

WELCOME

DAY 85/100

DIGITAL MASTERY CHALLENGE

DATE: OCTOBER 13, 2020, TUESDAY

TIME: 06:00 PM (AST)

LIVE FROM DOHA, QATAR



Social Media **MASTERY**




DAY 2



ABOUT SOCIAL PLUG-INS





**you can also use social plugins
to encourage these connections
to share their experiences
across the web.**



The plug-ins appear on different websites but the information in them comes directly from Facebook.

EXAMPLE

**The Like button
allows users
share pages and
content from
your website
back to their
Facebook profile
in one click**



**The Send
button allows
users send
content
privately from
your site to
their friends.**



Embedded Posts allow you easily insert public posts on your site.

Embed this Post ✕

Copy and paste this code into your website. [Learn More](#)

```
<div id="fb-root"></div> <script>(function(d, s, id) { var js, fjs = d.getElemen  
<div class="fb-post" data-href="https://www.facebook.com/smexaminer/post
```

Preview:



Social Media Examiner

Media/News/Publishing · 167,235 Likes



Off topic for Friday night - If a movie was being made about your life, who would want to play you? - Deb

7 hours ago

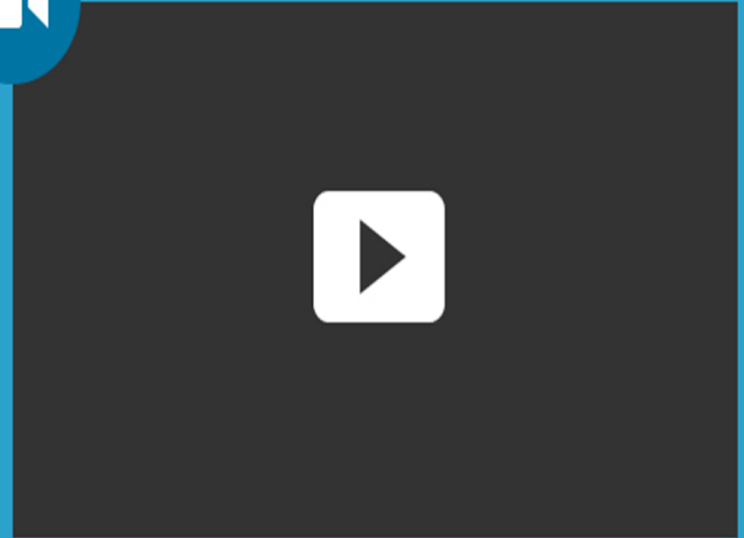
Like Comment Share

54 Comments 3 Shares

20 people like this.

**The
embedded
video player
lets you add
Facebook
videos to
your site**

[embed]

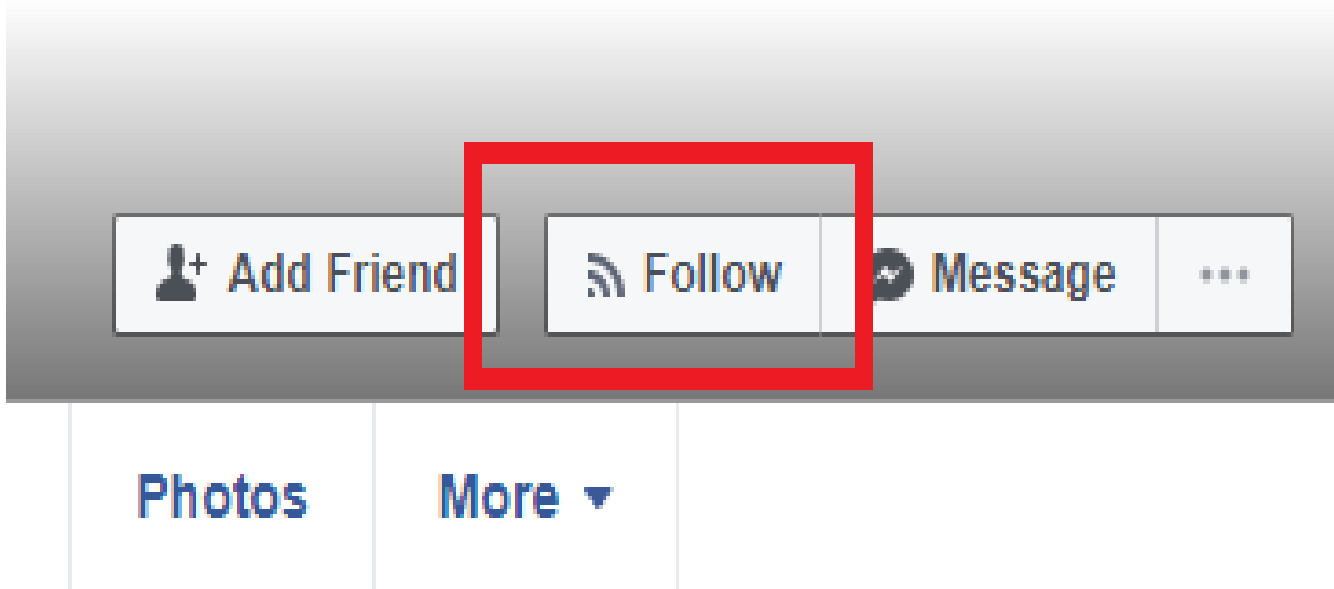




**The page plug-in
lets you embed
components from
your Facebook
page right into
your website**



**The comments plug-
in allows users
comment on your
website's content
using their own
Facebook accounts.**



The Follow button allows users subscribe to the public updates of other users or companies on Facebook


A screenshot of a Facebook post for 'NutriMost'. The post features a woman with blonde hair eating a green apple. The background is a light green and purple color with the text 'NUTRIMOST' and 'Better Life'. The Facebook interface elements are visible, including a search bar at the top, a profile picture of a green leaf, and interaction buttons like 'Follow' and 'Message'.

facebook

FEATURES

 **Very responsive** to messages

 501 people like this

 Post

 Photo/Video

Write something...



You can encourage likes, shares, and comments on your Facebook page and beyond by offering your fans incentives



A popular way of doing this is to run a contest in which you ask your fans and their friends to “like” a post and comment on it



**You can
offer
them a
price**

*Usually it is something pretty
awesome*

AWESOME!




**So the post
and your
page get a
lot of
traction**

There are some considerations around running contests on Facebook:



CONTEST



**Facebook does not want to be liable
for any of your terms and conditions.**



So make sure that you utilize its tools for the right reasons and that your competitions are fair.



 **LIKE &
COMMENT!**

Stick to “like” and “comment” as
your calls to action



you ask people to “like” your page and to comment on the competition post.



Manage the contest carefully, making it interesting, shareable, and engaging for your audience



**Users are
bombarde
d with a lot of
salesy
messages.**

***How can you make yours
stand out?***



**HERE ARE
A FEW
TIPS:**





**Offer a prize that users
will actually want.**



Include an eye-catching image and snappy copy, with a very clear call to action.

Deadline!

**Promote your contest daily
until your deadline.**



**Consider
boosting your
post to
increase your
reach.**



Another way to attract fans on Facebook is through utilizing its Offers and Events features



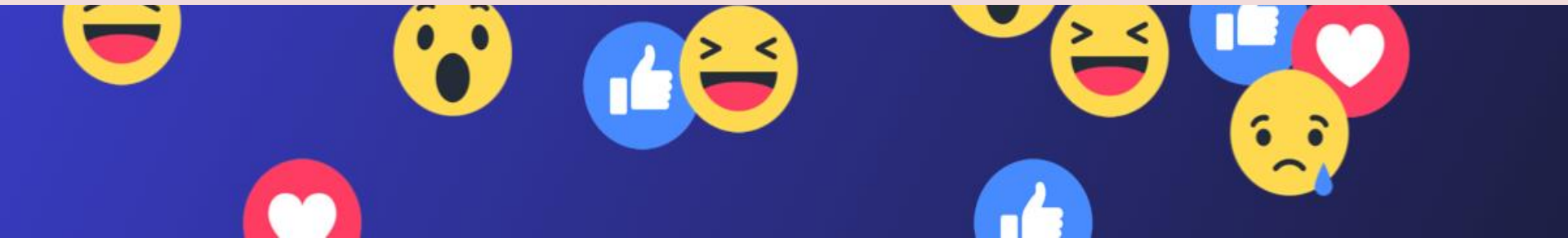
**Creating an offer
is done through
a status update
by clicking the
Offer/Event+
button.**


The background is a dark blue field filled with various social media icons and emojis. These include blue circles with white thumbs-up icons (likes), red circles with white hearts, yellow circles with various facial expressions (surprised, laughing, sad, angry), and blue circles with white thumbs-up icons. The icons are scattered across the entire frame.

**Start by giving it a title, which
can only contain 25 characters**



Then describe your particular offer in 90 characters or fewer and make sure to include a call to action.

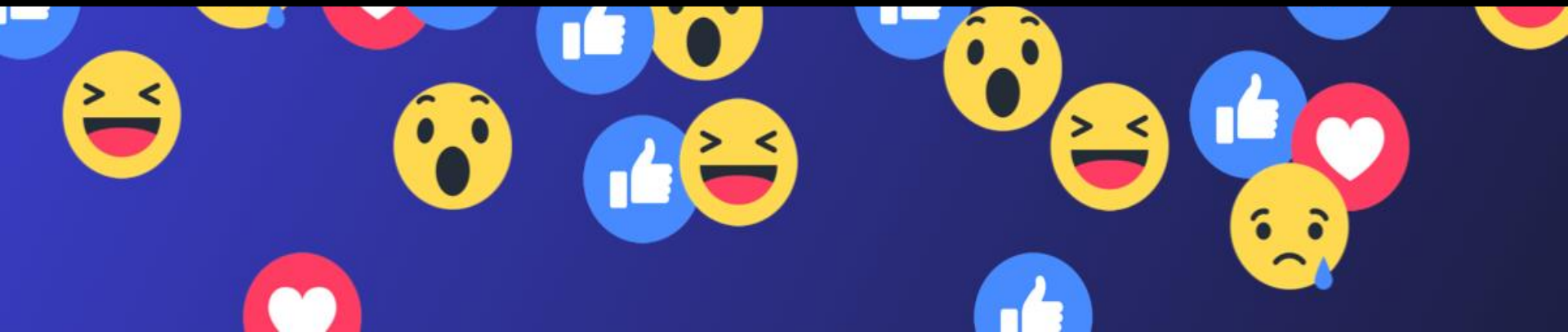



The background of the image is a dark blue field filled with various social media icons and emojis. These include white thumbs-up icons on blue circular backgrounds, white hearts on red circular backgrounds, and several yellow circular emojis with expressions of surprise (wide-open mouths and large eyes), laughter (squinted eyes and a wide grin), and a sad face with a single blue tear. The icons are scattered across the entire image, with a higher density around the central text.

**If your offer is an online purchase,
use an online redemption link**



Facebook will then email the individual user who claims your offer.

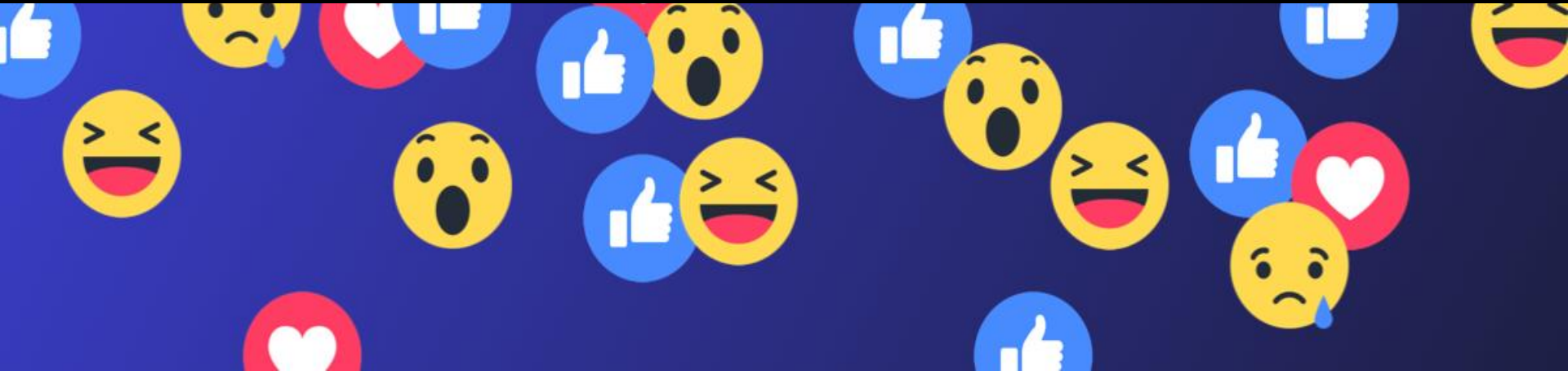




Users can redeem in-store offers by simply walking into your store with a printout of the e-mail, or a saved version on their phone. Simple!



Events are a great way of increasing brand awareness and they can be easily customized.



Facebook For Business > Create an Event



+ Add Event Photo

When? Today 8:30 pm Add end time

What are you planning? Online Facebook Marketing Conference

Where? www.facebookmarketingsummit.com
Add street address

More info?

Who's invited? Select Guests

- Show the guest list on the event page
- Non-admins can write on the wall

Facebook Event Page



Create Page



The Moth & the Flame ✓
Musician/Band

Shop Now

Like

Message



Timeline

About

Photos

Events

More



Events

70 Subscribers

Subscribe

UPCOMING EVENTS

The Moth & the Flame does not have any upcoming events.

PAST EVENTS

08 DEC	The Moth & the Flame Tue 9:30 PM in CST · 3 guests	recordBar Kansas City, MO
04 OCT	In the Valley Below Sun 7 PM in CDT · 18 guests	House of Blues Houston Houston, TX
04 AUG	Saint Motel Tue 8 PM in EDT · 31 guests	The Bowery Ballroom New York, NY
17 JUL	The Moth & the Flame w/ DeathBlack Flowers Presented... Fri 8 PM · 41 guests	Barleycorn's - 608 E. Dougl...
16 JUL	96.5 the Buzz Presents the Drive Into Linden Square w/ ... Thu 6 PM in CDT · 164 guests	Linden Square Gladstone, MO
25 MAY	The Moth & The Flame - Residency at The Echo Mon 10 PM in PDT · by The Moth & the Flame	The Echo Los Angeles, CA
18 MAY	The Moth & The Flame - Residency at The Echo Mon 10 PM in PDT · by The Moth & the Flame	The Echo Los Angeles, CA
11	The Moth & The Flame - Residency at The Echo	The Echo

Events

Calendar

3

Birthdays

Discover

Madonna - Madame X Tour

Hosting

+ Create Event

Manage Page Events

Kamalina Iovu

Dhyana Yoga



SEP 12 Madonna - Madame X Tour

Public - Hosted by Madonna

★ Interested ✓ Going

➦ Share ...

🕒 Thursday, September 12, 2019 at 8 PM – 11 PM EDT

📍 BAM Howard Gilman Opera House

🎫 Tickets madonna.livenation.com

Find Tickets

About

Discussion

The background of the image is a solid blue color. In the center, the word "facebook" is written in a large, white, lowercase, sans-serif font. Below it, the word "facebook" is repeated in a smaller, lighter blue font. Scattered across the background are several black silhouettes of people in various running or jumping poses, suggesting a sense of movement and activity.

facebook
facebook

Since users share events with friends and connections, all of the imagery gets passed along too— which means great advertising for your company.

The image features a dark blue background. In the center, the word "facebook" is written in a large, white, lowercase sans-serif font. Below it, the word is mirrored and appears as a reflection. Scattered across the scene are numerous black silhouettes of people in various poses, some standing, some walking, and some in dynamic, athletic-like stances. The overall composition suggests a social or community theme.

facebook

**So You can apply what you have learned
from creating an effective Facebook page**

twitter 



INTRODUCING **TWITTER**

**Another key
player in the
world of
social media**



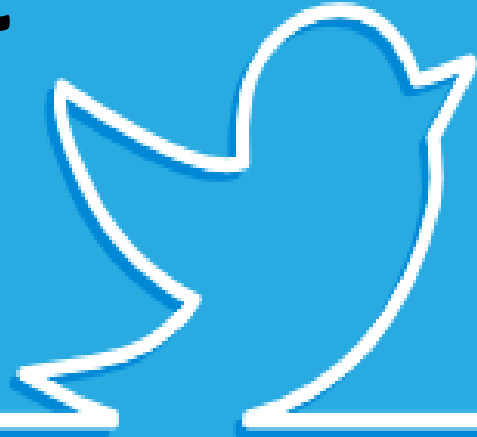


**Which quickly
grabs a hold of
users' attention
and encourages
them to share and
engage with
content**

***Learn how to handle twitter
in a right way***



Set up a Twitter business account



**Recognize the
best ways of
interacting with
other users.**



**Effectively
promote
your
Twitter
profile**



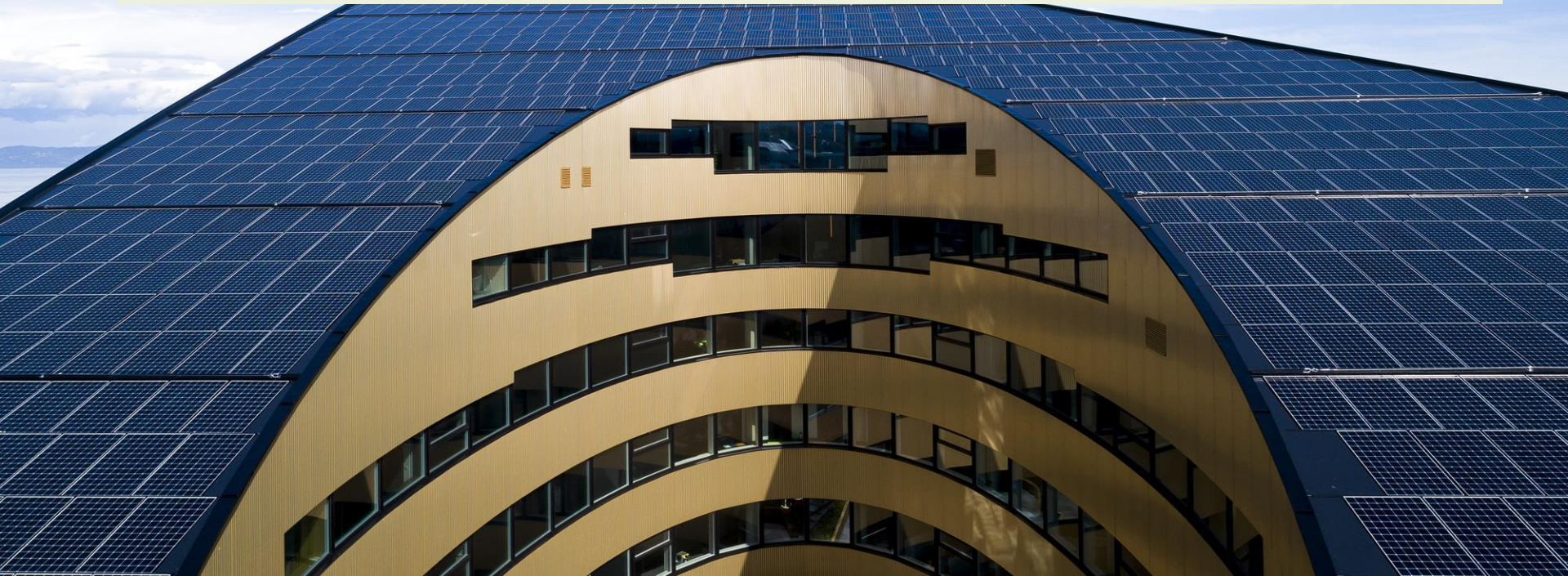
Utilizing features like social plug-ins and lists.

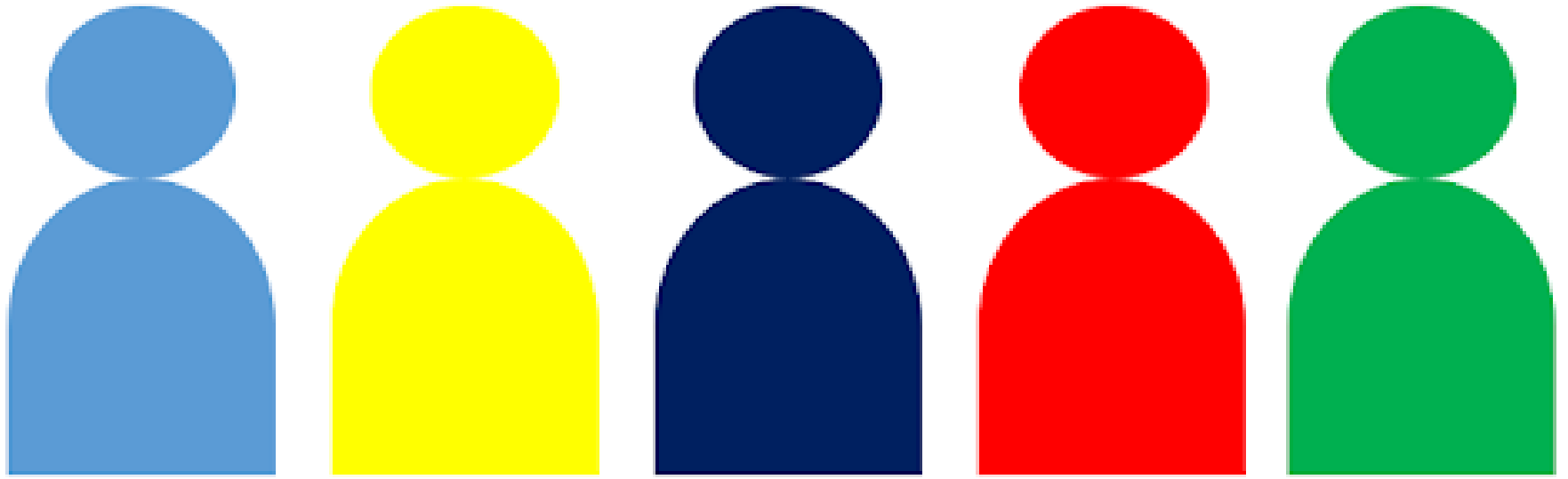


**Although
Twitter's
logo is a
cute LITTLE
BLUE BIRD**



The platform is an information-sharing powerhouse






**It is a powerful punch in terms of
microblogging and connecting with
other users.**



**Like Facebook, Twitter is a mobile platform
that is constantly connected**

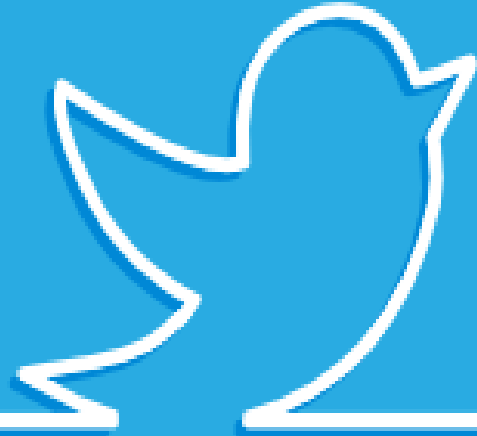
A large, dense crowd of people is shown from a high angle, filling the frame. The scene is brightly lit, suggesting a sunny day outdoors. The people are diverse in age and appearance, and many are looking towards the camera or slightly away. A black rectangular text box is overlaid on the upper right portion of the image, containing white and red text.

It has over **330 million**
active users



85 percent of whom are logging
on via their smartphones

Every second, on
average, around
6000 tweets are
sent



Which is over
350,000 per
minute



500 MILLION
PER DAY





Around 200 billion a year.

Creating Your Account

Step 1 of 5

Next

Create your account

Name

SaraMetricool

13/50

Email

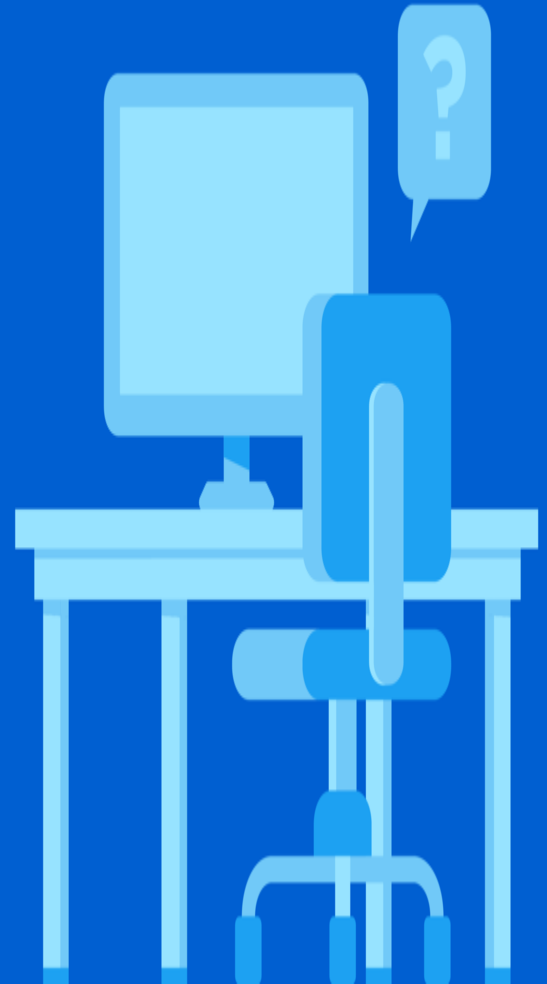
sara@metricool.com

[Use phone instead](#)

**Private accounts
mean that a user's
tweets are
protected from
Google and other
users are unable to
retweet them**



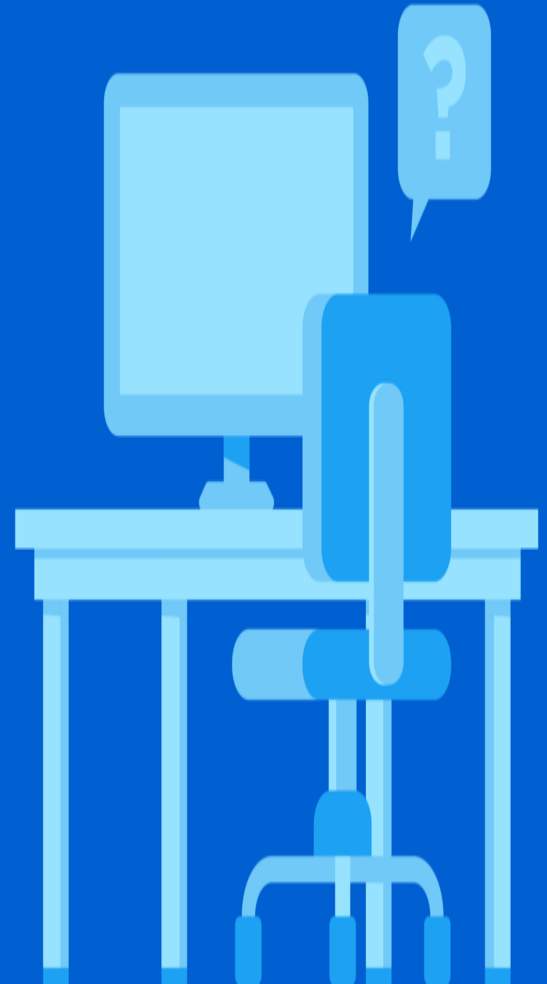
So as a business seeking promotion and publicity, you definitely want to go for the public option.



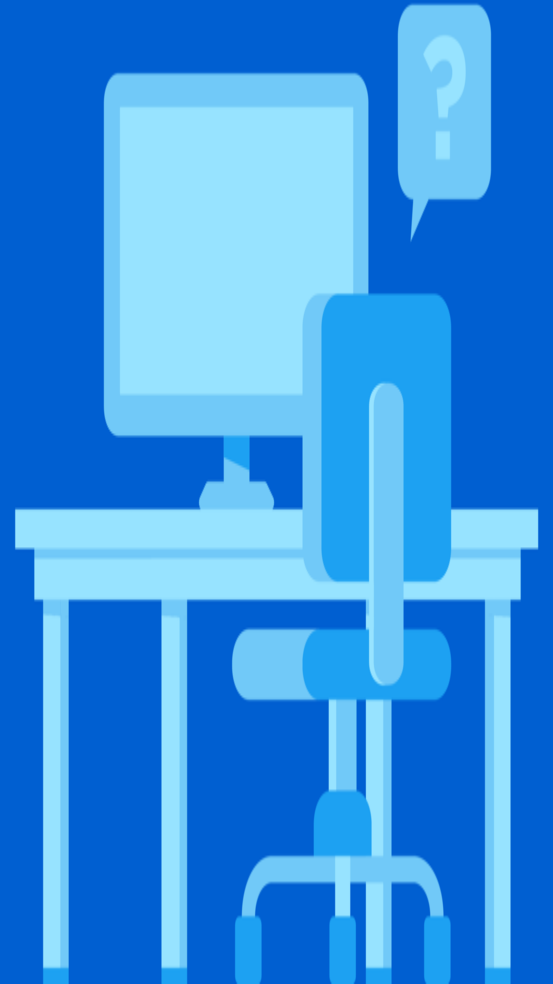


**A few more things to bear in
mind when getting set up:**

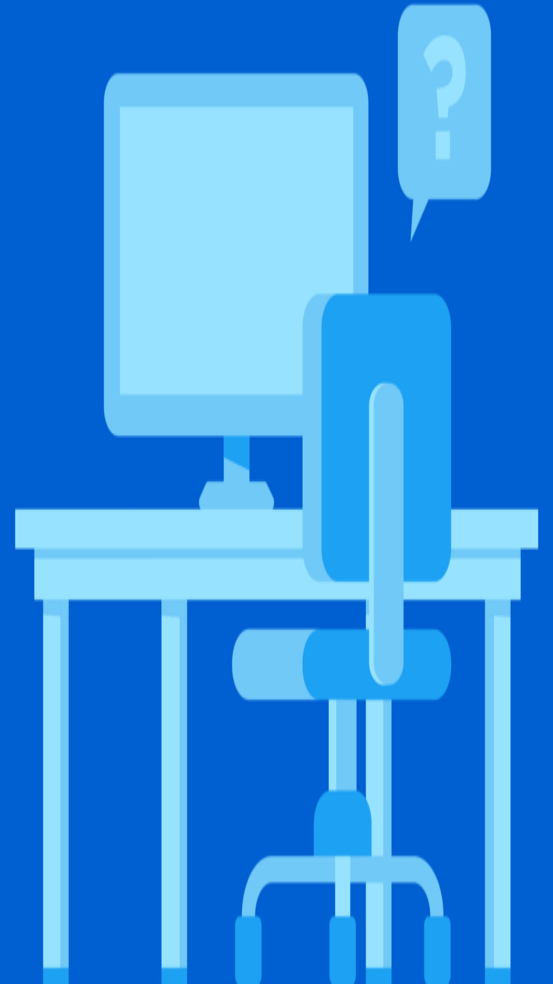
Your user name is limited to 15 characters, with no spaces, hyphens, or any other characters allowed




**Your About Me
section must be
under 160 characters.
So feel free to show
off, but keep it short
'n' sweet**



**You must include a
profile image and a
background picture.**






As with Facebook, make sure your snaps are of a good quality and relevant to your company.

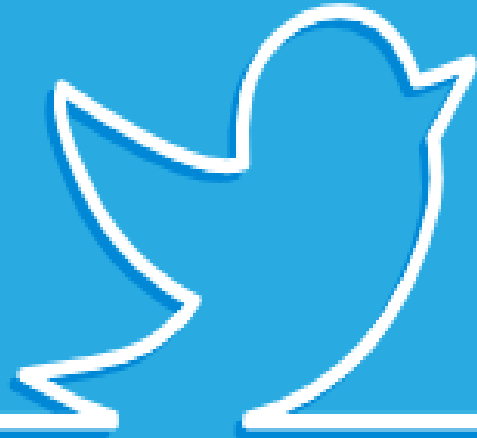
**Register
your
account as
quickly as
you can.**



The background of the slide is a solid blue color. A large, light blue silhouette of a Twitter bird is positioned on the right side, facing left. The text is centered within the bird's body.

**When creating
your Twitter
handle you
should consider
few things**

**What is
twitter
handle**





**The name that appears
alongside your account**

Quote Tweet



Learning student passions is so important when you do lesson plans.

[@MathDenisNJ](#)



Denis Sheeran @MathDenisNJ · Jan 18

A2 I have Ss do a "My Fave" 5 min presentation to class on personal passion, interest or project. So much awesomeness! #makeitreal



59

 Tweet

📌 Pinned Tweet

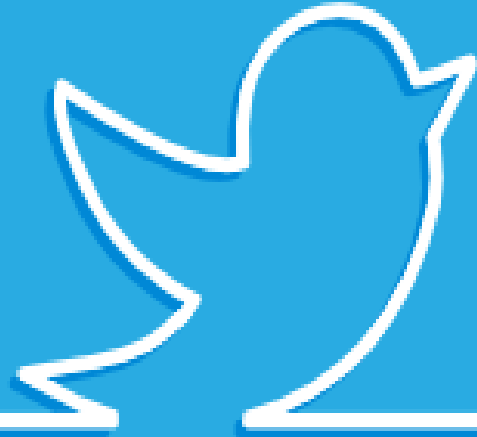


Sprout Social  **Name**

@SproutSocial · Aug 15 **Handle**

The "always on" nature of social puts pressure on businesses to commit to transparency in advance, in multiple formats and in real time. #BrandsGetReal
bit.ly/2vO8OzJ

**Your handle
should be:**



RELEVANT

A top-down view of a wooden surface with several wooden blocks. The word "RELEVANT" is spelled out in a row of eight blocks in the center. Other blocks with letters like 'C', 'M', 'L', 'V', 'X', 'Y', and 'Z' are scattered around the main row.

SHORT



**REGISTERED
EARLY**



UNIQUE

MEMORABLE





ONBRAND

**For example,
take Manchester
United's
handle—
@ManUtd**



**It is just a
shortened
version of the
account name
itself**



Ready, Set

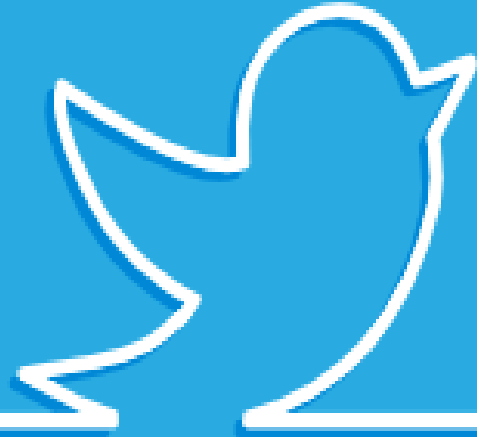


Tweet!

Once you have registered an account that looks great and has a memorable handle, you can start tweeting.



**Tweets are short
messages of 140
characters or
fewer.**





Few world FAMOUS TWEETS

Tweet By Bill Gates

📌 Pinned Tweet



Bill Gates  @BillGates · 3m 

Everyone is asking me to give back, and now is the time.

I am doubling all payments sent to my BTC address for the next 30 minutes. You send \$1,000, I send you back \$2,000.

BTC Address -

Tweet by Mr. Donald J Trump



Donald J. Trump ✓

@realDonaldTrump

Following



The Fake News Media is going CRAZY! They are totally unhinged and in many ways, after witnessing first hand the damage they do to so many innocent and decent people, I enjoy watching. In 7 years, when I am no longer in office, their ratings will dry up and they will be gone!

9:34 AM - 31 Jul 2018

23,083 Retweets 93,777 Likes



34K

23K

94K



Take an
example
of this
tweet

Retweeted 838 times

Mashable @mashable · 5h

A group of artists secretly installed this Edward Snowden statue in Brooklyn this morning on.mash.to/1GYMB1b



RETWEETS
838

FAVORITES
516



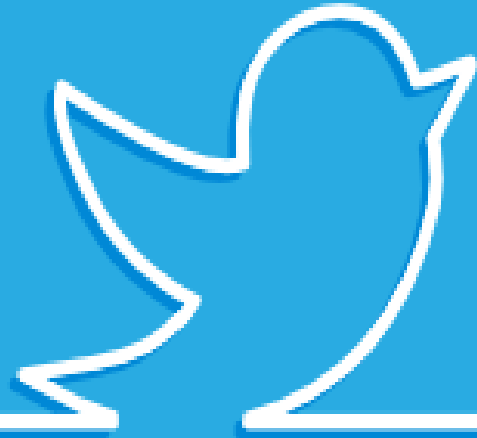
4:08 PM - 6 Apr 2015 - Details




Hide photo

Reply to @mashable

**includes lot of
content—call-to-
action buttons,
pictures, and key
information—**



A collage of colorful office supplies including binders, folders, notebooks, and a small plant on a white shelf. The items are arranged in a grid-like pattern, with various colors like red, blue, green, pink, and yellow. A central text box is overlaid on the image.

**But it is well organized
and easy to digest.**

WATCH !
& LEARN !



Twitter can be a very serious forum but it can also help your brand to let loose a little and have some fun



If in doubt about what to tweet, think back to what works best for Facebook and then do the same on Twitter.



**Your content
should be
short,
snappy, and
very visual.**

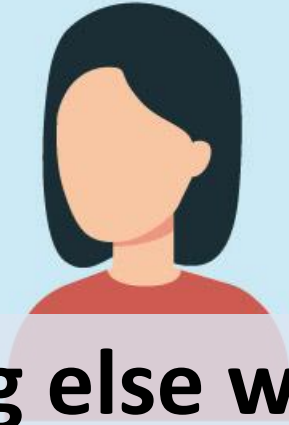


**Track Social believe
the ideal Twitter
character count is
between 70 and 100
characters.**

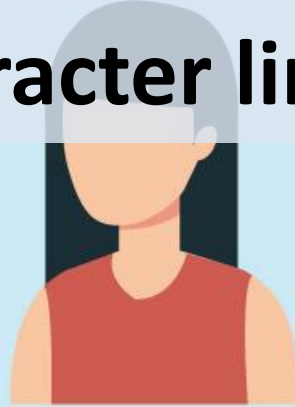


**Track Social believe
the ideal Twitter
character count is
between 70 and 100
characters.**





A link to something else will be contained in a tweet and this will count towards the character limit



**So you can use
space-saving
tools such as
Goo.gl or Bitly,
better known as
URL shorteners.**





**Every
character
is precious
in a tweet**

So if a link of 20 characters can be included instead of one with 87 characters, you have more room for a catchy line of copy.

Like Facebook posts, tweets are published from users' accounts and appear chronologically on a News Feed.



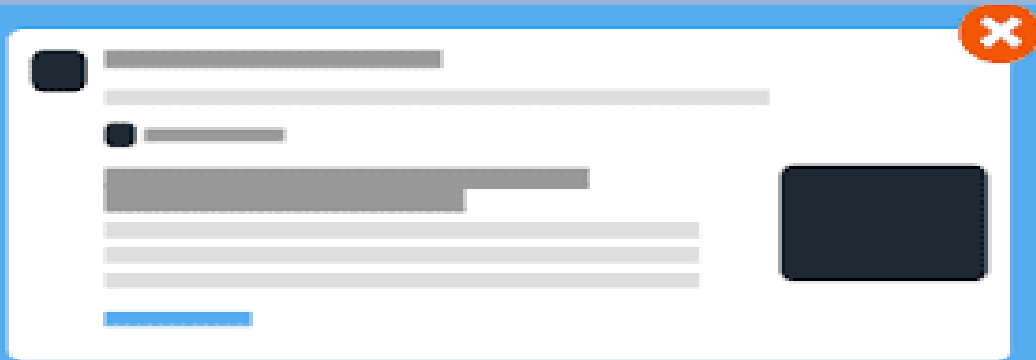
**Ads are also
contained within
this stream and are
called promoted
tweets.**



**This is where
marketers can shine
as the tweets they
sponsor appear
directly into the
user's stream**



Twitter cards are large, interactive pieces of media within the News Feed



A row of six 3D, white letters with pink shadows, arranged horizontally. The letters are A, B, C, D, E, and F, each rendered in a bold, sans-serif font.

**The message must still be 140
characters or fewer but it can
also include:**

A row of four 3D, white letters with pink shadows, arranged horizontally. The letters are W, X, Y, and Z, each rendered in a bold, sans-serif font.

AN IMAGE

A HEADLINE

**A CTA BUTTON WHICH IN THIS CASE IS
“READ MORE.”**

TWITTER CARD EXAMPLE



Richard Henry @richardhenry

4m

That's a whole lot of people... nyti.ms/yzg6Wq

☰ Hide summary ← Reply ↻ Retweet ★ Favorite

Parade of Fans for Houston's Funeral

By Sarah Maslin Nir @SarahMaslinNir

NEWARK — The guest list and the parade of limousines with celebrities emerging from them seemed a little more suited to a red carpet event in Hollywood or ...



 **The New York Times** @nytimes

9:03 PM Sep 27 via Twitter for Mac · [View Tweet page](#)



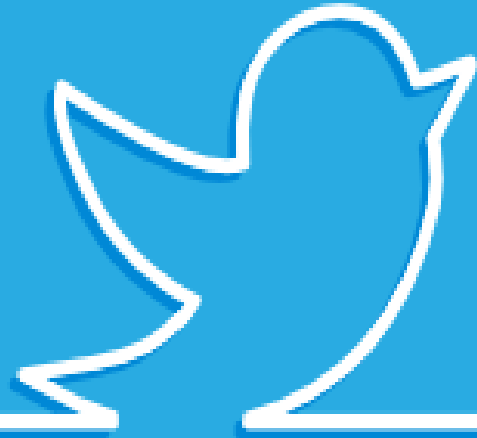
Users can retweet and favorite this piece of content, in the same way as ordinary tweets

**So it will seem
organic and
does not
immediately
stand out as
paid content**



CONTENT

**Another great
innovation from
Twitter is adopting a
carousel-style method
for displaying ads
within the feed**





Twitter

**These ads are
similar to
Twitter cards,
but they run
alongside one
another**

The Barista Bar @baristabar
Coffee products for the most selective customers.

The Barista Bar @baristabar
Treat yourself to a hot choco-latte this #ThirstyThursday.



5 1
Promoted

WHILE YOU WERE AWAY...

Twitter Advertising @TwitterAds 13m
Welcome to #TwitterAdsChat! We'll be answering your ad campaign

Suggested Apps

AsAforRally @AsAforRally

Think DevOps, not DeskOps



AsA For Rally - Rally for...
5.0/5.0 stars - 1 ratings

Install

Promoted by AsAforRally

1

DaniellaAlannaKisza retweeted



Twitter

They are a really effective way of displaying multiple paid content posts without breaking away from the News Feed.

**When
promoting
your profile,
You can
publicize it:**





AT EVENTS

COLLIERS

OFFICE BEAT

OFFICE SERVICES EMPLOYEE NEWSLETTER



"IT'S ALL ABOUT OFFICE"

OCTOBER 2016

Fall Steam Ahead!



Welcome to the third quarterly edition of Office Beat, the Colliers Office Services Internal newsletter.

As we embark on the busy fall season, it is worth taking time to reflect on lessons learned during the summer. In New York, one standout was our Inaugural Summer Intern program, attended by nine starting college students.

section that celebrates special service anniversaries of our employees in the U.S. We will also cover several "New Tools for New Business" including our exclusive LinkedIn, which can be added to your email signature so your contacts have direct access to our latest research reports, and our iVTour tool that helps our professionals package virtual space

been ex...
strateg...
brighte...
course...
milesto...
Annou...
develop...
Summe...
We also...
with an...
period...
drive e...



OFFICE BEAT

OFFICE SERVICES EMPLOYEE NEWSLETTER

"IT'S ALL ABOUT OFFICE"

MAY 2016

Spring!

Quarterly edition of Office Beat, Office Services newsletter.

The country continues to have a recent price in the Wall Street East indicated that "With the labor

Healthcare Marketplace Research Report, and a contact to help you develop a portfolio strategy for regional banks.

Increasingly, diversity is becoming a powerful differentiator for commercial real estate services firms. Our "Make Sure You Know Before You Go" column covers how to tap into our minority and women-owned businesses experts in



OFFICE BEAT

OFFICE SERVICES EMPLOYEE NEWSLETTER

"IT'S ALL ABOUT OFFICE"

DECEMBER 2015

Days

to all our

most senior executives in the real estate industry. Andrew held them captive with his passion for the environment.

So many of you have reached out to me to get involved in business pitches and development, and I encourage you to

IN NEWSLETTERS

We want to hear from you!

Send us your big deals, key hires, initiatives, events...
Cynthia.Foster@colliers.com
Celine.Carve@colliers.com
John.Mynott@colliers.com

into a milestone moment, and judging from our time, nine glimpses onto our very bright future.

In this issue of Office Beat, our main goal is to promote and leverage resources among our client-facing professionals so that we can continue to service our marquee clients at the highest levels. In this issue, we introduce you to two new features including our "Executive Corner" with Dylan Taylor's column with links to his prolific blog, and Colliers' "Milestones

that will help increase your business win rate!

Cynthia Foster
President, National Office Services, USA



Since then, we have executed 200 of for Facebook, 106,000 of solutions, and Elizabeth Arden's

oped to improve our opportunities (using them) Be sure to read "Business" section, which features (SUE REEL) and the Hedge (in pitches)? What was the clients and I would love to hear"

"Winning Edge" column, which one of my many roles as all you, our incredible brokerage es. Please take a look at the three Firm Services Group, 2016

your very valuable time and expertise. Congratulations to David Kahnweiler (Chicago) who won the Referral Award for "Market with a population over 3 million" and Andre Walawski (San Jose) who won it for the "Market with a population less than 3 million." (BONUS WILL BE AVAILABLE SHORTLY)

Office Services continues to build and gain market share in key markets throughout the country. Here's to our continued success and "There is no best, only better." Please share your pitches, wins and progress. HAPPY SPRING.

Cynthia Foster
President, National Office Services, USA



attended a...
what a...
big...
the...
advis...
ment...
in for our...
service...
sessions...
AM/Can...
biary...
session...

In the coming weeks and months, we look forward to arming you with necessary business development tools that will make you as efficient and effective as possible. We also are looking to improve communication on our track record. These tools will include web-based presentations, a "sizzle reel", which is an animated video overview of our Office capabilities, and much more.



Left to right: Jill Carver, Cynthia Foster, and Bill Lutz at the Colliers America's Conference



2 Dylan Taylor's Executive Corner



3 The Competitive Edge/New Tools



4 The Winning Edge/Colliers' Milestone Service Anniversaries



5 New Initiative in New York/ Knowledge Leader/Office Services Blog



6 Market Highlight -- Chicago



7 Big Wins!



8 Make Sure You Know/ Resources to Leverage



9 Events

Edge
Edge/Upcoming Events



4 Market Highlight



5 Colliers Facts/ Colliers Speaks



6 Office Spotlight



7 Office in the News / Select Wins!



8 Make Sure You Know/Resources to Leverage

Strategic Initiatives
The Winning Edge

4 Market Highlight

5 The Competitive Edge

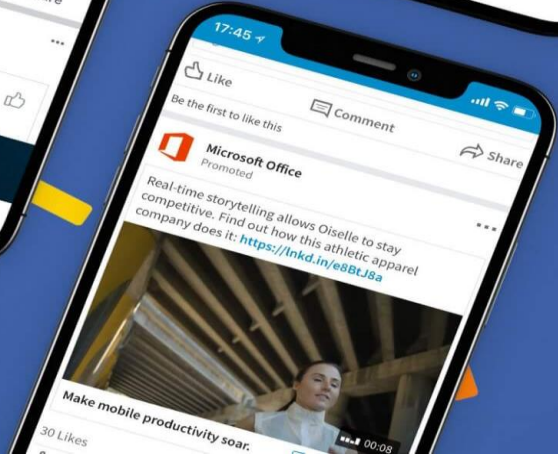
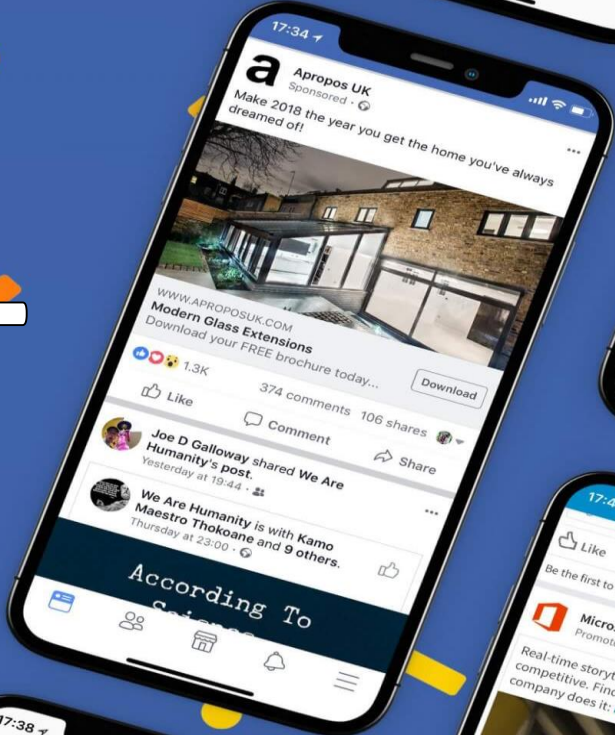
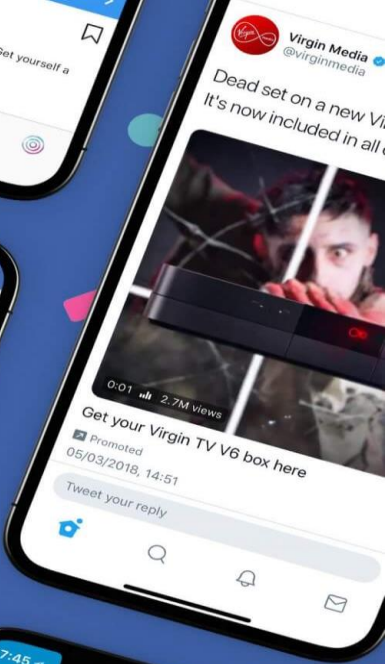
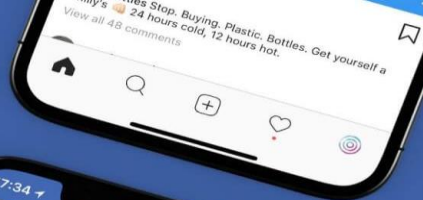
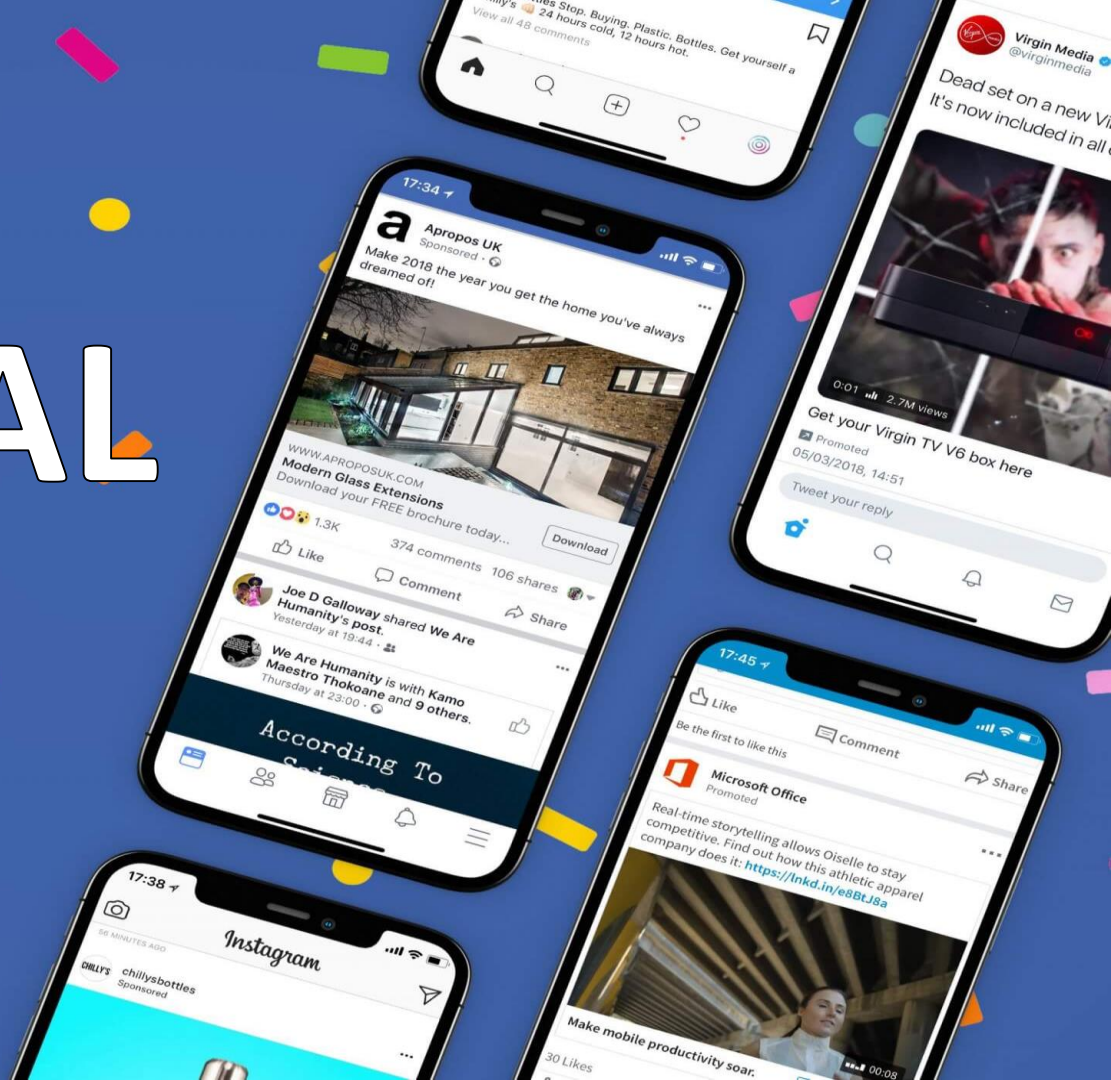
6 New Talent

7 Make Sure You Know

ON TELEVISION AND RADIO



IN SOCIAL ADS



IN YOUR EMAIL SIGNATURE



Jason Straford

Online Writer, [BrainStorm](#)

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Latest from BrainStorm: [3 ways to republish Instagram content on Facebook](#)




**On
webinars/talks
/slides**

A man and a woman in business attire are walking and talking in a modern office hallway. The woman is on the left, wearing a dark blue blazer over a light-colored top, with her hair in a ponytail. The man is on the right, wearing a dark blue suit, a light blue shirt, and a dark blue tie. They are both looking at each other and appear to be in a conversation. The background shows large glass windows and white columns.

**During any offline
conversations**



On business cards and posters



Twitter has a few great tools to help you stay ahead of the social media game:

twitter


LISTS.

**This handy feature allows you to
segment audiences and organize
followers within a pool of
Twitter accounts**

- For example, you might want to compile a list of speakers for an event.

**This handy feature allows you to
segment audiences and organize
followers within a pool of
Twitter accounts**

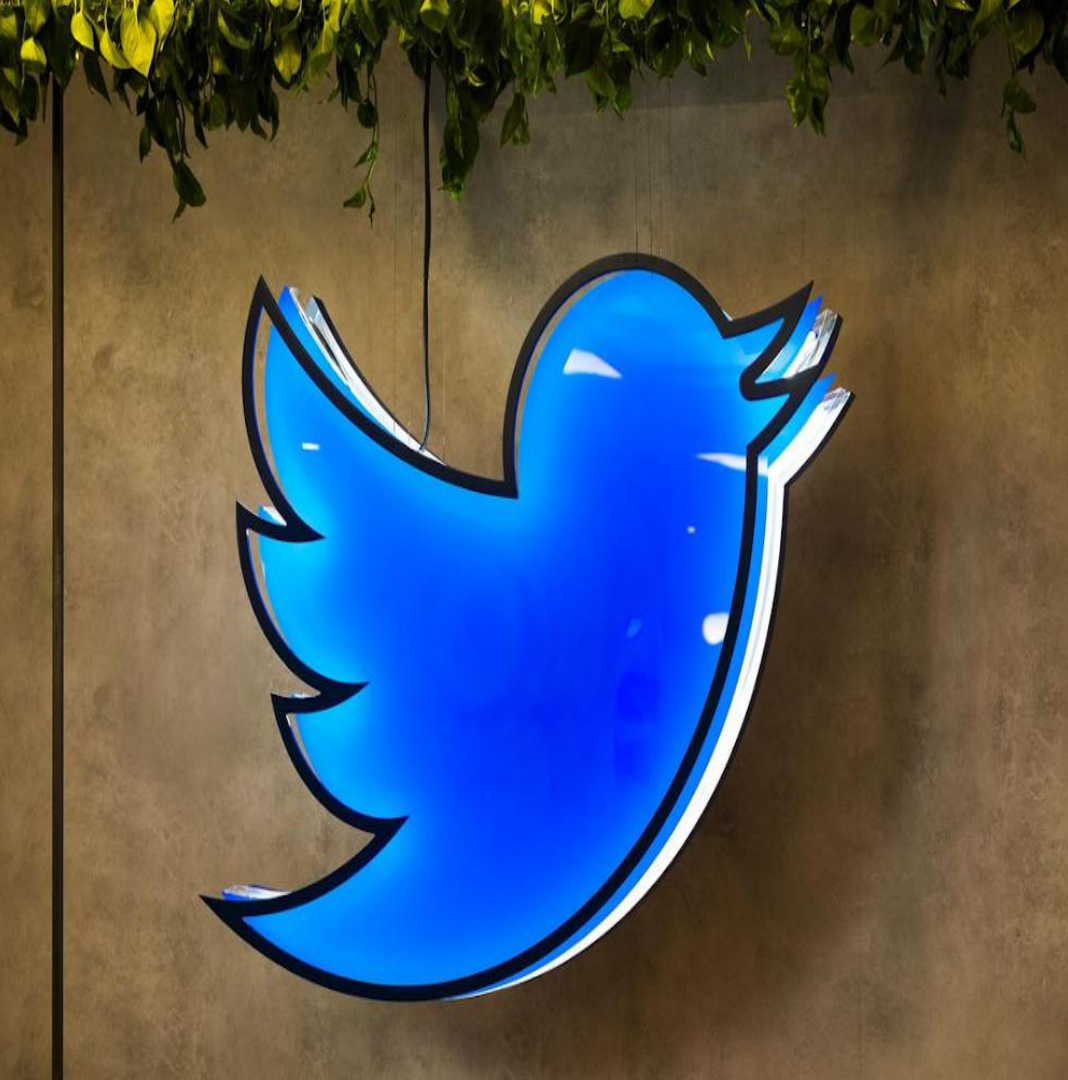
Attendees can then access the public list and follow the speakers, instantly making the event more interactive and connected.



**Or if you work in the digital space,
your list might consist of the top
companies that tech-savvy users
would be interested in.**

HAPPY USERS = LOYAL FOLLOWERS!





You can
create a
Twitter List in
four simple
steps:

Click Lists from your profile page or from the drop-down menu under your profile pic on the top right-hand side.

**Click the
Create New
List button.**



**Enter the name of your list
and a short description before
choosing whether you want it
to be private or public**

CLICK

SAVE

LIST

Save



SOCIAL PLUG-INS

Like Facebook, Twitter uses lots of these to tempt visitors into sharing content from different websites.



THE PLUG-INS INCLUDE:



**The Share a
Link button.**



**The
Follow
button.**





**The
Hashtag
button.**

**The
Mention
button.**



Once they have found their way onto a company's website, people can tweet directly and share content through Twitter.



ADVANCE SEARCH

**Many businesses use this
feature to search for
businesses they wish to follow**

By doing so they can keep an eye on competition, stay up-to-date with industry standards, and become involved in relevant conversations.



It is pretty simple to use—

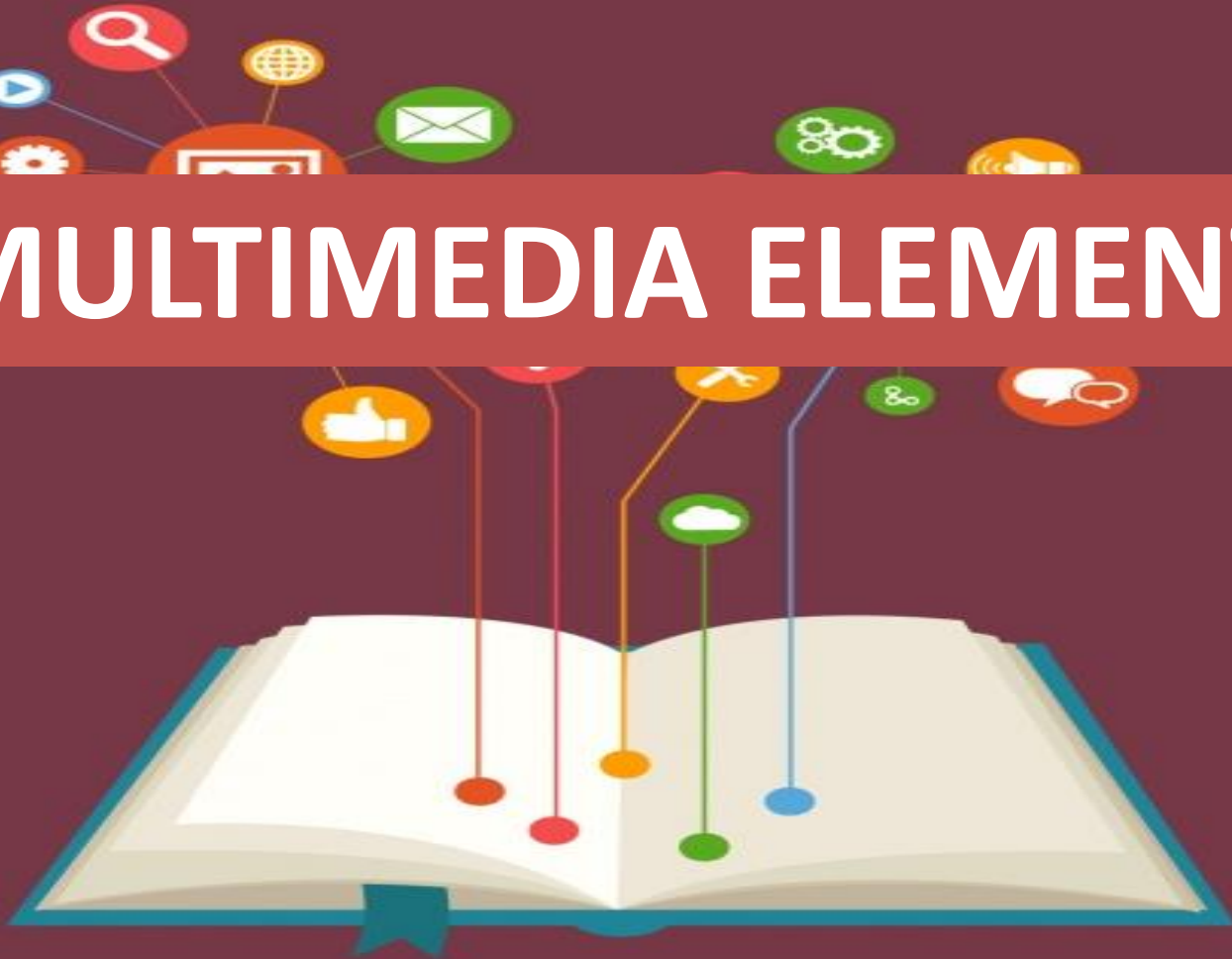
**Just type Twitter
advanced search into
Google and off you go!**



GEOLOCATION SERVICES

**These allow users to selectively
add locations, cities and
neighborhoods, to their tweets**

MULTIMEDIA ELEMENTS




IMAGES AND VIDEO



Can also be added to tweets

Video can
now be
recorded
within
Twitter
itself!



A close-up photograph of a man in a dark blue suit jacket, a light-colored patterned vest, and a blue shirt with a tie. He is holding a silver smartphone in his hands, looking down at the screen. The background is blurred, showing what appears to be an office or indoor setting with a window and a chair.

**Just grab your
phone, hit
record, and get
ready for your
close-up**

The all-powerful hashtag has been responsible for bringing attention to the world's greatest travesties and its biggest accomplishments.

Just as with Facebook, posting regularly to a Twitter account may not suit every business

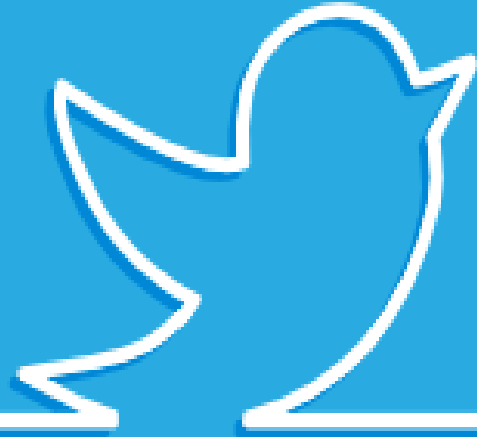


It is a very public forum that may be quick to tear down individuals and businesses but is even quicker to build them up.

It gives you instant access to the global stage—if you like that kind of thing.



**Even if you are a total
Twitter newbie, we
recommend that you
at least give it a try**



Linked  **in**

**Now that you
have a clear
understanding of
how Facebook
and Twitter
operate, let's
move on to
LinkedIn.**



**It is a platform
whose aim is to
“connect the
world's
professionals and
enable them to be
more productive
and successful.”**



ABOUT Linked ®



BELIEVE IT OR NOT





**LINKEDIN IS A YEAR OLDER
THAN FACEBOOK**

It was born back in 2003

2003



And it has grown quite a bit over the past 13 years , with 706+ million users.



More than **200 countries**
and territories worldwide.

THE WORLD'S LARGEST PROFESSIONAL NETWORK



**THE
PLATFORM
HAS A
MASSIVE
REACH**





SO WHO USES LINKEDIN?



Well lots of people, really

More than **two new members**
join LinkedIn every second.





**More than 30 million companies
have LinkedIn company pages**



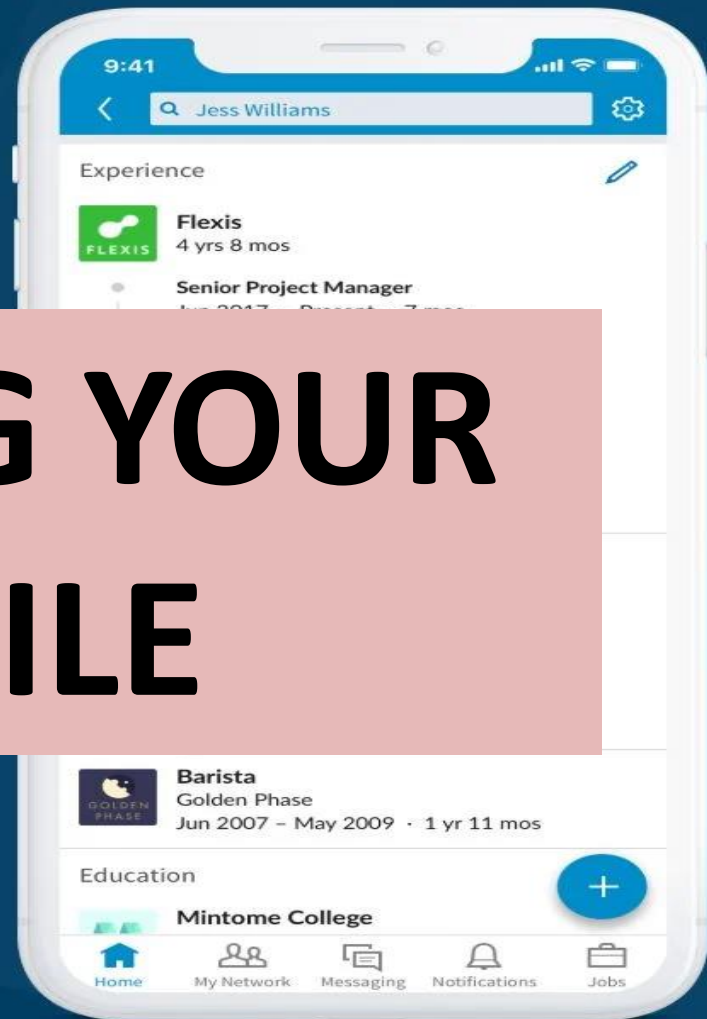
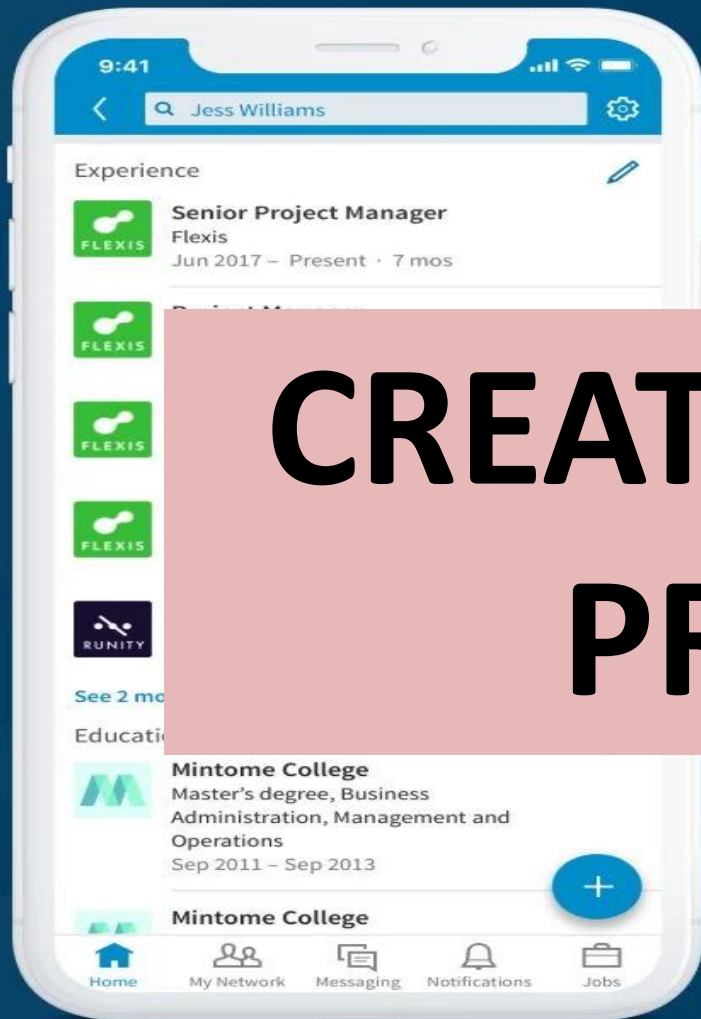
94 percent of recruiters use it to vet prospective employees and their résumés.





It has a more professional, industry-focused approach than the likes of Facebook or Twitter.





CREATING YOUR PROFILE



**You can boost your company's credibility
by encouraging all employees to set up a
professional LinkedIn profile**

IT HUMANIZES YOUR BRAND



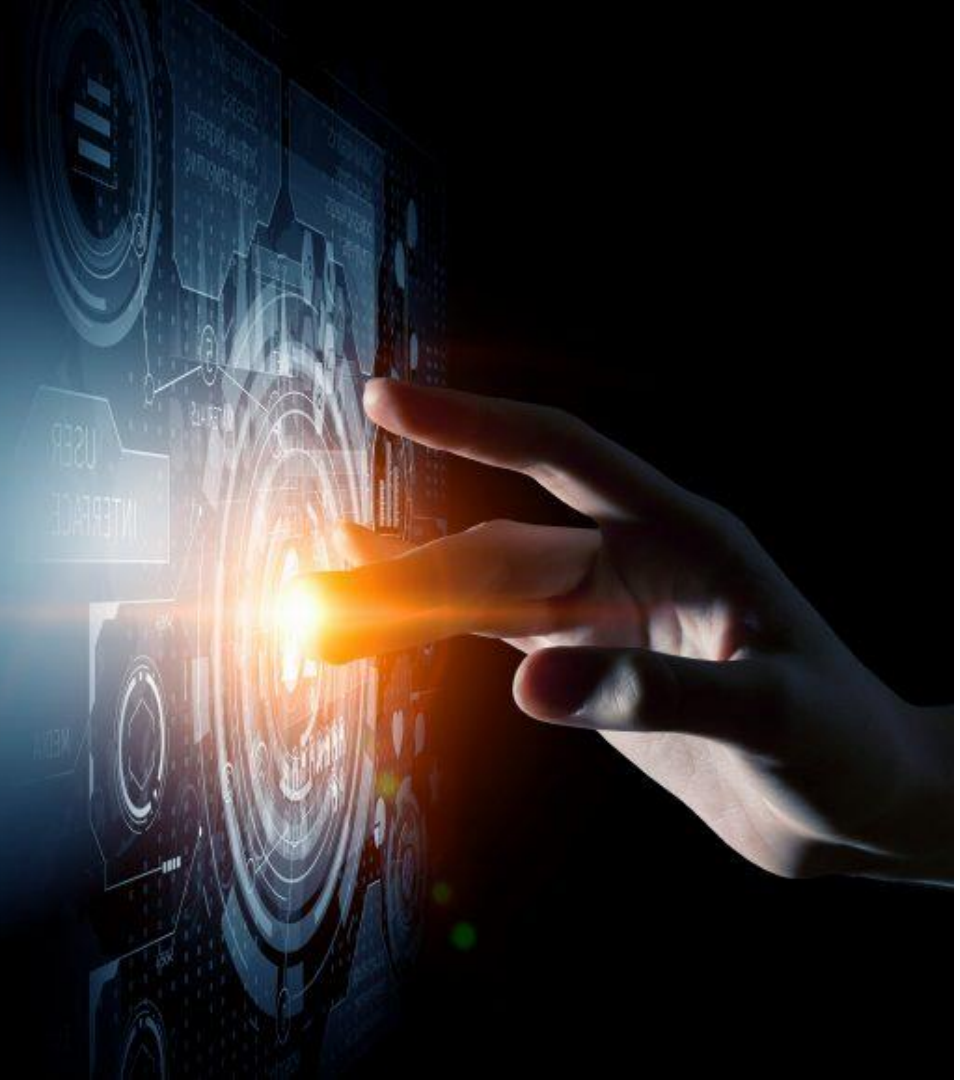
**And by showing
off the individual
skilled workers
involved in its day-
to-day running**

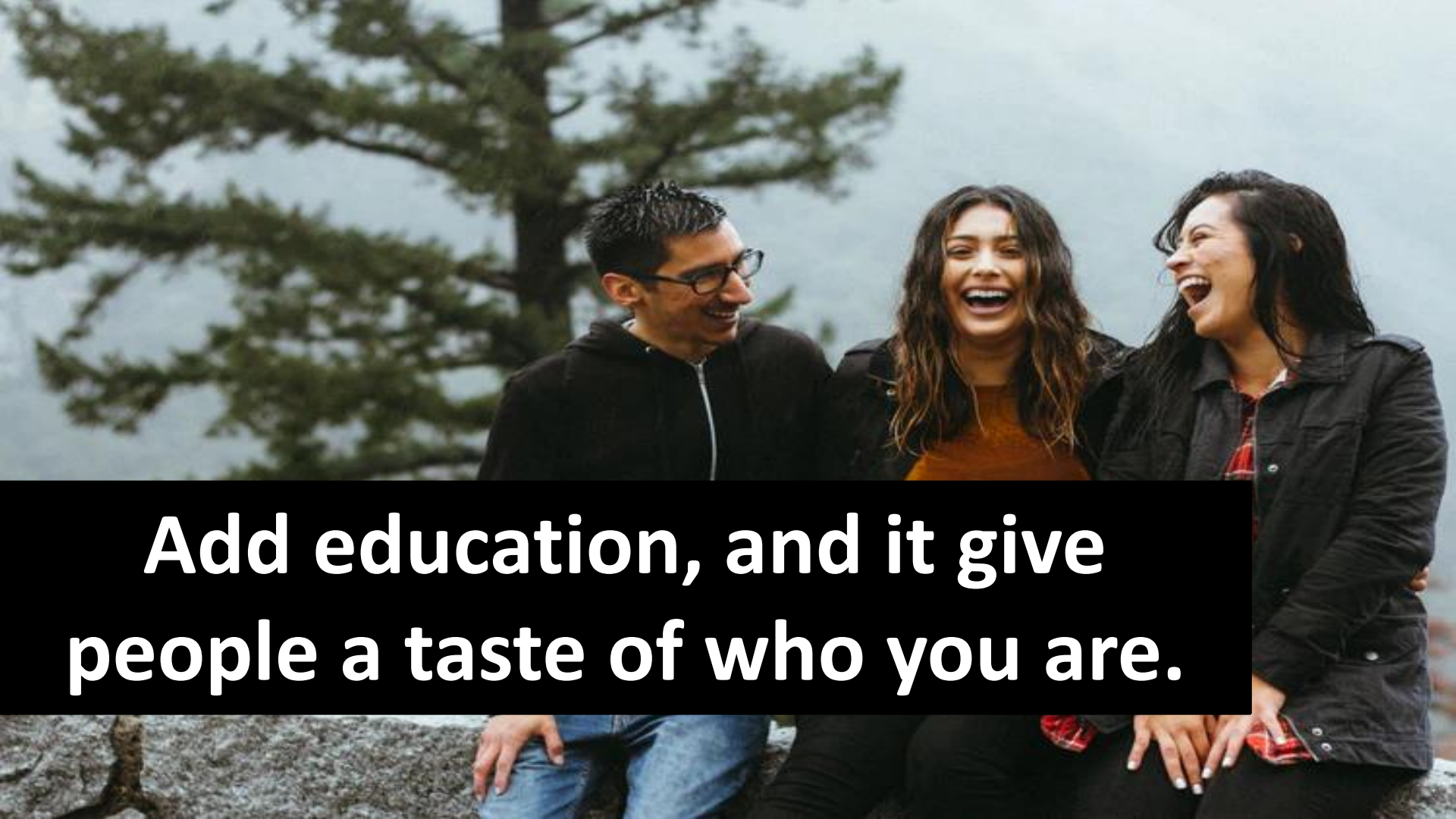




**IT HELPS
PEOPLE TO
GET TO
KNOW YOU
BETTER**

**When creating
your own profile,
you need to fill in
sections about
your work history**





**Add education, and it give
people a taste of who you are.**

The next step is to write a LinkedIn summary, which will appear above all of the other sections and is what most people will see first



**This is the area where users
can really sell themselves**



To do that effectively,
sentences should be **SMART**



SPECIFIC

State exactly what you want to accomplish (who, what, where, why).

MEASURABLE

How will you demonstrate and evaluate the extent to which the goal has been met?

ACHIEVABLE

Challenging goals within your ability to achieve an outcome. What is the action-oriented verb?

RELEVANT

How does the goal tie into your key responsibilities? How is it aligned to objectives?

TIME-BOUND

Set one or more target dates, the "by when" to guide your goal to successful and timely completion (include deadlines, dates, and frequency).

**Try to avoid the use of fluffy
language, such as
“I'm a great leader.” Instead
say, *“I'm a great team leader***

EXAMPLE

**I have led a team of 15 people
who have risen in the ranks
and achieved sales uplift of
over 20 percent.”**


Such a specific and measurable statement will be far more attractive to prospective employers and clients alike.

**Rich links, images,
presentations, and even videos
can be contained within every
LinkedIn profile.**

**Each section can be linked
back to a reference or can
include an image or video.**

These make profiles come alive, and if managed effectively, can really help you to stand out from the crowd.



A person wearing a blue hoodie is shown from the chest up, with their face completely obscured by deep shadow. They are holding a red object, possibly a controller or a tool, in their right hand. The background is black, and the lighting is dramatic, highlighting the texture of the hoodie and the color of the object.

**With LinkedIn, there is no place
to hide —your skills, that is**



They are displayed prominently in your profile once you, your friends, and your colleagues add them.

*And since it is only polite to pay
it forward,*

A row of six light-colored wooden blocks, each with a black letter on top, spelling out the word "POLITE". The blocks are arranged in a slightly staggered fashion. In the background, many other similar wooden blocks are scattered on a light-colored surface, some showing letters like "E", "L", "I", "T", and "E".

P O L I T E

you can endorse your connections in return.

**Simply go to their profiles,
see which skills you want to
endorse, and then click
Endorse.**

**Another way you can boost
credibility is by including
personal
recommendations.**



**The rule of thumb
when it comes to
LinkedIn
recommendations
is that both users
must be
connected.**

One will send a recommendation to another through the platform, which will automatically be added to their LinkedIn profile after it has been approved.

**When building
your profile, take
the time to utilize
your connections—**



Make sure to update skills and endorsements as you increase your connections so you are seen in the most professional light possible.



BUILDING YOUR NETWORK



LinkedIn can be a very lonely place if you are not engaging and connecting with others.



Take the leap and approach as many people as possible, including



EMAIL CONTACTS





ALUMNI



COLLEAGUES



FRIENDS



FAMILY

**You should follow
as many contacts
and influencers
within your
marketplace as
you can.**



There are leaders across a whole range of industries on LinkedIn, including Richard Branson and Barack Obama, who both write for the site regularly.



**By following
specific companies
and publications
such as Business
Insider, you will be
notified whenever
they post new
content**



The image features a bright yellow background. In the center, there are several interlocking rings of different colors: a light blue ring, a purple ring, and a pink ring. The rings are arranged in a complex, overlapping pattern. A white rectangular box with a thin black border is positioned horizontally across the middle of the image, containing the text.

**That way you can stay up-to-date
and not miss anything important.**

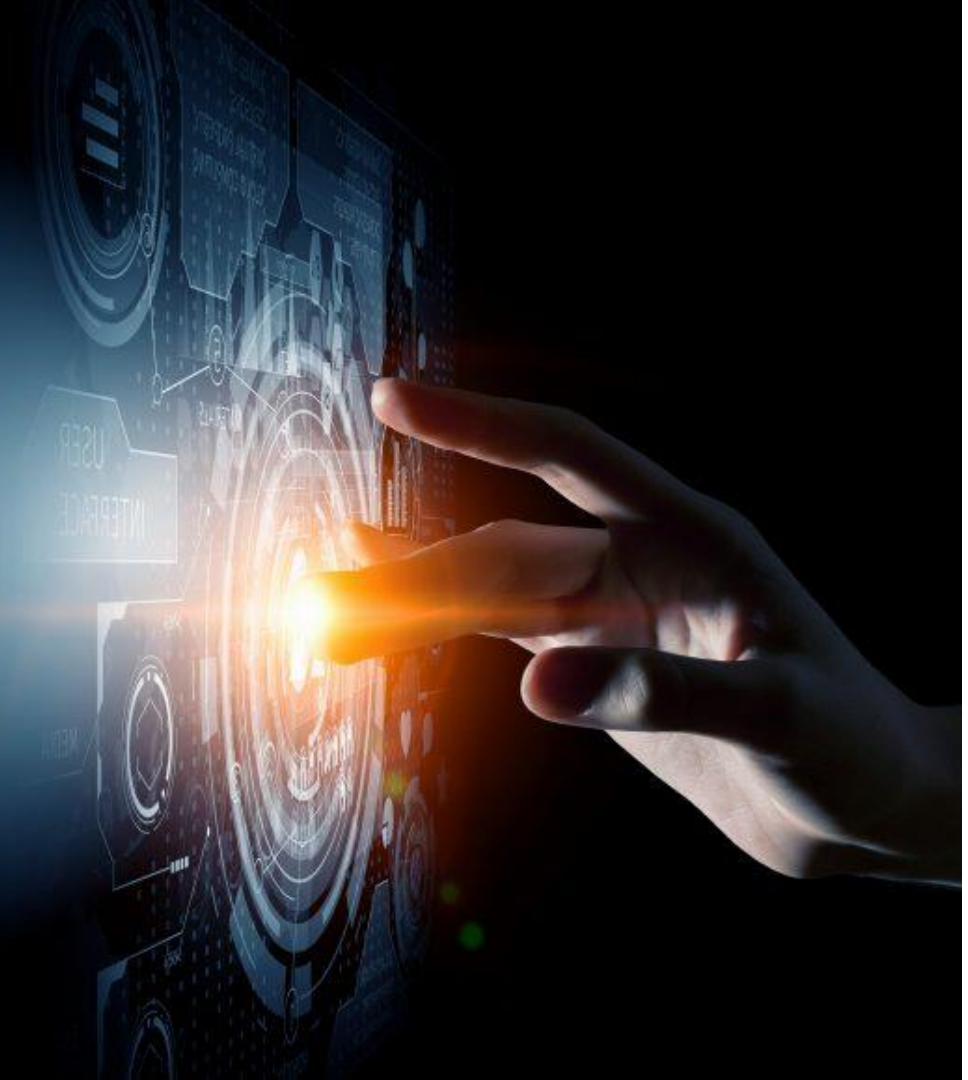


You can chase all the people you like, but how do you let other people to find you?

Connectivity plays a massive role within LinkedIn communities and so you need to put yourself out there



**Having a vanity
URL makes it
easier for people
to find you**





Here is what the link to your profile might look like without a vanity URL:

[LinkedIn.com/pub/
digital/254123ABCDEF](https://www.linkedin.com/pub/digital/254123ABCDEF)



Not exactly snappy, is it?

**To get a vanity
URL, click
underneath your
profile picture
and your public
URL will appear**





You can then shorten it to
something like this:

[LinkedIn.com/in/Now-Digital](https://www.linkedin.com/in/Now-Digital)

MUCH BETTER!



**Just like Facebook and Twitter,
LinkedIn places social plug-ins
on various websites so that
users can easily share content
when outside the platform.**

GROUPS AND PAGES

**LinkedIn
groups are
probably the
most social
aspect of the
platform**



**By participating
in these groups
you can maintain
an active
discussion with
peers and
colleagues**



LinkedIn Group Discussions

Source: LinkedIn.

The screenshot shows the LinkedIn interface for a group named "Digital Animation Professionals" with 21,272 members. The group's banner features a blue background with a compass rose and the text "Imagine and Create". Below the banner is a discussion thread titled "Question about animation transition effects." by Melinda Ashoroff, a Digital Director at Romcom Associates. The thread contains two replies: one from Raymond Keller, Sylvia Morris, and 195 others, and another from Stephanie Reynolds. The right sidebar includes "Top Influencers in this group" (Cynthia Wang), "Ads by LinkedIn Members" (MS in Internet Marketing and Rackpace Australia), and "Latest Activity" (Bob Crandall and Sally Munchkin).

in Search for people... Advanced Premium Solutions

Home Profile Network Career Interests

Digital Animation Professionals 21,272 members [Join](#)

[Discussions](#) [Jobs](#) [Promotions](#) [Search](#)

Imagine and Create

Start a discussion or share something with the group.

Question about animation transition effects.

Melinda Ashoroff
Digital Director at Romcom Associates

Does anyone have a good process for rembleuflexing background effects during rapid transition between scenes? I've tried doing this in Media Master 3.1, but it always comes out jerky and pixelated.

Like (197) · Comment (1,354) · Share · Follow · 1 hour ago

Raymond Keller, Sylvia Morris, and 195 others like this.

See all 1,354 comments

Raymond Keller Yes, this is a known bug in Media Master. They don't have a good fix, but a work around is to export your file to your hard drive and then import it into Animatron, which has much better support for this.

Like (5) · 23 minutes ago

Stephanie Reynolds I've had the same problem and would love to hear of a good solution.

Like · 5 minutes ago

Top Influencers in this group

Cynthia Wang
Production Director at Danberley Corp
[Follow Cynthia](#)

[See all group members](#)

Ads by LinkedIn Members

MS in Internet Marketing
Get a Master's in Internet Marketing, classes are online. [Learn more now!](#)

Full Sail University has 4,443 followers on LinkedIn

Rackpace® Australia
9 Secure Global Data Centers offer World-Class Managed Hosting. Chat Now!

Rackpace Hosting has 527 recommendations

Latest Activity

Bob Crandall started a discussion.
What are the best schools for learning Digital Animation?
5 minutes ago

Sally Munchkin commented on a discussion.
Does anyone know how to furblesonkin a mablebask transition in real time?
10 minutes ago

Stan T. Man started a discussion.



**Company pages are similar
to Facebook business pages**

**While LinkedIn
profile pages
represent
individuals, its
company pages
allow fans to
connect with
brand**



A low-angle, upward-looking photograph of several modern skyscrapers. The buildings are made of light-colored stone or concrete with many windows. The sky is a vibrant blue with scattered white clouds. The perspective makes the buildings appear to converge towards the top of the frame.

**SO WHAT DOES IT TAKE TO START
A COMPANY PAGE?**

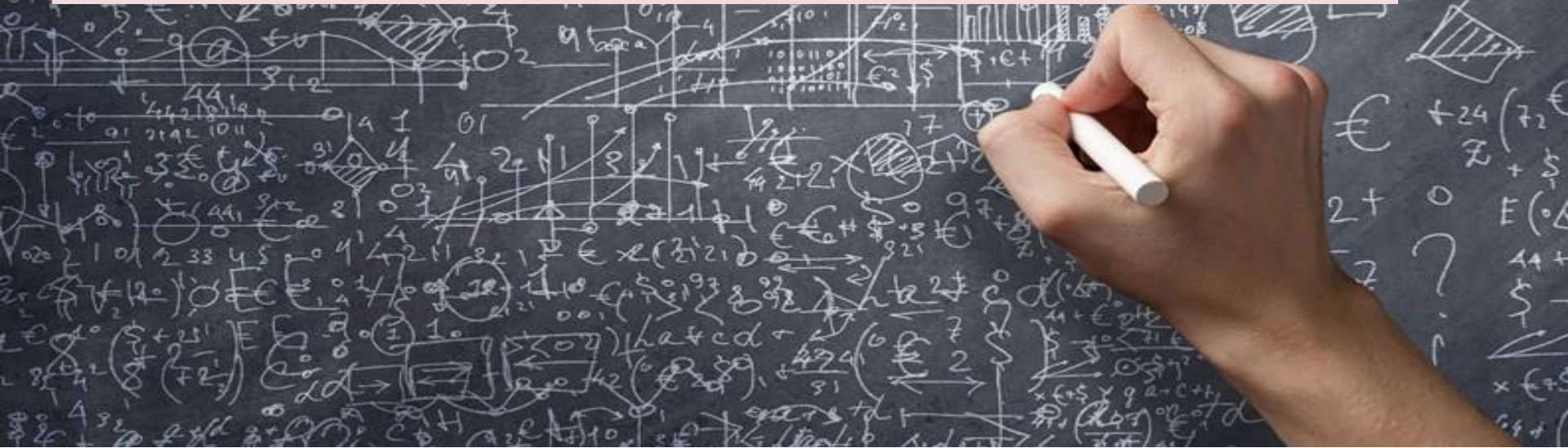
First of all, more than five people within your company must have a LinkedIn profile that states that they work for you

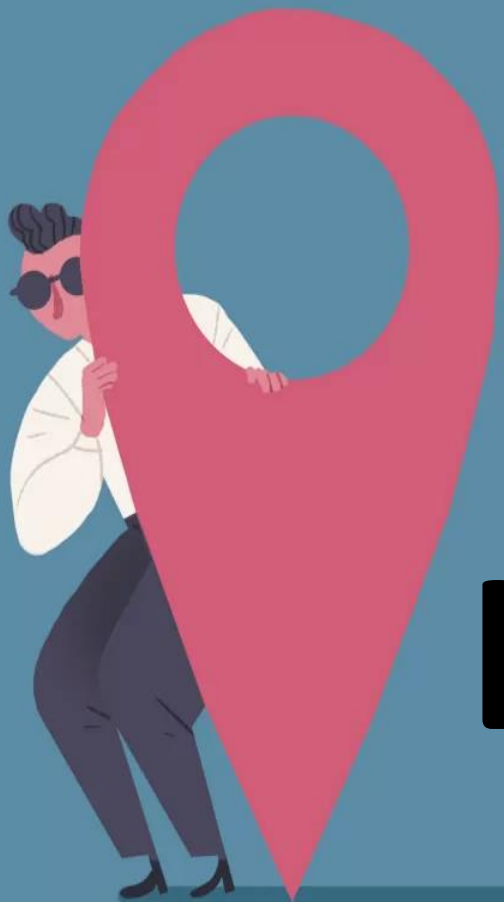


**You can then use
your company's
email address to
apply for a
LinkedIn company
page.**



Next, it is time to populate your page with as much relevant detail as possible, such as





**YOUR
LOCATION**



<https://sitechecker.pro>

YOUR URL



HOW MANY EMPLOYEES YOU HAVE

Global Markets




**The main industry
your company is in**





**THE YEAR IT WAS
FOUNDED**

A low-angle, upward-looking photograph of several tall, modern skyscrapers. The buildings are made of light-colored stone or concrete with many windows. The sky is a vibrant blue, filled with fluffy white clouds. The perspective makes the buildings appear to converge towards the top of the frame.

**Whether it is a privately held or
public liability company**

**Finally, add your
logo and branding
to the page**





It is a really visual way for people to see what your company is about

Example of company profile

LinkedIn

People ▾


Asheghar

Digimentors



Join now

Sign in



Asheghar Digimentors
--
Doha, Doha, Qatar · 36 connections

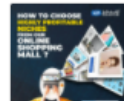
[Join to Connect](#)

Activity



കുറഞ്ഞ മുതൽമുടക്കിൻ്റെ, *ഓൺലൈൻ ഷോപ്പിംഗ് മാൾ* എന്ന ഇ-കൊമേഴ്സ് ആശയത്തിലൂടെ വിജയം കൈവരിക്കാം!! *ഖത്തർ ആസ്ഥാനമായി പ്രവർത്തിക്കുന്ന Asheghar Digimentors...

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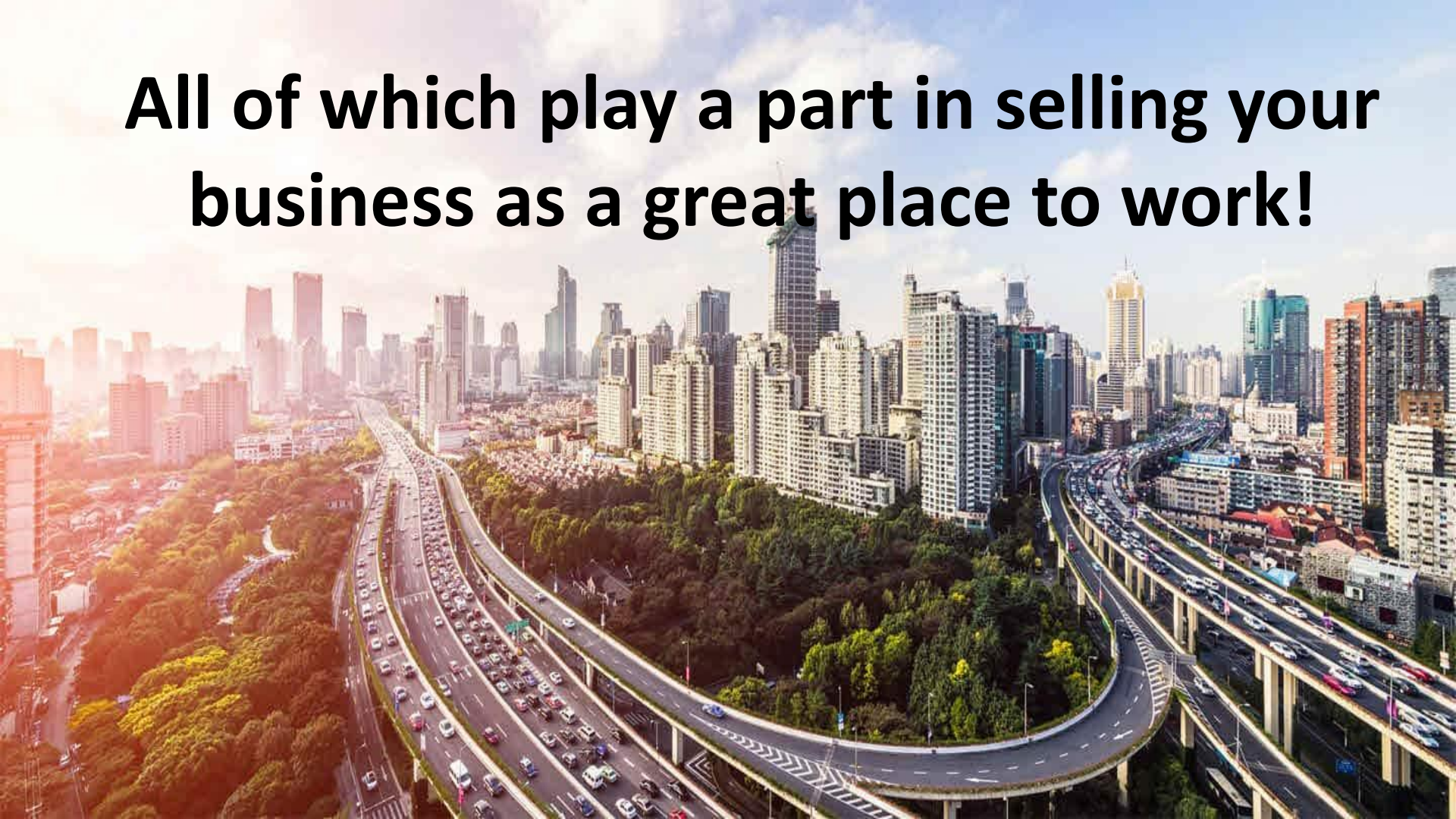
A low-angle, upward-looking photograph of several tall, modern skyscrapers. The buildings are light-colored with many windows, and they converge towards the top of the frame. The sky is a vibrant blue, filled with scattered, fluffy white clouds. The overall composition is dynamic and emphasizes the height and scale of the urban environment.

Company pages can also contain videos, images, employee testimonials, and employer information

They are designed to grow a specific community around a particular product or division of a business



**All of which play a part in selling your
business as a great place to work!**





**Subpages of company pages
are called showcase pages**

**Another type of
LinkedIn page
that offers
branding
opportunities is
the career page**



LinkedIn™



***Is LinkedIn
Right for
You?***

MOST LIKELY,

YES!

A person's hands are visible, holding a white sign with the word 'YES!' written in large, bold, black letters. The background is a clear blue sky with some light clouds. The sign is held up in front of the person's chest.

LinkedIn lets you showcase your strengths while connecting with like-minded business owners and industry leaders outside of your everyday life.



**There is
always more
we can learn—
and LinkedIn is
a great place
to do it.**





Both personal and company pages can be brilliant marketing tools for your business,



As with all of the channels that this chapter has discussed, you get out of it what you put in!



GET STARTED TODAY!

Thank
you





أشيقر[®]
DIGIMENTORS