider if this is content you really need to *increase visibility* for or if it is 'just for fun' content.

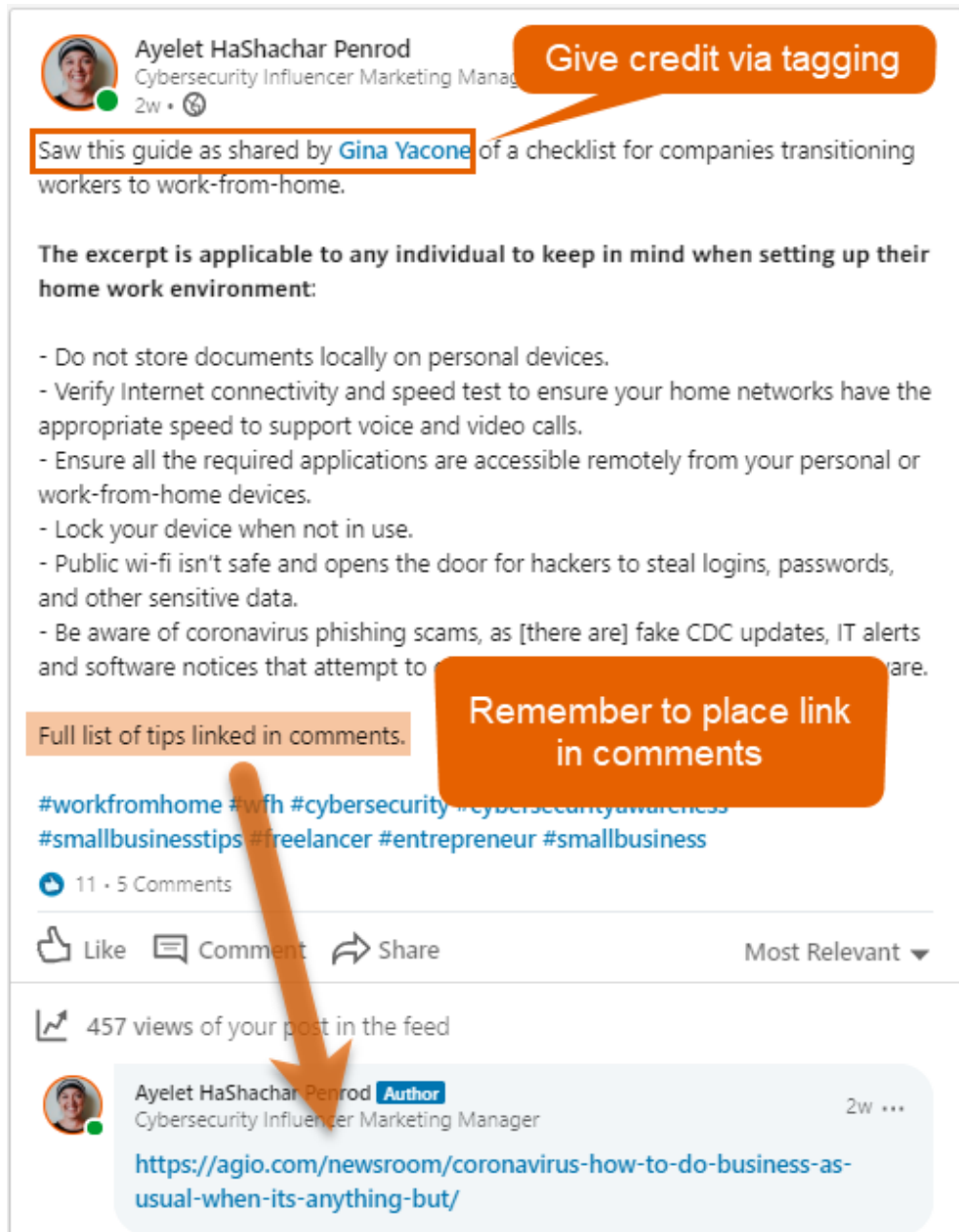
If it is 'Just for fun' go ahead, but if it is content that needs as many views as possible, then consider other methods.

Why?

There is strong correlation between Shared content and limited visibility.

While there is no hard and fast rule, if there is content you see that is important, the better practice is to summarize it in your own words and tag the person who originated it. See below.

Posting Best Practices (con't)



Types of Content: Text Only, Images, Videos, Documents

As with any marketing, including a variety of content types allows your message to reach a broader audience.

Be sure to utilize a mix of text only, text + image, as well as video and documents.

Posting Best Practices (con't)

Stay professional and in line with your professional brand but don't forget to show your personal side, too.

Consider your key highlights you worked on earlier when crafting your Headline & About summary - use those as guides to the type of content and value you want your posts to provide.

If you want a boost to your visibility, video is king even on LinkedIn.

It may seem daunting, but again, it's a skill you can learn! However, if your strength is writing, focus on that to start with - utilize a Slide presentation and upload that to share your insights for added value.

If you do venture into video, keep these tips in mind before you press record:

- Refine your message to 1-3 minutes
- Know who your audience is (yes, Marketing 101 still applies)
- Content of what you say is more important than the video looking professional - quality of content is more important than quality of production



Take Action

- *Determine which type of content you want to start with first*
- *Brainstorm 5-10 ideas for posts you can write now*
- *Focus on the value you want to give*
- *Remember your audience*
- *Don't overthink!*
- *The more you post the more you'll begin to be #linkedInspired as you go throughout your day*

Posting Best Practices (con't)

Use Hashtags & Tagging Effectively.

You'd be surprised how many professionals don't understand how to use hashtags or tagging effectively.

Utilize hashtags that are not only connected to the content at hand but also targeting the audience you want to read it.

For example, you post content around best practices for preventing ransomware attacks.

Many would include #ransomware #cybersecurity but forget their target audience are SMBs.

Other relevant hashtags include #SMB #smallbusinessowners #smallbusinesstips #entrepreneurs (who else own small businesses?)

Including hashtags that are relevant to your audience will help your post get more visibility by the right people.

Tag people or companies that are relevant to the post and state why you are tagging them

- i.e. - "shoutout to @Yoel Israel for the great LinkedIn strategy session" 😊; or "@John Smith had some really great insights in our chat yesterday. Here are my takeaways..."

Wadi Tip: Be careful about mass tagging -some consider this as poor etiquette.

As a rule of thumb, only include people in mass tags that you know are comfortable with this.

(Note: this is relevant for tagging individuals not companies.)

Posting Best Practices (con't)

Frequency & Consistency

Consistent posting 'trains' your audience they can depend on you. Like any skill, the more you use it, the better (and faster) you become at it.

Through consistently bringing industry value and insights via the content you post, your connections will learn to stop scrolling when they see your content.

If you only post once a week, increase your frequency to 3X, and if you are doing a few times a week increase it by 1 day.

The goal should eventually be daily posting.

"But I don't have time"

Like anything worthwhile, the time is there if we make time for it.

Don't get caught up in writing the perfect post or strategizing the optimum time of day to publish - the main thing is cultivating a habit and maintaining consistency.

From thought to thumb there should be no overthinking, the best time to post on LinkedIn is now. - Yoel Israel

Times you can post:

- Over your morning coffee
- On your commute to work, if you do that these days
- Waiting at the doctor's office



Take Action

- Commit to a day/time to regularly post
- Put a reminder in your calendar
- Determine types of post you will use
- Plan a few topics ahead of time

Strategies for Engagement

All social platforms get the most value when we behave socially, that is, giving and taking in a reciprocal, respectful way.

Be sure to engage with everyone who comments or engages on your posts.

Use your Notifications as a catalyst to engage with those already taking notice of you.



Yoel Israel liked your comment

Sounds like it will be a lively discussion!



The Top 2 LinkedIn Ads expert in the world, unite for the most epic AMA of all time! AJ



Take Action

- Check your notifications right now and engage with 3 people who commented, liked or shared your content.
- Set aside 15 minutes/day to regularly engage

Utilize 'Followed Hashtags' strategically to find more content that is relevant to your professional focus. When you see a hashtag in a post that interests you, simply click on it for option to follow.

This list of followed tags is located on your home page in the bottom left column.

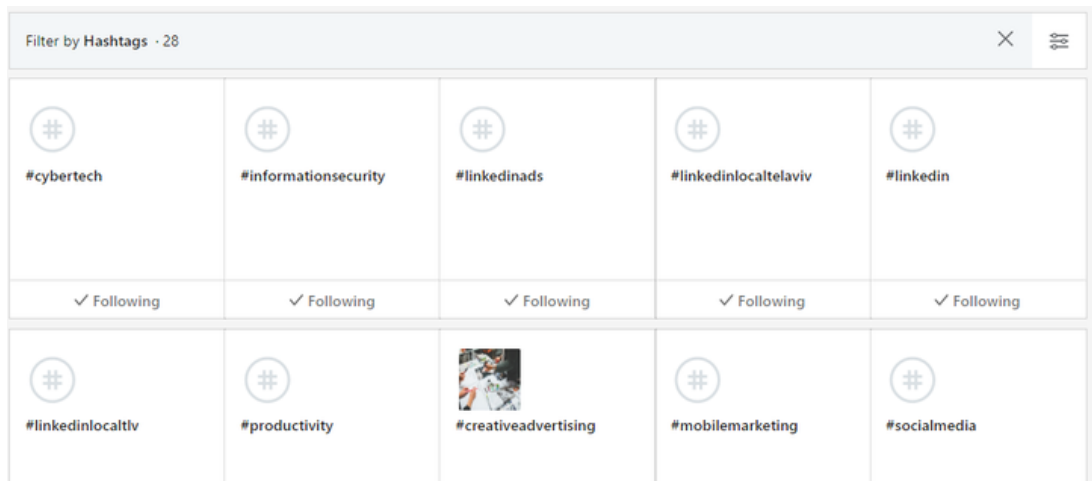
Followed Hashtags

- # linkedin
- # linkedinlocaltelaviv
- # cybertech

Show more ▼

Strategies for Engagement (con't)

Click on 'Followed Hashtags' and you will see your complete list.



For part of your targeted engagement time, quickly view posts related to your areas of interest.

Waste less time in the newsfeed and be intentional about finding posts relevant to your expertise then... engage with these posts!

When you do the author will be notified you engaged and that allows for more opportunities to connect and build valuable relationships.



Take Action

- Review 'Followed Hashtags' to ensure they are still relevant to your current professional focus
- Check 2 Hashtag feeds a day - alternate between
- Set aside time to regularly engage on these posts

In Summary



Optimize your profile

- Focus on your key strengths/value, include keywords through Headline, About, Experience
- Show your professional branding/voice writing in 1st person and telling your story
- Include media to Featured and/or Experience section
- Update Skills
- Keep Recommendations recent & give a few, too



Post with best practices in mind

- Original posts that you write get best visibility
 - These include directly uploading images, videos, documents
- 'Share' button gets less visibility so use it sparingly
- Use your 3 key strengths/values as guide to content creation
- Post frequently and regularly
- Stay consistent



Engage with purpose

- Use Notifications as starting points to nurture relationships
- Use 'Followed Hashtags' to quickly find content relevant to your focus and engage with those conversations
- Set aside time to actively engage on other posts that you can contribute thoughtful info without coming across as salesy. Provide value that you would want others to give.