



Networking Luncheon

Lisa D'Ambrosio-Irons, Chairman

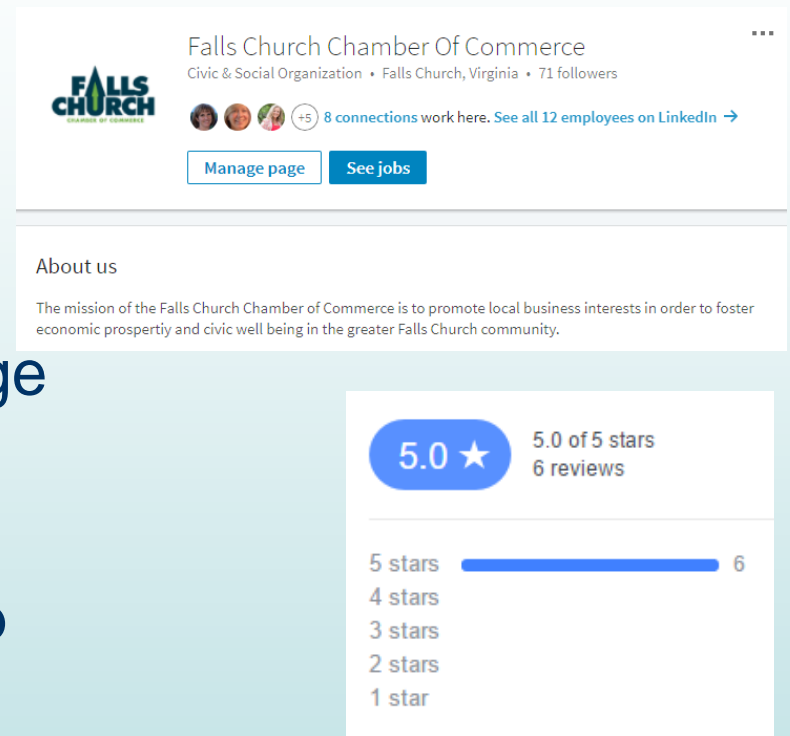
John Marshall Bank

January 16, 2018

Announcements – Lisa - 11:45

Connect with Us!

- LinkedIn
- Facebook
 - Falls Church Chamber Page
 - Like it
 - Review the Chamber
 - FC Members Forum Group
 - Join it
 - Post questions, comments, event information



Turn off volume!

2018 Annual Sponsors

Available Now! Visit our
website for more info or
contact Sally@
FallsChurchChamber.org



<http://www.fallschurchchamber.org/2015-sponsorship-opportunities>

Thank You

- Bill Madden, Frank Mitolo,
and the Mad Fox Team
- Brenda Schrier of Brenda
Schrier Photography
- Galleria Florist



Upcoming Events

Networking Mixer & Mardi Gras Party

- Sponsored by
Tori McKinney &
- Tues, January 30
(5th Tues) – 5:30 – 7 pm
- Café Kindred
- Featuring live music by Magnolia Lite Edition and Mardi Gras fare!



Upcoming Events

What is so cool, its hot?

- The Chamber's Annual Awards Gala, Fire & Ice!
- March 10, 2018
- Fairview Park Marriott
- Mark your calendars – details coming soon!





Self Introductions



Speaker Introduction

Rachel Adler

- Rachel A. Adler
 - a certified social media and public affairs strategist with vast experience in managing external public relations, new media, and media agencies.
 - the Social Media Business Development Manager for Fairfax County Economic Development Authority

Speaker Introduction

- Executive Director for Social Media Week Fairfax
- Previous experience includes working with:
 - Governor Andrew M. Cuomo at Empire State Development,
 - New York State's economic development agency
 - American Public University System
- Serves on several boards including:
 - Greater McLean Chamber
 - Medical Care for Children Partnership Foundation

Speaker Introduction

- LinkedIn is no longer just for job hunting!
- Rachel will discuss
 - LinkedIn's recent enhancements that are making it a powerhouse in the Business to Business community in 2018.
 - LinkedIn business trends to watch for in 2018 and how to use it best for your business and your personal network.



For Business Development

By: Rachel A. Adler
Executive Director of SMWFairfax &
Business Development Manager, Digital Media, Fairfax County Economic Development Authority



Rachel Adler
Digital Media Native &
Executive Director of
SMW Fairfax



NETWORKING LUNCHEON

January 16, 2018

LinkedIn for Business Development

Tickets with advanced registration are \$27 for members, \$32 for nonmembers. An additional \$5 is charged for walk-ins.

RSVP at
www.FallsChurchChamber.org
703-532-1050
info@FallsChurchChamber.org

Join us for this insightful, informative presentation to help make the most of LinkedIn and maximize your social marketing efforts!

Tuesday, January 16
11:30 am - 1:15 pm

Mad Fox Brewing Company
444 E. Broad Street, Falls Church



How to Engage:

Got a question?

Please feel free to interrupt & ask questions.

Please use your mobile device & personal computers.

Tweet the question to me
[@RachelA_Adler](https://twitter.com/RachelA_Adler) of using the
Hashtag #LinkedInLunchFC

Twitter:

[@FairfaxEDA](https://twitter.com/FairfaxEDA) &
[@FairfaxEDA_NM](https://twitter.com/FairfaxEDA_NM)

[@SMWFairfax](https://twitter.com/SMWFairfax)

LinkedIn:

<https://www.linkedin.com/company/fairfax-county-economic-development-authority>

FAIRFAX COUNTY

ECONOMIC DEVELOPMENT AUTHORITY

How We Can Help

CEO

- Tour Fairfax County and potential site locations, meet with local executives.
- Provide detailed information on industry sectors, market conditions, business community.
- Develop opportunities for corporate and executive visibility.
- Make introductions to potential partners and customers.
- Offer contacts with professional service providers.



CFO / VP, Facilities

- Provide tax and business cost data comparisons.
- Explore Virginia incentives for investment.
- Provide introductions to possible investors.
- Identify and visit potential site locations.
- Make introductions to county zoning and permitting officials and state regulators.
- Identify transportation and technology infrastructure.



VP, Marketing and Business Development

- Develop contacts in business community.
- Make introductions to chambers of commerce, trade and professional associations.
- Brainstorm media and public relations opportunities.
- Identify potential brand awareness and speaking opportunities.
- Liaise with Virginia, U.S. officials on marketing and sales opportunities.



VP, Human Resources

- Explore Virginia incentives for job creation and training.
- Identify resources for executive and staff recruitment.
- Build workforce relationships with institutions of higher learning and school systems.
- Make connections with local organizations.
- Provide information for relocating employees.



All services are free and confidential.



“If you’re not on LinkedIn,
you might as well not exist in
this world. Everybody needs
to be on LinkedIn.” – Guy
Kawasaki



Office TIMELINE

Company

Growth

Product

Acquisitions

LINKEDIN TIMELINE

LinkedIn Stats

Are you
Linked  **?**

Total Number of LinkedIn Users: 500 million

Last updated: 1/1/18

Total Number of Monthly Active LinkedIn Users: 250 million

Last updated: 1/1/18

Total Number of LinkedIn Users from US: 133 million

Last updated: 10/24/17

Percentage of users that use LinkedIn Daily: 40%

Last updated: 10/24/17

Number of New LinkedIn New Members per Second: 2

LinkedIn USER STATS

Average time a user
spends monthly on
LinkedIn



42%
of users update
their profile regularly

35%
of LinkedIn users
access the site daily

39%
of users pay for
LinkedIn

The HISTORY of LinkedIn

LinkedIn launch date
May 5 2003

Date LinkedIn went public
May 19 2011

LinkedIn's reported user total goal:

3 BILLION



Total number of LinkedIn business pages:

 **3 MILLION**

300 million people use LinkedIn

Geographic
reach of LinkedIn:
200 countries

64%
of LinkedIn
Users are
outside the
USA

The LinkedIn redesign has
boosted social interactions **over 200 %**

LinkedIn IN NUMBERS

LinkedIn is the Place for PROS

- According to survey, 92% of [B2B marketers use LinkedIn](#) as a major part of their content marketing strategy. The platform is currently the leading network for professionals, and is the most commonly used channel for distributing content of those in this field.

LinkedIn Leads the Pack

TOP IN LEAD GENERATION...BY A LONG SHOT¹



80%
of leads sourced

THROUGH SOCIAL MEDIA FOR B2B
MARKETERS COME FROM
LINKEDIN.²

#1 SOCIAL MEDIA CHANNEL¹

92%

of B2B Marketers
LEVERAGE LINKEDIN
over **ALL OTHER** social platforms.



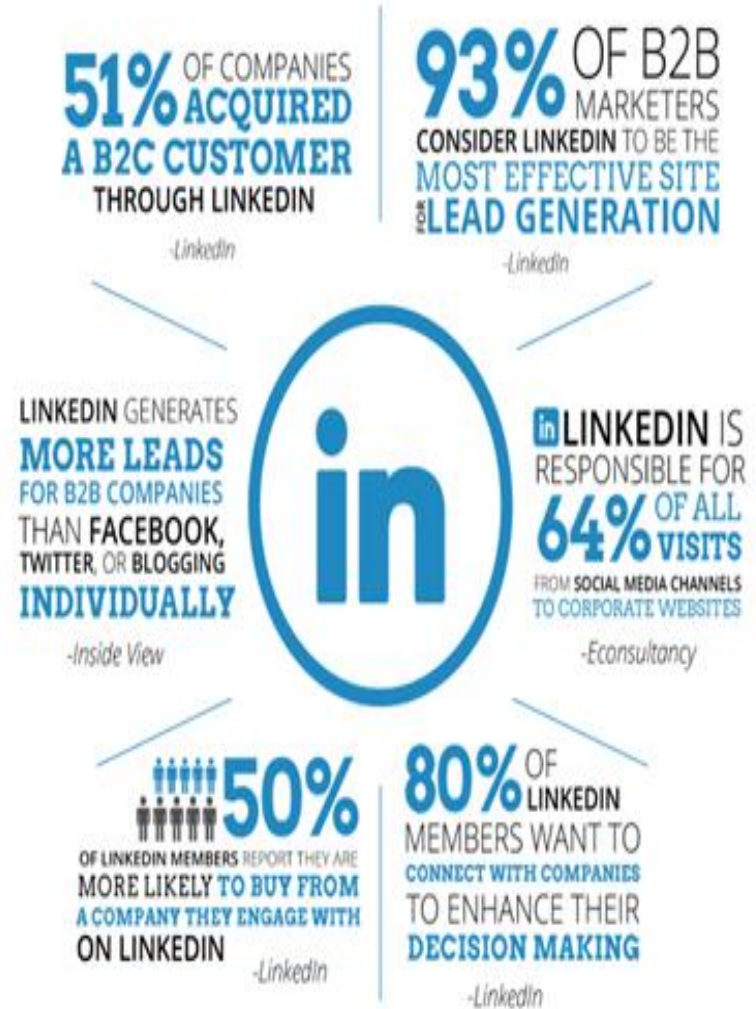
Fun Facts



- 41% of millionaires use LinkedIn.
- LinkedIn now has **3 million active job listings** on the platform.
- **1 million professionals** have published post on LinkedIn.
- An **average user spends 17 minutes** monthly on LinkedIn.
- Motivated was the most overused word on LinkedIn in 2014.
- Statistical Analysis and Data Mining are Top skills on LinkedIn.
- **59% of LinkedIn members** have never worked at a company with more than 200 employees.
- There are **5.5 million accountants** on LinkedIn.
- There have been **1 billion endorsements** on LinkedIn.
- The average CEO has **930 connections**.
- The most overused profile word continues to be **"Motivated"** – which also topped 2014 and 2015.

LinkedIn Demographics


- 70% of LinkedIn users are from Outside of Us.
- 40 million students and recent college graduates on LinkedIn.
- There are 57% of male users and 44% female users on LinkedIn.
- After US, India, Brazil, Great Britain and Canada has the highest number of LinkedIn users.
- 13% of Millennials (15-34 Years old) use LinkedIn.
- 28% of All Internet male users use LinkedIn, whereas 27% of All Internet Female users use LinkedIn.
- 44% of Linked users earn more than \$75,000 in a year.
- There are over 39 million students and recent grads on LinkedIn.





Getting Started:

How to design the perfect
LinkedIn Profile that reflects
your personal brand & your
business.



LinkedIn Tips for Professional, Networking & Business Marketing

- Customize your public profile URL.
- Add a LinkedIn background photo to your personal profile.
- Add a ProFinder Badge to your profile.
- Take advantage of the blog/website links on your LinkedIn profile.
- Search engine optimize your LinkedIn profile.
- Add, remove, and rearrange entire sections of your profile.
- Take advantage of Saved Searches.
- Find a job through via LinkedIn's job postings.
- Get endorsed for your skills.
- Use Open Profile to send messages to people you're not connected to.
- Check your Network Updates (or share your own).
- Be identifiable.
- Check out who's viewed your LinkedIn profile.
- Export connections.
- Easily find new connections -- or connect with old ones!
- Leverage the perks of LinkedIn Groups.
- Share your LinkedIn status updates on Twitter.
- Leverage @mentions in your status updates.
- Optimize your LinkedIn Company Page.
- Create targeted LinkedIn Showcase Pages.
- Post Company Status Updates (and target them!).
- Check out LinkedIn's Content Marketing Score & Trending Content resources.
- Experiment with LinkedIn Ads and Sponsored Updates.
- Create your own industry LinkedIn Group, and join other relevant groups.
- Email your LinkedIn Group.
- Experiment with publishing content on LinkedIn's publishing platform.
- Recruit new talent via LinkedIn Jobs.
- Add the Company Follow and LinkedIn share buttons to your website/content.
- Analyze your LinkedIn marketing performance with the Analytics tab on your Company Page.

NOTIFICATIONS (**NOTE: When Editing**)

Please turn off your notifications or for your edits until you're ready to launch...or your connections will be notified about every little change you make and that gets annoying!

The box is located on the right side of the page next to your summary.

Notify your network?

No, do not publish an update to my network about my profile changes.



LinkedIn Premium search for people, jobs, companies, and more. Rachel Anna Adler Business Development & Social Media Manager @ Fairfax County Economic Development Authority Washington D.C. Metro Area | Government Relations

Profile Strength: All-Star

YOUR HIRING TOOLBOX IS WAITING. Templates, Forms, Checklists. DOWNLOAD NOW

Who's Viewed Your Profile: 21 Your profile has been viewed by 21 people in the past 7 days. 9 Your rate for profile views moved down by 4% in the past 30 days.

Posts: 10 Ways to Reach Out to Hiring Managers, Where is Bayard Rustin?, New School Merits Old School For Job Hunting

Summary

Seeking a true contributor who goes beyond what's required to exceed project goals? For freelance or consulting inquiries contact me at: Rad-hq@redhired.com

Certified social media strategist and public affairs associate with vast experience in managing external public relations, new media, & media agencies. Skilfully manage multiple tasks by meeting tight deadlines...

Social Media & Professional Development

PICK ME, PICK ME!

Professional Journeys - The Value of Personal Branding, Network...

HOW TO USE THE LINKEDIN...

Experience

Business Development Manager
Fairfax County Economic Development Authority

November 2013 - Present (4 months) | Tysons, VA

Assisting in promoting Fairfax County as a business location to firms in the social media, start-up, digital platforms & technology sectors. I will also be assisting new and existing firms with general market information, locating office space and serving as a liaison with the main Fairfax County government. I am looking forward to many new challenges and opportunities.

When compared to other similar areas of the country, Fairfax County stands out as an excellent business location. In Fairfax County, you will find:

- a highly educated and trained workforce;
- a dynamic network of technology firms and services;
- strategic access to international airports and Washington, D.C.;
- a competitive tax structure;
- affordable, flexible and attractive real estate options;
- a multi-modal transportation network; and
- excellent public schools, colleges and universities.

Recommendations

Social Communities Coordinator / Social Media Strategist
American Public University System



Matt See

Experienced Social Media Strategist & Marketing Leader | Director of Social Media & Games @HSN

"Rachel has been an excellent hire and has become a key member of my team. Rachel is always on the cutting edge of what is happening in the social media world. For my team she handles engagements on LinkedIn and Twitter and is a real wiz at connecting with students and prospects through social media. She is easy to manage and always up to the task and goes the extra mile... more"

March 13, 2014, Matt managed Rachel Anna at American Public University System



Madeline Roberts

Manager, Social Media & Promotions at American Public University System

"Rachel is a fast-learning, intelligent, and hard-working Social Communities Coordinator. She continually brings innovative ideas to the task at hand and encourages others to do the same. She has high-level knowledge of higher education, science, technology, government, and environmental issues, which truly makes her an asset to APUS. Rachel's enthusiasm and professionalism... more"

March 12, 2014, Madeline managed Rachel Anna indirectly at American Public University System



Dan Soschin

Vice President, Marketing at Ultimate Medical Academy

"I was delighted to recruit and convince Rachel to join the team at APUS, as we knew she was a superstar after meeting and interviewing her. Rachel jumped right in and made an immediate impact at APUS and is a great employee, team member and contributor."

March 13, 2014, Dan managed Rachel Anna indirectly at American Public University System

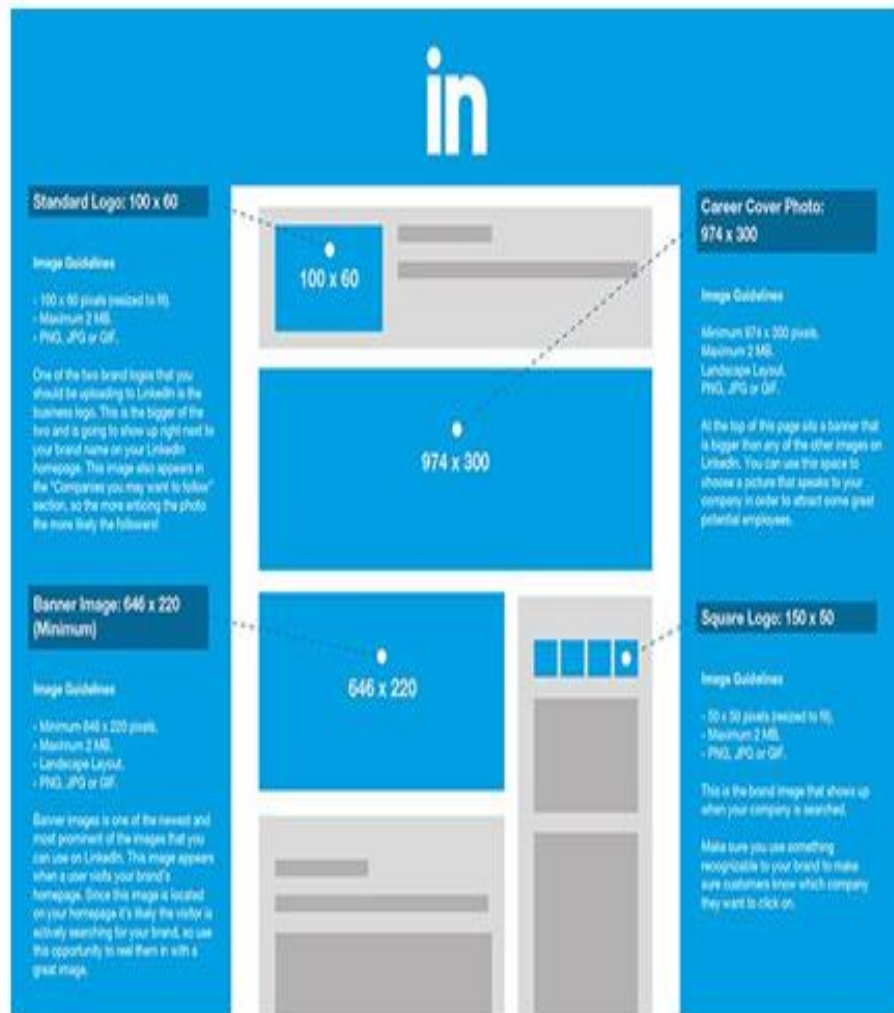
How to Boost Your Business By Customizing You Profile

Complete Your Profile

- Professional photo
- Descriptive headline
- Experience, education, certifications
- Organizations, volunteer work
- Publications (articles, videos, photography)

The screenshot shows a LinkedIn profile for Rachel Anna Adler. The header includes the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, Messaging, Notifications, and More. A banner image at the top features the word 'SOCIETY' and a photo of a person. Below the banner is a circular profile picture of Rachel Anna Adler. The profile name 'Rachel Anna Adler' is displayed, followed by her headline 'Digital Media Native & Executive Director of SMW Fairfax' and her current roles 'Fairfax County Economic Development Authority' and 'Fashion Institute of Technology'. A location tag indicates 'Washington D.C. Metro Area' with 500+ connections. A bio snippet states: '**[Everything I write or share (Blogs, Tweets, Facebook, Google+, LinkedIn & any other social media platforms or networks)] is my personal opinion & does not necessarily represent the views of my employer or its clients.** If you a...'. A 'See more' link is provided. Below the bio, statistics show 'All-Star profile', '318 Who's viewed your profile', and '233 Views of your post in the feed'. The 'Your Articles & Activity' section shows 3,907 followers and a featured article titled 'DIGITAL AFTERLIFE' with a graphic of a cloud and various icons. To the right of the article are two snippets of text: 'Roughly 85% of corporate executives and board members are white men. This number...' and 'Coworking provider WeWork aims to connect KC, tap community pride - Kansas City Busine...'. The right sidebar contains a 'Add new profile section' button, a language dropdown set to 'English', an 'Edit your public profile' link, a job recommendation for Rachel Anna at J.Crew, and a 'See connections (500+)' section. At the bottom, the 'Contact and Personal Info' section is partially visible, showing links to her profile, website, phone, email, Twitter, IM, and WeChat ID. A 'People Also Viewed' section at the bottom right features a recommendation for Rodney Lusk, Director of National Marketing at Fairfax County Economic Development Authority.

Images & Sizing



- LinkedIn Standard Logo dimensions:

- 100 x 60 px

- LinkedIn Square Logo dimensions:

- 150 x 50 px

- LinkedIn Career Cover Photo dimensions:

- 974 x 300 px

- LinkedIn Banner Image dimensions:

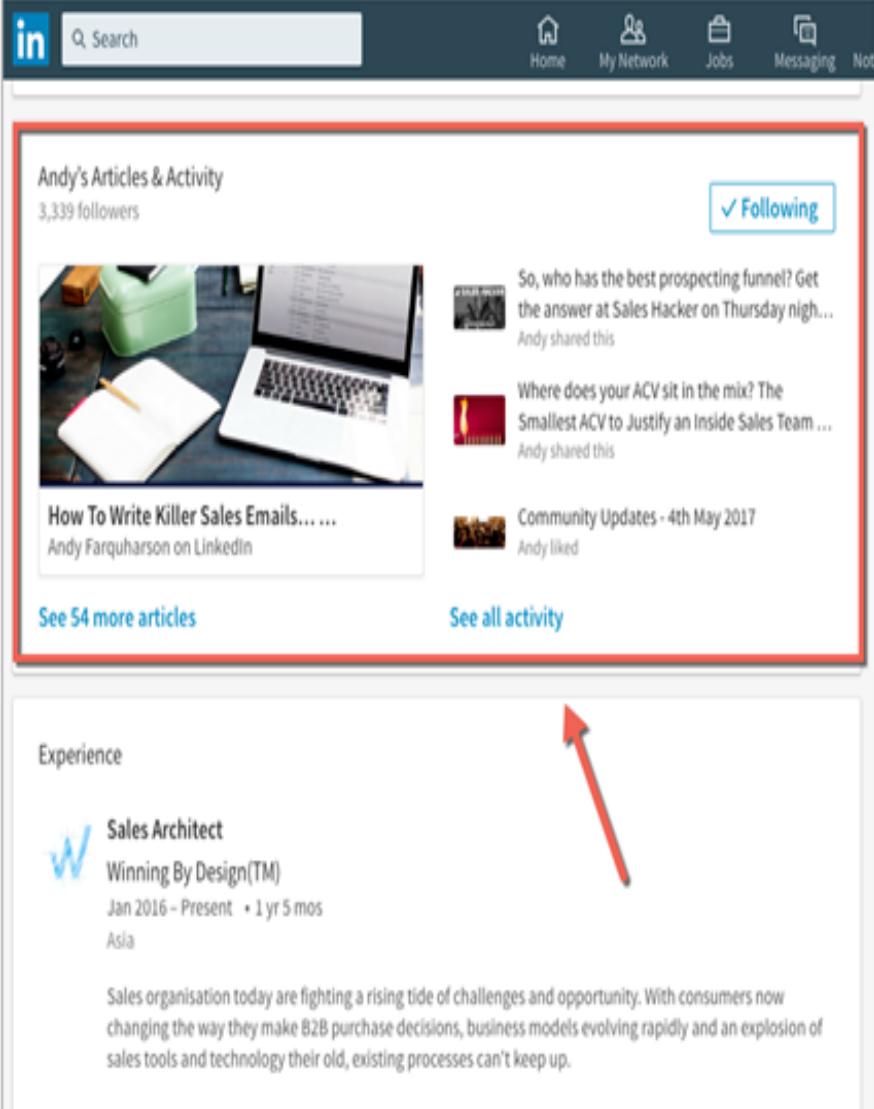
- 646 x 220 px

- Source: <https://www.nhantriviet.com/news/2016-social-media-image-dimensions-size-guide/>

Before You Post, Ask Yourself...

- Is it valuable?
- Does it fit with my personal brand?
- Did I include source attribution?

Your ability to market your talents, accomplishments and value inside your organization and within your profession, industry and community are a key part of enhancing your brand.



The screenshot shows a LinkedIn profile for 'Andy's Articles & Activity' with 3,339 followers. A red box highlights the 'Articles & Activity' section. Inside this box, there is a featured article titled 'How To Write Killer Sales Emails... ..' by Andy Farquharson on LinkedIn, accompanied by an image of a laptop and a notebook. To the right of this article are two smaller shared posts: one about prospecting funnels and another about ACV. Below the featured article is a link to 'See 54 more articles'. To the right of the shared posts is a link to 'See all activity'. Below the red box, the 'Experience' section is visible, showing a role as 'Sales Architect' at 'Winning By Design(TM)' from Jan 2016 to Present. A red arrow points from the 'See all activity' link to the 'Experience' section.

Andy's Articles & Activity
3,339 followers

✓ Following

So, who has the best prospecting funnel? Get the answer at Sales Hacker on Thursday nigh...
Andy shared this

Where does your ACV sit in the mix? The Smallest ACV to Justify an Inside Sales Team ...
Andy shared this

Community Updates - 4th May 2017
Andy liked

How To Write Killer Sales Emails... ..
Andy Farquharson on LinkedIn

See 54 more articles

See all activity

Experience

Sales Architect
Winning By Design(TM)
Jan 2016 – Present • 1 yr 5 mos
Asia

Sales organisation today are fighting a rising tide of challenges and opportunity. With consumers now changing the way they make B2B purchase decisions, business models evolving rapidly and an explosion of sales tools and technology their old, existing processes can't keep up.



Rachel Anna Adler likes this

54



Tom Ruby

Non-Profit Business Professional & Outreach Specialist

Are you a Northern Virginia civilian worker laid off by a defense contractor? If you are, The Defense Transition Assistance Program provides FREE Certification Training and other Transitional Services to help you get back to work! [show more](#)



**ARE YOU A NORTHERN VIRGINIA
CIVILIAN WORKER LAID OFF BY A DEFENSE CONTRACTOR?**

If you are, The Defense Transition Assistance Program provides FREE Certification Training and other Transitional Services to help you get back to work!

WHAT IS THE IDEAL TRANSITION
FROM AGRICULTURE TO AGRICULTURE?

STAP is a government-funded program to test all civilian workers of defense contractors. To help you get re-entrusted, this program tests for Cardiovascular, Hearing, and Endocrine factors, blood, and even hair. There is absolutely no cost to you.

Certification Examples:

Project Management Professional (PMP)
Certified Ethical Hacker (CEH) (PMP)
Information Tech. Infrastructure Library
ITIL Security Plus, Microsoft Systems
Plus, Cloud Plus, Certified Senior Master
Plus, Certified Information Systems
Security (CIS), Network+, MCSE

Who is eligible? If your Northern Virginia defense contractor employer has experienced that spending cuts due to loss of their contracts, UICAP can assist you - either in person and courtesy of AUSA.

How it helps? Certificate loans lower your interest. If you have a SBAFF certificate, would it help you get re-employed? Or, how about a SBAFF Plus or SBAFF Plus Certificate? Focusing on high-demand business opportunities, you're involved with training, research, and more. And, you'll be able to



Unlike · Comment · Share · 5



Rachel Anna Adler

Business Development & Social Media Manager @ Fairfax County Economic De

Reston-based intelligence contractor **SOS International LLC** inked a deal to buy Herndon-based New World Solutions, which works in the intelligence, surveillance and reconnaissance fields.



SOS International acquires New World Solutions as company shifts focus - Washington

bizjournals.com • The acquisition marks a shift in the company's history, which to this point relied purely on strong

Like • Comment • Share



Rachel Anna Adler

Business Development & Social Media Manager @ Fairfax County Economic D.

12d

The first ever Lego figure in a wheelchair has been spotted at the Nuremberg and London toy fairs, featuring a beanie-hatted character alongside a helper dog.



Lego unveils first ever minifigure in wheelchair

theguardian.com • Images taken at the Nuremberg toy fair by fan group Promobricks show a wheelchair-using Lego figurine, complete with helper dog, following #ToyLikeMe eq

Like · Comment · Share ·  1

Samples of Status Updates

Anatomy of an Effective LinkedIn Update

Address your audience directly, ask them questions

Be Concise: Keep your intro to 140 characters

BBVA Compass Seeking entrepreneurial inspiration? Being successful frequently involves a series of missteps and mistakes before finally nailing the right idea or business. From Mark Cuban to Dane Atkinson, 12 successful entrepreneurs share the best advice they ever got.
<http://ow.ly/s8vUO> less



12 Successful Entrepreneurs Share the Best Advice They Ever Got | Slideshow

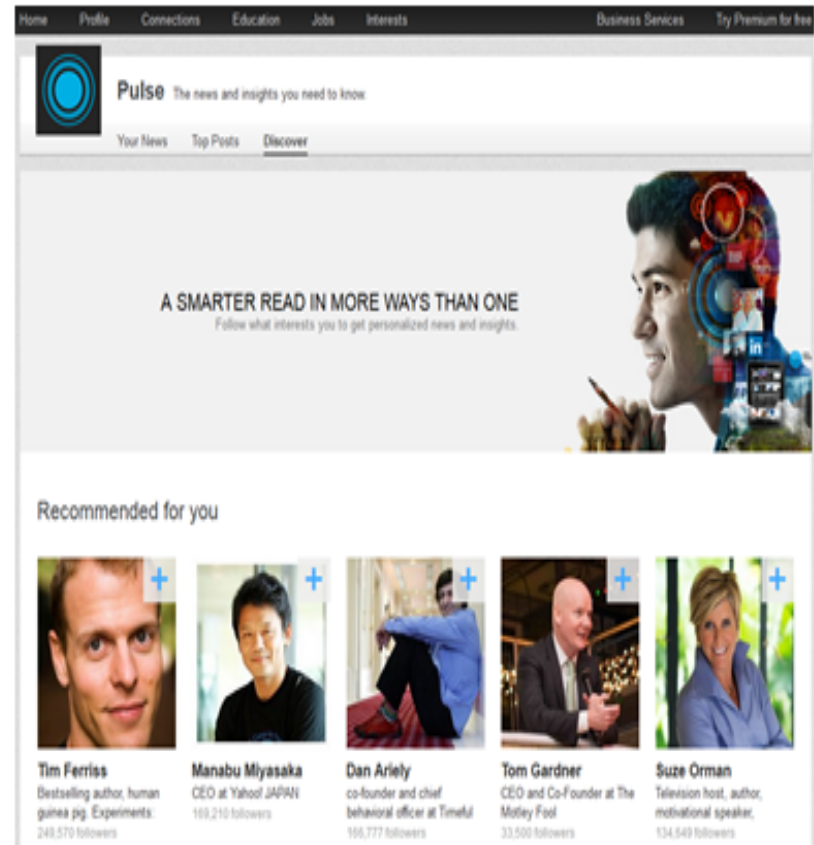
ow.ly • Mark Cuban, Tim Ferris, Jon Taffer and more share their best words of encouragement and guidance.

Strong Visuals: Attention grabbing images such as recognized leaders, interesting infographics

Type of content: Snack-able content, Lists, valuable industry insights

Make Connection & Find News

- **Join groups based on your...**
 - Area
 - Industry
 - Interests
- **Start and join discussions**
- **Use Pulse to find news**
 - Comment
 - Share with your network



Make Connections

The screenshot shows the LinkedIn Premium interface. At the top, there's a search bar and navigation links. Below the navigation bar, there's a section titled "Today's highlights" with a subtitle "A personalized selection of conversations from your groups". The main content area features a post from the "Connect: Professional Women's Network" group. The post is titled "Inspiring and empowering quotes from women leaders" and includes a quote from Paula Nesbitt, Ph.D. Below the post, there are options to "Like" and "Comment". To the right of the post, there's a section titled "YOUR MOST ACTIVE GROUPS" listing several groups with their respective conversation counts. At the bottom right, there's a section titled "Ads You May Be Interested In" featuring various advertisements.

in PREMIUM Search for people, jobs, companies, and more... Advanced

Home Profile My Network Jobs Interests Business Services Go to LinkedIn.com

My Groups Discover

Today's highlights
A personalized selection of conversations from your groups

Connect: Professional Women's Network 23h

Inspiring and empowering quotes from women leaders
At times we all need these important reminders to be at our best...

Paula Nesbitt, Ph.D.
Owner, Nesbitt Consulting; Visiting Scholar, Graduate Theological Union

10 Empowering Quotes from Inspiring Women Leaders [Infographic]
Need some additional inspiration to help you become successful? These empowering quotes from inspiring women leaders might help...

Like Comment 5 2

View previous comments

Linda Friedman Love it! Especially the bossy part...
Like 42m

Reply to this conversation...

YOUR MOST ACTIVE GROUPS

- Social Media Today 72 new conversations today
- Social Media News & Tech 62 new conversations today
- Connect: Professional Women's Network 34 new conversations today
- Advertising Age 33 new conversations today
- Social Media Marketing Consulting 15 new conversations today

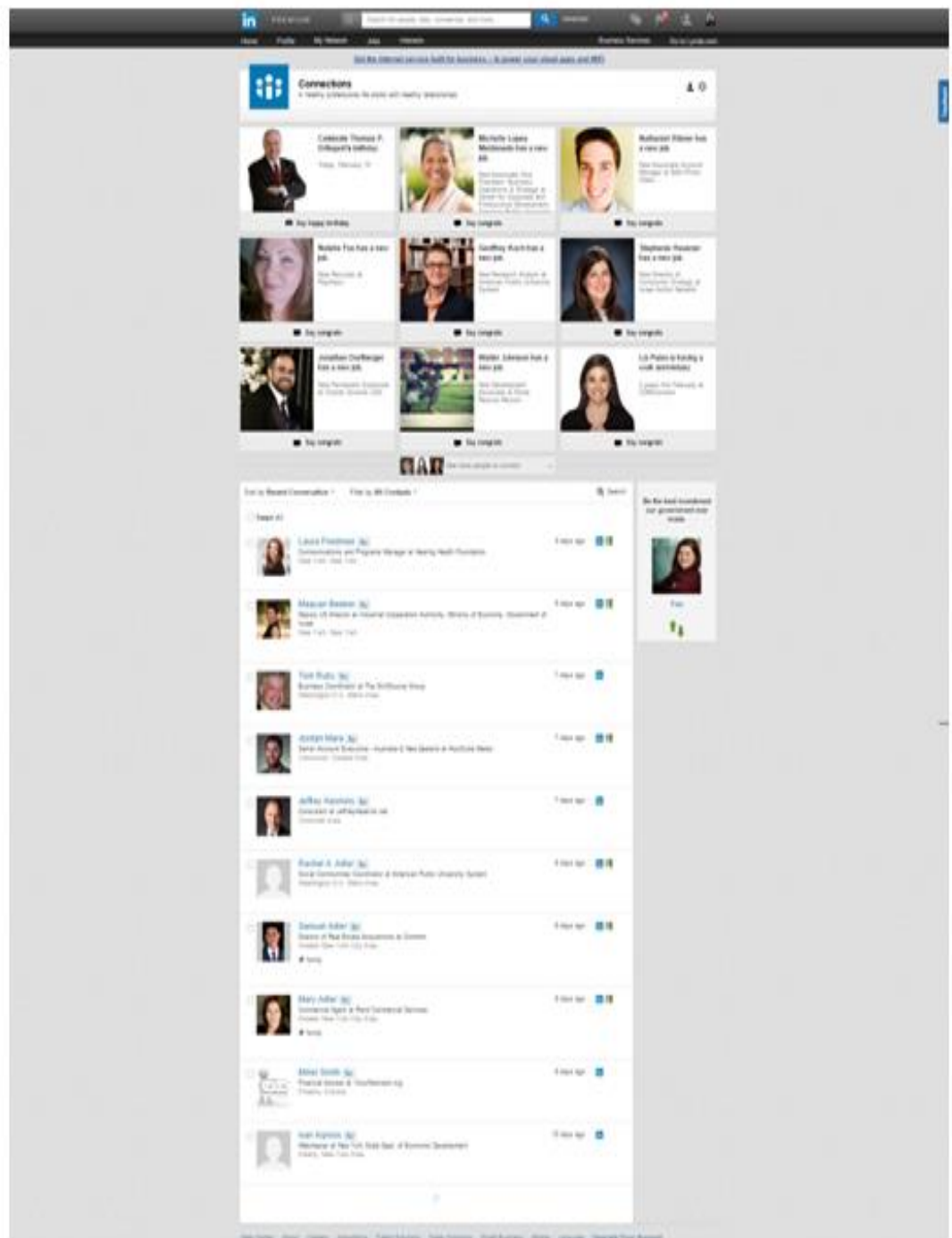
Ads You May Be Interested In

- 100% Live PMP Exam Prep Day, Evening & Weekend Classes Veteran-Owned, PMI R.E.P. & BBB accredited
- Amazing Opportunity! Sign-up to learn more!
- Master of Data Science Advance your career. Earn a...

- Join groups based on...
 - Area
 - Industry
 - Interests
- Start & join discussions
- Use Pulse/Newsfeed to find news
 - Comment
 - Share with your network

Connect with Your NETWORK

- LinkedIn makes it easy to stay connected with colleagues, associates and friends.
- It is just a click!



Listening On LinkedIn

Listening is the most important tool on social media. Before you can know what to say on any social media platform, you need to know what your customers/prospects want to hear.

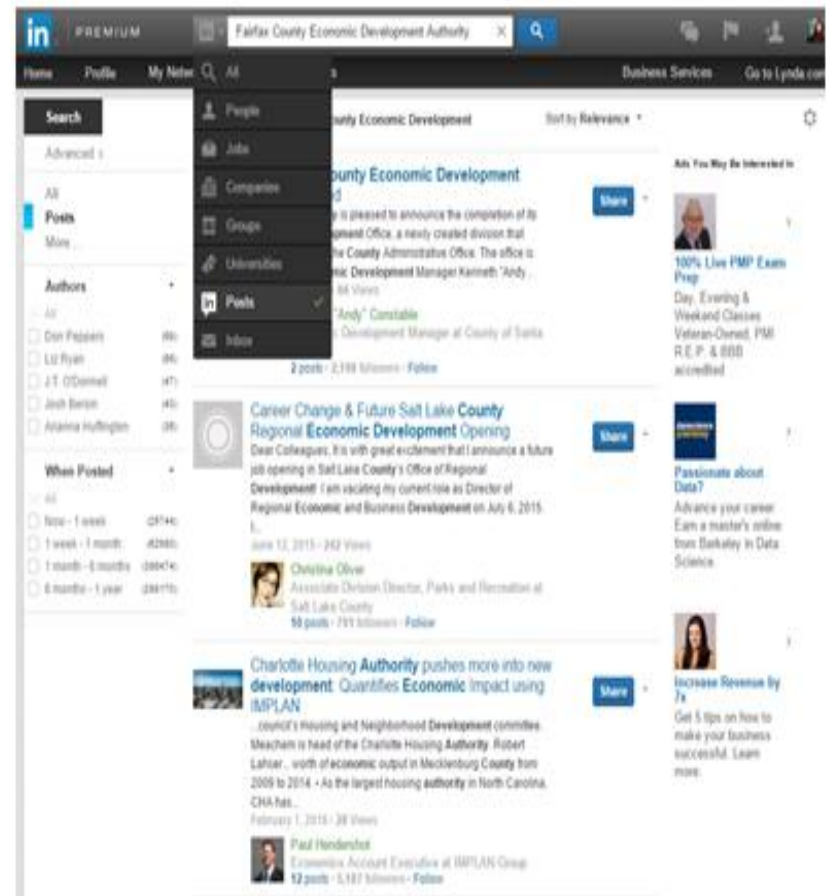
So listen up to hear what people are saying about your brand or product.



How to Search on LinkedIn

Utilizing Listening about You & Your Brand

- Head to Profile at the top of your screen, click POST
- Search your company name
- Click Posts and listen
- You can also sort your updates and segment them by type by choosing the All Updates dropdown menu!



LinkedIn Publishing

This is more than just regular posting, this is the kind of publishing that can help you establish yourself as a thought leader and an expert in your industry.

The Fast Five Step to Publishing

1. Think of a great headline
 2. Find/Take a compelling photo
 3. Write a concise post
 4. Include strong calls to action at the bottom of your post
 5. Share across different social media channels
-

LinkedIn Publishing (i.e. Blog/Original Content)

- Way for members to contribute professional insight
- Long-form content becomes part of your profile
- [HOW TO GUIDE TO PUBLISHING](#)
- Searchable on/off LinkedIn
- Added to Pulse (if content is relevant)
 - Read more: [Writing tips](#)

Your Posts

[Save](#)[Publish](#)

Untitled Post

Draft · Feb 9, 2018

10 Ways to Reach Out to Hiring Managers

Published · Apr 7, 2018 | Delete

Where is Bayard Rustin?

Published · Feb 18, 2018 | Delete

New School Meets Old School

For John Murfrees



Add an image to bring your post to life

Images that are at least 700 x 400 pixels look best.



Rachel Anna Adler

Business Development & Social Media Manager @ Fairfax County
Economic Development Authority


Write Your Headline

h1 h2 ¶ B / U T [List Icons]

Start writing.

Add rich media to your post

You can add images, videos, presentations, tweets, podcasts, and other kinds of rich media to your post.




Fairfax County Economic Development Authority
Government Administration
11-50 employees

1,344 followers

Following

Home




The Fairfax County Economic Development Authority (FCEDA, www.FairfaxCountyEDA.org) promotes Fairfax County, Virginia, as a business and technology center. Fairfax County is the heart of the northern Virginia and Washington, D.C. business and technology community.

See more

Recent Updates

Fairfax County Economic Development Authority Tysons Corner-based Haystack Technology is again part of the security detail at the Super Bowl. <https://linkd.in/vVimCkP>







At Super Bowl 50, fan safety starts with super-snoopy tech

cnet.com - The big game and all its festivities get sweeping protection, from bomb-destroying robots to software that crunches social media looking for threats.

Like (3) • Comment • Share • 3 days ago

Len Capelli, M. Stephen Brown and Chuck Henry


How You're Connected

26 first-degree connections
12 second-degree connections
48 Employees on LinkedIn


See all

Careers



Interested in Fairfax County Economic Development Authority?
2 jobs posted

See jobs



LINKEDIN COMPANY PAGE



Where to look



What to look for



Specifics



Company
Website



Company Blog



Company Resources



'About Us' Section



PR/NewsSection

Relevant Content
Engaging Images
Cadence

Videos
Whitepapers
Other Destinations

Promoting other
Social Media Channels

Company Announcements
Industry news

Company Updates Best Practices

Include a visual



Generate awareness

Keep it short & sweet

Snackable stats work wonders



Build thought leadership

Variety is the spice of life



Generate leads

Test and optimize your reach to the right audience with the right message

Xerox Look, Mom, no hands! In 7 years, your car may be driving you to work. <http://xerox.bz/1q0AZDo>



5 Ways That Self-Driving Cars Will Change Everything — Yes, Every....

xerox.bz • The concept of "distracted driving" will likely disappear when there is no reason to pay attention to where you are going until the vehicle notifies you that "DING, you have arrived at your destination."

Xerox Self-driving cars will change everything. Yes, everything. <http://xerox.bz/1q0AZDo>



5 Ways That Self-Driving Cars Will Change Everything — Yes, Every....

xerox.bz • Self-driving cars will change our roles, our jobs, and our markets.

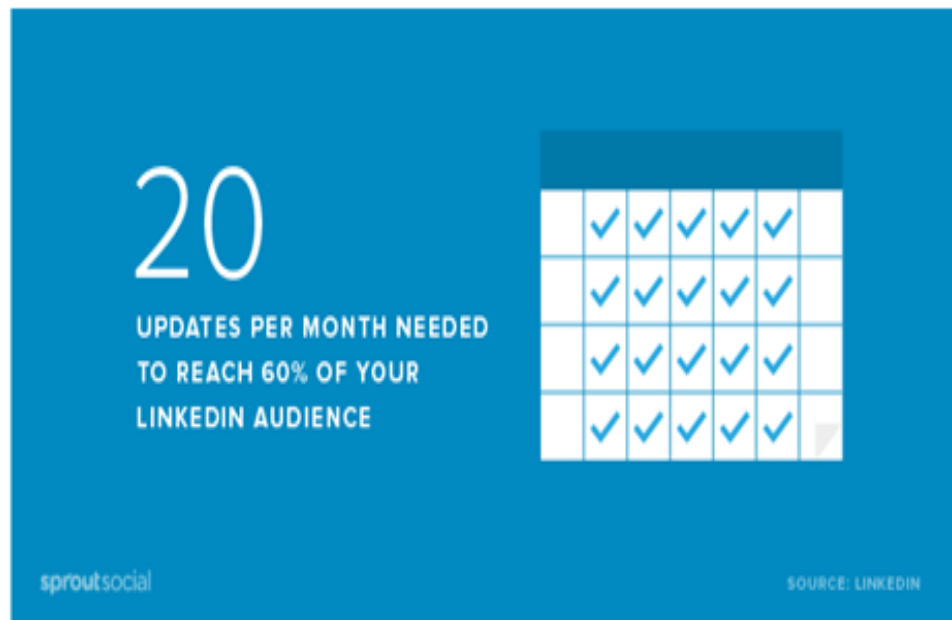


80/20 Rule

**POST 4 UPDATES THAT BENEFIT
YOUR FOLLOWERS FOR EVERY
1 UPDATE THAT PROMOTES
YOUR ORGANIZATION**

Company Page FAQ

- For instance, when it comes to building engagement and trust through status updates, LinkedIn [recommends](#) following the 80/20 rule: four updates for the benefit of your followers for every update promoting your company. This guarantees a well-balanced stream of rich, insightful content.



- It's also worth noting that, on average, companies that post 20 times per month reach [at least 60%](#) of their unique audience. Adhering to a consistent posting schedule can lead to increased engagement from your followers. That doesn't mean you should post without rhyme or reason.

Company Page – Status TIPS



- Posts with a link drive twice the engagement as posts without.
- Images on average result in a 98% higher comment rate.
- Links to YouTube videos that play directly in the LinkedIn feed typically result in a 75% higher share rate.
- According to LinkedIn, the **best time** to post is weekdays during business hours. Tuesdays, Wednesdays and Thursdays appear to be more ideal than Mondays and Fridays.



1

Keep
Conversions
in Mind

2

Know When
and What
to Post

3

Tell People
About
Your Page

4

Empower Your
Employees to
Participate

5

Keep an Eye on
Your Analytics

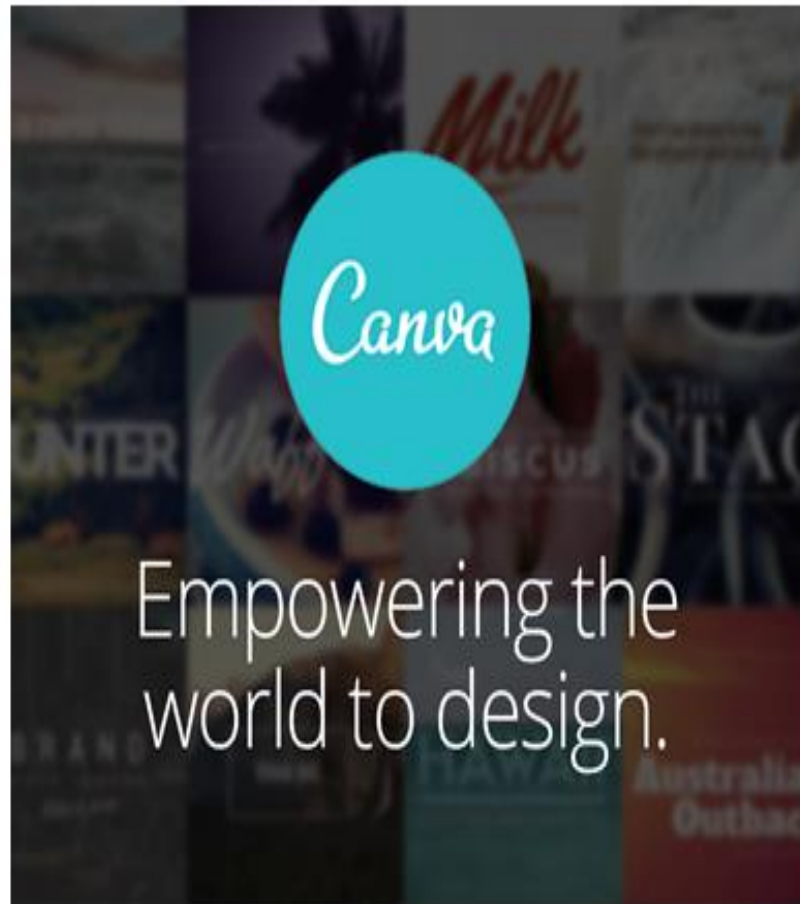
 Add This

Automate – But be HUMAN

- You have better things to do than execute the same repetitive tasks over and over again. When it comes to social media marketing, automation is everything.
- Here's a short list of some of the tasks you can automate now and no longer waste your time on:
 - Following people back when they follow you
 - Retweeting interesting messages on [Twitter](#)
 - Mentioning other users in your messages
 - Responding to direct messages
 - Automating posts from another expert's website
 - Posting to [LinkedIn](#), [Twitter](#), or [Facebook](#) from another network



Other Tools: CANVA



- Utilize [Canva](#)
 - [Canva](#) makes design simple for everyone.
 - Create designs for Web or print: blog graphics, presentations, Facebook covers, flyers, posters, invitations and so on.

LinkedIn 2018 Trends

- Microsoft integrates LinkedIn with Word to help you write a resume
https://www.theverge.com/2017/11/8/16622718/microsoft-word-linkedin-integration-resume-assistant-feature?utm_campaign=theverge&utm_content=entry&utm_medium=social&utm_source=twitter via @Verge

- Video
- Content
- Improved Algorithm
- Advanced Career Tools
- Further Integration with Microsoft Apps



09:48:00

MINUTES PER DAY THAT
THE AVERAGE USER SPENDS
ON LINKEDIN

LinkedIn Checklist 2018

- **Photo:** Professional, high quality
- **Headline:** Tell people what you're excited about now & what you want to do in the future.
- **Vanity URL:** Make yourself easy to find.
- **Summary:** A few short paragraphs of what motivates you, what you're skilled at, and what's next.
- **Experience:** Jobs you held and accomplishments at each. Include photos, write ups, or videos.
- **Recommendations:** Ask managers, peers, or co-workers to write a recommendation. This gives authority to your strengths and skills.
- **Education:** List all of your educational experiences, including summer programs.
 - Courses can show skills & interests you're most excited about
- **Volunteer Experience & Causes**
- **Skills & Expertise:** Add 5+ skills you want to be endorsed for.
- **Honors & Awards:** Don't be shy to brag about your accomplishments.
- **Projects:** Showcase digital campaigns or projects.
- **Interests:** Add anything else about yourself; helps with search!
- **Organize** sections



HOMEWORK

DEDICATE 15 MINUTES EACH
WEEK TO YOUR LINKEDIN
NETWORK

- Connect with 10 new people each week. Send them a personal message asking to connect.
 - By doing so, you are communicating with them as an individual and laying the foundation for future contacts. You are starting to build the relationship. Now, get to know them. Ask what she or he does. Ask them who you can connect them to within your network. Ask how you can help them. By approaching a new connection this way, you are establishing a connection and adding value. Thereby, building trust and a solid relationship that will help to grow your business.
 - Send 5-7 new messages each week to people you have connections with.
 - This does not have to be lengthy or in-depth. The message can be as simple as, "Hey there, it's been a while since we last talked, What are you up to?" This is beneficial for 2 reasons: 1) You're starting communication. 2) You're front of mind again. By contacting 7 people in your network each day, you quickly get to know everyone in your network so you're better able to connect people within your network and know who can help when and where. Over time, you will continue to build the relationship with your connections by maintaining regular contact.
- Post or share an update at least once/week
- Leave and request a recommendation from colleague/manager
- Keep it about them! We all know what it's like to get a new connection, only to be followed by a lengthy sales pitch the following day.
 - LinkedIn is not the appropriate platform for this. When you are good at what you do, AND you have good relationships with the people in your network, then you won't have to tell people what you do. They will ask you and they will be happy to help you.

LinkedIn 2018 Homework

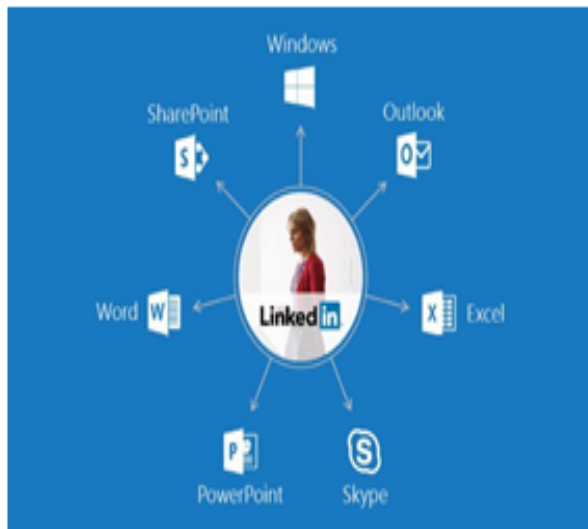
General Requirements:

You have over 100 connections.

You have a professional photo.

Your profile has a keyword strategy in place.

You have a unique LinkedIn Profile [URL](#) in place.



Networking:

You are a member of at least 25 groups.

You post relevant articles and tips on your profile at least once per week.

You follow at least five companies you are interested in.

You message at least one person you know and at least one person you don't know on LinkedIn each week.

Every month you introduce two new people in your network.

Comment on a post in at least one group once per week.

LinkedIn 2018 Homework



Experience:

You have two pieces of media such as relevant videos, images, presentations or articles quoting you in your experience section.

Your experience includes results, numbers, and accomplishments (Challenge, Actions, and Results) in your experience section.

Social Proof:

You have at least three recommendations.
You have been endorsed at least 15 times.

Headline:

You have a benefit-oriented headline that grabs attention.

Summary:

Your summary includes an overview of your skills, talents, and how you can add value to a company.

Your summary includes previously quantified results at other companies, with numbers whenever possible.

Your summary includes how you can be reached. You have one piece of media in your summary.

"IF YOU MAXIMIZE YOUR
LINKEDIN PROFILE, YOU
MAY NOT BE LOOKING
FOR YOUR NEXT JOB. IT
COULD COME FIND YOU." -

Suzy Welch, bestselling
leadership author and CNBC
contributor

Want to Learn More?



Lynda.com (<http://www.lynda.com/>)

SkillShare (<https://www.skillshare.com/>)

Coursera (<https://www.coursera.org/>)

Slideshare (<http://slideshare.com/>)

Help your #marketing get more from
#LinkedIn in 2017:

<https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/productivity/2017/how-to-use-linkedin-for-marketing-in-2017>
via @LinkedInMarketingSolutions

Need Help with Your Digital Media?

- Check out to see if your local chamber or economic development agencies can assist with business development.
- Websites to check out to hire a freelancer:
 - [Thumbtack](#)
 - [PeoplePerHour](#)
 - [Hootsuite Social Media Consultant Directory](#)

Gartner Digital Marketing Transit Map™

<http://www.gartner.com/technology/research/digital-marketing/transit-map.jsp>



Connect With Me

<http://www.slideshare.net/Radler27>

<http://rachelannaadler.tumblr.com/>

<https://about.me/radler>



Sources:

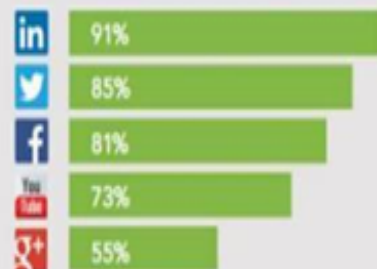
- http://www.huffingtonpost.com/alex-pirouz/3-powerful-ways-to-grow-your-business-through-linkedin_b_8995368.html
- <http://www.entrepreneur.com/article/269950>
- https://designschool.canva.com/blog/linkedin-for-business/?utm_content=buffer42b3b&utm_medium=social&utm_source=plus.google.com&utm_campaign=bufferhttp://www.adweek.com/news/technology/8-ways-you-should-be-using-linkedin-probably-arent-168749
- <http://www.forbes.com/sites/williamarruda/2015/08/06/the-most-valuable-linkedin-feature-you-arent-using/>
- <http://www.businessnewsdaily.com/7206-linkedin-marketing-business.html>
- <http://www.referralmarketingguru.com.au/the-new-year-is-often-a-time-of-setting-resolutions-and-establishing-good-habits-to-meet-your-goals-for-the-coming-year-this-year-i-challenge-you-to-dedicate-at-least-15-minutes-each-week-to-using-l/#sthash.cpX6CAc0.dpbs>
- Creating A Killer LinkedIn Profile: Tips From Link Humans [INFOGRAPHIC]
<http://blog.linkedin.com/2014/07/01/creating-a-killer-linkedin-profile-tips-from-link-humans> via @LinkedIn
- **LEARN MORE.** Visit marketing.linkedin.com to download the [Sophisticated Marketer's guide to LinkedIn](#).
- [Microsoft integrates LinkedIn with Word to help you write a resume](https://www.theverge.com/2017/11/8/16622718/microsoft-word-linkedin-integration-resume-assistant-feature?utm_campaign=theverge&utm_content=entry&utm_medium=social&utm_source=twitter)
https://www.theverge.com/2017/11/8/16622718/microsoft-word-linkedin-integration-resume-assistant-feature?utm_campaign=theverge&utm_content=entry&utm_medium=social&utm_source=twitter via @Verge
- <https://www.omnicoreagency.com/linkedin-statistics/>
- <https://www.leisurejobs.com/cheatsheet/ultimate-linkedin-cheat-sheet-A4.pdf>
- <https://blog.hubspot.com/blog/tabid/6307/bid/23454/the-ultimate-cheat-sheet-for-mastering-linkedin.aspx>
- <https://www.socialmediatoday.com/news/5-predictions-for-social-media-marketing-on-linkedin-in-2018/507953/>
- <http://www.classycareergirl.com/2017/12/linkedin-ways-advantage-2018/>
- <https://sproutsocial.com/insights/how-to-use-linkedin-for-business/>
- <https://www.officetimeline.com/blog/linkedin-evolution-timeline>

LinkedIn Take Away

LINKEDIN BY THE NUMBERS:

LINKEDIN IS THE #1 CHANNEL TO DISTRIBUTE CONTENT

% of B2B marketers who use various social media sites to distribute content



LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

90% of the social traffic was driven by the big three networks, with half of it coming from LinkedIn



LINKEDIN CONSIDERED MOST EFFECTIVE FOR B2B LEAD GEN

Among top performing organizations, % of B2B Marketers who rated the Social Media Site on effectiveness in generating leads



- 40% of B2B buyers say LinkedIn is important when researching technologies and services to purchase (Source)
- 91% B2B marketers use primarily LinkedIn but only 62% say is effective. (source) – *a LOT of them have NO clue on how to make LinkedIn work for themselves, let alone their clients –End of Jab-*
- 49% of LinkedIn Users Have Household Income Over \$100K
- 25 million LinkedIn profiles are viewed every day
- 1 in 3 professionals on the planet EARTH are on LinkedIn!
- 41% of millionaires use LinkedIn



Thank You!

Raffle

