

**LinkedIn**

By Alyson Hebdon | Digital Marketing Specialist  
[www.linkedin.com/in/alysonhebdon](http://www.linkedin.com/in/alysonhebdon)

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**Myths About LinkedIn**

**1. LinkedIn is just 'Facebook for business.' Our time is better spent making more calls.**

LinkedIn allows you to not only connect with your customers, prospects and centers of influence, but also be visible by consistently adding value to others.

**2. If I'm on LinkedIn, my employer will think I'm looking for a job.**

LinkedIn should be a part of your professional brand and your business growth strategy.

**3. When people look at your profile on LinkedIn, they want to see your experience.**

Most LinkedIn users don't care about your resume. They want to know:

- How can this person help me?
- How is this person different?
- Will this person add value and help my business?
- Will this person be a partner to my business and help my growth?

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**Myths About LinkedIn**

**4. Why worry about LinkedIn when a business is just going to look us up on our company website?**

It's more likely that prospects will first Google the individual, not the business. LinkedIn comes up #1 most of the time.

**5. What about privacy and risks associated with using LinkedIn or other social media sites?**

Just as when you are in the office or around town, you are representing your business and standards of professionalism apply.

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### History of LinkedIn

- World's largest professional network with 530 million users from more than 200 countries
- 128 Million are in the US
- Purchased by Microsoft April 2017
- Aiming for 3 billion users
- 2 posts per second
- 40% of users check LinkedIn daily
- 61% of social media users use LinkedIn for professional networking
- 8.33% of Americans use LinkedIn during work hours
- 41% of millionaires use LinkedIn
- Users are 97 times more likely to have college or post-grad degree

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### Why use LinkedIn

Which social networking site do you primarily use for professional networking?

	61%		22%		4%		NONE 13%	Share
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- Local, regional and global reach
- B2B sales opportunities
- Referral opportunities
- Continued education
- Professional user/audience target
- Trusted by Google
- SEO friendly

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### Why Use LinkedIn

**Top-Level Executives**  
22% use LinkedIn for industry networking  
20% use LinkedIn to promote business

**Middle Management**  
24% use LinkedIn for keeping in-touch  
20% use LinkedIn for industry networking

**Entry-Level**  
24% use for job search  
23% use for co-worker networking

**More than 80% of LinkedIn members are company decisions makers**

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### How to Use LinkedIn To Grow Your Business

- ▶ Research companies or people
- ▶ Find connections at companies
- ▶ Ask for referrals or introductions
- ▶ Be a subject matter expert in group discussions
- ▶ Gain recommendations to help with buyer confidence
- ▶ Build relationships by sharing thoughts, giving referrals and offering connections





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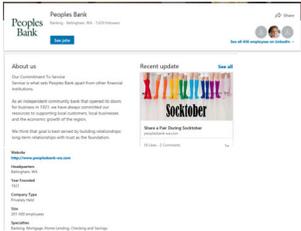
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### LinkedIn – Your Company Page

- ▶ Include basic info about your business
- ▶ Employees can connect their personal profiles to your company profile
- ▶ Share job openings, business updates, industry related news






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### Using LinkedIn For Recruiting

- ▶ LinkedIn Recruiter - \$\$\$
- ▶ Encourage employees to share open positions
- ▶ Search for qualified candidates
  - ▶ Limited to 1<sup>st</sup> - 3<sup>rd</sup> degree connections
  - ▶ Grow your network!






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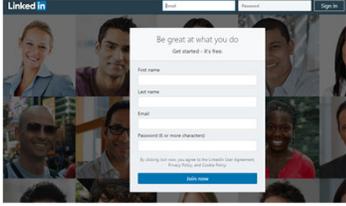
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**Building a Powerful Profile**

**Go to LinkedIn.com and register**

When LinkedIn prompts you to connect with contacts in your email address book, **decline**. Complete your profile before you begin connecting with people.



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**Building a Powerful Profile**

**Upload a professional photo and add your name.** Avoid adding additional titles i.e. Esquire, MBA etc.



**Alyson Hebdon** • 1st  
Marketing and Digital Specialist at Peoples Bank  
Bellingham, Washington Area  
62 shared connections

Good



**SKILLS & EXPERTISE**

Social Networking User Experience Business Planning  
Data Visualization Mobile Marketing Customer Insight  
Digital Marketing Information Architecture

Bad

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**Building a Powerful Profile**

**Write a compelling headline** with keywords you want to be found for, i.e. commercial lender

Make it obvious who your target audience is and how you can help them.

- Mortgage Loan Officer – Helping first time homebuyers live the American Dream.
- Commercial Banking Officer – I work with small businesses to help them manage their financial assets and secure loans.

Alyson Hebdon  
Marketing & Digital Specialist | Helping businesses & individuals reach the right audience at the right time  
Bellingham, Washington

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### Building a Powerful Profile

**Write your summary in first person. This is not your resume.**

Your summary should be written to your target market so they can relate and identify with you. Don't forget those keywords.

Bullet points are your friends.

**Summary**

I love marketing because I get to use impactful and authentic messaging to help grow brand awareness for companies, use the power of PR to tell stories that resonate, and use digital marketing to help influence consumer and business behavior. I love it when I hear, "I saw that video, I didn't know your company did that", or "I read that article and it gave me some ideas" or "I see your ads and I'm going to look into it".

**Experience**

**AVP, Marketing Manager**  
Peoples Bank  
December 2016 – Present (1 year 4 months) | Bellingham, Washington Area

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### Building a Powerful Profile

#### Employment Status

Employees with existing profiles should edit their place of employment if they aren't connected to the company page already:

- Delete current company name
- Begin to type company name
- Select company listing, which appears as a dropdown menu

Company logo will appear and allow people to click through to company profile.

**AVP, Marketing Manager**  
Peoples Bank  
December 2016 – Present (1 year 4 months) | Bellingham, Washington Area

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### Building a Powerful Profile

#### Employment Status

Include former jobs and employers that are relevant to your career or clientele.

If you have held multiple positions at one company, you can either list them all separately or include them all within one description.

*Working at Dairy Queen in High School probably isn't relevant in most cases.*

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### Building a Powerful Profile

Use **keywords** throughout your summary and profile - i.e. Ag lender, commercial lender, small business lender, home loans

**Commercial Lender Keywords:**

- Commercial lender
- Commercial real estate
- Small business Loans/lender
- Business loans
- Business lender
- Business banking
- Loan officer

**Real Estate Lender Keywords:**

- Home loan lender
- Home equity loan
- Home improvement loans
- Mortgage lender
- Construction lender/construction loans
- Loan officer

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### Building a Powerful Profile

**Add all relevant information**, i.e. work email, phone, address or alternate email etc. Add only what you're comfortable with. This is your professional profile. If you don't want your boss or colleagues seeing it, don't include it.

**Customize your profile URL**

Good - [www.linkedin.com/in/holliejoybrown/](http://www.linkedin.com/in/holliejoybrown/)

Bad - <https://www.linkedin.com/in/jo-dallas-61122b103/>

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### Building a Powerful Profile

**Skills & Endorsements Should Be Filled With Keywords**

Skills & Endorsements

Top Skills

44	Public Relations	
44	Marketing	
54	Marketing Strategy	
44	Social Networking	
41	Event Management	
16	Advertising	
14	Marketing Communications	
14	Event Planning	
14	Entrepreneurship	
11	Leadership	

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### Building a Powerful Profile

**Further customize your profile**

The image shows a grid of options to add to a LinkedIn profile: Language, Volunteering Experience, Advising Opportunities, Organizations, Test Scores, Courses, Patents, and Causes you care about. To the right is a preview of the 'Edit info' section, where a red circle highlights the 'Add photo' button.

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### Getting Involved – And Staying Involved!

**Join groups**

LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts and establish themselves as industry experts.

**Example 1** – University Alumni Group  
**Example 2** – Industry Groups  
**Example 3** – Local Business Groups

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### Getting Involved – And Staying Involved!

**Give Recommendations**

Giving recommendations is a great way to indirectly solicit recommendations for employee profiles. LinkedIn will prompt the person who received the recommendation to return the favor.

- Recommendations a user GIVES are shown on THEIR profile, permanently.
- Be authentic.
- Don't be afraid to ask for clarification on received recommendations. Poor grammar or incorrect information on a recommendation can reflect poorly on a profile.
- It is possible to directly solicit recommendations without giving them; however, people will be less likely to do this as opposed to reciprocating on a recommendation given to them.

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### Getting Involved – And Staying Involved!

**Update your status regularly with valuable content for your target market**

**Hollie Brown**  
Experienced Marketing Professional | Peoples Bank

Update your status regularly with content that would interest your network. Feel free to share Peoples Bank Company page posts every Tuesday!

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### Getting Involved – And Staying Involved!

#### Engage in the Stream

- ▶ At least 1 time per month, key employees and sales reps should log in and interact with 3 posts in their stream by liking and commenting on them.
- ▶ LinkedIn can also send "network updates" by email, either daily or weekly, to prompt the employee to interact with key updates from people in their network.
- ▶ Job changes and birthdays provide a particularly prominent opportunity to engage.
- ▶ Peoples Bank posts every Tuesday on the company page, feel free to share!

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### Who to Connect With and How

- ▶ You can ask someone to join your professional network by sending them an invitation to connect. If they accept your invitation, they'll become a 1st-degree connection. It is recommended to only invite people you know and trust because 1st-degree connections are given access to the primary email address on your account.
- ▶ You can invite people to connect from:
  - ▶ A member's profile - Click the Connect button on their profile page.
  - ▶ Search results - Click Connect to the right of the person's information.
  - ▶ The Add Connections page - Search your email address book to find contacts or invite them using their email address.
  - ▶ The People You May Know page - Click the connect icon under the person's name.

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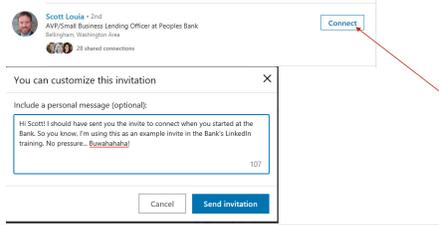
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**Who to Connect With and How**

- ▶ Personalize Invitation Requests
  - ▶ You can add a personalized message to invitations from your desktop and the LinkedIn mobile app.



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**After your profile is complete**

Add your URL to your signature line:

Hollie Brown  
Peoples Bank | AVP, Marketing Manager  
Office: (360) 354-7246  
[hollie.brown@peoplesbank-wa.com](mailto:hollie.brown@peoplesbank-wa.com)  
[www.linkedin.com/in/holliejoybrown](http://www.linkedin.com/in/holliejoybrown)  
Visit us at: [www.peoplesbank-wa.com](http://www.peoplesbank-wa.com)

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