



5 Clever Ninja Hacks that will "Up Your LinkedIn Game" as a HR Professional.

A conversation with Javed S. Khan



Empression¹⁰
a marketing services company



@EMpressionMktg | #marketwithpurpose



- Website Services
- Digital Media Marketing Services
- Content Marketing Services
- Brand Identity & Creative Design Services

outline of today's conversation:

- Understand the new landscape.
- The key secrets to make that killer first impression.
 - As an HR Professional.
 - As an Organization.
- 3 tips to an effective employee advocacy program.
- Revealing LinkedIn hacks you may not have known before.
- Putting it all together & Next Steps

UNDERSTAND THE NEW LANDSCAPE



Your audience is now ULTRA INFORMED 24/7/365



technology is not just for the younger generation



people are constantly searching, consuming and sharing content.



social media ignites employee engagement.

- 50% post messages, pictures or videos in social media about their employer.
- 33% post messages, pictures or videos in social media about their employer without any encouragement from the employer.



like it or not. first impressions matter.



Photo Credit: Annie Spratt

ATTENTION
IS THE
MOST VALUABLE
ASSET

Ja

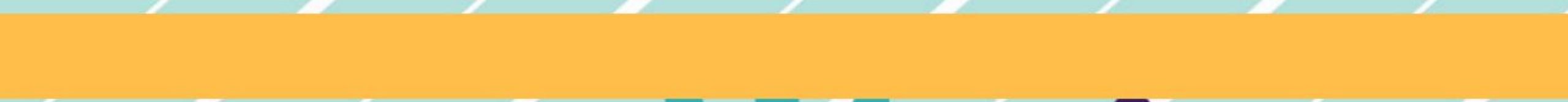


sit back, relax, and enjoy. your business card will get you the slides



**THE KEY SECRETS TO
MAKE THAT KILLER
FIRST IMPRESSION.
AS AN HR
PROFESSIONAL.**





4 powerful stats about linkedIn you may not know.

- Over 500 million members.

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4 powerful stats about LinkedIn you may not know.

- Over 500 million members.
- Profiles with photos get 21x more views and 36x more messages.
- 57% of all those who visit LinkedIn do so on a mobile device.
- Video posts are 5x more likely to get comments.

most trusted social platform for the third year running.

Business Insider Intelligence's 2019 Digital Trust Ranking

Ranking based on overall Digital Trust scores

Rank	2017*	2018	2019
1			
2			
3			
4			
5		 	
6		N/A	
7	N/A	N/A	

*Ranking methodology changed for 2018 onward.

Note: Our overall ranking is calculated as an average of pillar ranks. Pillars are: Security, Legitimacy, Community, User Experience, Shareability, and Relevance.

Source: Business Insider Intelligence Digital Trust Report 2017, 2018, 2019

PRIMARY RESEARCH FROM
**BUSINESS
INSIDER**
INTELLIGENCE

Empression 
a marketing services company

linkedin should be everyone's fundamental social media channel.



This social media channel;

- It is not only about posting job opportunities or seeking candidates.
- Acts as your online professional statement about; you, your qualifications, who you're connected to, and relevance.
- Value of your company as a potential employer from a work culture, engagement, benefits, and much more.



"Before I meet someone for the first time, I send them a link to my profile...I send my profile in advance because I think it will establish the right expectations. **Looking at my LinkedIn profile is a lot like meeting me.**"

Artie Isaac

Vistage chair, CEO coach, and creativity trainer.







step one: have a presence on linkedin.



J. Alberto Mendoza P · 2nd
Human Resources Business Partner
Puslinch, Ontario, Canada · 500+ connections · [Contact info](#)



[Connect](#) [Message](#) [More...](#)

 Mammoet
 Harvard University



Diane O'Ball BA, CHRL, CPM · 2nd
Senior Human Resources Professional
Newmarket, Ontario, Canada · 500+ connections · [Contact info](#)

[Connect](#) [Message](#) [More...](#)



 Aurum Window Cleaning & Property Care - A Gold...
 Seneca College of Applied Arts and Technology



Brittany Geldart · 2nd
HR Coordinator at Home Trust Company
Toronto, Canada Area · 500+ connections · [Contact info](#)



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 Home Trust Company
 Humber College



Barrie Goodman - MBA, CHRL · 2nd
Human Resource Executive | Business Partner | Business Transformation | HR Strategy | Collaboration
Thornhill, Ontario, Canada · 500+ connections · [Contact info](#)

[Connect](#) [Message](#) [More...](#)

 HRPA - Human Resources Professionals Association
 University of Windsor

5 absolutes to your linkedin profile

1. Profile picture

2. Job title: President - bp3D CREATIVES 3D, Design, Fabrication, Project Management for: Event Producers, Experiential, Trade Show Canada

3. Contact info button

4. Banner image

5. About section

Bruce Playfoot · 1st

President - bp3D CREATIVES 3D, Design, Fabrication, Project Management for: Event Producers, Experiential, Trade Show Canada · 500+ connections · [Contact info](#)

bp3D CREATIVES

Highlights

79 mutual connections
You and Bruce both know Monica Gibbs, CHRL, ACIR, Joe Ferreyro, CFP, and 77 others

2 Mutual Groups
You and Bruce are both in Toronto Marketing Community and Festivals and Events Ontario

About 5.
Unique Interactive Experiential Displays & Structures.
Create a VISUAL STIMULUS! Promote your brand, attract & engage your customers.
... see more

Bruce Playfoot

Contact Info

- Bruce's Profile**
[linkedin.com/in/bruceplayfoot](https://www.linkedin.com/in/bruceplayfoot)
- Website**
bp3dcreatives.com (Company Website)
- Phone**
416.525.4788 (Work)
- Email**
bruce.playfoot@gmail.com
- Birthday**
February 25
- Connected**
June 27, 2014

1st ever linkedIn background website - get some inspiration!

LinkedIn Backgrounds - Get some inspiration!

[Abstract](#)

[Business](#)

[Corporates](#)

[Nature](#)

[Technology](#)

[Urban](#)

[Quotes](#)

Get some inspiration! The 1st LinkedIn Backgrounds Website.

Download the best **FREE** background photos to brand your header!

[HOW TO ADD LINKEDIN BACKGROUND PHOTO](#)

Linkedinbackground.com

Bryce Canyon National Park

[BRYCE](#)

[CANYON](#)

[NATIONAL](#)

[PARK](#)

[NATURE](#)



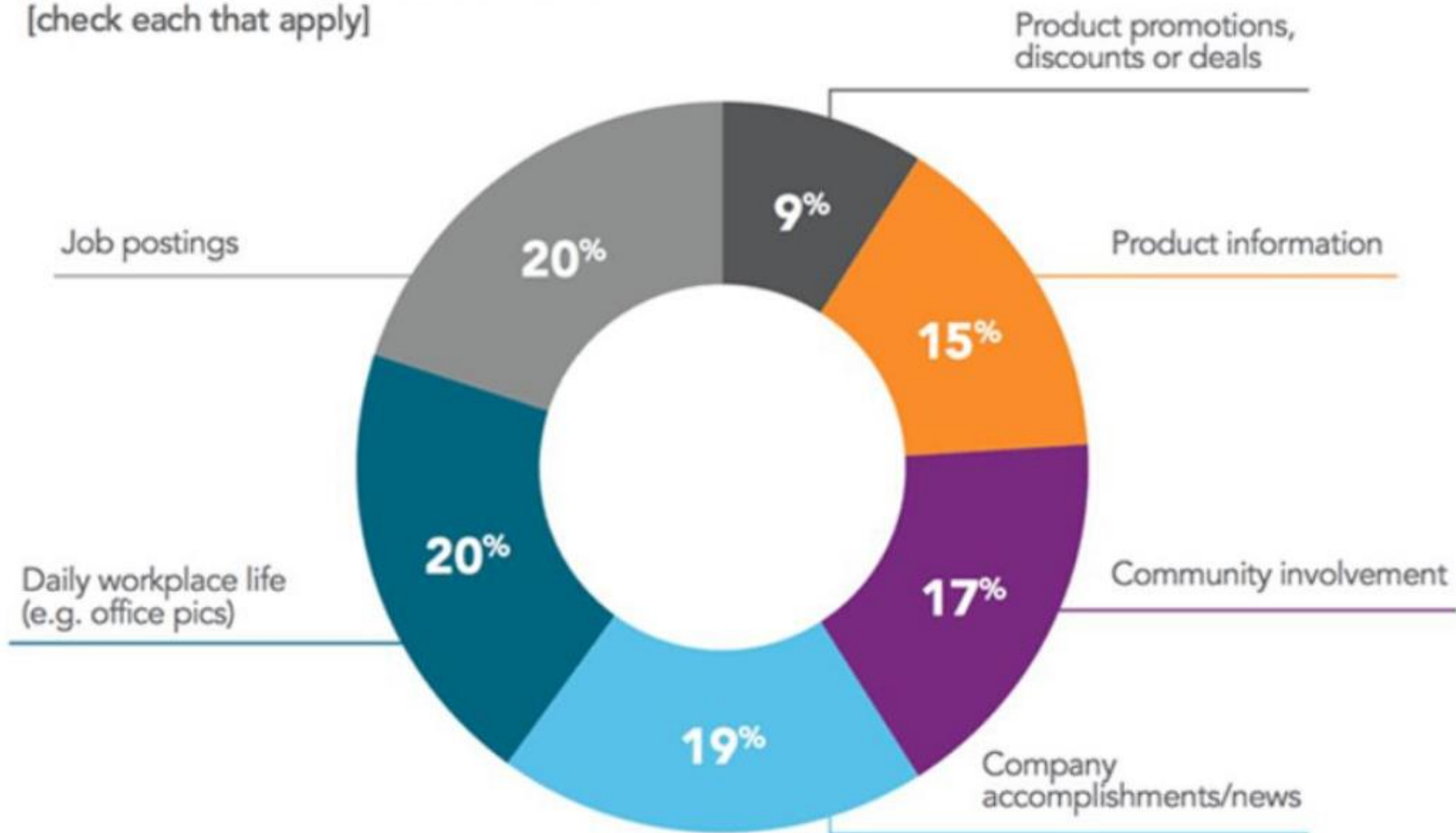
"Whether you like it or not, every person is now a media company. The tools are easy, free, and everywhere. It literally doesn't matter what business you're in, what industry you operate in, if you're not producing content, you basically don't exist. So what's your excuse?" - Gary Vaynerchuk



what is the key ingredient to great content.

- Great content **doesn't** showcase your products or services, it helps potential customers solve their problems and build brand trust.

“What kind of content have you shared about your work life through social channels?”
[check each that apply]



Source: Altimeter, Employee Survey, Global Average, Q1 2016, n=185

content comes in many shapes and sizes.

Ideas **MUST** be interesting & relevant **NOT** sales-y

Record a video on a mobile device

Share photographs at events and/or meetings

Turn common questions & turn into content

Facebook live

Share news / editorials and add your insight

Celebrate personal wins

Promote perks that boost mental and physical wellbeing

Conduct staff interviews via video & written

Conduct and publish an interview with an industry leader on a trend or issue

5 best practices to creating a killer linkedin post.



Gowtham Parasuraman, CHRL • 2nd

Helping executives make data-driven decisions to optimize and retain their hig...
5mo

Full house tonight at the Executive Impact Forum!

#peopleanalytics #executiveimpactforum #hrpatoronto #generationm
#predictivedata #hrpa #fullhouse

Joanne Melanson, CHRL Andria Matadial, BA, CHRL Sara Smolej, CHRL Zufar
Akhunov Hussain Haider Ali

HRPA Toronto Chapter (Human Resources Professional Association)

HRPA - Human Resources Professionals Association



30 • 1 Comment

Like Comment Share

- **#1 - Use BIG pictures** - preferably original photos. Give credit (tag) the person who took the photo.
- Example **@name of person**

5 best practices to creating a killer linkedin post.



Gowtham Parasuraman, CHRL • 2nd

Helping executives make data-driven decisions to optimize and retain their hig...
2d

#fullhouse at the Speed Mentoring session by [HRPA Toronto Chapter \(Human Resources Professional Association\)](#)'s Mentorship Committee
[Hussain Haider Ali](#) [Amy Condon, CHRP](#) [Geoffrey DeGrasse](#) at @chestnut conference center
[#HRLife](#) [#Speedmentoring](#)



34 · 10 Comments

Like Comment Share

Top Comments ▾

- **#2 - Tag people, companies, and groups within part of your post.**
This method is ideal to "gain people's attention" by providing a "virtual tap on the shoulder".
- Example **@name of person and/or @name of organization**

5 best practices to creating a killer linkedin post.



Lindsey Sinclair • 2nd

Manager, Sales & Group Services at Discover Banff Tours
1w • Edited

Who's attending CMEE this year? I will be there with my great partners in the [Banff & Lake Louise Tourism](#) Booth! Pop by and say hello or book an appointment with me. I do also have some spots left for visits on the 12th and 15th if you would like some extra time to chat about your next program to the Canadian Rockies or want to catch up.

Looking forward to seeing you all next month!

[#eventplanning](#) [#events](#) [#eventplanners](#) [#suppliers](#) [#cmee](#)



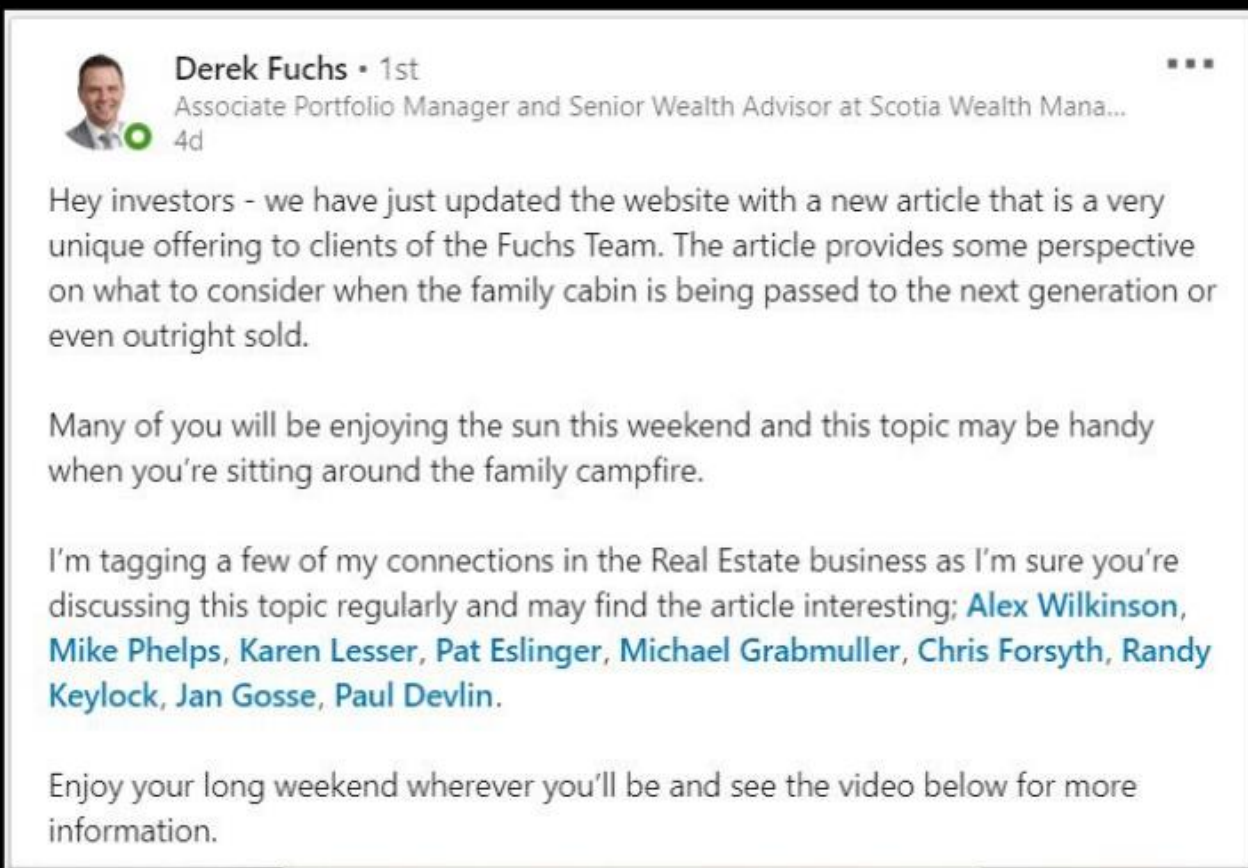
Homepage

[cmeexpo.ca](#)

- **#3 - Explain your links.** Avoid just posting the link with the image with no commentary / insights by you.

People want read or watch (video) what you think of the supporting piece of content.

5 best practices to creating a killer linkedin post.



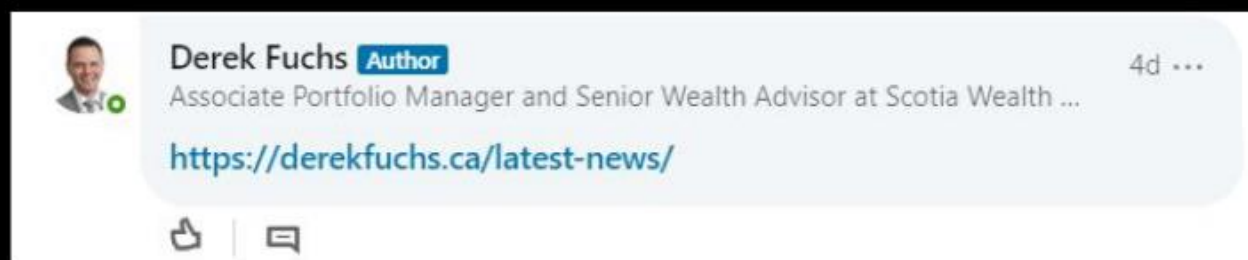
Derek Fuchs • 1st
Associate Portfolio Manager and Senior Wealth Advisor at Scotia Wealth Mana...
4d

Hey investors - we have just updated the website with a new article that is a very unique offering to clients of the Fuchs Team. The article provides some perspective on what to consider when the family cabin is being passed to the next generation or even outright sold.

Many of you will be enjoying the sun this weekend and this topic may be handy when you're sitting around the family campfire.

I'm tagging a few of my connections in the Real Estate business as I'm sure you're discussing this topic regularly and may find the article interesting; [Alex Wilkinson](#), [Mike Phelps](#), [Karen Lesser](#), [Pat Eslinger](#), [Michael Grabmuller](#), [Chris Forsyth](#), [Randy Keylock](#), [Jan Gosse](#), [Paul Devlin](#).

Enjoy your long weekend wherever you'll be and see the video below for more information.



Derek Fuchs **Author**
Associate Portfolio Manager and Senior Wealth Advisor at Scotia Wealth ...
4d ...

<https://derekfuchs.ca/latest-news/>

👍 | 💬

- **#4 - Post links in the comments section. DO NOT include links to websites, articles, video in the body of your post.**

Add the links in the comments section with a note "link in the comments section".

5 best practices to creating a killer linkedin post.



Charles Fortier • 2nd
Vice President Sales, Canada
5mo • Edited

Come and see [Angela Payne](#) and I at the HRPA Executive Impact Forum on May 30th at the Intercontinental Toronto Yorkville. To get a preview of our talk around recruiting and retaining Millennials in the workplace, put your sound up and watch our video below... Enjoy and see you there!

To register to the event visit hrpa.ca

HRPA - Human Resources Professionals Association
[#hrtrends](#) [#employerbranding](#) [#engagement](#) [#recruiting](#) [#talentattraction](#)



110 • 13 Comments • 6,289 Views

Like Comment Share

#5 - Increase your engagement with video.

Post the video natively (directly to LinkedIn) vs. adding the embedded link from YouTube.

**THE KEY SECRETS TO
MAKE THAT KILLER
FIRST IMPRESSION.
AS AN
ORGANIZATION.**



why is a strong LinkedIn company page important to your brand?

- 56% of candidates check out a company page after they've been alerted of a job opening.
- 46% of candidates are more likely to respond to your InMail if connected to an employee of your company.





Why do so many companies forget about their
Company LinkedIn Pages!

It's a no brainer!

7 absolutes of a great company page (paid)



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Reactivate Premium



1

Edelman

Marketing and Advertising • 204,236 followers

Follow

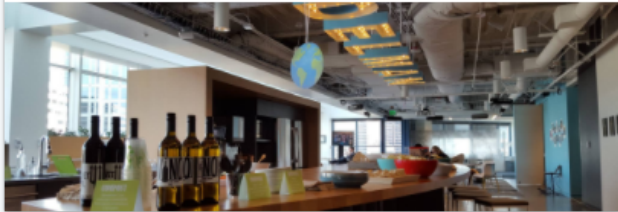
See jobs



7

See all 6,647 employees on LinkedIn →

Overview



Jobs

4



Kim McLaughlin

I empower owner-operators with digital ...

View job openings at Edelman

Life

6



About us

3

Since 1952, Edelman has profoundly shaped the ways that companies and brands communicate. In the early years, we defined modern public relations.

Today, with more than 65 offices and 5,000 employees partnering with 2,000 of the world's leading clients, we are redefining PR as communications marketing. We partner with many of the world's largest and emerging businesses and organizations, helping them evolve, promote and protect their

Recent update

5

See all



2018 Edelman Trust Barometer California ...



Kim, explore jobs at **Edelman** that match your skills

See jobs

Ad

3 non-obvious ways to strengthen your LinkedIn company page

- KEY function of the company page is to **attract and interact** with our audience.
- Build a dynamic marketing tool vs. 'About Us' Page; move people to take action.



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Join now

Sign in

1. use rich media



- Images and video can grab attention better than text-based communication.
- Rotate your banner every 6 months; support season campaigns, teams & events.

2. keep your updates short, sweet and spicy

- 150 characters or less supported by a thought provoking question.
- Tell your audience exactly what's in it for them in as few characters as possible.



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3. use the 4-1-1 rule

- Every single piece of content that is shared about your organization + share an update from another source + share 4 pieces of content written by others.



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Sign in

3 TIPS TO CREATING AN EMPLOYEE ADVOCACY PROGRAM THAT WORKS.



Tip #1 - Create social media guidelines.



- One of the main reasons why some employees choose not to share anything about their work on their personal social media channels is because they're unsure if they're allowed to mention the company they work for at all, or they're afraid of going against company guidelines.
- Gives them a clear framework of what exactly they can post about.

manage risks (social media policies)

Do this...

Be respectful of others and accepting of differing viewpoints.

Be factual and authentic about what you share.

Respect the privacy of people in your social network.

If you receive criticism or comments about the content you share, respond in a respectful manner. Offer clarification or contact the individual privately.

Consider whether you want to create separate accounts for personal and professional use.

Offer advice or services through private messages after they have made an inquiry.

Don'ts...

Don't be inflammatory or abuse social media.

Don't misrepresent yourself or the services you can provide.

Don't share personal information in public forums such as open Facebook, Twitter or Instagram posts.

Don't shame, embarrass or confront an individual if they offer negative criticism about content you have shared.

Don't share inappropriate, private or sensitive content.

Don't give personal financial advice in open forums.

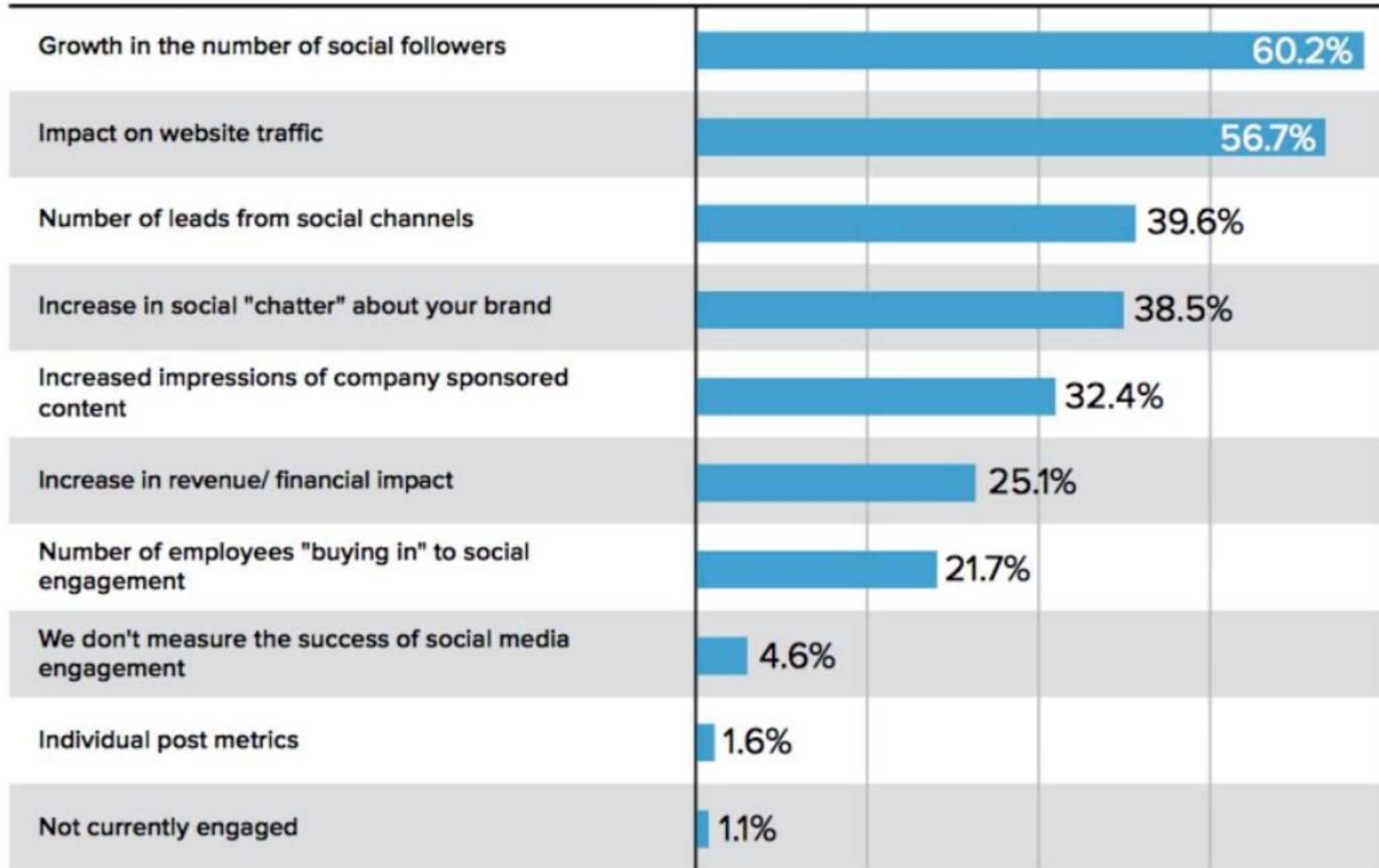


Tip #2 - Set goals for your employee advocacy program.



- This will make it easier to measure the success of your program and a clearer path of how to go forward.
- For example, set the goal of having X employees posting brand content on social media at least once a month by a certain date, or your number of social shares in a set period of time.

Measuring Success of Social Media Engagement



Tip #3 - Identify employee influencers.



- They should also be active on social media, preferably posting business-related content on their accounts already.
- Your program will be more effective if you offer some kind of incentive or benefits. Gift cards, shout outs for most active advocates.

**REVEALING 5
LINKEDIN HACKS YOU
MAY NOT HAVE
KNOWN
BEFORE.**



create a personalize linkedin url

FREE WEBINAR ON BILL 148

Implement the changes
without breaking the bank

To register, visit peoplebrightconsulting.com

People Bright
CONSULTING INC.



Hilda Gan, CHRP, CHRL • 1st

Helping Businesses minimize HR Risks, Recruit, Manage, Engage and Retain their
Talent & Create Strong Workplace Culture

People Bright Consulting Inc. • University of Toronto

Markham, Ontario, Canada • 500+

Message

More...

Unique among HR Consultants is my ability to provide practical business minded HR solutions and strategies based on 15 years as part owner of a national engineering firm. The key to business success is understanding and building a bu...



Hilda's Profile

linkedin.com/in/hildagan

PROCEDURE

POLICIES



Kevie Carr • 2nd

Human Resources Professionals Association

HRPA - Human Resources Professionals Association • The George Washington University - C...

Toronto, Canada Area • 373

Connect

InMail

More...

A innovative and solutions-oriented business professional; that offers 10 years plus of customer service/event management in diverse organizations. Demonstrates expertise in establishing key partnerships, sponsorship developm...



Kevie's Profile

linkedin.com/in/kevie-carr-50980519

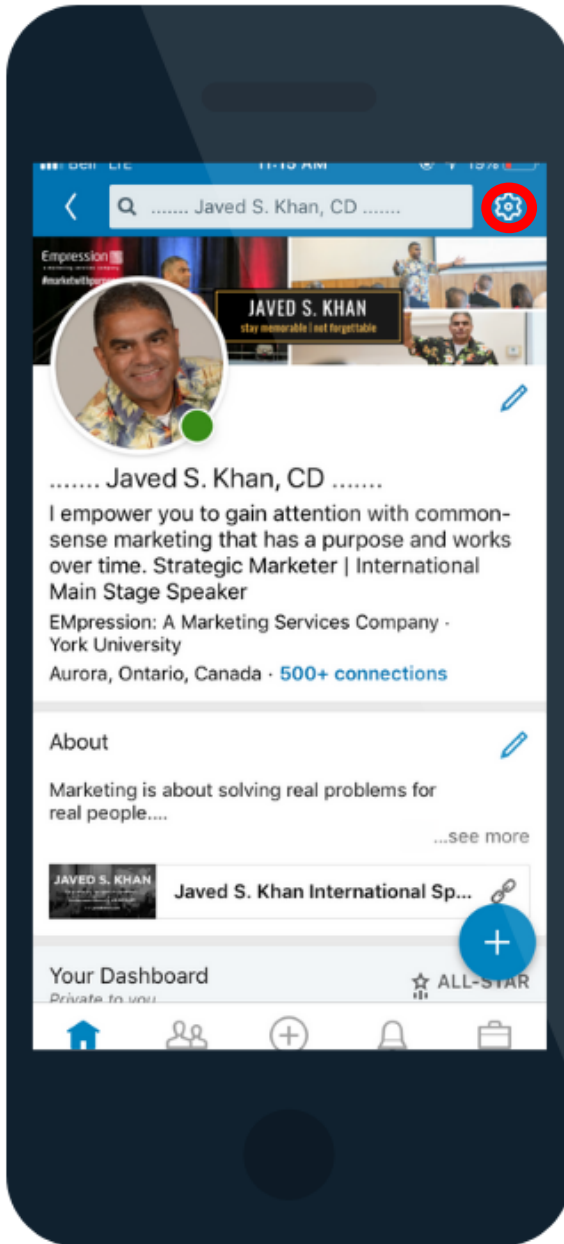
A man with a beard and sunglasses is looking at a laptop screen. The image is dimmed and serves as a background for the text.

HACK #1

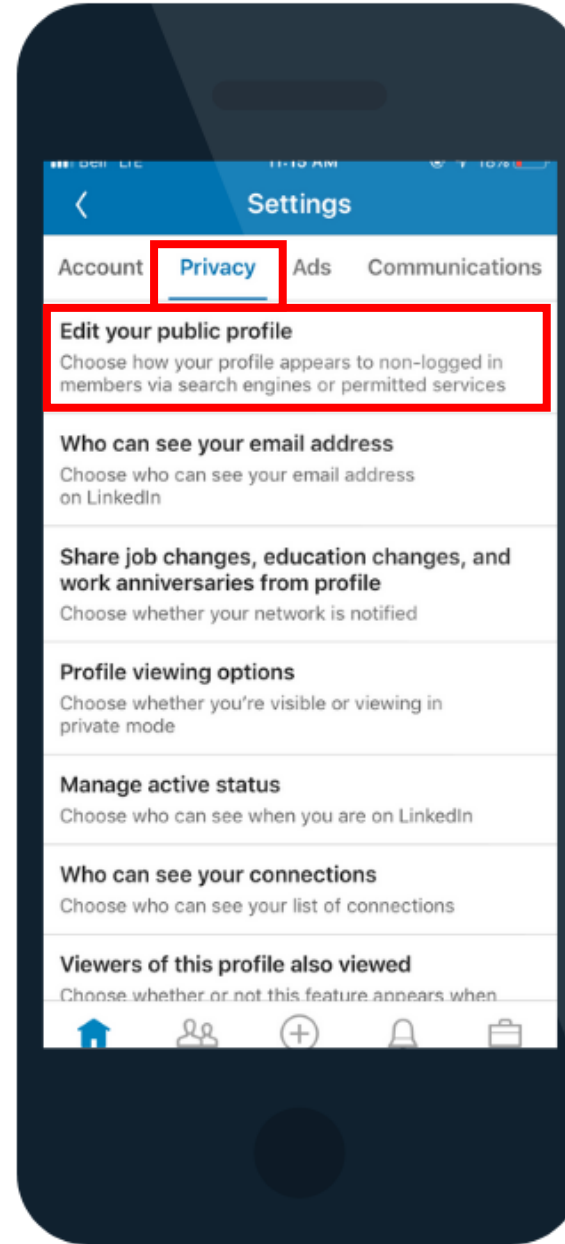
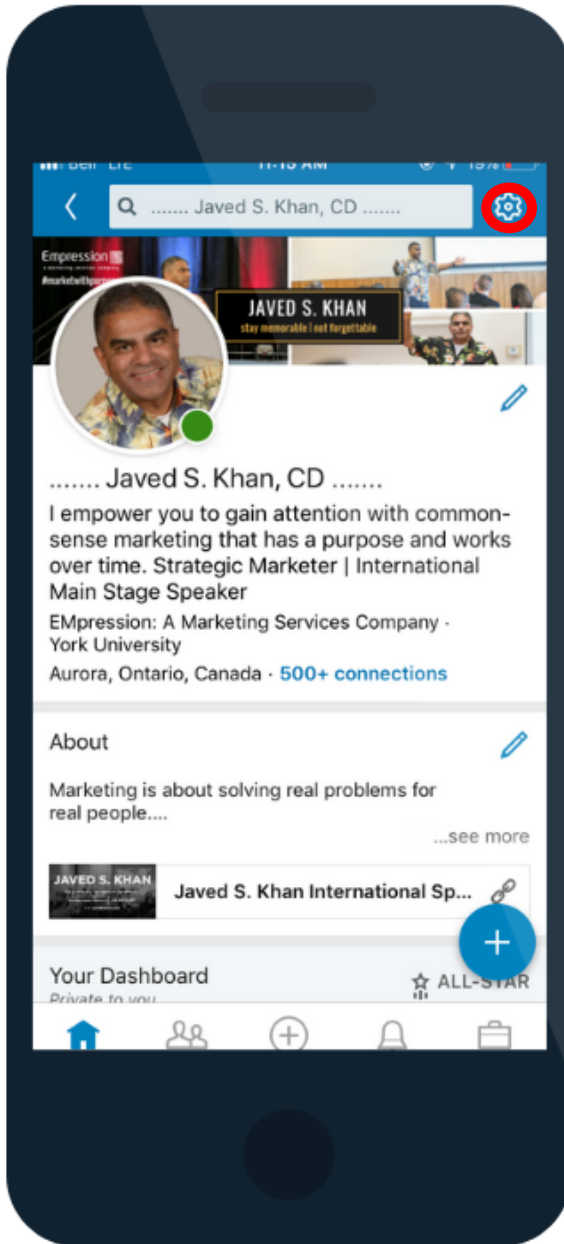
Customize your linkedin url.

Photo Credit: neONBRAND

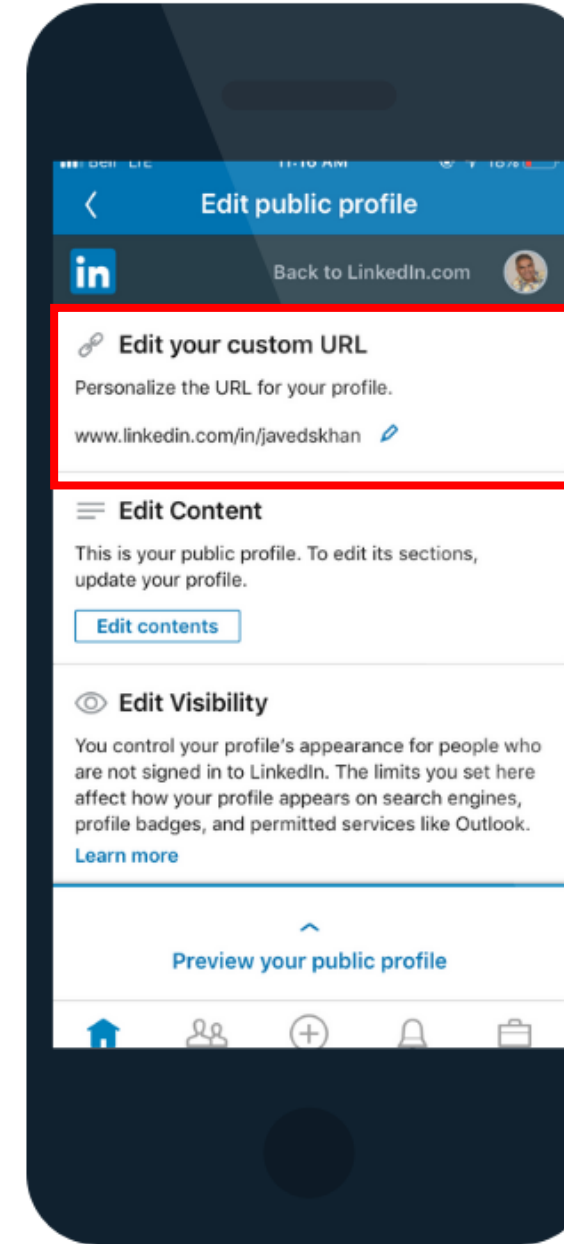
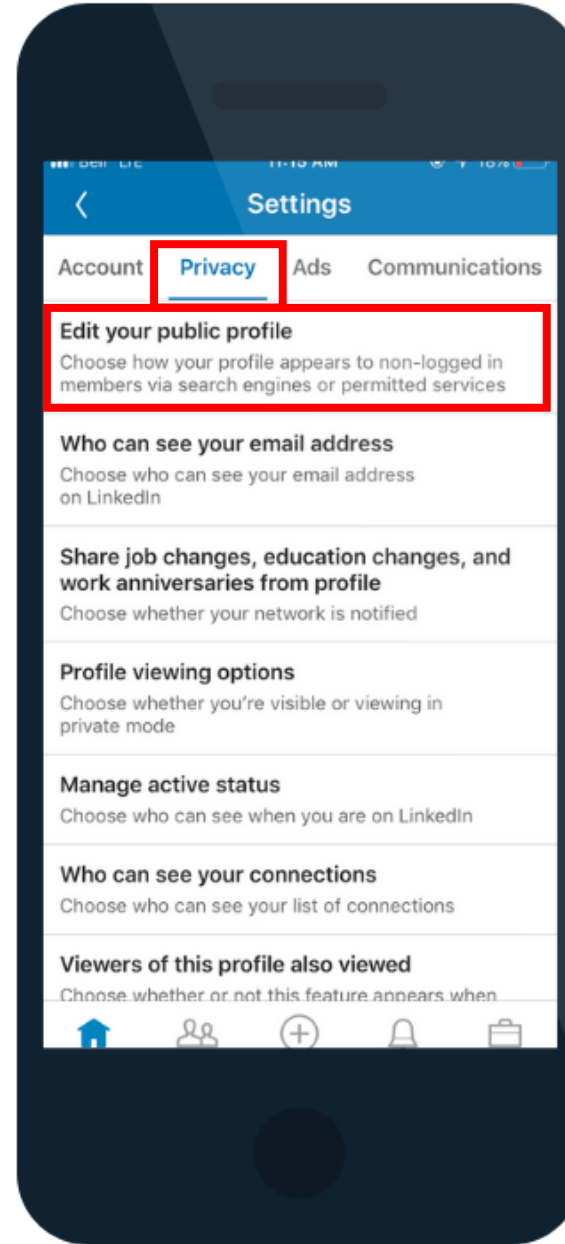
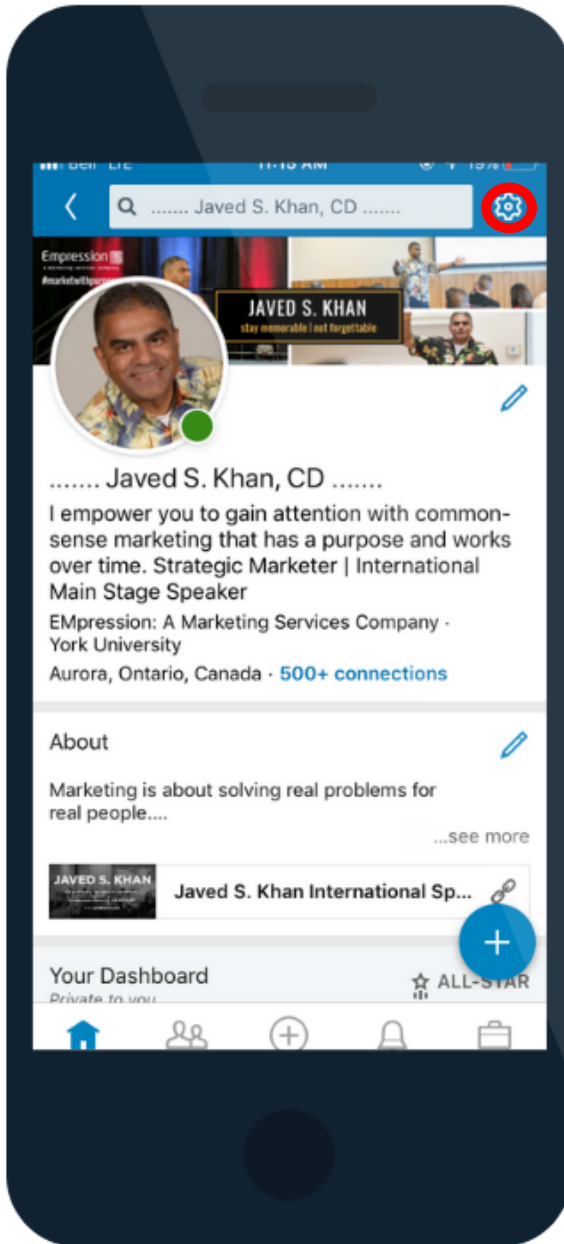
step 1: select the gear icon on the top right hand corner



step 2: click on "Privacy" and select "edit your public profile"





step 3: click on the "blue pencil" and type in your name



WHAT IS THE BIGGEST MISTAKE WE MAKE ON LINKEDIN?







what's the one common thing in these four profile photos?



J. Alberto Mendoza P · 2nd
Human Resources Business Partner
Puslinch, Ontario, Canada · 500+ connections · [Contact info](#)



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 Mammoet
 Harvard University



Diane O'Ball BA, CHRL, CPM · 2nd
Senior Human Resources Professional
Newmarket, Ontario, Canada · 500+ connections · [Contact info](#)

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Brittany Geldart · 2nd
HR Coordinator at Home Trust Company
Toronto, Canada Area · 500+ connections · [Contact info](#)



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 Humber College



Barrie Goodman - MBA, CHRL · 2nd
Human Resource Executive | Business Partner | Business Transformation | HR Strategy | Collaboration
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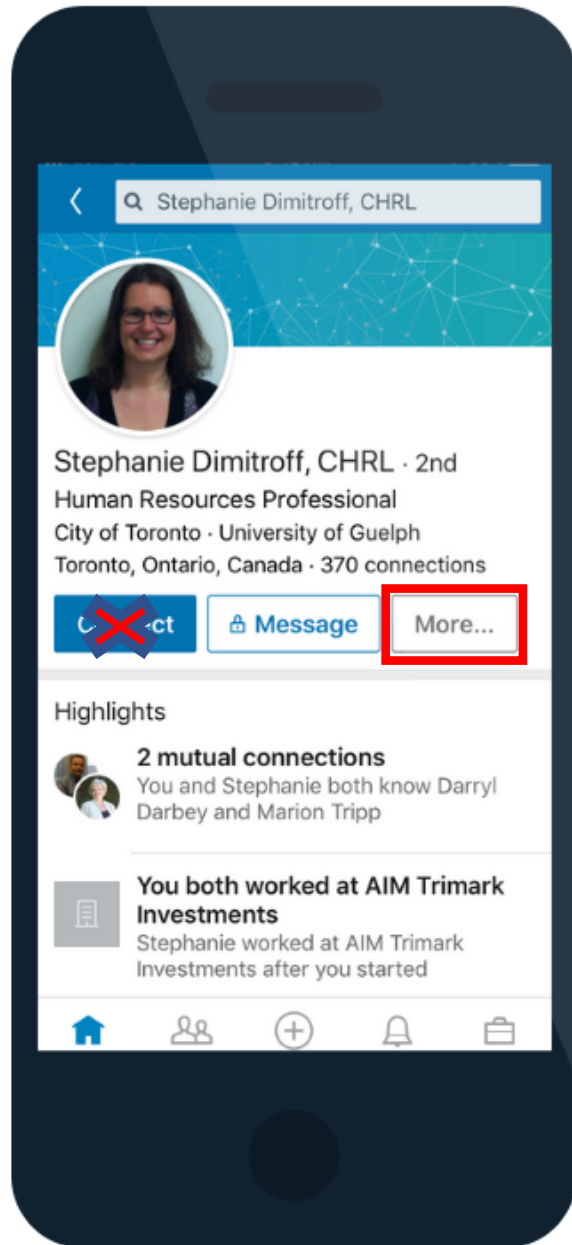


HACK #2

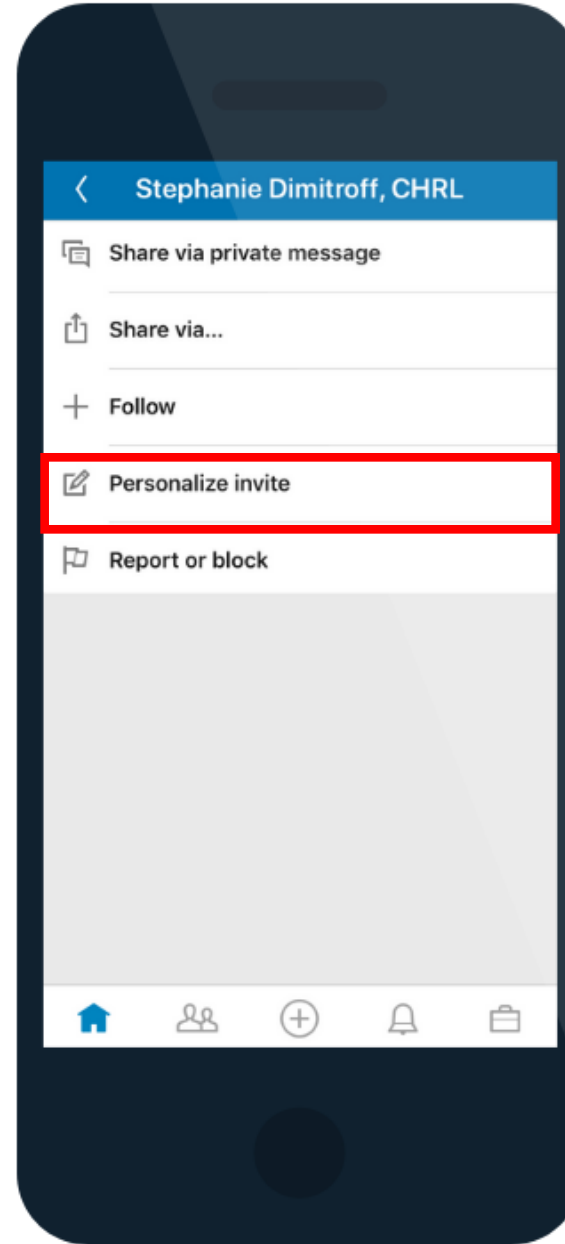
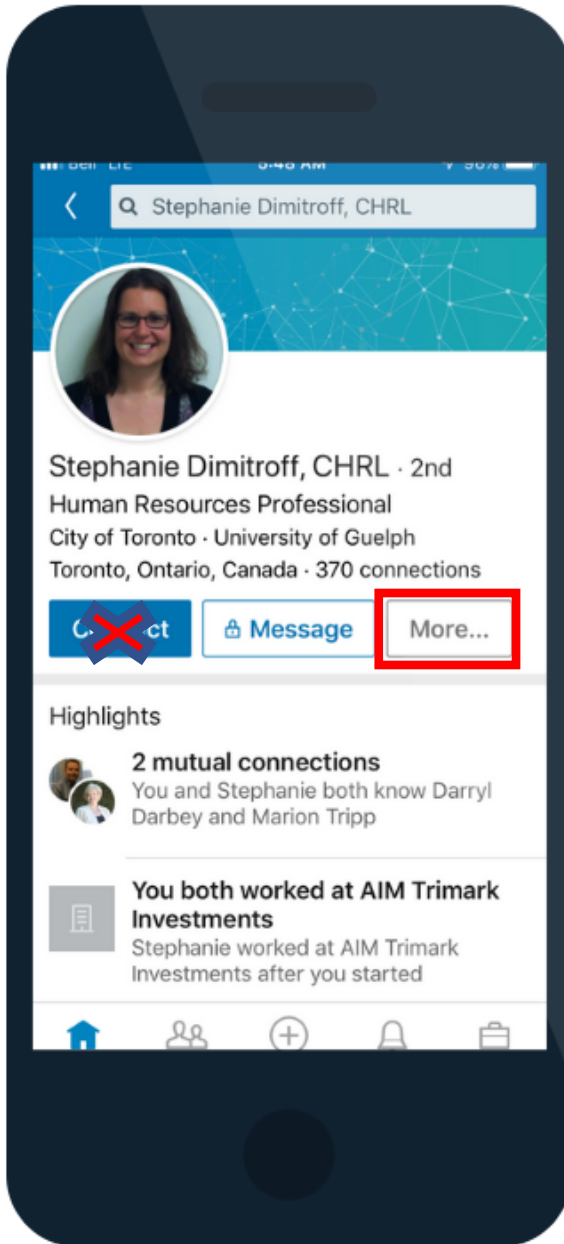
**Personalize your invitation
request on your mobile device.**

Photo Credit: neONBRAND

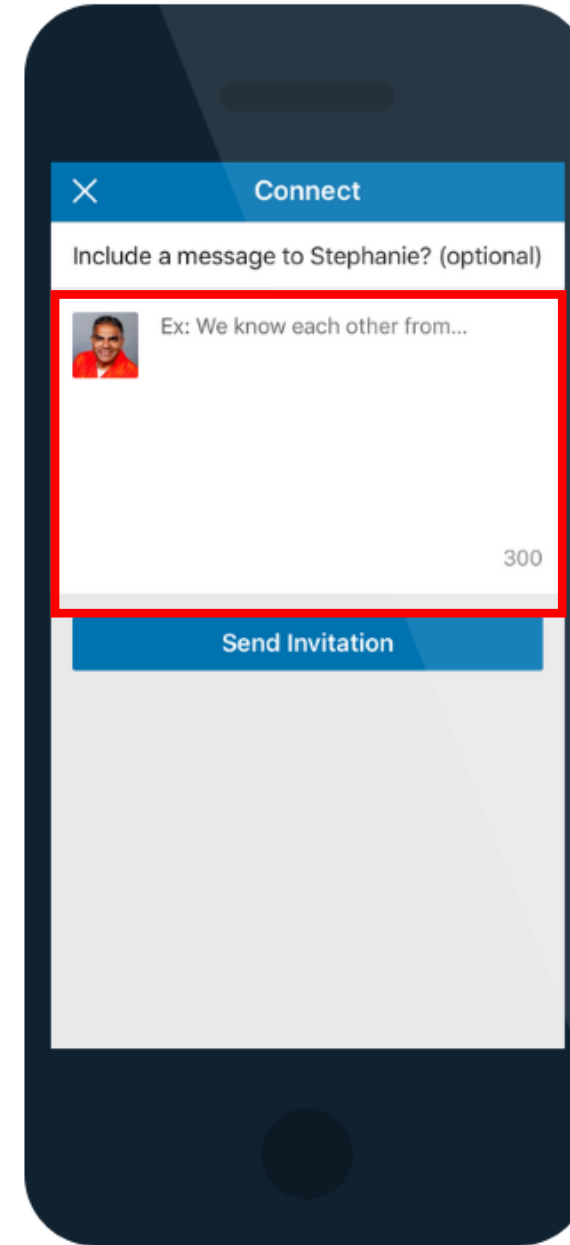
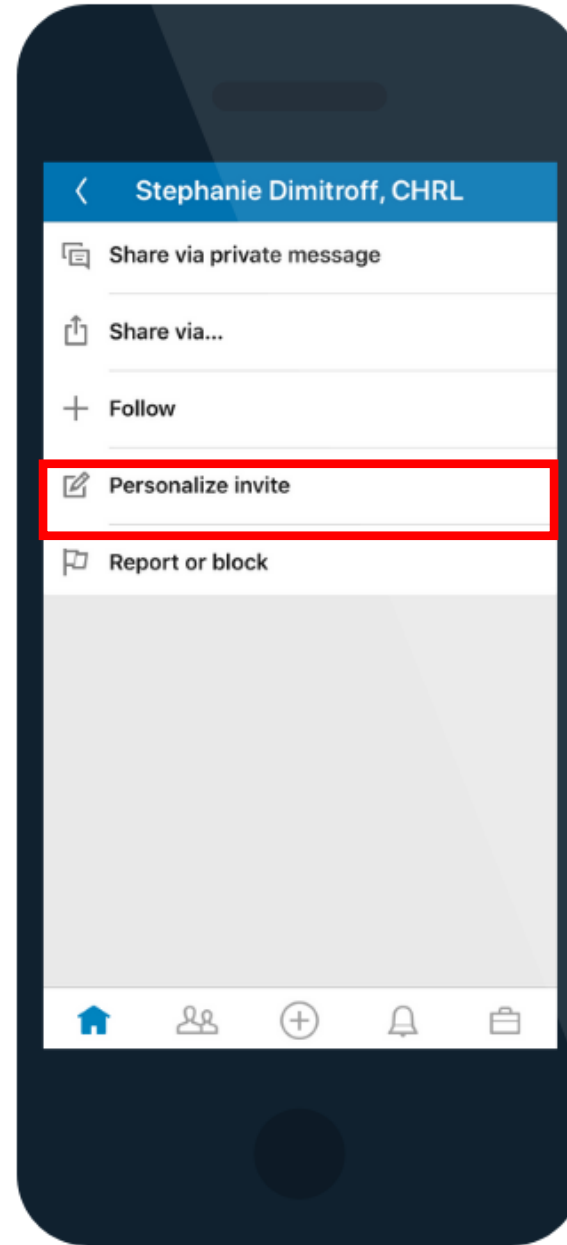
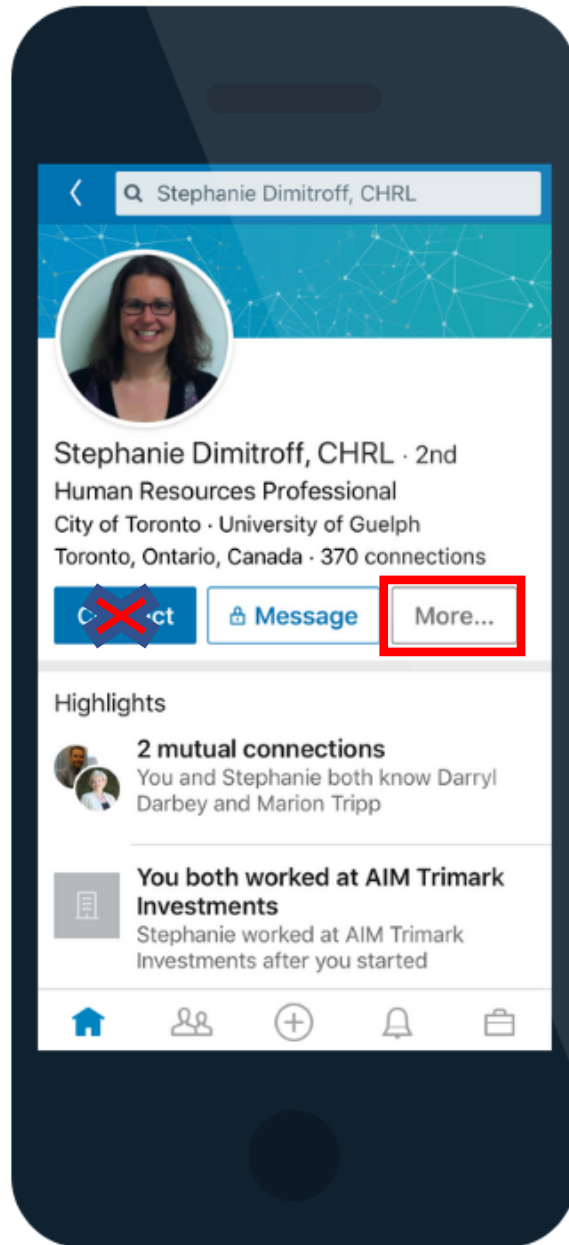
personalizing your invitations doesn't stop on your mobile device.



personalizing your invitations doesn't stop on your mobile device.



personalizing your invitations doesn't stop on your mobile device.







HACK #3

Extend your LinkedIn Headline.

Photo Credit: neONBRAND

extend your linkedIn headline (mobile only).

Empression 
a marketing services company
#marketwithpurpose




JAVED S. KHAN
stay memorable | not forgettable


..... Javed S. Khan, CD


I empower you to win the industry with common-sense marketing that works. Strategic Marketer | International Speaker


Aurora, Ontario, Canada


[Add profile section](#) [More...](#)



 EMpression: A Marketing Services Company


 York University

 See contact info

 See connections (500+)

- 120 characters for your headline on your desktop.

extend your linkedIn headline (mobile only).

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a marketing services company
#marketwithpurpose


JAVED S. KHAN
stay memorable | not forgettable


..... Javed S. Khan, CD


I empower you to gain attention with common-sense marketing that has a purpose and works over time. Strategic Marketer | International Main Stage Speaker


Aurora, Ontario, Canada

[Add profile section](#) [More...](#)

 EMpression: A Marketing Services Company

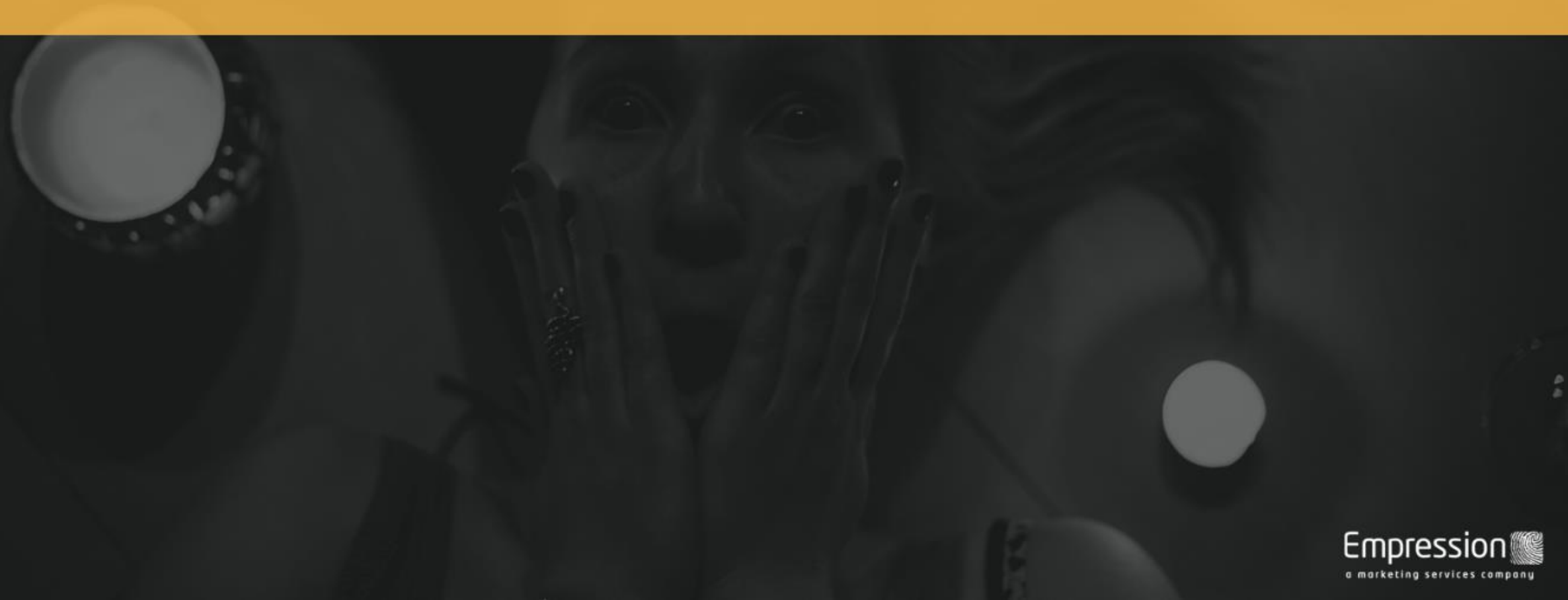
 York University

 See contact info

 See connections (500+)

- 120 characters for your headline on your desktop.
- Extend the characters from 120 to approx. 200 characters if you edit on your mobile device.

**"WHAT DO YOU MEAN YOU CAN'T
SEE MY PHOTO?"**



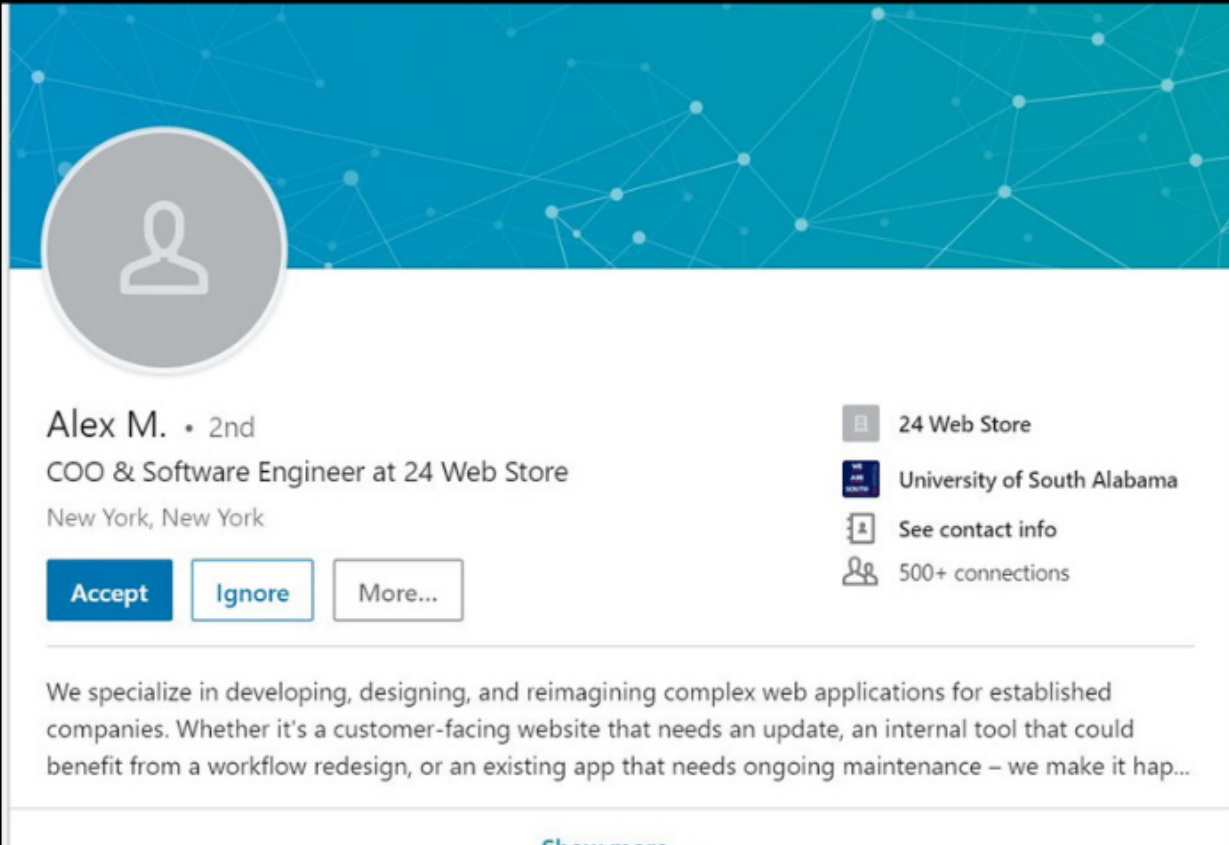


HACK #4

Change your public profile visibility.

Photo Credit: neONBRAND

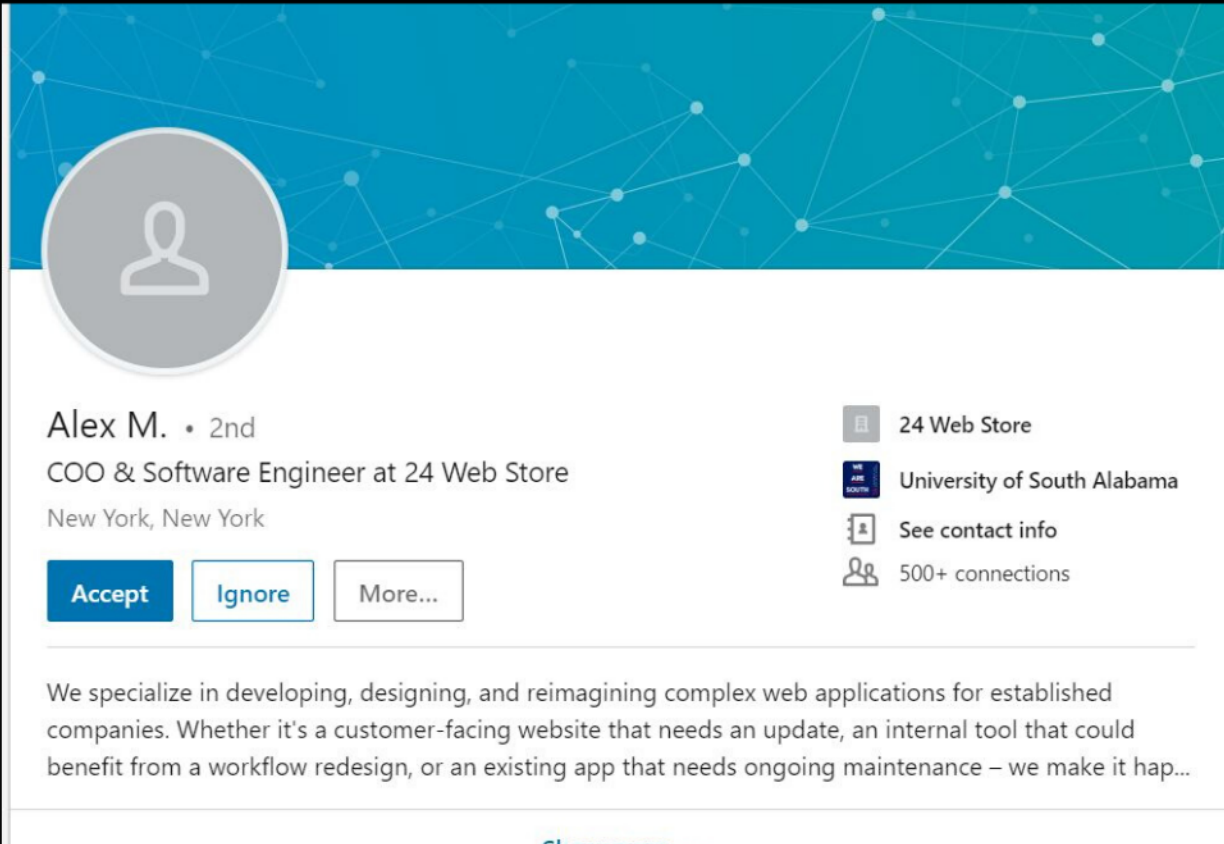
LINKEDIN HACK #4 - changing your profile visibility.



BEFORE CONNECTING

You can control your profile's appearance to people who aren't logged in or connected with you.

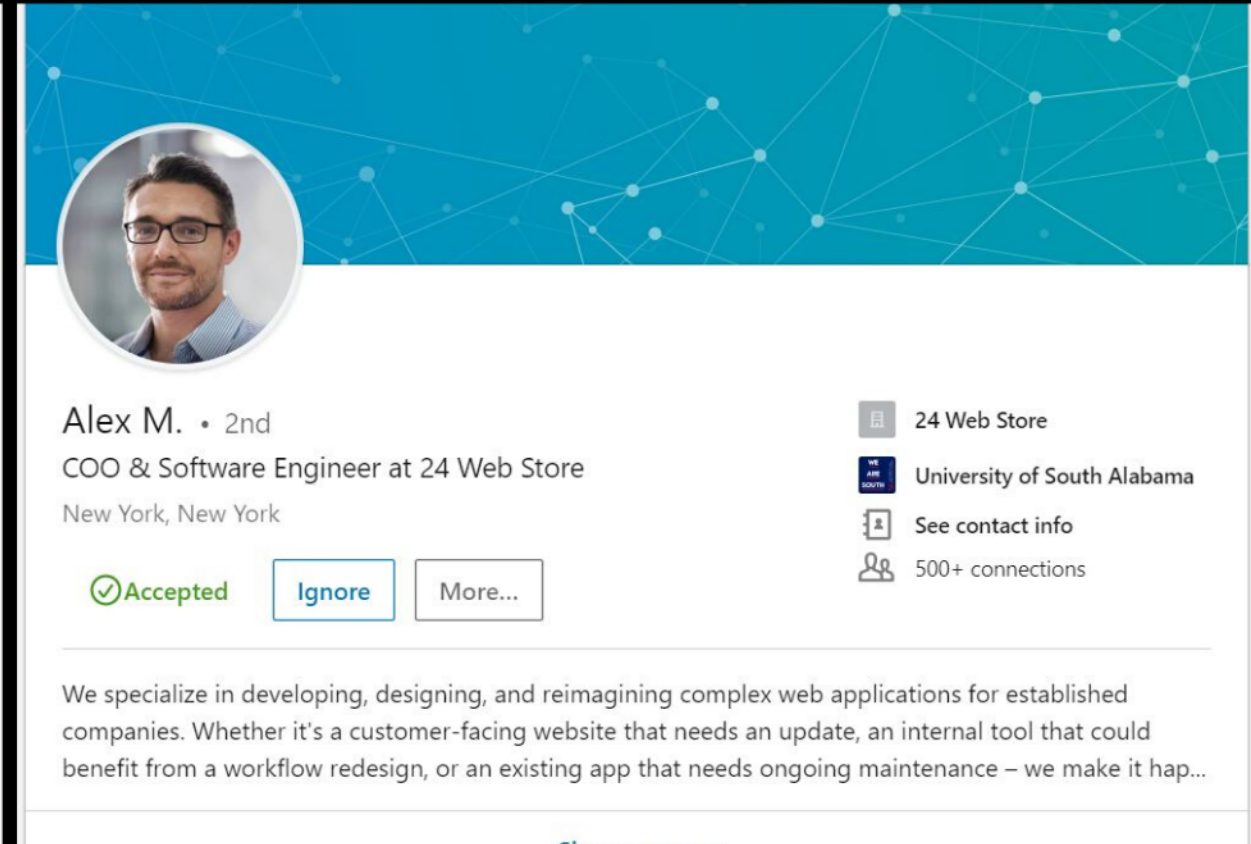
LINKEDIN HACK #4 - changing your profile visibility.



A screenshot of a LinkedIn profile for Alex M. before connecting. The profile picture is a grey placeholder icon. The background is a blue network pattern. The text below the profile picture reads: "Alex M. • 2nd", "COO & Software Engineer at 24 Web Store", and "New York, New York". To the right, there are three items: "24 Web Store" with a company icon, "University of South Alabama" with a university icon, and "See contact info" with a contact icon. Below these is "500+ connections" with a person icon. At the bottom left, there are three buttons: "Accept" (blue), "Ignore" (white with blue border), and "More..." (white with blue border). Below the buttons is a short bio: "We specialize in developing, designing, and reimagining complex web applications for established companies. Whether it's a customer-facing website that needs an update, an internal tool that could benefit from a workflow redesign, or an existing app that needs ongoing maintenance – we make it hap..."

BEFORE CONNECTING

You can control your profile's appearance to people who aren't logged in or connected with you.

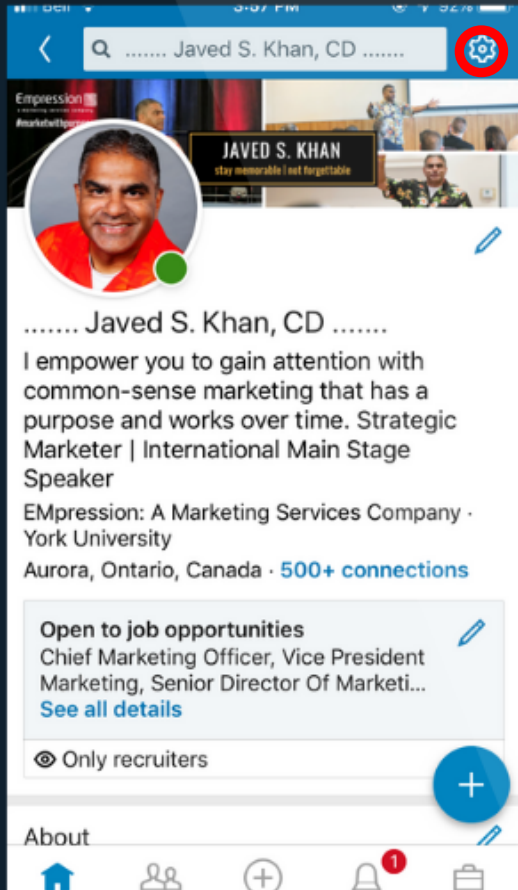


A screenshot of the same LinkedIn profile for Alex M. after connecting. The profile picture is now a real photo of a man with glasses. The background is the same blue network pattern. The text below the profile picture reads: "Alex M. • 2nd", "COO & Software Engineer at 24 Web Store", and "New York, New York". To the right, there are three items: "24 Web Store" with a company icon, "University of South Alabama" with a university icon, and "See contact info" with a contact icon. Below these is "500+ connections" with a person icon. At the bottom left, there are three buttons: "Accepted" (green with a checkmark), "Ignore" (white with blue border), and "More..." (white with blue border). Below the buttons is the same short bio as in the previous screenshot.

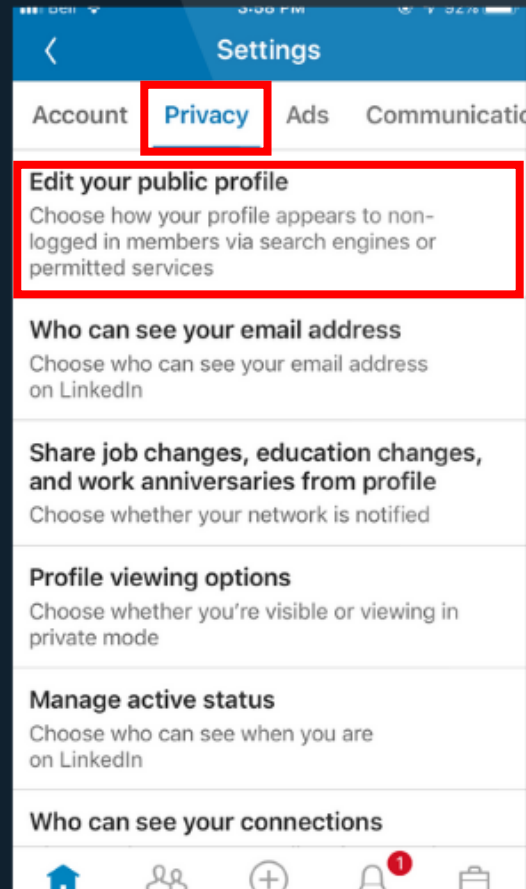
AFTER CONNECTING

People can only see your profile picture and branded background after they connect.

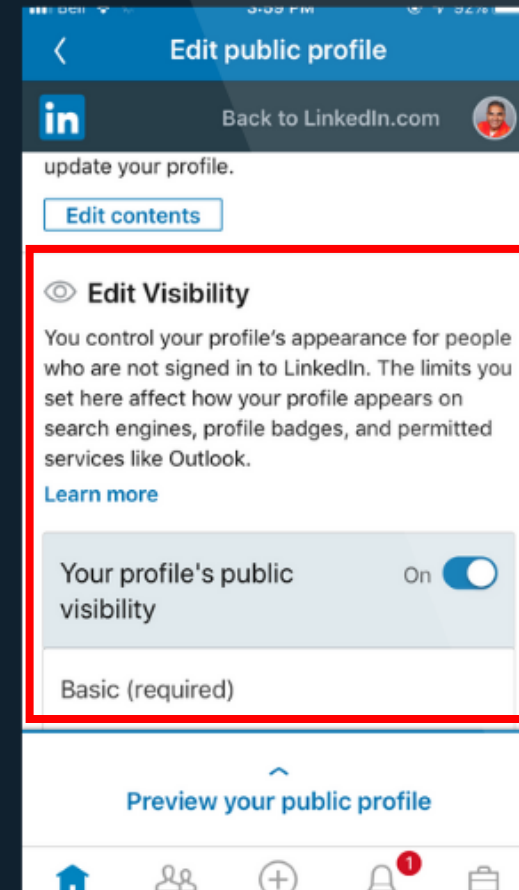
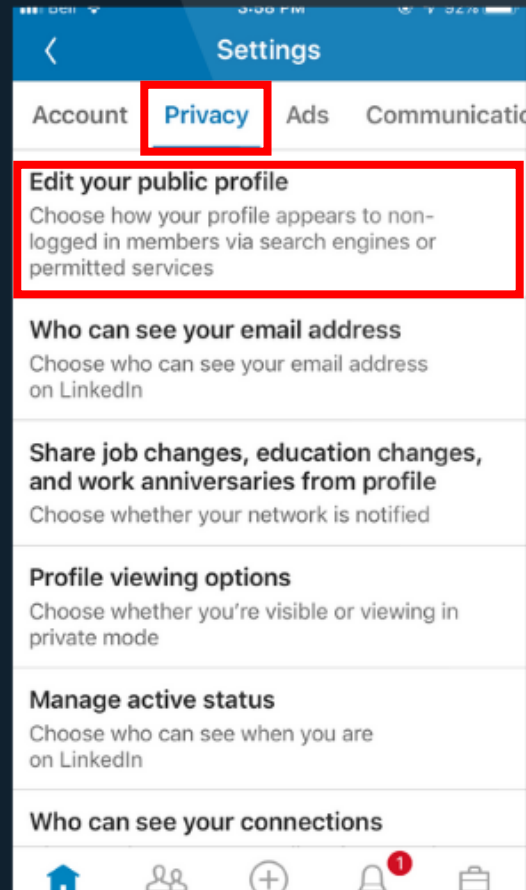
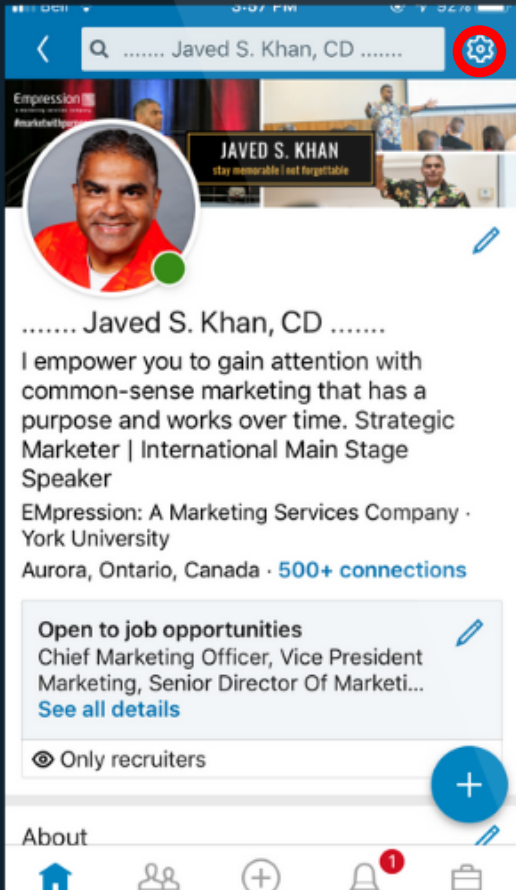
LINKEDIN HACK #4 - changing your profile visibility



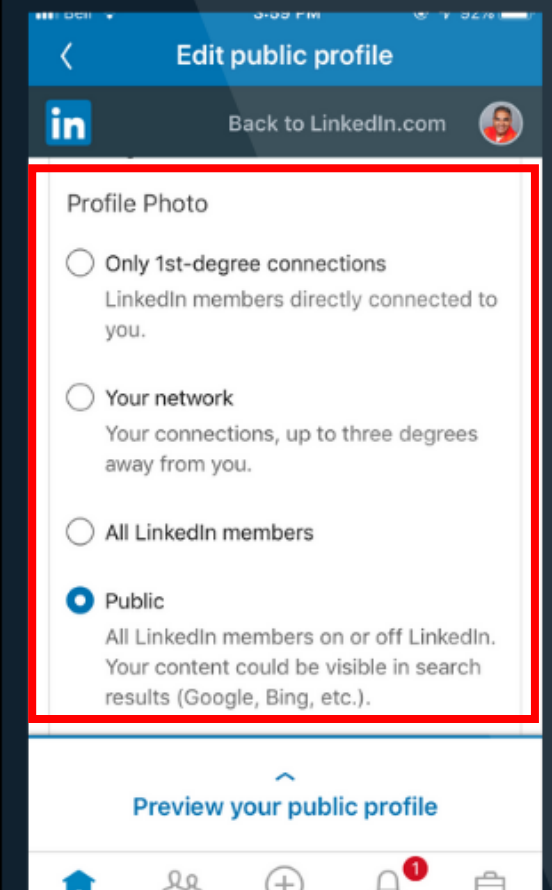
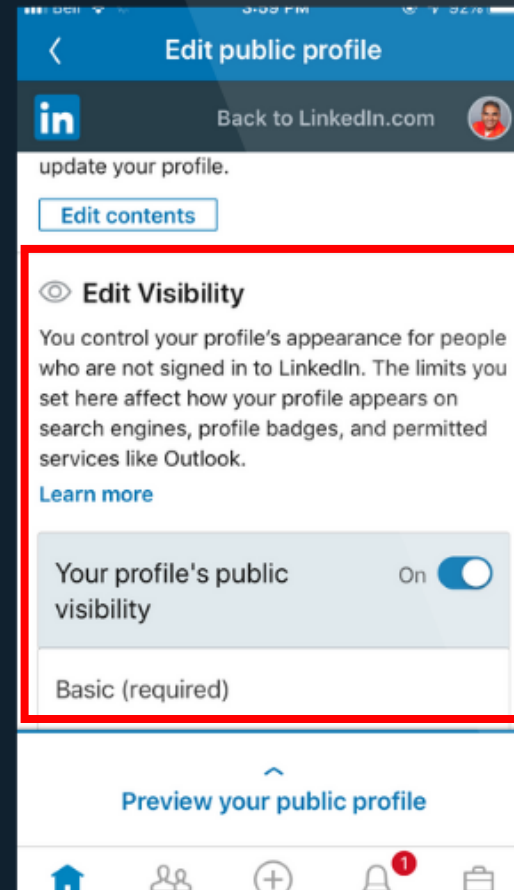
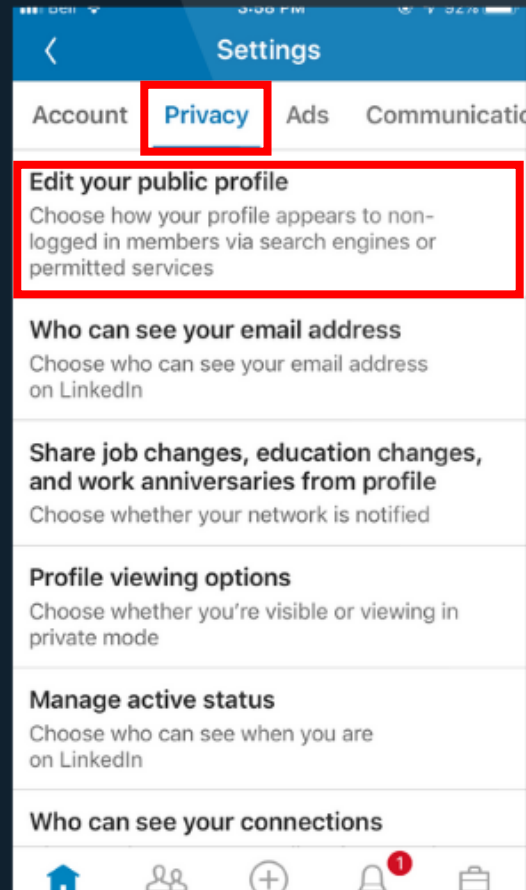
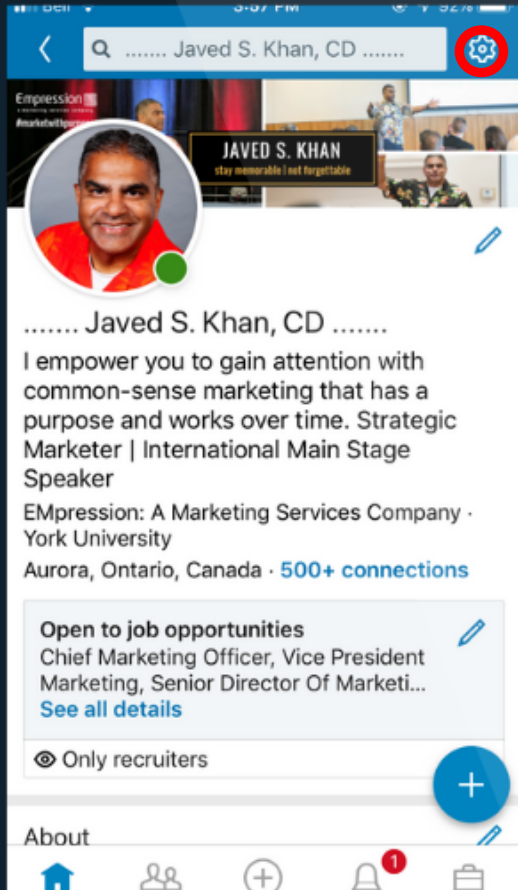
LINKEDIN HACK #4 - changing your profile visibility



LINKEDIN HACK #4 - changing your profile visibility



LINKEDIN HACK #4 - changing your profile visibility



A man with a beard and sunglasses, wearing a plaid shirt, is looking down at a laptop. The image is semi-transparent and serves as a background for the text.

HACK #5

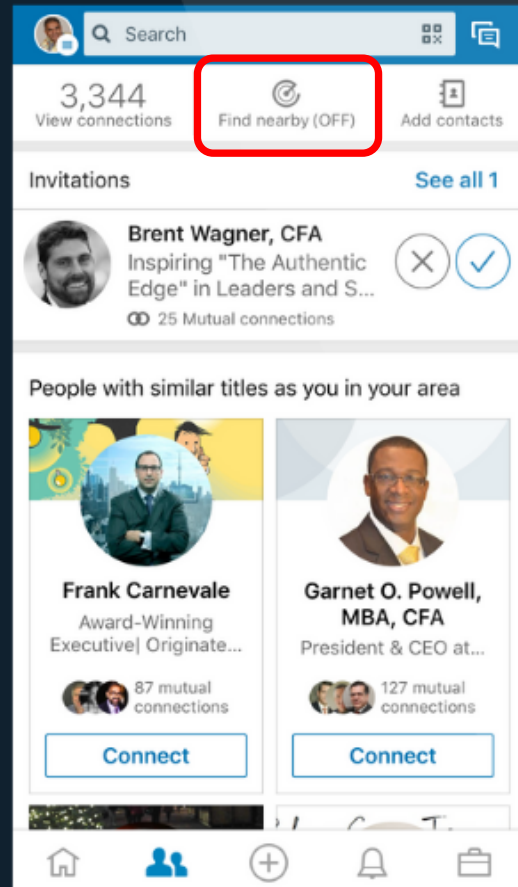
LinkedIn's "Find Nearby" feature.

Photo Credit: neONBRAND

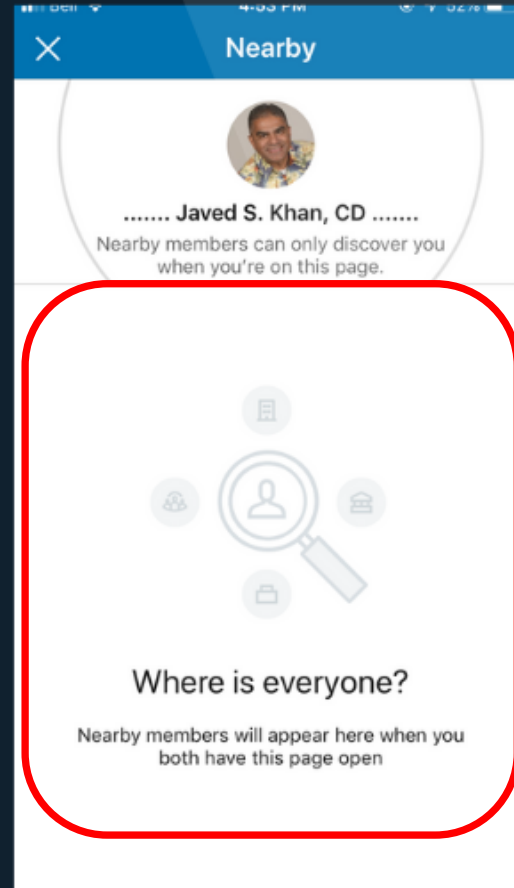
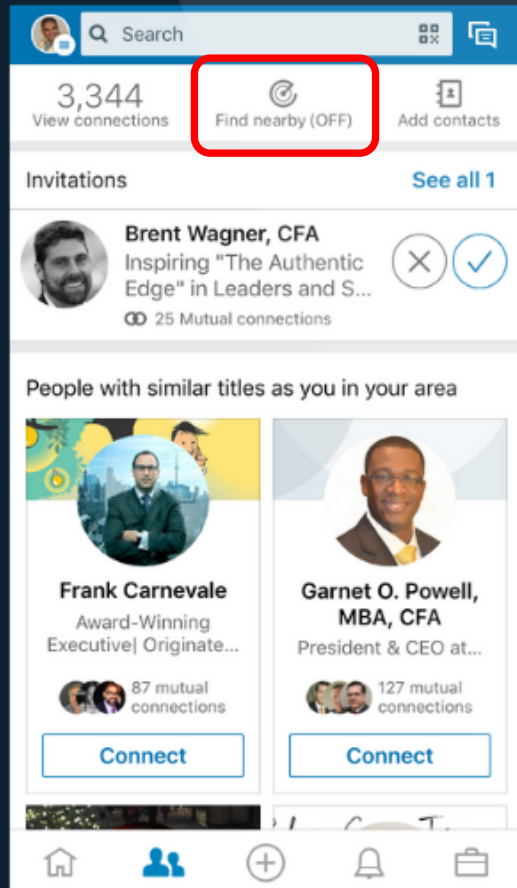
LINKEDIN HACK #5- "find nearby" feature

The screenshot shows a LinkedIn profile for Javed S. Khan, CD. The profile includes a search bar at the top with the text "..... Javed S. Khan, CD". Below the search bar is a banner image with the text "EMPRESSION" and "JAVED S. KHAN stay memorable | not forgettable". The profile picture shows a man in a red shirt. The bio reads: "..... Javed S. Khan, CD I empower you to gain attention with common-sense marketing that has a purpose and works over time. Strategic Marketer | International Main Stage Speaker". The company information is "EMpression: A Marketing Services Company · York University" and the location is "Aurora, Ontario, Canada · 500+ connections". A section titled "Open to job opportunities" lists "Chief Marketing Officer, Vice President Marketing, Senior Director Of Marketi..." and includes a "See all details" link. Below this is a privacy setting "Only recruiters" with a plus icon. The bottom navigation bar shows icons for Home, Connections (highlighted with a red box), Add, Notifications (with a red '1'), and Profile. The word "About" is visible above the navigation bar.

LINKEDIN HACK #5- "find nearby" feature



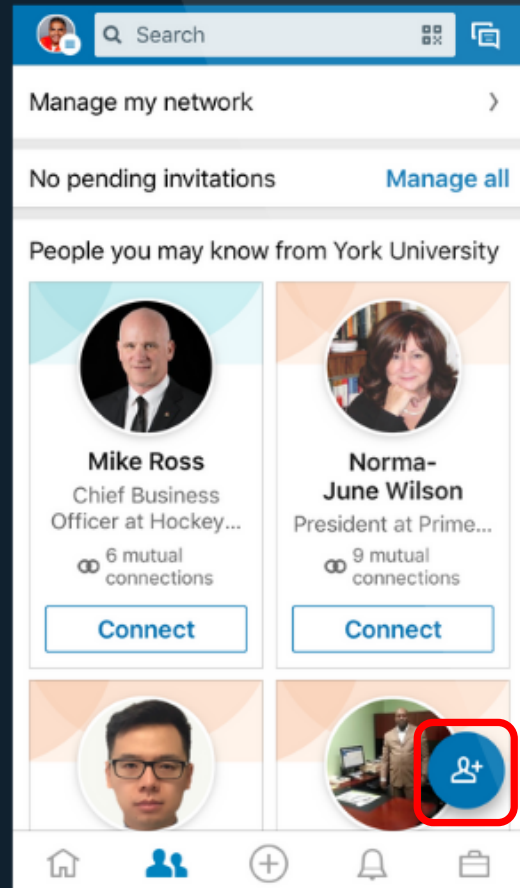
LINKEDIN HACK #5- "find nearby" feature



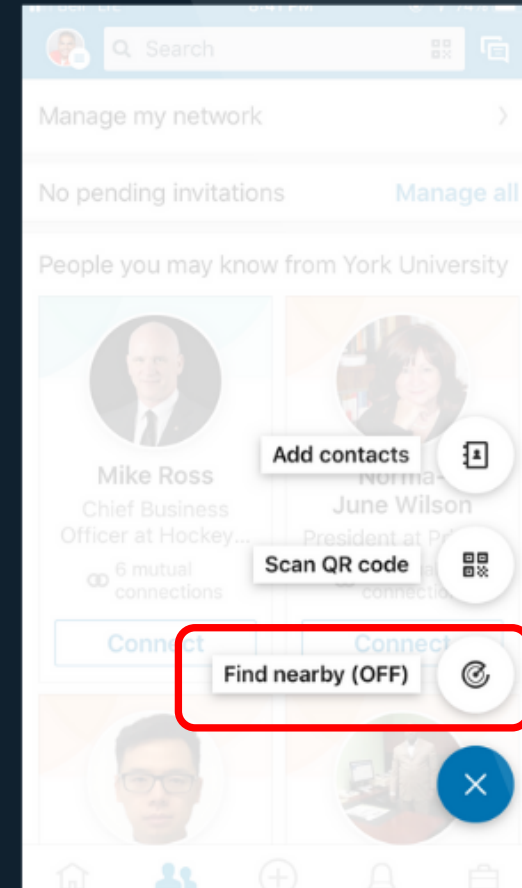
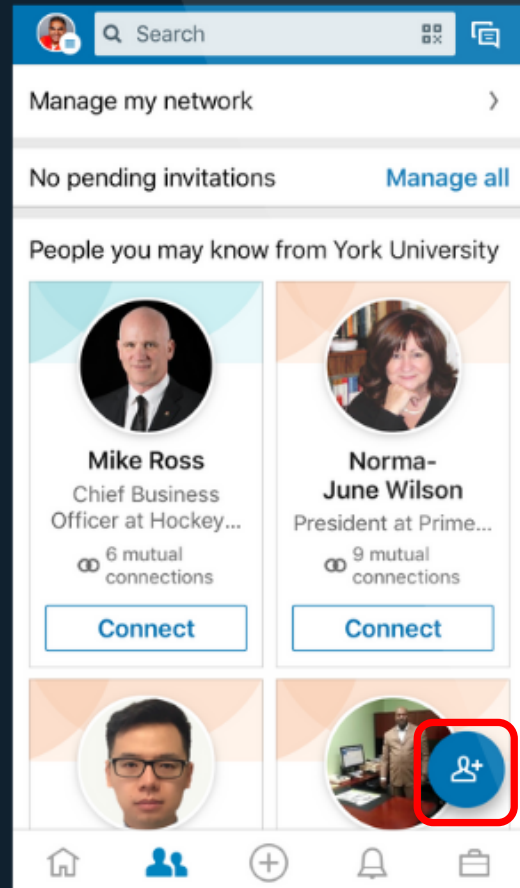
LINKEDIN HACK #5- "find nearby" feature - alternate way

The image shows a mobile app interface for a LinkedIn profile. At the top, there is a search bar with the text "..... Javed S. Khan, CD". Below the search bar is a banner image with the name "JAVED S. KHAN" and the tagline "stay memorable | not forgettable". The profile picture shows a man in a red shirt. The bio reads: "..... Javed S. Khan, CD I empower you to gain attention with common-sense marketing that has a purpose and works over time. Strategic Marketer | International Main Stage Speaker". Below the bio, it says "EMpression: A Marketing Services Company · York University" and "Aurora, Ontario, Canada · 500+ connections". There is a section titled "Open to job opportunities" with the text "Chief Marketing Officer, Vice President Marketing, Senior Director Of Marketi..." and a link "See all details". Below that, it says "Only recruiters" with a plus sign icon. At the bottom, there is an "About" section and a navigation bar with icons for Home, Connections (highlighted with a red box), Add, Notifications (with a red '1'), and Profile.

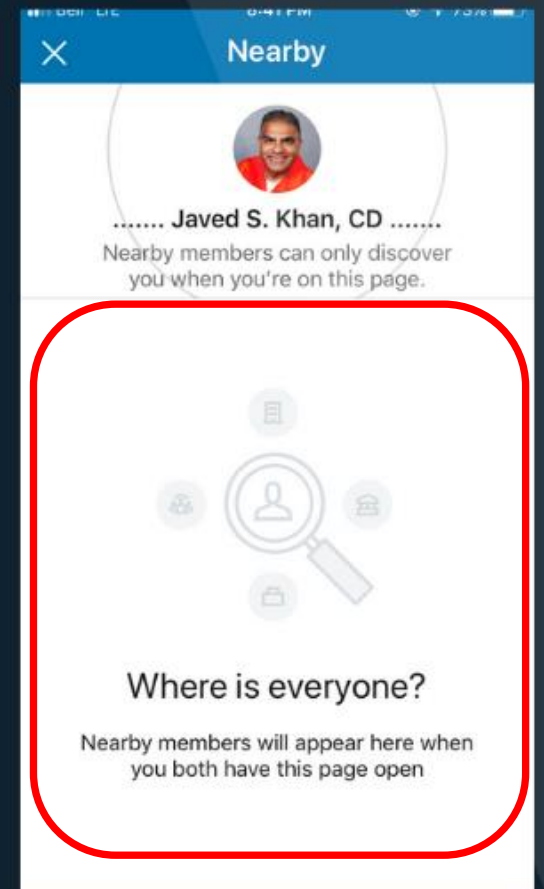
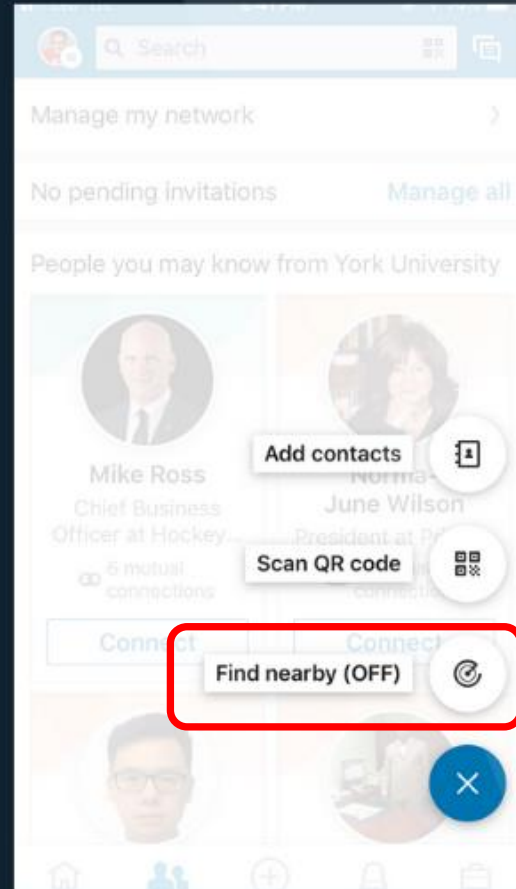
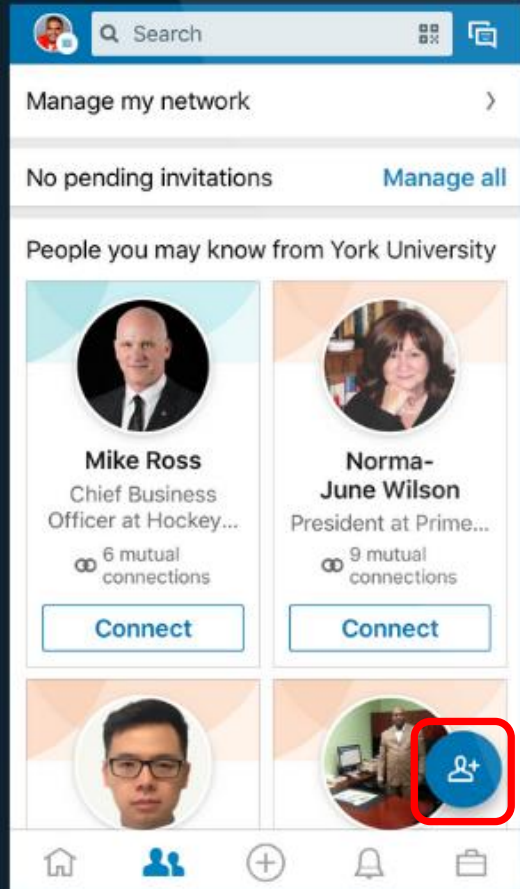
LINKEDIN HACK #5- "find nearby" feature - alternate way



LINKEDIN HACK #5- "find nearby" feature - alternate way



LINKEDIN HACK #5- "find nearby" feature - alternate way





**NEXT STEPS WITH A
RECOMMENDED
TAKE ACTION PLAN.**

"Before I meet someone for the first time, I send them a link to my profile...I send my profile in advance because I think it will establish the right expectations. **Looking at my LinkedIn profile is a lot like meeting me.**"

Artie Isaac

Vistage chair, CEO coach, and creativity trainer.



recap of today's conversation:

- Understand the new landscape.
 - Ultra informed consumer 24/7/365.
 - Technology doesn't discriminate.
 - Like it or not, first impressions matter.

recap of today's conversation:

- **Understand the new landscape.**
 - Ultra informed consumer 24/7/365.
 - Technology doesn't discriminate.
 - Like it or not, first impressions matter.
- **The key secrets to make that killer first impression.**
 - 5 absolutes of your linkedin profile & 7 of your company page.
 - Have more than presence - start posting & engaging consistently.
 - What is "real" great content

recap of today's conversation:

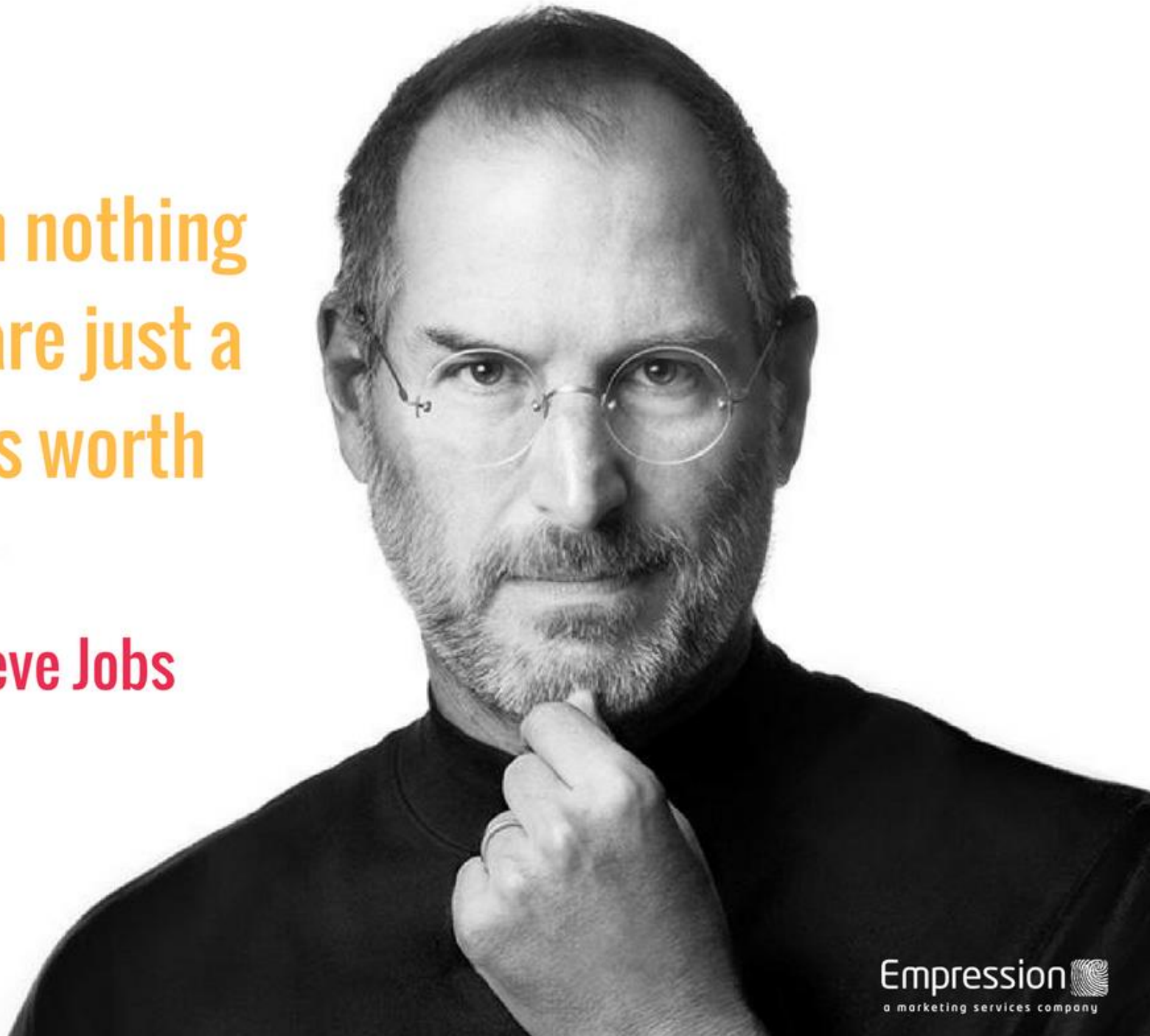
- 3 tips to an effective employee advocacy program.
 - Social media guidelines, set goals, and identify employee influencers.

recap of today's conversation:

- 3 tips to an effective employee advocacy program.
 - Social media guidelines, set goals, and identify employee influencers.
- Revealing LinkedIn hacks you may not have known before.
 - Customize your linkedin url.
 - Personalize your invitations.
 - Extend your linkedin headline.
 - Public profile visibility should be for everyone.
 - "Find nearby" feature.

“To me, ideas are worth nothing unless executed. They are just a multiplier. Execution is worth millions.”

- Steve Jobs





I promise to do **ONE THING** within 24 - 48 hrs and implement IT as part of my digital presence.

Empression¹⁰
a marketing services company



@EMpressionMktg | #marketwithpurpose

Javed S. Khan

416-889-6069 | javed@empression.ca





Questions. | Conversation.



5 Clever Ninja Hacks that will "Up Your LinkedIn Game" as a HR Professional.

A conversation with Javed S. Khan

