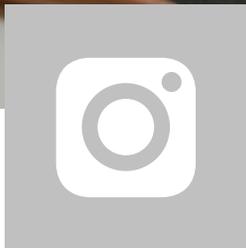
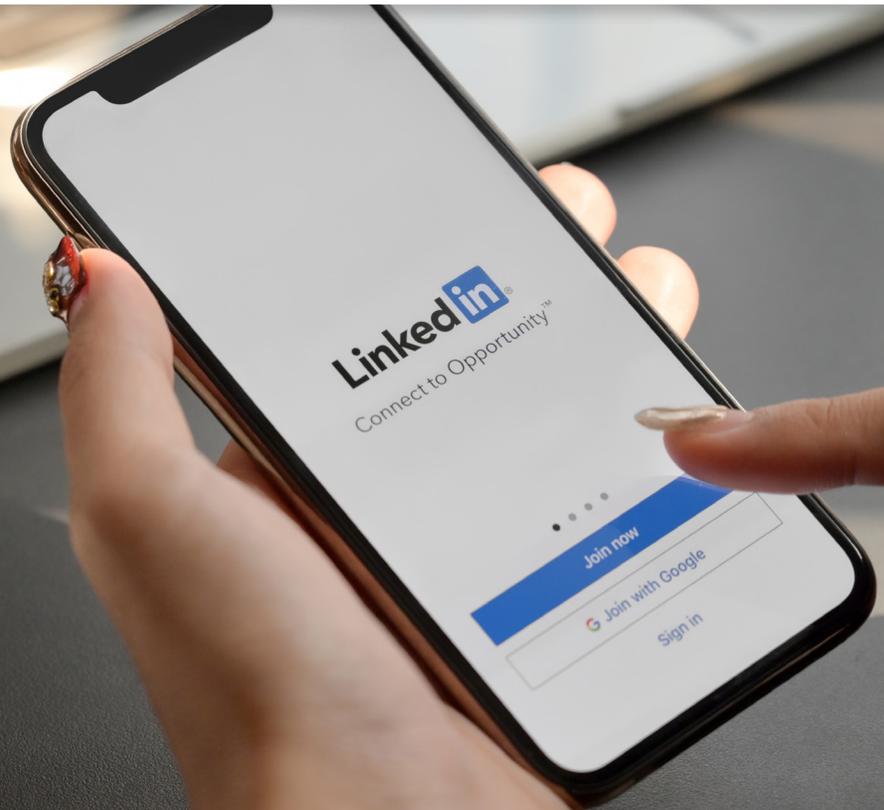


SOCIAL MEDIA 101



LINKEDIN

**BERKSHIRE
HATHAWAY**
HOMESERVICES

ELITE
REAL ESTATE



WHAT IS LINKEDIN MARKETING?

LinkedIn marketing is the process of using LinkedIn to make connections, generate leads, improve brand awareness, foster business relationships and partnerships, share content, and drive traffic to your website. LinkedIn is an integral part of many successful business' marketing strategies today because of how effective it can be in expanding professional networks.

ABOUT LINKEDIN

LinkedIn launched in 2003 and is primarily centered around career networking, building, and sharing. The platform enables you to connect and share content with other professionals including colleagues, potential employers, business partners, competitors, new employees, and customers.

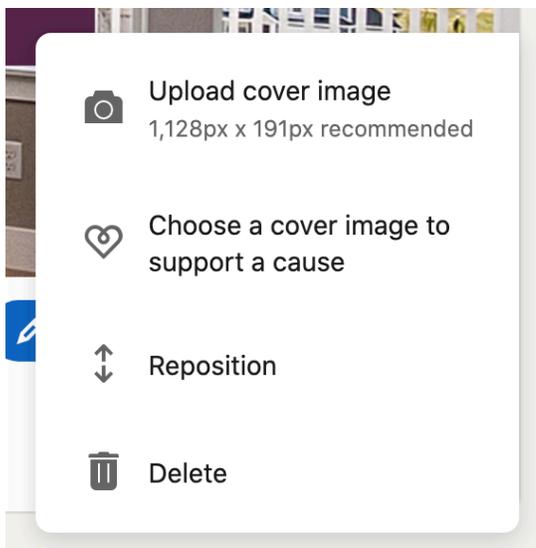


HOW-TO #1: HOW TO ADD A COVER PHOTO

Give your LinkedIn profile a little bit more personality by adding an on-brand background photo of your own. Keep in mind LinkedIn is a professional social network, so choose your photo accordingly.

1.) Click the pencil icon on the top right hand side of the screen.

2.) You have the option to choose between "Upload cover image" (images that are on your computer, Dropbox, etc). "Choose a cover image to support a cause" (choose from a variety of templated images you may like to support). Reposition (Drag current photo to desired view). "Delete" (You may opt to have no cover photo).



3.) Once you have selected an image, you can drag up and down to reposition and get it centered just right. Once you are satisfied, click "Save" in the top right hand corner.

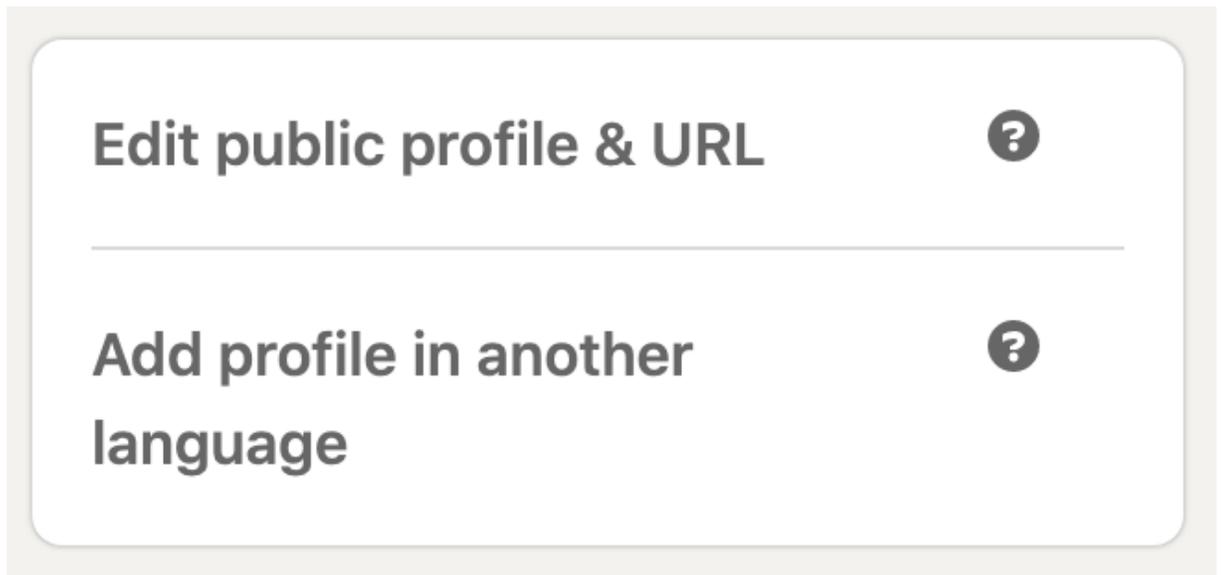
NOTE: You can not change your banner photo on the mobile app. The only way to do it is through their desktop experience.



HOW-TO #2: HOW TO CUSTOMIZE YOUR URL

Make your profile look more professional, and easier to share, by customizing your LinkedIn public profile URL. Instead of a URL with confusing numbers at the end, it will look nice and clean.

1.) Click “View Profile” and then clicking “Edit Public Profile and URL” on the right hand side of your screen. Here you can change your URL to anything you’d like — such as your first and last name or business name — assuming it hasn’t already been taken by another LinkedIn user.



Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Cancel

Save

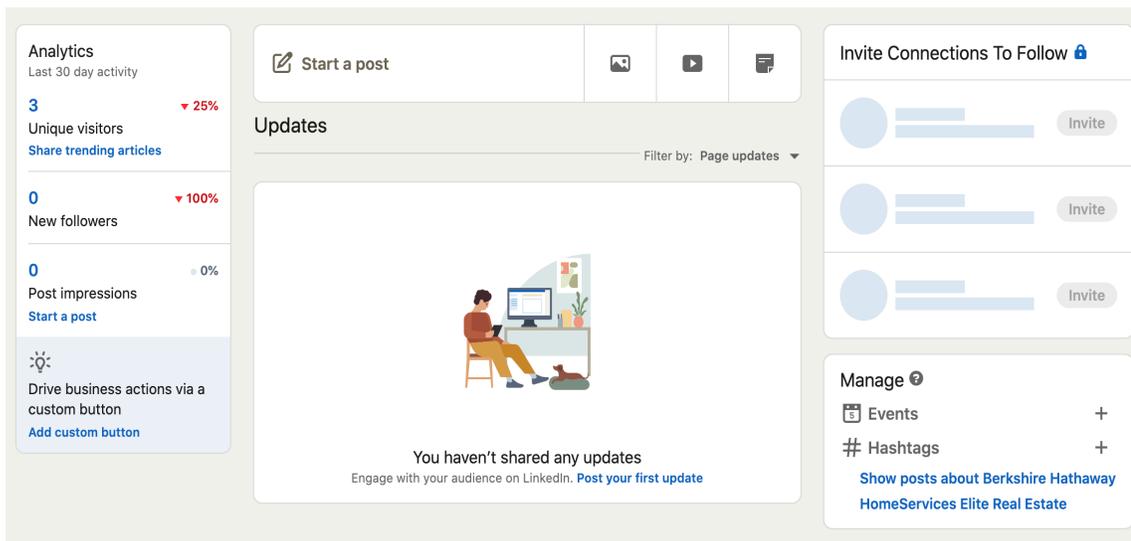
2.) Once you have chosen your new personalized URL click “Save” in the bottom right hand corner.



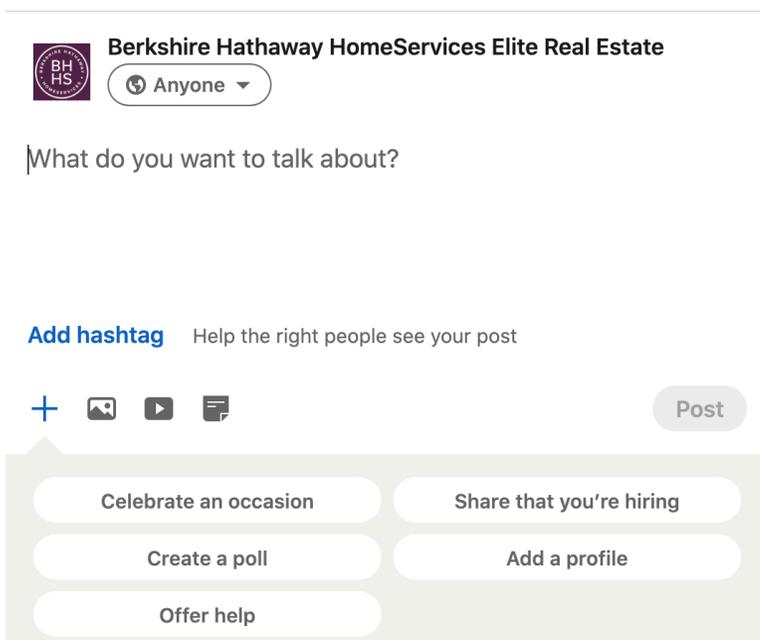
HOW-TO #3: HOW TO POST

Whether you want to share an inspirational quote, a quirky workplace anecdote, or an article you just read, posting on LinkedIn is easy and can be done in just a few steps.

- 1.) Near the top of the page, find where it says “Start a Post” located next to an icon of a pencil to a notepad. Click it. If you have a photo, video, or document you want to share, you can click the corresponding icon.
- 2.) Begin typing your post — you can include a link by pasting it inside the post.



Create a post



- 3.) Once you are finished composing your post, click the drop down menu at the top where it says “Anyone” — this will take you to the settings where you can decide who sees your post. If you are satisfied with the sharing settings, tap “Post” at the bottom right hand corner.

NOTE:

If you are posting through the mobile app you will find the “Post” icon at the bottom center of the screen. Click it and follow the instructions above.

LINKEDIN TIPS AND TRICKS YOU CAN'T AFFORD TO MISS

BLOG AND WEBSITE LINKS ON YOUR LINKEDIN PROFILE

You can add links to your portfolio and social networks to your LinkedIn page. You can also add links to your content and business information to increase clicks. This feature allows you to draw greater attention to specific areas of your page to drive traffic elsewhere.

SEARCH ENGINE OPTIMIZE YOUR LINKEDIN PROFILE

You can also optimize your profile to get discovered by people searching LinkedIn for key terms you want to be found for. You can add these keywords to various sections of your profile, such as your headline, your summary, or your work experience.

ADD, REMOVE, AND REARRANGE PARTS OF YOUR PROFILE

You can edit and reorder sections of your LinkedIn profile to highlight specific pieces of information in any way you see fit. When you're in edit mode, simply hover your mouse over the double-sided arrow in each section. Your mouse will turn into a four-arrow icon, at which point you can click, drag, and drop to another position on your profile.

LINKEDIN ENDORSEMENTS

LinkedIn offers a feature called Endorsements — this allows you to recognize the skills people you work with (such as employees, colleagues, freelancers, or partners) have to offer. You can promote and endorse the skills of the people you work closest with to help refer them for other work, make their profiles more impressive, show your support, and more.

CHECK YOUR NETWORK UPDATES

Found on your LinkedIn homepage, Network Updates are essentially LinkedIn's version of the Facebook News Feed. Check this feed periodically for a quick snapshot of what your connections, customers, competitors, and others are up to and sharing. You can also share updates of your own, such as details about your products or services and noteworthy content your business has created and published.

BE IDENTIFIABLE

Your LinkedIn profile visitors should recognize it as yours to the moment they look at it. A great way to make your profile easily identifiable and on-brand with your other marketing content is by ensuring your profile's name, headline, and other simple identifiers are easily viewable to any visitor. Make sure these features are on brand, match your other marketing content, and are uniquely yours.

WHO'S VIEWED YOUR LINKEDIN PROFILE

Learn a little about your audience members, potential leads, and customers who are viewing your profile and marketing content that you're sharing on LinkedIn. How? With the Who Viewed Your Profile feature. This tool, which is accessible in the main navigation via the Profile drop down enables you to identify the exact people who have visited your page. You can see how you stack up against the profile views for your connections, other businesses like yours, and more.

JOIN LINKEDIN GROUPS

LinkedIn Groups are a great way to make connections with people who are in, or interested in, your industry. They serve as a hub for you and other members to share content, grow your contact list, establish yourself as an expert in the field, and boost brand awareness. There are a number of other benefits that come from joining LinkedIn Groups. For example, by joining Groups related to your industry and participating in discussions within those groups, you'll exhibit thought leadership in your industry.

CREATE YOUR OWN LINKEDIN GROUP

You can use your group to establish yourself as a thought leader in your industry, grow a community of advocates, generate new marketing content ideas, promote brand awareness, and generate new leads.

COMMUNICATE WITH YOUR LINKEDIN GROUP

And on that note, there are more reasons to create your own Group on LinkedIn. In fact, one of the perks of managing a LinkedIn Group is that LinkedIn makes it simple to interact and communicate with the members of the Group you're in charge of. You can either send messages to group members or create a group post. Sending messages allows you to write a member of your group directly, or share content with them, from your group's page. This is great if you have something to share with a specific person in your group. Creating a group post allows you to share any content you'd like on your group's page which is ideal for initiating a discussion.

SHARE YOUR LINKEDIN STATUS UPDATES ON TWITTER

Add your Twitter account to your LinkedIn profile so you can share status updates across platforms. This is also a great way to boost your Twitter follower and LinkedIn connection counts. For example, if you're posting an update to LinkedIn that you'd also like your Twitter followers to see, you can easily syndicate that update to Twitter by selecting the Public + Twitter option in the drop down menu within the LinkedIn update composer.





HOW TO PERFECT YOUR LINKEDIN PROFILE



Profiles with a photo are **7X MORE LIKELY** to be viewed than those without

PHOTO

LinkedIn profiles with a photo are seven times more likely to be viewed than those without. But it can't be just any photo: a professional-looking (bonus points for those taken professionally!) headshot with no spouses, children, or dogs is the best way to go.



2,000 CHARACTERS make them count!

SUMMARY

LinkedIn profile starting with an 'I' can be very powerful and persuasive. In addition, these can be more casual, engaging and personal, drawing the reader in and compelling them to read more. You have 2,000 characters to use on your LinkedIn summary: use them all if you can.



Turn duties into **ACCOMPLISHMENTS**

JOB DESCRIPTIONS

The experience section will be most closely related to your resume, although it does not need to be an exact replica. Focus on contributions you made to each position, and how your actions bettered the organization in some way. While it does not, and probably should not, be word for word compared to your resume, it should certainly reflect the overall mood and target a similar job target.

"Planned time slots, built graphics, researched segments, edited video and arranged audio for live music"

"Coordinated efforts that contributed to a 25% increase in viewership over a six-month period"

SKILLS & ENDORSEMENTS

The Skills & Endorsements feature allows you to highlight your key skills, and teach others what you are about as a professional. This is another way to broaden your skill set, especially when you don't want to target too narrow a niche. While it is advisable to limit yourself to one job target for your headline, it is absolutely acceptable to add skills to your profile to help others find you.



Adding 5+ skills to your profile = **17X MORE VIEWS**

CONNECTIONS

To go from LinkedIn newbie to LinkedIn All-Star, start adding current coworkers, former colleagues, and professional networking acquaintances STAT. The LinkedIn algorithm is looking for at least 50 connections, we say stretch goal that to 100. There's no limit on how many connections you can add, but your profile will display you as topping out at 500+. The more former coworkers and networking acquaintances you are connected with, the more likely you are to be connected to someone who will help you land a job.



You should be connected with at least **100 COLLEAGUES**

PROFILE EXAMPLE



Allison Zia, MBA • 3rd

Empowering Innovative Solutions through Customer-Focused Strategy

Greater Los Angeles Area



-  McMaster-Carr
-  University of Southern California - Marshall School ...
-  See contact info
-  500+ connections

I like to solve problems. Throughout my career, I have been driven by my intellectual curiosity to find answers to the most pressing questions. Whether it's finding a perfect song for a film or finding a rare product for a rocket, I've been able to quickly uncover a customer's pain point and identify a strategic solution.

With my refined skill set, I bring customer-centric mindfulness that enables firms to innovate and thrive. This is what I've done for my clients at Universal Music Group as I licensed music to media giants like Fox, Sony, and Netflix, and it's what I continue to do at McMaster-Carr as I provide technical expertise on industrial products to visionaries like SpaceX, Boeing, and Tesla.

My intellectual curiosity also drives me to be a lifelong learner. I am currently earning my MBA from USC's Marshall School of Business, with a graduate certificate in strategy and management consulting.

My specialties:

- + Management Strategy
- + Customer, Partner, and Client Relations
- + Sales Management
- + Organizational Design
- + Process Improvements
- + Statistical Analysis and Data Mining
- + Marketing and Brand Strategy
- + Growing Start-Up Organizations
- + Leading Acquisitions and Nurturing

I enjoy traveling and eating my way around the world, trading cryptocurrencies, and talking about the future of autonomous vehicles, so if you ever want to bounce ideas off of me, please feel free to contact me: allison.zia.2018@marshall.usc.edu.



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Alpine Office:
6 Red Pine Drive
Alpine, UT 84004

American Fork Office:
315 S 500 E Suite 202
American Fork, UT 84003

Salem Office:
543 N. SR198
Salem, UT 84653

www.utahproperties.com